INSIDE:

RADIO BUSINESS 1988... & '89

R&R presents a special overview of 1988 as a radio business year: biggest deals, state-by-state transaction totals, month-by-month figures, and a broker scoreboard. And looking forward to 1989, top wheeler/dealers at this week's Sillerman-Magee Communications Outlook Conference predict a dynamic growth year for the industry. Page 6, 12, 14

HIRING TODAY'S PD

Starting with the controversial assertion that program directors today are vastly superior to their past counterparts, Jeff Pollack goes on to explain how to ensure your station finding a prime programmer. Page 19

THE R&R INTERVIEW:

BILL STAKELIN

As he prepares to leave the RAB after presiding over its annual conference this week, Bill Stakelin looks back over his five years as RAB chief, looks to the future goals of the organization, and looks forward to starting his new radio group. Page 18

SOURCES FOR STATION AD GROWTH

Chris Beck provides a double-sized, detailed list of potentially hot sales categories for 1989, ranging from specific new business tips to the lifestyle trends that will stimulate the growth areas. Page 22, 25

AUDITORIUM TESTING TIPS

A botched auditorium music test is worse than no test at all, and there are many ways to render your results invalid. Rob Balon outlines the pitfalls and explains how to make sure you get what you pay for in a music test. Page 52

WINNERS IN THE SPOTLIGHT

R&R format editors delve into the stories behind these ratings winners: WEGX/Philadelphia, WDVPH/Pittsburgh, XHRM/San Diego, WILD/Boston, and (of all things) a highly-rated Country station in Hartford, WWYZ. Page 66, 72, 74, 79

Newstand Price $5.00

Michael's Last Bad-Bye

Michael Jackson acknowledged the last of hundreds of standing ovations he earned during the "Bad" tour, which concluded its 16-month run last Friday (1/27) at the L.A. Sports Arena. Along the way, many new records were set as Jackson went "Bad" to first: 123 concerts in 15 countries generated a total attendance of 4.4 million for a box office gross of over $125 million (both record figures). Not bad for a first solo tour. Meanwhile, the "Moonwalker" video became the all-time most-watched (beating previous leader "Thriller" in just two weeks), and the "Bad" LP generated over 20 million sales worldwide and five straight US No. 1 singles, giving Jackson a record streak of seven consecutive R&B chart-toppers. As Jackson enters a low-profile period for the next two years or so, Epic is discussing a greatest hits package (with 2-3 unreleased songs) for Christmas.

KEEPS WRBQ PD POST

Kabrich To Join KIQQ As OM

In a uniquely structured one-year agreement, WRBQ-AM & FM (Q105)/Tampa PD Randy Kabrich has been named GM at KIQQ/Los Angeles, soon to be acquired by Westwood One pending FCC approval. However, he will also retain his duties at the Edens CHR in Tampa. Kabrich will report to WWI Radio VP/Programming Scott Shannon.

Edens President/COO Michael Osterhout told R&R, "It's a tremendous opportunity for Edens, Westwood One, Scott Shannon, and Randy Kabrich to work together on such an innovative project. It's innovative in the sense that Randy remains in charge..."

WCZY Sets Berkowitz As VP/Programming

Gary Berkowitz, OM/OD at Full-Service AC WJB/Detroit and former PD at sister CHR WHYI, has left Cap Cities/ABC after 13 years (five in Detroit and eight at WPRO-AM & FM/ Providence). He is joining crosstown Motor City CHR WCZY, owned by Broadcasting Partners Inc., as VP/Programming. WCZY's Brian Patrick will remain as PD and will report to Berkowitz.

Broadcasting Partners President Barry Mayo commented, "It is a major coup for a developing company like ours to get a programmer of Gary Berkowitz's stature and experience. There's no doubt that Gary will BERKOWITZ/See Page 44

FCC Renews Y100

Station Cleared On Payola Allegations; Judge Calls Challenge A 'Sham

An FCC administrative law judge has cleared Metropolis Communications CHR WHYI (Y-100)/Ft. Lauderdale-Miami of payola allegations and thrown out a license challenge against the station.

In a 56-page ruling issued Friday (1/27), Chief Administrative Law Judge Thomas Fitzpatrick said Metropolis management was "reasonably diligent" in its efforts to safeguard against payola. The judge said while there was evidence that some current and former station employees used drugs with record promoters and engaged in "paper adds," there was no evidence that on-air record airplay had been affected or that management was responsible for the problems.

Fitzpatrick ruled Metropolis was entitled to renewal of its license for a long record of "meritorious community service." He went on to harshly criticize the challenger, Southeast Florida Broadcasting L.P., saying that although the company was nominally headed by a black female it had been organized and controlled by Cohen & Berfield, a Washington communications law firm involved in several controversial license challenge cases, for the sole purpose of challenging Metropolis. Y-100/See Page 44

Geffen Ups Babineau Heads Promotion

Marko Babineau

Geffen Records AOR promotion director Marko Babineau has been elevated to Director of Promotion for the label. He replaces Al Conry, who was promoted to GM last week, and will oversee all of the label's promotion efforts.

"Marko's AOR promotion track record speaks for itself - BABINEAU/See Page 44
"Your Mama Don’t Dance"

NO ANTIDOTE ROCK ‘N’ ROLL FROM

Poison

The follow-up to their #1 smash
“Every Rose Has Its Thorn.”
Taken from the album
OPEN UP AND SAY...AAH!
Over 5 million sold
and no end in sight.

Written by Loggins/Messina
Produced by Tom Werman for Julia’s Music Inc.
Engineered by Duane Baron
Management: Howard Kaufman/HK Management, Inc.

©1989 Signet/Capitol Records, Inc.

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RCA Realigns Promotion Structure
McKeon To L.A.; Tanner Sr. Director/Pop; Ostin Director

Chris Poole

RCA's promotion structure has been significantly realigned, with new appointments to the executive team. Jim McKeon has been moved to Los Angeles as Regional Promotion Director/Southeast & Southwest, while Gabe Tanner moves from Atlanta.

Poole PD At KBPI

Chris Poole has been named Program Director at KBPI in Denver. Poole comes from KDWB in Minneapolis, where he was Program Director.

Cashman New WBOS GM

WXKS/Boston VP/NSM Mary Cashman has been named VP/GM for Ackerman Communications' newest property, WBOS/Boston. Ackerman President Don Carter said, "Our purchase of WBOS was an indication of our desire to maintain a strong presence in the Boston market. By naming Mary Cashman we are stating our commitment to the best local representation of our communications company. Her expertise, talent, and vitality will be a tremendous asset."

In a major realignment of RCA's promotion department, VP/Album Promotion Jim McKeon has been relocated from New York to Los Angeles, Regional Promotion Director/Southeast & Southwest. Gabe Tanner moves to Atlanta as New York VP/Pop Promotion, and Randy Ostin joins the label as Director/Pop Promotion in Los Angeles.

RCA VP/National Promotion Butch Dwight, to whom the three report, commented, "Jim and I have worked together for two years. His energy, enthusiasm, and love of music makes him the perfect choice to give RCA Records the great presence on the West Coast we've been looking for. "Over the past two years Geary has proved to be a tireless force in RCA's management."
KYTE-FM Segues To NAC

Classical Format Moves To AM

At KYTE-AM & FM/Portland, the FM dropped its Classical format for NAC Monday (1/30). The Classical format has moved to the AM, replacing that station’s Nostalgia-MOR programming. KYTE-FM has applied for new calls KKCY (The City).

The on-air moves started Friday (1/27) when classical music was simulcast on both stations. Listeners were advised that classical music would shift to the AM band the following Monday.

GM Bob Scherner told R&R, "While we were making a small profit with classical music, we weren’t making a good return on the combo. A few months ago we began looking at FM options, and came to the conclusion that NAC was a good possibility. We then tracked down what we discovered to be the best NAC in the country: KQPT/Sacramento. We’re using its PD, Alan Mason, as our consultant. We're very excited.

We’re pretty confident that NAC could be the format of the ’90’s, and we’re on the leading edge of it,” he continued. “Here in town KINK has paved the way for an NAC, and in the morning it’s almost AC and plays a slice of contemporary jazz. We’re going to build our station around KINK’s hippest element – NAC. I don’t think KINK will react to us; it will probably turn this niche over to us. We should be able to package our combo among 25-54’s in such a way as to become a major player. If we can rank in the top five 25-54’s, we’ll consider this move to be a total success. We have the potential to be number one at some point, but right now we don’t have to be a huge winner."

No personnel changes resulted from the stations’ format changes. KYTE-FM’s 3.5 (12+) placed it in a tie for 10th place in the fall Arbitron, KYTE finished in a tie for 14th with a 3.3. In the corresponding Arbitron, KYTE-FM ranked 11th (3.6) and KYTE tied for 12th (3.4).

Ervin Named To WMYG PD Post

Dave Ervin

WCLR/Chicago PD Dave Ervin has been named PD of WMYG/Pittsburgh. He replaces Mike Beger, who resigned last week after one year at the Classic Rocker.

WMYG Owner Stu Cohen told R&R, “Even though he’s spent the last four years in AC, I learned he’s a rock ‘n’ roll fan at heart. He accomplished some rather dramatic ratings increases in AOR in both Madison (WIBA) and Portland (KGN), and he seems to be a real strong administrator, which is what we need.”

Ervin has been a PD for the last decade, spending five years at WIBA and two at KGN before joining AC WMIC/Detroit in 1985. He’s been at WCLR since 1987.

Mason Upped To WCBS-FM GSM

Maire Mason, LSM at Oldies-formatted WCBS-FM/New York, has been upped to GSM. She replaces Steve Carver, who left to become VP/GM of sister CBS Oldies outlet WOGL/Philadelphia. Mason will lead a nine-member sales department, and is replaced as LSM by two-year LSM Nancy Dobrow.

WCBS-FM VP/GM Rod Calarco told R&R, “If anybody were qualified for the position of GSM here at WCBS-FM, it would have to be Maire. She’s done literally everything that has to be done. I think she will continue to keep the standards that we have set and keep us on course.”

Mason had been LSM at CBS facility since 1986 and served as NSM for the station the preceding year. She joined WCBS-FM as a Retail AE in 1990, and was appointed Sr. AE two years later.

Barnes Directs EMI Urban Promotion

New Regional, Local Staffers Named

EMI Records has upped Urban Regional Director/Mid-Atlantic Region Reggie Barnes to National Director/Urban Promotion. The 20-year industry vet was previously Regional Manager/Midwest for the label.

In other Urban appointments, Southwest Promotion Manager Mike Austin has been named Regional Director for that area. Local Promotion Manager/Detroit James Boyee becomes Regional Manager/Midwest, Northeast Promotion Manager Glynice Coleman takes Regional Manager/Mid-Atlantic duties, and Memphis-based Promotion Manager Virgil Thompson has been upped to Regional Manager/West Coast.

On the local level, Tolomon Merritt and Roderick Thomas have joined the label as Promotion Managers for the Carolinas and Midwest regions, respectively. April Washington and Kevin Colliers join as Promotion Managers based out of the Baltimore/Washington and Ohio Valley areas.

EMI VP/Urban Promotion Varnell Johnson commented, “These appointments should be viewed as a reaffirmation of our commitment to the continued growth and effectiveness of our urban music department."
INTRODUCING INTEREP’S RADIO STORE EXECUTIVES

INTEREP’s Radio Store is one stop shopping for radio buying opportunities. The Radio Store is uniquely positioned to respond to expanding the role radio has in the advertising mix.

The Radio Store not only addresses new business dollars, but also extends to agencies and clients additional vehicles to support their campaign.

We believe that through The Radio Store we serve our client’s best interest by doing what’s best for the advertisers.

We are proud to introduce to you our Regional Executives who will be coordinating all Radio Store efforts.

ELLEN HULLEBERG
President

TOM POULOS
Boston

MARC GUILD
New York

BOB LION
New York

PAM LITTLE
Philadelphia

TONY MAISANO
Atlanta

MIKE DISNEY
Chicago

JIM HAGAR
Detroit

GARY AHRENS
St. Louis

RICK FROMME
Dallas

AUSTIN WALSH
San Francisco

JEFF DASHEV
Los Angeles
FCC Frequency Lottery Proposal Gets Cool Response

A new FCC proposal to scrap the current system of granting broadcast stations in favor of a lottery process has prompted a chilly response from lawmakers, broadcasters, and public interest groups. All worry that the plan, designed to speed the licensing process, will diminish the FCC's ability to promote public policy goals in awarding new stations.

Under the proposed lottery system, the Commission would prescreen applications for completeness. Qualified applicants would then participate in a lottery designed to pick the most worthy applicants and parties with no other broadcast properties. Losing applicants would be free to file petitions to deny against the lottery winner.

"The Commission is substituting the roll of the dice for the role of government officials making difficult decisions," said public interest lawyer Andrew Jay Schwartzman. "The emphasis on making the system more efficient is reminiscent of Nazi Germany."

The Commission voted 3-0 on Monday (1/30) to put the lottery proposal out for public comment. It said the present system of comparative hearings, in which the applicants are pitted against one another in a complex judicial-like proceeding to determine which is best qualified to receive the available construction permit, is "unduly burdensome" to both applicants and the Commission and causes lengthy delays in new service for the public.

During the comparative process, the FCC weighs such factors as the minority and female status of the applicants, the degree to which the would-be owners will also manage the station, the broadcast service needs of the community, and other public policy concerns. However, the Commission contends its ability to select the "best" applicant based on such criteria is limited by the fact that 70-80% of all such proceedings are resolved in outside settlements.

Commissioner Patricia Diaz Dennis also said the FCC's legitimate public policy concerns are often drowned out in the minutia generated in the drawn-out comparative process. "If tried worthwhile goals are being lost in debates over such points as whether a particular applicant is a leader of the local Lions Club or just a regular member," she remarked.

Compelling Reason?

Reducing the cost of applying for a new station would also increase diversity in broadcasting by lowering the entry barrier for newcomer applicants, according to the Commission.

But before the FCC can implement a lottery for full-power broadcast stations it is required by law to demonstrate a compelling reason for doing so. Although Mass Media Bureau Chief Alex Felker said the Commission believes the backlog of pending applications provides that reason, several communications lawyers said they aren't convinced a desire to speed the licensing process would be viewed by the courts as sufficient cause for adopting a lottery.

The proposed lottery may also be headed for trouble on Capitol Hill. Senate committee Chairman Edward Markley (D-MA) has long expressed concerns about such a lottery. According to Markley aide Larry Irving, the congressmen feels the FCC would be abdicating too much authority by adopting a lottery.

"I don't think (the lottery proposal) will be well received at all," said Irving. "There will be vigorous opposition to this point are, 'Is this permissible under the Communications Act?' and, 'Is the FCC, rather than doing its job, just going to leave it to a lottery to decide who gets these licenses?'

NAB Fears Spectrum Auctions

NAB VP-General Counsel Jeff Baumann said NAB opposes full-power lotteries on the grounds such a system would undermine the public trustworthiness of a broadcast license and could eventually lead to spectrum auctions.

"The public would have lost confidence in the FCC if even a single license were sold through a lottery. Maybe the FCC would be able to explain away a few, but the public would see through this system," said Baumann.

NAB's estimate of the entire commission's time and resources to run this lottery is $50 million. The estimates are based on the plan, designed to pick the most worthy applicants and parties with no other broadcast properties. Losing applicants would be free to file petitions to deny against the lottery winner.

WASHINGTON REPORT

Sillerman Seminar Sees Sunny Skies

Industry Execs Unanimous: Revenues Heading Up

Several of radio's heaviest hitters are projecting industry revenues will grow by as much as eight or nine percent in the upcoming year—barring a recession or federal deficit reductions that might collide with the nation's expanding economy.

The projections came as network heads and group owners gathered Tuesday (1/31) in New York to gauge into their crystal ball for about 100 bankers and institutional investors at the third annual Sillerman-Mages Communications Outlook Conference.

Despite fears one year ago that the stock market collapse might wound the industry, conference sponsors Robert F.X. Sillerman said serious trouble did not materialize and 1988 was a healthy year for almost all broadcast segments. He noted that broadcast acquisitions remained highly attractive to investors.

While double-digit growth is projected for cable, TV and video syndication during the upcoming year, local radio revenues are reflecting stability, according to outgoing NAB President Bill Stakelum. He estimated that local radio expenditures would expand about 5.5% this year, growing to $2 billion in revenue.

Emelia Broadcasting CEO Jeff Smulian predicted a 7.5% revenue increase in the local markets where his stations compete. "Network radio revenues are expected to grow at a similar pace, despite a dip in 1987, United Stations CEO Nick Verbitsky said, "1988 was a year of transition in the network radio business," with several industry ownership shifts and several network revenues downward.

One of those hits the hardest by the network numbers had a blunter assessment. "Well, clearly, 1986 sucked," noted Westwood One Chairman Norm Pattie. Noting that network business grew in the double digits from 1986 to 1988, Pattie said "the possible network radio revenues may have temporarily leveled out, he predicts an overall six percent gain in network revenues this year.

Reps firms see increasing action nationwide. "The year is starting out extraordinarily well for us," said Katz Radio president Ken Swartz.

Despite initial estimates of only an eight percent increase, revenues at his firm were up 25% for January, with projections of a 19% increase for February and March. Interap President Les Goldberg said Car- lite leads his list of local hot spots around the nation, with a 30% increase in billings during 1988, and Minneapolis-St. Paul came in second with a 26% increase. On the flip side of the coin, Denver revenues dropped a whopping 24% and Texas continued to spell trouble.

Industry Groups Defend Beer, Wine Ads In Comments To Koop

In a final effort to influence the findings of a seminar they believe was stacked against them from the outset, NAB and six other broadcasting and advertising trade organizations have filed comments for inclusion in the record of the Surgeon General's Workshop on Drunk Driving.

The industry groups hope their arguments will convince Surgeon General C. Everett Koop to reject the workshop's preliminary call for the restriction of beer and wine advertising.

"We hope reason will prevail," said NAB VP/Television Chuck Sherman, who served as NAB's spokesman. "The Surgeon General is a scientist and has been trained to evaluate evidence. We hope that once we have presented our evidence he will change his mind as he has done (on other issues) in the past."

NAB, along with several advertising and alcohol industry groups, declined to participate in the December drunk driving workshop because it felt the event had been rigged to produce anti-alcohol recommendations. The workshop participants ended up calling for elimination of the tax deduction for most alcohol advertising and severe limits on the content of such ads. In an effort to placate NAB and its allies, Koop agreed to term those recommendations "tentative" and give interested parties 30 days to file comments.

In a filing submitted Tuesday (1/31), NAB reiterated its contention that there is no evidence to support the idea that limiting alcohol advertising would reduce alcohol misuse. Instead of restricting such ads, the group suggested, the media should be used in a large-scale effort to teach the public that drunk driving is socially unacceptable.

Other groups raised First Amendment questions about the proposed ad regulations and pointed out that broadcasters and advertisers have been very active in the fight against drunk driving.

The workshop's final report is due sometime after February 28.

NEWS BRIEFS

Religious Broadcasters Meet

Ethics was at the top of the agenda for some 4000 religious broadcasters who gathered this week in Washington, DC for the 48th annual National Religious Broadcasters convention.

Of major interest to the attendees was the new ethical and financial standards program instituted by NRB's Ethics & Financial Integrity Commission (EFICOM) for its non-profit members. Several workshops were devoted to various aspects of the program, which requires participants to make extensive financial disclosures. Approximately 200 organizations have applied for EFICOM program certification in the three months since the program began, according to NRB spokesperson Audrey Langdon. She said NRB expects all of its estimated 5000 non-profit members will apply to the program by the February 15 filing deadline.

Despite the still-ringing PTL and Jimmy Swaggart scandals, religious broadcasting remains a boom business. According to NRB Executive Director Ben Armstrong, religious radio stations are appearing at the rate of about two per week.

Patrick D. Diaz Dennis
ARISTA '88
AN UNPRECEDEDENTED SUCCESS STORY!

OVERALL LABEL PERFORMANCE

#1 HITS:
Arista ranked #2 in efficiency, second only to a label with a substantial country roster. Our powerful promotion team delivered a "remarkable"* 12 out of 64 charted records to #1!

TOP 5 HITS:
34% of our charted records went Top 5!

TOP 15 HITS:
An incredible 62% of our charted records went Top 15, again without the benefit of country.

TOP 40:
63% of our charted records went Top 15. (Up From Last Year)
50% of those went Top 5. (Up From Last Year)

R&B:
61% of our charted records went Top 15. (Up From Last Year)
50% of those went Top 5. (Up From Last Year)

A/C:
Arista ranked #1 in #1 Hits, Weeks Spent At #1, and Top 5 Hits. Arista ranked #2 overall! 74% of our charted records went Top 15.
71% of those went Top 5.
50% of those went #1.

#1 A/C Record Of The Year, "I'll Always Love You" by Taylor Dayne.

ROCK:
73% of our charted records went Top 30.
60% of those went Top 15.

THE SELECTIVE LABEL WITH POWER

*Radio & Records

When you play it, say it.
TRANSACTIONS

Small Deals Dominate Trading Week

Deal Of The Week:

KJFK/Murfreesboro
PRICE: $85,500
TERMS: Cash
BUYER: Mediatelecommunications
Inc., owned by Phillip O'Bryan of
Prescott, AZ. O'Bryan is an applicant
for a new FM at Hamburg, AR.
SELLER: Diamond Lakes
Communications Inc., owned by
Steve Pearce, Argelie Brown, and
Jimmy McCollum. Pearce and
McCollum also own an interest in
KTRX/Tarkio, MO. McCollum also
owns interests in KY/Warrenburg,
MO; and KLM/Clayton, NM.
FREQUENCY: 95.3 MHz
POWER: 3 kw at 325 feet
FORMAT: Country

TRANSACTIONS AT A GLANCE

Deals So Far In 1989:
$135,381,569
Total Stations Traded This Year: 68
This Week's Action: $12,329,569
Total Stations Traded This Week: 24

Deal Of The Week:

KJFK/Murfreesboro
PRICE: $85,500
TERMS: Cash
BUYER: Mediatelecommunications
Inc., owned by Phillip O'Bryan of
Prescott, AZ. O'Bryan is an applicant
for a new FM at Hamburg, AR.
SELLER: Diamond Lakes
Communications Inc., owned by
Steve Pearce, Argelie Brown, and
Jimmy McCollum. Pearce and
McCollum also own an interest in
KTRX/Tarkio, MO. McCollum also
owns interests in KY/Warrenburg,
MO; and KLM/Clayton, NM.
FREQUENCY: 95.3 MHz
POWER: 3 kw at 325 feet
FORMAT: Country

PREMIER BROADCAST GROUP, INC.
(William J. Selwood, Jr., President)
Acquisition Financing
Corporate Restructuring

for WHRS/WFMI-FM
Lexington, Kentucky
$12,975,000
Senior and Senior Subordinated Notes
The undersigned acted as financial
advisor to Premier Broadcasting, Inc.
and arranged for private placement of the notes.

Outstanding Performance
Month after month — year after year,
in the rapidly changing field of
media brokerage, one company
stands out as a consistent leader.

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Tod Feburn, Vice President
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IN THE STILL OF THE NIGHT¹ WHEN YOU'RE UP WONDERING WHATCHA GONNA DO² AND YOU'RE SEARCHIN'³ FOR A WAY TO GET YOUR SHARES UP ON THE ROOF,⁴ DON'T GET LEFT STRANDED IN THE JUNGLE⁵...JUST CALL 1-800-527-4892, TO MAKE MORE MONEY HONEY⁶ AND GO FROM RAGS TO RICHES.⁷ GET KOOOL GOLDD AND SHAKE RATTLE AND ROLL!⁸

Position your radio station with KOOOL GOLD as an exclusive oldies format from the roots of rock 'n' roll. Aimed at the 25-54 listener, KOOOL GOLD can win big in your market.

KOOOL-AM PHOENIX

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<th>25-54 Mon-Sun ARB</th>
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OUTPERFORMING THESE FORMATS IN PHOENIX...

CHR AOR News/Talk Country Soft AC MOR Classic AOR Ethnic

To reserve KOOOL GOLD in your market call 1-800-527-4892


Source: Arbitron Fall 1988
"The intelligent design and on-air reliability of the Dynamax CTR100 Series give our stations a competitive edge. We've purchased about 60 machines and plan to add more."

Scott Knight
President
Knight Quality Group Stations
Continued from Page 8
was sold at court-ordered auction on 

**Maine**

WREM/Monticello
**PRICE:** $2,000
**TERMS:** FCC licenses and business records sold for $2,000 cash. Buyer agrees to rent station equipment from seller for $200 per month.
**BUYER:** Barbara Weiner of Presque Isle, ME.
**SELLER:** Benito Rich of Yonkers, NY.
**FREQUENCY:** 710 kHz
**POWER:** 5 kw daytimer
**FORMAT:** Country

**Maryland**

WITH/Baltimore
**PRICE:** $1.74 million
**TERMS:** Cash
**BUYER:** Atlantic Coast Radio Inc., owned by Alan Christian, Gerald Andrews, and Grace Stamer. They also own the Maryland State Network.
**SELLER:** WITH Of Baltimore Inc., owned by James McCotter.
**FREQUENCY:** 1230 kHz
**POWER:** 1 kw
**FORMAT:** Nostalgia

**Michigan**

WHSB/Alpena
**PRICE:** $760,408
**TERMS:** Assets valued at $620,000. $420,000 cash payment. Promissory note for $200,000 at eight percent interest, payable in $133 monthly installments for first two years, then in $4055 monthly installments until paid in full. Additional noncompete agreement valued at $30,000. Buyer agrees to assume liabilities.
**FREQUENCY:** 1320 kHz
**POWER:** 5 kw day/1 kw night
**FORMAT:** AC

**New Hampshire**

WIGW/Berlin
**PRICE:** $125,000
**TERMS:** $25,000 cash. Promissory note for $100,000 at 20% interest over 20 years, with monthly payments of $965.
**BUYER:** New England Broadcasting Inc., owned by Stephen Powell, Deborah Stever, and Robert Barbin. The company also owns WMU/Berlin, NH. Powell also is an applicant for a new FM at Farmington, NH. Stever is the Promotion Director of WKSU/Kent, OH.
**SELLER:** Joseph Motto of Berlin, NH.
**FREQUENCY:** 1230 kHz
**POWER:** 1 kw daytimer
**FORMAT:** Country

**Nebraska**

KOLT/Scottsbluff
**PRICE:** $5000
**TERMS:** $5000 cash payment and release of $600,000 note.
**BUYER:** Radio West Inc., owned by W.K. Hilliard of Slidell, TX and L.P. Hilliard of Billings, MT. They own cable TV systems in Montana and Texas and are permittees of KFLJ/Bridgeport, NE.
**SELLER:** The Hilliard Co., headed by James Petersen.
**FREQUENCY:** 1230 kHz
**POWER:** 5 kw day/1 kw night
**FORMAT:** AC
**COMMENT:** The seller had received a $600,000 note held by the buyer, then sold the station.

**Pennsylvania**

WFOA/Nicholson (AM CP)
**BUYER:** J&K Broadcasters, a LaGrange, IL-based partnership of Robert and Patricia Jones. They own WRPQ/Baraboo, WI; KKMG/Gonzales, CA; WCHP/Champlain, NY; WLJ/Royal Palm Beach, FL; WWRJ/Hollywood, SC; and WGOR/Christmas, FL.
**SELLER:** Family Stations Inc., headed by Harold Camping. The company operates 25 noncommercial radio stations, including KAIR/San Francisco and WYFR/Shortwave/Okeechobee, FL. The company also holds 22 CPs for new AM and FM stations across the nation.
**FREQUENCY:** 890 kHz

**Texas**

KSEV/Tomball
**PRICE:** $125,000
**TERMS:** $10,000 cash and a series of promissory notes.
**BUYER:** Dan Goeb (a/k/a Dan Patrick) and Thomas Rutter. Goeb is an air personality at the station.
**SELLER:** Duncan Broadcasting Co., owned by Jerry and Emily Duncan.
**FREQUENCY:** 700 kHz
**POWER:** 2.5 kw day/1 kw night
**FORMAT:** AC
**COMMENT:** This transaction is part of a settlement of stockholder litigation that has left Duncan Broadcasting "in a state of upheaval," according to transfer documents filed with the FCC. Several minority shareholders have sued the Duncans alleging fraud, securities violations, unjust enrichment, and breach of contract. The Duncans have countersued, accusing some shareholders of unfair trade practices and making usurious loans.

**Virginia**

WMVA/Martinsville
**PRICE:** $250,000
**TERMS:** Escrow deposit: $50,000, balance due cash at closing.
**BUYER:** Martinville Radio Inc., owned by H.P. Bluhm Sr. and Cathleen Bluhm of Collinsville, VA.
**SELLER:** Lisa Broadcasting Inc., a division of Joyner Communications, principally owned by A. Thomas Joyner. He also owns WZFX/Whitewillie, NC; WQOK/South Boston, VA; WROV/Martinsville, VA; WTTN & WMLW/Watertown, WI.
**FREQUENCY:** 1450 kHz
**POWER:** 1 kw
**FORMAT:** Country

**Wisconsin**

WTTN/Watertown
**PRICE:** $100,000
**TERMS:** Promissory note for $100,000 payable over five years at ten percent interest.
**BUYER:** WTTN Inc., owned by Naomi Halg and Anne Sherwood. Media broker Burt Sherwood is assistant secretary of the company.
**SELLER:** Joyner Communications Inc. (see WMVA/Martinsville, VA transaction above).
**FREQUENCY:** 1560 kHz
**POWER:** 1 kw daytimer
**FORMAT:** AC
'88 Trading Totals $3.85 Billion

The radio marketplace was marked by a steady flow of station transactions throughout 1988. Deal volume totalled $3.85 billion worth of proposed transactions — up from $2.67 billion in 1987 — with 1406 individual radio properties in play. However, the numbers are skewed by a series of transactions valued at about $616.5 million involving New York radio entrepreneur Robert Sillerman's acquisition of Metropolitan Broadcasting and his subsequent restructuring of Legacy Broadcasting.

Texas led the nation in the number of properties traded — 103 — and Delaware brought up the rear with only one. Wall Street investment banking house Morgan Stanley & Co. posted top brokerage honors this year, due in no small measure to its handling of many of the Sillerman-Metropolitan-Legacy trades.

The year's biggest deal was the leveraged buyout of Infinity Broadcasting by that company's management in a deal valued at $484 million.
We are pleased to have represented CBS Inc in purchasing WWJ/WJOI Detroit from Federal Enterprises for $58 million

SEMINAR ANNOUNCEMENT:
Broadcast Investment Analysts & Duncan's American Radio

"INVESTING IN AMERICAN RADIO"

Tom Buono, Jim Duncan, and our distinguished experts bring you the premier seminar on radio in America.

February 23 — 24, 1989
The Intercontinental Hotel, New York, N.Y.

March 16 — 17, 1989
Los Angeles, CA (site to be announced)

Call BIA Subscriber / Enrollment Services Toll-free 1-800-323-1781 (in Virginia, call collect (703) 478-5880)
Station sales and filings statistics include construction permits, non-commercial stations, partial ownership transactions, and cancelled transactions. Some deals reported are pending FCC approval.
On Solutions...

“When Durpetti & Associates was established, Tony made a commitment to our clients to go beyond just doing the job. He promised to really make a difference. He asks that same commitment of each one of us, and we respond by providing a level of service that is often talked about but rarely achieved in this business.

At Durpetti Research, we believe our job is to help our stations solve problems. We focus on each individual station's specific needs and strengths. Our tools are information, analysis, interpretation and presentation style...our goal is creative solutions.”

Marla Firner
Director of Research
Sherman Oaks Research Office

DURPETTI & ASSOCIATES
A Commitment To Excellence

& AN INTEREP COMPANY
1988 Radio Brokers Scorecard

<table>
<thead>
<tr>
<th>Broker</th>
<th>Stations</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morgan Stanley &amp; Co.</td>
<td>15</td>
<td>$495,100,000</td>
</tr>
<tr>
<td>Blackburn &amp; Co.</td>
<td>85</td>
<td>$340,759,000</td>
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<tr>
<td>Gary Stevens &amp; Associates</td>
<td>15</td>
<td>$363,850,000</td>
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<tr>
<td>Kidder Peabody</td>
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<td>$171,000,000</td>
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<td>American</td>
<td>33</td>
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<td>Ceili Richards Inc.</td>
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<td>Media Venture Partners</td>
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<td>Mahlan Co.</td>
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<td>Chapman Associates</td>
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<td>Norman Fischer &amp; Associates</td>
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<td>Richard Foremen &amp; Associates</td>
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<td>$37,000,000</td>
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<tr>
<td>W. John Grandy</td>
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<td>R.C. Compet &amp; Co.</td>
<td>17</td>
<td>$24,360,000</td>
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<td>Stan Raymond &amp; Associates</td>
<td>3</td>
<td>$21,400,000</td>
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<tr>
<td>Kozacko-Horton</td>
<td>23</td>
<td>$18,731,000</td>
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<tr>
<td>Kall &amp; Co.</td>
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<td>$14,622,000</td>
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<td>Sayers &amp; Associates</td>
<td>4</td>
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<tr>
<td>William Schutz</td>
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<td>Milton Ford &amp; Assoc.</td>
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<td>Donald Clark Inc.</td>
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<td>H.B. LaRue</td>
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<td>Communications Equity Associates</td>
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<td>William Exline Inc.</td>
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<td>Gammon &amp; Ninnowski</td>
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<td>Thoben VanVluss</td>
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<td>Chesley Maddox &amp; Associates</td>
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<td>Hogian-Feldmann</td>
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<td>Whittle Agency</td>
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<td>Frank Boyle</td>
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<td>$4,140,000</td>
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<td>Johnson Communications</td>
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<td>Hermitage Capital Co.</td>
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<tr>
<td>Henry Anstacher</td>
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<tr>
<td>Peter Stromquist</td>
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<tr>
<td>Bernard Fuhrman</td>
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<tr>
<td>Jack Malone</td>
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<td>Chaney Media Brokers</td>
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<td>Burt Sherwood Inc.</td>
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<td>Ralph Milden &amp; Associates</td>
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<td>Hadden &amp; Associates</td>
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<td>New England Media Inc.</td>
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<td>Thordum Co.</td>
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<td>Barry Sherman</td>
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<tr>
<td>Management &amp; Business Assoc.</td>
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<td>Ray Rossetti</td>
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<tr>
<td>Michael Fox Auctioneers</td>
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<td>Richard Parrish &amp; Associates</td>
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<td>$1,063,000</td>
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<td>Robert Chaisson</td>
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<td>Montclair Corp.</td>
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<td>George Jackson</td>
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<td>Mitchell &amp; Associates</td>
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<tr>
<td>Jennings &amp; Reid Associates Inc.</td>
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<tr>
<td>American Radio Brokers-SFO</td>
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<td>Holt Corp.</td>
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<td>Gray-Tice &amp; Co.</td>
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<td>First Atlantic Group</td>
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<td>Leon G. Von Bellingham</td>
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<td>Sonlight Realty Corp.</td>
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<td>Charles Morris &amp; Associates</td>
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<td>Snowden Associates</td>
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<td>Sterling Business Brokers</td>
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<tr>
<td>Jack Aldworth</td>
<td>1</td>
<td>$13,500</td>
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</tbody>
</table>

TOTAL $11  $2,204,248,511

Radio broker rankings are based on station transactions reported to R&R by participating brokers and FCC contract filings. Some of the proposed transactions may have been cancelled or may be still pending before the FCC. Transactions involving two or more brokers have been tabulated to provide equal credit to each broker.

*Rosenblum also assisted in negotiating a $17 million settlement involving Future Broadcasting and RKO General’s Los Angeles radio properties.

*American also assisted in early stages of the $200 million sale of Metropolitan Broadcasting to Robert F.X. Shuman.

1988 Station Trading Activity Summary

<table>
<thead>
<tr>
<th>Stations Sold by Month</th>
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<tbody>
<tr>
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Dollar Volume By Month

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<td>$108,6</td>
<td>$142</td>
<td>$133</td>
<td>$144</td>
<td>$134</td>
<td>$128</td>
<td>$122</td>
<td>$116</td>
<td>$119</td>
<td>$116</td>
<td>$118</td>
<td>$121</td>
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</tbody>
</table>

Total $3,854.9

(All dollar figures in millions)

Rankings are based on station transactions reported to R&R by participating brokers and FCC contract filings. Station sales statistics include construction permits, noncommercial stations, partial ownership sales, and cancelled transactions. Some deals reported are pending FCC approval.
"He's a geek."

A 28 year-old focus group respondent sums up for Don Hagen his impression of the spokesman in an AOR station's TV spot.

Find out what your proposed advertising really communicates. Let Don Hagen uncover what listeners really think, what their comments mean, and how it all relates to your station's strategic marketing plan.

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(formerly Southeast Media Research)
RAB'S BILL STAKELIN

Keeping Radio Growing

Veteran broadcaster Bill Stakelin recently announced plans to step down as head of the Radio Advertising Bureau. As head of the trade group for the past five-and-a-half years, he revitalized RAB and engineered a sweeping assault on the national advertising community to heighten awareness of radio's clout in the marketplace. In the process, he's become an outspoken advocate of radio's economic vitality.

In partnership with former Viacom CEO Terence Stakelin, Stakelin is forming a new company called Apollo Radio that aims to become a major station group operator in medium markets.

In this interview, conducted by R&R Washington Bureau Chief Pat Clawsen, Stakelin reminisces about his RAB tenure and discusses his future plans.

R&R: Why are you leaving the RAB?

BS: I always intended to leave after five years to go into ownership. I'm very lucky to have a great opportunity to do that now with three very well-known broadcasters. When I came I made a five-year commitment to RAB, and I've been here five-and-a-half. It's time to do what I said I was going to do.

R&R: How is your new venture, Apollo Radio, shaping up?

BS: We have hit the ground running. We're well-financed and hope to be major players as quickly as we possibly can. We just made our first acquisition yet, but we're looking at markets. We'd like to get more from the gravy train. I'll go with a TV or newspaper guy every time if he can get me to a door where I can come out with more money for radio. You can't get so high and mighty and delusional that you forget the idea is to make the radio industry grow.

R&R: You've been critical of some of the other broadcasters for their failure to support the RAB. Why don't you — and what can be done to change that situation?

BS: First, let's realize that RAB membership is at an all-time high today. One of the things that's different is that the membership is more broad-based than ever before. It's not a small-market versus large-market organization; it's almost evenly divided between top 100 and 100-plus markets. We think this is a positive step because you're talking about a very small minority here — you could count on one hand the major groups not supporting RAB. When you ask why, or what could be done, they can't really answer that question. Most often they say, "We don't want to pay your card," or "We don't feel what you're doing could benefit our stations." I'm not sure what that means. It's a personal frustration of mine, because I'm a salesman who loves this industry. I eat, sleep, and breathe it 24 hours a day, and I think everybody ought to be in the boat.

BS: I don't think there's a prejudice against radio in the big national agencies — I think there's a prejudice toward television. Everybody is totally enamored with the tube. Television commercial production has become Hollywood, so there's a lot of glamour. The national agencies are very caught up in this, and it's understandable that their clients are caught up in it too.

My thinking has always been that the issue is not pitting one against the other, but how we can increase our money — how radio can get more from the gravy train.

R&R: What's your advice to your successor on how to run the RAB?

BS: That person should certainly be aware that nothing succeeds like a successor, so that's a leg up! There's no honeymoon period there. The job is not really a political position, it's a sales position — although there is a certain amount of PR with it. You have to be realistic about what you can accomplish not only to make people spend more but to increase the intelligence and the appreciation of those people who have chosen to live their lives in this business.

BS: First, let's realize that RAB membership is at an all-time high today. One of the things that's different is that the membership is more broad-based than ever before. It's not a small-market versus large-market organization; it's almost evenly divided between top 100 and 100-plus markets. We think this is a positive step because you're talking about a very small minority here — you could count on one hand the major groups not supporting RAB. When you ask why, or what could be done, they can't really answer that question. Most often they say, "We don't want to pay your card," or "We don't feel what you're doing could benefit our stations." I'm not sure what that means. It's a personal frustration of mine, because I'm a salesman who loves this industry. I eat, sleep, and breathe it 24 hours a day, and I think everybody ought to be in the boat.

I'm a salesman who loves this industry. I eat, sleep, and breathe it 24 hours a day, and I think everybody ought to be in the boat.

BS: This job gives you much opportunity to influence the people who control this business.

BS: This is the first year that we've been able to both announce the rate of local radio spending has outgrown the local newspaper. "A (RAB-NAB) merger is not in the best interest of our members or the industry. Marketing and promotion of the industry in the advertising community is best served by one group standing alone."
FINDING THE RIGHT CANDIDATE

The PD Maze

By Jeff Pollack

Choosing the right PD may be the most important hiring decision you make. There's a lot of complaining that a talented PD is almost impossible to find – that "PDs aren't as good as they used to be." That sentiment is absurd.

PDs are far better and possess a more multi-dimensional perspective than at any time in recent history. You hear a lot of reminiscing about the golden age of radio when there were many "legendary" PDs. But in the '50s and '60s, it was a lot easier to win and this was a far less complex industry. Many of those legends would have a great deal of trouble competing with today's sophisticated broadcasters.

A PD today is required to not only play the right music, but to be involved with all the other critical areas that make for a winning sound. His responsibilities include:

• Overseeing production of the station's on-air imaging
• Giving reliable input to morning show personalities and other airstaff
• Supervising research
• Being involved with advertising, marketing, and merchandising
• Submitting budgets
• Making sales calls
• Participating in the creation of both entertaining and forced listening promotions
• Setting up timely community projects
• Demonstrating leadership with strong people skills

It's difficult to find a person who can perform all of these important functions. But as long as a candidate can do most of them well, he should be successful.

Evaluating Candidates

Here are ten steps to help you make the correct choice when considering potential PDs:

• Check out the candidate thoroughly. Call fellow broadcasters, trade, consultants, etc., to get a complete picture. Has your candidate done well against direct competition? It's easier to win when a station is format-exclusive.

• Secure an unscoped aircheck of the candidate's station. There's no better way to hear a demonstration of someone's programming philosophy than to listen to tapes of his station. It's an old cliche, but it's absolutely true: a PD's personality is reflected on the air. No matter what is said or promised in an interview, the aircheck can tell you a lot more.

• Offer a generous salary and incentives for a job well done. A PD's performance is vital in making budget. A sales manager should not be earning double what the PD makes. A happy PD can mean millions to the bottom line.

• Solicit another opinion. If there is a vacancy in the programming department, make sure the interviewing process includes chats with others who'll be working directly with the PD (i.e., staffers, consultant, etc.). This represents a continuity of the current programming path and allows a future PD to be comfortable with the programming team already assembled.

• Set realistic and achievable goals. Don't scare off a strong candidate by asking for the impossible. Everyone wants rapid growth, but anyone who promises an immediate number one ranking should be avoided. We all know it's just not that easy. Establish an achievable growth schedule that is mutually acceptable.

• Look for creative talent. It's absolutely essential in order to provide the spark and spontaneity that can make a difference in a tough competitive battle. A good PD can combine the art and science of radio. Avoid "radio junkies" who are unaware of hot films, TV shows, celebrities, trends, etc. Recently a GM told me his PD — who lives in New York — was unaware of the FAO Schwarz scene from the film "Big." Although this may not seem like a major issue, it's symptomatic of a PD who doesn't know what's going on outside the station.

"A PD today is required to not only play the right music, but to be involved with all the critical areas that make for a winning sound."

• Hold out for leadership ability. Given the ups and downs of diary methodology, fragmentation from new competitors, etc., a person who can emulate Mike Ditka or Pat Riley is the kind of cheerleader you want on your team. A PD who can "fire up the troops," both in the programming and sales department, is indispensable. A staff that feels positive even after a disappointing survey will avoid the kind of morale erosion that can be heard on the air and gives comfort to the enemy. An honest leader who deals with his airstaff effectively and in a consistent manner is invaluable.

• Investigate the candidate's research skills. An understanding of how research can help you know your audience better is extremely important. It may sound obvious, but make sure the candidate can read a rating book and Arbitron's "Programmer's Package." Computer experience is another strength to look for.

• Support the product. A PD has to know "his hard work will yield adequate dollars. Many good candidates turn down jobs when they feel the airstaff salaries and promotional budgets are not competitive. If you want to hire someone who will do a great job, don't deny them the tools to get it done."

• Determine if the candidate knows how to seize the moment. Have your candidate tell you what he did in response to an event which occurred in his community. This sense of knowing when and how to run with a hot issue is an instinct that can't be taught. Try to find someone who knows how to capitalize on an issue and identify that issue with your station. That's the kind of intangible characteristic which results in winning radio.

Obviously, there are many other attributes a successful PD should possess. But with the escalating value of broadcast properties, it's essential that you take great care when hiring the person entrusted with protecting your multimillion-dollar investment.

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

Hire Authority

1. Check out the candidate thoroughly.

2. Secure an unscoped aircheck of the candidate's station.

3. Offer a generous salary and incentives for a job well done.

4. Solicit another opinion.

5. Set realistic and achievable goals.


7. Hold out for leadership ability.

8. Investigate the candidate's research skills.

9. Let the candidate know you support the product with the necessary tools.

10. Determine if the candidate knows how to seize the moment.
"COUNTRY RADIO'S NOT COWBOYS AND INDIANS"
—Ted Farr, Program Manager, WX1130/Vancouver

"COMPETITORS ATTACKED OUR 25-54s"
It was bad enough facing a direct Country FM competitor. But then, Oldies and Classic Rock formats began eroding our most profitable demos.

JOINT COMMUNICATIONS HOG-TIED THE COMPETITION
Their consulting firm dug up the important facts. Then, we attacked the problem together. First, the music. Then, the program and marketing strategy. Imagine our excitement when we jumped nearly two-and-a-half share points in one year!"

If you have problems like this, call, write or fax and we’ll help you solve them.

FREE OFFER:
We’ll send you three months of our exclusive Media Monitor, filled with promotions, trends and John Parkihal’s latest findings.

In the U.S. call (404) 971-4647.
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Winning Strategies Require The Unexpected Facts.

Recognition
Often More Important Than Salary
Sometimes it doesn’t matter how much you pay an employee. If you fail to acknowledge and recognize his (or her) contributions to your company, chances are good that you’ll soon have a disgruntled worker on your hands.

A recent survey of discharged managers conducted by the Chicago-based Challenger, Gray & Christmas placement firm found that personal recognition topped salary by a four to one margin as the most desired requirement in a new job.

Other significant factors in determining what makes a new job attractive were job independence and a chance to contribute to company goals.

Handshake: Mirror Of Your Mind?
It’s often been said that the eyes are a mirror of the soul, but handshakes can also be a reflection of what’s inside a person—especially when it comes to business matters.

According to Harriette Weiss-Terrill, Eastern Regional Director for Hay Career Consultants, a handshake is generally a preview of the encounter the shaker and shakee will have. Weiss-Terrill recently compiled—and interpreted—the following five most common handshakes you’re likely to come across in the business world:

• The Seal-A-Deal: Firm and warm, this type of handshake communicates “Trust me,” especially if it’s accompanied by direct eye contact. It also reveals that the shaker is confident and has nothing to hide.

• The Interview: A solid (but not vice-like) grip and a brisk shake will impress the other person, laying a message that the person is sincerely glad to make the other’s acquaintance. However, be on the lookout for someone who seems too eager to please.

• The Vise Grip: Unless you’re in the mood to intimidate the other person, leave this clasp in the weight room of your local gym. It can deliver the message that this person is probably unwilling to other people’s views.

• The “Give Me (Less Than) Five!”: Throwing two or three fingers out to the other person sends a message that this handshake is slightly obligatory, and makes the other person feel that the shaker finds his or her presence distasteful.

• The Limp Fish: Weak grasp has had negative connotations for years, relaying a message that the shaker is timid person and literally putty in the other person’s hand.

DATELINE
• February 2-5 — NAB Ninth Annual Management Conference. Days Anson Hotel, Dallas, TX.
• February 6-7 — NAB Managers Roundtable. Ramada Renaissance Hotel. Atlanta, GA.
• February 8-9 — NAB Managers Roundtable. Sheridan Plaza La Reina Hotel. Los Angeles, CA.
• February 16-18 — Gavin Seminar. Watanpl Francis Hotel. San Francisco, CA.
• February 25-26 — Dan O’Day’s Air Personality Plus Seminar. Holiday Inn Regal Row. Dallas, TX.
• February 27 — National Association of Recording Arts & Sciences 31st Annual Grammy Awards. Shrine Auditorium. Los Angeles, CA.
• March 7-9 — National Association of Recording Merchandisers 31st Annual Convention. New Orleans Marriott. New Orleans, LA.
• March 12-14 — NAB’s Group Head Fly-In. Dallas-Ft. Worth Hyatt Regency Hotel. Dallas, TX.
• March 16-18 — First Annual Air Talent Programming Conference. Doubletree Hotel. Atlanta, GA.
Declining cost per point. Are the megareps to blame?

Over the past few years, a depressing thing happened on the way to the market.

In the top 10 markets, the aggregate cost per point for men 25-54 declined. (The numbers are adjusted for inflation.)

During that time, the megareps began to take control of a lot of radio inventory.

So we lay a large share of the blame for this decline at their feet.

And we can point the finger.

In the top 20 markets where Eastman reps a leading station, that same cost per point increased 11%.

Eastman sells stations independently, not meat market style like the megareps. Eastman trains its people to sell station value, not just numbers.

As you can see, the results speak for themselves. Call us at (212) 581-0800 and we'll tell you more.

EASTMAN RADIO
The alternative to the megarep.
SALES STRATEGY

Hot Categories For 1989

By Chris Beck

Capitalizing on trends and exploiting hot categories are some of the most effective ways to cultivate new revenues, whether by up-selling current accounts or opening up traditional demo or format holdouts.

With this in mind, here are some of the hottest categories for 1989 as well as an overview of trends (see accompanying sidebar) that should help shape your strategies for increasing new business this year.

Incidentally, the information contained here was gleaned in the course of reading between 50 and 60 sales calls per month on behalf of several major market radio stations from across the country.

Automotive

There will be two predominant trends in the auto industry this year. The first will be a continued emphasis on the move away from traditional new car sales toward the promotion of alternate departments in order to drive up incremental revenues. Among the departments gaining ad dollars will be the service department. Ford is already opening up free-standing rapid oil change centers at car dealerships across the country, while Honda is offering dealers Co-op to promote parts and service departments.

The body shop is also commanding attention from dealers as a new profit center, particularly as many dealerships begin to compete for insurance repair business. In most cases, dealers will repair any make or model, regardless of the dealer's line.

The second auto industry trend will be the increasing attention dealers pay to women. A recent J.D. Powers survey that has been widely promoted during corporate and zone meetings will have far-reaching consequences for traditional "out-of-demo" stations.

Among the survey's findings: women not only buy 46% of all new cars, but also exert a major influence on the purchase of another 40%. In other words, women play a major part in 80% of all car-buying decisions.

The survey also found that car-leasing is on the rise, 40% of all cars leaving a dealership today are leased. Look for traditional dealers as well as car rental companies to devote additional promotion to leasing. In fact, Hertz is currently rolling out a program called "Hertz Lease-A-Car."

Clothing

Five years ago, the average baby boomer spent money on clothes with relative abandon. Today, clothing dealers are being forced to adjust their thinking to deal with an aging baby boom generation that spends more on its homes than on its clothing.

Nevertheless, children's clothing has become the hottest segment in this category. More and more real estate is being devoted to children's clothing, and there's been an explosion of franchises that cater exclusively to this market. The independents are getting enough clout and revenue to create advertising budgets. Those in radio who can show national franchise and traditional department store buyers and managers how to drive traffic and sales will find numerous sales opportunities.

Media/Entertainment

Media advertising will continue to be a strong revenue category. Network television affiliates will attract only a 6% share of the prime-time audience this year. Meanwhile, local independents are paying big dollars for product, and cable and video rentals continue to command a larger slice of the television viewing pie.

Look for the networks to support local affiliate advertising to promote hot shows and specials. Although cable's ad dollars are dependent on the number of homes connected to a service, cable's current penetration of 55% translates into advertising clout. As for the video business, the video franchises that are replacing Mom and Pop stores can generate enough locations to warrant mass market dollars.

Tip: If you've been disappointed in trying to cultivate video rental revenues, understand that the money and ad support come from "sell-thru" product — releases for sale — not tape rental.

Our letters of reference.

At Fleet's Communications Group, we've developed a reputation built on responsiveness, creativity, and a thorough understanding of radio broadcasting. Whether it's providing financial services for established group owners or helping operators become first-time owners. Across the dial and across the country.

For more information, call Daniel P. Williams, Vice-President, at 401-278-6211. Or write Fleet National Bank, 111 Westminster Street, Providence, RI 02903.

Stay out in front with Fleet

More Hot Categories

- Fast Food
  There's now one fast food outlet for every 2700 people, compared to one for every 7000 ten years ago.
- ATM Networks
  ATM networks are cultivating grocery, gas, drug, and other non-traditional outlets.
- Local and Regional Hotels
  Virtually every weekend this industry — along with the car rental industry — is plagued by unsold inventory.
- Office Supplies Warehouses
  Tremendous growth is anticipated here with 700 new units expected to be in place within the next five years. Some major players will be Office Square, Office Depot, and Pencils.
- Home Security
  Crime is on the rise, and so are sales of home security systems. There are now more than 14,000 security system retailers, and sales are growing at a rate of more than 20% per year.

Continued on Page 25

Chris Beck is President of Chris Beck Communications, a sales consulting firm. If you have a question you'd like this column to address, he can be reached either by fax machine at (818) 594-5500, by phone at (818) 594-0851, or write him at 22647 Ventura Blvd., Suite #215, Los Angeles, CA 91364.
Designed. Then priced.

Not vice-versa.
Other manufacturers set price goals, then commit their designers to create products to fit the price. Worse still, their prices must leave room for dealer profits.
Your station works as well as your consoles let it. How do you know whether your consoles have been built to a price, or designed to perform? If they're from Pacific Recorders, you have the assurance that a very real difference in priorities is at work.

The difference:
Our design engineers are in the happy position of being encouraged to choose materials, components, techniques and approaches as they see fit. Their objective is products with uniquely superior attributes: Maximum headroom. Minimum noise and distortion. Total RF immunity. Tough, reliable housings. Massive power supplies. Friendly control panels.

When they're finished, we price it.
And since we don't build in a dealer mark-up, our customers always receive the best price on their equipment. Our published end-user price would be others' "confidential dealer cost". The "negotiation discount" you'd properly expect from their dealers, we invest in superior components.
So the next time you have the chance to order new consoles, maybe you'd be better off to look beyond the price tag and see the value of our approach.
Excellence first. All else second.

Please send me a brochure on:
☐ Air consoles ☐ Production consoles
☐ Cart machines ☐ Dolby SR® for cart
☐ Everything PR&E offers

Return this coupon to:
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2070 Las Palmas Drive
Carlsbad, CA 92009
(619) 438-3911

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"I'm not your superwoman
Boy, I am only human.

KARYN WHITE

"Superwoman"

Produced by L.A. and Babyface for LATACE, Inc.

From the Album KARYN WHITE

Management and Direction: Tuck n Arnold

Hot Categories For 1989

Continued from Page 22

Furniture

Traditionally resistant furniture stores will warm up to radio because the aging baby boomers who make up furniture's number one growth market were weaned on electronic media. Americans are "cocooning" — or, if you prefer, turning into "couch potatoes" — which means that they're spending more on home products than on any other category. The resulting new market for furniture is being heavily promoted to retailers.

Supermarkets/Food

The proliferation of "yuppie supermarkets" is over. Two previous national leaders, J. B. Riders of Boston and New York and Irvine Ranch Farmers Markets of Los Angeles, are covered under Chapter 11. Nowadays the growth market is coming from mass market merchants that have dramatically redefined the "hypermarket," broad and eggs have been quickly replaced by take-out dinners, cosmetics, and flowers.

Convenience Stores

The growth of convenience stores and the category's infiltration by gas station operators has affected traditional mainline grocery retailers. Look for grocery stores to open convenience stores with a-store to reclaim the convenience shopper. The first example of this store-with-in-a-store was recently opened by Vons at its Redondo Beach, CA outlet. The Vons "Express Store" is an 1100-square-foot convenience store open 24 hours a day, stocked with traditional convenience store staples at grocery store prices.

Full-Service Cosmetics

Several leading grocery stores are adding full-service cosmetic counters/ departments similar to those found in department stores. These cosmetic departments range from 1000 to 5000 square feet, and are mostly being installed in new stores. Among those chains already adding cosmetic departments to their new outlets: Kroger, Vons, and Minyard's.

Deli/Take-Out/Catering

The marketing of take-out foods by restaurants, fast food outlets, supermarkets, and convenience stores has grown increasingly sophisticated. The food industry expects sales of prepared food to rise from last year's approximately $6 billion to more than $100 billion by 1992.

Our Grads Have Quite An Appetite For The Biz.

If you're hungry for some fresh, new broadcasting talent, order up a graduate from National Broadcasting School. Our grads dig right in. Their training is well done. They've been prepared by industry professionals using the latest equipment and techniques in Radio/TV Announcing, TV & Video Production and Broadcast Time Sales. So don't get stuck with someone else's left-overs. Hire a graduate from NBS! And keep your station's ranking. Call for a FREE graduate demo tape now.

See Your Promo In R&R

We're always on the lookout for unique promotional or merchandising ideas. If your station has an unusual item that you would like showcased in this column, send it along with an explanatory note to: Chris Beck Communications, Suite 2415, 2928-17 Ventura Blvd., Suite #2415, Los Angeles, CA 91364. Please note that items are not returnable.

This Year's Trends

The following trends will affect virtually every business you call on in one way or another. Those who are aware of these trends and aggressively pursue opportunities to take advantage of them will open new markets and overcome traditional format objections.

30-Something

The nation is maturing. Tastes are growing more conservative, and businesses of all kinds are responding to that conservatism. The disastrous marketing of the early '80s by many traditional youth-oriented retailers. National chains such as the Limited have changed lines and dews to 30-something.

Financial institutions are also capitalizing on this maturing conservatism, as more people are investing their dollars instead of spending freely.

The At-Home Office

The use of the home as a part-time or full-time office is exploding. Manufacturers and retailers alike are exploring this trend. The categories most affected are electronics, computers, office supply, and telecommunications companies.

This trend will affect different stations in dramatically different ways because most of these categories have not been traditional advertisers on formats such as AOR and CHR, and the primary home office users are young males and females.

Health

The nation's increasing concern with health will change the way many manufacturers market their products. Some will turn to the media to communicate their commitment to health.

The main categories involved here will be food manufacturers, restaurants, pharmacies, and hospitals that will attempt to carve out a niche by serving one market or another.

Couch Potatoes

We have become a generation of homebodies. Our homes are being remodeled, re-decorated, and updated to reflect the increasing amount of time we spend at home. Businesses that tap into this trend will be big winners in the coming years.

The picture looks good for electronics, video rental, furniture, hardware, do-it-yourself products, art galleries, and lawn care.

Baby Boom II

The tremendous emphasis on families has resulted in a second baby boom. (Could a revival of station wagons be next?) The fashion industry — represented by "Keds for Kids," "Weebook" by Reebok, Guess, OP, and numerous others, is aggressively cultivating the market.

Only a couple of years ago, the retailers targeting this market didn't have enough clout to use mass media. Today, the franchises are exploiting and have greater ability to advertise. Other industries capitalizing on the trend are child care, toys, and computers.

Regionalization

Even though business is international in scope, more attention than ever will be paid to local markets. Retailers and manufacturers are allowing local employees more discretion in order to compete in and respond to these local markets. Those who can identity the contacts and target their needs can open up entirely new profit centers.

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Japan Continues Art Of Creative Packaging

Japanese manufacturers are keeping store shelves stocked and consumers entertained with an assortment of imaginative and practical beverage containers, according to a recent article in Sales & Marketing Management.

The clever cartons, which commemorate famous events, people, and mythical beasts, come in both the oddly-shaped and the practical. For example, beer-drinkers can choose between Kitô’s fanatical “shuttle” and “giant egg” bottles, pick up Suntoy’s popular penguin-shaped container, or select Sappo’s “bullet train” commemorative can.

Self-Heating Sake

Sake is practically packaged for consumer convenience and sold in at least two kinds of containers. The first is a self-heating can that holds a single serving of the rice-derived alcohol. The second is a one-liter, coated-cardboard design that features a built-in thermometer to let consumers know when the drink is ready to be served.

Valentine Gifts: Who Spends What?

Whether your target audience is a true sweetheart or a mail-ordered rose from your Valentine’s Day shoppers, a recent survey conducted by NYC-based Mediamark Research Inc. has uncovered the following facts regarding how Americans buy chocolates, flowers, and jewelry for their loved ones.

For example, women (age 18 and older) spend upwards of $200 on chocolates, flowers, and jewelry, while men spend only about $75. Women also outspend men on Valentine’s Day. Women spend $100 more than men on chocolates, flowers, and jewelry.

How Singles Do It

Surprisingly, married couples spend significantly on singles in the Valentine-related sales categories as well. The happily married spend more on flowers (60.2% vs. 52.4%), chocolates (67.1% vs. 61.7%), and other gifts (52.8% vs. 47.2%), but they are not willing to spend as much on single counterparts.

Another spending difference can be found in the 18 to 34 year-old age demographic. This demo accounts for 43.5% of jewelry sold, 36.5% of chocolates bought, 41.1% of flowers purchased, and 27% of all flowers wired.

Remove the 18-24 cell, and the remaining 25-34 demo easily retains a spending edge over the other surveyed demographics, purchasing 23.1% of the chocolates, 28.6% of the flowers, sending 28.1% of the flowers, and buying 28.7% of the jewelry.

How to Talk to Flowers

When comparing Valentine gift-givers by household income, the greatest difference occurs among flower senders. Americans with incomes topping $60,000 spend 21.9% of their floral arrangements as compared to the 13.4% spent by those who earn less than $10,000. The value of giving isn’t always based on income, however, as households averaging under $29,999 account for 44.3% of all chocolate purchases and 38.8% of all jewelry sales.

Microwave Popcorn Is High-Fat Snack

Americans who pick packs of microwave popcorn to satisfy their appetites may be consuming as much fat as people who pig out on a whole bag of potato chips, according to the Nutrition Action Healthletter.

Microwave popcorn, which accounts for a healthy two-thirds of the popcorn industry’s $645 billion annual sales, often contains large doses of fat. For example, top-selling Orville Redenbacher’s microwave brand contains between 48% and 66% fat, and Planters checks in with a 61% fat content. Once a 76% offender, Jolly Time has thinned its fat levels to between 48% and 56%.

Natural popcorn, on the other hand, is high in fiber and low in saturated fats. Three cups of the unsalted (seasoned with garlic powder, chili powder, or Parmesan cheese), air-popped snack contain a scant 90 calories.
If You Think AP Newpower Is Just News, Weather And Sports, You've Got Another Thing Coming.

Over 1,500 AP newspeople in 221 bureaus worldwide cover the news as it happens. We also cover the light side. Take Segue (SEG-WAY), Newpower's look at entertainment. It's a daily package of news capsules—like Music Tracks, Star Watch and Show Biz—designed to let your listeners follow their favorite celebrities. Twenty other programs, including Where There's Life, brings you the off-beat side of the news. Stories that remind people there's a flip-side to life. Newpower's agriculture and business reports give you the latest economic news. Features like Opening Wall Street keep commuters tuned in all morning long.

And the Sunriser reviews major farm market trends and their impact. Every week you receive 500 programs like Sports Quiz, Feeling Good and Today in History. All can be sold without AP clearance, providing new commercial breaks to bring in more advertising dollars.

For the power to attract more listeners call Rosie Oakley at 1-800-821-4747. It's the best way to get more out of the news.

Associated Press Broadcast Services

www.americanradiohistory.com
**Elvis: The TV Series?**

Elvis Presley will be the subject of an ABC-TV series, titled "Elvis: Good Rockin'" set to premiere this fall. The four episodes scheduled will deal with the Big E's life during the crucial pre-Army years (1954-57). No word on who's gonna fill those blue suede shoes yet.

Meanwhile, in other media-related news:

- MTV is taking its "Headbanger's Ball" feature out on the road when the "Headbanger's Ball Tour Volume One" begins April 3. Headlining the 30-city concert tour are Megafone/Island's Anthrax, RCA's Helloween, and Combat recording artists Exodus.

**Television**

**Top Ten Shows**

**January 23-29**


**No MC SQUARE — Ozzy Osbourne, soon to prove that he's not Joe Bob Briggs.**

"End Of The Line" — the new video from the Traveling Wilburys — spotlights the unmistakable vocal stylings of the late Lefty Wilbury, whose onscreen appearance is confirmed to stake footage of an empty rocking chair and a familiar Gretsch guitar.

Once and future Mankee Micky Dolenz has been signed to direct a British feature film ("Vinyl Daze"); described as a comedy set in a London record company office in the mid-'70s.

**Music & Movies**

**Films**

**Weekend Box Office**

**January 27-29**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weekend Gross</th>
</tr>
</thead>
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<tr>
<td>Rain Man</td>
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<tr>
<td>2 Three Fugitives</td>
<td>$6.4</td>
</tr>
<tr>
<td>The Hooked Gun</td>
<td>$6.3</td>
</tr>
<tr>
<td>Burning (Orion)</td>
<td>$3.5</td>
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<tr>
<td>Other Rotten</td>
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</tbody>
</table>

**WSJ Debuts Advertising Column**

On Monday (1/26), the Wall Street Journal expanded its coverage of corporate America to include a special daily section on marketing and media-related advertising. The column can be found in the paper's "Marketplace" section, where it promises to round up the headline-grabbing news of the mad, mad world of ads.

**Music & Movies**

**Current**

- BEACHES (Atlantic)
  - Single: Wind Beneath My Wings/Bette Midler
- TWINS (WTG)
  - Single: Yabba Yabba Live Crew
- WORKING GIRL
  - Single: Let The River Run/Cartoon Simon (Artista)
- THE NAKED GUN
  - Single: I'm Into Something Good/Peter Noone (Cypress/AA)
- TEQUILA SUNRISE (Columbia)
  - Single: Surrender To Me/Ann Wilson & Robin Zander
- I'M GONNA GIT YOU SUCKA (Arista)
  - Single: I'm Gonna Git You Sucka/Gap Band
- BUSTER (Atlantic)
  - Single: Two Hearts/Phil Collins
- SCROOGED (A&M)
  - Single: A Little Love In Your Heart/Bette Midler & Al Green

**Television**

**New This Week**

- BORDER RADIO (Pacific Arts)
  - This offbeat rock 'n roll comedy-thriller is set in El Lay, and features some of the city's most semi-famous co-workers. Chris D., of Divine Horsemen and Flashlettes fame, stars as a musician on the run from thugs. John Doe (of X) plays aellow picker, while former-Blasters member Dave Alian (who wrote the title tune) makes a cameo appearance as well. The film's soundtrack came out on Enigma Home Video back in '87. (Street date: 2/3)

- CADDYSHACK (Weinstein)
  - Cheap Akroyd

**Upcoming**

- TAP (Epic)
  - Single: All I Want Is Forever James "J.T." Taylor & Regina Belle
- SING
  - Single: Sing Mickey Thomas (Columbia)

**Sources**

- Nielsen Media Research
- Advisory: Exhibitor Relations Co.
MJI BROADCASTING presents

The Grammy® Awards

RADIO SPECIALS

Live! Backstage at the Shrine Auditorium on February 22! It's the Recording Academy's 31st Annual Grammy® Awards, and MJI Broadcasting will take you there following the Grammys® telecast for an exclusive look at the most exciting music event of the year. We'll send out a one-hour, post-Grammy® Live Backstage Radio Special, via satellite, featuring interviews with the artists and the winning songs.

Get your audience geared up for the big night! MJI has exciting, pre-telecast radio specials hosted by the brightest stars: two hours of exclusive interviews and the hottest music from key Grammy® nominees. The biggest names in the business host the shows! Pick one of our seven, two-hour shows, specially produced to fit your format: Rock, Pop, Contemporary, Country, Urban, Jazz, or Classical.

For more information, call MJI Broadcasting Affiliate Relations at (212) 245-5010, fax (212) 586-1090, telex 650-310-1773.

Executive producers: Joshua Feigenbaum, Mike Harrison, and Bill Moran, in cooperation with The National Academy of Recording Arts and Sciences.

666 Fifth Avenue, New York, N.Y. 10103
'SportsTicker' Links Stations Via PCs

Radio stations equipped with personal computers can enhance their on-air sports coverage by plugging into a new software service offered by Scarsdale, NY-based SportsTicker, Inc. Designed primarily for sports broadcasters, the 24-hour "SportsTicker PC Plus" system provides its subscribers with updated scores, breaking sports stories, previews, and summaries in broadcast-style copy. The system also empowers users with the ability to create their own scoreboard screens and select the information they want to view. SportsTicker PC Plus is fueled by more than 500 field reporters and boasts of often beating other wire services by as much as an hour in its sports coverage. For more information (and a free demonstration diskette), phone (914) 725-3100.

OCRs Enter Text Into Computers Automatically

Those who have spent long hours inputting old station logs, memos, and playlists into a personal computer will instantly recognize the benefits of the optical character readers (OCRs) that have recently hit the hi-tech marketplace.

Basically, an OCR is a computer-linked scanner that converts type-written and printed text into electronic documents. With prices ranging from $800 to more than $30,000, the devices come in one of three types: hand-held designs that electronically highlight small amounts of text, flat-panned machines that serve as photocopiers, and sheet-fed models that pull documents through with rollers.

Custom Bar-Code Programs For Radio

To complement radio's increasing use of computer systems, the Sherman Oaks, CA-based Sema Enterprises Computer Services company has begun offering clients customized bar-code programs designed to keep electronic track of details that would normally require extensive human handling.

For example, Premiere Radio Networks has recently started to use the firm's bar-code system to document and process the vast number of affidavits needed to prove that the radio syndicator's affiliates have fulfilled certain advertising obligations.

$4000 Headphones

What could you put into a set of headphones that would make them cost $4000? All humorous responses aside, the Tokyo Corporation of America has answered that question with the introduction of its "MDR-R10" stereo headphones.

In addition to a host of technical advances, the fancy phones feature housings made of 200-year-old Zelkova wood, matched sheepskin customized earpads, double-woven silk-covered cords, and a pure gold plated plug.

Due to the cost, quality, and craftsmanship involved with the MDR-R10s, production will be limited to one unit per week. Furthermore, they will only be available on a special order basis. To secure yours, call the company at (212) 418-6427.

Europe Unveils Multi-Dimensional FM Band

RDS Improves Identity & Programming Functions

The search for a standardized method of adding data to FM and VHF transmissions has led Europeans to the "Radio Data System" (RDS) — an innovative system that not only visually displays the name of the station to which you're listening, but also enables you to lock onto shifting transmission signals, to select stations by format, and to tune in special programming.

Originally developed by England's BBC, Germany's IRT, and Swedish Telecom Radio for the European Broadcasters Union, RDS features a "signal lock" function that keeps the listener's hands free while it constantly searches for the desired station's changing signal.

The system's "format coding" feature allows the user to assign codes to various formats. Then, listeners simply input the desired code — one for AOR, one for CHR, etc. — and the RDS's scanner will stop only at the stations playing the pre-selected format.

Other features include a "travel message" function that even interrupts cassette listening during emergencies, and a computer tie-in device that enhances radio listening by allowing users to receive supplemental text on their personal computers.

Furthermore, stations can link the RDS system to their radio transmitter and a network of pocket beepers in order to generate additional revenues by offering a paging system.

Wrist-Worn Life Preserver Arrives

Small enough to be worn on the wrist and large enough to keep 300 pounds of people and gear afloat for more than a week, Denver-based Optimus Manufacturing Inc.'s "Aqua Box" is a tiny life preserver that saves lives in a big way.

Not much larger than a box of safety matches, the Aqua Box employs a compressed-air cartridge to inflate a pillow and neck strap worn by the user. The device — invented in West Germany — is retail priced at $20 and wears call letters well.

Who says your Radio Station can't afford GREAT Television Advertising?...

If you want GREAT... we have what it TAKES.

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with

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Star Talent
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Paragon Research
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Clint Black had some industry exec visitors recently in the studio where his new album, which includes the single "Better Man," was being mixed. Shown standing overboard are (l-r) Black, RCA/Nashville Sr. VP/GM Joe Galante, manager Bill Ham, co-producer Mark Wright, Halcyon International's Terry Klein, and co-producer James Stroud.

Atlantic artists Winger, whose eponymous debut album includes the single "Seventeen," appeared recently at New York's Ritz. Shown back-stage are (l-r) Winger's Paul Taylor and Kip Winger, Atlantic Chairman Ahmet Ertegun, and the group's Rob Beach and Rod Morgenstein.

After Elektra artists the Gipsy Kings played New York's Ritz they were joined backstage by label execs. Shown are (l-v, back row) the group's Paco Ballardo, Paco Ballardo, Nicolas Reyes, Diego Ballardo, and Andre Reyes, manager Pascal Inbert, Gipsy King Chico Bouchikhi, and Nonesuch's Danny Kahn, (front row) Elektra Sr. VP Hale Milgrim and the label's Claude Martinez and Gary Casson.

It was smiles all around when Big Pig's Mushroom/A&M album "Bonk" hit gold status in the group's native Australia. Shown at the metal presentation following a Sydney performance are (l-r) the group's Chris Martin and Geoffrey Lewis, K-tel International Sr. VP/GM Al Bergamo, the group's Geoff Levin, and Big Pig's Shane.

Atlantic artists New Kids On The Block dropped by label headquarters in New York to pick up gold awards for their album "Hangin' Tough." Pictured are (top row, l-r) attorney Barry Rosenthal, Columbia VP Cecil Holmes, attorney Mark Weiner, Columbia VP Marc Benesch, VP Danny Yarbrough, Sr. VP Mickey Eichner, VP Burt Baumgartner, Sr. VP Bob Sherwood, VP Marilyn Laverty, the label's Jay Krugman, and VP Jack Rovner; (front row, l-r) group member Jordan Knight, Dick Scott Entertainment's Dick Scott, New Kid Jon Knight, CBS Records Division President Tommy Mottola, New Kid Joe McIntyre, producer Maurice Starr, and New Kids Donnie Wahlberg and Danny Wood.

The Nouveau record label, manufactured by K-tel International, debuted with the signing of Celestial Navigations. Marking the moment are (l-r) the group's Chris Martin and Geoffrey Lewis, K-tel International Sr. VP/GM Al Bergamo, the group's Geoff Levin, and manager Joel Stevens.
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MANAGEMENT: BILL GRAHAM
Toole Upped To Asst. GM At WAOK & WVEE

WAOK & WVEE/Atlanta GSM Howard Toole, a 13-year vet at the combo, has been upped to Asst. GM under VP/GM C.B. Rick Rogers.

"This is a new position we created because the organization has grown to such an extent that we need someone with Howard's expertise and knowhow to assist me in working with the various department heads to maximize our efforts, not only in terms of business but also the community involvement aspects," Rogers said. "Howard gets involved in all areas. This is a natural step up for him."

"My position is similar to that of the station manager in many situations," Toole added. "It's a wonderful opportunity that gives me different perspectives. I've been in programming, have a background in engineering, and have worked in sales. This lets me see a little more of the overall picture of the entire operation. It's a tremendous challenge and learning opportunity at a great company." Toole did on-air at various stations for 11 years before joining WAOK & WVEE in 1976 as an AE. He was later upped to LSM and Asst. GSM before being named GSM at the combo.

WKHT Switches To Business News

Sage Broadcasting's WKHT will switch formats from Country to Business News effective February 14. Its new calls will be WFKN. WKHT President/General Manager John Lohmann said the station's limited signal (1 kW on 1290 kHz) prompted the decision. "All the people who will potentially listen to a format like this live within the confines of our signal," said Lohmann. "This was different from our Country format, where many potential listeners lived beyond the limits of the signal."

Also a factor was WWYZ/Waterbury's switch from AC to Country last year. The FM outlet moved from a 1.3-5.6 (23+) in the fall '83 Arbitron, and rose from a 1.3-5.6 in the fall '86. Lohmann said the station will initially program 96% material from the Business News Network and 4% local. Within six months, he said, the format will be about 50-50.

Sage also owns AM outlet WNAQ/Waterbury, CT, which will simulcast WFKN.

Brown Adds WQQK PD Duties

WVOL/Nashville PD Sam Brown has been upped to PD duties at sister station WQQK. He succeeds Terrell Newby, who exits. Brown will continue to do a three-hour Sunday jazz show on WQQK.

WVOL & WQQK VP/GM Gary Ballard told R&R, "Sam's been with our organization for eight years, and has shown a definite ability to meet corporate objectives and deal with people both inside and outside the stations. He is known as the jazz man in Nashville and has a feel for the adult community here. He'll help us keep growing."

The WVOL PD assignment was the first programming job for Brown, a ten-year broadcasting vet. He commented, "I started out here doing parttime on-air work, then went fulltime doing middays on WQQK, and then became Asst. PD at WVOL under Cy Young before becoming WVOL's PD. Programming both stations definitely will be a challenge, and I know I will grow from the experience I can gain.

"Last summer WQQK aired more adult-oriented 55-94-year music, both black crossovers to the AC chart and new white artists who fit our format," he added. "The station had strayed from that recently, but I'll be going back to that approach.'"

BMG Distributes Grudge Label

BMG Distribution has signed an exclusive domestic distribution agreement with Grudge Records. The first release under the agreement will be "From The Greenhouse" by Crack The Sky. Grudge is headed by veteran A&R man Chuck Gregory, Exes: VP/GMs Darrel Howard, and VP/GM Stan Snyder.

"I am pleased to be working with three such well-regarded pros," said BMG Distribution President Pete Jones. "Both the Grudge label and their first release are already creating word-of-mouth excitement, and we feel sure we have a winning combination: great music and a great distribution system."

Gregory added, "All of us at Grudge are looking forward to working with Pete Jones, who has created that wonderful family feeling so much missed in the music business today." Gregory formerly served in senior capacities at CBS, HME, and Salsoul Records. Anderson was recently VP/Promotion at Manhattan/Blue Note Records, and Snyder was most recently VP/Sales & Merchandising at Manhattan/Blue Note.

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Radio

KATHY STINEHOUR has joined KGFX/Kansas City as Station Manager. She was previously GSM at WLUP-AM & FM/Chicago.

JEFF PARKIE, GSM at KCal/Riverside-San Bernardino, has been upped to Station Manager, while sales rep GLENN WATSON has been upped to LSM.

LARRY SAFIR, formerly a VP at S citrus Communications, has joined Wall Communications as VP/COO.

JEFF MESSERMAN has left his post as WCCN/Boston Sales Manager to sign on as NMM at crosstown WWKS.

GREGG SWEET has been named Sales Manager at WWSR/Charleston. He was formerly Regional Sales Manager at Park Radio.

PATTI SCHMITZ has been named Promotions Director at WZUU/Al coordinated. She previously served as Asst. Promotions Director for the Village Compani. Concurrently, CHRIS COOPER has been named COO/Client Ser- vices.

FREDERICK MATLINGLY JR has been appointed Director/Advertising & Marketing Services at Sheridan Broadcasting Network. He is a former Direc- tor/Public Affairs at WCBS/New York.

PROS ON THE LOOSE

Jim BLEKAMP — Night talk host WJY/ Albany-Schenectady-Troy (518) 885-6957

Ted CORBETT — ND KNBR/Salt Lake City (801) 365-2508

Glenn FIDEL — President Relativ- ity/Combat Records (212) 431-1398

Wendy GARETT — Mornings KBEQ/ Kansas City (913) 262-6777

John IVEY — PD KKK/Davenport, IA (502) 683-7315

Jerry McGILL — Overnights KOEG/ Phoenix (602) 392-0246

Rogger PETERSON — Mornings KHGT/ San Jose (408) 555-7777

Nici RIA — Evenings KKY/San Diego (619) 549-0320

Jack Smith — Mornings KOVA/San Diego (619) 457-1126

Radio

Kathy Strahour Eddied Lambert

Computations

Stiles Communications, LSM.

to Station Manager, while sales rep

GLEN WATSON has been upped to

LSM.

JEFF ZIECKER has been upped to

Manager/Western Artist Develop-

ment at Warner Bros. Records.

RUSSELL ZIECKER has been named

Director/Talent Acquisition at Chrysalis Music. He was previously a

Professional Manager.

JIM MCCALL, formerly Regional

Sales Specialist at MCA, has been ap-

pointed Marketing Specialist/Southern Region at Narada Records.

Ralph Maner

is a division of

Records.

has been named Label Manager at Miracle Records, the gospel division of Island Records.

Also at the company, BETSEY FREI-

Burger will serve as Jazz Produc-

tor and Artist Liaison Representa-

tive, while BRET SORKIN has signed on as Press Liaison Officer and

will handle store promotion with

RALPH MANER JR.

WANITA BURRELL, secretary to the

Sr. Director/Product Management, has been upped to Administrator/Product Management at RCA Records.

SUZANNE OSSLEN has been ele-

vated to Coordinator/Video Promotion at Elektra Records. She was Asst. to

National Director/Video Marketing Pro-

motion/STEVE SCHNIR.

Also at the label, GREG VERNON has signed on in the newly-created

position of Manager/Music Video Pro-

duction. He previously worked in in-

dependent video production.

Industry

HENRY ROEDER, VP/Conventions & Meetings at NAB, has been upped to Sr. VP.

Concurrently, VP/Station Services TEBI LEPOTWITZ adds Sr. VP stripes.

SID NADLER has been named Di-

ctor/Market Development at the Co-

lumbia School of Broadcasting. He was formerly VP/National & International Franchise Sales at Pioneer Take-Out. Also at the school, RICHARD RYN- DERS has been promoted to Direc-

tor/Advertising after serving as Director of the school's Communica-

tions Centers in San Francisco, Sa-

ramento, and Anchorage.

Also, Western Regional Manager STEVE SLUTZAH has been upped to Director/National Admissions.

ROB PRINZ has joined the music department at Creative Artists Agency in Los Angeles. He was VP/Contem-

porary Music at the William Morris Agenc-

y in New York.

JAY WISESE has been promoted to Manager at Banner Radio's Houston sales office. He has an AE with the company since 1987.

TERRY ELAM, former President/ COO at Orson Tours, announces the establishment of a new touring company, Area Code 901, and the appoint- ment of former Orson Production Manager TOM DILLS as Associate Production Manager.

MARLA ROSEMAN announces the establishment of PROMARK, a New York-based jazz radio and retail promo-

tion company. She was formerly Direc-

tor/Promotion for six labels at RBM International.

R&F TIMELINE

Chuck Martin started his radio career at WWCC/Waterbury, CT in 1968, becoming PD at WNHC/ New Haven in 1970. After pro-

gramming WYFR/Inlet (WYMO/Miami, WAVI/New He-

ren, and WYTI/Jacksonville, Mar-

tin moved to KHLA Los Angeles in late '77 and ten years ago today was named PD. He was hired as KWL/Los Angeles PD in 1981 and is now GSM for the Commu-

nity News Corporation.

1 YEAR AGO TODAY

Cook Inlet Radio promotes Dan Mason to President, Michael O'Shea to Exec. VP

Gary Stevens leaves Warner Schroder & Co. to form Gary Stevens & Co.

Bill Gamble named WXQX (Q101)/Chicago PD

Blaise Howard named KYW/Philadelphia Station Manager

1st CHR: "Could've Been" — Tiffany (MCA) (2 wks)

1st AC: "Hungry Eyes" — Eric Carmen (RCA)

1st UC: "Superb" — Chris Jaspers (CBS Associated)

1st Country: "Face To Face" — Alabama (RCA)

1st AOR Track: "Just Like Paradise" — David Lee Roth (WB) (3 wks)

1st AOR Album: "Skyscraper" — David Lee Roth (WB) (2 wks)

1st Country "Northern Nights" — Dan Siegel (Epic)

1st Contemporary Jazz: "Brazil" — Manchester Transfer (Atlantic) (4 wks)

5 YEARS AGO TODAY

Milwaukee station: Richard Holcomb named WBCS-AM & FM GM; AC WZUU returns to CHR; Gold WLLZ goes Country

Don Kelly named WMAR/Baltimore GM

Greg Gillespie named WVEU/Pittsburgh PD

Ripper McGee named KFMW & KLOW/Watertoo, IA OM

1st CHR: "Karma Chameleon" — Culture Club (Virgin/Epix) (3 wks)

1st AC: "An Innocent Man" — Billy Joel (Columbia)

1st UC: "Yah Mo Be There" — James Ingram w/Michael McDonald (Quest/WS)

1st Country: "Stay Young" — Don Williams (MCA) (2 wks)

1st AOR Track: "Jump" — Van Halen (WB) (4 wks)

1st AOR Album: "1984" — Van Halen (WB) (2 wks)

1st Jazz: "Backstreet" — David Sanborn (WB) (7 wks)

10 YEARS AGO TODAY

Paul Rapaport named Columbia Associate Director/National Album Promotion, West Coast

Hersan Quezada Escandon named WKKW/Los Angeles PD

Chuck Bueil named KIIM/ Denver MD

Christopher Lance named KMIU/Magic 91/San Diego morning

1st CHR: "Da Ya Think I'm Sexy" — Rod Stewart (WB) (2 wks)

1st AC: "Lotta Love" — Nickeleites (WB)

1st Country: "Every Which Way But Loose" — Eddie Rabbit (Elektra)

1st AOR Album: "Blondes Have More Fun" — Rod Stewart (WB) (4 wks)

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Bryan To WPLJ? (Almost A Done Deal)

As ST went to press, the deal to announce KUBE/Seattle OM Gary Bryan’s departure to program WPLJ/NY wasn’t quite done. But it may well be by the time you finish reading this sentence.

Nevertheless, those tongue-waggers handicapping Bryan’s possible replacement have already placed KROY/Sacramento OM Sean Lynch’s name at the top of the list.

Is X100/San Francisco PD Bill Stairs about to step down? And is KKBO/Houston PD Bill Richards the leading candidate? Meanwhile, ST learned that KWSS/San Jose PD Mike Preston has resigned over philosophical differences. Preston was at one time the key candidate for the X100 PD post. Now that Stairs is leaving, could Preston be under consideration again?

Speaking of Emmis and Houston, what young California CHR PD was recently spotted talkin’ turkey about KKHT?

Country outlet KUSA/SL Louis has adopted a Country-Gold format. Details next week.

With all those rumors about Arista Exec. VP/GM Don Lennon moving into the Presidency at Columbia burning up the pavement, his speculated replacement — namely, current Chrysalis Prexy Mike Bone — called the ST “denial line” to say, “It’s absolutely untrue. I have not spoken to anyone at Arista about this.”

Radio Makes Strange Bedfellows

Back when they were Kansas City competitors, KCPS PD Den Hallman and then-KBEQ PD (now Metropolis and Y100/Miami) VP/Programming) Steve Perun were constantly at each other’s throats. Now Perun has inked a deal to consult his former rival.

WHAS/Louisville PD Gary Bruce has been named PD at News/Talk WIOD/Miami. Details next week.

Rumors that the KKRZ/Portland PD post is filled are NOT true. Still time to send off those T&R.

WLKH/Milwaukee PD Steve Brill resigned unexpectedly this week to become Station Manager of CHR WZZU/Raleigh. Brill’s move leaves a prime opening at the Saga outlet, one of the country’s most successful Classic Rockers. Call Saga Exec. VP Steve Goldstein at (212) 288-8037.

When WQFM/Milwaukee morning man Steven Alan Segal tuned in crosstown WLZR last week, he was shocked to hear a promo saying, “We’d like to welcome Mark Rein to town and congratulate him on his new job.

Steven, I guess you do wake up alone.” Segal — who uses the “Steven never wakes up alone” slogan — immediately called up GM Kris Foste. Sure enough, he was out of a gig.

Shannon’s Secret Desire

As predicted (ST, 1/27), Power 106/L.A. morning man Jay Thomas has picked up the phrase “Morning Zoo,” to preempt Scott Shannon’s arrival at KIQQ.

So how did Shannon wrap up his last day (1/27) at Z100/NY? The cameras from “Live On Channel 5” were there with reporter (and former WABC/NY air personality) Cousin Brucie bidding him fond adieu. Not too many dry eyes in the house.

ST’s ear-to-the-DX also heard Shannon — who’s always harbored a secret desire to do an airstream on Gold-formatted WCBS-FM — sharing the mike with OBS-FM afternoon host Bob “No Relation” Shannon last week (1/26), talking up the Kingsmen’s classic “Louie Louie.”

Look for WMMS/Cleveland to make a move more toward mainstream CHR under OM/VP Rich Piombino. Word is a major library cleanout is underway.

(ADVERTISEMENT)

McVay Media Seminar

Watch for McVay Media to present their 3rd Annual Seminar, March 8-11, 1989, in Palm Beach, Florida.

Speakers include Positioning author Jack Trout, The Research Group’s Terry Patrick, Consultant/Researcher George Burns, Sales Consultant Irwin Pollock and ratings strategist Gary Donohue.

(ADVERTISEMENT)

BEST SEAT IN THE HOUSE — When KZAP/Sacramento sponsored a contest that promised to put a listener “on the 50-yard line” for the Super Bowl, the station neglected to mention that it would be the 50-yard line of Candlestick Park (the game was played in Miami). The winner refused to take part in the photo session, so PD Pat Still posed with his inflatable doll instead.
Go Ahead. Make Your Day.

Robert Palmer
"She Makes My Day"

The universally irresistible new single from the platinum plus album "Heavy Nova"

When You Play It/Say It
KAY/Tulsa has upped MD Jan Dean to the PD post, replacing Steve Stucker, who took the PD gig at KOB-FM/Albuquerque.

Incidentally, Dean is the last original member of the KAY-107 airstaff that signed the station on seven years ago, and in that time she’s risen from the overnight shift to the PD chair.

Charlie West, who resigned as KLOSL/A.L. PD last week, called the ST “fun fond” to say rumors about his supposed dislike of the Cap Cities/ABC “corporate environment” are completely false.

“I had no problem working for a large corporation,” West told ST. “They paid me well and treated me well. I’d work for ABC again. I just felt I had accomplished what I set out to do at KLOSL and was ready for a new challenge.”

ST hears that Bob Chrysler, who recently resigned his WGFX/Nashville PD post, will surface as PD of WSXX/Norfolk and flip the Country outlet to Classic Rock.

“WGFX” PM driver Chris Corley has also resigned, and is expected to join his old boss at ‘SKX. ‘SKX owner/GM Paul Downs was unavailable for comment.

Go For Your Guns

Following the tragic killing of school children in Stockton, CA recently, L.A. City Councilman Nate Holden offered $300 to anyone who turned in his semi-automatic weapon.

KIIS-FM’s Rick Dees got behind the effort to get these high-powered guns off the street by not only offering $1000 to the first person to turn in his gun, but also — for the next 24 hours — agreeing to match Holden’s $300 upon presentation of a receipt from the city.

As you might’ve guessed, the KIIS phone lines exploded, as confused listeners began bringing guns to the station to collect the cash! (One guy reportedly showed up with seven AK-47s in his trunk.) The situation got a little tense, and the local police were called in for protection as well as to tell the gunsmingers where they could dump their pieces safely.

Jim Reihle, who did mornings with Bill Tanner for 15 years, has been reunited with Tanner, Mark Mosley, and G. Michael McKay at Power 96/Miami.

Reihle, who gives up a slot with the Q105/Tampa morning zoo to make the move, replaces Roberta Gale, who exits with Tanner’s highest recommendations. Call her at (305) 922-6961.

Rumor has turned to reality in Baltimore, as Leigh Jacobs exits Classic Rock WGRX, leaving Asst. PD Michael Buschur to handle interim PD duties.

On February 10, the theme for Morton Downey Jr.’s TV show will be “Trash Media,” spotlighting the talents of KLOL/Houston’s morning team of Stevens & Pruett as well as KVSD/San Diego’s Jeff Conrad, who does a controversial sex/talk show.

By happenstance, legendary jock, Joey Reynolds was in the audience and traded insults with Stevens & Pruett. ST hears the resulting show was W-H-D-L indeed, and comes close to getting, if not an “X,” at least a hard “R” rating.

Chernoff Vs. Stern

When WXRN/Y’s Howard Stern announced on-air last week that crosstown WNEW-FM/PM Mark Chernoff was about to be fired, Chernoff decided to give Stern a call and set the record straight. What followed was a hilarious 25-minute battle during which Chernoff said Stern was “as gone as Ted Bundy,” branded him a “pathetic nebbish,” and questioned whether his rival was “getting laid.”

Chernoff (who is married) countered by bringing up Stern’s lower fall ratings — Stern had no reply — and mentioned ‘NEW’s calls and dial position as often as possible. When Stern asked Chernoff for the “phrase that pays,” Chernoff responded, “WNEW-FM, 102.7 is my favorite station. Write it down.”

Stern claimed several times that he had the name of Chernoff’s replacement written down and would announce it later that morning. However, no such announcement was forthcoming.

MOM is Tom Garrett • Dede Whiteside • Diana Garrett
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Producer: William W. Wittman
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The Air Talent Programming Conference, scheduled to take place in Atlanta (3/16-18), is featuring an aircheck competition. A two-minute scoped cassette is required. Entries should be sent to ATPC '89, 102 Colony Center Drive, Suite 303, Woodstock, GA 30188. Deadline is February 25.

Bag That Raise

Enraged by an impending 51% salary increase for members of the House and Senate, a number of stations (including WXJT/Detroit, WWRC/Washington, XTRA/San Diego, WNW/Miami, KFYI/Phoenix, and WRKO/Boston) are encouraging listeners to send a tea bag along with a note reading "No 51% raise for Congress." Contact the Tea Bag Revolution, Box 91011, Washington, DC 20090 to see what's brewing.

The T.J. Martell Foundation will host its seventh annual Rock & Charity Weekend, to be held May 18-20 in L.A. For more info, call Jon Scott at (818) 883-7625.

With WEJZ/Jacksonville's switch from Easy Listening to Soft AC, there are rumors in Jacksonville and Orlando that AC competitor WIVY is contemplating a switch of its own — to EZ.

The real Adrian Cronauer, whose Armed Forces radio experiences were depicted by Robin Williams in "Good Morning Vietnam," is back in broadcasting (sort of).

AC's going to be writing speeches and doing other odd jobs for FCC Commissioner Patricia Diaz Dennis over the course of the next two months as part of his internship for his law degree at the University Of Pennsylvania.

Robert Michelson Inc. has acquired exclusive rights to the WEBN/Cincinnati "video pirates" TV spots from Jacob Communications (R&R, 1/13). The spots, which "break into" existing TV commercials on behalf of the radio station, are now available on a national basis.

Lee Michaels, former PD at WBIX/Chicago (now WVAZ), has been named to the newly-created GM slot at the Gavin Report.

Everyone is saddened by the news of the death of young (age 25) Kevin Davenport, MD at 803/Austin.

On the way back from attending a listening party in Dallas, Davenport fell asleep in the passenger seat and wasn't wearing his seatbelt. When the belted driver of the car skidded on a rain-soaked highway to avoid an animal and wrecked the vehicle, she walked away unharmed, but Davenport was killed.

NYMRAD is starting a scholarship fund in Jack Thayer's name. Donations can be sent c/o NYMRAD, 675 3rd Ave., Suite #700, NY, NY 10017.

He'll Name The Next One After A P-1

Can you picture A&M Sr. VP/Promotion Charlie Minor changing a diaper? Congratulations to "Cheapsuit" and his wife, Danica, on the birth of their daughter, Austin Charlotte (1/28).

Also in the A&M family, congrats to Chicago-based National Promotion Director Charley Lake on his engagement to Second City student Paula Godsey.


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Y-100
Continued from Page 1

"The record does not support any sound business reason for Southeast's structure, other than an attempt to garner a comparative integration credit, and as a result, it is ruled that its integration proposal is a sham," wrote Fitzpatrick.

Appeal Promised

The ruling appears unlikely to settle the matter. Cohen & Berfield partner Lewis Cohen, who spearheaded the case, promised he will appeal the ruling immediately.

"We think Fitzpatrick is dead wrong," Cohen told R&R. "We are going to mount and pursue a vigorous appeal of the ruling, the whole way. Our first step is to look at the board, but we're in for this long haul."

Metropolis Chairman Norman Wain said the two-year legal battle was "an undeserved punishment" that cost Metropolis an estimated $500,000 in legal expenses. "Even though we felt that this was a sham application from the outset, the FCC's comparative renewal rules compelled us to spend thousands of hours and hundreds of thousands of dollars defending ourselves against it," Wain said. "This decision should make opportunistic lawyers think twice before they file sham applications in the hope of extracting settlement payments from legitimate broadcasters."

Wain told R&R that Cohen & Berfield offered several months ago to settle the case for $5 million, but he rejected the deal as a "shakedown." Cohen denied that saying Metropolis's attorneys had made a settlement approach, but nothing came of it.

Case Two Years In Making

The case started two years ago after WROR was penalized with a one-year short-term renewal following EEO violations. In October 1988 Southeast filed for a construction permit to operate on the station's frequency. FCC rules required extensive comparative bearing proceedings to determine which company could better serve the public.

Southeast initially claimed to be a minority-controlled communications company entitled to special consideration in a comparative renewal proceeding. The company was headed by general partner Gloria Butler, a black female with no prior broadcasting experience who held an ownership interest in her husband's several South Florida McDonald's hamburger franchises.

From the outset, Metropolis contended that Butler was nothing more than a minority front for a group of wealthy white communications investors based in New York. Court proceedings later established that she owned only four percent of the venture, and that ownership stake had been given to her for free of any obligation by the limited partners.

Berkowitz
Continued from Page 1

help WCZY achieve its goal in the CHR arena in Detroit.

WCZY President/GM Betty Pazdersnik added, "Gary Berkowitz is one of the outstanding programmers in America today, and we are thrilled that he is now part of the WCZY management team. I know with Gary's programming expertise andBroadcasting Partners' commitment to excellence we will be taking WCZY to the next plateau: the top."

Berkowitz, whose extensive background includes programming WRBQ/Bos., told R&R, "I'm very excited to be joining Bucky and the entire team at Broadcasting Partners, not to mention getting to work with Dick Puritan, one of America's greatest radio personalities. After several years away from CHR I really began to miss the format and all the excitement that goes with it."

"The opportunity we have here at WCZY to improve our position in the market is awesome. I've got no magic wand to wave, but this will be a winning situation when Brian and I combine our talents to take the station even higher in this three-way battle. I believe WCZY's heritage in the format will be a big benefit to us."

Babineau
Continued from Page 1

he's the absolute best in album promotion," noted Covery. "Through his experience, talent and loyalty to the company, he's earned the right to manage the entire promotion department... from AOR and CHR to AC and Alternative."

"I look forward to getting to cross over to all areas of promotion, and there's no better teacher than Al Covery," said Babineau. "There couldn't be a better time to take over the promo helm."

Babineau entered the music industry as a rock drummer. He handled marketing duties for Arista Records in Boston before being transferred to Chicago as local and then regional promotion manager for the label. He joined A&M Records in 1977 as National AOR Manager and moved to Los Angeles as National AOR Director. Babineau joined Geffen in 1983 to direct the label's AOR efforts.

Kabrich
Continued from Page 1

PD at Q105 and an integral employee of Edens, yet will be at KIQQ to assist Scott. We feel the knowledge and experience gained by Randy will be invaluable down the road.

Edena Chairman/CEO Gary Edens added, "We are excited that Scott has picked Randy to be involved in one of the most intensive radio wars in recent history."

Shannon said, "The close relationship I have with Edens has allowed this to happen. My thanks to Gary, Mike, and (Edena VP) WRBQ GM Mason Dixon for their help in putting together a perfect situation, owing to the flexibility in philosophies of both our companies."

"Randy will be assisting me in coordinating all the prelaunch research for KIQQ and will be a key player in developing the strategy for our air date, which will be on or about April 1. I feel Randy's knowledge, combined with his abilities as an observer and creative programmer, makes him the best technician I could get my hands on for what we have in mind."

Kabrich, who has been PD at Q105 for the last four years, will maintain a working office at Q105 and at the corporate offices of Westwood One, initially spending 96% of his time in Los Angeles. He told R&R, "I'm fortunate not only for the opportunity but for the support staff I have at Q105 who will make this a logical reality. When I'm not in L.A., Brian Chris- tpher will be functioning in a co-PD role, Dave Denver will be his Asst. PD, and Amy Klenger will continue as Research Director, as they have been for the past six months, allowing me to work on other projects for Edens. I hope to be more accessible to the contacts needed to strengthen both stations."

After spending the past few days in Los Angeles, Kabrich observed, "It would seem that every station in the market is at its peak right now. Both KPW (Power 106) and KISS seem to be preparing to close any holes in the market. No matter; Scott and I have the plan, and Michelle (Patitz, Westwood One Chairman) has handed us the checkbook."
KEVIN DAVENPORT
1963-1989

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Austin, TX 78766
Bach

Continued from Page 3
Talent Acquisition departments.
The company also appointed four-year affiliate relations veteran Margie Fit/Maurice Director of that department, and former Christal Radio Director Research Ray Heistheit to the same position.
DIR also announced a two-hour daily show featuring KIBI/Los Angeles morning personality Rick Dees, and an Elvis Presley salute from the Graceland mansion.

Bach

Continued from Page 3
"Russ is a distinguished music industry executive who has demonstrated his formidable skills in the areas of distribution," remarked Capitol President/CEO Joe Smith.
"We are extremely pleased to have him as a member of our team and look forward to a long, successful association."
A 29-year industry veteran, Bach was responsible for WEA's distribution operations and handled long-range organizational planning, research and marketing development, and data processing operations. He was involved in the launch of Warner Home Video, and helped develop new configurations such as CDs, 3-inch CDs, and cassette singles.

It's A Mall World For Tiffany

Tiffany received a platinum award for her album "Hold An Old Friend's Hand" at the grand opening of MCA's "Magic Of Hollywood" store at the Tinseltown Plaza Mall in Los Angeles. The store features live performances by MCA artists Boys Club and exhibits from Universal Pictures, the Universal Studios Tour, MCA Records, and MCA BuckEye Video, and will travel the country through November. Pictured are (l-r) MCA VP/PIB Brad Hall, Tiffany, manager George Tobin, MCA Music Entertainment Group Chairman Irving Azoff, MCA Sr. VP Larry Sokitis, and "Magic Of Hollywood" MC Craig Udor.

EMI, Orpheus Mark Z-Looke's Number One

Staffers at Orpheus Records, formed last year as a joint effort between EMI and Hush Productions, celebrated the recent number-one status of Z-Looke's "Can U Read My Lips" from the group's "Take U Back To My Place" album. Shown with digits extended are (back row, l-r) EMI's Michalle Taylor, Jane Groetz, Karen Bolman, VP Janell Johnson, Reggie Barnes, Lee Krichmar, and Sr. VP/GM Tom Urban; (middle row, l-r) Orpheus's Rhonda Blackshear and EMI's Tommy Mans, Joyce Harding, Alan Underwood, and Adam Block, Orpheus VP Rod Butler, and EMI VP/VP Smith; (front row, l-r) EMI's Michael Griskey, Matt Murray, Jennifer Grossmendt, Josh Zimmerman, VP Bob Derfer, Ian Simpson, and Mary Murphy.

Witting

Continued from Page 3
build on the momentum at WCAU and make that station the dominant News/Talk outlet in the Tri-State region."

Witting joined WBBM in 1996 after several years with Group W Radio, most recently as Program Manager at KDKA/Pittsburgh. He had also served as VP/Station Operations at WWO/Radio One. Wyrz and Exec. Producer at WBRZ/Boston.
A replacement for Witting has not been named in Chicago.

In the fall '88 Arbitron WCAU posted a 3.2 share (12+), ranking 13th in the market, and registered a 2.8 in the Bireh, coming in 14th.

Poole

Continued from Page 3
real full-court press for the PD job, but I just didn't feel he had enough experience. Now he's been through the wars a little bit more. He loves and understands this station as much as anyone and will be a real leader for the airstaff."
Poole, who joined KBPI four years ago and worked his way up from jock to PD, was understandably excited about landing his first PD gig. "This is a terrific station and Sandusky is a great company. They reward hard work, and I've been working hard! I came up through the ranks here and find it real easy to work with everybody on a one-on-one level. That's going to prove to be a major advantage."

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High Voltage also delivers weekly visits from smokin’ guest hosts including Ozzy Osbourne, Bon Jovi, Anthrax and Ratt! Plus, a fire-breathing finale called “Live Voltage” – featuring an ultra-live performance captured by the award-winning Westwood One mobile recording studios. Contact your Westwood One representative today and plug into High Voltage with Tawn Mastrey, it’ll hit your 18-24 listeners where they live...and blister the paint on their house, too! In Los Angeles call (213) 204-5000, FAX (213) 204-4975 or Telex 4996015 WWONE.

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**FALL '88 RESULTS**

### New Orleans

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### Fall '89 Results

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Note: Ratings may not be quoted or reprinted without Birch/Scarborou Research Co.'s written permission.
San Antonio has a new market leader. This Fall country FM KCYY (Y100) advanced from 5th to 1st place 12+. 25-54 the station stormed to a 13.4, fortifying its position atop the market by widening its lead on the #2 station to more than 6 share points. Fueling Y100’s victory this Fall was a stunning 65% jump in 12+ cume, the station’s fourth increase in four books using Film House-created television campaigns. “Film House was a key player in Y100’s marketing plans even before Day One,” says VP/GM Hugh Barr. “They helped us devise our initial marketing strategy, and their consistent creativity has been a big part of our success ever since.”

Put Film House on your station’s marketing team today and let us help you lay siege to your competition this Spring.
If he's coaching more than one team, who does he really want to win?

If your coach is advising more than one team, you have every right to wonder, "Who's getting the best advice?"

That's why, at Emmis Research, we only coach one radio station per market.

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FALL '88 RESULTS

Riverside-San Bernardino

**ARBITRON**

<table>
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Hartford-New Britain-Middletown

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**NEW & ACTIVE 11/2/88**

ONE OF THE "MOST ADDED"

- WXKS add
- KEGL 13-10
- KELI 95 deb 22
- WMMS 24-15
- WZPL 32-28
- KRRZ 34
- KXYQ 17-14
- KPLZ add
- WVSR add
- KEK 103 37-33
- WSEE add
- WSPK 37-32
- Q106 add
- KZBB add
- KX106 add 35
- WANS add
- WQUT add
- WLRU 9-8
- 99WAYS add

- FM100 add
- WHHY add
- KAIS 40-35
- KTXK add
- WPXR 29-24
- KRQ add
- KXXQ add
- KLQ add
- WIXX add
- KJ103 37-33
- KSNO add
- KJYQ 28-26
- KMK add
- KZY 25-21
- KZZU add
- KSLS 36-30
- WSKL 34-28
- KFRX 26-26
- KAT 40-30
- KUZ 38-30

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CLEARING UP MISCONCEPTIONS

Straight Talk On Auditorium Testing

By Rob Balon

It's hard to find a station in the top 100 markets these days that has not conducted some form of auditorium music testing. Yet there's still quite a bit of misinformation out there about optimum sample size, recruitment, and how much music to play.

Auditorium music tests with under 200 persons per session don't approach statistical validity. Although most stations use from 50-100 persons per session, the results from such tests are not necessarily invalid, however; it all depends on your expectations. If you use auditorium tests as only one indicator of a song's potential, you're in the ballpark. If you want to eliminate error completely and have your music test be the unequivocal statement, then you'd better create a mid-six-figure budget for your music testing.

The auditorium music test — as it's commonly used and priced in our industry — cannot give you an error-free, statistically generalizable document. It can give you a good sense of direction and eliminate some of the guesswork and hunches from building a library.

Recruit Randomly From Target

Any music test is only as good as the recruiting process which precedes it. If you don't have a well-recruited group, the validity of the results and your ability to act decisively on them is threatened. There are certain criteria which must be followed to ensure effective recruiting.

Most field services that radio research companies use for recruiting keep massive lists of respondents they've recruited in the past for all sorts of research projects (radio included). Generally, the cheapest bid comes when they can recruit from their list of test-takers. The very best approach is to avoid the list entirely and specify a random phone recruit. In this manner you avoid professional test-takers in your music test; however, the pure random recruit is much more expensive.

It is not unusual for a field service to charge between $25 and $40 per person to recruit from established lists. A random recruit from a list of random numbers can often run between $45 and $70 per person. Is it worth the extra dollars? You bet! But the problem is very much one of what the market will bear. Most radio stations are simply unprepared to spend $50 per person to recruit for a music test. Budgets don't allow it, so the possibility exists for substantial results to become the rule rather than the exception.

Auditorium music tests under 200 persons per session don't approach statistical validity.

While low bids are very attractive to the bottom line, remember that the place where virtually all research firms trim the budget is on the recruiting. When you've got an unusually low bid, ask the research company to be quite specific on how it plans to recruit your sample. Also, question the fact if the budget calls for paying the respondent anything less than $30. We've found that it's almost impossible to get listeners to show up with any degree of predictability for $20-$25 these days.

If you're absolutely up against it price-wise and your research company must recruit from a list, make sure you specify that at least one month must have passed since the respondent has participated in a field test of any sort (focus group, taste test, music test, etc.). Also, specify that you don't want people showing up with their pals in groups of two, three, or four. (An exception: sometimes women are reluctant to attend field sessions at hotels by themselves. They want to bring a friend or a spouse. This can be allowed provided the number exceeds no more than ten percent of the overall sample and the spouse or friend qualifies with respect to the screeners.)

Stations should know that as the list of qualifiers used by the screener grows, the likelihood of reaching the intended recruit, expressed in percentage terms, drops. Each demographic cell or station choice you add as a qualifer drives up the cost of recruiting.

Far too often a research firm will make a bid based on 50% males and adults 18-44, only to have a station executive approve the bid but suggest that he wants the demos to be 80% female and 22-38 years of age. The research company, reluctant to lose the contract, agrees. But somewhere somebody's going to pay for those tightened qualifiers.

The key is to be realistic with your qualifiers. It's hard to construct the perfect auditorium music test for $17,000-$18,000. There have to be tradeoffs.

General Rules Of Thumb

From my experience, the optimum length of a hook should be about seven to ten seconds. Listeners actually begin to get fatigued when your hooks run 15-20 seconds. Above all else, you want to keep your respondents alert and motivated.

Provided they are closely spaced, 350 hooks per session is a comforable number. The respondent should have only the time in which he hears the hook and a second or two thereafter to respond to it.

You must have a minimum of 75 responders per session. A larger sample size lets you dig deeper into the analysis and go further into the crosstabs without worrying about the cells that are composed of one or two people.

Generally, two hours is the distinct maximum; 90 minutes is preferable. No matter how skillfully you run the session, fatigue sets in. This often results in "errors of central tendency":

"When the PD starts ramrodding music testing, the station needs to ask itself if the tradeoff of this most valuable employee's time is worth it."

Music Notes

- Avoid using existing recruit lists
- Make hooks seven to ten seconds long
- Use a minimum of 75 respondents
- Two hours maximum; 90 minutes preferable

Dr. Rob Balon is President of the Benchmark Company, an Austin-based research firm which also offers a half-day seminar called "The Rules Of The Radio Ratings Game." For more information, call (512) 327-7010.
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Songs For Seeking New Challenges
(Or, What To Sign Off With When You Get Fired)

One of the functions this column is supposed to serve is as a source of usable information for air personal- ity. Yet sometimes it seems that On The Records strays a trifle from that aim, becomes just a touch abstract, perhaps.

This past year's two essays on Def Leppard picture sleeve patterns, for instance, may not have provided a great deal of practical inspiration for airshifts. Same goes, I feel reasonably confident, for the piece on impromptu supergroups ending in the suffix "bury."

So it's time to get back to the basics. And, fortunately for me, I have a volunteer to lead the charge. Jay "Philipside" Phillips, morning man at WWSE/Jamestown and 1980's landslide Grammy Handicap winner (smooth segue to reminder to get those 1989 entries in the mail or fax), has devoted considerable thought to the highly practical topic of songs suitable for airing upon exiting a gig. Take it away, Jay.

"One again the fertile, fertile, and even feeble-minded of the Philipside was sort of wandering aim-
lessly and thought, "Why is it that when jocks get dumped in this business, they inevitably play the same song?" (Johnny) Paycheck's "Take This Job and Shove It?" How boring! Not being one to leave an interesting challenge alone, I assembled a list of songs for the final farewell."

Here's Jay's list, with categories:

**The Great Goodbye List**
- Goodbye Girl/David Gates
- Hello, Goodbye/Beatles
- Bye Bye Love/Everly Bros.
- Kiss Me Goodbye/Petula Clark
- Farewell Andromeda/John Denver

"These are obviously and topical. Now onto some more specific categories. Like modes of transport."
- Leavin' On A Jet Plane/Peter, Paul & Mary
- Rocket Man/Elliot John
- Drivin' My Life Away/Eddie Rabbit
- Fly Away/John Denver
- Last Train To Clarksville/Monkees
- "(Here's a whole subcategory)"
- Last Train Denver/ELO

**More "Generic-Type Leaving Songs"**
- Ticket To Ride/Beatles
- Ride Captain Ride/Blues Image
- Jenny Take A Ride/Mitch Ryder
- I Get Around/Beach Boys
- "(An air talent's autobiography)"
- The Letter/Box Tops
- The Letter/Box Tops
- "Now let's not forget the Jack Kerouac Memorial Category: On The Road."
- On The Road Again/Wille Nelson
- (Canned Heat, too - Ed.)
- Hit The Road Jack/Ray Charles
- Long & Windin' Road/Beatles
- Forty Miles Of Bad Road/Doane Eddy
- (For less-stellar careers)
- Long Dark Road/Hollies
- King Of The Road/Roger Miller

**Walking & Running**
- Born To Run/Bruce Springsteen
- It keeps You Runnin'/Dobie Bros.
- For Country formats or others

**The "theme song" of the exiting DJ of his own deviating, with a bit of editing from me.**

**EIA's RICK ALDEN WRITES**

New Artists Broken Stats Unfair

Statistics don't lie, but they sure as hell don't tell the whole story sometimes. As a frequent statistics user/abuser, I'd be the first to admit that...

EIA Promotions Rick Alden has some points to make about label tally for "breaking" new artists (1/13). Here's his letter:

I just read your "On The Records" article of January 13...I don't understand how Elektra could have had the best year in the history of the company and have such a poor representation for our new artists.

I don't see how "New Artists Broken By Labels.

We started 1988 out with Keith Sweat "I Want Her," which achieved CHR Breaker on 2/1/88. It has since had double platinum plus sales. While 19,000 Maniacs never achieved Breaker status at CHR, "Like The Weather" had about 100 CHR stations playing it. We took this band to gold status, and it is now nearing platinum. This is the type of artist which your article ignores.

In my opinion, a new artist is broken when the record cracks the Top 10 of a chart and sells product. Breaker doesn't mean the artist broke, rather, it is the show to have a chance to break the artist!

Also, in the article you give us credit for breaking Tracy Chapman at AC only. After establishing a base at AC and R&R, we broke "Fast Car" wide open at CHR. I'm very proud of my promotion staff's success in breaking new artists in 1988, and I don't think your article's perception of Elektra was far.

For any statistical study, you've got to have rules on what to include and exclude to keep it consistent. Rick's objections can (and will) be answered on these grounds, but first I'd like to say that he's right. The methods we've used do ignore a lot of successful new artists and commences label promotion figures. That's something that needs to be addressed.

Point by point, Keith Sweat broke first at UC in late 1987. Since the new artist Breaker lists were originally designed as a way of determining which charts break artists most frequently, it was credited to...

Take This Job And Shove It/Johnny Paycheck
- "(I'm going to sell insurance)"
- The Famous Final Scene/Robert Segers
- "(Going out with style)"
- Just A Song Before I Go/Chris Stills & Nils Lofgren
- "(Our theme song)"

We Now Resume Control Of Our Normal Column...

I've refrained from commenting on Jay's list (with great difficulty - I mean, Farewell Andromeda!). Contributing to it because I'd rather see what you all can add to it...whether from personal experience or otherwise. Think of the exit line collection we can build.
“Second Chance”
A fresh new sound from Thirty-Eight Special.

“Second Chance.” The new single that’s breaking at CHR, AOR and AC radio.

“Second Chance.” It’s a sure thing.

From the album Rock & Roll Strategy by Thirty-Eight Special

Produced by Rodney Mills
Management: The Mark Spector Co., Inc.

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Wyman To Open ‘Sticky Fingers’ Restaurant

BILL WYMAN has announced that he’ll be opening a new, 140-seat fast food restaurant, to be called “Sticky Fingers,” in Kensington in West London in April. Wyman told ROL that the eatery will be “a bit more classy than the Hard Rock Cafe,” and will be decorated with his collection of ROLLING STONES memorabilia, including early tour posters, gold discs, and original artwork.

“I had tons of it, trunks full of it, tucked away at my house in the country,” explained Wyman. “I was going to open a Stones restaurant, but I found that wasn’t very viable. Then I thought maybe a restaurant would be nice, somewhere where people could have a look around while they’re eating their sandwiches.”

After some ten years of preparation, Wyman is within three months of finishing his book on the Stones, a partial account of the band’s history up to and including the ’80 Hyde Park concert, which he hopes to have out at the end of the year. He’s also three-quarters through an “all dance, uptempo” solo album.

“We’re More Popular Than Margaret Thatcher Now,” Paul McCartney, more popular in Russia than MARGARET THATCHER. The proof came last week when McCartney was the guest during a live radio phone-in on the BBC’s Russian Service, and drew more response than a similar show with another star did. McCartney chatted easily about all the expected subjects: his family, musical heroes, the start and finish of the BEATLES, and the process of songwriting. He dismissed rumors of a reunion with GEORGE and RINGO, and said that L’Z is high in his estimation these days because “they’re a bit like a ’60s band.”

McCartney also had news on his new album, which is currently in the mixing stage, saying he expects a mid-year release. He’s still putting together a touring band together: “If that transpires,” he told a caller, “then I’d love to come to Russia.”

Cam Newton NEW MUSIC

1/20/3

1 1 NEW ORDER/Fine Time (G worm/EB)
2 2 R.E.M./Stand (WB)
3 3 Moody/Only One (Sire/WB)
4 4 DEAD MILK MEN/Puka Rosa Girl (Enigma)
5 5 REPLACEMENTS/I’ll Be You (Sire/Reprise)
6 6 VIOLENT Femmes/Nightmares (Sire/Sire)
7 7 BONIC/Youth of the Young Men (Virgin)
8 8 WATERBOYS/Flaxman’s Blues (Chrysalis)
9 9 FALL/New Big Print (Baggs/Bagons/EMI)
10 10 WILLY COPPER/S’Cous World (Epic)
— 11 FINE YOUNG CANNIBALS/Shes Drives Me Crazy (RS/MCA)
12 12 A HOUSE/Cat Me Blue (Sire/Reprise)
13 13 CROWDY/Janet Street (Jive/Triton)
14 14 SINGTA/Gain Of Sand (TVT)
15 15 PURSUIT OF HAPPINESS/I’m An Adult Now (Chrysalis)
16 16 THEY MIGHT BE GIANTS/Are Yo (Sierra/Reprise)
— 17 POQUE/Yeah, Yeah, Yeah, Yeah (Island)
— 18 ENYA/Chanson (Sire/Bagons/EMI)
19 19 R.L.M./Orange Crush (MI)
20 20 EDIE BRICKELL & THE NEW BOHEMIANS/What I Am (Geffen)

Moving Up

NITZER EBB/Control I’m Here (Geffen)
LIVING COLOUR/Coli Of Priority (Epics/Sire/Reprise)
LABPACK/Thats the Devil (Motown/PEP)
SAINTS/You R Some Stupid (TVT)
ELVIS COSTELLO/Abel (MI)
MOUBINE/One Good Day (Chrysalis)
CICCOONE YOUTH/Adored To Love (Best First/EMI)
WUNDERSTOFF/Shine, Give, Give Me More, More, More (Polydor)
LIVE AND ROCKET/Motorcycle (Baggs/Bagons/EMI)

Chart derived from numbers supplied by a panel of college and commercial radio stations returning to CMJ New Music Report (H1O: 239-3659). imports are noted.

Wyman: Fish ‘n’ finger pies a specialty.

Faces with ‘Now You’re In Heaven,’ and GAYE BIKERS ON ACID unleash their album, “Stew To The Gills.” GARY MOORE follows up “After The War” with “Ready For Love” on March 6.
MELISSA ETHERIDGE
"THE BEST NEW FEMALE ARTIST OF THE YEAR"
—John McCrea, KRQR, SAN FRANCISCO

ELECTRIFYING
"...The most electrifying vocal phrasing of any rock record this year!"
—Chris Willman, LOS ANGELES TIMES

"MELISSA, MELISSA, MELISSA...If this young woman doesn't have superstar written all over her, then the hell with everyone...I'm hooked for life!"
—Jim Steel, WIOT/TOLEDO, OHIO

"One exposure to Melissa Etheridge should be enough to excite even the most jaded music lover."
—Jim Hori, DAILY VARIETY

PASSION
"Melissa Etheridge...sings with enormous passion and power, and has a presence that's riveting!"
—Bruce Blackadar, TORONTO STAR

"Other than last night's Melissa Etheridge Roxy performance, the only other concert in ten years to give me goose bumps was U2 at Madison Square Garden!"
—J.J. Jackson, KMPC-FM, LOS ANGELES

PHENOMENAL
"Singer, songwriter, guitarist—a phenomenal talent!"
—Jim Sullivan, BOSTON GLOBE

"A typical Etheridge ballad builds from verses that have the tension of ticking time bombs, into choruses that are released like controlled explosions!"
—Stephen Holden, NEW YORK TIMES

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'89 Superstar Cola Wars: George Michael Vs. Madonna

The George Michael Diet Coke commercial that debuted Monday (1/30) during the ABC-TV broadcast of the American Music Awards pulled a 22.5 rating in New York and a 23.1 rating in Los Angeles, according to Nielsen overnight ratings for those markets—the only figures available at press time.

The commercial, for which Michael was paid an estimated $3 million, was co-directed by his star and nephews Fearless of "Dangrous Liaisons" fame. Along with an excerpt from the LP track "Hard Day" and flamenco music from Elektra recording artists the Gipsy Kings, the spot sported original music composed especially for the occasion by Michael, who was never seen touching—or drinking—the product.

Meanwhile, lapsing at the heels of the announcement that Madonna's new LP, titled "Like a Prayer," will hit the streets March 15, comes word that Ms. Penn has inked a deal to star in her very own TV spot, pitching Pepsi.

Reports have the Material Girl receiving somewhere between $3 and $5 million for her two-minute effort, which will be based around the LP's title tune and first single no lyric changes, though—and is set to debut March 2 with commercial superstar Joe Pytka directing. The single itself arrives March 3, meaning it makes its debut on the commercial—a first. As for the video that accompanies the "Like a Prayer" ad, it's already finished lushing under the watchful eye of director Mary Lambert, who was responsible for the "Like a Virgin" and "Material Girl" vids. Oh, about that album, listen for a tune called "Love Song," sung as a duet between La Bella Donna and its writer/producer...Prince.

READIN' & ROCKIN'

Girls Together Outrageously

Considering the 18" x 27" four-color promo poster that the magazine sent media types to hype the occasion, it's not hard to see why the 11-page, nude photo spread La Toya Jackson did for the March issue of Playboy has gotten all the attention, but did anyone notice the arguably spicier six-page pictorial featuring one time famous groupie-turned-author Pamela Des Barres? At 40, the former recording artist (she was a member of the GTOs) still looks good for a few spins...Less surprising was the field day that America's national tabloids had with Ms. Jackson's decision to grin 'n bear it. The National Enquirer quotes Jackson as saying, "Posing nude for Playboy was an opportunity to show the world that women should not be ashamed of their bodies.'

NE also reported that the La Toya got $2.5 million for getting off her chest, and that "bass all done with bro Michael Jackson's blessing. Of course, the suspiciousness of NE carried an article about how a 25-year-old West German woman hanging in a farmhouse from a three-week coma thanks to the healing powers derived from constantly listening to Julies Iglesias tapes.

Meanwhile, the Globe's source of the La Toya furor had her only getting $250,000 for the photo session, and that Michael not only "disowned" his sister for posing nude, but also threatened to fire any member of his staff who purchased a copy of the offending 'zine.

The Specter Of Phil

This week's hottest newsworthy reading has to be the six-page feature on recent record producer Phil Scherper found in the February 6 issue of People. Phil, babies, you see it, we say it, it's wavy.

Benefit Beat

* Guns N' Roses are the first act to announce that they'll perform at the anti-AIDS benefit concert, "Rock And A Hard Place," scheduled for the June 15 anniversary of NYC's Radio City Music Hall on June 15.

* Billed as "A Very Special Evening With Stevie Wonder & Friends," a benefit concert with all proceeds going to the Minnie Riperton fund for cancer research, is set for the Universal Amphitheatre on March 5.

Short Cuts

* Boy George's new album, which Virgin will release within the next couple of weeks, is titled "Travelling Over Mother." * Nona Hendryx is presently working on a projects with ex-Tangerine Dream member (and Private Music chief) Peter Baumann producing. * The new, national production team of L.A. and Babyface are currently putting the finishing touches on an LP for After Seven, a trio consisting of Babyface's two brothers and L.A.'s cousin. The album will be issued on Virgin this spring.

MADONNA: "Like A Prayer" for Pepsi.

Power

Phil Collen is the heart (and voice) of Def Leppard. "I grew up with the music," he says. "I've always been hungry for music." Def Leppard - "When the Sun Comes Out" (solo) * Neil Giraldo is Madonna's producer. "I've always been a hard worker," he says. * Roy orbison Jr. - "When the Sun Comes Out" (solo)

Medium

BANGLES - "I'm in Love Again...3" ADD $3

Light

Roy Neise Girl - "Sing To Me Love" (solo) 3

Bee Gees - "Da Doo Ron Ron" (solo) 2

Storybook - "Bible Love" (solo) 2

Sensations - "Finger on the Trigger...3"

Nouveaux Vieux

Taniya Tramm - "Dare Me" (solo) 7

Information current as of January 31.

www.americanradiohistory.com
Thanks to these great stations for helping to make "Imagine: John Lennon" a great success:

Altanta/WKLS  Houston/KLOL  Pittsburgh/WDVE
Baltimore/WBSB  Los Angeles/KLSX  St. Louis/KSHE
Boston/WBCN  Miami/WGTR  San Diego/KGB
Chicago/WCKG  Minneapolis/KQRS  San Francisco/KRQR
Cleveland/WMJI  Nassau-Suffolk/WBAB  Seattle/KXRX
Dallas/KHYI  New York/WNEW  Washington, D.C.
Detroit/WLLZ  Philadelphia/WMMR  /WWDC

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Written by SAM EGAN and ANDREW SOLT Produced by DAVID L. WOLPER and ANDREW SOLT Directed by ANDREW SOLT

R&R MARKETING
213 • 553 • 4330
Pointers Sing As Planet Burns

**Monday, February 13**

1961: Frank Sinatra unveils his new creation, Reprise Records.
1972: Led Zeppelin is forced to cancel a Singapore show when officials refuse to let the group's members off the plane because of their long hair.
1979: Ouch! A fire guts the third floor of Planet Records' future home just as the label's first single, the Pointer Sisters' "Fire," peaks at #2 CHR.
1982: The gravesite of Lynyrd Skynyrd's Ronnie Van Zant, bearing an inscription by Charlie Daniels, is stolen. It is found intact two weeks later.
1988: Michael Jackson buys a huge ranch in Santa Ynez, CA, complete with flowing streams and a zoo for his pets.

**Born:**
- Peter Gabriel 1950
- Peter Tork (Monkees) 1944
- Peter Hook (New Order) 1956

**TUESDAY, February 14**

1972: John Lennon & Yoko Ono host the "Mike Douglas Show" for a week. Lennon reveals his feud with Paul McCartney will end soon.
1977: Janis Ian receives 461 Valentine's Day cards, after being named in "At Seventeen."

**WEDNESDAY, February 15**

1989: A Florida harddresser impersonating Aretha Franklin is arrested for staging a phony nightclub concert - but she's so good nobody asks for a refund.
1975: Gino Vannelli becomes the first white artist to appear on "Soul Train."
1986: Johnny Gill's "Just The Way You Are" wins Grammy for Best Record and Best Song "Saturday Night Fever" is named Best Album, and A Taste Of Honey Best New Artist.
1988: El Paso, TX officials accept Del Leppard member Joe Elliot's apology for remarks he made about the city.

**THURSDAY, February 16**

1968: John Lennon, George Harrison, and their wives travel to India to study transcendental meditation with the Maharishi Mahesh Yogi. Paul and Ringo join them three days later.
1969: Six months after their "announced" marriage, George Jones and Tammy Wynette officially tie the knot.
1974: Elton John's "Bennie And The Jets" is released. Soon after, sales of electric boot and mohair suit skyrocket.
1986: Johnny Cash and Kris Kristofferson star in the NBC TV movie "Last Days Of Frank And Jesse James."

**FRIDAY, February 17**

1960: Elvis Presley receives his first gold LP for "Elvis."
1969: Johnny Cash and Bob Dylan record several songs together, but no album is released.
1972: Pink Floyd premiere "Dark Side Of The Moon" in a London concert one year before the album is released.
1984: "When we say "Jump," you say "#1!" — Van Halen's "Jump" tops CHR. Also, Tracey Ullman performs "They Don't Know" on the "Tonight Show.
1988: Jesus & Mary Chain singer Jim Reid pleads guilty to assault charges after attacking two Toronto fans with a mikestand. The couple was chattering, "Boring!"

**SATURDAY, February 18**

1968: David Gilmour replaces Pink Floyd's hospitalized Syd Barrett.
1993: A New Jersey club owner demands the act he's booked come up with a name one hour before showtime. The group settles on Dr. Hook & The Medicine Show.
1987: Van Ganda is cleared of charges he plagiarized "Chariots Of Fire."
1988: A Hollywood, FL 12-year-old boy severely burns his legs imitating Motley Crue's "All I Need" video. No lawsuit is filed.

**Bom:**
- Juice Newton 1952
- Dennis DeYoung (ex-Styx) 1947
- Robbie Bachman 1953
- Yoko Ono 1933

**SUNDAY, February 19**

1938: Ray Acuff joins the Grand Ole Opry.
1975: The reformed and revamped Jefferson Starship releases its first album, "Dragonfly."
1977: Stevie Wonder wins his third straight Album Of The Year Grammy for "Songs In The Key Of Life."

**Also, Flowers Moe's "Rumours" (1977's winner) is released.
1988: "Well then, I'll just tour by myself, maybe in '88" — Keith Richards tells reporters that Mick Jagger won't tour with the Rolling Stones.

**Bom:**
- Smokey Robinson 1940
- Dave Wakeling 1956
- Falco 1957
- Mark Andes (Heart) 1948
- Francis Buckholz (Scorpions) 1954

— Paul Colbert
KEVIN DAVENPORT
OCTOBER 28, 1963 - JANUARY 27, 1989
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The Retail Display System enabled us to secure store space in over 200 retail locations, generating untapped new business dollars.
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KJR/KLTX, Seattle

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**CHRIS BECK COMMUNICATIONS**
Free Speech: Beware The Hidden Cost

The morning after the Super Bowl, a DJ (nameless here for reasons soon to be obvious) cracked his mike and made a negative comment about the effectiveness of the soft drink-sponsored 3-D halftime show. Ring, ring. Here comes a call from a botting exec, wanting to talk to the boss. One thing for sure: the jock didn't need special glasses to see something was about to hit the fan.

Cut away from this story now to consider two facts, the second of which may not be self-evident. The first fact is that while people say it's love that makes the world go 'round, it is love of money that propels the business world. Second, jocks and newscasters do not spring forth from the womb with a full understanding of that which really matters.

Perhaps I have the wrong idea about what's taught in journalism school, but I'd bet a bundle that professors don't trash the idealism of their broadcasting students by coming right out and admitting that, in the real world, what goes into the show is less important than what comes out. Language is a joke about language — can be profoundly influenced by the mighty advertising back.

Back to the phone call. This is third-hand, but according to my source the Q&A followed this general line. Had the jock badmouthed the 3-D show? Well, er, ah, maybe just a little bitty teensie bit. Did the station think it was fair to him to do that? Well, ah, it was only a quick, passing comment and he probably should have thought twice before doing it. Did the station expect to get the bottler's business when it came time to place another big schedule?

You see? The hammer was right over the manager's head because of the jock's innocent remark. Should the manager have stood up for the DJ's right of free speech? Maybe. Did he? Are you kidding? The manager had his bottom line to protect. The jock didn't need to be told twice; the 3-D topic withered away to no dimensions, fast.

Self-editing inspired by fear of advertiser retaliation is a damned tough call. Is it sullaying the editorial process to leave a car recall story out of a newscast sponsored by a car dealer, when the same story could just as easily be bumped to next hour? If a bottler has a fait contract with your station, is it really necessary to knock his TV promotion? Hey, when the if-they-will-said brain cells tackle the common-sense brain cells, that's a tough little Super Bowl itself.

In a perfect world, the soft drink distributor might never have brought up "reevaluating" his ad placements. However, in the unperfect real world, he made his point and effectively killed off negatives about his company's expensive promotional. The station certainly had the option to stand up for free speech, but the price of that free speech might have been exorbitantly expensive.

---

Dresden Firebombing
MONDAY, FEBRUARY 13 — Allied planes began firebombing the historic German city of Dresden 44 years ago, killing around 130,000 (and destroying priceless works of art by the old masters). On that same day in 1945, Budapest was captured by the Soviets after a 50-day siege against German forces in Hungary. The Jesse James gang pulled its first bank robbery at Liberty, Missouri in 1866. America's first public school, the Boston Latin School, opened in 1635. Birthdays: Peter Gabriel 39, Stockard Channing and Peter Tork 45, Kim Novak 56, Chuck Yeager 66, Tennessee Ernie Ford 70.

White House TV Tour
TUESDAY, FEBRUARY 14 — First Lady Jackie Kennedy conducted a one-hour televised tour of the White House in 1962. The first public peek into the presidential back rooms and bedrooms drew a record audience of 80,000,000.


Setting And Clapping Records
WEDNESDAY, FEBRUARY 15 — Two, count them, two Guinness records were set in 1968: the nonstop clapping record of just over 67 hours; and the biggest game of musical chairs, played by 6003 people.

Leon Spinks (b. Nov. 24) knocked out Muhammad Ali's heavyweight crown in 1978. Canada's maple leaf flag was introduced in 1965. The first adhesive postage stamps were introduced in 1842 by a private New York City mail service. The city of St. Louis was established in 1764. Birthdays: Jana Seymour 36, Marisa Berenson and Ron Cey 41, Harvey Korman 62, Cesar Romero 82.

Castro's 30th Year
THURSDAY, FEBRUARY 16 — Fidel Castro took the oath as Premier of Cuba 30 years ago. At that time, just after the revolution, the United States still had good diplomatic relations with Cuba. King Tut's tomb in Egypt was unveiled in 1923. General Ulysses S. Grant earned the nickname "Unconditional Surrender" in 1862 when 14,000 rebels surrendered to his force at Ft. Donelson, Tennessee. Birthdays: John McEnroe 30, LeVar Burton 32, Natalie Cole 39, Mayor Sonny Bone 54.

Sub Sank Self
FRIDAY, FEBRUARY 17 — The Confederacy tried out a Civil War secret weapon in 1864. It was the forerunner of the submarine, a "submersible" that was supposed to sink a Union ship at Charleston, South Carolina. It did sink the ship, but it sank itself, too.

Twenty-fifth anniversary of the Supreme Court's "one man, one vote" ruling which said congressional districts had to be roughly equal in population (1964). The Voice of America began broadcasting into the Soviet Union in 1947. Birthdays: Basketball pro Michael Jordan 20, Mary Ann Mobley 50, Hal Holbrook 64. Saturday (2/18): Vanna White 32, John Travolta 35, Joanne Newton 37, Cybill Shepherd 40, Yoko Ono 58, George Kennedy 64.

Sunday (2/19): Hana Mandlikova 26, Smokey Robinson 49.

---

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Ron Chapman - Soliciting money for nothing
Bob Rivers - 3-hour marathon during Orioles' losing streak
Charlie Van Dyke - Final show, KHJ, 1975
Charlie Tuna - First day back, KHJ, 1975
Jack Armstrong - Shooting up a storm on KQV-Pittsburgh in '73
Les Gorland - Live from R&R Convention '88
Soupy Sales - First show on WBN

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February 6 - February 12

MUSIC FEATURES

**WEEKLY**

American Top 40 with Shadow Stevens (ABC)
Akon, Jakob Dylan, Brown/Winston
Proton/Bow Wow/Weird Society

Lee Arnold On
A Country Road (WO)
Crystal Gayle/Loretta Lynn/Priceless

Dick Bartley’s Rock & Roll Oldies Show (WO)
Live from ONH Tower

Christian Countdown (US)
Jerry Williams pt 2

Dick Clark’s Rock, Roll & Remember (USP)
Doo Wop Brats

Classic Cuts (MJ)
Fleetwood Mac/LoU Reed

The Countdown (WO)
Angie Bilt

Countdown America with Dick Clark (US)
Rock 'n Roll

Countdown USA with Dave Sholin (WO)
Grammy nominees special

Country Calendar Special (OBN)
A. Murray/McEntire/W. Nelson
Sweethearts of Rodeo

Country Today (MJ)
Oak Ridge Boys

Cruisin’ America with Brunel Brooks (CBS)
G. McDade/T. Tyler/E. Springfield

Rick Deck Weekly Top 40 (DIR)
Karyn Biggs

Direct Hits (MJ)
Rick Adler

The Dr. Demento Show (WO)
All Request show

Encore with William B. Williams (WO)
1942

Fantasy Palace (WO)
E. Money/G. Parker/Paine

Flashbeak (RT)
British Invasion TV talk shows

Fusion 40 (TP)
L. Robinson/Myron/World Thinking
C. Akers/Ray Bray

Future Hits (WO)
IrishMed

Great Sounds (USP)
Valentine’s day Special

High Voltage (WO)
Low Voltage/Jessie Priest

Hilltop USA (JPB)
Robert Park

Hot Rocks (USP)
Shane Easton story

In Concert (WO)
Bryan Adams

Jazz Show (WO)
David Sanborn

Kings Biscuit Flower Hour (DIR)
Tip Top Pop

Legends Of Rock (WO)
Johnny Winter

Listen In With (WO)
Live from Gilley’s

On The Radio (ON)
Ruthless

On The Record (WO)
Mary Turner

On The Road (ON)
Rol Stewart

Plain Rap Countdown (PRN)
AC: B. J. Thomson/ Green
AOR: Van Halen/G. Ross
Jazz: David Gilmour/White Lion
Pop: Paul Akoul/Toni Loff

Portraits In Sound (RT)
Andrew Vonlinden

Powercuts (GSN/ABC)
Russ Tauck

Radio Candy (US)
V. Bronk

Reelin’ In The Years (GSN/ABC)
Bobby Spann/Claybrother &/Holostre/Company

Rock & Roll Never Forgettes (WO)
1970: Steppenwolf/Russ/ J. Louisa and Surprise

Rock Over London (WO)
Ron Rudrow

Rock Today (USP)
Fleetwood Mac

Rockin’ (USP)
J. Louisa and Surprise

Romantic Oldies (USP)
Valentine’s Day Special

Sittin’ In (WRN)
Lanie J. Dalton

Solid Gold Saturday Night (US)
A. Bennett

Special Of The Week (RT)
At Valentine’s Day Special love songs

Star Beat (MJ)
Guy

Super Gold (US)
B. Scott/Comedian/Thunder/Baron

Weekly Country Music Countdown (USP)
George Sheer

February 13-February 17

British Wax Museum (WO)
Wax/Boyce/Glass/Spill/Street/Tab/Third Eye Blind

Country Calendar (OBN)
R. Bailey/T. Corley/J. Waylett/W. Whitehead

Country Comments (WO)
F. Festenst/ S. George/ M. Millers/ T. Twitty/ C. Gayle

Country Datebook (US)
BSU/Schneider/G. Campbell/G. Jones/
T. Mcintyre/ N. Alabama

Country Report with Chris Lane (WNRN)
Johmny Rios/Comman/Sanders/L. Mandell/
M. Snow/R. Seaton

Rick Deck American Music Magazine (US)
Beggars/R. McGowan/Blitz (Best Way)
White/ Georgie M. Michael

Earth News (US)
R. Stueart/T. Scott/Bennett/Flynn
E. Beckel/ N. Bohemians

Psychadelic Pandas (US)
J. Lennon/Three Dog Night/CC/RR

Rarities (RT)
L. Gay/George/Paul/Scott/Crunch Stax/Me/Keenan/Keenan

Shoottin’ The Breeze (WO)
New England/Wynton

Solid Gold Country (OBN)
Country love songs/1975/February #1/10

Solid Gold Scrapbook (USP)
"1972/73 gratest love songs"
Bryan/ Harg/ M. Pinnall/S. Robinson

SPORTS

College Basketball (WO)
(1/12)
UNLV at North Carolina State (1-2:45 pm ET)
Purdue at Indiana (2:45 pm ET)
Costa Coast To Coast (OBN)
E. Harwell/Curt Smith/John Miller

Inside Sports Report (OBN)
M. Abdul-Jabbar/Chick Hart/Clinch/ Gorey/ W. Friesal

John Madden’s Sports Quiz (OBN)
Richie Albeau/M. Carter/Fear/Western NFL

Sports Flashback (OBN)
"17 NCAAs Championship/69 Knocks Coach/" 174 HM/78 NCAAs Championship /

SPORTS NETWORK PROGRAM SUPPLIER

ABC - ABC Radio (212) 687-5365

AR - AR Radio (312) 850-1159

CBS - CBS Radio (212) 975-3231

CMT - Country Music cable/ WGN (603) 645-4540

DC - Donny & Donny (212) 631-7244

IM - Instant Media (212) 385-8888

MJI - Premiere Radio Network (212) 736-7922

SE - Sports Entertainment (212) 992-3000

SRT - Sports Review (212) 992-3000

USP - United Stations (212) 576-6105

WM - Westwood One Communications (212) 843-2444

WNN - We Network Radio (212) 548-7474

February 6 - February 12

INFORMATION/ENTERTAINMENT

Celebrity Corner (PRN)
Rock & Roll Hall Of Fame

Dragnet (CMS)
Steve McQueen

Family Talk from Family House (PRN)
Teen love and dating

Frazzle At The Flicks (PRN)
Marv/Freeway/Freeway

Like Only Yesterday (WO)
Beatles arrive in US

Modern Romance Report (OBN)
Dukakis

Mother Earth News (JIB)
"Stir fries/spoiled way/Blow up/\nCountry delites/ image"

Nature Newsbreak (NWF)
"Alaska's in a Show; security/ House speeches"

Prevention Health Report (JIB)
"AIDS/Cancer/Massage/Doctor trends/Flowers"

Travel Holiday Magazine (OBN)
"Romantic getaways"

Women On The Move (REMN)
OCW:2/6/89/Gale/Dow/Blue/Network

COMEDY

Mel Blanc’s Blankets (ASR)
New announcer/Station profile/"Slow/ steady rise/"

Clanc’eas Update (PRN)
Ann Terry found out/Scot ran home

Comedy Hour (MJ)
Paul Keyes

Comedy Show with Dick Cavett (OBN)
Valentine’s day: Martin Mc

Comedy Spot (OBN)
Three Stooges: P. Lobby/Cooper/
S. Wallace/F. Hill

Fun Factory (PM)
James Brown’s prison/record/Queen:
All In The Family

Hiney Wine (DD)
"Promoting/Opens chaw & chaw party/ Put things in your honey"

Laugh Attack (PM)
K. Busey/B. King/"Sports Meet/Now/Early"

Laugh Machine (PM)
S. Wright/G. Gallagher/M. Martin/ E. Holfield/ C. Gayle

Live From the Improve (DIR)
L. Winstead/M. Martian/C. W. H. Howard

National Comedy Wireless (DD)
"Pan the/Women/drums/Dell 63th/relaxing/"

National Lampoon (DD)
Satan bunny

On The Phone with TiRone (PRN)
"Women in love/with M. Jackson"

Earl Pitt’s (DD)
"Getting too fatigue/Relax/Weaving/"

Premiere Comedy Network (PRN)
Police chief/Murphy the P

Radio Hotline (ASR)
"In The 30's/1930s/Record book/"

Stevens & Girard’s Daily Comedy Excaliur (ASR)
"George & Bette/see you up the-only laughed at me/valentine messages"

DEADHEADS HANG LOOSE — MJ Radio execs visited backstage with the grateful Dead’s Bob Weir recently to celebrate the success of the program supplier’s "Grateful Dead Hour." Pictured (l-r) are MJ President Josh Felgenbaum, Weir, and the program’s producer David Gans.
An Open Letter
to Radio Broadcasters

As Bill Stakelin leaves the Radio Advertising Bureau, he leaves an organization that has re-earned a healthy, genuine respect from the industry it serves. His skill as a speaker, an advocate and as an evangelist has raised radio’s profile, attracted clients’ attention and improved our morale.

Today, RAB is growing in both numbers and prestige. This year alone, several large groups and 100 stations have been added to the roster that look to the RAB for sales and marketing leadership and assistance. Under Bill’s direction, RAB has given radio a new image among the decision-makers at major clients and agencies. Under Bill’s guidance, RAB has become radio’s retail and sales training expert, providing the best research and sales tools available anywhere.

After five years at the helm, Bill Stakelin leaves behind an association that is committed to excellence and prepared for the challenges of the future. Bill, from the RAB Board of Directors and the radio industry, thanks for a job well done and best of luck.

Jim Arcara
ABC/Capital Cities Radio
Outgoing Chairman
RAB Board of Directors

Carl Wagner
Great American Broadcasting
Incoming Chairman
RAB Board of Directors
Eagle Nests At The Top

Philly CHR’s Hardest Task Still At Hand — Staying Number One

It's been a while since a CHR station topped the ratings in the Philadelphia market, but Malrite's WEGX (Eagle 106) has done it with a strong 6.7-7.9 showing in the fall Arbitron. That increase allowed Eagle 106 to squeeze past longtime market leader (AOR) WMMR, down 8.0-7.7.

"We’re ahead of schedule," said PD Charlie Quinn. "We figured it would take a bit longer, but no one's complaining. I think they're a bit stunned at WMMR since they were unseated last spring by [CHR] WUSL. (Power 99) and weren't expecting us to show so well." Power 99 also had a good book, gaining 7.1-7.5. So it's a tight race for number one (see "How Tight Is This Race?").

Eagle 106 gained format exclusivity (for a time) when WCAU-FM switched from CHR to Gold as WGGL last year. Some might argue that being the only CHR in town made it easy for the station, but Quinn disagreed. "We got here almost two years ago when Malrite took over from Cox. WCAU-FM was only pulling between a four and five share, and this station was CHR at the time, doing Mike Joseph's "Electric 106" format.

"We looked at the staff and held onto as many people as we could, which kept some good talent working and helped us learn the market. Unfortunately, Joseph had the station so tightly formatted that everything was getting burnt out. We needed to make a fresh state-

Charlie Quinn and his feathered friend

ment for this frequency, which had yet to post any significant numbers in the format.

Offsetting Burnout

"All of us felt the music needed to be targeted more toward 18-34 females." Quinn recalled. "So we did extensive callouts and audience testing which resulted in a 30%-40% music restructing. In mornings it's currently about 50% current and 50% gold, moving to a 70% current emphasis by afternoons and nights. Since there are a lot of Gold outlets here, our only non-currents are from the last five years or so. But the gold has offered enough variety to offset the previous burnout image."

While WEGX isn't known as one of the most aggressive CHR's, Quinn maintained he doesn't avoid playing any particular type of music. "You can hear Guns N' Roses followed by Bobby Brown. Most CHR's have overtargeted themselves because they believe they have to lean one way or another to simply survive. CHR has the ability to take audience from every other station, and when you stray too far you can get into trouble. On the other hand, you can overdo the mass appeal thing. It's just a matter of knowing how far to spread."

One of Quinn's key positioning statements is "Your 20 In-A-Row Station, Eagle 106," since WEGX sweeps three or four times daily. In all other hours Eagle 106 stops down at 20, 36, and 55. "People never complain about hearing too much music." Quinn said, "but without stops, radio can develop a sterile sound. If listeners want totally uninterrupted, continuous music, they should listen to tapes. This station offers companionship."

"Most CHR's have overtargeted themselves because they believe they have to lean one way or another to simply survive."

Personality Encouraged

Quinn and VP/GM Dave Noll weren't looking to hit number one this early partly because the station lacked a personality-oriented morning show until June, when John Welch and Steve Woods (Welch & Woods) arrived, replacing the more music-intensive Rick & Sam. Quinn explained, "Up until recently we'd made all of our gains without a strong morning show to build loyalty. We've loosened it up around the clock after Welch & Woody get off the air so as not to sound like two radio stations. We allow our folks to do live phone bits and pre-records to highlight their individualism."

Quinn cited another factor he thinks contributes to Eagle 106's performance: "[We've] put the emphasis on the package, not just the music. In a relatively short time, we've really begun to sound like a Philly station. We constantly talk about what's going on in town. Philly's local government makes it a real 'Peyton Place,' which gives us a lot of opportunity to interact with what's on listeners' minds."

The station's personalities engage in a lot of in-person interaction as well, making as many as 14-Continued on Page 68

How Tight Is The Race?

Here are the top five 12+ finishers in the fall Arbitron and Birch sweeps. The summer numbers are included for comparison purposes.

<table>
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<th>Arbitron Summer</th>
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<td>WEGX (CHR)</td>
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<td>WMMR (AOR)</td>
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<td>WUSL (CHR)</td>
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<td>KYW (News)</td>
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<td>WEAZ (B/EZ)</td>
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<th>Birch Summer</th>
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<td>WPEN (F)</td>
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WEGX placed third in 18-34 adults behind WMMR and WUSL in Arbitron, and ranked fourth in the demo by Birch behind WMMR, WUSL, and WYSP. In Arbitron and Birch WEGX posted a solid lead over WUSL to claim top honors in 12-24 women and held a firm grip on teens.
MALRITE ROCKS

WMMS 100.7 FM

EAGLE 106

MALRITE COMMUNICATIONS GROUP

MALRITE PROGRAMS OTHER FORMATS AT OTHER GREAT RADIO STATIONS

MALRITON - FALL 1988
12+ 6 A.M. - MID., MON. - SUN.

www.americanradiohistory.com
Eagle Nests At The Top

You don’t win this game by shares, you win by tens, and I was winning on the weekends before I won during the rest of the week.

Quinn, who broke into radio in ’72 and previously programmed KZZP/Phoenix, WHRT/Boston, WRJK & WZKJ/Philadelphia, and WZKW (KZ90)/Prairieland, took a few pointers from several past Philly winners. “I’ve patterned my weekend philosophy and personality profile after the same ideals that WFIL and WIBG used, instead of the uncreative ideals that castigated this format in the late ’70s and early ’80s.”

He willingly shares the credit for Eagle 106’s success. “Dave Noll has a big belief in this station and [understands] the budget it needs. He does his job and lets us do ours. [MD] Jay Beu worked with me in Boston, and he’s really become a stable, consistent, unique brand. He’s my most recognized talent right now and in research shows in the top three.

“We recently hired (former ‘Partridge Family’ star) Danny Bonaduce to do late-nights. At age 31 he’s just learning radio, his personality is really coming through while he improves his on-air form. He’s almost a stand-up comedian on the radio and might be able to handle being second man in a morning show.”

According to Quinn, no one does his show and then hits the road. Gary Leigh is Quinn’s Assistant PD “and, like everyone else, he’s got production to do as well. We also allow music input from every other staff. Everyone makes constructive comments, and I’m not afraid to listen. Our staff is young, hungry, and ready to stay number one.”

At the time of this interview, Gold-formatted WOQ hadn’t yet announced its switch to CHR under newly-named PD Mark Driscoll. But rumors about the change were rampant, and “Everyone’s betting on us to fall next book.” Quinn declared. “The biggest job we have now is to stay on top. We’re not really number one unless we can do it a couple of times.”

Continued from Page 66
29 appearances a week, “It’s a tremendous amount of coverage,” said Quinn. “Part of that is due to our solo position in CHR — we get everything thrown at us.”

Winning Weekends

In the fall sweep WEGX used DirecTV’s “Birthday Content” — the station’s third run with that promotion — distributing over $60,000 to listeners. But the contests didn’t stop there. Quinn’s policy is “every weekend is special, with its own creative idea and promotion.

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"As Long As We Got Each Other"
(Theme From "Growing Pains")
Steve Dorff & Friends

The 7" Single
Featuring B.J. Thomas and Dusty Springfield
Produced by Steve Dorff and John Bettis

From the Top Ten-Rated TV Show

www.americanradiohistory.com
Sam Brown

Top 10 in Austria! Belgium! Germany! Holland! Israel! Norway! Sweden! Switzerland!

stop!
the single making international news.

stop!
the debut album from 23-year-old powerhouse Sam Brown

Go! Play stop!

Produced by: Pete Brown (for Power! Plant London) and Sam Brown
Management: Lisa Denman
© 1989, MCA Records (Inc. All rights reserved)

A T-SHIRT PARTY! — EMI rockers Vixen's clothing supply was low, so WALK (K92)/Roanoke was more than happy to provide T-shirts with a subtle logo attached. Shown modeling the new duds are Vixen member Share Pedersen, K92 GM Eddie Haskell, Vixen's Roxy Petrucci and Jan Kuehnemund, K92 DJ Toddrilla, and Vixen's Janet Gardner.

ROD FOR TOTS — WROX (Q107)/Washington held its Toys For Tots drive at Rod Stewart's concert, and Rod (third from right) stopped backstage to help out. Also pictured are (l-r) WB's Mary Klinekas, Q107's Uncle Johnny, MD Kevin McCabe, Promotions Director Vivienne Vaughn, and personality Chris Taylor.

PLAYIN' IT COOL — WDJX/Louisville offered $1000 to whoever could come up with the most creative way to display the station's call letters. The winning entry was this ice sculpture of Santa's sleigh with Rudolph out front. Chillin' out are WDJX's Joe Canuso (l) and Patie B.

DON'T BE CRUEL, PASS THE CHIPS — "The King" was feeling a little hungry on his birthday so he stopped by KLOQ/Grand Rapids, MI for some free eats. Chompin' the chow are (l-r) "Elvis" (KLOQ's Jay Allen), morning zoo members Rick Beckett, Robert J. Wright, and Sarah Wilson (front).

**BITS**

- Orson Welles Would've Been Proud — WPXR/Davenport, IA morning team Collins & Kennedy (aka Dan & Dan) pulled off a hoax of major proportions recently, convincing locals that the new Stealth Bomber was landing at the Davenport airport. After the pair made a few short announcements, people began calling to verify the info. The duo responded by telling listeners the super bomber was so hard to see that sometimes only animals could make it out. Carloads of people began arriving at the airport, scanning the skies for plane exhaust trails. Some even swore they could hear the bomber approaching. A national guard member played along with the gag, announcing several takeoff and landing times.

By the end of the broadcast, hundreds had jammed the airport armed with binoculars, hoping to get a peek at the military innovation. A few radio calls from some listeners prompted a two-day suspension for the duo, but others rallied behind Collins & Kennedy. One fan even lacked a "Don't mess with Dan & Dan" sign on his van. Three local newspapers and one TV station covered the hoax, giving the station plenty of attention. Now that's good theater of the mind.

- Here Comes The Bride — WVSU/Charleston, WV hosted a "Bridal Expo '89" at the Charleston Marriott Hotel ballroom. Bridal shops, caterers, florists, photographers, and other local retailers set up display booths, three bridal fashion shows were held, and one lucky couple nabbed a free honeymoon vacation. As an extra bonus, marriage veterans offered post-honeymoon hints on how to cure terminal armchair quarterbacks.
Luther Vandross

"She Won’t Talk To Me"

"Luther is a core artist for KMEL and 'She Won’t Talk To Me' seems destined to be another major record for this superstar artist with the classic voice..."

KEITH NAFTALY, PD, KMEL/San Francisco

"A bonafide adult smash! Top 10 callout in Washington, D.C.!!"

AL BIE DEE, MD, WPGE/Washington, D.C.

"Luther is an upper demo must for Philadelphia!!"

JAY BEAU JONES, MD, WEGX/Philadelphia, PA

URBAN CONTEMPORARY CHART

1

AC Chart: Debut 29
CHR: NEW & ACTIVE
NOW ON 106 CHR REPORTERS - 43%

Cheap Trick

"Never Had A Lot To Lose"

26 CHR REPORTERS OUT OF THE BOX!

WMMS KXYQ

JET-FM KWTX
WSPK WHSL
WQUT KCMQ
WZOK 99KG
WHOT KPAT
KF95 WDBR
KSND KFMW
KZZU KTRS
WOMP KMOK
KAKS KOZE
WJMX KTMT
WPFM OK95
XHRM, WILD Post Fall Gains

Two stations that managed slight increases in the fall '88 ARB were XHRM/San Diego and WILD/Boston. Here's how they did it.

XHRM Bounces Back

A year ago XHRM posted highs of 6.0 in Birch and 4.1 in Arbitron, but the station had to withstand some tough times in the following months. After a precocious period, the fall '88 sweep brought XHRM an Arbitron 12+ increase of 2.3-2.8, up half a share. The station dropped 4.3-4.4 in the Birch.

XHRM currently lacks a PD, and GM Darryl Cox is temporarily handling programming duties. He programmed the station from 1984 to mid-1986, so he's familiar with the market and the station's needs.

Recounting some of the station's difficulties, Cox said, "In January 1986 we had a terrible storm and our tower fell down. For most of the year we operated at a third of our effective radiated power. During that time we also suffered some additional technical problems: the signal wasn't up to par and the quality of our sound was poor. By September '88 we had put the tower back up and things got better. Now we have a higher tower and a stronger signal."

Heavy Competition

The tower wasn't Cox's only problem. "We don't have the resources to compete with all the general market stations in this area," he explained. "The CHR's are playing the best Urban hits they can find and are mounting contests with a lot of money in every area - promotions, money giveaways, concerts, billboards, AM & FM, but XHRM has CHR outlet XHTZ in Birch as well as ARB." Cox has a prescription to get XHRM back into the top five. "First, we must continue to play the hits. Then we must do some promotions. Finally, we must make the public identify with us more than ever. We are - and always have been - community-oriented. We put on events with the Urban League and the NAACP. Now, however, we have a slogan to identify us: 'Hot 92.5, We're Your Station.' We're hoping the people will come back, but it's not easy to get them back after the devastating blow we were dealt last year."

Boston's WILD Thing

Nash Communications Daytoner WILD placed 14th out of 39 stations in ARB, gaining 2.3-2.6. The station made an even stronger showing in Birch, increasing 3.1-4.5 and ranking ninth.

WILD President/CM Kendall Nash credited the boost to former PD Elroy Smith, now PD at KJZM/Dallas-Ft. Worth. "Elroy did a great job for us," Nash said.

Daytime Dilemmas

"Some daytimers got to broadcast 6am-6pm, but we have to live with the restrictions of specific hours all year long," Nash explained. "WBAL/Baltimore is on the same frequency as we are and they're a clear channel station. They come in real strong; they sound like a local. That's when not having the extra hours becomes a real problem."

In light of the station's struggle, Nash said, "I'm very proud of the progress WILD has made in terms of our programming, both with our past PD and our current PD, Steven Hill, who I think will be equally effective. They possess somewhat different abilities, but that's resulted in success for the station overall."

WJJS: Top Five Again

WJJS/Lynchburg continues its ratings success as an AM daytimer. Management moved UC-formatted WJJS-FM over to the daytime AM frequency in April '86, and the uniquely-programmed station has remained a major player in the Lynchburg marketplace.

WJJS posted an increase of 8.8-11.6 in Birch, making it the number one station overall in the market. In Arbitron the station was up 2.6-3.0.

The station operates at 1000 watts during the day and, under newly-approved extended on-air time regulations for daytimers in selected markets, at 24 watts until midnight. It was originally switched to AM because of advertising agency and local retail resistance to its format, but for almost three years since then WJJS has maintained a top-four overall market position in a 16-station market.

WJJS OM/PD Robert "Lad" Goes has made an even stronger impression in the Lynchburg market. "We did some very small record, CD, and cassette giveaways," Goes said. "That's nothing compared to what other stations are doing with money, trips, and things like that. All we have is our music and our personalities to help us compete."

"The extra music, plus promotions, has made the difference."

-Kendall Nash

American Demographics, January 1989
COLUMBIA MEANS RATINGS!!

SURFACE
"Closer Than Friends"
Urban Contemporary Chart 13
90 UC Reporters — 95%
Conversion Factor: +22

CHERYL "PEPSII" RILEY
"Me, Myself And I"
Urban Contemporary Chart 40 — 40
63 UC Reporters — 87%
Conversion Factor: +21

SLICK RICK
"Teenage Love"
Urban Contemporary Chart 31
70 UC Reporters — 74%
Conversion Factor: +14

B L I N D
"Something's Got A Hold On Me"
One Of The Most Added
Including:
WXYV PWR94 KMJM XHRM
WHUR WBLZ KDAY KSOL
WYLD KPRS KJLH

ALYSON WILLIAMS
"Sleep Talk"
#3 Most Added
27 UC Reporters — Out Of The Box!
P-1 Action At:
WHUR
KRN B
WEDR
WYLD
WOWI
KMJM

JOHNNY MATHIS
"Daydreamin"'

Including:
KMJJ WQOK
WZAK WPLZ
WXOK WANM
Z99 WTL C
WLOU WVOI
KDKO
Pittsburgh Turnaround

A sizable number of AORs were either flat or down 12+ in the fall ’88 Arbitron. Obvious ratings success stories — the kind that jump out at you and demand explanation — weren’t easy to find, particularly in the major markets. One notable exception was Great American’s WDVE/Pittsburgh.

Last spring, the station posted its lowest Arbitron 12+ in a decade (5.4) and found itself trailing Classic Rock WMYG (6.4). Two books later, WDVE has jumped to 8.0 while WMYG has dropped to 3.6 (Birch, First Book of WDVE, leading WMYG 8.0 to 5.9.)

12+ Misleading

Analyzing the dramatic 12+ shift yields a perfect example of why 12+ is often misleading. Given Classic Rock’s well-deserved appeal to upper demos, you might assume WMYG’s spring success came at the expense of WDVE’s 25+. However, “DVE was up six points 25-34 last spring and beat WMYG in that crucial demo.” The Classic Rocker’s 12+ victory was mainly due to an eight-share advantage in 18-24 men.

WDVE’s 12+ comeback can also be traced to younger men. In the past two books the station has nearly tripled in that demo; ‘DVE now leads its competitor by an astounding 25 points. The AOR has accomplished this turnaround while expanding its 25+ audience as well.

WDVE’s fall and subsequent rise begins to make sense when you consider the events of the recent past. After several months playing “Classic Tracks” at night, WMYG went fulltime CR at the beginning of ’87. At the same time, WDVE PD Greg Gillispie—who had engineered some solid ratings growth, particularly in the upper end—departed for Burkhardt/Abrams/Douglas/Elliott (now B/D & A).

Gillispie was replaced by first-time PD Herschel, WDVE’s FM drive institution. Then former ‘DVE morning men Jimmy & Steve, who had flown south to WSHH/Miami six months before, were hired (with much fanfare) by WMYG. A short time later, Marcey—another longtime WDVE jock—crossed the street to MYG. Her move, like Jimmy & Steve’s, was afforded ample press coverage.

The focus group was a nightmare. I couldn’t believe what I was hearing.”

Bad Habits

Compounding WDVE’s predicament was its on-air product, which current PD Gene Romano describes as “very ‘tacky’. ‘DVE had always been successful, had never been threatened, and had developed a few bad habits. The tempo and overall feel of the station had suffered.”

A Pittsburgh native, Romano spent seven years at WZZO/Allentown (the last three as PD) before taking the WDVE job a year ago. He vividly remembers his first focus group; “It was a nightmare. I couldn’t believe what I was hearing, especially having grown up with ‘DVE. Each and every person would tear into WDVE while praising the all-important MYG. ‘DVE had completely lost confidence in the station. The perception was that ‘DVE was done.

Despite the gloomy research, Romano could take comfort in the fact that although quarter-hour listening was way down, WDVE’s curve was still strong. As is so often the case with heritage stations that have fallen from grace, listeners weren’t hanging around. They just weren’t hanging around.

“It was pretty clear what was wrong with the product,” Romano says. “That only took a couple of days to figure out. Musically, the station was very soft and incoherent. We had heard Bourgeois Tagg into ‘Here Comes The Sun’ that’s not WDVE. And there still remain, when WMYG was playing ‘Immigrant Song’ into ‘Jungleland.’ We were getting our clocks cleaned on a song-by-song basis.”

Another problem, according to Romano, was the station’s tight programming. “WDVE has such a rich history with older rock, and the station neglected that in ’87. For example, although Kanza is now the city’s favorite band, the station only played ‘chance’.”

Slow Songs Avoided

Romano conducted auditory tests, added a large number of depth tracks, and upped the station’s tempo considerably. “We literally threw away AM shows and slow song for months,” he says. “We purposely overcompensated to make sure that when somebody reached us, we were loud and proud. I restoned some things a lot of AORs play, songs that under most circumstances would be very acceptable. We played very little Bruce Hornsby. We didn’t deal with ‘Chances Are’ for a long time. I think they’re critical AOR artists, but at that time it was in our best interests to avoid them in order to drive home a point.”

Surprisingly, callout research wasn’t one of the weapons at Romano’s disposal. “It’s awful that we went the entire year without it,” he says. “We are planning on using it this year.”

Romano is quick to add that he doesn’t believe callout is valuable for analyzing new music.

In addition to fixing the music, Romano realized a key to beating WMYG was boosting his morning show’s numbers. To help accomplish that, WDVE expanded the show by augmenting Paulsen with local comedians Jim Krenn and former WXXP/Pittsburgh morning man Phil Kirsye. In addition, Romano opened up AM drive music.

“One day Paulsen came into the station and said, ‘it was a rock ’n roll morning show and the music started to jell with what Scott was doing. We were confident we were going to beat Jimmy & Steve by the end of the year, and now we’re putting it to them big time.”

“Pittsburgh Swinger” WDVE took the same “loud and proud” attitude toward promos. “Everything we did was aimed at opening people’s eyes and getting back the bad boy image — what we call ‘Pittsburgh swinger.’” Romano says. “We did the breast englargement giveaway, for example. I took a lot of heat for it, but we needed to take a chance.”

Romano credits VP/GM Bob Reoff, who arrived in December ’87, with instantly boosting station morale. “Bob came in and really shot a lot of adrenaline into the station. And Great American gave us a helluva lot of marketing ammo we desperately needed.”

Although ‘DVE has regained momentum while opening up a substantial lead on its Classic Rock competitor, Romano knows the battle’s far from over. “I constantly remind our salespeople about that.” he says. “They think, ‘Well, I guess WMYG’s done.’ That’s not how it works. Classic Rock’s going to be viable forever. It’s like a bad rash. We’re not claiming victory — we’re just leading after the third inning.”

Gene Romano

“Classic Rock’s going to be viable forever. It’s like a bad rash. We’re not claiming victory — we’re just leading after the third inning.”

Pirate Promotion Hits Home Run

One of WDVE’s most talked-about 1988 promotions was made possible by therownedEnemies rock between the Pittsburgh Pirates and the New York Mets.

It started innocently enough, when the station sponsored a “We Hate The Mets” tailgate party during a crucial series in Pittsburgh. The bash proved successful, and ‘DVE decided to capitalize on the pent-up fever sweeping the city by holding a similar event the following week. The only difference was the planned location: New York’s Shea Stadium.

Imagine the scene: WDVE’s morning man and self-proclaimed “Mets nut” Scott Paulsen loading the local at their own outfield — imagine the reaction of those quiet, well-behaved New York fans. An ugly truth indeed.

“The New York media picked up the story and wanted to know where we were going to be,” recalls WDVE’s PD Gene Romano. “They thought we were crazy. Now of course we were about to hang a giant banner in the middle of the parking lot saying, ‘We hate the Mets’ We weren’t going to burn Barry D’عراض Barry Stewnag in effigy. We were just going to do the broadcast from the parking lot press area. But it got out of control.”

How out of control? Fearing for Paulsen’s safety, the broadcast commission’s office eventually got involved, insisting Paulsen on his show from the press box high in the stadium surround by ten security guards. “It was the most ridiculous thing,” Romano says. “Everyone interview- ed him — ESPN, CNN, you name it. The broadcast looked great.”

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Outlandish.com

“We were getting our clocks cleaned on a song-by-song basis.”

“I’m furious about the situation,” Romano says. “Something’s got to be done. Our sample of 18-24 men went down again. I can’t accept that 69 dairies represent 115,000 men. They’ve got to get it together, because this is hopeless.”

“The pre-fall book hype was that this new soft diary was going to benefit AORs. Well, it didn’t, and I find it ironic their sample was so small they couldn’t draw an accurate conclusion from their own test.”

“We’re paying too much money for information that is, at times, too inconsistent. There’s too much at stake. There are too many group owners. GMs, and PDs making decisions based on this information.”

“AOR don’t deserve with Arbitron reached new heights fol-

owing the fall book, with many people questioning the ratings service’s methodology — particularly the new “soft” diary. Given WDVE/Pittsburgh’s success, you wouldn’t expect PD Gene Romano to be among those doing the compli-

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mentary “Jealous”

Free Press & A "coined" variety of AOR’s national health, it’ll be on your desk in two weeks.

www.americanradiohistory.com
The Last, Best Band Of The '80s.

Album Debut 66
Track 42–95

DOUBLE BREAKER

New Rock 5–3

THE REPLACEMENTS
DON'T TELL A SOUL

The New Album
Produced by Matt Wallace and The Replacements.
 Featuring "I'll Be You"

Management: Russell Rieger,
Gary Hobbib/High Noon Entertainment
PLAY IT OR LOSE

Cheap Trick

"Never Had A Lot To Lose"

From the Platinum-Plus Album "Lap of Luxury"

Produced By Richie Zito

Already On:

WBCN WPLR WONE WYBR KFMZ
KLOL WWTR WLAB WKQZ WKLX
WLLZ WPDH QTRM KMOD KSQY
WLZR WIMZ KEZO WPXC KBQY
KUPD KMJX WWCT WGLF KEQO
KTYD

When you play it, say it.

Do you dream in Living Colour?

Distributed By CBS Inc.

SEGUES

It's official: WRDU/Raleigh has upped MD Bob Walton to PD, filling the vacancy created when Michael Hughes took the WFBQ/Indianapolis job; Tom Guild is RDU's new MD ... KLPX/Tucson PD Larry Miles has been promoted to OM and will oversee sister AM KTHT; former KUDP/Phoenix PD Val McIntosh — most recently at KHLH/ Denver — has assumed KLPX PD duties ... WWUS/Key West PD Ron Bowen has taken the WZBH/ Ocean City job recently vacated by Vince Edwards ... Legendary upstate New York PD/MD/personality/heartthrob Peggy Apple has assumed PD duties at WEOX/Manchester, VT ... Recently-appointed KCHV/Palm Springs VP/Operations Bill Todd now handles both PD and MD duties; both former PD Cyrene Jagger and MD Jim Martin remain with the station in on-air capacities.

WKQZ/Saginaw has appointed Joe Martin MD ... Fresh from his admirable educational pursuits, Duke Meyer has resumed MD duties at WQMF/Louisville ... WFYV/Jacksonville MD Sherrie Gregory has crossed the street to new Classic Rock WIOF ... Former KWHI/Anchorage PD Cyndee Maxwell now does PM drive at KGMG-FM/San Diego ... KKZV/Spokane Production Director Martin "Moe" McCormick has taken his blade and splicing tape to San Francisco, where he's been named Production Director of KQHR ... Christine Larson is new to middays at KRZQ/Reno; Ed Baccini has been upped to overnights ... Suzanne Lee now does nights at WXZL/Cape May, NJ; T.C. Rhodes segue to AM drive at WILX/Asbury Park ... Russ Albert is producing the KLSX/Los Angeles morning show.
Need bread?  
See a baker.

Need butter?  
Find a cow.

Need to understand your music consumers and concert fans?  
Call the Street Pulse Group.

Don't mess around with your bread and butter.

Street Pulse Group
The Industry Leader in Music Consumer & Concert Data

Mike Shalett/East Coast: 203-355-0902
Julie Clinard/West Coast: 213-658-8802
Leisure Suits WHO

Portland radio listeners can drive away with a new car — provided they can find the keys; the leisure suit rears its ugly head in Des Moines; a West Central New York station reinforces its community involvement; Washington, DC welcomes Pennsylvania Avenue’s new occupants. These are some of January’s promotion highlights.

Case Of The Missing Keys
Full-Service KEX/Portland launched “The Case of The Missing Keys” (1/3), a contest in which listeners have the opportunity to win a new Aurora Integra by correctly guessing the location of missing car keys.

Each weekday, a clue is revealed on the air. The first caller (the station’s frequency is 1390) receives $30 and a chance to win the new car by identifying the city, state, or country where the keys are hidden. The Portland accounting firm of Moss-Adams has certified the location of the missing keys.

The contest will continue until some lucky listener deduces where the keys are hidden.

Fashioning A Comeback
Leisure suits, the fashion trend of the 1970s, were remembered at WHO/Des Moines’ “Leisure Suit Convention” (1/25) in that city’s Best Western Hotel. Admission was free, and hors d’oeuvres were served.

The affair was hosted by WHO morning men Van Harden and Connie Murad. Listeners were invited to wear leisure suits to the competition and compete for prizes awarded in several categories, including ugliest (isn’t that redundant?) and best accessorized (I don’t think who personality also conducted a leisure suit fashion show.

The convention is a culmination of Harden’s attempts to bring back leisure suits as standard attire for men, the morning man claims to benefit the Finger Lakes United Cerebral Palsy Happiness House (1/22-21). Staff members, parents, and area residents manned the pledge phones.

The annual appeals have raised approximately $75,000; radiothon funds are used to support the agency’s Summer Recreation program, which serves over 80 kids. In addition, the radiothon educates the community about Happiness House.

Local merchants got in on the action as well. Pizza Hut restaurants donated one dollar for every large cheese pizza sold until the 30th; Arby’s contributed 25 cents from every Adventure Meal purchased until the radiothon; and a local studio kicked in $50 for every roll of 35mm film developed at its location through January.

ACCELERATION

Air Talent
WMXJ/Miami midday announcer Ron St. John was the stadium public address announcer for Super Bowl 23.

Morning "Super" Harman leaves KELO-SiouxFalls for afternoons at WLMX/Charlotte, NC.

Marilyn Newman joins KUSP/Santa Barbara.

Milo Morton, CO Welcome Bob "Bruce" is new at KBBW-Pittsburg.

TEN THINGS TO LEARN ABOUT THE DC INauguration

1. President is sworn in.
2. West Wing of the White House is opened.
3. First lady is introduced.
4. National anthem is sung.
5. Inaugural address is given.
6. The new President takes the oath of office.
7. The new President is inaugurated.
8. The new President is installed.
9. The new President is invested.
10. The new President is seated.

Washington, DC welcomes Pennsylvania Avenue's new occupants.

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TOP FORMAT DEBUT

WWYZ Dazzles Hartford

One of the fall’s biggest success stories was WWYZ/Hartford, which went Country last September and after 12 years in AC. “Country 92.5” is the only Class B FM Country station in Connecticut and the only one between New York City and Boston.

Prior to WWYZ’s switch, WJIT was the city’s sole Country station. Its 12+ shares have ranged from 3.1 to over the last five books, with a .4 this time out.

WWYZ, consulted by Drake-Chessa, debuted with a 5.6 12+, good for sixth in the market. It jumped six shares 25-54, moving from tenth to fourth. WWYZ’s 12+ Birch numbers moved 1.3-3.6.

WWYZ managed to accomplish all this without a permanent morn-

ings show in place; the morning man was the only air talent who chose not to stay on for the format switch from AC. Greg Roche did mornings during the book, but a new morning man has just been hired: Tom Campbell from WSKK (K1/106)/Norfolk.

Describing the station’s sound, PD Johnny Michaels said, “WWYZ was a bright AC that lacked identity. We never settled in a niche. We retained that bright, adult, personality-oriented approach—all we did was change the music. We became an AC-station with an identity.”

Don’t let that last statement give you the wrong impression; WWYZ is very much a Country station. There is no current AC product on the air and only a few AC oldies, such as Neil Diamond’s “Forever In Bluejeans” and Lionel Richie’s “Hello.”

“By no means are we AC/Country. We’re mainstream Country. To do otherwise would have confused the listeners even more.”

Johnny Michaels

WWYZ Sample Hours

<table>
<thead>
<tr>
<th>Jan. 11, 8-9am</th>
<th>Anne Murray/Another Sleepless Night</th>
<th>Dan Sears/Big Wheels In The Moonlight</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Hank Williams Jr./Mind Your Own Business</td>
<td>Kathy Mattea/Unfold Stories Of Your Heart</td>
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<tr>
<td></td>
<td>Oye Como Va/Can't Stop My Heart FromLovin' You</td>
<td>Conway Twitty/If I Was Still InYour Dreams</td>
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<tr>
<td></td>
<td>Elvis Is King/Take It Easy</td>
<td>Desert Rose Band/I Still BelieveIn You</td>
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<td></td>
<td>George Jones/Shes My Rock</td>
<td>Dwight Yoakam/Sang Dixie</td>
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<td></td>
<td>Parton, Rosnald &amp; Harris/Those Memories OfYou</td>
<td>Willie Nelson &amp; Julio Iglesias/Spanish Eyes</td>
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<td></td>
<td>Sweethearts Of The Rodeo/I Feel Fine</td>
<td>Kenny Rogers/Lucille</td>
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<td></td>
<td>Earl Thomas Conley/You're On The Love</td>
<td>T.D. Collins/Hold Me</td>
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<td></td>
<td>Lee Greenwood/Nothin' To Trick It (It Makes Magic)</td>
<td>Patty Loveless/A Little Bit In Love</td>
</tr>
</tbody>
</table>

WWYZ Sample Hours

<table>
<thead>
<tr>
<th>Jan. 11, 4-5pm</th>
<th>Michael Martin Murphy/Will It Be Love By Morning</th>
<th>Kathy Mattea/Life As We Know It</th>
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<tbody>
<tr>
<td></td>
<td>Emmylou Harris/Heartbreak Hill</td>
<td>Don Williams/Nobody But You</td>
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<td></td>
<td>Stetson Brothers/Let's Get StartedIf We're Gonna Break</td>
<td>Kenny Rogers/A Love Song</td>
</tr>
<tr>
<td></td>
<td>Conway Twitty/We Die But Now</td>
<td>Sherril Crow/Borderline</td>
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<td></td>
<td>You Don't</td>
<td>Rickie Lee Jones/My Heart</td>
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<td></td>
<td>Ronnie Milsap/My Heart</td>
<td>Steve Wariner/Hold On</td>
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<tr>
<td></td>
<td>Gary Morris/I'll Never Stop Loving You</td>
<td>Pollard, Ronstadt &amp; Harris/Wildflowers</td>
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<tr>
<td></td>
<td>Bebe Montana/Film Strip</td>
<td>Reba McEntire/New Fool At An Old Game</td>
</tr>
<tr>
<td></td>
<td>Michael McDonald/Love You</td>
<td>David Allan Coe/More Like Lost</td>
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<tr>
<td></td>
<td>Elton John/Love Again</td>
<td>Her Smile</td>
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<tr>
<td></td>
<td>Eddy Raven/Joe Knows How To Live</td>
<td>Exile/Give Me One More Chance</td>
</tr>
<tr>
<td></td>
<td>Wynonie Jennings/Which Way Do I Go</td>
<td>(How That I'm Gone)</td>
</tr>
</tbody>
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Fall Highlights

Here’s a brief look at fall success stories for stations previously profiled on these pages. More stations and cities will be noted in future weeks as the books continue to trickle in. Commentary and market history are based on Arbitron trends; Birch numbers are included following each piece.

• WWYK-Buffalo had a record high AM, moving 8.8-10.7, good for second in the market. The previous high share was a 9.0, scored in winter ’88 and summer '87. The 25-54 share was its second best as a Country station. Birch: 5.8-7.6.

• WWYK ranked first 19-49 and 35-64; second 25-54; 18-34; and, fifth in teens.

• WDAF/Kansas City was number one 12+ (ARBIT) for the ninth time in the last ten sweeps, moving 12-11.5. It was on top 25-54 for the tenth time in that span. It has occupied that throne in 25 of the last 26 books, unseat-

ed only in the spring ’86 by direct competitor KFJK. WDAF Birch: 12-13.

• KFJK-AM & FM posted its second-best 12+ number, moving 6.9-9.0. It jumped more than four shares 25-54, good for second in the market and one point behind "DAF. KFJK-AM & FM Birch: 8.7-13.1.

The 20 share of Country was an all-time high for this market.

• WAMZ/Louisville led the market 12+ for the third consecu-

utive book, moving 17.6-17.2, and was on top 25-54 for the tenth time in a row. Birch: 14.3-13.2.

• KNIX-AM & FM/Phoenix leads the market with a 14.0, 12+. The FM (10.6-12.9) is number one without the AM (8.1-13.0), and its best book in a year. The combo was up more than three 25-54 shares.

• KNIX-AM & FM Birch: 14-16.

New Country outlet KMLE debuted at .7, up from 4 as a Reli-

gious station. But remember, it didn’t sign on until October 24 and its jocks didn’t go on until November 8. Its first report card will be in the winter book. KMLE Birch: 2.4.

• WQZQ-AM & FM/Washington is the 12+ leader, posting its third consecutive 7+ share (7.3-7.6-7.1). For the second book in a row, the simulcast morn-

ing show also took 12+ honors, 25-54, the combo fell by more than two shares, putting WQZQ behind UC WYKB by .3. WQZQ-

AM & FM Birch: 5-2-7.

WWYZ also isn’t reticent about using the word “Country” as part of its slogans, liners, promotions, and advertising. “We aren’t afraid to use ‘country’ on the air,” said Michaels, “but we define the term our way, rather than letting the audi-

cence’s preconceived notions about what it is hurt us. A lot of people don’t realize what country has evolved to in the last ten years. We’re today’s Coun-

ty station.”

Outside Advertising

To reinforce that position, the station uses the female spokesperson in the Film House “Discover Country Music” campaign. (The station, with the woman saying, “I’ve changed. So has country music.”)

To make sure that statement is meaningful and delivers on the promise, WWYZ plays a daily average of 66% current music (a little less inside drivetimes), enabling Michaels to better define the format for his listeners. “The WWYZ playlist ranges from 38-42 records. The bulk of the oldies are post-1978, though there are a limited number of dayparted classic cuts.”

The station ran newspaper ads and billboards with a simple mes-

gage: “Try New Country 92.5.” On-air liners included: “Building Con-

necticut’s new Country home” and “All your country favorites back-
to-back 24 hours a day.”

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PERSONALITY PLUS JPP-11, WL/Gary Burbank, WFQ/Boo & Tom, KFHP/Mark Larson, KS/George & Al. Loehman, WYMX/Mark McCarthy. Promo cassette, $6.

Special issue: J5-144, MAMI, CHRI, Y100, WQXI-WHT, BUJ, WED, ARN, PHONE, WRTG & WZTA, ACH, WX, WVE & WQY, GKY, WQXI, promo cassette, $6.


PROMO VAULT JPP-13, promos, air format. Cassette, $10.

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VIDEO: EDF-39, WGRD/XGt. KELLY, WXXI,多个文件, KCBS/Mark Larson, KCBQ/Sonny Fox, WQXI/Bob Diamond. 2 hours, VHSL & Beta. SPECIAL price at only $3.00.

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MIDWEST
WAXY/WWSY has an opening for a Copywriter/Production person. Previous experience preferred. Copy sample, T&R. Copy Director, Box 6000, Eau Claire, WI 54702. 12/31 EOE

FM/AM is looking for the right person to fill the 7am mid spot. Country format. Females and rectangles preferred. T&R. Dee Carter, Box 2771, Evansville, IN 47714. 12/30 EOE

Bright, creative and energetic Announcer/neces. needed for Central Illinois Oldies outlet. Experience required. Call, KP/B Radio, Drawer New Lenox, IL 60451. (07/13)

Full Service outlet seeks Air Personality to do the fun overnight. T&R. WVTV, John Lane, 42 E. Gay St., Columbus, OH 43215. 12/30 EOE

Full Service AM/AC and new FM Music PM seeks News Director to oversee two person department. Experienced only. T&R. ESCJ, Charlie Shone, 2000 Indiana Hts Dr., South Cay, IA 51164. 12/30 EOE

WANTED: News Director. Sports reporting and play-by-play skills a must. Excellent writing. T&R K2LZ, Leland Snyder, Box 139, Great Bend, KS 67530. 12/30 EOE

Cheerful, upbeat personality. female announcer needed. Tubman Central Illinois, 1100, 100,000 watt tower within the year. To "kick some ass." No beginners. Please phone calls. Send tape and resume to Steve Bridges, KFMF, 3218 Mulberry Avenue, Muscatine, IA 52761. EOE

ALAN BURNS & Associates.
KFMH - Station looks for jobs who understand a quality rock format. Must have experience. Send resume to: Dick Lumenello, General Manager, 96FM 1667 W. Market St., Akron, OH 44313. No phone calls please.

RF/MF/DFM

FOR WHY

OPERATIONS MANAGER/ MORNING TALENT
Full Service Midwest AM
We're looking for a versatile, organized, promotion-oriented Operations Manager/Morning Talent for our MOR Full Service station. This is an excellent AM facility in a high-profile market with solid ratings and growth. Our candidate will have the personal drive and the promotional creativity to make it happen. He/she will be joining a highly respected, acquisition-oriented chain. Please send resume, tape, resume and items that tell your story to Radio & Records, 1930 Century Park West, Box #357, Los Angeles, CA 90067. EOE M/F

WIMP'S NEED NOT APPLY
Are you looking for KILLER AIR TALENT on New Mexico's hottest Radio Station? Mid-February start. EOE. Tapes & resumes POWER 105, (THE REAL) KDRL, 10316 Edith Blvd. NE, Albuquerque, NM 87113.

RADIO STATION MANAGER
Radio station manager to coordinate university's student-centered FM radio. FCC requirements, programming, policies, budgets, training. Bachelor's in telecommunications, related field, or equivalent combination education/experience. 3 years fulltime experience in program planning, production, standard broadcast practices. 1 year fulltime supervisory experience desired. Experience managing radio station in academic setting. APPLY Personnel Office, 110 Nubel Building, 1407 S. Harrison Rd., Michigan State University, East Lansing, MI 48824. Reference posting 5634.

Barnstable Broadcasting Co.

Akrón's 1-rated CHR station is looking for an aggressive, energetic Operations Manager to continue our trend of increasing market share. The prime candidate must be research oriented and able to work with consultants to implement strategic marketing plans and formats. You must work well with all departments and have a winning attitude. Send a current resume to: Dick Lumenello, General Manager, WKKD, 1667 W. Market St., Akron, OH 44313. No phone calls please.
DOMINANT ROCK STATION
In Medium California market looking for competitive morning person. Personal appearance, tape picture and resume to Radio & Records, 1930 Century Park West, Box #351, Los Angeles, CA 90067 EOE

POsITIONS SOUGHT
Young, experienced college graduate wishes to meet experienced Program Director for purpose of an employment. CIVL: 419-1475-1116. (2/3)

Enthusiastic, good pipes, great attitude looking for radio job. SCOTT: (805) 241-9780. (2/3)

I want to be a PD but I take any offer! CHR/AC/Roots. I go anywhere. Eight years experience in radio. SCOTT: (206) 473-2595. (2/3)

Having trouble landing a female talent with warm sound? Search no further! KRUI at the University of Iowa, wants climate preferred. NANCY: (212) 340-6187. (2/3)

Add/Pro's at POWER 95 in NYC for your market. Moving to Miami? Lookaround for me. We are looking for a female, Мне. Ask Mary Koch, Radio City, Reg's, about Al RENDO (718)644-8347. (2/3)

Forrest, Enthusiastic, good pipes, great attitude looking for radio job. SCOTT: (805) 241-9780. (2/3)

I've been a PD for 12 years. I'm ready to take a new challenge. Do you have a place for me? I can make you happy! KIMBERLY: (912) 215-1837. (2/3)

Inexperienced, good pipes for extreme morning production with board. Must be willing to relocate. AMERICA: 419-1475-1116. (2/3)

Working morning radio that the Stooges did for serious dump. Voice/Pun/Facet-Dash. JIM KELLY (201) 1707-1115. (2/3)

Top-rated KCS AM/FM, Colorado Springs needs creative, high-energy personality with track record, references and good production. Send T&R to Charlie Casady, Box 130, CO 80901. No calls. Country's first, KCS is EOE.

STARTING POSITION
New year Chi pro! Creative current. Worked in Europe as A1/TTM and production/newsmen. Looking for an offer that top position at CHL or KDWB. CIVL: 418-1975-1116. (2/3)

College grad at with experience in a variety of formats, WAN-DA: 414-295-0655. (2/3)

Aggressive sales people looking for first job. Fast learners, good communicator. Teach the ropes, it pays off quick. Any offer considered. MICHAEL: (215) 923-8289. (2/3)

Contact running out. Exploring the options, I'm a High-powered CHL at who loves sizable AC/RL. NORTHERN: 414-295-0655. (2/3)

Good pipes, good attitude, reasonably priced. Over 20 years experience. County-AC, OAHU: 911-1693-1002. (2/3)

Want to be a PD but I take any offer! CHR/AC/Roots. I go anywhere. Eight years experience in radio. SCOTT: (206) 473-2595. (2/3)

Interested in a program director position with board. Will produce and do lots of voice. TOMP: 911-279-6031. (2/3)

Young, hardworking AC personality seeks small Country station. Experience in CHR/AC/ROB/ROCK/AC. JERRY GAUL: (501) 687-1289. (2/3)

Want to get a radio job. Out of experience. Team player, no challenge by tag. TOMP: 911-1693-1006. (2/3)

13 year broadcasting vet to return to business after career decision...to pursue law degree and stage experience. Local preferred. KEN SILVA: 382-8140. (2/3)

I've been working radio what the Stooges did for serious dump. Voice/Pun/Facet-Dash. JIM KELLY: (201) 1707-1115. (2/3)

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Top-rated KCS AM/FM, Colorado Springs needs creative, high-energy personality with track record, references and good production. Send T&R to Charlie Casady, Box 130, CO 80901. No calls. Country's first, KCS is EOE.

BEST OF THE ROCKIES
Top-rated KCS AM/FM, Colorado Springs needs creative, high-energy personality with track record, references and good production. Send T&R to Charlie Casady, Box 130, CO 80901. No calls. Country's first, KCS is EOE.
Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Urban Contemporary chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

KENNY G "We Save The Best For Last" (Arista) 56/50
Rotations: Heavy 0/0, Medium 0/0, Light 47/00. Total 50 including WWKX, WUSL, WYVE, K104, KSYS, WYLD, WOW, WGCI, WWDM, WWXK, WFXA, WFXE, WFXC. Light 30/6, Total 60/6.

EL DEBARGE "305 Love" (LaFace) 70/50
Rotations: Heavy 0/0, Medium 0/0, Light 4/6. Total 50 including WLS, WHUR, KDRE, JR, KMJQ, WWDM, WWXK, WFXA. Light 18/1, Total 36/1.

VANESSA WILLIAMS "Save The Best For Last" (RCA) 70/50
Rotations: Heavy 0/0, Medium 0/0, Light 47/00. Total 50 including WWKX, WUSL, WYVE, K104, KSYS, WYLD, WOW, WGCI, WWDM, WWXK, WFXA, WFXE, WFXC. Light 30/6, Total 60/6.

DOLLY Parton "Jump In My Car" (MCA) 70/50
Rotations: Heavy 0/0, Medium 0/0, Light 47/00. Total 50 including WWKX, WUSL, WYVE, K104, KSYS, WYLD, WOW, WGCI, WWDM, WWXK, WFXA, WFXE, WFXC. Light 30/6, Total 60/6.

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MOTOWN DOUBLE BREAKER TRIPLE THREAT!

STEVIE WONDER

WITH EACH BEAT OF MY HEART
DEBUT

REAL LOVE
DEBUT

GIRL, I GOT MY EYES ON YOU

WATCH OUT FOR

MAZARATI
THE RIGHT CHOICE
DESIREE
GERALD ALSTON

www.americanradiohistory.com
THE MAN BEHIND THE HITS,
Rock Me Tonight, Tasty Love, Jam Tonight, and Hey Lover by Freddie Jackson
Puttin' A Rush On Me by Stephanie Mills
Sexy Girl, You're A Good Girl, I'm In Love and Love's Got A Hold On Me, by Lillo Thomas
Do Me Baby, and If You Can Do It (I Can Too) by Mel'sa Morgan
Help Yourself To My Love by Kashif and Kenny G
If You Want My Loving and Get Loose by Evelyn King
Winners and Love's Comin' At You by Melba Moore

IS NOW THE MAN IN FRONT OF THEM.

Make My Baby Happy

the new hit from
PAUL LAURENCE
Featured on his forthcoming album
UNDEREXPOSED
BREAKERS

HANK WILLIAMS JR. with HANK WILLIAMS SR.

There's A Tear In My Beer (WB/Curb)

On 71% of reporting stations. Rotations: Heavy 4, Medium 45, Light 71, Total Adds 45 including WQCB, WQBE, WZPR, WWVA, WFAA, KIIT-FM, WTFR, KAJA, WQEE, KXXY, WXL, WKCQ, KSZN, KIK-FM, KCKS, KFRE, KNIX; KDKR. Moves 41-33 on the Country chart.

LACY J. DALTON

The Heart (Universal)


WAYLAND JENNINGS

Which Way Do I Go (MCA)

On 93% of reporting stations. Rotations: Heavy 3, Medium 47, Light 58, Total Adds 8, WHW, WQEB, WWOC, WWBQ, WWVA, KIAT, KIIT-FM, WKDR, WQEB, WTVR, KSZN. Moves 43-37-34 on the Country chart.

MOST ADDED

K.T. OSLIN (47)
HANK WILLIAMS JR. (45)
HIGHWAY 101 (44)
ROY ORBISON (38)
BILL JOE ROYAL (38)

NEW ARTISTS

1. K. WELCH (Stay November (WB))
2. MASON DIXON (Expecting To... (Capitol))
3. L. STRANGER (Goo-Goo... (Atlantic))
4. LINDA DAVIS (Back To The Swing... (Epic))
5. MARCY BIRD (Remains Of Gold (WB))
6. SANDRA LEEDA /Linda's (MCA)
7. LISA CHILDESS (That Old (RCA))
8. B. JONES /Lost (Southern Tracks)
9. L. CARTWRIGHT /Like Father Like (MCA)
10. DARRELL HOLT (Only The Strong... (A&M))

MOST ADDED & MOST HOTTEST (for those songs achieving the most adds nationally, and the songs reported "hotest" compiled from all our reporters. The number in parentheses immediately following the song in Most Added & hottest reflects the total number of Country reporters adding the song this week or rating that the song is among their five hottest.

FOSTER & LLOYD

Fair Shake (RCA)

On 81% of reporting stations. Rotations: Heavy 2, Medium 40, Light 81, Total Adds 22 including WQOC, WGDY, WPCK, WWCR, WWQY, KIAT, WNYX, WWVA, WTVR, WSTK, WQEB, KJKE, WTVR, WWBQ, WTVR, WQEB, WSTK, WQEB, WTVR, KJKE, WTVR, WWBQ, WTVR, WQEB, WTVR, WWBQ. Moves 49-43-37 on the Country chart.

BILL JOE ROYAL

Tell It Like It Is (Atlantic)

On 61% of reporting stations. Rotations: Heavy 0, Medium 25, Light 78, Total Adds 38 including WKJAM, WPOC, WQBE, WWPO, KASE, WYNN, WYNN, WMG, WWVA, WTVR, WTVR, WWBQ, WTVR, WWBQ, WTVR, WTVR. Moves 48-39 on the Country chart.

SHENANDOAH

The Church On Cumberland Road (Columbia)

On 60% of reporting stations. Rotations: Heavy 1, Medium 28, Light 72, Total Adds 34 including WKJAM, WPOC, WQBE, WWPO, KASE, WYNN, WYNN, WMG, WTVR, WWBQ, WTVR, WTVR, WTVR, WTVR. Moves 47-40 on the Country chart.

BRAINWASH

"The Church On Cumberland Road" (R&R 40 BREAKERS)

The third smash single from the new album "THE ROAD NOT TAKEN"

www.americanradiohistory.com
NEW & ACTIVE

LEE GREENWOOD "I'll Be Lovin' You" (MCA) 85/24

ROY ORBISON "You Got It!!" (Virgin) 84/38

PATTY LOVELLES "Don't Toss Us Away" (MCA) 82/24

BAILLIE & THE BOYS "She Deserves You" (RCA) 74/30

HIGHWAY 101 "Setting Me Up" (WB) 68/44

KEVIN WELCH "Stay November" (WB) 59/11

KEVIN WELCH "More Than Enough" (MCA) 54/19

BARBARA MANORELLI "My Train Of Thought" (Capitol) 53/19

CHARLIE DANIELS BAND "Cowboy Hat In Dallas" (Epix) 51/8

SIGNIFICANT ACTION

RONNIE MCDOWELL "Never Too Old To Rock 'N' Roll" (Curt) 37/2

I'M FROM TEXAS "I Don't Want To Mention Any Names" (Mercury) 33/1

BUCH SISTERS "I Can't Help Myself" (Curb) 30/8

BUCK OWENS "A -11" (Capitol) 30/8

MASON OXON "Except To The Rule" (Capitol) 29/26

MEL McDAMEL "Walk That Way" (Capitol) 27/11

CHARLY McCLAIN "One In Your Heart, One On Your Mind" (Mercury) 23/7

CHARLY McCLAIN "Don't Let Me Be Lonely" (Mercury) 22/13

MEL McDANIEL "Lonely Lonesome, Hello Baby Doll" (Nightline) 22/15

LINDA DAVIS "Back To The Swing Again" (Epic) 18/7

MARCY BROTHERS "Threads Of Gold" (WB) 15/6

JOHN ANDERSON "Lower On The Hog" (MCA) 14/5

SANDERS "Grandma's Old Wood Stove" (Airborne) 12/4

BARRY BAND "Moon, Pretty Moon" (Mercury) 10/10

LISA CHILDRESS "Here Comes That Old Familiar..." (True) 11/1

KENNY ROGERS "I Can't Help Him Daddy" (RCA) 10/7

FORESTERS "Loves Me" (WB) 9/9

BERTIE HIGGINS "Homeless People" (Southern Tracks) 8/1

ALBUM TRACKS

ARTIST/Title (Label) Album Title

RICKY VAN SHELTON/"Hold In My Pocket" (Columbia)..... Loving Pool

CROSBY, STILLS, NAES & YOUNG/"This Old House" (Atlantic)....... American Dream

RANDY TRAVIS/"It Still Over" (WB).................. Did 8 x 10

CHARLIE DANIELS BAND/"Uneasy Rider" (Epix)........ Homemade Heroes

RANDY TRAVIS/"Written In Stone" (WB)................. Did 8 x 10

DESSERT ROSE/"Hello Trouble" (Curb/Curt).............. Running

K.T. OSIN/"This Woman" (RCA)........................ This Woman

NITTY GRITTY DIRT BAND/"Corduroy Road" (WB)........... Workin' Band

RESTLESS HEART/"Jenny Come Back" (RCA).............. Big Dreams In A Small Town

DWIGHT YOAKAM/"Get You (Reprise)" (WB)............... Buenas Noches From...:

JOHNNY DUNN/"Traveling Prayer" (MCA)...................... Across The Rio Grande

JOHNNY CASH/Baila Of A Teenage Queen (Mercury)........ Water From The Wells

EARL THOMAS CONLEY/Love Outlaw (RCA)................. The Heart Of It All

JONATHAN EDWARDS/"My Baby's A Country Song" (MCA)....... The Natural Thing

RESTLESS HEART/Big Dreams In A Small Town (RCA)........ Big Dreams In A Small Town

DAN SEALI/"They Rage On" (Curt)......................... Rage On

PUT US TO WORK FOR YOU—IT BRINGS RESULTS!

AWARDS SHOW PROMOTION: A full-package promotion that includes free awards show tickets for on-air giveaway.

"The promotion sounded great on-air for us, and generated a tremendous amount of interest! We are very much looking forward to working with CMA again next year." —ANNE MILLISON, Promotion Director, 56/KLZ

ARBITRION PROFILE STUDY: The 1988 study, commissioned by CMA, is Arbitron's broadest, most comprehensive profile of country radio listeners.

"The data is clearly presented, extremely impressive and has been most helpful. Probably one of the most useful tools we have gotten our hands on in a long time." —MIKE OATMAN, Chief Executive Officer, Great Empire Broadcasting, Inc.
### COUNTRY ADDS & HOTS

#### EAST

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169 Reporters
157 Current Playlists

Called In Frozen Playlist (2):
KFXR/Kansas City
WWDJ/Cloud

Did Not Report, Playlist Frozen (10):
KEKE/San Jose
KKYV/San Antonio
KSSR/Little Rock
KUSH/Eugene
KUSP/Portland
WCIO/Columbus
WELZ/Charleston
Worp/Jacksonville
WDRW/Atlanta
WYRK/Buffalo

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www.americanradiohistory.com
BREAKERS

KENNY G with SMOKY ROBINSON

"We've Saved The Best For Last" (Arista)

71% of our reporters on it. Rotations: Heavy 0, Medium 24, Light 36, Total Adds 20 including WBVF, WLMG, KLXI, KMLJ, KCYU, WNWA, 3WM, KCWFM. Debuts at number 23 on the AC chart.

BANGLES

Eternal Flame (Columbia)

56% of our reporters on it. Rotations: Heavy 0, Medium 14, Light 34, Total Adds 28 including WBVF, KXHT, WBEV, WMGS, WTXR, WLHT, WFMK, WHNN, KKLW, KSTR, KMGW.

CSN&Y

Got It Made (Atlantic)

53% of our reporters on it. Rotations: Heavy 4, Medium 20, Light 21, Total Adds 7, KLXI, B100, WXTX, WTCB, WNKE, WCAC, WJON.

CARLY SIMON

Let The River Run (Arista)

52% of our reporters on it. Rotations: Heavy 0, Medium 15, Light 29, Total Adds 11, KLCY, WLEV, WXTX, KHLT, KYKI, WLHT, WFMK, WHNN, WNKE, WYKZ, WJON.

NEW & ACTIVE

38 SPECIAL “Second Chance” (A&M) 35/16

Rotations: Heavy 0, Medium 16, Light 21, Total Adds 16, B100, WWZ, WTCB, 3WM, WDM, WGWY, WAIQ, WWTX, WSGV, WCAC, WTXR, KSCB, KAYN. Medium including WAVE, WYKZ, 250, WOGC, WCYC, LYNE. Light including WOGC, WKYE, WYKZ, WOGC, WCAC, WAIQ, KYKE, WDM, WAIQ, WCYC, KSCB, KAYN. KENNY G with SMOKY ROBINSON “We’ve Saved The Best For Last” (Arista) 35/29

Rotations: Heavy 0, Medium 29, Light 32, Total Adds 29, WDM, WDM, WCAC, WAIQ, WCAC, WCYC, WDM, WYKZ, WOGC, WAIQ, WDM, WOGC, WCAC, WAIQ, WDM, WAIQ, WCYC, KSCB, KAYN.

SETTLE MIDGE “Wind Beneath My Wings” (Atlantic) 33/15

Rotations: Heavy 0, Medium 50, Light 210, Total Adds 2, KELT, WATX, Medium: KBSL, KHT, WYKI, WSGV, WOGC, WAIQ, WDM, WOGC, WOGC, WAIQ, WDM, WAIQ, WCYC, KAYN. Light including WOGC, WAIQ, WDM, WCAC, WAIQ, KAYN.

JAMES “L.T.” TAYLOR & REGINA BELLA “All I Want Is Forever” (Epic) 32/2

Rotations: Heavy 0, Medium 96, Light 260, Total Adds 2, KELT, WATX, Medium: KSBL, KHT, WYKI, WSGV, WOGC, WAIQ, WDM, WOGC, WOGC, WAIQ, WDM, WAIQ, WCYC, KAYN. Light including WOGC, WAIQ, WDM, WCAC, WAIQ, KAYN.

DAVID SANDBORN “You Are Everything” (Reprise) 32/1

Rotations: Heavy 0, Medium 120, Light 650, Total Adds 1, WAHO, Medium: KHT, WSGV, WDM, WOGC, WAIQ, WAIQ, WDM, WOGC, WCAC, WCYC, KYKE, WDM. MEDIUM: 18W, WDM, WAIQ, WOGC, WCAC, KAYN. Light including WOGC, WAIQ, WDM, WCAC, WAIQ, KAYN.

TRAVELING WILBURYS “End Of The Line” (Wilbury/WB) 31/12

Rotations: Heavy 0, Medium 50, Light 255, Total Adds 5, WEVE, WSGV, WDM, WOGC, WAIQ, WAIQ, WDM, WOGC, WCAC, WCYC, KAYN. Medium including WAVE, WYKZ, WOGC, WAIQ, WDM, WOGC, WAIQ, WDM, WAIQ, WCYC, KAYN.

LENNON & McCARTNEY “All Those Years Ago” (EMI) 31/1

Rotations: Heavy 0, Medium 50, Light 345, Total Adds 6, WEVE, KHT, WOGC, WAIQ, WDM, WOGC, WAIQ, WDM, WOGC, WAIQ, WDM, WAIQ, WCYC, KAYN. Medium including WAVE, WYKZ, WOGC, WAIQ, WDM, WOGC, WAIQ, WDM, WAIQ, WCYC, KAYN.

CAI RECREATION BREAKOUTS

<table>
<thead>
<tr>
<th>Total Reports</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ROD STEWART</td>
<td>81/0</td>
<td>71</td>
<td>8</td>
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<tr>
<td>2 GLENN FREY</td>
<td>77/0</td>
<td>61</td>
<td>16</td>
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<td>3 TAYLOR DAYNE</td>
<td>73/1</td>
<td>54</td>
<td>16</td>
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<td>4 MIKE &amp; THE MECHANICS</td>
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<td>37</td>
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<td>5 STEVE WINWOOD</td>
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<td>6 BASIA</td>
<td>70/0</td>
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<td>8 SHERIFF</td>
<td>72/4</td>
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<td>9 RICK ASHLEY</td>
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<td>10 TIFFANY</td>
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<td>11 MAXI PRIEST</td>
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<td>12 ANITA BAKER</td>
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<td>33</td>
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<td>15 TALKING HEADS</td>
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<td>16 DEBBIE GIBSON</td>
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<td>17 ANNIE LENNOX &amp; AL GREEN</td>
<td>51/0</td>
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<tr>
<td>18 FLEETWOOD MAC</td>
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<tr>
<td>19 VANESSA WILLIAMS</td>
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<td>4</td>
<td>34</td>
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<td>27 BOY MEETS GIRL</td>
<td>44/1</td>
<td>7</td>
<td>23</td>
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<tr>
<td>28 LUTHER VANDROSS</td>
<td>48/3</td>
<td>0</td>
<td>30</td>
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<tr>
<td>29 BOYS CLUB</td>
<td>33/0</td>
<td>9</td>
<td>14</td>
</tr>
</tbody>
</table>
**BREAKER**

**SADO WATANABE**

- **Dec 19**
- **K45**
- **Spill**

- **JUNIHATOSHI BUTLER**
- **Dec 20**
- **K45**
- **Sho**

- **KENNY DOAH**
- **Dec 21**
- **K45**
- **Got**

- **BIRELI LAGRENE**
- **Dec 22**
- **K45**
- **Sail**

- **ANTIA TIKARAM**
- **Dec 23**
- **K45**
- **Take**

- **TANITA TIKARAM**
- **Dec 24**
- **K45**
- **Selena**

- **RODNEY STEVENS**
- **Dec 25**
- **K45**
- **Serenity**

- **BRIAN MELVIN**
- **Dec 26**
- **K45**
- **Season**

- **CHRIS DEBREUG**
- **Dec 27**
- **K45**
- **Just**

- **MARTIN TAYLOR**
- **Dec 28**
- **K45**
- **Cover**

- **KEIKO MATSUY**
- **Dec 29**
- **K45**
- **Dream**

**FREE FLIGHT**

- **Breakers**
- **Dec 29**
- **FM/AM**
- **Breakers**

- **AL JARREAU**
- **Dec 30**
- **K45**
- **Heart**

- **KEITI KAWAB**
- **Dec 31**
- **K45**
- **Love**

- **KEIKO MATUY**
- **Jan 1**
- **K45**
- **Heart**

- **KEITH TAB**
- **Jan 2**
- **K45**
- **Love**

- **KEITH TAK**
- **Jan 3**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 4**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 5**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 6**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 7**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 8**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 9**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 10**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 11**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 12**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 13**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 14**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 15**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 16**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 17**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 18**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 19**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 20**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 21**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 22**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 23**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 24**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 25**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 26**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 27**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 28**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 29**
- **K45**
- **Heart**

- **KEITH TAI**
- **Jan 30**
- **K45**
- **Love**

- **KEITH TAI**
- **Jan 31**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 1**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 2**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 3**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 4**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 5**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 6**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 7**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 8**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 9**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 10**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 11**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 12**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 13**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 14**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 15**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 16**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 17**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 18**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 19**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 20**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 21**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 22**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 23**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 24**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 25**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 26**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 27**
- **K45**
- **Love**

- **KEITH TAI**
- **Feb 28**
- **K45**
- **Heart**

- **KEITH TAI**
- **Feb 29**
- **K45**
- **Love**
David Mann

As a student at the New England Conservatory in Boston, Mann studied saxophone with Joseph Allard, mentor of Michael Brecker and Eric Dolphy, and theory and composition with George Russell, who is widely acknowledged as an important influence on the modal work of Trane and Miles in the 50s and 60s.

Mann joined Russell's Living Time Orchestra in his sophomore year, and has worked with him ever since. In addition to the LTO, his resume includes work with the late Gil Evans, Anthony Braxton, Maynard Ferguson, Bob Moses, Hiram Bullock, Mike Stern and U2's Bono.

This wealth of experience, plus the work of the first album, adds depth to Mann's new record. He has grown as an artist and leader. The new group features David, his brother Ned, Graham Hawthorne on drums, Jeff Jenkins on keyboards and Jay Azzolina on guitar.

His New CD
On Your Desk Now
MAJOR REQUESTS!!

PAUL DEAN

DOUBLE BREAKER

OUT OF THE BOX LP BREAKER!

35 "Hard Core"

30 "Sword and Stone"

Produced by Paul Dean and Brian Mac Leod

Management: Bruce Allen

RON NENNI/KOME: "If you’re looking for a familiar-sounding straight-ahead rocker to excite your core, 'Sword and Stone' should be on your radio station. We're getting phones already."

RAD MESSICK/WDIZ: "Paul Dean hits the ground running with his first solo release. Great guitarwork and outstanding back-up crew made it an out-of-the-box add here. Already Top 5 phones."

GREG AUSHAM/WLZR: "The first surprise of 1989. 'Sword and Stone' is working like a charm in Milwaukee."

ALAN WHITE/KILO: "The meat of the matter for us is all in the guitar, and Paul Dean's got the meat and the motion."

GARRETT HART/WAPL: "'Sword and Stone' has been a reaction record from his first spin. The cheese mavens demand a heavy dose of Paul Dean on a daily basis!"

BUZZ KNIGHT/WLVO: "Great cruisin' music! Crank it up!"

STAN MAIN/WCMF: "Big requests!"

www.americanradiohistory.com
**NATIONAL AIRPLAY**

### FEBRUARY 3, 1989

**Reports/Adts** | **Heavy** | **Medium**
---|---|---

**Most Added**

- **ROY ORBISON**
  - Mystery Girl (Virgin) 94% of our reporters on it.

- **DAVID CROSBY**
  - Oh Yes I Can (A&M) 91% of our reporters on it.

- **CHRIS REA**
  - New Light Through Old Windows (Geffen) 91% of our reporters on it.

- **TESLA**
  - The Great Radio Controversy (Geffen) 69% of our reporters on it.

- **MIDGE URE**
  - Answers To Nothing (Chrysalis) 62% of our reporters on it.

- **PAUL DEAN**
  - Hard Core (Columbia) 61% of our reporters on it.

- **REPLACEMENTS**
  - Don’t Tell A Soul (Reprise) 60% of our reporters on it.

**BREAKERS**

- **ROY ORBISON**
  - Mystery Girl (Virgin)

- **DAVID CROSBY**
  - Oh Yes I Can (A&M)

- **CHRIS REA**
  - New Light Through Old Windows (Geffen)

- **TESLA**
  - The Great Radio Controversy (Geffen)

- **MIDGE URE**
  - Answers To Nothing (Chrysalis)

- **PAUL DEAN**
  - Hard Core (Columbia)

**AOR ALBUMS**

- **ROY ORBISON**
  - Mystery Girl

- **DAVID CROSBY**
  - Oh Yes I Can

- **CHRIS REA**
  - New Light Through Old Windows

- **TESLA**
  - The Great Radio Controversy

- **MIDGE URE**
  - Answers To Nothing

- **PAUL DEAN**
  - Hard Core

**168 REPORTERS**

**DEBUT**

- **R.E.M.**/Green (WB)
- **ROY ORBISON**/Mystery Girl (Virgin)
- **EDDIE MONEY**/Nothing To Lose (Columbia)
- **MIKE & THE MECHANICS**/Living Days (Atlantic)
- **CROSBY, STILLS, NASH & YOUNG**/American Dream (Atlantic)
- **RUSH**/A Show Of Hands (Mercury)
- **CHRIS REA**/New Light Through Old Windows (Geffen)
- **DAVID CROSBY**/Oh Yes I Can (A&M)
- **LIVING COLOUR**/Vivid (Epic)
- **BON JOVI**/New Jersey (Mercury)
- **WHITE LION**/Pride (Atlantic)
- **INXS**/Kick (Atlantic)
- **DYLAN & THE DEAD**/Dylan & The Dead (Columbia)
- **JON BUTCHER**/Pictures From The Front (Pasha/Capitol)
- **GUNS N’ ROSES**/N R Lies (Geffen)
- **RATT**/Reach For The Sky (Atlantic)
- **TESLA**/The Great Radio Controversy (Geffen)
- **GUNS N’ ROSES**/Appetite For Destruction (Geffen)
- **MIDGE URE**/Answers To Nothing (Chrysalis)
- **JOE SATRIANI**/Dreaming #11 (Relativity)
- **JEFF HEALEY BAND**/See The Light (Arista)
- **CINDERELLA**/Long Cold Winter (Mercury)
- **STEVE EARLE**/Copperhead Road (Uni/MCA)
- **EDDIE BRICKELL & NEW BOHEMIANS**/Shootin Rubberbands At... (Geffen)
- **LITTLE FEAT**/Let It Roll (WB)
- **JOHN HIAST**/Slow Turning (A&M)
- **WINGER**/Winger (Atlantic)
- **BAD COMPANY**/Dangerous Age (Atlantic)
- **LOU REED/New York (Sire/W)
- **PAUL DEAN**/Hard Core (Columbia)
- **REPLACEMENTS**/Don’t Tell A Soul (Reprise)
- **WATERBOYS/Fisherman’s Blues (Chrysalis)
- **CHARLIE SEXTON/Charlie Sexton (MCA)
- **DEF LEPPARD/Hysteria (Mercury)
- **KEITH RICHARDS**/Talk Is Cheap (Virgin)

**REPLACEMENTS**

- **DIAMOND & THE DEAD**
- **GUNS N’ ROSES**
- **ADAM & THE ANTS**
- **DEF LEPPARD**
- **KEITH RICHARDS**

**A New Leader**

**AOR RECORDS**

**The Major of Simpleton**

- **The First Track**
  - From The Forthcoming Double Album
  - Oranges & Lemons

**AOR RECORDS**

- **A New Leader**
  - XTC

**AOR RECORDS**

- **The Major of Simpleton**
  - The First Track
  - From The Forthcoming Double Album
  - Oranges & Lemons

**BREAKERS**

- **ROY ORBISON**
  - Mystery Girl (Virgin)

- **DAVID CROSBY**
  - Oh Yes I Can (A&M)

- **CHRIS REA**
  - New Light Through Old Windows (Geffen)

- **TESLA**
  - The Great Radio Controversy (Geffen)

- **MIDGE URE**
  - Answers To Nothing (Chrysalis)

- **PAUL DEAN**
  - Hard Core (Columbia)

**MOST ADDED**

- **DYLAN & THE DEAD**
- **DIAMOND & THE DEAD**
- **CHEAP TRICK**
- **REPLACEMENTS**
- **JOHN BUTCHER**
- **BON JOVI**
- **MIDGE URE**
- **WATERBOYS**
- **CHARLIE SEXTON**
- **DEF LEPPARD**
- **KEITH RICHARDS**

**HOTTEST**

- **EDDIE MONEY**
- **R.E.M.**
- **ROY ORBISON**
- **MIKE & THE MECHANICS**
- **U2**
- **LION**
- **FRANK**
- **TRAVELING WILBURYS**
- **WHITE LION**
- **INXS**
"YOU GOT IT"

Major CHR Action:
CKOI
WKBO
KXYQ
KKLO
PRO-FM deb 33
KKRZ add
KPLZ add
WXKS 34-31
WZOU 33-29
WMJQ 28-26
PWR99 29-26
B96 24-22
WMMS 28-19
KISN 32-27

AOR TRACKS 1
ALBUM DEBUT 4

MYSTERY GIRL

MYSTERY GIRL hits the streets on January 31st.

Initial orders are over 750,000. The video has
been added at MTV and VH-1. Display contests
have been set up with every major retailer.

Shouldn't you be playing

"YOU GOT IT"?

Album produced by Roy Orbison, Jeff Lynne, Tom Petty, Mike Campbell,
Barbara Orbison, T Bone Burnett and Bono.
NEW & ACTIVE

WARRANT "Down Boys" (Columbia) 49/19 (31/21)
Adds including KVOE, KQLJ, WGBR, KBR, WZQW, WFFL, KGSR, WPLF, Medium 21 including WBFM, WZQW, ZI, KISW, KEVQ, KFRQ, KSHE, WDHA, WAVF, WSTZ, KZAP, KIDS, WZQM, KCSV, KDJS, KMBZ, WGGP
ROYAL COURT OF CHINA "Half The Truth" (A&M) 39/11 (28/10)
Adds including KFLY, KALM, WBFM, KZQZ, KALM, KDJS, KISW, KZAP, KDJS, KSHE, Medium 22 including WBFM, KZQZ, KALM, KDJS, WZQW, ZI, KISW, KEVQ, KFRQ, KSHE, WDHA, WAVF, WSTZ, KZAP, KIDS, WZQM, KCSV, KDJS, KMBZ, WGGP, KZSM, KOWO
METALLICA "One" (Elektra) 35/8 (28/13)
Adds including KFLY, KALM, WBFM, WZQW, KZQZ, KISW, KEVQ, KFRQ, KDJS, KSHE, Medium 10 including WBFM, WZQW, ZI, KISW, KEVQ, KFRQ, KDJS, KSHE, WDHA, WAVF, WSTZ, KZAP, KIDS, WZQM, KCSV, KDJS, KMBZ, WGGP, KZSM, KOWO, KSHE, WDHA, WAVF, WSTZ, KZAP, KIDS, WZQM, KCSV, KDJS, KMBZ, WGGP

NEW ROCK

TOMMY KEENE "Got What You Love" (Virgin) 15/3 (15/2)
Adds including KFLY, KALM, WBFM, KZQZ, KISW, KEVQ, KFRQ, KDJS, KSHE, Medium 6 including WBFM, KZQZ, KISW, KEVQ, KFRQ, KDJS, KSHE, WDHA, WAVF, WSTZ, KZAP, KIDS, WZQM, KCSV, KDJS, KMBZ, WGGP

NEW & ACTIVE - Tracks building in airplay and coming closest to charting. Numbers indicate total reports/Adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

CHARTS - Albums and tracks showing continued growth are bulleted. Symbols represent move (+), least (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS - Albums and tracks reach Breaker status the first week they are reported by at least 60% of our AOR reporters.

MOST ADDED - This week's most added albums and tracks.

MOST REQUESTED - This week's most requested tracks.

HOTTEST - This week's albums and tracks receiving the most heavy reports.
PLAYLISTS — Artists are listed once per playlist in the highest rotation that any of their album's tracks is reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

For all stations, light rotation is condensed to include only adds to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner. Symbols:
- ‘a’ — Album or track is newly reported.
- (L) — Other tracks from that album are in those rotations (medium or light).
- A "frozen" list indicates that a current report was not received, and last week's rotations are included in the data base. Stations which fail to report for two consecutive weeks do not contribute any data to this week's charts.

PARALLELS — Stations are arranged by market size, according to Arbitron's MSA population figures. Parallel One: 1,000,000+; Parallel Two: 200,000 - 1,000,000; Parallel Three: under 200,000.

Stations at a significant ratings disadvantage to an in-format competitor are assigned a lower parallel.
### SOUTH

(Continued)

<table>
<thead>
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<th>Call Letters</th>
<th>City</th>
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<tr>
<td>WBAA</td>
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<td>Classic Hits</td>
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<tr>
<td>WTVI</td>
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<td>Country</td>
</tr>
<tr>
<td>WUSU</td>
<td>Tuscaloosa</td>
<td>NPR</td>
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<td>WRRR</td>
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### MIDWEST

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<td>Minneapolis</td>
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<td>WCCX</td>
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<td>WAVE</td>
<td>Evansville</td>
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<td>WNDV</td>
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<td>Adult Contemporary</td>
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<tr>
<td>WJR</td>
<td>Detroit</td>
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### P1

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<td>Rock</td>
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<tr>
<td>WSJQ</td>
<td>Springfield</td>
<td>Rock</td>
</tr>
<tr>
<td>WFAV</td>
<td>Fort Wayne</td>
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### P3

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<td>Hershey</td>
<td>Adult Contemporary</td>
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<td>WQAD</td>
<td>Cedar Rapids</td>
<td>Rock</td>
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<tr>
<td>WKSQ</td>
<td>Queensboro</td>
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<td>WMEU</td>
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<td>WQKM</td>
<td>Atlanta</td>
<td>News-Talk</td>
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<tr>
<td>WFTK</td>
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<td>K289A</td>
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<td>Rock</td>
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<td>Format</td>
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<td>WBBB</td>
<td>Baltimore</td>
<td>98.5FM</td>
<td>Hot Hits</td>
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<td>Buffalo</td>
<td>102FM</td>
<td>Contemporary</td>
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<td>WXKS-FM</td>
<td>Boston</td>
<td>97.3FM</td>
<td>Oldies</td>
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<td>Windsor</td>
<td>97.3FM</td>
<td>Contemporary</td>
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<td>WWVA</td>
<td>Greensboro</td>
<td>100.9FM</td>
<td>Classic Rock</td>
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<td>New York</td>
<td>96.5FM</td>
<td>Contemporary</td>
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<td>WBZ</td>
<td>Boston</td>
<td>93FM</td>
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<td>WOR</td>
<td>New York</td>
<td>750AM</td>
<td>News/Talk</td>
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<td>101.1FM</td>
<td>Contemporary</td>
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<td>101.3FM</td>
<td>Contemporary</td>
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<td>WEZI</td>
<td>Hartford</td>
<td>104.5FM</td>
<td>Contemporary</td>
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<td>WUSL</td>
<td>Baltimore</td>
<td>91.9FM</td>
<td>Contemporary</td>
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<td>WCAU</td>
<td>Philadelphia</td>
<td>94.7FM</td>
<td>Contemporary</td>
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<td>WKTG</td>
<td>Norfolk</td>
<td>106.7FM</td>
<td>Contemporary</td>
<td></td>
</tr>
<tr>
<td>WRAP</td>
<td>Los Angeles</td>
<td>106.7FM</td>
<td>Contemporary</td>
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* * *

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<th>Owner</th>
<th>PD</th>
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<tr>
<td>KUBE-FM</td>
<td>Salt Lake City</td>
<td>Classic Rock</td>
<td>Don Cherry</td>
<td>Gary Watson</td>
<td>Tom Huyler</td>
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<tr>
<td>KISN</td>
<td>Portland</td>
<td>Contemporary</td>
<td>Connie Breeze</td>
<td>Mark Duke</td>
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<tr>
<td>WPGC</td>
<td>Washington, D.C.</td>
<td>R&amp;B</td>
<td>Steve Smith</td>
<td>Mark Duke</td>
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<tr>
<td>KZPP</td>
<td>Phoenix</td>
<td>CHR</td>
<td>Alex Tucker</td>
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<td>Kevin Throck</td>
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<td>KKFQ</td>
<td>San Diego</td>
<td>Contemporary</td>
<td>John Clay</td>
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<td>WPWY</td>
<td>Los Angeles</td>
<td>Contemporary</td>
<td>Steve Ellis</td>
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<td>Seattle</td>
<td>Contemporary</td>
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<td>Contemporary</td>
<td>Kevin Throck</td>
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<td>WQHT</td>
<td>New York</td>
<td>Contemporary</td>
<td>Scott Mitchell</td>
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<tr>
<td>KGKG</td>
<td>Riverside</td>
<td>Contemporary</td>
<td>Scott Mitchell</td>
<td></td>
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</table>
Please note, frozen playlists are indicated with an "F" 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 local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 1 million or more.

P1-A Reporters - Selected leading-edge major market CHR stations whose playlists diverge significantly from mainstream CHR's.

Parallel 2 Reporters - Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters - Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

244 REPORTS

PAULA ABOL
Straight Up (Virgin)
LP: Forever Your Girl
Total Reports: 218 75% 197 83%

RIK ASLEY
She Wants To Dance With Me (RCA)
LP: Right In Your Arms
Total Reports: 219 79%

ANKA BAKER
Just Because (Epic)
LP: Giving You The Best That I Got
Total Reports: 182 79%

BON JOVI
Born To Be My Baby (Mercury)
LP: New Jersey
Total Reports: 210 88%

BOYS
Dial My Heart (Moton)
LP: Honkton From The Boys
Total Reports: 174 72%

BANGLES
Eternal Flame (Columbia)
LP: Everything
Total Reports: 160 69%

BREATH
(Doesn't) Hold Me Less (ASCAP)
LP: All That Jazz
Total Reports: 22 58%

Continued on Next Column

www.americanradiohistory.com
**Information Society**

Walking Away (Tommy Boy/Repulse)

LP: Information Society

Total Reports: 217

Regional:
- Beach: 0
- M: 184
- N: 10

Chart Summary:
- Pos: P1
- Ch Add: 4
- Total: 37

**Guns N' Roses**

Paradise City (Geffen)

LP: Essential GNR

Total Reports: 186

Regional:
- Beach: 0
- M: 9
- N: 0

Chart Summary:
- Pos: P1
- Ch Add: 4
- Total: 40

**Huey Lewis & The News**

Give Me The Keys (Columbia)

LP: Small World

Total Reports: 121

Regional:
- Beach: 0
- M: 1
- N: 78

Chart Summary:
- Pos: P1
- Ch Add: 0
- Total: 12
<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>Call Letters</th>
<th>Chart Summary</th>
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<tr>
<td>10:07</td>
<td>WDCA</td>
<td>Chicago</td>
<td>Urban</td>
<td>C</td>
<td>54%</td>
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<tr>
<td>10:10</td>
<td>WLSA</td>
<td>Chicago</td>
<td>Urban</td>
<td>A</td>
<td>66%</td>
</tr>
<tr>
<td>10:13</td>
<td>WLSX</td>
<td>Chicago</td>
<td>Urban</td>
<td>B</td>
<td>55%</td>
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<tr>
<td>10:16</td>
<td>WBRE</td>
<td>Chicago</td>
<td>Urban</td>
<td>C</td>
<td>76%</td>
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<tr>
<td>10:19</td>
<td>WBBM</td>
<td>Chicago</td>
<td>Urban</td>
<td>A</td>
<td>88%</td>
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<tr>
<td>10:22</td>
<td>WBBN</td>
<td>Chicago</td>
<td>Urban</td>
<td>B</td>
<td>96%</td>
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<tr>
<td>10:25</td>
<td>WBBP</td>
<td>Chicago</td>
<td>Urban</td>
<td>C</td>
<td>56%</td>
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**Survivor**

Access The Miles (Scott Bros/CBS)

(10:07) Too Hot To Sleep

Total Reports: 63

Regional News:

- The News: NA
- The News: P1

Parallel News:

- The News: P1
- The News: P1

Chart Summary:

- Pod: P1
- Pod: P2

**Tone Loc**

Wild Thing (Delicious Vinyl/Island)

Total Reports: 199

Regional News:

- News: P1
- News: P2

Parallel News:

- News: P1
- News: P2

Chart Summary:

- Pod: P1
- Pod: P2

**TRAVELING WILBURYS**

End Of The Line (Wilburys/WB)

Total Reports: 56

Regional News:

- News: NA

Chart Summary:

- Pod: P1
- Pod: P2

**U2**

Angel On The Screams (Island)

Total Reports: 199

Regional News:

- News: P2

Parallel News:

- News: P1
- News: P2

Chart Summary:

- Pod: P1
- Pod: P2

**Luther Vandross**

She Don't Talk To Me (Epic)

Total Reports: 156

Regional News:

- News: NA

Chart Summary:

- Pod: P1
- Pod: P3

---

Ratings are approximate and subject to change. For more accurate information, visit www.americanradiohistory.com.
PARALLELS

SIGNIFICANT ACTION

P

TRACIE SPENCER
Imagine (Capitol)
LP: Tracie Spencer

MICKEY THOMAS
Sing (Columbia)
LP: "Sing" ST

SA- FIRE
Thinking Of You (Cutting/Mercury)

KARYN WHITE
Superwoman (WB)
LP: Karyn White

JUDSON SPENCE
Love Don't In Slow Motion (Atlantic)
LP: Judson Spence

R

ROMEO'S DAUGHTER
I Cry Myself To Sleep... (Jive/RCA)
LP: Romeo's Daughter

S

SWEET SENSATION
Sincerely Yours (A&O)
LP: Take It When It's Not

W

WHEN IN ROME
Heaven Knows (Virgin)
LP: When In Rome

T

JAMES "LT" TAYLOR & REGINA BELLE
All I Want Is Forever (Epic)
LP: Top Soundtrack

WILL TO POWER
Fading Away (Epic)
LP: Will Too Power

NEW ARTISTS

1 MARTIKA/More Than You Know (Columbia) .... 143
2 KON KAN/Beg Your Pardon (Atlantic) .... 126
3 ROZETTE/The Look (EMI) .... 113
4 ROD ORBISON/You Got It (Virgin) .... 109
5 FINE YOUNG CANNIBALS/She Drives Me Crazy (IRS/MCA) .... 89
6 TRAVELING WILBURYS/End Of The Line (Wilburys/WB) .... 56
7 CAMOUFLAGE/The Great Commandment (Atlantic) .... 54
8 SA-FIRE/Thinking Of You (Cutting/Mercury) .... 43
9 DINDA/24/7 (R&B & Broadway/Island) .... 43
10 EYKA/Onyxoo Flow (Call Away) (Jetfem) .... 43

New artists have not yet had a CHR Breaker.

MAJOR BROADCAST GROUP

in Los Angeles with heavy commitment to WIN
BIG! Looking for talented team-playing
personalities for all positions.

EXPERIENCED PROS ONLY!
Rush tapes and resumes with references for
this great opportunity
Must build solid team now!

Send to:
PD
Radio & Records
1930 Century Park West
Box #360
Los Angeles, CA 90067
BANGLES

 Eternal Flame (Columbia)
69% of our reporters playing it. Moves: Up 13, Debuts 37, Same 38,
Down 0, Adds 47 including WEGX, B97, WNVZ, 92X, WNCI, WDFX, KIIS,
FM102, KKLQ. See Parallels, debut at number 39 on the CHR chart.

WAS (NOT WAS)
Walk The Dinosaur (Chrysalis)
63% of our reporters playing it. Moves: Up 55, Debuts 37, Same 38,
Down 0, Adds 47 including B104, WKEG, WKBQ, WNCI, WZLQ,
WEST, WPAC, WPFG, PWR106. See Parallels, debut at number 40 on
the CHR chart.

VANESSA WILLIAMS

 Dreamin’ (Polydor)
63% of our reporters playing it. Moves: Up 72, Debuts 26, Same 24,
Down 0, Adds 32 including Y100, G105, B96, G102, WCYZ, KICP.
See Parallels, debut at number 37 on the CHR chart.

MILLI VANILLI

 Girl You Know It’s True (Arista)
63% of our reporters playing it. Moves: Up 56, Debuts 21, Same 27,
Down 0, Adds 20 including PRO-FM, Y100, KCPW, WKBQ, PWR96,
WNWK, KYNO. See Parallels, moves 36-31 on the CHR chart.

MARTINA

 "More Than You Know" (Columbia)
Reporters: 84. Moves: Up 25, Debuts 33, Same 44, Down 0, Adds 17 including
B96, KEGQ, KDSP, KURI, WBKR, WMFL, WFLY, WQAM, WRSQ, K295,
KHJZ, KEEY, K282, JET FM FM, WM28-12, W29-18, W29-19, W29-19, W30-19,

XYLIO MINDGE "It’s No Secret" (Epm)
Reporters: 67. Moves: Up 8, Same 7, Down 0, Adds 4, Same 18, Down 0,
Includes: W36-4, WM36-1, W37-4, W38-4, W39-4, W40-4, W28-12, W28-12,
W28-12, W28-12, W28-12, W28-12, W28-12, W28-12, W28-12, W28-12, W28-12.

CDU "You Beg Your Partner" (Alligator)
Reporters: 72. Moves: Up 18, Same 13, Same 19, Down 0, Adds 5 including
W97, WCBQ, WZOU, WXKS, WCGQ, KZOU, FM106.

VAN HALEN "Feels So Good" (Virgin)
Reporters: 55. Moves: Up 25, Debuts 33, Same 44, Down 0, Adds 17 including
W36-4, W37-4, W38-4, W39-4, W40-4, W28-12, W28-12, W28-12, W28-12,
W28-12, W28-12, W28-12, W28-12, W28-12, W28-12, W28-12, W28-12, W28-12.

ROBYN ORBISON "You Got It" (Virgin)
Reporters: 78. Moves: Up 4, Same 27, Debuts 7, Same 13, Down 0,
Includes: W97, WCBQ, WZOU, WXKS, WCGQ, KZOU, FM106, WQAM, WRSQ,
WTKU, KDSP, KEEY, KHJZ, WRSQ, K295, KHJZ, WRSQ, K295, KHJZ, WRSQ.

LUTHER VANDROSS "She Wasn’t Talkin’ To Me" (Epm)
Reporters: 60. Moves: Up 25, Same 17, Debuts 7, Same 13, Down 0,
Includes: W97, WCBQ, WZOU, WXKS, WCGQ, KZOU, WQAM, WRSQ,
WTKU, KDSP, KEEY, KHJZ, WRSQ, K295, KHJZ, WRSQ, K295, KHJZ, WRSQ.

BOY MEETS GIRL "Bring Down The Moon" (Rca)
Reporters: 81. Moves: Up 23, Debuts 7, Same 13, Down 0, Adds 10 including
W36-4, W37-4, W38-4, W39-4, W40-4, W28-12, W28-12, W28-12, W28-12,
W28-12, W28-12, W28-12, W28-12, W28-12, W28-12, W28-12, W28-12.

KENNY G WITH SMOKY ROBINSON "We’ve Saved The Best For Last" (Arista)
Reporters: 47. Moves: 20, Same 17, Debuts 7, Same 13, Down 0,
Includes: W97, WCBQ, WZOU, WXKS, WCGQ, KZOU, WQAM, WRSQ,
WTKU, KDSP, KEEY, KHJZ, WRSQ, K295, KHJZ, WRSQ, K295, KHJZ, WRSQ.

Gipsy Kings "Bamboleo" (Columbia)
Reporters: 48. Moves: Up 11, Debuts 12, Same 33, Down 0, Adds 17 including
3PRO-FM, WQAM, WRSQ, WTKU, KDSP, KEEY, KHJZ, WRSQ, K295, KHJZ,
WRSQ, K295, KHJZ, WRSQ, K295, KHJZ, WRSQ, K295, KHJZ, WRSQ.

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. The two numbers following the artwork (name)
designation indicate the total number, how many added for the first time this week. Missing indicates the type of
activity. "Commander" are charts that only play once a week or continuous unheard activity. Down for down-
ward chart activity, and Adds for the number of a sampling of individual station activity. Complete activity can
be located in the CHR Rotation Chart.

WILLIAM "I Saw The Light" (Rca)
Reporters: 86. Moves: Up 12, Debuts 12, Same 38, Down 0, Adds 17 including
B96, KEGQ, KDSP, KURI, WBKR, WMFL, WFLY, WQAM, WRSQ, K295, KHJZ,
WRSQ, K295, KHJZ, WRSQ, K295, KHJZ, WRSQ, K295, KHJZ, WRSQ.

GINA GO-GO "I Can’t Face The Fact" (Capitol)
Reporters: 40. Moves: Up 1, Debuts 2, Same 1, Down 0, Adds 15 including
W36-4, W37-4, W38-4, W39-4, W40-4, W28-12, W28-12, W28-12, W28-12,
W28-12, W28-12, W28-12, W28-12, W28-12, W28-12, W28-12, W28-12.

STEVE B "I Wanna Be The One" (Lmr)
Reporters: 10. Moves: Up 1, Debuts 1, Same 1, Down 0, Adds 13 including
B104, WKEG, WKBQ, WNCI, WZLQ, WEST, WPAC, WPFG, PWR106.

SOURCES: American Radio History

www.americanradiohistory.com
"Enya Changed My Life!"

Enya

"Orinoco Flow (Sail Away)"

MORE THAN 220,000 UNITS SOLD

HOT SHOT ALBUM DEBUT IN BILLBOARD

NO. 1 SALES AT TOWER/BOSTON

NO. 1 CHARTING WORLDWIDE

"This is the most phenomenal record I have ever played. Top 5 phones since the first day I played it."
Gary Waldron, KISN

"One of the truly special records to cross my desk this year."
Dave Sholin, The Gavin Report

"This is a piece of magic. Give this gift to your listeners."
Sunny Joe White, WXKS

"Undeniable sales...unbelievable adult appeal!"
Brian Burns, KXXR

Now On 43 CHR Reporters!
NAC Chart

WXKS 17
WMJQ deb 29
CKOI deb 36
PRO-FM add
Y95 14-5 (HOT)
KKBQ 30
KRBE deb 39
KZZP
KWOD add
KCPX 10-4 (HOT)
KISN 1-1 (HOT)
100KHI add
WBBQ
K106 33-29
KZZB
WHHY
KTUX
KF95 8-6 (HOT)
KSND
KYZK

KCAQ deb 39
KKFR
KZZU 11-8
95XX
W2XK
KSMB add
WPFM
KIXY 14-10
Z103
KWTX
WHSL
KYYY add
KPHR
WDBR
WIBW add 32
KKY add
KTRS
KMOK 12-9
KOZE 18-14
KTMT
KZFN
KZZP
KWOD add
KCPX 10-4 (HOT)
KISN 1-1 (HOT)
100KHI add
WBBQ
K106 33-29
KZZB
WHHY
KTUX
KF95 8-6 (HOT)
KSND
KYZK

BILLBOARD LP: 100* — 67*

Produced by Nicky Ryan ©1989 The David Geffen Company

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CONTEMPORARY HIT RADIO

1. PAULA ABDUL/Strait Up (Virgin)
2. SHERIFF/When I'm With You (Capitol)
3. BON JOVI/Born To Be My Baby (Mercury)
4. TONE LOC/Wild Thing (Delicious Vinyl/Island)
5. WHITE LION/The Children Cry (Atlantic)
6. INFORMATION SOCIETY/Walking Away (Tommy Boy/Reprise)
7. RICK ASTLEY/She Wants To Dance With Me (RCA)
8. DEBBIE GIBSON/Lost In Your Eyes (Atlantic)
9. SHEENA EASTON/The Lover In Me (MCA)
10. NEW KIDS ON THE BLOCK/You Got It (The Right Stuff) (Columbia)
11. KARYN WHITE/The Way You Love Me (WB)
12. TIFFANY/All This Time (MCA)
13. MIKE & THE MECHANICS/Living Years (Atlantic)
14. EDIE BRICKELL & NEW BOHEMIANS/What I Am (Geffen)
15. U2/All That falls (Island)
16. ERASURE/Little Respect (Sire/Reprise)
17. BANGLES/Don't Walk Away (Arista)
18. ANN WILSON & ROBIN ZANDER/Surrender To Me (Capitol)
19. SAMANTHA FOX/What You Want Is (GER
20. GUNS 'N ROSES/Paradise City (Geffen)
21. DEEP LEFF/Army Guarded It (Mercury)
22. BOBBO BROWN/My Prerogative (MCA)
23. TAYLOR DAYNE/Don't Rush Me (Arista)
24. PHIL COLLINS/Two Hearts (Atlantic)
25. ROD STEWART/My Heart Can't Tell You No (WB)
26. BREATHE/Don't Tell Me Lies (A&M)
27. DURAN DURAN/All She Wants Is (Capitol)
28. CHICAGO/You're Not Alone (Full Moon/Reprise)
29. ESCAPE CLUB/Shake for the Shack (Atlantic)
30. ANITA BAKER/Just Because (Elektra)

BREAKER 1: MILLI VANILLI/Girl You Know It's True (Arista)
BREAKER 2: KYLIE MINOGUE/It's No Secret (Geffen)
BREAKER 3: KON KAN/] Beg Your Pardon (Atlantic)
BREAKER 4: MIKE & THE MECHANICS/Living Years (Atlantic)
BREAKER 5: STEVE WINWOOD/Holding On (Virgin)
BREAKER 6: EDDIE MONEY/The Love Of Your Eyes (Columbia)
BREAKER 7: BOBBY BROWN/My Prerogative (MCA)
BREAKER 8: VANESSA WILLIAMS/Dreamin' (Polydor)
BREAKER 9: MARTIKA/More Than You Know (Columbia)
BREAKER 10: BANGLES/Eternal Flame (Columbia)
BREAKER 11: WAS (NOT WAS)/Walk The Dinosaur (Chrysalis)

URBAN CONTEMPORARY

1. LUTHER VANDROSS/Shes Been Good To Me (Epic)
2. VANESSA WILLIAMS/Dreamin' (Polydor)
3. FARRIS/Tomorrow (Polydor)
4. KARMA/This Time (Arista)
5. AL HARRELL/So Good (Reprise)
6. ANITA BAKER/Just Because (Elektra)
7. ALEX SIMMONS/You Want To Be Your Lover (Orpheus/EMI)
8. CAMEO/Gonna Be Big (Atlantic)
9. GUY/Teddy's Jam (MCA)
10. BEBE & CECE WINANS/Heaven (Capitol)
11. SHOW/Goodbye, Forever (Atlantic)
12. FREDDIE JACKSON/You And I (Got A Thing) (Capitol)
13. GEORGE BENSON/Two Of A Kind (WB)
14. BOYS/Lucky Charm (Motown)
15. TROPIC/Still In Love (Atlantic)
16. ROBBY & J.D. E-Z ROCK/Get On The Dance Floor (Profile)
17. JONATHAN BUTLER/More Than Friends (Uvä/RCA)
18. JAMES "J.T." TAYLOR / REGINA BELLE/All I Want Is For Ever (Epic)
19. MARCUS LEWIS/The Club (Aegis/CBS)
20. BAR-KAYS/Shack You (Mercury)
21. DONNA ALLEN/Love And Pain (Starr/Atlantic)
22. CHERYL "Peaches" RILEY/Me, Myself And I (Columbia)
23. SLICK RICK/Young Love (Def Jam/Columbia)
24. ASHFORD & SIMPSON/I'll Be There For You (Capitol)
25. READY FOR THE WORLD/Me (MCA)
26. KARYN WHITE/You're Not Alone (Full Moon/Reprise)
27. LUTHER VANDROSS/Shes Been Good To Me (Epic)
28. BOYS CLUB/Remember Holding You (MCA)

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