INSIDE:

WINTER BIRCH RATINGS ARRIVE
The first batch of winter '89 Birches are here, with these highlights among the tidings:
- trendy WRKS nearly knocks off WHTZ in New York
- KPWR leads L.A., but KIIS combo looks very healthy
- WGCJ-FM stronger than ever in Chicago; WVAZ has great book
- KMEL ties KGO for SF lead; KRQR breaks AOR logjam
- WUSL, WEGX, WMRR in three-format scrum for Philly lead
- WJLB, WJR cruise as Detroit CHR race tightens
- WZOU gives WXKS-FM a run for the top in Boston.
Full results inside.

Page 30

BROADCAST AD TAXES ALIVE IN THREE STATES
Connecticut, Vermont, and Oregon lawmakers are presently mulling over new proposals to tax radio and TV ads. Despite loud and widespread opposition, the issue's still a live one.

Page 6

AFTER THE GOLD RUSH: STAYING ON TOP
Gold stations often debut with a flurry of excitement, but when the novelty wears off and the first down book appears, the urge to tinker with the format can lead to disaster and a quick format bailout. To avoid that first-down-and-gold-to-go syndrome, consultant Walt Sabo relates how to get by the format's most common pitfalls.

Page 56

AOR: BETWEEN CLASSIC ROCK & A HARD CHR
As if competition from Classic Rockers weren't enough, AORs are now grappling with the younger-demo threat from rock-oriented CHRs. AOR programmers who take the threat seriously propose some countermeasures.

Page 46

WEARING OUT YOUR WELCOME: A COUNTRY MORALITY PLAY
When a country station "welcoming" an artist to a local concert dropped the act's record just before the show, a chain of unfortunate circumstances involving the promoter, label, and station brewed up quite a brouhaha.

Page 54

Newsstand Price $5.00

Pirate Radio Surprise Attack Clears Decks For L.A. CHR War

Five hours after the sale of KIQQ (K-Lite/Los Angeles closed at midnight last Friday (3/17), Westwood One Radio Group VP/Programming Scott Shanes surprised the market by transforming the former Lite AC into KQLZ (Pirate Radio 100.3-FM), airing what he calls "free-form rock and roll hit radio for the '90s."

Eric/Chandler Communications President/Managing Partner Simge T has been named KQLZ VP/GM.

Competition Reacts
More dispatches from the pirate mothership — Joel Denver's CHR column reports:
- Comments from competitors
- Details of the sign-on
- Initial music monitor

Everything you wanted to know Page 42

Using the positioning statement "Welcome To The Jungle," the station made a commercial-free debut and quickly became the most talked-about media phenomenon in the market since KPWR's debut three years ago. KQLZ enjoyed nearly total local TV news coverage and aired a massive TV spot campaign, adapting the "guerilla promotion" ideas pioneered by WENY/Cincinnati to the pirate motif.

Ferrari, Super Bowl, Gunfire Metaphors Fly
Westwood One Radio Chairman/CEO Norm Pattiz told R&R, "As far as I'm concerned, what we have here is a screaming Ferrari with no rearview mirror. It's exciting as hell. Pirate 100.3-FM may very well be

Glew Promoted To E/P/A President

Epic/Portrait/CBS Associated Labels Sr. VP/GM Dave Glew has been named President of the labels. He will continue to report to CBS Records Division President Tommy Mottola.

"This move provides an appropriate structure for growth and innovation that will characterize the new era at E/P/A," said Mottola. "At the same time, it recognizes Dave's successful track record and our complete confidence in his ability to propel the labels to even greater prosperity."

I'm very excited that Tommy and (CBS Records Chairman) Walter (Yetnikoff) are giving me the chance to run this company," said Glew. "Things won't change as a result of the promotion. When I came into E/P/A nine months ago, we

Page 32

Dowing PD At KJOI
Twenty-two-year Washington, DC air personality John Dowling has been named PD at Easy Listening KJOI/Los Angeles. This will be his first programming job.

He told R&R, "Washington is such a staid, safe market. It's good to be in a place where there's going to be a lot of street talk with people watching each other. We've got the Beautiful Music franchise in Los Angeles. I would be amazed, astounded, and flabbergasted if I changed format.

Page 32

Stern Protest Dwarfs DC Political Issues

The Washington, DC R&B caused by local TV stations' refusal to air spots featuring WJFK morning man Howard Stern's voice named by a dwarf took some attention off the capital's hot political stories this past week. "Little people" actors, including Stern's alter ego in the commercial, David J. Steinberg (left), picketed Fox affiliate WTTG-TV. Stern was not present, but when a DC newspaper noted his presence and attributed it to a lack of concern for his Washington audience, he was concerned enough to label the reporter a "dickweed" on the air.

Page 36

CHR Adds More Music

The Washington, DC R&B caused by local TV stations' refusal to air spots featuring WJFK morning man Howard Stern's voice named by a dwarf took some attention off the capital's hot political stories this past week. "Little people" actors, including Stern's alter ego in the commercial, David J. Steinberg (left), picketed Fox affiliate WTTG-TV. Stern was not present, but when a DC newspaper noted his presence and attributed it to a lack of concern for his Washington audience, he was concerned enough to label the reporter a "dickweed" on the air.
waterfront

"CRY"

When you play it, say it please, baby baby!

from the forthcoming Polydor album "WATERFRONT"

produced by Glenn Skinner

© 1989 POLYGRAM RECORDS, INC.
Apreagan Elevated To VP/GM At KCBQ-AM & FM

With the departure of Eric/Chandler Communications Managing Partner and KCBQ-AM & FM (Eagle 105)/San Diego President/GM Simson T to VP/GM slot at KMZT (Perf 100)/San Diego, Los Angeles, VP/Operations Jeff Apreagan has been promoted to VP/GM of the Gold (Hot 97.5)/San Jose, as Simson T, who remains as President of Eric/Chandler, told R&R, "Jeff has been on the ground floor of building KCBQ. It's not only satisfying but a privilege to be able to promote him to his new position. I have full confidence in Jeff's abilities to continue to build KCBQ into a successful future."

Apreagan has been with the company since 1983, he told R&R, "I've been involved with KCBQ since our takeover in 1986, and the stations have been in a total turnaround situation since we took Country off the air and put Gold in its place. Billings have increased by 100% since acquisition. It's up to me to see that we make our move to the next level of success, backed up by a great sales and programming team." "

Morrison Takes OM Reins At WBVE

WLI/Toronto Production Director Art Morrison has been named OM/morning personality at Country WBVE/Cincinnati. He joins the station April 6 and hits the air April 17. Morrison succeeds PD Stan Campbell, who left to become KLAC/Los Angeles PD two weeks ago. Morrison also fills the morning void created when Larry B. exited WBVE in January. WBVE VP/GM Neal Kearney said, 'Art's perfect for the station at this point in our development. He's a great talent with fine operational skills who can also market the station the way it needs to be done.' Morrison has been in Detroit seven years, the last five at WDIV after two at WDRQ.

KURTZ COMBO

GSM

KJR Promotes Daniels To PD

Ten-year KJHR/Seattle Production Director Klem Daniels has been upped to PD. He succeeds Rick Scott, who was hired to run KJHR. Daniels will stay at KJHR, where he has also served as an air personality.

In addition, WBWO & WGTR/ Miami NSM MaryEllen Kurtz has been appointed GSM for KJHR and sister KLTX. She succeeds Bob Hogan, who became GM of the combo two months ago. Hogan commented, "As Ackerley Communications continues to purchase more radio properties, the responsibilities and expectations placed on Rick Scott as Corporate Programmer grow bigger and bigger. Klem is one of the most well-known and respected radio broadcasters in Seattle. He's the ideal person to take control of KJHR."

Noted Daniels, "I grew up with KJHR. I never thought I would have the chance to work here, let alone be the PD. It's the chance of a lifetime, and I intend to take full advantage of the opportunity."

Commenting on Kurtz, Howard Hogan said, "If I compiled a wish list of qualifications, I don't think anyone could fit the situation and the staff at KJHR & KLTX as well as MaryEllen. Her extensive experience will help take our sales efforts to the next platform."

Matthews OM At KJQY

Industry veteran Billy Bass has been appointed Exec. VP/GM at Tabu and Flyte Time Records, where he will be responsible for the artistic direction as well as the daily administration of the labels. "Billy brings to us not only the vast wealth of expertise he acquired through his years in the industry but also the knowledge and respect of the people he's worked with at CBS," noted Tabu President Clarence Avant. CBS distributes Tabu and is partner with Avant, Jimmy Jam, and Terry Lewis. Flyte Time CBS also distributes Chrysalis, where Bass spent eight years, most recently as VP/Marketing. Bass also worked at RCA and Motown.

BASS/See Page 32

Matthews/See Page 32

Moos Moves To Station Manager At WEZW

Multimedia EM/EO WEZW/ Milwaukee Operations Director Bill Moos has been upped to the newly created position of Station Manager, while Asst. OD Don Stephens has been named PD. WEZW VP/GM Richard Washer commented, "I'm pleased to see Bill Moos receive recognition for 16 years of serving as WEZW Operations Director and morning air personality. In his new capacity, I know we'll see the same dedication to keeping WEZW one of the most respected sets of call letters in broadcasting."

Regarding Stevens, Washer added, "During his nine years with WEZW he has served as Asst. Operations Director and Promotions Director as well as Friday morning personality. I know Don will continue to keep the station at the forefront of the East Coast format and the Milwaukee radio community as PD."

Moos said, "I'm looking forward to the challenges of serving as a Station Manager and helping to continue an 18-year tradition as a radio leader into the 1990s."

Stephens noted, "My goal has always been to become PD of a major radio station with a strong market presence."

Moos/See Page 32

Jim "Cafish" Prewitt

Prewitt Programs KHQT

KZFM/Corpus Christi OM Jim "Cafish" Prewitt has become PD of the Dimension (Hot 97.2)/San Jose. He replaces Steve Smith, who left to program Emmis' KNKY (Energy 96.5)/Houston. Anaheim VP/Programming Jeff Salgo told R&R, "We have a unique radio station with a unique blend of music. We needed someone who has a real feel, beyond the ordinary, for this music. We search the country to find the right guy, and Jim is the one."

Prewitt, who formerly programmed WKKX/Wilmington- and KITY/San Antonio, told R&R, "We've got a bit of rebuilding to do, and I plan to make the station a bit more mass appeal." PREWITT/See Page 32

CONTEMPORARY JAZZ HIGHLIGHTS

Radio Business: AD tax update 6
Overview:
- MANAGEMENT: Using power wisely 12
- MEDIA: Detroit radio's lost Lennon film 14
- LIFESTYLES: Teen consumer habits 16
- PEOPLE 24
- STREET TALK: Record execs on the move 18
- NEWSBREAKERS 26
- TIMELINE 29
- RATINGS: Brand-new winter Birch 30
- VITAL SIGNS: CDs' increase market share 34
- On the Records: CHRs add more records 36
- MUSIC DATABOOT 38
- MUSIC: "ROCK OVER LONDON" 39
- IMPACT DATA 40
- POLLSTAR 40
- CALENDAR: Listeners add life 41
- MARKETPLACE 57
- OPPORTUNITIES 59
- R&R Mart: Gifts, information, resources 16

CONSULTANTS DIRECTORY 26

FORMATS

CHR: Pirate Radio: mast appeal? 42
AOR: Combating Rock CHRs 46
URBAN CONTEMPORARY: Black consumer profile 48
AC 50
NASVILLE THIS WEEK: Highwaymen return 52
COUNTRY: Station Promoter Label battle 54
GOLD: Avoiding programming traps 56

MUSIC INFORMATION

WORLD MUSIC OVERVIEW: DMR, UK, Australia, Canada charts 39
MUSIC VIDEO: MTV, VH-1 lists 40
URBAN CONTEMPORARY 63
COUNTRY 66
CURRENT-BASED AC 69
GOLD-BASED, FULL-SERVICE AC 71
NAC 73
CONTREMPORARY JAZZ 73
AOR ALBUMS 75
AOR TRACKS 76
NEW ROCK 78
CHR 82
AC, OR, CHR, COUNTRY, URBAN CHARTS 82
BACK PAGE

NEW ROCK, NAC,
CONTEMPORARY JAZZ HIGHLIGHTS 82
BACK PAGE

R&R is published weekly, except the weeks of December 25th, for $225 per year, or $425 for overseas subscriptions (25 issues only), to Radio & Records, Inc., at 1920 Century Park West, Los Angeles, California 90067. Annual subscription rates include the weekly newspaper plus two Nominations Report & Directory issues and other special publications. All ads are sold on a calendar year basis and approved rates apply. All rates in this issue are subject to change without notice. Refunds are prorated for music-picking purposes, substituting market instincts and listener input for a lavish research budget. Compare and contrast the two views — you be the judge.

Page 50

FEATURES

March 24, 1989

Research or Gut — An AC Debate

One veteran AC PD is completely committed to music research, and provides guidelines, cost estimates, and reasons to test. Another experienced programmer uses his gut exclusively for music-picking purposes. 

www.americanradiohistory.com
'50s Label Pioneers Bennett, Bleyer Die

Liberty Leader
Al Bennett, 62

Al Bennett, whose Liberty Records helped launch the careers of Eddie Cochran, Johnny Burnette, Buddy Holly, the Ventures, and the Chipmunks, died last week (3/15) at age 62.

Bennett joined Liberty in 1956 and later became its President and majority owner. One of his first signings was Ross Rappaport, who created the Chipmunks and named them Alvin, Simon, and Theodore after Liberty's top executives.

Other artists on the Liberty roster included Julie London, Vicki Carr, and Jackie Deshannon. In 1963, the label acquired the Imperial label, which had the Hollies, Johnny Rivers, and the Fats Domino catalog; jazz/pop label World Pacific; and River's Soul City label, which had the Fifth Dimension. Bennett sold the Liberty group to Transamerica in 1971.

Bennett began his record industry career in 1947 at Decca Records in Nashville, where he eventually became a salesman. He crossed the street to Dot Records in 1962 and also opened a distribution house there. Following the Liberty sale, he founded Cream Records.

Cadence Chief
Archie Bleyer, 79

Former Arthur Godfrey conduc-
tor and Cadence Records founder Archie Bleyer died Monday (3/20) at age 79.

Among Bleyer's biggest successes with the label were the Everly Brothers, whom he signed in 1966 and whose Cadence hits included "Bye Bye Love," "All I Have To Do Is Dream," "Wake Up Little Susie," and "When Will I Be Loved." Johnny Tillotson and Len-
ny Welch were also launched.

Bleyer founded the label in 1954 after a long career with Godfrey's radio and television shows, and had a colossal hit in 1955 with Bill Hayes's version of the "Ballad Of Davy Crockett." Another early Cadence hit was the Chordettes' "Mr. Sandman" in 1956. He married the group's contralto, Janet Ertel.

Veteran record exec and current Sleeping Bag Records CEO Juggy Gayles reminisced, "Archie was such a good friend of mine. One day at lunch he announced he was leaving the business. I asked why, and he said he had always wanted to become a millionaire — and after the release of 'The First Family' [by comedian Vaughn Meader], he announced, 'I am now a millionaire.'

Also attaining stardom on the Cadence roster was Andy Williams, whose Barnaby Records picked up the Cadence catalog when Bleyer retired and dissolved the label in the late '60s.

IRS To EMI Outside North America

EMI Music Worldwide recently signed an agreement for exclusive licensing of IRS Records product in Europe, while EMI Records UK has agreed to a press-
ing/distribution/sales contract with the label for the UK and Ireland. Picture are (l-r) EMI Music Worldwide President/COO Jim Filleit, IRS Chairman Mess Capeland, and IRS President Jay Bobing.

BROWNING TO PROGRAM

WHIO Changes To Country WHKO

After more than 25 years as a

Beautiful Music station, WHIO-

Dayton (Dayton Media To Coun-

try WHKO-FM at 7pm March 17.

WHIO & WHKO VPDGIV Sam Yacovazzi told R&R, "There was a definite void for an FM Country station in this market. We've done extensive research over the last year and all the results came back the same: Country.

"With our facility and knowhow we feel we can make a pretty good dent in this market and be a com-

petitive radio station showing a lot of growth."

As a 61 station, WHIO posted a 9.1-12+ Arbitron share and a 9.6 in the Birch, good for third in the market in both surveys. Though the station was strong both 25-34 and 25-54, Yacovazzi said the format switch was made with an eye toward future growth.

Present WHIO & WHKO OM Chuck Browning will program the Country outlet, to be known as the "All New K99.1 FM."

Both Yacovazzi and Browning have experience in the format. Ya-

covazzi changed KLZ/Deejay to Country in the mid-70s. Browning later programmed KLZ, though Yacovazzi had left by that time.

Jim Massey moves over from

WHIO for mornings, with the rest of the staff remaining in place.

With the format change, WHKO becomes the only FM Country out-

let licensed to Dayton. The fall '88 ARB shows a 9.2 12+ Country share, split between WONE (AM) with a 4.3, a 2.9 for WBWE, which is located between Dayton and Cin-

cinnati and serves both markets; and a 1.0 for WFPF, which is li-

enced outside the metro.
AMERICAN TOP 40
WITH SHADOE STEVENS

#1 WEGX FM PHILADELPHIA
   WZOU FM BOSTON
   KDWB FM MINNEAPOLIS

Source: Arbitron Fall 1988 • Metro, Average Quarter Hour • Persons 12-34 • Exact Air Time

AMERICAN TOP 40
WITH SHADOE STEVENS

#1 KUBE FM SEATTLE
   WBSB FM BALTIMORE
   WBJW FM ORLANDO

Source: Arbitron Fall 1988 • Metro, Average Quarter Hour • Persons 12-34 • Exact Air Time

AMERICAN TOP 40
WITH SHADOE STEVENS

#1 KXYQ FM PORTLAND, OR
   WKRQ FM CINCINNATI
   KBEQ FM KANSAS CITY

Source: Arbitron Fall 1988 • Metro, Average Quarter Hour • Persons 12-34 • Exact Air Time

AMERICAN TOP 40
WITH SHADOE STEVENS

#1 WYHY FM NASHVILLE
   WNCI FM COLUMBUS, OH
   WGRD FM GRAND RAPIDS

Source: Arbitron Fall 1988 • Metro, Average Quarter Hour • Persons 12-34 • Exact Air Time

AMERICAN TOP 40
WITH SHADOE STEVENS

#1 KJYO FM OKLAHOMA CITY
   WGH FM NORFOLK
   WPRO FM PROVIDENCE

Source: Arbitron Fall 1988 • Metro, Average Quarter Hour • Persons 12-34 • Exact Air Time

www.americanradiohistory.com
Strapped States Continue To Push For Ad Taxes
Connecticut, Vermont Are Frontliners In Fight

When Florida killed its short-lived advertising tax in December 1987, some observers felt broadcasters and their allies had won the ad tax war. However, in the 15 months since then, 15 states have considered implementing some form of a tax on advertising. Among them: Connecticut, Vermont, and Oregon.

"We had hoped the Florida experience would provide a bright signpost for the states that an ad tax is a bad idea," said NAB Deputy General Counsel Barry Umanisky. "Unfortunately, it hasn't worked out that way. We are constantly fighting the notion that radio and television are cash cows to be milked by anyone with jurisdiction."

Ad industry leaders blame the continued push for ad taxes on the increasing financial pressure being felt by state governments.

"Politician's Dream"

"An ad tax is a politician's dream," said American Association of Advertising Agencies President John O'Toole. "(Lawmakers) think such a tax will simply be passed on to consumers and the state will realize new revenues from taxpayers who don't recognize this as a new tax. What we have to do is convince the politicians they are playing with economic marbles. That advertisers will reduce or cancel their ad budgets to compensate for such a tax and that we have a negative effect on their state's economy."

The current ad tax hot spot is Connecticut, where Sen. William DiBella (D-Hartford) started the ball rolling by introducing an ad tax to help pay for the state's anti-doping programs. DiBella's proposal, which would have extended Connecticut's 7.5% sales tax to the sale of airtime and programming space, has been placed on the legislative back burner in the wake of a marathon March 7 hearing during which 68 witnesses testified against the plan.

Infotech In Play, Turner New Player

Infotechnology, the holding company of UPI and Financial News Network, has been "in play" following last week's announcement that Dutch corporate raider Johannes Nyks was considering a takeover. Now comes word that Turner Broadcasting may be prepared to pay $100 million to snatch up Infotech's 45% stake in the FNN cable TV and radio networks.

Turner spokesman Art Sande says TBS directors will meet Thursday "to review a plan" - but he wouldn't elaborate on what that plan involves.

FNN said in a statement Tuesday (3/21) afternoon, "We have received and have been consider- ing preliminary proposals for possible joint venture or business combination transactions involving FNN. At this time FNN's board of directors has not received any definitive proposals. If and when a definitive proposal is received and accepted, an appropriate announcement will be made."

FNN turned down an "informal" buyout offer from Turner last year, but might be receptive to a new offer in order to stave off Nyks, of $247 million and a projected 1990 shortfall of some $368 million.

Nevertheless, broadcasters and their allies are cautiously optimistic they will escape this legislative session without the imposition of any sort of tax on advertising.

The Vermont House of Representatives is also weighing a proposal to apply a four percent business services tax to the ad industry. Proponents of that levy would be used to fund a universal health care program.

Apple Pie, Motherhood & Ad Taxes

"Tying ad taxes to motherhood issues like drugs or health care seems to be a trend," observed Association of National Advertisers Exec. VP, Dana Jaffe. "ANA legislative staffs expect the Vermont House Ways and Means Committee to hold a hearing on the bill sometime in the next two weeks. In Oregon, a proposal to tax media outlets - including networks based on the size of their audience appears to be stalled. The state's Department of Revenue, which originally had requested the measure, withdrew its support in the face of loud complaints from ad agencies and media communi ties. Ironically, passage of the measure would probably have resulted in lower taxes for some radio stations, including those in the Portland area, which derive a significant portion of their audience from Oregon.

Speed-O-Print Cashes Out

One big deal absolutely in the works is Speed-O-Print Business Machines Corp.'s exit from broadcasting. It's planning to sell WJYE/Buffalo to Williams Broadcasting Corp., and WLOE & WWMY/Greensboro to Mediacom National Inc. No firm details on the price were available at press time, but the company says it expects to pocket an $8 million pretax profit. It bought the Buffalo property for $3.85 million in 1985, and paid $2.5 million for the Carolina combo in 1987.

More Smoke Signals Over Bush Veto?

Will President Bush veto the Fairness Doctrine bill headed his way from Congress? Maybe, according to Rep. Trent Lott (R-MS). Speaking Tuesday morning (3/21) at the American Advertising Federation's spring government affairs conference, Lott said, "I don't have any inside information on this, but I have a suspicion (Bush) might veto it."

Lott is the second lawmaker to send a smoke signal on the issue - but his conflicts with the message sent a few days ago by Sen. Strom Thurmond (R-WA), who warned an NAB gathering that Bush may not veto the bill.

Both houses of Congress are currently weighing bills that would strike the Fairness Doctrine into law. Similar legislation passed both houses in the last session of Congress only to be vetoed by then-President Reagan.

Asked if powerful Fairness Doctrine supporters such as Rep. John Dingell (D-MI) and Sen. Ernest Hollings (D-SC) would seek revenge against broadcasters if Bush vetoes the current bill, Lott, "I don't see how they could... My understanding is that broadcasters have decided to live with some form of Fairness Doctrine... that they've taken a powder on this issue."
### TRANSACTIONS

#### Salem Sells NYC Ethnic AM For $13 Million Cash

<table>
<thead>
<tr>
<th>Deal Of The Week:</th>
<th>Arkansas</th>
<th>California</th>
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<tr>
<td><strong>WNYM/New York</strong></td>
<td>KACJ &amp; KAJJ/Greenwood</td>
<td>KLZZ/Los Osos-Baywood Park</td>
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<td><strong>PRICE:</strong> $175,800</td>
<td><strong>PRICE:</strong> $1.4 million</td>
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<td><strong>TERMS:</strong> Escrow deposit $20,000, additional $80,000 cash at closing. Promissory note for $75,800 at seven percent interest over five-and-a-half years, payable in 12 monthly installments of $1200 beginning six months after closing, then in 48 monthly installments of $1470. Additional $100,000 compensation due if FCC authorizes upgrade to Class C2 status within 18 months of closing.</td>
<td><strong>TERMS:</strong> Cash</td>
<td></td>
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<tr>
<td><strong>BUYER:</strong> Radion Vision Christiana Management Corp., owned by New York investors Luciano Padilla Jr., Angel Roman, and David Greco.</td>
<td><strong>BUYER:</strong> Stratosphere Broadcasting L.P., headed by Clifford Burnstein of Hoboken, NJ and Peter Mensch of New York, NY.</td>
<td></td>
</tr>
<tr>
<td><strong>SELLER:</strong> Salem Communications Corp., owned by Edward Atsinger III and Stuart Epperson. They also own KFAX/San Francisco; KFXL/Delano, CA; KXLA/Los Angeles; KPOQ-AM &amp; FM/Portland; KFLF/San Bernardino; KHA-AM &amp; FM/Port Sulphur, LA; KONW/Seattle; KGER/Long Beach, CA; KAVC/Rosamond, CA; KFDO/Tulsa; KDAO/Oxnard, CA; WEZ/BBton; WPFD/ Columbus; and KPRZ/San Marcos, CA.</td>
<td>**BUYER:**圳 Broadcasting Co., owned by Eduardo Diaz.</td>
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<tr>
<td><strong>FREQUENCY:</strong> 1330 kHz</td>
<td><strong>FREQUENCY:</strong> 101.3 MHz</td>
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<tr>
<td><strong>POWER:</strong> 5 kw</td>
<td><strong>POWER:</strong> 1 kw daytimer, 3 kw at 300 feet</td>
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<tr>
<td><strong>FORMAT:</strong> Ethnic</td>
<td><strong>FORMAT:</strong> Spanish</td>
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#### Why traditional Old-School Brokers don’t always deliver the highest price:

Old-School Brokers do not understand the complexity of financing deals in today’s market. This produces buyers who may be willing to pay, but unable to finance, the highest price available in the market. Furthermore, Old-School Brokers often rely on old relationships for their pool of prospective buyers, which may exclude the up and coming broadcast companies willing to pay more.

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### TRANSACTIONS AT A GLANCE

**Deals So Far In 1989:**

**$451,938,162**

**Total Stations Traded This Year:** 243

**This Week’s Action:** $34,488,361

**Total Stations Traded This Week:** 39

#### Deal Of The Week:

- **WNYM/New York**
- **PRICE:** $13 million

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Virginia

WMMI/Ashtabula
PRICE: $95,000
TERMS: Assumption of debt
BUYER: Calvary Communications Inc., owned by Wallace Helms.
SELLER: Blue Ridge Broadcasting Inc., owned by Edward Champion.
FREQUENCY: 1430 kHz
PRICE: 5 kw daytime
FORMAT: Religion

Washington

KFSI/Summerfield
PRICE: $79,000
TERMS: Assay for cash
SELLER: Mark Waidson, bankruptcy trustee for JQ Inc., owned by Ritter Brothers.
FREQUENCY: 1560 kHz
PRICE: 500 watts
FORMAT: AC

Wisconsin

WIGM-AM & FM/Medford
PRICE: $265,000 for 50%
TERMS: Ten-year promissory note
BUYER: Bradley Dahlgrev, the combo's sales manager and son of the seller.
SELLER: Joseph Dahlgrev is selling his 50% stake in WIGM Inc.
FREQUENCY: 1490 kHz; 99.3 MHz
PRICE: 1 kw day; 250 watts night; 3 kw at 311 feet
FORMAT: AC; Country

WRJN & WHKO/Racine
PRICE: $740,000 for 75% interest
TERMS: Stock sale by private placement
BUYER: A group of eight shareholders led by Staci Colinson of Naples, FL and Nancy McGinty of Pepper Pike, OH.
SELLER: Vision Broadcasting Inc., owned by Anthony Gazzana. He is reducing his ownership of the company from 100% to 25%.
FREQUENCY: 1490 kHz; 92.1 MHz
PRICE: 1 kw; 3 kw at 275 feet
FORMAT: AC
COMMENT: Vision purchased this station in November 1988 for $3,665,000.
HIT THE ROAD JOCK!

And don't ya come back...At least until you've pushed the ratings through the roof. How?...you might ask. Well, it's easier than you might think. In fact, it's one helluva lot of fun, too! Your quest...Radio Remotes.

Don't be stuck behind four walls when you can head for the four corners of the earth. Right now, go tell your program manager that you're going to take your show on the road. Then, after you've revived him/her, explain how radio remotes are exciting for your listeners...and good business for advertisers! Regardless of your format, you can add impact to your slot via satellite. From London or lower Manhattan, Moscow or Motown. The Bahamas or beyond...join the ranks of jet-setting jocks:

Like...KTXQ-DALLAS from Dublin, Ireland. KIIS/FM-LOS ANGELES from Puerto Vallarta, Mexico. WTOD-TOLEDO from the Bahamas. WNY-NEW YORK from Nashville. WQXR-NEW YORK from London. WGN-CHICAGO from Hawaii. WCCO-MINNEAPOLIS from Sweden.

With IDB, you can produce a remote almost as easy as taking a spin around the block. Your station probably has all of the gizmos needed to receive a remote satellite transmission...from almost anywhere in the world through IDB's services. After all, IDB has been the head honcho in satellite transmission services for radio for more than five years. Teleports in Los Angeles and New York. Fixed uplinks in 35 major cities. The largest fleet of transportable earth stations in the nation. Fly-away earth stations. Full-time international digital audio links...and much more! So get out of the rut and get en route to exotic and exciting locations.

Don't miss your chance to be part of the exciting events that are happening now...The Prince's Trust in London, Fanfare in Nashville, the 200th Anniversary of Bastille Day in Paris...and more! Call Barbara at (213) 280-3759 for more information on these and other remote broadcasting possibilities!

IDB COMMUNICATIONS GROUP, INC.
38 Million Cellular Phone Subscribers By 2000?

W
ith a predicted average annual growth rate of 26.6%, the Carrel, CA-based Paul Kagan Associates Inc. firm expects the number of cellular phone subscriptions to jump from 2.23 million in 1988 to just under 38 million by the year 2000.

Meanwhile, the population served via cellular phone is predicted to increase from 1.2% of the total US population (or 248.1 million people) to 14% (279.5 million people). As the ranks of subscribers grow, the cost (per subscription per month) is expected to decrease from $92 in 1988 to $68 by 2000. Kagan cites the declining price of portable and mobile phones, development of "pocket phones," increased business use, and the effects of digital technology within the cellular phone industry as the factors contributing to the phones' future growth.

Power: Use It, Don't Abuse It

S
uccessful managers don't abuse their power; they use it. According to Jay Hall, President of the Woodlands, TX-based Telemetrics International company, successful managers get the most out of their corporate muscle by using the following four methods:

• They share power with less powerful employees. This is accomplished by extending decision-making to the individual most affected by decisions.
• They downplay their own power. Superiority is deemphasized in order to foster collaboration with co-workers who have less power. Promoting a sense of equality allows for a more constructive pooling of talents and resources.
• They use power for collective benefit. Power is not abused (used for personal gain), but used to make decisions that benefit the company as a whole.
• They practice restraint. Along with boosting morale, showing restraint encourages initiative and discourages excessive control. Successful managers don't walk around constantly reminding people about how much power they possess - they give others the opportunity to influence events and take credit.

FOUR RULES
Mastering The Art Of Delegation

O
ne of the most important skills that any manager must master is the art of delegation. Clay Carr, author of the "New Manager's Survival Manual" (John Wiley & Sons), offers the following four rules for successful delegation:

• Give clear instructions. Indicate whether you're delegating the entire project, preliminary steps that must be checked with you before final action, or just certain limited tasks.
• Set a deadline. Specify the date that the job must be completed, or when you expect a progress report.
• Explain the consequences. Let your employees know exactly what will happen if the deadline is not met.
• Let them do the work. Unnecessary interference on your part can hinder progress and may adversely affect the results.

ARE YOU TALKIN' TO ME? — The RAB plans to grace the various stages of its upcoming conventions, meetings, and other organized events with the bowing, seven-foot "Talkman" (pictured). Sporting the RAB logo, the tall and handsome attention-grabber interacts with curious passers-by, flashes a "Radio Deliver" messages, and was donated to the organization by board member John Dille for use in representing the industry.

Persistence Pays Off In Sales

I
f you recite the childhood chant "if at first you don't succeed, try, try again" to most sales people, you'll probably get a "drop dead" look, or worse, in return. However, according to Impact Resources consultant Harry Spitzer, a whopping 88% of all sales to new accounts are made after the fifth call.

One reason for the delayed payoff may be because 62% of all sales calls are made to the wrong person, says Spitzer. To remedy the situation, he advises sales people to get to the person who makes the buying decision, and not to leave the fate of the sale with secretaries and underlings.

Looking at persistence, Spitzer found that 48% of salespeople make one call and quit. A quarter (25%) make two calls and stop. 12% make three calls before quitting, and 15% give up after making four calls.

AWARD WINNING*

Public Service
With Heart

Health is a hot topic. The Heart of the Matter is a hot radio series that deals with heart, health, and quality of life issues. And its free. The Heart of the Matter brings its listeners credible professionals from sources such as Johns Hopkins, NIH, and the National Cancer Institute. They talk about everything from heart attack prevention, to AIDS, to nutrition and sports medicine.

You can choose the daily 4½ minute program, or the 25½ minute weekly magazine version.

Call us for more information and a free demo at (301) 486-4624

DIAMOND COMMUNICATIONS, INC.
2835 SMITH AVENUE, SUITE 205, BALTIMORE, MD 21209

*Gold Medal Winner 1988 International Radio Festival

DATELINE

April 24-25 — 11th Annual Black College Radio Convention, Paschal's Hotel, Atlanta, GA.
March 29 — Academy Awards, Shrine Auditorium, Los Angeles, CA.
April 5-9 — NABOB's 13th Annual Spring Broadcast Management Conference, Saddlebrook Resort, Tampa, FL.
April 9-12 — Broadcast Financial Management Association 25th Annual Meeting, Loews Atlanta, Dallas, TX.
April 10-24th Annual ACM Awards, Walt Disney Studios, Burbank, CA.
April 19-23 — National Broadcasting Society, Alpha Epsilon Rho, 47th National Convention, Riviera Hotel, Las Vegas, NV.
April 29-May 2 — NAB 67th Annual Convention, Las Vegas Convention Center, Las Vegas, NV.
May 3-5 — CMX Board Meeting, Amsterdam Hilton, Amsterdam, Holland.
May 10-14 — National Association Of Independent Record Distributors & Manufacturers, Wyndham-Franklin Plaza Hotel, Philadelphia, PA.
June 5-11 — 18th International Country Music Fan Fair, Tennessee State Fairgrounds, Nashville, TN.
June 12-13 — 24th Burns Media Radio Studies Seminar, Westin Hotel, Atlanta, GA.
June 17-23 — 1989 NAB Executive Management Development Seminar, University Of Notre Dame, Notre Dame, IN.
June 20-25 — NAB Summer Board Meeting, Washington, DC.

*RAR CONVENTION 90 ... MAY 10-12 IN CENTURY CITY*
"We All Want To Change The World..."

And They Did.

ABC Radio Networks is saluting the single biggest entertainment phenomenon of the 20th Century.

The 25th Anniversary of the Beatles' arrival in America.

This 4 hour music tribute is hosted by MICK FLEETWOOD and will include exclusive and never-before-heard interviews with:

- The Rolling Stones
- Phil Collins
- Roy Orbison
- Billy Joel
- Sting
- Dave Clark
- Robert Palmer
- Tom Petty
- Keith Richards
- Pat Benatar

and of course, John, Paul, George and Ringo.

Don't miss this Ultimate Special on the Ultimate Band.

For more information contact Ellen Davis at ABC Radio Entertainment Programming, 212-887-5118.

The Fab Fourth is produced for the ABC Radio Networks by Denny Somach Productions.

THE FAB FOURTH

SALUTING THE 25TH ANNIVERSARY OF THE BEATLES IN AMERICA
**WLLZ, WDGT CO-SPONSOR SHOWINGS**

Lennon’s ‘Ten For Two’ Film To Debut

Produced and financed by John Lennon and Yoko Ono, but never released due to the deportation hearings then faced by the ex-Beatle, the movie "Ten For Two" will finally see the light of the big screen, thanks (in part) to the co-sponsorship efforts of Detroit radio stations WLLZ and WDGT.

"Ten For Two" documents the John Sinclair Freemen Rally (held at Ann Arbor, Michigan's Crisler Arena in 1971), and takes its title from the then-leader of the leftist White Panther Party’s arrest for two marijuana cigarettes and the subsequent ten-year prison sentence he was handed.

The film features performances by Lennon and Ono, as well as in-concert footage of Stevie Wonder (with Weldon Irvine), Bob Seger (with Tego Calderon & VanWinkle), Commander Cody, Archie Shepp, Phil Ochs, the Up, and Allen Ginsberg. "Ten For Two" will be shown April 1-2 at two Ann Arbor theaters as part of a benefit for the non-profit organization MediaVi.

**'ZINE SCENE**

Elvis Tribe Found In Jungle!

A public service to our readers, R&R is proud to peruse the week's periodicals — from the slick to the slimy — and encapsulate the top music-related stories, as follows:

A tribe that wears homemade Elvis Presley wigs and sings "Hound Dog" and "Blue Suede Shoes" just like the King has been found deep in the jungles of Brazil. According to a "world-exclusive story and pictures" in the current issue of the Weekly World News, members of the tribe claim to have visited by Elvis in 1981, four years after his death in 1977.

The natives say he told them to call 'King Elvis' and taught them to sing several of his greatest hits in English — a language they don't understand. (How the Big E knew their language is a question that remains to be answered.)

Duly impressed by the visitor who was apparently just passing through, man, the tribe's elders continue to don their impropriety costumes and either hop up and down or cryogenically freeze too. (After the chimp's death, of course.)

**DIR TV Unveils ‘Pay-Per-View’ Concert Series**

Ozzy Osborne and the Bel Air Boys will kick off television's first regularly-scheduled "pay-per-view" concert series. WLLZ will broadcast from Philadelphia's Tower Theatre on June 4.

Stated by DIR Television's just-formed KPTV division, the series — slated to air the first weekend of each month — will feature a wide array of musical guests and is expected to reach 11 million households across the US.

DIR has collaborated with the taping and broadcasting of live concerts since launching radio's "King Biscuit Flower Hour" in 1973, and has also been involved in the production of such filmed in-concert shows as the "Human Rights Now!" appeal for HBO and the "Cinemax Sessions" series on cable.

**FILMS**

**WEEKEND BOX OFFICE**

**MARCIH 17-19**

<table>
<thead>
<tr>
<th>Film</th>
<th>Studio</th>
<th>Weekend Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>The King of the Jungle</td>
<td>Universal</td>
<td>$8.0</td>
</tr>
<tr>
<td>Little Man</td>
<td>MGM-UA</td>
<td>$5.0</td>
</tr>
<tr>
<td>The Last Round</td>
<td>Warner Bros.</td>
<td>$3.62</td>
</tr>
<tr>
<td>The Rescuers</td>
<td>Buena Vista</td>
<td>$3.60</td>
</tr>
<tr>
<td>Star Man</td>
<td>MGM-UA</td>
<td>$2.8</td>
</tr>
<tr>
<td>Star Deep</td>
<td>20th Century Fox</td>
<td>$2.6</td>
</tr>
<tr>
<td>7 Chances Are</td>
<td>The Star</td>
<td>$2.51</td>
</tr>
<tr>
<td>Bill &amp; Ted's Excellent Adventure</td>
<td>Orion</td>
<td>$2.5</td>
</tr>
<tr>
<td>Police Academy 6</td>
<td>Columbia</td>
<td>$2.3</td>
</tr>
<tr>
<td>City Ing</td>
<td>Warner Bros.</td>
<td>$1.6</td>
</tr>
<tr>
<td>New York Stories</td>
<td>Buena Vista</td>
<td>*1st week in Release</td>
</tr>
</tbody>
</table>

**COMING ATTRACTIONS**

Opening regionally this week is "That's My New York," based upon Tama Janowitz's best-selling novel of the demimonde surrounding Zoo York City's downtown art hustle. Ex-Thompson Twin Joe Lee's has an on-screen role, and appears on the film's Virgin Records soundtrack as well. Joining him on the ST are Boy George, Barry Manilow, the Melody Makers, Iggy Pop, Neneh Cherry, Public Image Ltd., Maxi Priest, The Ambitious Lovers, and other acts whose presence is designed to evoke the artistic ambiance.

Also moving into wider release is "The Mighty Quinn," centering on the conflict between a Caribbean police chief's sense of duty and his sense of justice. The film's atmospheric-flavored A&M soundtrack boasts contributions from UB40, the Neville Brothers, and Arrow, as well as a slow-burning rendition of the Bob Dylan-composed title track by former Black Uhuru vocalist Michael Rose. Smoke.

**TELEVISION**

**TOP TEN SHOWS**

**MARCH 13-19**

<table>
<thead>
<tr>
<th>Show</th>
<th>Network</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roseanne</td>
<td>ABC</td>
<td>8:00pm</td>
</tr>
<tr>
<td>The Cosby Show</td>
<td>ABC</td>
<td>9:00pm</td>
</tr>
<tr>
<td>ABC Sunday Night Movie</td>
<td>ABC</td>
<td>9:30pm</td>
</tr>
<tr>
<td>A Different World</td>
<td>ABC</td>
<td>10:00pm</td>
</tr>
<tr>
<td>Cheers</td>
<td>NBC</td>
<td>11:00pm</td>
</tr>
<tr>
<td>60 Minutes</td>
<td>CBS</td>
<td>11:00pm</td>
</tr>
<tr>
<td>The Wonder Years</td>
<td>ABC</td>
<td>11:00pm</td>
</tr>
<tr>
<td>Golden Girls</td>
<td>CBS</td>
<td>11:00pm</td>
</tr>
<tr>
<td>Who's The Boss?</td>
<td>ABC</td>
<td>12:00am</td>
</tr>
<tr>
<td>Anything But Love</td>
<td>ABC</td>
<td>12:00am</td>
</tr>
</tbody>
</table>

**UNVEILED MYSTERIES (tie)**

Source: Nielsen Media Research

All show times are EDT/PST unless otherwise noted; subplots shown in red. CDTV check listings for showings in the Mountain Time Zone. All listings subject to change.

**ELVIS IS BACK!** 11 years after his initial visit to the show. Elvis Costello, the beloved entertainer, will return to NBC's "Saturday Night Live" to provide some musical high notes for host Mary Tyler Moore (Saturday, 3/24, 11:30pm).

**A TASTE OF OL' BUCK** Original "Baskin-Robbins" sound technician Buck Owens takes it to the studio stage of PBS's "Austin City Limits." Composer singing harmonists the Geez-inslaws also perform (Saturday, 3/24, 8pm). PBS programming varies; check local listings for channel and air-time in your area.

**DIANA'S DOIN'S** Singer/actress Diana Ross will make her second appearance before the talk-cameras of ABC's "The View," and is expected to discuss past, present, and future career moves (Wednesday, 3/29, 8pm).

**YO, DION!** The pride of Belmont Avenue pans host Pat Ta- jak on his late night journey bey- ond the valley of the vowels.

**BUCK 'N THE QODS** Call- in Spanish show Buck Owens contemplates sharing a sound- stage with the Geez-inslaws.

**PHILING THE GUEST LIST** Little-known drummer and aspiring actor Phil Collins drops by "The Tonight Show starring Johnny Carson" to sing and play for guest host Jay Leno (Tuesday, 3/28, NBC, 11:30pm).

**FOUR PLAY SAJAK** Guests scheduled to appear on CBS's "The Pat Sajak Show" include Pliscio Domingo and Mel Torme (Monday, 3/27, CBS, 11:30pm), Mickey Gilley (Tuesday, 3/28), and the rock'n'roll wanderer Dion (Wednesday, 3/29).

**HAVEN'T ARSENIO BEFORE?** Pop vocalist Martika visits "The Arsenio Hall Show" for a little song and dance (Wednesday, 3/29, 11pm), and jazz group Spyro Gyra drops by later in the week (Thursday, 3/30). Check local listings for station in your area.

**COCHRANE 'N CONWAY** Taping next week of musical variety, NBC's "Late Night With David Letterman" include Pliscio Domingo and Mel Torme (Monday, 3/27, NBC, 11:30pm). NBC's "Late Night With David Letterman" includes Pliscio Domingo and Mel Torme (Monday, 3/27, NBC, 11:30pm).

**NIGHT TIME FOR THE RIGHT STUFF** Singer/actress Vanessa Williams finds that the right time is the right time to discuss her musical career on "Later With Bob Costas" (Thursday, 3/30, NBC, 11:30pm).

WHERE THERE'S HOPE, THERE'S LA TOYA! Joining Bob Hope in his hourlong NBC "Entertain Vacation in The Bahamas" special are LaToya Jackson, country thren Barbara Mandrell, and Andy Williams (Saturday, 3/25, 8pm).

**NEW THIS WEEK**

**THE TEMPTATIONS: GET READY (MPI)** Taped live in London, this hourlong in-concert collection spotlights the current lineup of Motown's hithaking Temptations. The never-before-seen in the US footage features the Rock and Roll Hall of Famers performing such smash hits as "Papa Was A Rolling Stone," "Just My Imagination," "My Girl," " Ain't Too Proud To Beg," " Can't Get Next To You," and many, many more. (Street date: 3/29)

**THE STYLE REMAINS THE SAME** — Members may come and go, but the Temptations have always been able to outswing, outdance, and outdress any group in sight.

**www.americanradiohistory.com**
Q: Is it THAT BIG A DEAL?  
A: Only if you value your job!

**SOME IMPORTANT “PROMOTIONAL CONSIDERATIONS”**

**Facts About Bumper Stickers**

There are basically two kinds of bumper stickers used by radio stations these days. The screen-printed model (preferred) which we’ll call the decal type, and a UV Clearcoat type produced by other companies (we’ll call it a “label” type for our purposes). There’s a world of difference in quality and a relatively small difference in cost. Rick Lawrence is President of Communications Graphics in Tulsa, probably the #1 producer of decals for radio stations in the US. His thoughts may prove of value to anyone currently contemplating a bumper/window sticker purchase.

Q: What’s the difference between the two types of stickers described in our introductory paragraph?  
A: It’s pretty technical, but it’s mainly in the technology of the manufacturing process. Communications Graphics uses really heavy ink, almost like paint, that produces a very intense color. We print on a high-quality vinyl with a very substantial peel-off backing. The “label” type sticker is less substantial—the ink is thinner, and the process is much faster. That means the quality is hard to monitor and considerably less evident than on our product.

Q: What’s the bottom line?  
A: In a few words... fading, cracking, peeling and your station’s image. Our decals look the same in a year or two as the day they were affixed. The “label” type begins to deteriorate noticeably within a couple of months.

Q: Is this really that big a deal?  
A: Only if you value your job. I’m only half kidding; I could restate some real horror stories about stations that displayed entire campaigns around their stickers only to have them unreadable within one month into the campaign.

Q: OK, so a station’s stickers fade a little after a while. Why is that important enough to justify the extra expense of screen printing?  
A: It can be a lot more than just a little fading. The Cincinnati Reds were the Cincinnati Reds one season, because somebody bought a couple of million “label” type stickers. Think about it. Stations spend lots of money researching the right colors for their target. The positioning is really fine-tuned these days. “Label” type stickers can be a full one-to-two color numbers off within a couple of months... and those cars don’t disappear.

Q: Any other salient points?  
A: Yes, you’ve ever had a “label” type sticker salesman try to talk you out of special designs, colors, or odd sizes? It’s because they don’t do them efficiently. Communications Graphics can do virtually anything with your decals. We’ve worked on some incredibly creative projects.

Q: You freely admit your stickers are more expensive.  
A: Yes.

**THE PROS SPEAK OUT**

**On Price vs. Value:**

“If you’re lowballing your prices, something’s got to give. It’s usually quality.” — Tori Smith, A.E.  
Communication Graphics

**On Who To Deal With:**

“Communication Graphics is the manufacturer; we’ve got millions tied up in our plant, we’re not going anywhere. Our reputations are at stake every day with broadsheets. We can’t just up and disappear like a broker can if something goes wrong.” — Donna Albright, S.M.  
Communication Graphics

**YOUR PEERS SPEAK OUT**

“It’s especially sunny here. We use Communication Graphics decals and have never had a problem. The colors are vivid, the durability is outstanding and the stickers will probably live on into the next century.” — Carey Curelop, PD  
WYNF/Tampa

“Communication Graphics’ quality is consistent. Every time a competitor of theirs has pitched me a better price, the quality is terrible.” — Ioannis, Visual Consultant to Lee Abrams, SMN, etc.  
3rd Image Adv.

**A HORROR STORY!**

“We put a couple of million stickers into the market every year over a two-month period and had always used a screened product. Then my predecessor decided to try to save some money and went with a ‘label’ type product. They were completely faded in a couple of months. That person is no longer here and I’m not about to repeat the mistake.” — Doug Brennan, PD  
KNX/Phoenix

**THINGS TO LOOK FOR**

<table>
<thead>
<tr>
<th>Expert art consultation</th>
<th>Free sketch service</th>
<th>Computer generated art</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique non-standard sizes</th>
<th>Production without design restriction</th>
<th>Fade resistant, automotive pigmented inks</th>
<th>Neat, shrink-wrapped packaging</th>
<th>Quality control, 100% inspection</th>
<th>Cheap</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
</tbody>
</table>

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Just what the industry needs ... A clever battery powered "washer/dryer" for your growing CD collection. Keeps them clean, for better sound and fewer tracking errors. You’ve seen these advertised for much more than R&R’s discounted offer ... Keep ‘em clean for just $28.00.

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OVERVIEW LIFESTYLES
Tapping Teenage Buying Power
A merica's teenage population spends an estimated $30 to $79 billion per year. Furthermore, US teen-watchers have seen a 20-year, 175% increase in total personal spending by America's teenagers - despite a 12% decrease in the nation's teenage population during those same two decades. So what do America's teens spend their billions buying? Recorded music (75%) is the third most popular purchase item, trailing only casual clothing (90%) and athletic shoes (80%). When teenagers shop for themselves, 80% buy prerecorded audio tapes, 77% purchase clothing, and - buy albums or compact discs, according to six recently-published studies on teenage spending.

Five Conclusions
From these combined reports, the following five conclusions (programming and marketing hints) can be drawn:
- Recognize the differences between teen boys and girls in regard to what they sell and what they buy. While teen girls prefer to shop at malls and boys prefer to shop at chain stores, females remain more likely to purchase apparel and boys are still more likely to buy sporting goods or electronics equipment.
- However, female teens are more likely than males to buy a record, CD, or tape, as 76% of girls aged 13-15 spend for the items, compared to 51% of boys aged 13-15. Similarly, 81% of females aged 16-18 are buyers of recorded music, compared to 75% of the males aged 16-18.
- Target the teens who do the family's grocery shopping. These folks are primarily (75%) female, are an average of 15.5 years old, and 81% are regular FM radio listeners. Within the coming year, 40% of these young people will buy a car, 32% will buy stereo equipment, and 27% will buy a television or VCR.

Teen Purchases:
The Top Five ‘Wish List’
W ants — namely, cars and trucks — top the list of "big ticket" items that America's teenagers plan to purchase within the next year. As for the other four items that most US teens are eyeing for ownership, check the chart below.

The Statistical Search For ‘100% Americans’
D o you think that Elvis Presley was the most exciting figure in history? If so, you are among the 3% of Americans who feel that way about The Big E, according to Daniel Weiss, author of "100% American." In his book, Weiss lists some of the statistics that shape and reflect how we live, love, work, and play (among other things). From these facts — chosen from areas of particular interest to R&R readers — are mentioned below:
- Rock music: 38% of Americans dislike it.
- Music lovers: 91% of married Americans thing that learning how to play a musical instrument is something that you'll always be glad you learned how to do.
- Sex: Of the American women who select different locations to make their sex lives more interesting, 19% choose the outdoors.
- Booze: 17% of us have drowned a beer within the past 24 hours.
- Appearance: 90% of the nation's women and 94% of its men would change something about their looks, if they could. Interestingly, 66% of Americans do not enjoy others noticing and comment on their appearances.
- Paranoids: 67% of Americans think that files are being kept on them for unknown reasons.
- Movies: Some 24% of the nation has seen a movie in a theater.
- Dating: 31% of American women think that a man should pay for every date.
- Dinner: In an average week, 25% will go out for dinner at least once.
- Snacking: 84% of Americans eat snacks "all day.
- Dental care: 12% of us have 17 or more dental fillings.
- Newspapers: 61% of us read a newspaper daily.
- Pets: 25% of American households, and cats are in 23%.
- Runners: 76% of us own running shoes, but do not run!
- Advertising effectiveness: 96% of the nation's school children can identify Ronald McDonald (a figure that's second only to Santa Claus).
PUT YOUR LISTENERS
ON THE LINE

With America's #1 Radio Personality
RICK DEES
Starts the Week of March 6th

ON THE LINE
- involves your listeners and puts them on the air and on the line with Rick Dees!
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- features interviews with the hottest contemporary artists!

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To get "On the Line" exclusively in your market, contact Margie FitzMaurice or your affiliate relations representative at DIR Broadcasting at (212) 371-0850.

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KISN  WROQ  KYRK
WSKP  WHHY  MANY
WPST  KTUX  MORE!

Geffen Records
The Right Shape. The Right Sound.

Glass, Ienner: Near Done Deals

British conglomerate Thorn-EMI, which owns EMI and Capitol Records, is reportedly, has purchased a 50% interest in Chrysalis Records, with official word forthcoming any minute. Several other suitors had been wooing the label, including BMG, WB, and David Geffen, who already owned a 10% stake.

Now that the future of Chrysalis is pretty well set, clearing the way for Chrysalis VP/Promo Daniel Glass to complete his deal to run the promotional efforts of SBK Records (also an EMI acquisition), will Glass continue to have input at his former label? Meanwhile, who will Chrysalis President Mike Bone hire to run his promotion department?

Rumors of Arista Exec VP/GM Don Ienner's departure are stronger than ever. Insiders say it's a "done deal" that he'll soon be named President of Columbia Records. Ienner's right hand, Mike Corbett, has already resigned from Arista and will soon join Big Red in an A&R capacity.

This leaves a major vacancy for Arista President Clive Davis to fill. ST hears that Elektra marketing honcho Hale Milgrim has received an offer. Will he take it?

Pirate Radio Shocks Listeners

A few hours before Pirate Radio (see Page 1) signed on (3/17), engineers took K-Lite (KIQQ)'s Transtar "Format 41" off-air briefly to test the audio chain. So shocking was the segue from Carpenters to Guns N' Roses that one listener even faxed KIQQ, alerting them that the police had been called.

As ST went to bed, Pirate Radio was still devoid of commercials, traffic, and contesting as well as any jocks using their real names. (Shannon is going under ST's moniker of choice, Bubba The Love Sponge.)

So far, there have been no on-air references at KISS-FM about the new station. However, ST has learned that Rick Dees called all the Kiss jocks at home for a pep talk.

Over at Power 106, morning zookeeper Jay Thomas goofed on Pirate Radio's recorded liner ("The mother ship has landed...") with his own "The mother load has landed... in the bathroom" (toilet flush slut). In the meantime, market-leading AC KOST has been on-air actively welcoming all former K-Lite listeners.

And... if you wanna get a first-hand listen to Pirate Radio, call (900) 990-8000. It'll cost you a dollar (or as our Editor says -- incessantly -- a buck-an-ear) for the first minute, beginning Monday (3/27).

Look for former Olympic Broadcasting President Ivan Braiker to announce a multi-format satellite network around the beginning of April. Programming will be handled by consultant Rick Sklar, who told ST that the net will be free of commercial requirements from affiliates. No word on formats, but Sklar said the web will be "label-friendly" -- meaning records will be back-announced -- and that he will expose some new artists.

Sklar is also in the middle of working with CHR WYD/Atlanta. Look for some sort of format adjustment to take place in the next several weeks.

KLOL/Houston staffers were stunned to learn that MD David Sadol had been let go Tuesday (3/21). Veteran APD/personality Dayna Steele will assume the MD duties.

Vaughn Thomas, who left his VP/Urban Promo slot at Geffen when WB assumed those duties in-house, has announced the formation of his own independent marketing company. Thomas is a knowledgeable veteran who should do well. Call him at (818) 505-1905.

As ST went to press, we learned that WPHR/Cleveland PD Steve Kelly -- whose wife Barbara had a baby girl, Carrie Ann, last week (3/16) -- has been turfed over philosophical differences, despite steady ratings increases. MD Cat Thomas has been named interim PD. Contact Kelly at (216) 238-1232.

Also in Cleveland, former KOY (AM)/Phoenix PD Denny Nugent is now the PD at Country combo WGER/AM & FM.

Z95 Leaks Madonna LP;
WB To Take Action

Z95/Chicago OM Ric Lippincott got a copy of the new Madonna "Like A Prayer" LP, which he began airing late last Wednesday (3/15) -- two days ahead of planned distribution to radio -- much to the annoyance of WB and crosstown B96 PD Buddy Scott. Owing to the timing of the leak, WB couldn't service the market until the following day, but claims it faxed a cease-and-desist order to the station and tried unsuccessfully all evening to reach Lippincott and PD Brian Kelley by phone.

Lippincott told ST he never received the fax and that he didn't think the G&D was a legal court order, just a strong request from the label. A hand-delivered G&D was ignored until later that afternoon, when Cap Cities/ABC Group II President Norm Schrutt instructed him to comply.

The source of the leak is as yet unknown, and Lippincott vows to protect his source.
Even Guns N' Roses has a virtue...
COMING NEXT WEEK!

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THE NEW SINGLE FROM

GUNS N’ ROSES

Two Albums In The Top 10

More Than 10,000,000 Albums Sold In The Past 12 Months

From The Album GN’R Lies, Approaching Triple Platinum

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THE FIRST RELEASE -- "CUDDLY TOY" (FEEL FOR ME)
(34-80543)
FROM THE LP "ROACHFORD" (EPIC)

VIDEO PREMIERES THIS WEEK AS AN HIP CLIP
-- WATCH FOR IT!

www.americanradiohistory.com
Continued from Page 18

While no one at WB would say what action would be taken beyond a halt of all business relationships, ST has learned that legal measures have been instigated and are indeed being pursued.

ST hears that KTWW/Los Angeles Asst. PD/MD Chris Brodie has the inside track on the "Wave" PD slot.

WXV/Baltimore has officially upped weekender B.J. Lewis to MD, reporting to PD Roy Sampson.

Lisa Velasquez has left her national promo post at RCA to become National Singles Director at Island.

IRS To Double Promo Staff

Look for the current IRS Records promo staff of four to be expanded to eight. NY rep Karen Lee is moving to Boston, leaving an opening in the Big Apple, while Robb Ellis from Geffen to work IRS Midwest Regional out of Minneapolis. Also in the Midwest, IRS scoops up Elektra marketing rep Dee Murray, who'll work the same arena, based in Chicago. IRS is still looking to fill a regional promotion slot in Atlanta.

Incidentally, IRS will no longer be servicing radio with promotional vinyl. All IRS promos will be on CD or cassette, unless, by special request, you must have a vinyl fix.

Uni Records has opened a Nashville office devoted solely to "discovering new rock acts." It'll be headed by Teresa Ensenat, who worked in Geffen's A&R department and is married to singer Steve Earle.

WNSR/New York Promo Director Doug Knopper will soon exit the Bonneville AC outlet to join the SF office of Chiat/Day as Account Supervisor/Special Events Manager, working with stations around the country on various promotions. WNSR is seeking a "killer" Promo Director to replace Knopper — the man who helped orchestrate the station's $250,000 New Year's Eve Times Square laser show.

Who will replace OM Jim Prewitt at KZFM/Corpus Christi, now that he's going to program KHOT (Hot 97.7)/San Jose? ST hears Prewitt's first choice is KITY/San Antonio MD Sharon LePere. Back at Hot 97.7, MD Michael Newman has exited to become MD at Energy 96.5/Houston, leaving Hot 97.7 night jamer Dwayne Luna in line for the MD slot.

A New York Times front page article says US Attorney General Dick Thornburgh is moving toward abolishing the 24 regional Organized Crime Strike Forces. Their cases would then fall under the jurisdiction of the US attorneys. How will this affect the ongoing investigation of the record industry?

Meanwhile, for the third time in less than a month, a Federal judge has rebuffed plea bargain arrangements for record promoter Ralph Tashjian and his wife, Valerie, and has scheduled a May 23 trial date for Mrs. Tashjian.

ST was shocked and saddened to hear that WGTR/Miami MD/air talent Patty Murray was killed last weekend (3/18), when her car was struck head-on by a driver making an illegal pass across a double yellow line. Her husband, who was driving, broke his back, arm, and leg, but will recover. Their six-year-old son was uninjured. Murray was the only one not wearing a seatbelt.

In lieu of flowers, the family requests that you send donations to the Make A Wish Foundation, c/o Patty Murray Memorial Fund, 1401 North Bay Causeway, Miami, FL 33141.

Warning: This Love Sponge Is Copyrighted

KTFT/San Antonio night rocker Bubba The Love Sponge (aka Todd Clem) is the original jock to use ST's favorite nom de air, and, according to OM Jeff McCartney, the name is copyrighted. "He's officially serving notice to all bogus Bubbas to look for a new name." Get-well wishes to "The Sponge," who's recovering from an appendectomy, which didn't stop him from doing his show live from the hospital.

WE'RE THE CANADIAN BAND — At the Juno Awards ceremony held last week in Toronto, the three surviving Canadian members of the Band were inducted into the organization's Hall Of Fame (red-blooded American Levon Helm sent a video acceptance). Pictured (l-r) are Garth Hudson, Rick Danko, and Robbie Robertson.

DONNY'S DONE!!!

"SOLDIER OF LOVE"

The new single from DONNY OSMOND

BELLE STARS "IKO IKO"

Major requests for the 'Rain Man' Song. Watch this single and album explode after RAIN MAN sweeps the Academy Awards!

BLAZE OF GLORY

HE'S BACK!

Capitol
© 1989 Capitol Records, Inc.
Stephenson Goes Acoustic At Roxy

Capitol artist Martin Stephenson recently played an acoustic set at the Roxy in Los Angeles, and will regroup with the Daintees after his solo tour for a new album. Shown backstage are Capitol VP Ron McCarrell, Stephenson, Capitol VP Bill Barks, and manager Keith Armstrong.

Information Society Walks Away With Gold

Members of Information Society picked up gold record awards for their Tommy Boy Records debut album at Warner Bros. headquarters in Burbank. Shown are (standing, l-r) WB Sr. VP Lou Dennis, WB Board Chairman Mo Ostin, tour drummer Sally Berg, attorney Ken Anderson, the group's Paul Robb, co-manager Scott Mehno, Society member Kurt Vallaquen, WB's Charlie Springer, the group's James Cassidy, WB's Kevin Laffey, WB President Lenny Waronker, Tommy Boy's Monica Lynch, co-manager Rick Mehno, Reprise Records' Linda Baker, WB VP Bob Merlis, and WB's Doreen Rossato. (Seated, l-r) G.T.T. booking agent John Ade, Reprise's Marc Ratner, WB VP Benny Medina and Phyllis Palmetto, and the group's Assistant Manager Penny Guyon.

Epic Congratulates Taylor, Belle

Epic execs congratulated James "J.T." Taylor and Regina Belle on their duet "All I Want Is Forever" from the "Tap" soundtrack album. Shown are (l-r) manager Thomas Manning, E/P/A VP Don Eason, Taylor, Belle, Epic/Portrait VP Bernie Miller, and E/P/A's Lamont Biles.

Earle Gets Canadian Double Platinum

Steve Earle's "Copperhead Road" just hit double platinum in Canada, and the singer (c) was presented with the award by MCA Records/Canada VP Stephen Tennant (l) and the label's Peter Diemer.

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Fax (502) 459-0742.
O'Brien beat strongly, beat them walk pleased R & R, As Phil Bisceglia, the label's Lauren Moren (hidden), "Something Real" - O'Brien said O'Brien spent over WCXR Classic Rock outlet for Wild, O'Brien KRXO it - "He's/ Oklahoma signed we're there." (Brigham) has been the PD opening 1986. (kneeling) Bruce Davis, VP Ken Levy, Kenny G, Arista President Clive Davis, VP ten -5.0). not going to be fully utiliz- ed in their roles as the heads of SBK Records.

Koppelman, Bandier Head EMI Music Following its $237 million purchase of SBK Entertainment World in January, EMI Music Publishing Worldwide has created an "Office Of The Chairman" for the combin- ed venture and named former SBK principals Charles Koppelman Chairman/CEO and Martin Bandier Vice-Chairman.

Former EMI Publishing Worldwide President/CEO Irwin Robinson will become President/COO of EMI/SBK and report to Koppel- man and Bandier. EMI Music Worldwide President Jim Fifefield noted, "A major ele- ment in the acquisition of SBK, in addition to the important publish- ing catalog, was the management skills of the SBK executives. I felt that the expertise, experience, and success in music publishing achieved by Koppelman and Ban- dier was not going to be fully utiliz- ed in their roles as the heads of SBK Records."

Koppelman and Bandier, originally expected to head only the SBK Records label, will continue to per- form that function, conceived as an EMI/SBK joint venture in conjunc- tion with the merger, as well.

HEMMINGS PRESIDENT/CEO Reunion Consolidates Four Media Divisions

Terry Hemmings joined the label as VP/Advertising & Production, and Reunion Director/Marketing & Public Rela- tions Melinda Scruggs has been upped to VP/Corporate Communica- tions.

Former Morgan Music Group GM Chris Smith was recently named Director/Creative Affairs at the Reunion Music Group, which encompasses ten compa- nies.

LETTER

L.A. CHR War Nothing New

Dear R&R,

The radio broadcasting industry is sure buzzing about the possibility of four radio stations cutting up the Los Angeles CHR pie. This is defin- itely not a unique situation. A quick history lesson shows that back in the mid-1980s four CHRs were competing simultaneously in Chicago, New York, and even Milwaukee. A glance at the list of R&R P-4 reporters circa 1982 reveals five Los Angeles CHRs (KFI, KRLA, KRTH, KKBQ, and KBS-FM), plus "The Mighty 600" (XETRA/Tijuana) blaring its 90 kw signal all over Southern California. They were all decent-sounding stations with similar playlists. At one time it was impossible to punch the car radio buttons between these six CHRs in any 15-minute period and not hear Journey's "Open Arms" or J. Geils's "Centerfold."

Today, Los Angeles, Chicago, and Milwaukee support two CHRs each, and New York City has three. In most markets supporting more than two CHRs, the successful stations seem to have carved out their own musical niche. If L.A., or any market, is to support more than three CHRs, look for a variety of sub-formats that will be skimming the available audience away from the competing AC, Urban, AOR, or even Country stations.

In any event, a CHR battle in the nation's No. 2 market will have almost all programmers with eyes and ears focused in and ready to clone the variety of formatic philosophies and promotional ideas that the radio war may spawns.

—Don Beno
WLLI/Joliet, IL

KRXO Taps O'Brien As PD

WCXR/Washington Asst. PD Bill O'Brien (Brigham) has been named to fill the PD opening at KRXO/Oklahoma City. He ar- rives at the Diamond Broadcast- ing Classic Rock outlet March 28. KRXO GM Vance Harrison told R&R, "He's been ready for this kind of move for a while, and I'm pleased that he wanted to grow with us. It's a win-win situation."

O'Brien spent over two years at WYYI/Baltimore before joining WCXR in 1980. He's been Asst. PD for the last 18 months.

O'Brien said he was looking forward to competing against heritage AOR KATT. "I've been shopping around for a while, and I wanted a real competitive situa- tion. KRXO is doing okay, but certainly not as well as it can. My mission - and I've decided to ac- cept it - is to be a thorn in the KATT's side. I'm not going to walk in and say we're going to beat them in so many books, but they'll know we're there."

KRXO signed on in 1987 and in- filted serious damage on KATT, but the latter has rebounded strongly, doubling its rival in the fall Arbitron (10-9-6). KATT beat KRXO in all the corre- sponding Birech.

Benech Heads Restructured WSUN & WYNF Sales Dept.

CBS Country/AOR combo WSUN & WYNF Tampa has pro- moted Nancy Benech from Na- tional Sales Director to GSM. She succeeds Dan Marion, who left to take the KTXX/Dallas GSM job. WSUN & WYNF LSM Lynda Johnson has replaced Benech: AE Joe Corbett has assumed LSM duties.

Kenny G Casts Platinum 'Silhouette'

Arista execs gathered to toast the platinum success of Kenny G's "Silhouette" album at the label's New York headquarters. Getting ready to go for the champagne are (l-r) Arista's Mary Telen, VP Al Nicotera, VP Sean Coakley (hidden), VP Rick Bisciglia, the label's Lauren Moren (hidden), VP Ken Levy, VP Milton Simonett, the label's Doug Danels, Arista Exec. VP/GM Don Iweron, Kenny G, Arista President Clive Davis, manager Dennis Turner, Arista VP Tony Anderson, VP Jim Cavley, VP Phil Mix, and staffs Martha Diamond, Robert Weger, and (kneeling) Bruce Schoen.

Elektra Forecasts Snow This Month

Elektra has signed a recording agreement with SBK Record Productions for Phoebe Snow, and the artist's label debut "Something Real" will be released March 17. Shown behind Snow are (l-r) Elektra Sr. VP Hale Milgrim, SBK Entertainment President/CEO Charles Koppelman, manager Chip Reichlin, Elektra Chairman Bob Kassnow, and label Sr. VPs Gary Casson and Brad Hunt.
JOIN TIMOTHY WHITE when he hosts Billy Gibbons, Dusty Hill and Frank Beard of ZZ Top for a very special and unusual broadcast spotlighting their drive to honor longtime friend and blues-rock mentor, Muddy Waters.

Recorded live at Memphis’ Ardent Studios and in celebration of Muddy Waters’ birthday April 4, ZZ Top cuts loose with 90 free-wheeling minutes of red hot story-telling and high voltage blues boogie. You'll hear warm and personal anecdotes as they introduce some of Muddy Waters' more ferocious favorites including "Rollin' Stone" and "Mannish Boy"; and discover how ZZ Top classics like "Long Distance Boogie", "Backdoor Love Affair" and "Sharp Dressed Man" drew inspiration from Muddy’s Delta-spawned blues passion. And for the first and only time anywhere, you’ll experience the blistering sounds of live blues guitar via the ‘Muddy Wood Instrument’. This extraordinary guitar was created entirely from the Cypress timber rescued by ZZ Top from the tornado-toppled cabin in which Muddy Waters was raised. It has since become a permanent gift from the band to the Delta Blues Museum as part of their personal tribute to the electric blues giant.

So join us the week of April 3 for a warm, wild and one-of-a-kind journey through the raw heart of bluesland, when ZZ Top pays homage to the guitar legend who inflamed Bo Diddley, jolted Jimi Hendrix, lent The Rolling Stones their name and zapped ZZ Top full of blues power – Mr. Muddy Waters.

ZZ Top’s Electric Mudd is written, produced and hosted by Timothy White.

For more information, contact your Westwood One representative. In Los Angeles call (213) 204-5000, in Canada (416) 597-8529, FAX (213) 204-4375 or Telex 4996015 WWONE.

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New Order

The new single from the album Technique.

Direction: Tom Atencio

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Radio

NANCY DYMOND has been named GM at WJOT/Toledo. She was previously GM at WWMK/Fort Wayne.

LINDA JOHNSON has moved from LSM to NISM at WSUN & WYFF/Tampa. Also at the combo, JOE CORBETT has shifted from AE to LSM, and JON VOLMAR has been named Promotions Director.

SUSAN CHERRY has been appointed LSM at KKHT/Abilene.

DESMARAIS Classics has named Heike Strobel as GM and Antonio Rea as VP of Operations.

Radio Industry

DON HALL has been named to VP/Regional Sales at Elektro Records, and has been promoted to Manager/Western Regional Sales at Topline Records.

RAE NORTHVILLE fills Simon's Sales Coordinator position.

KELLY TOLSON, a public relations vet, has been hired as Manager/Public Relations at Word, Inc.'s Record & Music Division.

INDY

Everyone at Indy Radio is buzzing about the new ARS Jim Berardini's promotion to WBCN/Boston's combo in late 1976. Ten years ago he resumed work after a station strike against the new owners. In June '79 Berardini became PD and was promoted to GM in '81. Five years ago today Indyfied give him VP stripes. In '97, he picked up responsibility for KROI/Los Angeles.

1 YEAR AGO TODAY

Michael Jackson (Epic) - "I'll Always Love You" (2 wks)

Bonnie Tyler (Columbia) - "Total Eclipse of the Heart" (4 wks)

Steven Tyler (Capricorn) - "Sweet Emotion" (3 wks)

Cindy Lauper (Columbia) - "Girls Just Want to Have Fun" (2 wks)

10 YEARS AGO TODAY

Michael Jackson (Epic) - "I'll Always Love You" (2 wks)

Bonnie Tyler (Columbia) - "Total Eclipse of the Heart" (4 wks)

Steven Tyler (Capricorn) - "Sweet Emotion" (3 wks)

Cindy Lauper (Columbia) - "Girls Just Want to Have Fun" (2 wks)
### New York

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<thead>
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<th>Fall '88 Winter '89</th>
<th>Los Angeles-Orange County</th>
<th>Fall '88 Winter '89</th>
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<tbody>
<tr>
<td>WHTZ (CHR)</td>
<td>KPWK (CHR)</td>
<td>WGGI-FM (CHR)</td>
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<td>6.6</td>
<td>9.2</td>
<td>11.4</td>
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<td>KLOS (CHR)</td>
<td>WYAZ (UC)</td>
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<td>7.9</td>
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<td>WLUP-FM (AC)</td>
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<td>KABC (AC)</td>
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<td>5.8</td>
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<td>KROG (NR)</td>
<td>WWBM (News)</td>
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<td>WLTW (AC)</td>
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<td>WHDF (AC)</td>
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<tr>
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<td>KUNS (Class)</td>
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### San Francisco

<table>
<thead>
<tr>
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<th>Philadelphia</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGO (NT)</td>
<td>8.7</td>
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<tr>
<td>KMEL (CHR)</td>
<td>6.8</td>
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<td>KCBS (NT)</td>
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<td>KABL AM &amp; FM (B/EZ)</td>
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<tr>
<td>KNBR (AC)</td>
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<td>KJZQ (ACR)</td>
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<td>KBBY (B/EZ)</td>
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<tr>
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<tr>
<td>KKHH/FM (Class)</td>
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<td>KDFC-FM (CR)</td>
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### Detroit

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>WJLB (UC)</td>
</tr>
<tr>
<td>WDFX (CR)</td>
</tr>
<tr>
<td>WHYT (CHR)</td>
</tr>
<tr>
<td>WNIC (AC)</td>
</tr>
<tr>
<td>WWWW (CR)</td>
</tr>
<tr>
<td>WLLZ (ACR)</td>
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<td>WCJR (ACR)</td>
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<td>WCSX (CR)</td>
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<tr>
<td>WCZY (CHR)</td>
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<tr>
<td>WWDC (ACR)</td>
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<td>WOHC (AC)</td>
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<td>WJZT (Talk)</td>
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<tr>
<td>WKSSG (Gold)</td>
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<td>WMC (CR)</td>
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<td>WJZJ (Jazz)</td>
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<tr>
<td>WYAE (NAC)</td>
</tr>
<tr>
<td>WLRJ (AC)</td>
</tr>
<tr>
<td>WGBR (CR)</td>
</tr>
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<td>CKRM (Gold)</td>
</tr>
<tr>
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<td>WQCB (CR)</td>
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<td>WORX (CR)</td>
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<td>WDRT (NR)</td>
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<td>WTMG (UC)</td>
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### Boston

<table>
<thead>
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<tbody>
<tr>
<td>WXXS-FM (CHR)</td>
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<td>WZOU (CHR)</td>
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<td>WODS (Gold)</td>
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<td>WB (B/EZ)</td>
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<td>WEI (News)</td>
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<tr>
<td>WSSH (AC)</td>
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<td>WOR (AC)</td>
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</tbody>
</table>

For the Record: In the Houston Birch Demographics printed in R&R (3/03), KMJQ should have been shown as an Urban Station. In the Birch Demographics for San Francisco, which also ran in that issue, KITS should have been listed in the 12-34 demographic at #6 with a 5.0-4.2.

Format Note: NR = New Rock

Programming a radio station is an art. And with AP Network News you have the control to do it right. No commercials means more flexibility, more freedom to program the way you want. Our format is designed to fit yours and provide unique sales and sponsorship opportunities.

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News

Matthews
Continued from Page 3
Prior to joining the St. Louis combo Matthews programmed WDOM/Cleveland for three years and worked for WLPA & WNCX/Lancaster, PA.

KJQY tied for fourth 12+ in the fall Arbitron (6.2), and ranked eighth in Birch (4.2).

Daniels
Continued from Page 3
Prior to joining WDDD & WGTR in 1987 Kurtz was NSM at KKHT/Houston and an AE at WXKS/Boston.

Classic Rock KJHT posted a 1.6 (12+1) in the fall Arbitron to tie for 21st; AC KLTX tied for 14th (2.7). In the corresponding Birch, both stations registered 1.5 shares to tie for 22nd.

Moos
Continued from Page 3
pany as respected as Multimedia. I will give my all to help WEZW continue to be a market leader, as well as a leader and innovator in the Easy Listening format."

In the fall Arbitron, WEZW ranked fourth 12+ (7.5); the station was ninth (3.1) in the corresponding Birch.

Glew
Continued from Page 1
we started major restructuring, including promotion and product management departments, and our recruitment of Hank Caldwell as Sr. VP of our Black Music Division.

Glew joined CBS last May. He previously spent 19 years at Atlantic Records, first as National Sales Manager and ultimately Exec. VP/GM. His record industry career began in 1961 when he served as a salesman for Dot Records in Cleveland.

Bass
Continued from Page 3
"My main priority will be to introduce and break new artists," said Bass. "At the same time, we're continuing to break new ground with our major artists, such as Alexander O'Neal, Cherrelle, Mary Davis, and the S.O.S. Band."

Dowling
Continued From Page 1
"The direction for the station has already been set. I'll continue to manage the demos down. It's a sales and programming challenge. We're educating the sales department and sales community in the benefits of our current demographics.

"I'm impressed with all the people here," he added. "You'd figure that everybody at a Beautiful Music station would be snoring in the hallways. It's not like that at all; there's lots of lunacy here."

In Washington, Dowling spent 13 years at WASH, moved to Country WMZU for two years, then shifted to WPQC. Since leaving WPQC he has been freelancing in television and radio, including occasional work at WMAJ/Washington.

KJOI placed fifth 12+ in the fall Arbitron (4.6) and seventh (3.6) in the just-completed winter Birch.

\'Pirate Radio\'
Continued from Page 1
gunfight since the OK Corral. Ready, fire, then aim. I'm thrilled with everything that's happened so far at Pirate Radio. The station's format is in a building process, and Scott is making on-the-fly adjustments - which is what he does best."

'To me, background also includes GSM slots at WLS-AM & FM/Chicago and KLOS/Los Angeles.

Taking The Underdog Position
Shannon, who anonymously debuted Pirate Radio, was on the air Monday morning (3/20) using the pseudonym Bubba The Love Sponge (an air name, already legendary in the pages of R&R, which Shannon plans to use - with possible slight alterations - for his incoming overnight personality). "I only used the fake name for a good."

"I'll come on as Scott Shannon as soon as it feels right. We'll have the staff up and running on the air within two weeks."

Shannon added, "We're flying by the seat of our pants, taking it day by day and having a lot of fun. We started out with a pretty tight music list, but with all the cume in place it's obvious we're going to have to expand fast. We laid listeners we were sending (GM) Randy Kabrich out to Tower Record to get six more CDs, because that's all we could afford to put on the radio. That should do it."

"We sure do sound different, and the reason we're feeling it out like this is because I've never done radio in a market like this before - and no one's ever put on a radio station like this one, either. There's no instruction manual included, but we're going to continue running commercial-free until further notice."

The station's music, in contrast to CHR rivals KFRO and KISS-FM, leaned heavily toward hard rock and rock-flavored power ballads; Shannon described the station as sounding much like "MTV on radio."

\'Piss Off Your Neighbors\'
Shannon's recorded liners include such attention-getters as: "Don't be a dickhead, lock it on 100.3-FM."

"When you're in L.A., you gotta be loud to cut through all the crap; and "Pirate Radio 100.3-FM. Crack it up, open your windows, and piss off your neighbors."

"We're just trying to make a little bit of noise to make everyone take notice," said Shannon.

Pirate Radio debuted without request lines, but by Saturday they were installed and "response has been incredible," Shannon noted.

"I'm very happy with the way we sound: live and spontaneous. To win we had to create something new and different in L.A., and we've done it from the music down to the name of the station and the presentation."

Kakaporia added that KQLZ, as well as Westwood One's New York stations, WNEW & WNYW, will be represented by Eastman Radio.

Bass

Warrant Gives Arresting Roxy Performance

Columbia artists Warrant, whose debut album is "Dirty Rotten Filthy Stinking Rich," celebrated backstage after the first show of their three-night stand at Los Angeles' Roxy Theatre recently. Enjoying the wonder of it all are (back row, l-r) Columbia VP Ron Oberman, VP Bob Wilcox, VP Marc Benesch, CBS VP David Cohen, manager Tom Hulet, CBS Records West Coast Sr. VP/GM Myron Roth, Columbia's Clark Duval and Greg Phifer, CBS's Craig Applequist, and Columbia's Bob Garland; (middle row, l-r) Columbia's George Challas, Warrant's Steve Sweet, CBS's Rich Kudolke, and Columbia's Kris Paskuliewics; (front row, l-r) Warrant's Jani Lane, Joey Allen, Jerry Dixon, and Erik Turner.

\'Beach Boys Get Platinum For \'Kokomo\'
Elektra recently presented the Beach Boys with platinum single awards for their \"Kokomo,\" from the four-timers-platinum \"Cocktail\" soundtrack. Shown are (standing, l-r) Weinstraub Entertainment Group's Mara Cooper, Beach Boys Bruce Johnston, Mike Love, and Brian Wilson, WVBF/Boston's Bill Garcia and Dave Newfield, Beach Boys Carl Wilson and Al Jardine, and Elektra's Suzanne Berg; (kneeling, l-r) Beach Boy Jeffrey Foskett, Weinstraub's Tom Hulet, Brother Records' Edlo Lott, and Weinstraub's John Meglen.

\'Beach Boys Get Platinum For \'Kokomo\'\n
\n
www.americanradiohistory.com
It's Been A Long Cold Lonely Winter
Here Comes ...

Beatle Breaks

Beatle Breaks... the daily feature
everyone has been talking about.
Now available on CD on an exclusive basis.
The perfect way to celebrate
the 25th anniversary of THE BEATLES.

Beatle Breaks includes exclusive
studio-quality interviews
never heard on national radio.
We even suggest the songs
you can play to compliment this feature.

Beatle Breaks... perfect for your station.

Available April 1 - no foolin'!
HEALTHY SALES JUMP

CDs: The Gift They Keep On Giving

The figures are finally in. Not only was this past holiday season a strong one for CD sales, but business afterwards was even better. Player penetration among Street Pulse Group's sample increased a full percentage point from November to December -- a very healthy jump.

The largest demographic increases were among men and consumers 26 years or younger. Men were three times as likely to have received a player or purchased one for themselves during December, as compared to women.

Consumers under 18 were responsible for a three percentage-point increase in household penetration, while there was a whopping seven percent gain among the 18-20 demographic. (Household penetration means that if the mother or father of a 19-year-old panel member received, purchased, or owned a player to which the younger person had access, that player counted in the overall figure.) Geographically, player sales were strongest in the Eastern and Central regions.

New Users Flock To Stores

Consumers who bought or received their first CD players in November or December have purchased an average of six CDs since

"Consumers who bought or received their first CD players in November or December have purchased an average of six CDs since getting their players." then. Forty percent of these newest converts bought six discs or more; nearly 20% purchased ten or more.

In the 18-20 bracket, where growth undoubtedly was fueled by parental gift-giving, new consumers purchased the most units per capita. On average, they have bought more than eight titles since receiving their players.

Giving & Receiving

Consumers also received more discs per person as gifts. A year ago CD users said they received an average of slightly more than two discs during the holidays. A year later that number jumped by 31% to three discs per capita.

Overall, 62% of the panel's CD users received at least one CD as a gift during the holidays this past year. That's a two percent increase from a year ago. Forty-six percent of the male CD users received at least one disc as a gift, compared to 37% of the females. More CD users in the 21-34 demo received discs as gifts than in any other age segment. Users over 45 received the fewest, while those under 18 and those in the core 25-34 group received significantly more CDs.

Though there are fewer black panelists by percentage who own or have access to CD players, black music consumers per capita received a greater number of discs as gifts. On average, black music consumers who own or have access to players received four titles as gifts this past holiday season -- the same number generated a year ago.

Women Buy More CD Gifts

CD users gave much more than they received -- 48% bought discs as gifts. The average number of titles purchased was up slightly over two units per giver. And in almost every instance, demographically speaking, gift-giving percentages were higher than gift-getting.

"Males gave less often than they received discs, while the opposite was true among women: female CD users were 43% more likely to be on the giving end."

Consumers 18-30 years old were 25% more likely to be givers than getters. Similar percentages were found in all the 20+ age segments. Conversely, the younger the giver, the fewer units the person bought as gifts. That's simply a function of age vs. discretionary income.

Males gave less often than they received, while the opposite was true among women: female CD users were 43% more likely to be on the giving end. This should be of concern to every music marketer out there come next holiday season. Although there are fewer women than men who own or have access to CD players and are active buyers, it would be foolish not to target males as better prospec-

tive gift-givers. Marketers should also stick with the strongest ads possible targeted at women, who do more Christmas music shopping than their male counterparts.

Mike Shalett is President of the New Milford, CT-based consumer survey firm Street Pulse Group. He can be reached at (203) 355-0902.

CD Facts & Figures

Just how much have CD sales increased in the last year? During the '87 holiday season, CDs accounted for slightly more than 22% of total sales. This past year that figure jumped to about 30% of total units -- a 36% rise in one year.

The sales figures are up by that eight percent in almost every sex and age category. CD sales in the Northeast represented nearly 40% of the total units imported by the panelists.

A year ago some retailers insisted that prices had to come down on the wholesale end so more buyers would be stimulated to purchase players. Compared to December a year ago, prices have fallen -- from an average of $14.10 to $13.77 per disc. That drop represents a decrease of 2.4% in the retail price.

Retail discounts have made an impact with the 18-20 age segment. Those persons have paid an average $1.72 less per disc since December '87. The 35-44 CD audience is also spending less per disc: $1.16 less than a year ago.
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CHR Adding More Records

New Artists Get Larger Slice Of The Pie; Debuts Down A Bit

A significantly greater number of records are being reported by CHR stations today, and more adds are going to new artists than before. That's some of the good news in an update on the overall CHR add picture.

About three years ago I produced an extensive statistical study of CHR add patterns. It remains the only one of its kind I've ever seen published, and no wonder. I tracked 13 consecutive weeks of 1986 data in ten separate categories, everything from the total number of adds reported in the week to the percentage of adds received by new artists' records as compared to the raw add total for the week. Then, for a basis of comparison, I tracked 13 more weeks in 1986. Life must have been less complicated back then.

However, the actual information was interesting, and I thought an update (using a less extensive database) would show some trends. So I used the month of February, four weeks' worth of info, compared it with the 1985 and 1986 figures, and came up with the tables you see at right. There are a few explanations of methodology and some conclusions also included over here, but for your convenience, here are the major findings.

- **Total Adds:**
  - Same as '86, off from '85
  - Adds spread around many more records
  - More records reported
  - More records receive adds
  - New Artists: More adds all around
  - More records by new artists get adds
  - New artist records account for more of the total
  - Debuts are actually down

There really is a greater diversity of music getting CHR adds nowadays. The Top 5 Most Added records, which are generally (apart from the occasional Roxettes) the safe superstar new releases or the consensus smashes coming home, accounted for up to half the total adds during some weeks of 1986, and averaged 37%. That didn't leave a lot of room for other records.

But during these four weeks of '89, the Top 5 Most Added never took more than 27% of the adds. The most important, the number of adds reported that week, subject, but I feel fairly safe in making that assertion. For one thing, the number of records with ten or more reports is up much less dramatically than the total records reported: in 1988 290 add records were in the mix they were in the paper or were coming down but still had ten or more reports. The increase is significant, and are more and are getting adds nowadays.

### Def Leppard Completes The Poster

It's true, Def Leppard filled in the missing piece of their poster puzzle (first remarked upon by CFNY's Claro! in Charlottetown, PEI MO Hillery Joseph last summer and occupying space in at least two On The Records columns) by releasing a seventh single, "Rocket." Now, if you kept all your single sleeves, you can fabricate a poster duplicating most of the cover art from the "Hysteria" LP.

Here's how. "Hysteria" (the single) goes at top left, followed by "Animal" and then "Pour Some Sugar On Me" at bottom left. In the right-hand column, stack "Love Bites," "Women," and "Rocket." Sadly, there's no place for your "Armageddon II" sleeve in this home handicraft project, but it might make a nice doily.

### CHR Add Update:

Following are the basic tables of information used for the conclusions and sweeping generalizations of this week's column. They're divided into three tables for ease of access.

All tables cover the four individual weeks of February 1989, plus an average for the four-week period. For comparison purposes, I've included average figures for similar (but longer) periods I researched in early 1985 and '86. Average number of CHR reporters in '86 was 248; it was 239 in '86 and 252 in '85.

#### Table 1: Total Adds

<table>
<thead>
<tr>
<th>Date</th>
<th>Total Adds</th>
<th>Top 5 Most Added Total</th>
<th>Top 5 Most Added Pct.</th>
<th>Recorders Receiving Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/2</td>
<td>1097</td>
<td>985</td>
<td>21.1%</td>
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</tr>
<tr>
<td>2/10</td>
<td>1161</td>
<td>1062</td>
<td>24.9%</td>
<td>125</td>
</tr>
<tr>
<td>2/17</td>
<td>1075</td>
<td>987</td>
<td>25.5%</td>
<td>116</td>
</tr>
<tr>
<td>2/24</td>
<td>1111</td>
<td>1063</td>
<td>27.0%</td>
<td>137</td>
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<tr>
<td>2/29</td>
<td>1111</td>
<td>1062</td>
<td>27.1%</td>
<td>124</td>
</tr>
</tbody>
</table>

This table has a lot of the crucial information. Total adds is simply the total number of adds reported that week. A quick look shows you that CHR stations are now over 30% or about the same number of adds weekly as they were in 1986, and are still down from the 1985 level.

I count up the total adds given to the Top 5 Most Added records each week as a quick guide to "safety," Most (if not all) of the biggest adds recorded in any week are the superstars, the artists with track records.

If the percentage in the third column (Top 5 Most Added total divided by Total Adds) is high, it generally means that stations were playing it safe with their adds. If it's lower, it means the adds have been spread out among a wide variety of artists, indicating a more pronounced diversity in the new music stations are adding.

And diversity is what's happening today — the 1989 average Top 5 Most Added percentage is a full 10% below the 1986 figure — whereas in '86 (and '85 too) over a third of the total adds was given to the Top 5 Most Adds record. But it's only a bit over a quarter. A wider selection of artists are getting more adds nowadays.

The last column also reflects diversity, being the raw total of records that received one add or more that week. The 1989 average is up a full one-third over 1986 and well over '85.

#### Table 2: New Artists

<table>
<thead>
<tr>
<th>Date</th>
<th>New Artist Records</th>
<th>New Artist Total</th>
<th>New Artist Add Pct.</th>
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<tr>
<td>2/2</td>
<td>48</td>
<td>392</td>
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<tr>
<td>2/10</td>
<td>57</td>
<td>320</td>
<td>27.4%</td>
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<td>2/17</td>
<td>46</td>
<td>296</td>
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<td>2/24</td>
<td>64</td>
<td>349</td>
<td>31.5%</td>
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<tr>
<td>2/28</td>
<td>54</td>
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<td>30.5%</td>
</tr>
<tr>
<td>3/3</td>
<td>33</td>
<td>211</td>
<td>21.1%</td>
</tr>
<tr>
<td>1985</td>
<td>35</td>
<td>311</td>
<td>24.2%</td>
</tr>
</tbody>
</table>

This table focuses on how new artists' records are doing for adds compared to the overall picture. The first column is the raw total of records by new artists (those who haven't had a CHR Brevity), which received one add or more during a week. The second column is the total number of adds those new artist records received.

Column Three is the percentage of the total adds for the week that new artists received (the new artist total divided by the week's total adds). All three 1989 averages show remarkable growth, especially the New Artist Record Total — 54 compared to 33 and 35 means a lot more new artists are getting adds and airplay. The total New Artist adds are up a little from 1985 (when Total Adds were considerably higher than now) and way up from 1986, the time of the great independent promotion shakeout, which probably affected new artist records.

Today over 30% of the total adds in a week go to new artists — quite a jump over previous totals.

#### Table 3: Supplemental Info

<table>
<thead>
<tr>
<th>Date</th>
<th>Total Records</th>
<th>Recorders w/10+ Adds</th>
<th>Total Debuts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/2</td>
<td>302</td>
<td>100</td>
<td>727</td>
</tr>
<tr>
<td>2/10</td>
<td>296</td>
<td>109</td>
<td>762</td>
</tr>
<tr>
<td>2/17</td>
<td>300</td>
<td>109</td>
<td>829</td>
</tr>
<tr>
<td>2/24</td>
<td>306</td>
<td>114</td>
<td>749</td>
</tr>
<tr>
<td>2/29</td>
<td>301</td>
<td>108</td>
<td>787</td>
</tr>
<tr>
<td>3/3</td>
<td>311</td>
<td>100</td>
<td>762</td>
</tr>
<tr>
<td>1988</td>
<td>210</td>
<td>98</td>
<td>899</td>
</tr>
</tbody>
</table>

The final table just rounds out the information picture with three more raw totals: the number of records with one or more; the number of records with ten or more; and the number of Debut adds reported during the week.

The big news is almost half again as many total records are getting some kind of play than did in '85 and '86. That's good tidings for diversity fans. However, the number of records with ten or more reports is up only slightly, and the debut figures show a lower total of records are converting to chart numbers.
Don’t say we didn’t tell you first...

MICA PARIS

“My One Temptation”

URBAN CONTEMPORARY NEW & ACTIVE

Now On 28 UC Reporters Including:

WVEE  WNHC  WJTT  KIIZ  WQOK  WDZZ
KRNK  WJIZ  WWDM  WQIS  WCDX  KPRW
WTLTC  WQFX  WALN  WALT  WTUG  WTLZ
WENN  WZFX  KCHX  WIZF
KMJM  WPAL  WQFX  K98-FM  KBUZ

MICA PARIS... AN EXPERIENCE IN HERSELF!

MANAGEMENT: THE GARFIELD GROUP
Coasters Banned In Britain

MONDAY, APRIL 3
1959/"Charlie Brown" by the Coasters is banned by the BBC because it contains the word "spiritual." Ban is lifted two weeks later.
1969/Billy Preston signs on with newly-formed Apple Records.
1977/After two years of intense study, Victor Flamingo gives up the violin and switches to the piccolo because "I'll save my aching neck."
1975/Steve Miller is arrested for allegedly setting a fire in a friend's apartment. Charges are dropped the next day, and Miller remarks, "Maybe the publicity will rekindle my career."
1986/Simply Red begins its first US tour in L.A.
Born: Eddie Murphy 1961, Don Gibson 1928, Jan Berry (Jan & Dean) 1941, Wayne Newton 1942, Tony Orlando 1944, Dee Murray (Elton John Band, Spencer Davis Group) 1946

TUESDAY, APRIL 4
1940/Ernest Tubb begins his first recording sessions.
1960/Elvis Presley's "Stuck On You" becomes the first single released in mono/stereo.
1975/Dr. Hook's "Cover Of The Rolling Stone" goes gold.
1975/Those instruments can be expensive — BTO's Randy Bachman plants a roadside to catch his guitar as he toosses it into the crowd.
1984/Over 9000 view Marvin Gaye's coffin, while his father Marvin Sr. is arraigned on charges of shooting the singer to death.
1988/WCXR/Washington pays over $54,000 so that fans can park for free at Bruce Springsteen's concert.
Born: Hugh Masekela 1939, Steve Gatlin 1951, Gail Davies 1948, the late Muddy Waters 1915

WEDNESDAY, APRIL 5
1987/Canned Heat singer Bob Hite dies of a heart attack.
1988/ Grammy-winning jazz guitarist Larry Carlton is shot in the neck when he surprises intruders in his Hollywood Hills home. Though his left arm loses so much strength he can't lift a glass, Carlton fully recovers and performs in December.
Born: Agnetha Faltskog (ABBA) 1950, Tony Williams (Flatters) 1928, Allan Clarke (Hollies) 1942

THURSDAY, APRIL 6
1959/Ike & Tina Turner and Procol Harum appear at the first Palm Springs Pop Festival; 25,000 crowd into a drive-in theatre lot and riot, ending the show.
1983/Little Steven announces he'll leave Bruce Springsteen's E Street Band.
1988/ Grammy-winning jazz guitarist Larry Carlton is shot in the neck when he surprises intruders in his Hollywood Hills home. Though his left arm loses so much strength he can't lift a glass, Carlton fully recovers and performs in December.
Born: Merle Haggard 1937

FRIDAY, APRIL 7
1979/WBCL/Boston broadcasts the US debut of the Police. A very hoarse Sting mangles to finish the set.
1983/Bruce Springsteen arrives in Hamburg, West Germany for his first full-scale European tour.
1985/ Guess he changed his mind — After a Miami concert, Prince announces he'll never perform live again. The "LoveSexy" tour opens in 1988.
1989/Billy White returns to London after 13 years and sells out Royal Albert Hall. Across town at Wembley Stadium, Alice Cooper simulates hanging himself; a safety rope snaps, and he dangles for several seconds. A quick-thinking roadie saves his life.
Born: John Dittrich (Restless Heart) 1954, John Oates 1949, Spencer Dryden (Jefferson Airplane) 1943, Bobby Bare 1935, the late Percy Faith 1908

SATURDAY, APRIL 8
1973/Neil Young's autobiographical film "Journey Through The Past" premieres at the US Film Festival in Dallas.
1974/Julian Lennon receives a rare Gibson short-neck guitar as an 11th birthday present from his father John.
1983/After the Beach Boys are prevented from performing at the White House, group member Mike Love says, "We're not mad, we just want to go on singing about good vibrations and having fun."
1988/Danny Gatton last-minute announcements, L.A. ticket scalpers nab large amounts of Bruce Springsteen concert tickets — while many fans are left out.
Born: Adam Woods (Fluxx) 1953, Julian Lennon 1963, John Schneider 1954, Biz Markie 1964, Steve Howe (Yes, Asia) 1947

SUNDAY, APRIL 9
1969/David Bowie meets future wife Angie Barnett at a King Crimson concert in London.
1976/"Move it in, move it out..." — "Disco Lady" by Johnnie Taylor hits #1 CHR.
1975/Donna Summer's "Last Dance" wins an Academy Award for Best Original Song.
1988/James Brown's wife Adrienne is arrested for drug possession. She claims her husband is framing her.
Born: Dave Innis (Restless Heart) 1959, Gene Parsons (Byrds) 1944, Carl Perkins 1933

—Paul Colbert
Cure's Robert Smith: Talkin' 'Bout His 'Disintegration'

The CURE'S ROBERT SMITH admitted this week that "getting old" has a lot to do with the ideas on the band's new LP, "Disintegration." "The crux of this record is the increasing inability to feel anything as you get older," he explains, "the horror of losing the ability to feel things really deeply." He'll be 30 next month.

While the Cure's first single in America will be "Fascination Day," the first British release will be "Lullaby," which Smith says is "the only song that doesn't really fit the mood of the record."

Scheduled for May release, the album is more than an hour long on vinyl, with the CD and cassette versions sporting two extra tracks.

Webb Of Sound

SWING OUT SISTER -- now a duo consisting of singer CORINNE DREWSB and ANDREW CONNELL -- will also issue different singles in the US and UK. While America gets "The Waiting Game," Britian has "You On My Mind," released on Tuesday (3/28). Both come from the "Raleidoscope World" LP, which is due May 8 and features orchestral arrangements by composer JIMMY WEBB of "Wichita Lineman" and "By The Time I Get To Phoenix" fame. Production is once again by PAUL O'DUFFY.

HELEN WATSON, whose first album ("Blue Slipper") on Columbia/EMI was much favored by critics last year, will now release her second, "The Weather Inside." The LP was once again produced by GLYN JOHNST and contains the new single, "Hanging Out The Washing (In A Small Back Yard)," on which Watson is joined by former AMEN CORNER lead singer -- and, more recently, a member of ROGER WATERS' "Radio K.A.O.S." band -- ANDY FAIRWEATHER-LOW.

Album Title 'O The Week

PETE TOWNSHEND's album has now been reset for June 19 release, with the first single to come a week later. Six's new album, due May 15, will be called "9, KIRSTY by Liza -- "Twist In Her Sobriety"?"

CDs, 45s & B-sides

Speaking of Frankie Goes To Hollywood, former members PAUL RUTHERFORD and HOLLY JOHNSON will release the respective singles, "I Want Your Love" and "Americanes." MARC ALMOND follows up his UK #1 with "Only The Moment," backed with "Real Evil" -- and on the 12-inch -- the extra track, "She Took My Soul In Istanbul."

Speaking of follow-ups, MORRISSEY'S next single -- due in April -- will be "Interesting Drug," which is supposedly his view of the Acid House scene, and BIG RAM BOO'S UK follow-up will be "If You Should See Me Now."

"Rock Over London" news is a service of Rock Over London Ltd., who can be reached at Globe Theatre, Shaftesbury Ave., London W1V 7HD; phone 01-494-4513.

The CD version of SIMPLY RED's new single ("If You Don't Know Me By Now") includes a new track called "Sugar Daddy."

The FIXX will release "Driven Out" in the UK next week. The BLOW MONKEYS have remixed "This Is Your Life" for rerelease, and they've also done a club version with TEN CITY. Meanwhile, BROTHER BEYOND has remixed "Can You Keep A Secret" for a single release.

80 Pounds In The Hole

SMALL FACES and HUMBLE PIE heartthrob STEVE MARRIOTT was fined 80 pounds by a Guernsey court after an argument at a police station on the island. Marriott's girlfriend had been arrested and detained for possession of cannabis, and little Steve himself was arrested after refusing to leave the police station.

---

DANCE TRACKS

3/10-3/17

1. FINE YOUNG CANNIBALS/She Drives Me... (IRS/MCA)
2. TEN CITY/That's The Way Love Is (Atlantic)
3. JUDY WATLEY/Real Love (MCA)
4. MILLI VANILLI/Girl You Know It's True (A&M)
5. RAUKE PAGE/Open Up Your Heart (Sleeping Bag)
6. MAURICE/This Is Acid (Vendetta/EMI)
7. FIGURES ON A BEACH/You Ain't Seen Nothing Yet (Sire/WB)
8. CHANELLE/One Man (Polygram)
9. WILL TO POWER/Fading Away (EPIC)
10. YAZZ/Stand Up For Your Love Rights (Elektra)
11. SUMA ROSES/We Hangover '89 (Motown)
12. SAMANTHA FOX/Only Want To Be With You (Jive/RCA)
13. SIQUE/SIGUE SIGUEN-SUCESO! (Success/EMI)
14. PET SHOP BOYS/Heart To My Own Devices (EMI)
15. NEW ORDER/Free Time (Warn)
16. KON KANG/Big Parade (Atlantic)
17. BOY GEORGE/Don't Take My Mind On A Trip (Virgin)
18. ALYSON WILLIAMS/Sleep Talk (Def Jam/Columbia)
19. PAULA ABUL/Strap Up (Virgin)
20. SHEENA EASTON/Day's Like This (MCA)

Moving Up

ROXETTE/The Look (EMI)
BOBBY BROWN/Every Little Step (MCA)
5-ESCAPE/Electric Music Lover (Capitol)
TONE LOC/Funky Cold Medina (Deflab/Maylay/Island)
MANDY SMITH/Nothing's Gonna Be (Atlantic)
MADONNA/Like A Prayer (Sire/WB)
NEW EDITION/So So (MCA)
KC FLIGHT/Plant E (MCA)
NENDEI/Saltwater Steam (Virgin)
CYNTHIA/Endless Nights (MCA)

---

AUSTRALIA

1. IAN MOSS/Tucker's Daughter (Four
2. DARYL BRATHWAITE/One More Time (MCA)
3. 1927/You'll Never Know (Sony)
4. J. DIESEL & INJECTORS/Soul Revival (RCA)
5. 1927/I Could (RCA)
6. MENTAL AS ANYTHING/Rock & Roll Music (RCA)
7. J. DIESEL & INJECTORS/Don't Need Love (RCA)
8. BLACK SORROWS/Chain To The Whale
9. STEPHEN CUMMINGS/Your House Is Falling
10. K. MINOGUE & DONOVAN/E specially For You

www.americanradiohistory.com
Geffen Records will release the all-star "Rainbow Warriors" benefit double album in states on May 23. All proceeds from the two-record, 31-song set have been earmarked for donation to the international environmental protection organization Greenpeace.

First issued under the title "Breakthrough," on the USSR state-owned Melodiya label a couple of weeks back (3/6), the double album features performances by U2, Bono, Dire Straits, Eurythmics, the Grateful Dead, INXS, the Thompson Twins, Huey Lewis & The News, the Smiths, Waterboys, R.E.M., Peter Gabriel, Bryan Adams, Basia, Peter Gabriel, Bruce Hornsby & The Range, Morrissey, Maxinquaye & The Daintees, John Cougar Mellencamp, Dire Straits, and — on the CD version only — contributions from Little Steven, the Silencers, Hothouse Flowers, and Robbie Robertson.

"This project was involved because we felt the cause was important and beyond politics," said Geffen President Ed Rosenblatt. "It touches everyone. Just like music does. Noting that Geffen had not been involved in a project like this in the past, as it was a fledgling company. Rosenblatt added that "now we wanted to do more...we wanted to make a significant contribution to a worldwide issue that affects the future of all of us."

Spots, Special To Follow
In conjunction with the album's release, music video networks VH-1 will produce and air a series of 60 and 90-second spots featuring a number of film, TV, and music artists talking about AIDS and support for various environmental projects, including Greenpeace. Furthermore, Westwood One will produce a one-hour special for AOR radio that will include interviews with the artists who've donated their efforts to the "Rainbow Warriors." LP. Westwood One will also provide PSAs to be aired on the firm's other radio networks and nationally syndicated programs.

Madonna LP Carries AIDS Message
Tucked inside "Like A Prayer," the latest album from site recording artist Madonna, you'll find a small piece of paper that bears a brief, plainly-worded message about AIDS. Noting that it is "an equal opportunity disease" and that "there is no conclusive data as to how AIDS started," the guided misadventures of "people with AIDS — regardless of their sexual orientation — must be supported, not punished and not left in the darkness of ignorance and bigotry.

Enigma Launches Non-Vinyl Label
Enigma Records has launched a CD and cassette-only label called Enigma Retro, that will concentrate on releasing "classic" out-of-print albums and compiling previously unreleased material from "semi-legendary" acts. First titles out this week are Alice Cooper's "Live Killers," Aerosmith's "Dream Theater," and Joe Perry & The Kramer's"Flyin' High" and its follow-up, "Easy Action."

Speaking of Alice Cooper...Aerosmith's "Dream Theater," Joe Perry, Tom Hamilton, and Joey Kramer have been laying down backing tracks for the upcoming album that Ol' Black Eyes is recording for Epic.

Alice contemplates his daze of future past.

"Joe Jackson will release "Nineteen Forever," the first single from his new "Blaze Of Glory" LP next week (3/28). The A&M album, due 4/18, is said to be a collection of autobiographical moments in time, stretching from the early 60's to Bat today. Jackson is expected to start touring behind the album in July. A great White will follow up their Capitol album "Forever," and collect a track titled "Once-Bitten." And a couple of the upcoming LP's will be a version of former Mott The Hoople frontman-turned-solo artist Ian "Stumpy" Hunter's classic rock's, "Twice Shin." But of course...

New Tours
Among this week's new tours.

BAD COMPANYoustic Tour
STEVE EARLE
MELISSA ETHERGEE
FRANKE JAMES" ADDITION
TO FAMILY/GREATER SAN FRANCISCO/SECOND WORLD

The Pollstar Concert Pulse is a weekly chart of the concert business. For the week ending March 24, 1989, the Pollstar 500 shows reported for the week.

New Tours
Amid this week's new tours.

BAD COMPANY
STEVE EARLE
MELISSA ETHERGEE
FRANKE JAMES ADDITION TO FAMILY/GREATER SAN FRANCISCO/SECOND WORLD
CALAER

BRAD MESSER

Using Listeners As A Natural Resource

Funny thing about show biz people: they work until they're famous, then wear sunglasses so we can't tell who they are. Radio stations sometimes do the same thing. A station will advertise and promote itself, then stay arms-length from listeners by never putting them on the air.

At the risk of sounding like I'm blathering on and on about how wonderful the fans are, I would like to testify about the power of listeners to pump up a station.

Listeners add life. Put a winner on the air and the sound of pure happiness can be contagious. Or maybe it isn't pure happiness, perhaps the winner sounds like he's lower down the scale, down around enthusiastic or even merely pleasant. Any way you look at it, having something pleasant and positive on a station can't hurt.

My favorite thing about listeners is that they know everything in the world and, if you ask them and make them feel welcome, they will give you the answer to any question on any subject from aerobatics to zit creams. (I should have said zoology or zitches, anything but zits—it just came to mind when I needed a z.)

Listeners not only know everything about every art, science, profession, and trade, they also know everything going on in town. Just ask and they'll tell. The worst pothole in town, the cheapest unloaded gas, the best joke Arsenio or Johnny told last night, the passenger capacity of a 747, Vanna's measurements, the words to the second verse of "Burger King Bus Boy," the three worst things you can do with tritium, anything at all.

And have you priced listeners lately? When you're talking about talent, a listener's price is a fine, fine thing.

Falklands War Countdown
MONDAY, APRIL 3 — The likelihood of a Falkland Islands war was top news in 1982: the UN Security Council demanded Argentina withdraw its troops, and Britain hastily dispatched a naval task force toward the South Atlantic. Two world records were set in 1983: the longest car ramp jump of 232 feet, and getting 244 slices from a single cucumber in 13.4 seconds. The prime rate hit 20% in 1980. President Truman signed the Marshall Plan in 1948, providing more than $5 billion in aid to 16 nations in Europe following WW II. According to an Oxford University study, this was possibly the date of the crucifixion of Christ in the year 33.


CIA Mining Operation Exposed
TUESDAY, APRIL 4 — Five years ago, the United Nations voted on a resolution to condemn America's covert mining of Nicaraguan harbors. The US vetoed the resolution. At the time of the vote, the CIA been planting mines for about two months.

Twentieth anniversary of the cancellation of "Star Trek" (1969). Dr. Martin Luther King Jr. was murdered in Memphis in 1968, setting off riots in more than 100 cities. Forthieth anniversary of the North Atlantic Treaty for mutual defense signed by the US and 11 other nations. "Dixie's Land (later shortened to "Dixie") was first performed in New York City by Bryant's Minstrels 130 years ago (1859).

Birthday: Arthur Murray 94.

Disco Bombing Blamed on Khadafy
WEDNESDAY, APRIL 5 — A bomb went off in a Berlin nightclub in 1986, killing an American soldier and a Turkish woman, injuring about 150 others. The US, claiming that Moamar Khadafy had a hand in the terrorist act, retaliated by hitting Libya with an air raid about a week later.

Japan promised in 1985 to end whaling in 1988, but it didn't. In 1971, Fren Phillips became the first woman to reach the North Pole. Tradition says this is the day in the year 2348 B.C. that Noah's Ark touched land after the Biblical flood.


Record High Dive
THURSDAY, APRIL 6 — American diver Randall Dickson set the world record for high diving in 1985 by plunging 175 feet, hitting the water at Ocean Park in Hong Kong at an estimated 90 miles per hour. (That's about twice the distance the cliff divers at Acapulco dive.)

Hostess Twinkies went on sale in 1930. In 1917, in WW I, America declared war against Germany. Eightieth anniversary of the Peary expedition reaching the North Pole. The longest boxing match (using gloves) was in 1983: after more than seven hours and 110 rounds. It was declared a draw.


Gorbachev Missle Freeze
FRIDAY, APRIL 7 — The Soviet Union announced in 1985 that it was freezing deployment of medium-range nuclear missiles in Europe. 72,000 real eggs and 40,000 candy ones were used in the world's largest Easter Egg Hunt at Homer, Georgia in 1985. The record for keeping a boomerang aloft was set at 28.9 seconds in 1984. The US broke diplomatic relations with Iran in 1980 during the hostage crisis. The musical "South Pacific" opened on Broadway 40 years ago.


CHR CHART DEBUT

WVNZ add 14
WINK add
Q104 14-10
KDBW deb 27
WAPE 12-8
KXY 10-7
WLOL 23-15
KZIO add
KYYY add
KROY 21-14
KJ103 add
WCIL 5-4
KUBE add
KLUC 31-21
WDBR add
KMEL 11-10
KNZN 12-9
ZG 3-3
WNK add
WWFX add
KFBQ add
WPST 13-10
WIZK add
KMOK 2-4
Q105 35-26
ZHTO add
ZFUN 6-5

“A Shoulder To Cry On”

The sensational new single from the debut album TOMMY PAGE

Culture, music and entertainment by Roy Anderson Enterprises © 1989 Zook Radio Company

Management and Promotion by

www.americanradiohistory.com
'WELCOME TO THE JUNGLE'

Shannon Launches Pirate Radio

It was a sneak attack on the city. The word on the streets had been to look for an early April kickoff. But at 5am on March 17 KQLZ was born — just five hours after Westwood One closed the deal with former owners Outlet Communications.

VP/Programming Scott Shannon gracefully laid the former KIQQ (K-Lite)/Los Angeles to rest. Thanking the audience for listening and suggesting similar-sounding dial alternatives, he turned off the Lite with the help of Earl Grant’s "The End."

"Since everyone out here borrowed just about every liner and idea I’d used at Z100, it became necessary to do something different. We have a renegade attitude, as does our music."

Then the ambience quickly shifted. Shannon segued into an air-check montage of legendary L.A. stations — KRLA, KBLA, KFWB, KMET, and KHJ. Seconds later, there was a quick legal ID and time check. Then the speakers roared as Shannon declared, "It’s 5-0. Southern California. It’s time to wake up." On the heels of that pronouncement came this recorded sweeper: "The mothership has landed..."

Furthermore, Shannon says Pirate Radio is not a format but an attitude he conceived years ago while putting Z100 on the air. "We were actually a New Jersey station, and one had never made a ratings impact in New York before," he recalled. "I told the sales department to look at Manhattan like Europe and to look at us as Radio Caroline, the pirate radio station broadcasting offshore. I never forgot the concept. ‘Since everyone out here borrowed just about every liner and idea I’d used at Z100, it became necessary to do something different. So we went to work developing the Pirate Radio concept, which works great — we have a renegade attitude, as does our music."

X Marks The Spot

KQLZ's studio is just as raw and simple as its on-air sound — what Shannon calls "no-frills radio." The station is temporarily housed inside a loading bay at the WWI office. Entry is gained through an "AOR-to-CHR crossovers. (See ‘Swashbuckling Songs’ sidebar.)"

First Impressions

Several market observers had this to say about upstart Pirate Radio:

- KFWB (Power 106)/L.A. PD Jeff Wyatt: "It’s an excellent radio station, well-done, well-produced, and with an edge that really could make itplode. Shannon’s sending a clear message right now to the audience who has pirate concept. It’s pretty cool. But it’s tough to tell who the station will affect the most. By establishing his own identity, he feels he’s been drawing in the crowds — not necessarily huge crowds of cume — from other established stations."
- Pollock Media Group Chairman/CEO Jeff Pollock: "I had a radio station in mind that I would do if I was programming KIQQ, and Pirate Radio is exactly what I envisioned. There was a massive hole for this station, it’s what L.A. needs. I predict it will be number one in the market, drawing from KISS-FM, KROQ, KSAA, and to a minimal degree, Power 106."
- KISQ-FM/L.A. PD Steve Rivers: "I think it’s an early April Fool’s joke myself. What we’re hearing is not what the real deal is all about. So I reserve comment until they put the right format on the air. My staff is charged and ready for the battle. We’re sharper than we’ve ever been. The worst that will happen is that L.A. will be a better radio market. KISS-FM’s number one goal is to be the best that we can be regardless of who’s across the street."

Swashbuckling Songs

What does Pirate Radio sound like? It will be 85% current and, according to Scott Shannon, "Randy Kabrich, Shadow Steele, (Z100/NY PD) Steve Kingston (who came in for the debut), and I spent four days just deciding whether to play New Kids On The Block, Debbie Gibson, and the Bangles. We’ve invested lots of time and money on our music systems. No doubt this station does have unique music for the city, and it will only get better."

Pirate Radio’s first two hours played like this musically:

5-6am
- GUNS N ROSES/Welcome To The Jungle
- ROLLING STONES/Start Me Up
- RUSH/The Long Way Home
- DEF LEPPARD/Pour Some Sugar On Me
- CHEAP TRICK/The Flame
- POSTER/Fallen Angel
- FORD & OSBOURNE/Close My Eyes Forever
- MIDNIGHT OIL/Rads Are Burning
- FIXX/One Thing Leads To Another
- BON JOVI/Born To Be My Baby
- MADONNA/Express Yourself
- VAN HALEN/When It’s Love
- WHITE LION/When The Children Cry
- JOAN JETT/Little Liar

6-7am
- AEROSMITH/Dream On
- DEF LEPPARD/Armageddon
- FINE YOUNG CANNIBALS/She Drives Me Crazy
- GUNS N ROSES/Paradise City
- U2/It’s A Miracle
- ROD STEWART/My Heart Can’t Tell You No
- ROBERT PALMER/Addicted To Love
- BANGLES/Eternal Flame
- MANFRED MANNO/Wah Diddn’t WHITESNARES/This Love
- MADONNA/Like A Prayer
- DEF LEPPARD/Rocket
- MILLI VANILLI/Girl You Know It’s True
- R.E.M./Stand

The Pirate Radio studio (on top) may not be a pretty sight, but it worked well enough for the station to hit the air. New stations are in the works. Shown just below the temporary setup, minutes prior to sign-on, (l-r) are Z100/NY PD Steve Kingston, who came in for the debut; Westwood One Radio Group VP/Programming Scott Shannon; and OM Randy Kabrich.

Liner Notes

Image building is very important for any new station, and KQLZ is no exception. Placing a strong emphasis on production, the station used radio static and frequency sweeps sound effects to accompany its liners, many of which are being delivered live.

Among the liners pressed into action:
- "The mothership has landed Pirate Radio 100.3 FM — Welcome to the jungle."
- "Transmitting throughout North America, this is Pirate Radio — Welcome to the jungle."
- "No wimps allowed. No commercials allowed at Pirate Radio — That’s the way we like it."
- "This is Pirate Radio 100.3 FM... Don’t tell anyone."
- "Do not attempt to adjust your radio receiver. You are on the new FM Pirate Radio."
- "Pirate Radio 100.3 FM... Crank it up nice and loud. Open your windows and piss off your neighbors."
- "Transmitting live at 100.3 this is Pirate Radio... No disco ducks allowed."

Continued on Page 45
COLUMBIA RECORDS

NEW KIDS ON THE BLOCK

"I'll Be Loving You" (forever)

CHR NATIONALLY MOST ADDED
INCLUDING:
KWSS add 23
KS104 add 30
B97 add 29
FM102 add 30
KZZP add 29
B96 add 34
WXKS WHYT
WZOU KBEQ
WEGX KCPW
B94 KIIS
PRO-FM KOY-FM
Y95 KROY
WGH KWOD
KITY KPLZ
KTFM WPQC
Q105 PWR96

HOT REPORTS & ROTATIONS:
KMEL 13-8
KDON add 24
HOT 97.7 10-9
KMGX 34-26
KGGI 21-17
KZFM deb 30

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Produced by Maurice Starr & Michael Jonzun

Dick Scott Entertainment
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No Commercials . . .

For Now

Pirate Radio debuted without commercials and has frequently promoted that fact. Shannon is quite aware of the potential for a no-commercial backlash once spots appear. But he feels that as the programming comes together, so will the spots. The station is clearly in a come-building mode, with a light rotation and a massive TV campaign which kicked off the evening of the signing down the road Pirate Radio plans to do some contesting, although details have yet to be revealed.

The air talent roster includes Scott Shannon 6-10am, Whiteley Allen (KK14/San Diego) 11am-3pm.

MOTION

* Rick Carter from KWNZ/ Reno fills MD chair at WXGT [92X]/Columbus, OH.

WKZ-Chambersburg, PA has named night rocker Andy Shane MD as PD Rick Alexander gives up music duties . . . Mark Roberts is the new morning man at KZ23/Beaumont, TX coming from KBU/Lake Charles, LA.

Jim Morales is in as MD at KFB/Pheonix, replacing J.J. Morel, who's nabbed the PD post at K2HT/Salt Lake City. Also at KFKR, Ron Parker joins from crosstown KQY-FM to handle afternoons and Asst. PD duties . . . Ron Shaprio from Culter Productions replaces Mark Driscoll as Production Director at KIS/FLM/LA . . . W5X/Charlotte, NC night rocker Shadow Stevens has been named MD, and afternoon driver Rich Panama is now Asst. PD.

WAZY/Lafayette, IN has added Mike Caslin as AM sports announcer and tapped Randy Keyes for nights, as PD Kevin Morton moves to mid-days . . . WBBZ (Z100)/Eau Claire, WI has a new lineup: OM Mike Dorn, mornings, MD Darren Lee middays, PD Jay Bouley afternoons, Jeff Day nights, Chris Stevens late-nights. Jackie Johnson overnights, and Nick Evans weekends . . . Kevin Belcastro, onetime PD and most recently afternoon personality at WMGJ/Buffalo, has moved to afternoons at WBZZ (98)/Pittsburgh.

J.J. Malone joins WEZR [97]/New Orleans for overnights from the same slot at WZAT (Z102)/Savannah, where he also did overnights and was known as J.J. Jones.

Meanwhile, Z102 has made a move of its own. The station’s new address is Bank South Centre, #7 East Congress #104, Savannah, GA 31401 . . . WDXL/Louisville also has a new address: 612 4th Ave. #109, Louisville, KY 40202 . . . After four years, Richard Cano leaves mornings at KMGM/Fresno to do mornings at KKKAT/Salt Lake City. Call KMIX/PD Kevin Carter at (209) 252-8994.

Harry Nelson has gone from co-hosting WWGT (GB9)/Portland, ME to signing on as the station’s new PD . . . KELI/Dallas is looking for a strong weekender. T&Rs to VPI/Comm. Tom Gowen at (317) 266-9700.

We’re gambling that there are a lot of CHR listeners in the market who think their current favorite CHR plays too much dance music."

Shadow Steele 3-7pm, Domino (WAPW [Power 99]/Atlanta) 7-11pm, Jimmy Page (KCAEG/Oshkosh, CA) 11pm-2am, and Bubba the Love Sponge Jr. 2-6am. Shannon offered no clue as to whether he’ll add a morning partner. "We’ll slowly integrate the airstaff into the music. Right now we’re just playing a lot of music, running liners and sweepers. We hired people from outside L.A., so that we had fresh personalities. Out of the box I think I’ve got the best staff in the country."

What station(s) is Shannon setting his sights on? "We’re not making any direct attacks on other stations like I did with WPLJ in New York. We’re not telling the audience what we are. It’s not only the music that’s important but the way you present it which helps shape the audience’s perception."

"If you’re an AOR listener we sound like CHR. If you’re a CHR listener you sound like a CHR without a lot of dance music. We’re gambling that there are a lot of CHR listeners in the market who think their current favorite CHR plays too much dance music."

KWGOES 3-0 — KKRC/SiouxFalls, SD didn’t want its listeners to miss the spectacular Super Bowl III halftime show, so staffers hit the road in the station van and handed out 3-0 glasses and bottles of Coca-Cola. Taking a break are (l-r): DJ Scott MacQuire, PD Dan Kelley, MD Janie McKain, and Jocks Deb Christie and Bill Daniels.

All Bark, No Bite — KQZ (293)/Ambridge, PA helped its listeners stay warm by giving away free firewood to anyone whose car displayed a 293 sticker. Pictured: a lucky listener luggin’ some logs.

The REPLACEMENTS

"I’LL BE THE NEW YOU" Track 1 Album 1 Now Starting CHR!

WMMS add KKKL add
WLOL 33-29 99KG add
KXYQ add KPAT add
WROQ add KFMW add
KZIO add KOZI add
KSDN add ZFUN add
KZZU add OK95 add

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The New Single

"START UP! Antrax's New Single" "I'M NOT IN LOVE" From The Album Don't Tell A Soul Track 1 Album 1 Now Starting CHR!

WMMS add KKKL add
WLOL 33-29 99KG add
KXYQ add KPAT add
WROQ add KFMW add
KZIO add KOZI add
KSDN add ZFUN add
KZZU add OK95 add

March 24, 1989 RAR 45

ULTRA new 

a

www.americanradiohistory.com
Coming To Terms With Rock CHR

Whatever you call it — rock CHR, rock 40, male CHR, CHR-for-boys — it's the most talked-about new format variation in radio today. Impressed by the out-of-the-box success of WDFX/Detroit and KXXR/Kansas City, AOR and CHR programmers alike are gearing up for yet another potential adversary in our increasingly fragmented industry.

Upper Demo Credibility

"Make no mistake about it — this is not a 'kiddie-rock' format," warns Burkhardt & Associates consultant Greg Gillispie. "This format has a lot of credibility with listeners up to 30 as well as good curve potential beyond 30. And a lot of people are scratching their heads, because while your typical AORs are used to being attacked from the top end by Classic Rock, they haven't had to worry about the low end."

Burkhardt & Associates probably spent a great deal of time analyzing this latest format permutation — the consultancy has been a go-to AOR clients in both Detroit (WDFX) and Kansas City (KXXR), as well as a new high-energy rocker (WAZU/Denton).

Gillispie has some advice for PDs anticipating the arrival of a rock-oriented CHR in their markets: "You'd better do some research and find out which core artists are common to both 18-24 and 25+. You're going to find that not many of the core artists for the 18-24s test real well for the upper demos. So you're going to have to find that common thread."

Of course, that strategy assumes an AOR is interested in maintaining as many younger listeners as possible. But as Gillispie recently discovered, that's not always the case. "I was pitching a station a couple of months ago that's the only AOR in a decent-sized town and really upped to the Classic end of things. I asked the GM, 'What would happen if a rock-oriented CHR came into your market?' And he said, 'They can have all the 18-24s they want. I'm only concerned about 25-54.'"

"Make no mistake about it — this is not a 'kiddie-rock' format."

— Greg Gillispie

Rockin' Sample Hours

Check out the difference between these two sample hours! Burkhardt & Associates' WAZU/Denton, which signed on in January, is actually more AOR than CHR and has been described as reminiscent of the old model approach. WZZU/Raleigh, which hit the airwaves a few weeks ago, appears to be a definitely more mellow and recurrent-driven than 'AZU. (It should be noted that the 'AZU sample was from its first week on the air.)

"If there was a poll taken, WZZU's track record would be more impressive than WAZU's."

— Bob Walton

Those Fickle 18-24s

Given the more fickle nature of younger listeners, there may not be much of a heritage AOR can do about protecting its lower end. The 18-24s most easily realign their priorities, and this type of format can get them to do that," Gillispie says. "You know what happens when a new station comes on. These stations are fresh and exciting, and people gravitate toward them. A typical AOR can't compete all the time with one of these stations. And today's younger listeners are more willing than they've ever been to sit through a dance-rock record knowing they're going to hear Guns N' Roses or Def Leppard on the other side."

Like many of his peers, Gillispie believes the stations most vulnerable to the threat of rock CHR are those that have forsaken the streets they once owned. "The buzz on the streets eventually permeates society and becomes the mainstream. However, many AORs gave up that as their listeners got older. In the old days we always knew what was going on. Too many stations let that information come to them now instead of seeking it out."

Gillispie is also concerned about overly cautious AORs that fail to recognize the difference between a teen-only metal song and a mass appeal hit. "As rock hard songs become hits they stop being perceived as hard. CHR knew that when they clobbered AOR with Guns N' Roses. They played 'Sweet Child O' Mine' around the clock, while many AORs wouldn't play it before 3pm. And yet that was one of the more compelling hits of the last ten years."

"No matter what, AOR success is not about getting that one hit."

— Greg Gillispie

Since he's in the business of marketing formats, you'd expect Gillispie to be bullish on rock CHR's future — and he is. "This will be a long-term format. If it was the second- or third-rated CHR, AC, or AOR in a market and was looking for something else to try, I would strongly consider this format."

'RDU Prepares For Battle

WRDU/Raleigh PD Bob Walton has also been doing some thinking about rock CHR, especially since crosstown WZZU adopted the format three weeks ago. As the market's lone rocker and top-rated station, 'RDU has been expecting a new competitor for quite a while.

"We knew it would happen," Walton says. "There was no question about it. It could have been Classic Rock, straight-ahead AOR, or rock 40. We actually thought some competition might be fun. We feel like we've been streamlining but haven't been put into the game yet. And a little pride enters into it, because it only takes one person to say, 'Yeah, but you don't have any competition.'"

In anticipation of a new rival, 'RDU conducted both music and perceptual research to make sure it was perfectly in tune with the audience. Walton also conducted long brainstorming and self-critique sessions, analyzing the station's strengths, weaknesses, and opportunities. He describes the preparations as "very nuts and bolts — sort of like spring training. Regardless of who our competitor might be, we had to make sure we were the best we could be."

"I think we're in a very good position, and we're not just going to sit there."

— Bob Walton

An Elektra-Fying Evening

This bevy of industry notables gathered at an unimposing Santa Monica locale to get a bird's-eye view of Jackson Browne's recording studio. Attendees from the Pollack convention enjoyed a catered feast from one of Browne's favorite Mexican restaurants as well as a preview of the artist's forthcoming album.
of a share,” Walton is pragmatic: “Like any general going into battle, I know we’ll have some casualties. What we are going to do is protect our 25-54s.”

Beyond a high-power music mix, a well-programmed rock CHR’s main weapons are overall excitement and “swagger,” elements many feel AOR has lost over the years. But Walton is confident KDU has sustained its muscle. “We have that excitement and swagger, and I don’t think they can take that away from us. It starts with our announcers. We’re staking our success on the belief that anybody can come in and play the music we play, but no one has the announcers we have. And my job is to work with them to maintain that spirit.

“Top 40 by any other name is still Top 40. Rock CHR is still basically a format of small records with big holes, and that’s to our advantage. AOR is still the hip format. Now if you lose that, and your station sounds like ‘74, you’re ripe for the plucking. But the bottom line is, what we’re doing works.”

Editor’s note: The obvious interest in rock-oriented CHR makes it a logical subject for frequent analysis, and I’ll be focusing on the format on a regular basis. If you’d like to add your thoughts to the discussion, I’d love to hear from you.

SEGUES

CFOX/Vancouver Asst. PD/MD Ross Winters has been named PD of CITI/Winnipeg; Danny Kingsbury exits WYBR/Rockford, IL has upped night rocker Matt Miller to MD and morning co-host Sky Driesdale to Promotion Director . . .

WMYG/Pittsburgh personality Kenny King now does PM drive at WAVF-Charleston, SC WZZO/Allentown’s new address is 1541 Alta Dr., Suite 400, Whitehall, PA 18052; phone (215) 821-9559; fax (215) 821-9504.

CRAZY BIRTHDAY — There was no rest for the wicked at WHJY/Providence when staffers celebrated Ozzy Osbourne’s birthday with him. Pictured in party heaven are (l - r) back row impressionist Ron Hayden, WHJY Promotions Director James Evans, D.J. Dania, Production Director Don Gosselin, D.J. Rick O’B, and MD Chris Hermann; (l - r) bottom row PD Carolyn Fox, D.J. Lou Brutus, Ozzy, D.J. Dr. Metal, and Asst. Promotions Director Sharon Schultro.

RATT RACE — K955Little Rock staffers looked very cool hanging out with Ratt frontman Stephen Pearcy after the show. Pictured are (l - r) nighttime rocker Sherry Brooks, Pearcy, contest winner, MD Malcolm Ryker, and winner.

KOME-ING IN COLOUR — KOME/San Jose staffers came alive when Living Colour dropped by the station. Pictured are (standing l - r) KOME’s Raffi Naaman, E/P/A rep Robin Silva, Living Colour’s Vernon Reid, KOME’s Frank Bennett and Don West, Living Colour’s Muzz Skiltings, and PD Ron Nenn; (kneeling) the group’s Will Calhoun and MD Stephen Page.

“BUT SHE SAID SHE WAS 18!” — KFMY/Chico, CA night rocker Bruce Campbell does his part for AOR’s image. Could this be a play to get his mug in R&R . . . nah.

MORE MONEY — WGR FM/Buffalo staffers had nothing to lose when Eddie Money stopped by the station. Hanging in the hallway are (l - r) PD John Hagel, MD Bob Richards, midday maven Anila West, Money, contest winner, and intern Bob Masse.

G.O.R.*

If You’re Not Rockin’ . . . Your Competition Will!

MARCHELLO

“FIRST LOVE”

*(Guitar Oriented Rock) When You Play It, Say It

AOR NEW ARTIST #12
AOR NEW & ACTIVE #1 42/18
A MOST ADDED Track And Album

CBS ASSOCIATED RECORDS
Distributed by CBS Inc.
Profiling Black Consumers

Middle Class On The Move As 21% Earn $35,000+; Active Entertainment Seekers

A recent study of black consumers provides information that can have practical applications for UC CMs, sales managers, and PDs. Comprising 12% of the total US population and 50% of the nation’s minority population, black consumers represent a substantial and growing market that has yet to be fully exploited. The MA**RT Profile and Comparative Analysis of Black Consumers 18+ by Impact Resources of Columbus, OH, reveals some substantial differences between blacks and the US population as a whole.

The figures that follow represent percentages of the total black population, along with a comparative index. With regard to the index, 100 equals the national average. An index of 60 indicates that blacks are half as likely to exhibit the designated behavior as the general US population; similarly, an index of 150 indicates that blacks are one and a half times as likely to exhibit the designated behavior.

Homes
Black families show a relatively high incidence of marital strain. Married black adults make up 39% of the black population (index 75); 19% are divorced (index 148), 9% are widowed (index 120), and 31% are single or have never been married (index 120).

Houses tend to be comparatively larger: 15% of all blacks live in households of five or more persons. The actual number of persons per household is seven percent higher than the national average. Yet despite blacks’ larger household sizes, only 44% own homes (index 83).

Incomes
More than 50% of black households fall in the $25,000 and under annual income bracket. Although black median household income is slightly lower than the national norm, many black families are moving into the middle class, as 21% of black families earn more than $25,000 (compared to 16% in 1970). Nevertheless, fewer than half of all blacks (45%) have had a relationship with a bank/credit union for two years or longer.

Did You Know . . .
- 31% of blacks hold professional/managerial posts
- Less than half shop with a specific buying plan, but expect to spend at least $5 every trip
- Black consumers’ store loyalty is dependent on quality, service, price
- 28% intend to make a major purchase within the next year
- 39% are married, 31% single/never married, 16% divorced

Entertainment
Broadcast and cable television viewing time averages 171 minutes daily. Preferences for a particular network are evenly split between ABC, NBC, and CBS. Loyalty to the big three networks is somewhat greater than it is among the general population: ABC (154), CBS (117), NBC (108).

As for cable channel preferences, blacks are more inclined than the general population to favor Home Sports (180), Sportsvision (184), and Prime Time (150), as well as Cinemax (143), Showtime (137), and the Disney Channel (113).

Blacks are active entertainment seekers, spending more of their leisure time with TV/movie/music/shows (index 134). Shopping is a highly popular pastime (index 117), as is reading (index 115), but exercising (index 15) and travel (index 89), and camping/hunting/fishing (index 50) are less prevalent.

Jobs
Only 31% of all blacks occupy professional/managerial positions (index 88). Sales workers represent 23% (index 88), and homemakers only 6% (index 67). While only three percent work in the military, that’s considerably lower than the national norm (index 146). Other job categories are factory work/assembly: 18% (index 145); clerical workers: 15% (index 138); and farmers/ranchers: 1% (index 117).

Shopping
Fewer than half of all blacks go shopping with a specific buying plan (index 87), but they expect to spend a relatively high $54 on a shopping trip (index 120). They’re less likely to shop at a department store (index 86) and more likely to shop at a convenience store (index 118). Loyalty to a particular store is dependent, to varying degrees, on the following factors: quality (92), service (97), price (81), selection (80), and location (71).

Loyalty varies when shopping for different items: TV, VCR, etc. (96), shoes (92), furniture (91), women’s clothing (90), major appliances (89), and electronics (89) are the most popular loyalty indexes. They also anticipate making fewer vacation/travel plans (index 67). Moreover, when the need to splurge crops up, VISA is preferred by 32% and MasterCard by 29%.

The MA**RT Profile and additional facts about black consumer patterns are available from Karen Miller, Impact Resources, 779 Brookside Blvd, Columbus, OH 43201; phone (614) 899-1063.

KRNBT Throws Birthday Bash

KRNBT (MAGIC 101 FM) lit up the city with its seventh birthday celebration in the Grand Ballroom of the Memphis Peabody Hotel.

A standing-room-only crowd of neighboring station PDs and MDs, as well as a host of record label executives, were treated to an entertainment-packed evening. Among the performers: BeBe & CeCe Wi- nans, Howard Huntsberry, Anne G. Starks, the Bar-Kays, and Stanley Jordan, and local acts Pyramid and Stan Howell.

The icing on the cake was literally a massive KRNBT seven anni- versary cake, which was wheeled out for the consumption of the sweet-toothed attendees.

ACTION

News Flash
Mark Christian is the new PD at KIPR/Little Rock replacing Curt Mon- day . . . Former WAUV/Chicago afternoon jock Max Myrick becomes WPLZ/Richmond PD as Debbie Parker becomes Op Mgr. Earl Bos- ton has been appointed PD at WQML/Charleston, SC . . . WDCX/Richmond names Gary Young to the vacant Asst PD position (index 77). Lynn Hill moonlights as the new MD at WWDM/Columbus, SC.

Joe Hughes is the new PD at KYEA/ Monroe, LA . . . Former WYLD/New Orleans Music Assistant Charles Chann is KDKS/Shreveport’s new MD and part of the morning team . . . Mor- gan Sinclair hosts middays at WBXL/ Mobile . . . Geno Burgess takes over as the new PD at KIZI/Kileen, TX as Alton Palmore goes to WJMN/Jack- son, MS for evenings . . . Tony Scott, former WULB/Detroit evening man, is doing wake-up service at KMAM/ST.

List Change
KACE/Los Angeles: midday person- ally Pam Wells moves to evenings replacing Ken Taylor, who takes over afternoons. Lisa Lipps handles mid- days . . . WFXE/Columbus, GA . . . KDZ/Lal- las’ Marsha Hall nabs afternoons and WEGY/Atlanta’s Kevin Ross tackles evenings. They have replaced Darrell J. and Becky, who moved crossword to WAGH.

WDJY/Washington: PD Bee John- ders does mornings; T.J. Wright takes middays; John Wyatt handles afternoons; and Kyle Gibson joins for even-ings. Also, the new Promotions Direc- tor is Tracey Flowers.

KHY/Houston, TX: SD Steve Heg- wood teams with Alvin Jackson for mornings; middays are split, 9am- noon with Chris Blake and noon-3pm with Benita Gray from WWZ-293/ Charleston, SC. Also, Robin Flores takes afternoons; “Wild” Jay Wee joins to do evenings from WA3/Buf- falo, Robert Mosley works 10pm-2am, and Jerry “Smokin’ B” does the night shift.

www.americanradiohistory.com
Boy George is tearing down the house with their jammin' single "Buck Wild." This ten-member band did the impossible last year when they broke the go-go sound nationally with "Da Butt." Now E.U. is making a full-on chart attack with "Buck Wild."

"BUCK WILD"
FROM THE LP LIVIN' LARGE.
Debut

Boy George
FROM THE LP HIGH HAT.
Produced by Teddy Riley and Gene Griffin.

JAMES ALEXANDER
WLIB PROGRAM/OPERATIONS MANAGER—The new Boy George, "Don't Take My Mind On A Trip" is truly a refreshing song. I believe it to be a STRONG solid hit... it's a "jam," it's "hot," it has "power."*

BOBBY RUSH WZAK MUSIC DIRECTOR—Boy George has taken Urban Radio on one of the hottest groove trips of 1989. This has proven to be a must for Urban Radio and POP alike—it's another nasty Teddy Riley production.

• TOM HOLIDAY PROGRAM/MUSIC DIRECTOR
U102 RADIO—Boy George and Teddy have combined to take everyone's butt on a trip to the dance floor—it's a monster.

• BOBBY BENNETT WHUR PROGRAM DIRECTOR—The Teddy Riley magic strikes again on super new single from Boy George. It's a jammin' trip.

• BARBARA PRIETO WGCI MUSIC DIRECTOR—What better way to return to music scene than by teaming up with one of today's hottest producers—A HIT!

• RAY BOYD—WVEE—PROGRAM DIRECTOR—A very strong comeback for Boy George—Teddy Riley brought out the best in him. Good to have him back!

• WAYNE WALKER WLWZ PROGRAM DIRECTOR—It's kicking—and the "acid mix" is too live!

• CLIFF FLETCHER WWWZ PROGRAM DIRECTOR—Great comeback—destined for the top of the charts.

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**MUSIC RESEARCH TIPS**

**This Is A Test . . .**

As win-at-all-costs pressures increase, few PDs can rely on seat-of-their-pants programming. KKWC/Portland PD Bill Minckler is among those investing a lot of time and money in music research to satisfy the station’s target audience: 35-year-old married working females with two kids.

"Whether you look at jockey boxes in bars, talk to one person, or pay $75,000 a year to have your music tested, it’s all research — and research is very important," he said. "You're getting feedback from people."

"A lot of small market stations aren't going to spend money to test music, but the bottom line is listening to the listeners and asking them what they want," he added, advising stations that can’t afford megabuck testing to "have someone monitor request calls, talk to as many listeners as possible, and call local record stores."

"If you use test information to put music on with no questions asked, you're going to have problems."

— Bill Minckler

KKWC/Portland

As for those stations willing and able to go the auditorium music-testing route, Minckler noted, "The standard rule of thumb for a full music test is 700-800 tunes; a half-test is 300-400. A weekly test for currents involves between 20-30 songs.

**Interpreting The Data**

One drawback to auditorium tests is participant fatigue, which can affect the end result and make skillful interpretation of the data by a PD even more crucial.

**KXCW/Portland**

**Power Clear Position:**
130,000 watts/103.3

Metro Stations: 23
Outside Metro: 1

 Arbitron 12-1: Fall '87 4.6
 Fall '88 6.8
 25-54 Rank: Fall '87 6, Fall '88 7
 18-34 Rank: Fall '87 5, Fall '88 6
 35-54 Rank: Fall '87 12, Fall '88 11
 Fall '88 12+ TSL: 59.6 minutes per day

**Bill Minckler**

"It's possible that Bob Seger's 'Old Time Rock & Roll' can test in the top five percent," Minckler pointed out. "It will get a high score from working people who are tired. Even though we screen participants carefully, they're sitting in a room for 90 minutes and it gets boring, when a song with some tempo comes along in that situation, people will tend to rank it high. That doesn't mean I'm blindly going to put Seger into a power rotation - unless I want to."

"In a competitive situation, if you use test information to put music on with no questions asked, you're going to have problems."

Arbitrary music adjustments in this format can be deadly. Minckler claims he's seen many CDs and PDs at successful ACs fall into this dangerous trap.

"They get tired of the way the station sounds and start screaming around with it, just when listeners are starting to pick up on it," he explained. "They make it hard and it still starts to rock, because they don't talk to listeners or monitor phone calls.

"You have to mix the research - for which you've paid a lot of money - with your knowledge of the market, chart activity in the trades, and staff input."

Among the sources Minckler taps to help his music selection process are crosstown NAC/AOR hybrid KINK, the trades, San Francisco and Seattle stations he monitors, and KOST/Los Angeles (although he pointed out, "I understand that KOST PD Jani Kaye doesn't do any testing").

Minckler is quick to correct mistakes when he realizes he's made them. "If I hear something that doesn't sound right, I change it. I'll unschedule the whole week, if needed, and waste lots of computer paper in the process. The important thing is to have it right.

"You have to take the group of songs you test and decide which ones you’re going to play. You may have to play some in the top-testing records, and decide to play some medium-testing ones.

**Hiding Behind A Smokescreen**

Minckler believes that many times when someone says he's not playing a record because it's testing poorly, that's merely a smokescreen for not feeling comfortable with the record on his particular station.

Minckler follows one simple rule of thumb when it comes to adding new music: "Anytime I have to look twice or stop to think about it, I'll wait. I can be swayed by the stations I watch around the country. If it's Neil Diamond singing "This Time," I'll put it out of the box. I was nervous when Sheriff ('When I'm With You') came along; it was obviously a ballad, but it was a rock ballad. I waited quite a long time before I put it on."

**You Gotta Have Guts**

WMGI/Terre Haute PD Bryan Thomas has spent approximately 20 years in market #170 without the luxury of a music research budget. He relies exclusively on "gut"

"You'd die if you act on what's happening in major markets," Thomas pointed out. "You can't come to Terre Haute from a big urban center and say, 'This is what you boys are going to play.' Somebody like (KOST/Los Angeles MD) Lis Kiley, who has good programming savvy, might be able to come in and study the market - but she wouldn't test in a major market.

Thomas also detailed the need to understand the market quickly.

"New Age music probably won't do well that well in the Midwest. And while you're hard pressed to find winding Country stations in New York, Boston, and Los Angeles, it's not that way here, so we look for Country crossovers."

**Battle Of The Budget**

When it comes to music research, to play some major concern for smaller market stations.

At the same time, he's leery about promoting their music on the Internet. "I have to dispay Eddie Brickell ('What I Am') or Enya ('Orinoco Flow'), I wonder if I need to play them at all. The 'gut' call is determining whether the listener expects to hear those songs on my station."

Thomas emphasized that he programs WMGI based on what he feels his listeners want. Jared Cole's "You Were In My Heart" - which was not a national hit - performed extremely well for WMGI.

Big Grammy winners Bobby McFerrin and Tracy Chapman, however, were excluded from station airplay, although Thomas noted, "We don't play away from Urban AC. If we did, we wouldn't be a true AC. The Jets and Vanessa Williams have done quite well for us."
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NOTES FROM MUSIC ROW

The Highwaymen Ride Again

Willie Nelson, Kris Kristofferson, Johnny Cash, and Waylon Jennings created a stir on Music Row recently when they gathered at the Emerald Sound studio to record their second collaborative album. "The Highwaymen 2" Glen Campbell even stopped by to pitch them a new tune. His version of Jimmy Webb's song "The Highwayman" was released a few years before the first Highwaymen album was issued in 1985.

Producer Chips Moman manned the boards, while Nelson played chess during the breaks with Mickey Newbury and Hank Cochran. John Prine was a guest for the session, as were Marty Stuart, Will Sexton, June Carter Cash, and Tony Joe White.

Ex-J. Gels Band member Peter Wolf showed by playing on the recording tracks. Harlan Howard, Bob Beckham, and Ron Chancey also were seen in the halls. And J.C. Crowley, who was laying down tracks at Emerald at the same time, shared some of the fun.

Since the Highwaymen record individually for different companies, a decision on which label will release the completed product is still up in the air. (CBS released the quartet's first album.)

- The Highwaymen have played the International Marketplace of Festivals, sponsored by the Nashville Association of Talent Directors, on October 5th. Held in Los Angeles for the past two years, the annual convention expects about 100 registrants from 30 countries. NATD President Sonny Simmons commented: "IMOF marks a unified effort by the Nashville music industry to open a new market of worldwide opportunities."

- Lee Greenwood and Sea Ray Boats/Miami-Biscayne have an endorsement agreement. Do you think we'll see Lee in "Miami Vice"-type commercials with a three-day beard?

- Atlantic America has announced plans to host its first label show at this year's Fan Fair in June. The label now has six country acts, including Robin Lee, Billy Joe Royal, Jeff Stevens & the Bellas, Pat Fakes, the Girls Next Door, and the new signee Billy "Crash" Craddock.

- Weapon Media will be releasing the "Crash" album.

- Nashville Entertainment Association Exec. Director Lynn Gillespie has resigned after nearly five years to devote more time to her family and creative pursuits. The association is accepting resumes from interested parties.

- Associate Director Diane Johnson has resigned from the Country Music Hall of Fame Museum after 16 years to launch a scaled down business.

- Ricky Van Shelton leads the nominations for TNN's Viewer's Choice Awards, getting the nod in five categories. George Strait and Dwight Yoakam each garnered four nominations, while Randy Travis, Hank Williams Jr., Tanya Tucker, and Kathy Mattea took three each. Spots aired on TNN and ads in USA Today list phone numbers for voting.

- Debe Fennell

NASHVILLE IN MOTION

Isaacs Opens Malaco Branch

Special Projects Coordinator Bill Isaacs has left Tree International Publishing to open a division of Malaco Records in Nashville. Malaco owns Sevy Records and the Muscle Shoals Sound Studio, concentrating on recording and publishing R&B, country, and gospel music.

Judy Mayes joins the publicity division of Arista Music Associates as an AE, and Chris Pinnock joins the company's video promotion division as Promotion Manager. Former William Morris agent Alan Hopper is now a Management Associate with Chuck Morris Entertainment.

The parent company of True Records, Inc., has expanded to include a booking division headed by Wayne Bayfield. It will concentrate on dates for Lisa Childress and Frank Burgess.

Background

Lionel Cartwright hails from West Virginia, where he started out playing piano on WWVA's "Wheeling's "Jamboree In The Hills" and ended up as the show's featured performer and director. After college he moved to Music City and was chosen by TNN to perform in the musical comedy series "1-40 Paradise." Soon he became the show's featured performer, arranger, and musical director. He wrote and sang the theme songs for "1-40" and its spinoff "Picket At The Paradise," and logged more than 500 episodes of both shows.

Signing

When the series ended, Cartwright focused his attention on songwriting, and MCA/Nashville's Tony Brown became aware of his talent. After deciding to embark on a recording career, Cartwright teamed with Brown and co-producer Stuttgart Smith, guitarist for Rodney Crowell and Rosanne Cash.

Songs

His debut album contains nine of his own songs, while his current release, "Like Father Like Son," was penned by Paul Overstreet and Don Schlitz (writers of Randy Travis' "Forever And Ever, Amen," and "On The Other Hand").

The New Artist Fact File spotlights artists appearing in this issue of the Country chart for the first time.

NASHVILLE THIS WEEK

Mature Michael Murphy has found a new edge—and a much bigger backup band. He has been performing with symphonies across the country, is scheduled to perform with 11 more this year, and has two dates set for 1990, according to the Jim Halsey Co.

During the last three years Murphy has sung with the Salt Lake City Symphony and the Nashville Symphony, held on his operetta "The Wheeling Symphony Orchestra on March 31 in West Virginia. This down-to-earth Murphy has given up his West Fest at Cropper Mountain, CO over Labor Day weekend. On the contrary, plans are being considered for another featuring a Park City, UT, July 4.

COUNTRY GOES CLASSICAL—Michael Martin Murphey [above] is perf-

ing with the Nashville Symphony and conductor Kent- hef Scheueruth.

Kathy Gangwisch & Associates/Kan-
sas City, has opened a Nashville branch. Three-year Gangwisch Publi-
cist Kent Arwood has been upped to VP/Nashville Operations and has relocated to Music City. Offices are at 1012 16th Ave. South, Nashville, TN 37212; (615) 242-0888.

Former MCA/Nashville VP/AST Don "Dirt" Lanier joins Tree International's Creative Department as a professional manager. He'll work with recording art-
ists in song selection and be responsible for signing new writers. A music veteran of more than 30 years, Lanier in recent years has worked closely with former MCA/Nashville chief Jimmy Bowen and the label's artists. Most recently, Lanier has been working with artists on Bowen's latest venture, Universal Records.

The trio of SKB (Thom Schuyler, Fred Knobloch, and Gregg Bigg) has been disbanded in the wake of MTM Music Group's take. Publisher Howard Stark has agreed to release SKB from their contract, which he pur-

chased from the now defunct MTM label.

The trio of songwriters was originally known as SKO until Paul Overstreet exited to pursue a solo deal (he's now on RCA/Nashville). Bigg was first added and appeared on the group's se-

cond LP "No Easy Horses." Knobloch is rumored to be seeking a solo recording deal, with RCA and Universal men-

tioned among interested labels.

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When Three Worlds Collide

Furor Erupts After 'Welcome' Station Drops Concert Act's Current Single

Nashville-based concert promoters and record labels have been buzzing over a recent confrontation between a promoter, a record label, and a radio station. Here's the scenario:

The week before a supersaler act was scheduled to play a particular market, the act's label informed the concert promoter that the "welcome" radio station had dropped the artist's current single. The station, which had received a $12,000 buy time as part of the promotional package, came under pressure from all sides to read the record.

For the purposes of this column, anonymity has been preserved. The promoter and the PD involved had two very different points of view on the matter. (For the label's side, see the accompanying sidebar.)

Promoter's Perspective

The concert promoter was upset by the loss of airplay, primarily because "playing the record is equal or similar to a radio commercial. Hopefully, after the record is played, the announcer makes reference to the upcoming date. It's an easy, natural lead-in—an extension of the promotion we're doing with the station." According to the promoter, airplay shouldn't stop with the current single when it comes to pre-show advertising. "We've found a lot of stations add three or four cuts from an artist's catalog just prior to the play date. This helps create excitement for the show as well as for the station presenting the show. Besides ratings, one of the reasons we pick a station to front a show is because it plays a lot of the artist's music."

"Every station has to play what's hot. What we objected to was the timing of the drop."

— Concert Promoter

Potential Repercussions

Incidentally, this can also have long-term effects. The promoter explained, "With a superstar act, we can be selective about the date we play. If all those things are equal (i.e., venue, market size), but one market has a radio station that's been so-so, we'll make the conscious decision to go to that market." In cities where there are two Country Outlets, the promoter "definitely would give the other station the opportunity to 'present' the next time around.

"It's not worth reporting if an artist is going to come to town and play on your station simply because you dropped his song."

— Program Director

The concert promoter, the artist, and the latter's management considered the drop a "blatant slap in the artist's face. We four to sell records and that was the only single from the current LP," the promoter said.

"Every station has to play what's hot, and we understand a station has to drop a record if it doesn't check out in that individual market," he noted. "What we objected to was the timing: the record was pulled after most of the money was spent. It was too late to change the promotional campaign. We didn't say, 'We gave you $12,000 so you better play this song and get it to number one.' But playing it four or more days wasn't going to hurt the station or its ratings.

The promoter was also upset with the station's "tactics" the night of the show. Prior to the concert, a person identifying himself as a station salesman told the artist's manager he was going to get the record readied. The manager relayed that information to the artist, telling him not to say anything derogatory about the station. "I don't know if their reasons for saying something were honest or if they were concerned about what going to happen, but that's what the promoter said the promoter. But we were just given the impression the station was going to read the record, which it hasn't done."

"Radio stations are almost co-promoters. It's up to them to present the artist in the best light."

PD's View

Explaining the decision to drop the record, the PD said, "We had played it for four weeks and were getting 40% negative in testing. We treated it like we would any other record testing this poorly and pulled it.

"We made a deal—a real good value promotionally for the act and promoter—and we upheld our end of the agreement. But there was nothing in the agreement that said we had to play the song."

The PD also said the artist didn't fulfill his end of the bargain. "Part of the agreement was to get a signature guitar. The artist refused to do. That made us mad because we promised listeners we'd be giving away a signed guitar. (The decision to sign the guitar came after the station dropped the record—Ed.)"

Reviewing the chain of events, the PD said, "We got a call from the record company on the Monday or Tuesday before the act came to town. We told them that if we didn't read the record we were going to feel the wrath of the artist's organization. The management then backed him into a corner. And if you want to get into a pissing war, we're going to win. The artist comes to town for three hours and sells to 700 people. We came to 100,000 every morning, and we were here 365 days a year."

The PD didn't understand why the concert promoter called him about dropping the record. "I asked him when he went to work for the label. We did our part and he did his job; the show was sold out. Why was he trying to force us to read the record? I realize he has to answer to the act's people. But getting bullets for the record is something the act's management and record companies worry about, not the promoter."

The Big Picture

Because management was concerned the act might say something negative about the record, no measurements were taken. "We just tried to overpower the act," said the PD. "We believed 7000 flyers, many more than we would normally. And we had our 'money men' out giving away cash."

The PD contended that no one from his station talked to anyone connected with the artist. But it's certainly possible someone did so without his knowledge. If the artist had said something outrageous, "we might have said to hell with reporting to anyone," noted the PD. "It's not worth reporting if an artist is going to come to town and piss on your station simply because you dropped his song."

"Because we're talking about a huge impact record, the promoter was totally shocked to hear the station dropped it. I think that's why he called the station."

What worries the promotion rep is this incident might be a harbinger of things to come. "True, a lot of the old traditions in country are changing," he said. "Maybe we're destroying because we were one of country music's strongest foundations. People in this business have known for working together, and that may not always be the case in the future."

He didn't expect any lingering effects on the relationship between the label and this station. "However," he added, "the next time one of our artists goes to that city, you can believe we'll ask if the station plans to drop the record two days before the act gets to town. It's a question that deserves to be asked."

THE LABEL'S SIDE

Common Courtesy

When a "welcoming" station pulled a current single just prior to the artist's concert date, there was angry reaction at the label.

"A PD and MD have to do what they think is right for their station," said a national promotion rep for the label. "The record company shouldn't dictate to them and neither should anybody else. But there comes a time when they owe something to the promoter who's spent a lot of money with them. They owe the promoter—and artist—the common courtesy of playing the record. I got irritated because of the poor timing and lack of sensitivity."

They didn't tell us the record was in trouble. We found out when it didn't show up on the trade reports. In this instance, the station said they stopped playing it two weeks before the show but continued reporting it until the week of the show. If they were going to lie, they should have just done it one more week and avoided all the trouble.

As for the promoter's call to the station, the label rep explained, "We were talking a huge impact record, the promoter was totally shocked to hear the station dropped it. I think that's why he called the station."

BUENOS NOCHES FROM A CROWDED BUS — (l-r) KMFPS/Seattle PM personally Paul Fredericks, Dwight Yoakam, KMFPS Promotion Director Mark Siegmus, and morning show producer Lorraine Gelbreath sneakered together for this group shot at Yoakam's bus.

RVS TO PERRY — KOLR/Perry, IA PM driver Darrin Roberts (r) and OD John Patrick (l) met with Ricky Van Shelton prior to a recent concert.
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Programming Pitfalls

How To Avoid The Three Big Mistakes

By Mike Kinosian

The debate over how many cuts Cold stations should play continues to rage. One advocate of conservative library size is consultant Walter Sabo, who has advised such stations as KRTH/Los Angeles, WROR/Boston, KFRC/San Francisco, and WYFY/Chicago. Sabo tells R&R the three biggest mistakes Gold stations make and offers some tips for Gold programmers and managers.

Play The Hits

"I’ve known Oldies stations that have played 200 records," Sabo says, describing the first major gaffe stations commit. "It’s important to be courteous to your listeners and play music that you know they like based on research."

This problem can originate from inside the station, usually with the GM or PD. After airing the format for a year, station insiders start feeling the urge to fatten the list. Notes Sabo, "It dilutes the hit appeal of the station."

The second trap Sabo says stations can fall into is taking a trip down memory lane. "Remember how great it was in 1965 when you and I were there? Well, I wasn’t there. Stations make a major mistake when they start excluding greats who were either too young to remember or simply weren’t there. The key to making a hits presentation in terms of talent, contesting, and community affairs. The only difference between you and a contemporary station is that you just happen to play oldies."

Beatles And Bangles?

Besides the desire to play non-hit oldies, some Gold programmers wrestle with the temptation to play current. Sabo cites current as forbidden fruit number three. "The greatest advantage an Oldies station has is that it’s known for something. AC stations struggle to find language to describe their format. Oldies stations have one thing to sell and put in the mind of the diarykeeper. Your name should equal oldies. When listeners go to you and find a current, it belies who you are. Your pledge has become worthless."

While Sabo is adamant on this point, one of the format’s most successful stations, WCBS-FM/New York, does play currents. Incidentally, the station is celebrating its 37th year in the format.

"Their station presents ‘Future Gold,’ so they at least explain what they’re doing," Sabo reasons.

When listeners go to you and find a current, it belies who you are. Your pledge has become worthless."

Notes Sabo, "There was a belief in the industry (which I don’t think was ever researched) that oldies was a bad word. It’s no longer a bad word. It’s not sure if ever was. It defines who we are. These songs are part of our everyday culture. The key was the evolution of the baby boomers. The bulk of the baby boomers are over 35. They’re thinking about their pasts in positive ways."

As in other formats, the Gold station that can attract a competitive morning drive audience has an easier time than one that struggles out of the box. Sabo suggests that stations should attempt to create "a foreground, full-service, adult morning show. You shouldn’t hire an air talent exclusively associated with Oldies to do morning drive. Hire a bright, sharp host who can relate to the masses."

Sabo swears by auditorium music testing, regardless of format. "Do as much as you can afford," he emphasizes. "You always have to know what to test. Some hits were just turntable hits. When people tune in they want to hear one of their favorite songs. You need research to sort out what was a novelty. You need to associate your name with what your target audience likes best."

Editor’s Note

R&R’s monthly Gold column will feature ratings, updates, music monitors, clever promotions, key personnel moves, and station profiles. Your help is needed to make it work. So forward station news/promotional events, as well as fan photos, to Mike Kinosian, 1500 Century Park West, Los Angeles, CA 90067; or call (213) 553-4330.

WCBS-FM’s Harrison Marks 30 Years

WCBS-FM/New York personality Harry Harrison has been tolling in New York radio for 30 years. The perennial morning man and Chicago native reflects on the wakeup routine.

"Morning is a very intimate time; very personal," Harrison says. "People wake up, take showers, get dressed, eat breakfast, and get the family off for the day. I mention my wife, my dogs, and our children. People identify with that and enjoy hearing about them."

Among Harrison’s most exciting memories: meeting the Beatles and being onstage with them at Shea Stadium. In 1968 Harrison moved from WMCA to WABC, where he stayed until 1980 when he signed on with WCBS-FM.

"I love what I do, and I’m pleased when I’m told that comes across on the radio. Every brand new day should be unwrapped like a precious gift."

"You shouldn’t hire an air talent exclusively associated with oldies to do morning drive."

WCBS-FM

Music Monitor

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GOLD Vinyl/Phone 999-"KNOX"

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CALLS/Announcer jingle

SABO BROADCASTING

CALLS/Announcer jingle

TUNA SANDWICH — KRLA Los Angeles AM drive Charlie Tuna (r) and station VP/Format Bob Moore ham it up with Chubby Checker during the singer’s recent visit. Checker’s ‘Twist’ is the only song in the rock era to reach number one on two separate occasions.

TUNA SANDWICH — KRLA Los Angeles AM drive Charlie Tuna (r) and station VP/Format Bob Moore ham it up with Chubby Checker during the singer’s recent visit. Checker’s ‘Twist’ is the only song in the rock era to reach number one on two separate occasions.
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One of our industry's most important adult radio stations, located in America's largest market, is accepting tapes and resumes from established, accomplished broadcasters who have perfected the arts of entertaining and informing. The successful applicant will find this to be the zenith of his or her career with extraordinary celebrity and exceptional compensation.

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AWARD-WINNING RADIO NEWS TEAM seeks a new player. Must be hard worker with accurate writing skills and mature judgement. We're a nationally-recognized station with five AP awards in 1988. Twice named Vermont Station of the Year. T&R to Tim Johnson WKVTC Box 1490 Brattleboro, VT 05301

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HOW TO MAKE BIG MONEY IN VOICEOVERS! You'll learn how to make more money in a day than you do in a week! 1-day seminar in CHICAGO, Sunday April 5. Covering: marketing, self-promotion, contacts, careers, everything you need to do business and industry. T&R: (312) 783-3383. EOE

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MMIS BROADCASTING

EMISI Broadcasting is searching for an outstanding Chief Engineer for our Boston market. Experience should be with all outdoor audio, studio/transmitter construction and ready to be a part of a winning team. Send resume with references, in confidence to: Terry Gregor, Vice President, Engineering, EMISI Broadcasting Corporation, 2500 West Olive, Suite 850, Burbank, California 91505.

MIDWEST

GRANT - WINNING AM/FM SEEKING "HEADS UP" MORNING JOCK, could become operations manager. Must be versatile in all phases and possess abilities to direct and manage people. Previous record most important. Five years experience, minimum. Call 301-899-8871 after 6 and before 10. EOE Salary commensurate with ability.

Maryland non-profit AM/FM seeking "HEADS UP!" MORNING JOCK, could become operations manager. Must be versatile in all phases and possess abilities to direct and manage people. Previous record most important. Five years experience, minimum. Call 301-899-8871 after 6 and before 10. EOE Salary commensurate with ability.

Opportunity knocks on the pages of Radio every Friday. — call (213) 555-4330 to make that happen for you!

NORTHWEST

Established Adult Contemporary 50kw FM seeks male A/P for "Love Songs" morning show. T&R to Radio & Records, 1930 Century Park West, Box #423, Los Angeles, CA 90067. EOE

WPLR SEeks MORNING SHOW, Rollin' Stone Radio Station Of The Year just an hour from N.Y.C. N.H. AOR with adventurous twist. Talent and a deadly attitude a must. Looking for single, duos, men, women, small dogs. Lots of fun, good money. Send tapes & resume. Griffin, WPLR, 1191 Dixwell Ave., Hamden, CT 06514. EOE

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Voted the Top 10 Adult Contemporary radio station in America by listeners, WRIF is now seeking a News Director. must have at least 3 years experience in a large market. T&R: (313) 355-0500. EOE

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OPPORTUNITIES

MORNING DRIVER NEEDED for competitive position in KTYD in West Palm Beach, FL. Must be a team player, work phones, sound adults, strong news/sports background, solid company – T & R to Radio & Records. 1980 Park West, #1. West Palm Beach, FL 33401. EOE

Part-time opening at WLRN's parent rock station, No pokers. T & R: 989, John Edwards, 19 East 200 South. Salt Lake City 1-6014. (334) 221-3484

PART-TIME OPENING

WARM PERSONALITY FOR HOST KQPT-FM MORNING DRIVE. Major Market. Experience preferred. Apply with resume and references. Send to: Programming Manager, KQPT-FM, 1600 Elgin Ave., Waco, TX 76711. EOE


SOUTHERN CALIFORNIA OLDIES-BASED AC RADIO STATION has 2 immediate openings: PM Drive Personality - a warm, topical communicator, with a sense of humor. Part-time/Weekends - minimum 2 years on-air experience. We are a large corporation, offering state-of-the-art facilities in a beautiful, least crowded market. Excellent company benefits. Send cassette, photo, and cover letter to: Operations Manager c/o Radio & Records, 1930 Century Park West Box #419, Los Angeles, CA 90067. EOE

OUR PRODUCTION DIRECTOR is off to the mediagale. A #1 California CHR in need of a Production Pro. We have a multiple track recording facility. Can you develop creative jingles and promotional ideas? Multiple voices a big plus. T & R To Radio & Records, 1930 Century Park West Box #419, Los Angeles, CA 90067. EOE

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1023 South Avenue, Suite 107
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The Astor Broadcast Group is seeking exceptional people for every aspect of radio station operations including station management, sales, management, programming and on-air. The Astor Group stations are located in the most desirable California locations, Orange County/LA, San Diego and Marin County. Send resume to Susan E. Bice, Executive Vice President, Astor Broadcast Group, 1623 Fifth Avenue, San Rafael, CA 94901. Equal Opportunity Employer.

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This Duo Delivers

"EVERY LITTLE TIME."

OCTOBER 1988
Kiara's debut single
"The Best Of Me"
goesto Top 5

JANUARY 1989
Their follow-up single
"This Time" soars to #1!

MARCH 27th
The add date for their third smash hit "Every Little Time." Produced by Arthur Baker. From their breakthrough debut album, To Change And/Or Make A Difference.

When You Play It, Say Kiara...
CHARLIE SINGLETON "Good, Bad & Ugly" (Epic) 56/23
Rotations: Heavy 00, Medium 141, Light 422/2

CONSTINA "Are You Lonely Tonight" (Columbia) 45/15
Rotations: Heavy 00, Medium 100, Light 38/5, Total Ads 11 including WKY, WKY, WVEE, WTID, KJLH, KUS, KKDF, KIPW, KWL, WFXE, WQDR, WQXK.

MAGGON "Like A Prayer" (Sire/WB) 47/12
Rotations: Heavy 00, Medium 50, Total Ads 5 including WKYY, WKJY, WVEE, WTID, WFXE, WQDR, WQXK.

ALEASE DIMMONG "I Want It" (Eternity) 47/11
Rotations: Heavy 00, Medium 70, Total Ads 12 including WKYY, WKJY, WVEE, WTXF, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK.

AL JARRAH "All Or Nothing At All" (Argo) 45/15
Rotations: Heavy 00, Medium 110, Light 34/5, Total Ads 15 including WKYY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK.

TODD SHORT "Life's Too Short" (Jive/RCA) 42/4
Rotations: Heavy 00, Medium 50, Total Ads 4 including WKYY, WKJY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK.

LA RUE "I Want Your Love" (RCA) 37/16
Rotations: Heavy 00, Medium 50, Total Ads 16 including WKYY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK.

CONTROLLERS "Temporary Lovers" (Capitol) 35/14
Rotations: Heavy 00, Medium 50, Total Ads 14 including WKYY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK.

STEGASORIC "Foot On" (Tommy Boy) 33/4
Rotations: Heavy 00, Medium 150, Light 17/5, Total Ads 2, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK.

NATCO "Can We Talk About It?" (Atlantic) 34/4
Rotations: Heavy 00, Medium 50, Total Ads 4 including WKYY, WKJY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK.

ATENTION "Let Me Push It To Yo" (Island) 34/2
Rotations: Heavy 00, Medium 50, Total Ads 2 including WKYY, WKJY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK.

JOICE "TENDERSELLA" IBDY "Mr. D." (Mudown) 33/22
Rotations: Heavy 00, Medium 21, Total Ads 2 including WKYY, WKJY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK.

BEAK "Eternal" IBDY "Static IBDY" (Island) 33/21
Rotations: Heavy 00, Medium 10, Total Ads 31 including WKYY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR.

M.C. HAMMER "Turn That Mutta Out" (Capitol) 33/4
Rotations: Heavy 00, Medium 50, Total Ads 29 including WKYY, WKJY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR.

MICA PARIS "My One Temptation" (Island) 28/14
Rotations: Heavy 00, Medium 50, Total Ads 29 including WKYY, WKJY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK.

NATCO "I'll Be Loving You (Forever)" (Island) 25/25
Rotations: Heavy 00, Medium 50, Total Ads 10 including WKYY, WKJY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR.

NEW KIDS ON THE BLOCK "I'll Be Loving You" (Epic) 25/25
Rotations: Heavy 00, Medium 50, Total Ads 10 including WKYY, WKJY, WVEE, WTID, WFXE, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR, WQXK, WQDR.

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<tr>
<td>FREDDIE JACKSON</td>
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<td>SURFACE</td>
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<tr>
<td>J.T.</td>
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<tr>
<td>JACKIE JACKSON</td>
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<tr>
<td>CHAKA KHAN</td>
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<td>SIMPLY RED</td>
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<td>J.T.</td>
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<td>J.T.</td>
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<tr>
<td>Hottest: FREDDIE JACKSON</td>
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<tr>
<th>MIDWEST</th>
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<tr>
<td>CAROLINA</td>
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<tr>
<td>FREDDIE JACKSON</td>
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<tr>
<td>EARTH WIND &amp; FIRE</td>
</tr>
<tr>
<td>JONATHAN BUTLER</td>
</tr>
<tr>
<td>Hottest: CHAKA KHAN</td>
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<tr>
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<tr>
<td>KARL KELLY</td>
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<tr>
<td>JONATHAN BUTLER</td>
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<tr>
<td>Hottest: KARL KELLY</td>
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SOLID AS A ROCK!

DINO

"24/7"

URBAN CONTEMPORARY CHART 13
91 UC REPORTERS — 95%
CONVERSION FACTOR: +29
BILLBOARD: 24

ATENSION

"Let Me Push It To Ya"

NEW & ACTIVE

Now On 34 UC Reporters Including
This P-1 "ATENSION"
WDAS WVEE KRNB WGCI WTLC KJLH KSOL
WHUR K104 WEDR WZAK KMJM XHRM

TONE-LŌC

"Funky Cold Medina"

URBAN CONTEMPORARY
BREAKERS

DEBUT 38
60 UC REPORTERS — 63%
CONVERSION FACTOR: +18

COMING SOON — MILES JAYE

The New Single "OBJECTIVE" From
The Album "Irresistible"
**NATIONAL AIRPLAY**

**Country Chart**

**3**

**WWS WAS LW 1 WfT**

**March 24, 1989**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Station</th>
<th>Total Adds</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
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<tbody>
<tr>
<td><strong>KEITH WHITLEY</strong></td>
<td>RCA</td>
<td>172/0</td>
<td>160</td>
<td>11</td>
<td>1</td>
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<tr>
<td><strong>Michael Martin Murphey</strong></td>
<td>WBBN</td>
<td>166/0</td>
<td>145</td>
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<td>6</td>
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<tr>
<td><strong>Vern Gosdin</strong></td>
<td>WOR</td>
<td>169/1</td>
<td>129</td>
<td>31</td>
<td>9</td>
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<tr>
<td><strong>George Strait</strong></td>
<td>WABC</td>
<td>158/0</td>
<td>130</td>
<td>22</td>
<td>6</td>
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<tr>
<td><strong>Shenandoah</strong></td>
<td>WUSB</td>
<td>178/1</td>
<td>106</td>
<td>66</td>
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**NEW ARTISTS**

**1. M. DIXON**
**2. JONI HARRIS**
**3. Suzy Bogguss**
**4. James House**
**5. R. Smith**
**6. Garth Brooks**
**7. J. Edwards**
**8. Chris Austin**
**9. T. Wilbury**
**10. Loni Yates**

www.americanradiohistory.com
SHOOTERS “If I Ever Go Crazy” (Epix) 106/19
Rotations: Heavy 1, Medium 35, Light 84. Total Ads 19. WACO, WGBB, WAVY, WTVI, WPLR, WBIE, KDFI, WAGM, WYQD, WOJL, KWKX, KUOX, Media 48-42 on the Country chart.

MOE RANDY “Many Mansions” (Curb) 95/6
Rotations: Heavy 3, Medium 37, Light 56. Total Ads 6, WACO, WGBB, WLC, WCSS, WTVI, WXKQ. HDSP Heavy, WOJL, WAGM, KDFI, Medium. WTCM, WOJL, WLC, KWKX, WAGM, WOJL, KDFI, KWKX, KUOX, Medium. Media: WOJL, WAGM, WOJL, WLC, WTVI. Moves 49-31 on the Country chart.

MASON SLOW “Exception To The Rule” (Capitol) 94/10

GAIL DAVIES “Country chart.”

J.C. CROWLEY “I Know What I’ve Got” (RCA) 38/13
Rotations: Heavy 1, Medium 35. Light 41. Total Ads 38, including WACO, WAVY, WTVI, WPLR, WWOE, WISL, KDFI, WAGM, WOJL, WKED, WYQD, WOJL, WAGM, WOJL, WLC, WTVI. Medium: WOJL, WAGM, WOJL, WLC, WTVI. Debut at number 46 on the Country chart.

TANYA TUCKER “Call On Me” (Capitol) 65/34
Rotations: Heavy 1, Medium 10. Light 54. Total Ads 34 including WACO, WAVY, WPLR, WWOE, WISL, WTVI, WPLR, WWOE, KDFI, WAGM, WOJL, WKED, WYQD, WOJL, WAGM, WOJL, WLC, WTVI. Medium: WOJL, WAGM, WOJL, WLC, WTVI. Debut at number 47 on the Country chart.

BARDY BURKE “Wine Me Up” (Mercury) 62/22

JONI HARMES “I Need A Wife” (Universal) 57/20
Rotations: Heavy 6, Medium 18. Light 42. Total Ads 20. WACO, WAVY, WTVI, WPLR, WWOE, WISL, WTVI, WPLR, WWOE, WISL, KDFI, WAGM, WOJL, WKED, WYQD, WOJL, WAGM, WOJL, WLC, WTVI. Medium: WOJL, WAGM, WOJL, WLC, WTVI. Debut at number 46 on the Country chart.

ARTIST/Song Title (Label) Album Title
RICKY VAN SHELTON/Living Proof (Columbia) ....... Loving Proof
GEORGE STRAIT/Holywood Squares (MCA) ........... Beyond The Blue Veil
ALABAMA/High Cotton (RCA) .................. Southern Star
DESSERT ROSE BAND/Hello Trouble (MCA/Curb) ........ Running
RANDY TRAVIS/Written In Stone (WB) .......... Old 6 x 10
GEORGE STRAIT/Ace In The Hole (MCA) ......... Beyond The Blue Veil
RICKY VAN SHELTON/Hole In My Pocket (Columbia) .......... Loving Proof
LARRY BOONE/Foot’s Paradise (Mercury) .......... Swin’ Doors & Saw...
ALABAMA/The Borderline (RCA) ............... Southern Star
ALABAMA/Seductive (RCA) ..................... Southern Star
RONNIE MILSAP/Feels Like I’m Cheating On You (RCA) .... Stranger Things Have...
ALABAMA/Down On The River (RCA) ......... Southern Star
FOSTER & LLOYD/She Knows What She Wants (RCA) .... Faster & Luderrier
RESTLESS HEART/Jenny Come Back (RCA) ........ Big Dreams In A Small...

GARTH BROOKS “Much Too Young” (Capitol) 26/8
Rotations: Heavy 5, Medium 5. Light 23. Total Ads 8. WZK, WXXD, KXJQ, WDAF, WFTCM, KRTS, KJYV, KDSB. Medium. KTVK, KTVK, KRTS, WXXD, WXXD, WXXD, KXJQ, WDAF, WFTCM, KRTS, KJYV, KDSB. Medium. WTVI, WXJU, WXXD, WXXD, WXXD, WXXD, KXJQ, WDAF, WFTCM, KRTS, KJYV, KDSB.

JONATHAN EDWARD “It’s The Natural Thing” (MCA/Curb) 24/6
Rotations: Heavy 4, Medium 5. Light 19. Total Ads 6, WZK, WXXD, WTH, WWP, WFR, WXXD, KRTS. Medium. WXXD, WXXD, KXJQ, WDAF, WFTCM, KRTS, KJYV, KDSB.

ROHNNIE MCDOWELL “Sea Of Heartbreak” (Curb) 22/13
Rotations: Heavy 5, Medium 5. Light 20. Total Ads 13. WZK, WXXD, WXXD, KXJQ, KTVK, KJYV, KDSB. Medium. WTVI, KTVK, WXXD, WXXD, WXXD, KXJQ, WDAF, WFTCM, KRTS, KJYV, KDSB.

BIRCH SISTERS “New Fire Old Flame” (Mercury) 18/13
Rotations: Heavy 5, Medium 5. Light 18. Total Ads 13. WXXD, WXXD, WXXD, WXXD, WXXD, KXJQ, WFTCM, KRTS, KJYV, KDSB. Medium. WTVI, KTVK, WXXD, WXXD, WXXD, KXJQ, KTVK, KJYV, KDSB.

PAUL OVERSTREET “Sowin’ Love” (RCA) 15/15
Rotations: Heavy 5, Medium 5. Light 12. Total Ads 15. WXXD, WXXD, WXXD, WXXD, WXXD, KXJQ, WFTCM, KRTS, KJYV, KDSB. Medium. WTVI, KTVK, WXXD, WXXD, WXXD, KXJQ, KTVK, KJYV, KDSB.

MERLE HAGARD “501 Blues” (Epix) 14/14
Rotations: Heavy 5, Medium 5. Light 13. Total Ads 14. WXXD, WXXD, WXXD, WXXD, WXXD, WXXD, WXXD, KXJQ, WFTCM, KRTS, KJYV, KDSB. Medium. WTVI, WXXD, WXXD, WXXD, KXJQ, KTVK, KJYV, KDSB.

TRAVELING WILBURYS “End Of The Line” (Wilbury/WB) 11/2
Rotations: Heavy 5, Medium 5. Light 8. Total Ads 2. WXXD, WXXD, WXXD, WXXD, WXXD, KXJQ, WFTCM, KRTS, KJYV, KDSB. Medium. WTVI, WXXD, WXXD, WXXD, WXXD, KXJQ, KTVK, KJYV, KDSB.

LORI YATES “Promise, Promises” (Columbia) 10/5
Rotations: Heavy 5, Medium 5. Light 5. Total Ads 5. KTVK, KTVK, KTVK, KTVK, KTVK, WXXD, WXXD, WXXD, WXXD, KXJQ, WFTCM, KRTS, KJYV, KDSB. Medium. WTVI, WXXD, WXXD, WXXD, WXXD, KXJQ, KTVK, KJYV, KDSB.

CEE CEE CHAPMAN “Frontier Justice” (Curb) 9/5
Rotations: Heavy 5, Medium 5. Light 5. Total Ads 5. WXXD, WXXD, WXXD, WXXD, WXXD, WXXD, KXJQ, WFTCM, KRTS, KJYV, KDSB. Medium. WTVI, WXXD, WXXD, WXXD, WXXD, KXJQ, KTVK, KJYV, KDSB.

CLINT BLACK “A Better Man” Advance copy of his debut LP arrives this week!

J.C. CROWLEY “I Know What I’ve Got” Title cut “Beneath The Texas Moon” is featured in Clint Eastwood’s movie, ‘Pink Cadillac!’

PAUL OVERSTREET “Sowin’ Love” The debut RCA single from one of Nashville’s most honored singer/songwriters!
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<th>MIDWEST</th>
<th>WEST</th>
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### EAST
- **Washington, DC**: 
  - **Keke Oglesby**: No. 1
  - **Leslie Cope**: No. 1
  - **Mike & The Mechanics**: No. 1

- **New York, NY**: 
  - **Johnny Cash**: No. 1
  - **Lyle Lovett**: No. 1
  - **Garth Brooks**: No. 1

### SOUTH
- **Atlanta, GA**: 
  - **Travis Tritt**: No. 1
  - **Tanya Tucker**: No. 1
  - **George Strait**: No. 1

- **Dallas, TX**: 
  - **George Strait**: No. 1
  - **Reba McEntire**: No. 1
  - **Alan Jackson**: No. 1

### WEST
- **Los Angeles, CA**: 
  - **George Strait**: No. 1
  - **Travis Tritt**: No. 1
  - **Billy Ray Cyrus**: No. 1

- **Denver, CO**: 
  - **Travis Tritt**: No. 1
  - **George Strait**: No. 1
  - **Reba McEntire**: No. 1

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**Current Playlists**

- **Atlanta, GA**: 
  - **Travis Tritt**: No. 1
  - **Tanya Tucker**: No. 1
  - **George Strait**: No. 1

- **Dallas, TX**: 
  - **George Strait**: No. 1
  - **Reba McEntire**: No. 1
  - **Alan Jackson**: No. 1

- **Los Angeles, CA**: 
  - **Travis Tritt**: No. 1
  - **Billy Ray Cyrus**: No. 1
  - **George Strait**: No. 1

- **Denver, CO**: 
  - **Travis Tritt**: No. 1
  - **Reba McEntire**: No. 1
  - **Alan Jackson**: No. 1

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**176 Reporters**

- **162 Current Playlists**
- **K102/St. Paul**
- **K105/Mount Vernon**
- **KISS/Miami**
- **KX2/Kokomo, IN**
- **WTLT/Ann Arbor**
- **WMLG/Milwaukee**

Did Not Report, Playlist Frozen (10):

- **KEAN/Ashland**
- **KNOX/Modesto**
- **KIPM/Seattle**
- **WAXX/Boise**
- **WCMN/North Fork**
- **WONE/Dayton**
- **WGBE/Charleston, WV**
- **WXCT/Chattanooga**
- **WXXD/Boston**
- **WZZK/Birmingham**

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For more information, visit: [www.americanradiohistory.com](http://www.americanradiohistory.com)
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**Rotation Breakouts**

**NEW & ACTIVE**

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<td>ERIC CARMEN &amp; MERRY CLAYTON “Almost Paradise” (RCA) 4:14</td>
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<td>ROBERTA FLACK “Uh-Uh-Dun Look Out (Here It Comes)” (Atlantic) 2:36</td>
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**significant action**

**Most Added**

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**Southern Pacific “All Is Lost” (WB) 3:38**

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**Significant Action**

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**New Recording**

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**Black “Wonderful Life”**

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A Record-Breaking Week!
The All-Time MOST ADDED in New AC History!

Thank You Radio!

WGMC   KOAI
WFME   WNUA
KLZS   WLHT
WHNN   KTWV
KDAB   KBLX
KNUA   KLRS
KWFM   WXDJ
WOTB   WBZN
WLOQ   WFMK
KBIA   KGHT
KTCZ   KKSF
KIFM   KTCL
KEYV

Portraits In Sound
Soundscapes
Breeze Network
Wave Network

The excitement is just starting!

“We've waited three years for Dancing with the Lion, and it was well worth the wait. Listener response has been immediate and outstanding.”
Bob O'Connor
Program Director
WNUA, Chicago

“Finally, a harp record with strong compositions and the sense that the harp is an integral part of the music, not just an instrument grafted on top of a rhythm track.”
Steve Feinstein
Program Director
KKSF, San Francisco

Taken from the Columbia LP: "Dancing with the Lion" 45154
Produced by Andreas Vollenweider
Co-Produced by Eric Merz & Darryl Pitt
Management: Andreas Vollenweider & Friends Inc.


**NEW & ACTIVE**

- "Deborah Henson-Conant: "Go To The Rats" (GRP)" (21.0) Relations: Heavy 95/0, Light 60/0 Total: 4 Heavy: WJZ, KLJU, CJ, JZMAX. CHART EXTRA (this week).

- "Ernie Watts with GamaLon: "Project: Activation Earth" (Amherst)" (20.2) Relations: Heavy 95/0, Light 60/0 Total: 4 Heavy: WJZ, WJZ, KSBR, JZTRAX, F40.

- "Masahiko Sato: "Amapolifer" (Port/Epiph)" (19.0) Relations: Heavy 22/5, Light 60/0 Total: 4 Heavy: WJZ, WJZ, KSBR, JZTRAX, F40.

- "Steely Davis: "开关 (Well)" (22.8) Relations: Heavy 95/0, Light 60/0 Total: 4 Heavy: WJZ, WJZ, KSBR, JZTRAX, F40.

- "Pat Kelly: "I'll Stand Up" (Novel)" (20.3) Relations: Heavy 95/0, Light 60/0 Total: 4 Heavy: WJZ, WJZ, KSBR, JZTRAX, F40.

**HIROMI: "I Was a Fool" (Capitol)" (15/4) Relations: Heavy 95/0, Medium 70/0 Light 50/0 Total: 4 Heavy: WJZ, WJZ, KSBR, JZTRAX, F40.

**TEQUILA SUNRISE: "Soundtrack" (Capitol)" (15/5) Relations: Heavy 95/0, Medium 70/0 Light 50/0 Total: 4 Heavy: WJZ, WJZ, KSBR, JZTRAX, F40.

**ERNE WATTS with GAMALON: "Project: Activation Earth" (Amherst)" (14/1) Relations: Heavy 95/0, Medium 70/0 Light 50/0 Total: 4 Heavy: WJZ, WJZ, KSBR, JZTRAX, F40.

**SHOW OF SUPPORT...**

- "Real Love - the perfect vocal for NAC listeners... original material... a delightful song."
  - Steve Bianchi

- "Show Of Hands is a great additon to vocally-stard NAC radio. If you haven't listened yet, check out "Real Love" IT WORKS!!"
  - Vic Garrett

**FOR SHOW OF HANDS**

- "Show Of Hands is exactly what NAC needs. It appeals to all demos and is perfect for any daypart."
  - Jeff Harrington

- "ALREADY ON: WAFA, WLOQ, WBJZ KEVY

- Sat. Music Network KLBS And

- WLOQ KSNO

**SHOW OR HANDS**
MAKING WAVES AT
NAC!

FAIRGROUND
ATTRACTION
"A Smile In A
Whisper"

Winners of the British
Phonographic Industry (BPI)
award for Best LP of the Year
and Best Single of the Year

Over 500,000 records sold
internationally

Appearing in Concert:
March 28 - Boston
March 29 - New York City
April 2 - Toronto
April 6 - Los Angeles

DAVID ARKENSTONE
with Andrew White
3 2 4
WDB UV LW TW

169 REPORTERS

MARCH 24, 1989

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<td>116+</td>
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<td>113-</td>
<td>21-</td>
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<td>&quot;Chance&quot; (134) &quot;Lanta&quot; (4) &quot;What's&quot; (1)</td>
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<td>116+</td>
<td>19-</td>
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<td>104+</td>
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<td>&quot;Shake&quot; (130) &quot;Man&quot; (4) &quot;Night&quot; (1)</td>
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<td>&quot;End&quot; (99) &quot;Heading&quot; (22) &quot;Night&quot; (6)</td>
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<td>89+</td>
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<td>&quot;There&quot; (124) &quot;Born&quot; (1) &quot;Living&quot; (1)</td>
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<td>93+</td>
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<td>&quot;Now&quot; (148) &quot;One&quot; (1) &quot;Make&quot; (1)</td>
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<td>56+</td>
<td>86-</td>
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<td>&quot;Turn&quot; (109) &quot;Stand&quot; (38) &quot;Pop&quot; (14)</td>
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<td>49+</td>
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<td>108-/7</td>
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<td>51-</td>
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**CHORIBOYS**

"Run To Paradise"

AOR TRACK 37
AOR ALBUM 37
AOR NEW ARTIST #4

Already On
66 AORs

On MTV!

Where Talent Grows
New Artists have not yet had an AOR Breaker. The chart is based entirely on the number of stations reporting display airing on a particular track. Week-to-week add patterns are not a factor.

| 1 | CRUEL STORY OF YOUTH/You're... (Columbia) | 85%
| 2 | GLAMOUR CAMP/She Did It (EMI) | 83%
| 3 | SARAYA/Love Has Taken Its Toll (Polydor) | 77%
| 4 | CHOIRBOYS/Run To Paradise (WTG) | 66%
| 5 | METALLICA/One (Elektra) | 61%
| 6 | EXTREME/Kid Ego (A&M) | 56%
| 7 | THEIVES/Everything But My Heart (Capitol) | 54%
| 8 | COWBOY JUNKIES/Sweet Jane (RCA) | 53%
| 9 | HOUSE OF LORDS/Love Don't Lie (Simmons/RCA) | 50%
| 10 | BIG BAM BOO/Shooting From My Heart (Uni/MCA) | 46%
| 11 | GUADALCANAL DIARY/Always Saturday (Elektra) | 45%
| 12 | MARCHELLO/First Love (CBS Associated) | 42%
| 13 | TANITA TIKARAM/Twist In My Sobriety (Reprise) | 41%
| 14 | TNT/Tonight I'm Falling (Mercury) | 41%
| 15 | FIRE TOWN/The Good Life (Atlantic) | 36%
| 16 | MASTERS OF REALITY/The Blue... (Def American/Geffen) | 34%
| 17 | SAM PHILLIPS/Holding On To The Earth (Virgin) | 24%
| 18 | DOGS D'AMOUR/Don't Want You To Go (China/Polydor) | 23%
| 19 | MICHAEL THOMPSON BAND/Can't Miss (Geffen) | 22%
| 20 | CRACK THE SKY/From The Greenhouse (Grudge/RCA) | 19%

**BREACKERS**

OUTFIELD

Voices Of Babylon (Columbia)

82% of our reporters on it.

R.E.M.

Turn You Inside-Out (WB)

64% of our reporters on it.

**Bonnie Raitt**

Thing Called Love (Capitol)

62% of our reporters on it.

**Skid Row**

Youth Gone Wild (Atlantic)

62% of our reporters on it.
THE CULT

FIRE IT UP!

THE NEW SINGLE
FROM THE ALBUM
SONIC TEMPLE
PRODUCED BY BOB ROCK
CD PRO BURNIN' YOUR HANDS
HOWARD KAUFMAN/
HK MANAGEMENT, INC.

1989 Beggars Banquet Records Ltd.
New Rock

1. ELVIS COSTELLO/Veronica (WB)
2. T-CITY/Palace Of Simpleton (Geffen)
3. REPLACEMENTS/I'll Be You (Sire/Reprise)
4. ROBYN HITCHCOCK/"M. THE EGYPTIANS/Madonna O: The Waifs (A&M)
5. NEW ORDER/Round & Round ( RCA)
6. MORRISEY/Yesterday Lies O The Famous International Playboys (Sire/Reprise)
7. EASTERHOUSE/Out Of The Greenhouse (Grudge/RCA)
8. FINE YOUNG CANNIBALS/She Drives Me Crazy (RS/MCA)
9. FIRE/Town The Good Life (Atlantic)
10. VIOLENT FEMMES/Nightmares (Stuck/WB)
11. LOU REED/Only Broadway (Sire/WB)
12. THRESHING MUSES/Osby (Sire/WB)
13. TRASHING DOVES/Angel Viett (A&M)
14. JULIAN LINGEN/How You've In Heaven (Atlantic)
15. MIDGE URIE/Dead God (Chrysalis)
16. ERASURE/Stop (Sire/Reprise)
17. FIXX/Dream O Out ( RCA)
18. CONNELLS/Something You Say (TVT)
19. PROCLAIMERS/Them Sorrow Be 500 Miles (Chrysalis)
20. COWBOY JUNKIES/Sweet Jane ( RCA)
21. TANITA TIKARAM/Fast My Slow Reprieve (Reprise)
22. HOWARD JONES/Evolution Love (Elektra)
23. DEPECHE MODE/Everything Counts (Sire/WB)
24. SIMPLE MINDS/Manchester Day (Virgin)
25. UZ/Daring Baretell (Island)

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.
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.
M — L — Other tracks from that album are in those rotations (medium or light).
A “frozen” list indicates that a current report was not received, and last week’s rotations are included in the data base. Stations which fail to report for two consecutive weeks do not contribute any data to this week’s charts.

PARALLELS — Stations arranged by market size, according to Arbitron’s MSA population figures. Parallel One: 1,000,000 +
Parallel Two: 200,000 - 1,000,000
Parallel Three: under 200,000.

Stations at a significant ratings disadvantage to an in-format competitor are assigned a lower parallel.

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### CHR P1 PLAYLISTS

| Radio Station | City/Town | Format | PD/Assistant PD
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<td>Laura Shoshak</td>
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<td>W2FM (Washington)</td>
<td>Providence</td>
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<td>Mike Osborne/Vince Edwards</td>
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<td>Bill Terry/Ruth Tolson-Arias</td>
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<td>Norfolk</td>
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<td>Mike Allen</td>
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<td>Houston</td>
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<td>Adam Cook/Cheryl Bose</td>
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<td>Steve Kingston/Bob Mars</td>
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<td>W2FM (Philadelphia)</td>
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<td>Randy Brown/John Cook</td>
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**WEBX**

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<tr>
<td><strong>PAULA ABDUL</strong>  Forever Your Girl (Virgin)  UP: Power Top 50  Total Reports 184</td>
<td><strong>BANGLES</strong>  (Columbia)  <em>Everything</em>  UP: Power Top 50  Total Reports 216</td>
<td><strong>CHER &amp; PETER CETERA</strong>  After All (Gamma)  UP: Power Top 50  Total Reports 110</td>
<td><strong>DEF LEPPARD</strong>  Rocket (Mercury)  UP: Power Top 50  Total Reports 198</td>
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<tr>
<td><strong>BELLE STARS</strong>  No No (Mercury)  UP: Power Top 50  Total Reports 117 473</td>
<td><strong>BOBBY BROWN</strong>  Every Little Step (MCA)  UP: Power Top 50  Total Reports 51 216</td>
<td><strong>RIAN JOY CONTINUED</strong></td>
<td><strong>CHER &amp; PETER CETERA CONTINUED</strong></td>
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<td><strong>ANIMATION</strong>  Room To Move (Polydor)  UP: Power Top 50  Total Reports 196 873</td>
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<td><strong>BELLE STARS CONTINUED</strong></td>
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*Note: The table continues with additional entries.*
### Chart Summary

A competitive Top 10 shaped up once again as the BANGLES hung on to the top spot with 72 number one reports. Right behind was ROXETTE in its second week at number two, trying harder with 27 chart-toppers. Right behind were FINE YOUNG CANNIBALS, chewing up more chart slots with a 7-3 showing, while MILLI VANILLI still added new stations, with 36 number one reports.

ROD STEWART slid 3-5 but MADONNA made another spectacular jump, 11 points, for a 17-6 gain in her third week on the chart. Will the Bangles hang on? Will Roxette have the look of a #1? Will FYC eat the competition alive? Can Milli Vanilli climb higher? Or will Madonna dash everyone's hopes and make #1 next week?

Meanwhile, back at the chart, R.E.M. gained 11-8 for a Top 10 showing, as did VANESSA WILLIAMS, 12-10. DEON ESTUS was up six, 20-14, which foiled POISON's shot for a bigger move than its 18-15 jump. The other 11-point gainer was PAULA ABDUL's 40-29.

SWEET SENSATION was just shy of Breaker but increased 35-30. JODY WATLEY hit Breaker and debuted at #32. LIVING COLOUR made Breaker and the chart at #34, as did JOHNNY KEMP at #35 and HOWARD JONES at #39. Two other records debuted ahead of Breaker — BELLE STARS at #38 and TOMMY PAGE at #40.

### New Artists

1. MICHAEL DAMIAN/Rock On (Cypress/A&M) ... 142
2. SWEET SENSATION/Sincerely Yours (A&O) ... 138
3. PASADENAS/Tribute (Right On) (Columbia) ... 136
4. DONNY OSMOND/Soldier Of Love (Capitol) ... 124
5. WINGER/Seventeen (Atlantic) ... 119
6. BELLE STARS/no lko (Capitol). ... 117
7. TOMMY PAGE/A Shoulder To Cry On (Sire/WB) ... 100
8. JIMMY HARNEN & SYNCH/Where Are You Now? (WTG) ... 78
9. ONE 2 MANY/Downtown (A&M) ... 74
10. DIABLO/24/7 (4th & Broadway/Island) ... 73

New artists have not yet had a CHR Breaker.

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**Significant Action**

### Information Society

- Title: "Repetition (Tommy Boy/Reprise)
- LP: Information Society

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### Inner City

- Title: "Good Life" (Virgin)

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### Levert

- Title: "Just Cookin'" (Atlantic)
- LP: Levert

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### Denise Lopez

- Title: "Too Much Too Late" (Vendetta/A&M)
- LP: Yuh in Disguise

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### Glenn Medeiros

- Title: "Never Get Enough Of You" (MCA)
- LP: No No

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### Peter Schilling

- Title: "The Different Story (World/) (Elektra)
- LP: The Different Story

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### Slick Rick

- Title: "Teenage Love" (Def Jam/Columbia)
- LP: The Great Adventures Of Slick Rick

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B97, WGH, KITY, Reports: 86. Moves: Up 42, Debuts KKYK. WABB, BJ105, WPHR, KBOZ, WXKS

TOMMY TIFFANY 35 -31, WTIC 24 -19, KZIO. WBWB, WZOU

KDON 195, the MANY 78. of 58.

B81 94, WGH, WNVZ, KTFM, Moves Up 44. Debuts Adds "Rock On" You

Debuts Same 31, Down -14. 100KHI 29 -22, Be

Wings" (Atlantic) Adds 0, WMJQ, KISN, WMMS 28 -24, WPXR 30 -26. Strong moves continue in NASH as WDFX 27 -20, WCZY 16 -24, WLOL, KKRZ, KMEL, WTIC.


stop!  sam brown
breaks in America!

Non-stop phones!

Jerry McKenna, MD
WXKS/Boston:
"stop! generated unbelievable requests after limited airplay! Females 18-34 bypassed the request line and called me directly to find out about stop!'"

Casey Keating, PD
KPLZ/Seattle:
"stop! Don't consider another record until you check out Sam Brown... instant adult phones and now teen requests for this unique and powerful record!"

Mark Evans, OM
KX106/Birmingham, AL:
"Instant recognition from Days Of Our Lives watchers... it leaps out and grabs listeners by the throat... after one play, the phones won't stop!'"

stop! (AM 1234)
the single that's Top 10 in nine countries!

stop! (SP 5193)
the debut album from sam brown.
Over ¾-million copies sold worldwide!

Produced by:
Pete Brown, Sam Brown, Danny Schogger
Management: Lisa Denton

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www.americanradiohistory.com
NATIONAL AIRPLAY OVERVIEW

CHR

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<td>PB/Your Mama Don't Dance (Enigma/Capital)</td>
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BREAKER

11 7 14

3 15

FULL GROWN/Out Of My (Elektra) 

JOHN KEMP/ Birthday Suit (Columbia) 

PAULA ABDUL/Shake Your (Virgin) 

KON RAM/Beg Your Passion (Atlantic) 

BELLE STARS/No Me (Capitol) 

HOWARD JONES/ Everlasting Love (Epic) 

DEBUT 

TOMMY PAGE/ A Should To Cry On (Sire-WB) 

N & A Pg. 94: Playlists Pg. 82; Parallels Pg. 87

ADULT CONTEMPORARY

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<td>XTC/Ready Steady Go (MCA)</td>
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BREAKER

11 7 14

3 15

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JOHN KEMP/ Birthday Suit (Columbia) 

PAULA ABDUL/Shake Your (Virgin) | 6 6 6 |

KON RAM/Beg Your Passion (Atlantic) 

BELLE STARS/No Me (Capitol) 

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TOMMY PAGE/ A Should To Cry On (Sire-WB) 

N & A Pg. 94: Playlists Pg. 82; Parallels Pg. 87

NEW ROCK

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<tr>
<td>JOURNEY/ Miracles (Capitol)</td>
<td>1 1</td>
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<tr>
<td>ENYA/Nirvana (Kristal)</td>
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<tr>
<td>E.L. Buck/Wild (Virgin)</td>
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<tr>
<td>XTC/Ready Steady Go (MCA)</td>
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<tr>
<td>LATEASHA/Move On (Rawkus/Slim)</td>
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<tr>
<td>TRACIE SPENCER/Imagine (Capitol)</td>
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<tr>
<td>DONNA ALLEN/Daddy And Patsy (Disco/Atlantic)</td>
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<td>DEON ESTUS/Help Me (MCA/Polygram)</td>
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Complete Top 30 New Rock Chart Pg. 78

NEW COUNTRY

<table>
<thead>
<tr>
<th>song</th>
<th>artist</th>
<th>week</th>
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<tbody>
<tr>
<td>WINDS/ The French Laundry (Cypress/A&amp;M)</td>
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<tr>
<td>FREE FLIGHT/Size Of Life (FM/CMR)</td>
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<tr>
<td>MARTIN TAYLOR/In The Style Of... (Warner)</td>
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<tr>
<td>ENYA/Nocturn (Kirsten)</td>
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<td>KEIKO MATSUI/Under Another Lights (MCA)</td>
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<td>SPECIAL EFX/Play The River Run (Atlantic)</td>
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<tr>
<td>SIMPLY RED’S/If You’re Gone (MCA)</td>
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<td>MADONNA/Love A Prayer (Sire/WB)</td>
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<tr>
<td>BOY MEETS GIRL/Bring Down The Moon (RCA)</td>
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<tr>
<td>STEVE FORBES/Happy Ever After (Virgin)</td>
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<tr>
<td>PAUL CARRICK &amp; TERRI NUNN/Romantic (Columbia)</td>
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<tr>
<td>KARYN WHITE/Superwoman (WB)</td>
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<tr>
<td>LIVINGSTON TAYLOR/On The Line (Columbia)</td>
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<td>TRAVELING WILBURYS/On The Line (Wilburys/WB)</td>
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<td>PETER NOONE/Into Something... (Cypress/A&amp;M)</td>
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<td>BOY MEETS GIRL/Bring Down The Moon (RCA)</td>
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<td>ERYKA/Ensite Flow (Self-Arrested)</td>
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<td>STEVE BACH/More Than A Dream (DreamWorks)</td>
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<td>TURTLE ISLAND STING/Anemone (Windhill)</td>
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<td>FREE FLOW/Hearts On Fire (Atlantic)</td>
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<td>MARTIN TAYLOR/Sandlands (Gally)</td>
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<td>MARTIN TAYLOR/Sandlands (Gally)</td>
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<td>TERRY LINN CARRINGTON/Real Life Story (Verve Forecast)</td>
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<td>ROSS TRAUT &amp; STEVE RODDY/The Great Low (Novus/RCAC)</td>
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<td>PASSPORT/Pass the Back (Atlantic)</td>
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Complete Top 30 NAc Chart Pg. 73

BREAKER

11 7 14

3 15

FULL GROWN/Out Of My (Elektra) 

JOHN KEMP/ Birthday Suit (Columbia) 

PAULA ABDUL/Shake Your (Virgin) | 6 6 6 |

KON RAM/Beg Your Passion (Atlantic) 

BELLE STARS/No Me (Capitol) 

HOWARD JONES/ Everlasting Love (Epic) 

DEBUT 

TOMMY PAGE/ A Should To Cry On (Sire-WB) 

AC Music Begins Pg. 69

Complete Top 30 Contemporary Jazz Chart Pg. 73

Complete Top 50 Country Chart Pg. 75

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