

INSIDE:

LISTEN LIKE A LISTENER

It's tempting for PDs to program stations to impress their peers — but the ratings come when the programming impresses the local audience. By listening to your station the way your listeners do, you can serve your market more effectively. **WEZB/New Orleans OM/PD Bob Mitchell** defines this concept of "receiver-oriented radio."

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SENATE RAISES SPECTRUM FEE SPECTER AGAIN

Seeking \$450 million in revenues, the Senate is reconsidering spectrum fees and transfer taxes — regarded by **NAB** about as favorably as ringworm and head lice. The group is up in arms attempting to exterminate the proposal.

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DON'T LET THE NUMBERS FOOL YOU

Tom Birch makes his living selling ratings numbers, but he's well aware of the abuses sloppy interpretations of the numbers can breed. Citing sample size, seasonality, and several other factors beyond a station's control, he makes the case for a reasoned look at the raw data.

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SPRING RATINGS HEADLINES

This week 21 more **Arbitron** markets hit print. Following, some highlights:

- Atlanta: **WVEE** zooms past upward-trending **WSB-FM, WAPW**
 - Buffalo: **WJYE** takes over first
 - Cincinnati: **WLW** throws Reds scare into market
 - Columbus: **WNCI** rockets to 18 share
 - Denver: **KBCO** regains lead, **KAZY** in Top 5
 - Houston: **KILT-FM, KLOL** score monster moves
 - Kansas City: **AM WDAF** more than doubles closest contender
 - Louisville: **WDJX** inserts itself into **WAMZ/WHAS** monopoly
 - Miami: **WHQT** stronger but almost caught by **WLYF**
 - Milwaukee: **WTMJ** brews up storm, **WKTI** hits double digits
 - New Orleans: **WEZB** strengthens hold on #1
 - Portland: **KKRZ** new topper but **KEX** big gainer
 - St. Louis: **KMOX** back above 20; **KSHE** hot
 - San Antonio: **KSMG** snarls **CHR** battle
 - Seattle: **KMPS** rolls into Top 5
- Full details inside.

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Newstand Price \$5.00



NAB Sets Marconi Award Nominees

The **NAB** announced this week its radio station and personality nominees for the first "Marconi Radio Awards," with winners to be named at the group's Radio Convention in New Orleans this September.

According to **NAB Sr. VP/Radio Lynn Christian**, the idea for the awards originated with the **NAB** Convention Steering Committee, headed by **Emmis Chairman/CEO Jeff Smulyan**.

A nine-member subcommittee identified the 23 categories to be awarded, and the five nominees for each category.

The nominees for "Station Of The Year" in a major market (defined as those ranking 1-30) are:

- **KNIX/Phoenix**
- **KPWR/Los Angeles**
- **KXKL-AM & FM/Denver**
- **WRBQ-AM & FM/Tampa**
- **WSB-FM/Atlanta**

The five major market nominees for "Personality Of The Year" are **Ron Chapman** of **KVIL-AM & FM/Dallas**, **Bob Collins** of **WGN/Chicago**, **Boon & Erickson** of **WCCO/Minneapolis**, **Scott Shannon** of **KQLZ/Los Angeles**, and **J.P. McCarthy** of **WJR/Detroit**.

The nominations committee designated markets 31-100 as a "Large Market," markets 101-200 as a "Medium Market," and markets over 200 as a "Small Market." It also nominated five

NAB/See Page 24

FIRST GM GIG

Rich VP/GM At KIXI & KMGI



Bobby Rich

KFMB (B100)/San Diego OM/PD and "Rich Brothers" **AM** drive ringleader **Bobby Rich** will leave his five-year post to take on his first station management position, as **VP/GM** of **Noble's KIXI & KMGI/Seattle**, August 14. The position has been vacant for several months, following the departure of **Ralph Heyward**. **Interim GM** and **Noble Sr. VP/Operations Tom McKinley** will assist during the transition.

B100 Asst. PD Mike Novak has been named acting **PD/OM** at the **AC** outlet. **KFMB VP/GM Paul Palmer** said an additional **Rich Brother** or **Sister** will be named shortly. **Rich** will not be taking any **KFMB** staffers with him to **Seattle**.

RICH/See Page 24

Keating Joins Beasley As Exec. VP/COO

Veteran broadcast exec **Jim Keating** has been recruited as **Exec. VP/COO** at **Beasley Broadcast Group**. He replaces **Allen Shaw**, who resigned to acquire **United Broadcasting**.

"We had a tough decision to make among some great candidates," remarked **Beasley President/CEO George Beasley**. "But I feel **Jim** will fit well into our growing company, and has the skills and experience we need to continue our fast-paced progress."

"I'm excited to be joining such a dynamic radio group," said **Keating**. "I look forward to the opportunity to work with **George** and the great people at the stations. We'll keep the company growing into the ranks of the nation's top radio



Jim Keating

companies."

Keating, who will be based at **Beasley headquarters** in **Naples, FL**, joins from the **VP/GM** post at **WLTT/Washington**. He previously was **Director of the ABC-FM Network** and was **GM** at **WCAU-FM/Philadelphia** for nine years beginning in 1972.

KEATING/See Page 24

Pyramid Powers WNUA With Gehron As GM

WODS/Boston VP/GM John Gehron will join **Pyramid NAC/AC hybrid WNUA/Chicago** as **GM** August 4. He replaces **G. Michael Donovan**, who will remain with **Pyramid** at **Cody/Leach Broadcast Architecture**.

Donovan will be involved with the development and marketing of two of the company's research offerings. A successor for **Gehron** at **WODS** has not been named.

Pyramid CEO Rich Balsaugh commented, "John is a premier manager, with intimate knowledge of the **Chicago marketplace**. He's the perfect choice to continue **WNUA's** audience growth and revenue success. **G. Michael** expressed a desire to move beyond **Chicago**, into the national



John Gehron

and international radio arena. Fortunately, with **Cody/Leach** who can offer that kind of opportunity. This action is a strong endorsement of our commitment to further develop and support a new adult format alternative for the '90s."

GEHRON/See Page 24

FBI INVESTIGATES; PILOT GOES UNDERGROUND

More Legal Woes Fall On Root As Sonrise, Investor Sue

Washington communications attorney **Thomas Root**, the "miracle pilot" who survived a plane crash at sea and a gunshot wound, has dropped from sight after leaving his **Florida hospital** ahead of schedule on **Monday (7/23)** amid a rising tide of legal woes.

Federal safety investigators revealed that military pilots had observed **Root** moving his head from side to side when he was supposedly unconscious in his plane, and said sun visors in **Root's Cessna 210** aircraft had been moved repeatedly during his 800-mile flight.

That development was quickly followed with the disclosure that **Root's principal client** — controversial **FM radio application mill Sonrise Management**



Tom enjoys flying his Cessna 210, playing with his kids and being a couch potato.

WHAT A CARD — Root's whimsical business card highlights his enthusiasm for flight.

Services of Columbus, GA — was suing him for legal practice.

Securities Fraud Investigation

FBI officials are now investigating the **Root** case to determine if federal laws prohibiting the destruction of aircraft were violated, according to bureau spokesman **Chuck Steinmetz**, who also revealed that **FBI** agents are investigating allegations that **Root** may have violated securities fraud laws during his association with **Sonrise**.

North Carolina securities investigators told **R&R** they expect to bring charges within a month in their continuing investigation of **Sonrise**, but the

ROOT/See Page 24

"HOLLYWOOD"

The debut single from Junkyard



Hip Clip On MTV

"...high octane...intensity...bite..."
Metallix

"...raw...hard...pushy...bristly...tight...solid...sharp..."
Sounds

"...good times, wild running in the streets, deep
passion and power."
Foundations

"makes ya want to chew tobacco..."
Rip

The Debut Single And Track From

JUNKYARD

ON TOUR NOW

It's An Inspiration To Millions



Hayes Appointed WLS PD

WKRC/Cincinnati PD Drew Hayes has been named PD at WLS/Chicago. The longtime Talk programmer joins the Cap Cities/

ABC AC station amidst widespread speculation that WLS will soon convert to a fulltime Talk format.

Noted WLS President/GM Tom Tradup, "I am very, very pleased that Drew will be joining the new WLS team. His enthusiasm, his knowledge of Talk programming, and his sharp competitive spirit will serve Chicago well in the exciting days ahead."

Prior to joining WKRC Hayes was a talk host and programmer at WMAQ/Chicago, a personality at WTVN/Columbus, News & Public Affairs Director at KKDA-FM/Dallas, and OM at WPLP/Tampa. He has also been a talk host on Miami stations WNWS and WKAT.

Heatherly Joins Atlantic Nashville

Heads Promotion & Marketing



Bob Heatherly

R&R/Nashville Director/Sales Bob Heatherly has been named Director/Marketing & Promotion for Atlantic's new Nashville division.

Heatherly said, "The time I've spent with R&R has been incredibly rewarding. Working with this truly professional group of people has been a highlight of my career. But when (VP/Operations) Rick Blackburn laid out the vision of what he and (VP/Creative Services) Nelson Larkin want to build at Atlantic/Nashville, I knew it was something I wanted to be a part of."

Blackburn commented, "Bob was a competitor of mine for years, so I know he's a great promotion man. When the Atlantic position came up there was no decision to make. Atlantic is proud to have someone of Bob's talent and experience join us."

Heatherly joined RCA in 1972 as a sales rep and was promoted to Branch Manager for RCA/A&M, based in Washington, DC. As a New York-based Regional Sales Director in 1981 he was responsible for branch operations in New York, Boston, Philadelphia, and Washington.

HEATHERLY/See Page 24

R&R Stock Exchange

New Paper For Newspaper

Last week, the R&R you read was brighter. This week it's neater. It's not because we suddenly got smarter and cooler... it's the new "Electra-Bright" paper stock we've started using, which makes everything look sharper and clearer, and a process called "face trimming" which makes it easier to turn the pages in this week's issue.

The new paper also keeps our ink on the paper longer, reducing the inkstain factor. That will have a drastic effect on radio and record bit fashions, which have always considered a light coating of R&R ink on the hands and clothes to be the finishing touch on any truly hip outfit. But that's progress. We hope you like our new look.



Harvey Stone

Stone Pres./GM At KBFN & KBLX

KBFN & KBLX/San Francisco GM Harvey Stone has been promoted to President/GM at the Inner City combo.

Inner City Chairman Percy Sutton said, "For the past nine years, Harvey Stone has overseen the growth and success of the 'Quiet Storm,' KBLX, and helped bring an innovative alternative to AM radio. KBFN features stock reports, live talk shows, and financial programs."

Stone told R&R, "This appointment gives me the opportunity to pursue and develop future projects for the Inner City Broadcasting Company."

NAC KBLX tied for 15th 12+ (2.3) in the spring Arbitron, and tied for 13th (2.7) in the corresponding Birch. KBFN, formerly KBLX (AM), did not show in either sweep.

FLIPS TO CHR

KLTH Taps Johnson As PD



Derek Johnson

KLTH/St. Louis will flip from NAC to CHR Wednesday (8/2), the same day sister AM KXOK changes from News/Talk to News. Derek Johnson, formerly MD/midday personality at CHR KZOU/Little Rock, has been named KLTH PD, and the station's new calls and on-air lineup will be announced when the changeover takes place. Both stations will be consulted by Lee Bailey.

KXOK & KLTH VP/GM Michael Frischling commented, "KLTH will be a mainstream CHR that plays the hits for St. Louis and is programmed against the weaknesses of format competitor WKQB. We definitely feel there is a major hole in this market for another CHR, and we aim to fill it. The station will not be personality-driven; we will be a music-intensive CHR playing as much music as we can per hour."

This is the first programming job for Johnson, who has previously worked at WEGX (Eagle 106)/Philadelphia and WKZW (KZ93)/

JOHNSON/See Page 24

JULY 28, 1989

TOP TEN LOUSY JOB INTERVIEWS

A few tips on interviewing for a job that you won't find in most jobseeker manuals:

- Wear a Walkman during the interview
- Start snoring in mid-question
- Challenge the interviewer to an arm-wrestling match

Yet these and even more outrageous conduct actually occurred during job interviews. Check out the R&R Top 10 interview gaffes in Management Overview this week. Page 12

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R&R is published weekly, except the week of December 25th, for \$235 per year, or \$425 for overseas subscriptions (US funds only), by Radio & Records, Inc. at 1930 Century Park West, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory issues and other special publications. Refunds are prorated based on the actual value of issues received prior to cancellation. Non-refundable quarterly rates available. All responsible care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, CHR, Tracks, Back Page, Breakers, Most Added, National Airplay/50, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. © 1989. POSTMASTER: Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.

Williams Pres./GM At WECK & WJYE

Williams Broadcasting owner Bob Williams has assumed President/GM duties at WECK & WJYE/Bufalo. He succeeds GM Chris Ackerman, who remains at the Music Of Your Life/Lite AC combo in a sales capacity.

Williams was not available at presstime. Station Manager Zim Barstein commented, "The radio market here is getting ready to explode because of the 'free trade act,' making Buffalo the main point of entry between the US and Canada. We are the number one-selling combo in the area, so this is a very exciting time us."

Williams previously owned WEZN/Bridgeport, CT; WHLI & WKJY/Long Island; and other stations along the East Coast. He started his broadcasting career in the rep business with Ralph Guild.

In the spring ARB, WJYE is ranked #1 12+ (11.2) and WECK is ranked seventh (5.8).

Ward PD AT WAXY

WAXY/Miami MD/Research Director Michael Ward has been promoted to PD of the Gold-based AC station, retaining his previous duties. He succeeds Kenny Lee, who exited in January to program WFYR/Chicago.

Ward told R&R, "I'll be working on marketing, positioning, and making sure our music is right through perceptual and auditorium testing. Right now we're third in the market 25-54; obviously, our goal is to be number one. The market is in an upheaval right now, and I see a lot of changes coming that will allow us to strengthen our position."

Ward is a 14-year WAXY veteran. His prior duties at the station have included sales and promotions posts, and he also has served as Director/Special Projects.

WAXY tied for fourth 12+ (4.7) in the spring Birch, and tied for 12th (3.2) in the corresponding Arbitron.

KWJJ Picks Kern As GM

Former KBZY/Salem, OR principal and VP/GM Michael Kern returned to the station where he first worked 25 years ago when he was named GM for Park Communications' KWJJ-AM & FM/Portland last week. He replaces Dave Pedersen, who exited the Country combo.

Park VP/Radio Operations Bill Fowler told R&R, "Though the previous management was doing okay, we felt we needed someone more in touch with the local scene and the local advertising community to give us more of a presence. Michael's ties to the community and the fact he ran his own operation were the overriding factors in his selection. Plus, he has a great personal affinity for the stations."

Kern, who did odd jobs including changing tower lights for the station while a youngster, told R&R, "This is the realization of a goal I set in grade school. I have great respect for what this station is all about and the commitment it has to



Michael Kern

the city. Park knows I'm committed to this city and state as well. With all the great people who work here, I look forward to great things for these stations."

Kern continued to work at KWJJ through high school and college. Around the time he graduated Park purchased the stations, and Kern stayed on in sales for a couple of years. He left in 1974 and was involved in a number of ventures prior to co-purchasing KBZY in 1981.

Achenbach Becomes GM At KYTE & KKCY

KIQQ/Reno VP/GM Lon Achenbach has returned to Portland as GM of Classical/NAC combo KYTE & KKCY. He replaces Bob Scherner, who has left the stations.

Achenbach told R&R, "I got a tremendous opportunity from (station owner) Charles Buckley to take charge and run with these two

stations. I learned most of what I know about this business on the streets of Portland, and I think both stations have a lot of potential.

"We just switched Classical from the FM to the AM," he continued. "We need to let the people in Portland know that the AM is playing the kind of music they want to hear. On KKCY, we are going to evaluate the format, make sure it's viable for the market, and then begin a comprehensive marketing plan. By default, (crosstown NAC/AOR) KINK has had a virtual lock on the audience we want. We've had hundreds of letters telling us people support what we're doing. The only thing we haven't done yet is a mass media campaign."

Prior to his two-and-a-half years at KIQQ, Achenbach spent ten years in Portland as Sales Manager for CHR KKRZ (Z100), and was in sales and sales management at Full-Service AC KEXX.

KKCY ranked 13th 12+ (2.5) in the spring Birch and 17th (1.7) in the corresponding Arbitron; KYTE tied for 20th (1.1) in Birch and tied for 18th (1.0) in Arbitron.

KKFX Segues To Urban

Bingham Communications' KKFX/Seattle has segued from Heart & Soul back to Urban.

KKFX GM Bob Wikstrom told R&R, "Last fall the station did some fairly extensive research in Seattle that showed 'Heart & Soul'-type music tested very well against Urban, so we went with it - although we kept mornings live and played current material in that daypart. The ratings didn't really move one way or the other; the biggest change in the audience was that we started attracting an older demo and lost some teens."

"When I came back in January we decided we wanted to do more local programming and promotions, so a couple of months ago we took back afternoon drive. Then we took nighttime back, and then mid-days. We're still running 'Heart & Soul' from midnight to 6am, and may keep on doing so, but otherwise we're back to pretty much where we were as an Urban."

KKFX PD/morning man Deacon Baker said, "Heart & Soul served a small percentage of Seattle, but most of the people here want the more current music. We're not going to shy away from the Bobby Browns or the Guys - we're going to mix them in. We'll be the rhythm of Seattle."

Jefferson Airplane Takes Off . . . Again



Epic and CBS execs welcomed Jefferson Airplane to the family during a studio visit. Looking forward to an August release are (standing, l-r) CBS Exec. VP Mel Liberman, band member Paul Kantner, producer Ron Neivison, CBS Sr. VP/West Coast GM Myron Roth, the group's Marty Balin, Epic VP Larry Stessel, Epic/Associated President Dave Glew, the group's Jack Casady, engineer Greg Edward, manager Trudy Green, and Epic Sr. VP Don Grierson; seated are band members Jorma Kaukonen and Grace Slick.

For The Record



Roy Lott

Jim Cawley

Roy Lott and Jim Cawley were misidentified in photos accompanying last issue's "Lott, Cawley Elevated To New Arista Posts" story (R&R, 7/21). They are correctly identified above.

In the same issue, Chuck Colley's name was misspelled in a story about his appointment as Managing Editor at KXOK/St. Louis.

In the story "New Edition/Guy Scuffles End In Fatal Shooting" (R&R, 7/14) the victim of the shooting should have been identified as Guy security manager Anthony Bee.

WWL Wins Award For Stock Line



WWL/New Orleans' "Stock Market Line" feature took first place in the Wall Street Journal's national "Winner's Contest." At the presentation are (l-r) Turan Lane Advertising's Sandra Lane, WWL consultant dePaul Smith, WWL Sales Manager Eve Versteeg, and sponsor Gerry Lane Enterprises' Gerry Lane.

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25-54 ratings
ever!"



*Jerry Lee
President/Owner
WEAZ-FM, Philadelphia*

*Spring 1989 Arbitron. AQH share. M-S, 6A-12M, MSA.

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NAB Says No To Spectrum Fees And Transfer Taxes

The Senate Commerce Committee is looking for \$450 million in additional revenue to beef up its budget reconciliation bill, and has indicated that spectrum fees and transfer taxes will be discussed as part of the hunt for added revenue. NAB President Eddie Fritts, however, stands opposed.

The Committee considered legislation last Thursday (7/20) which included an across-the-board "cost-of regulation" fee increase of approximately 12%, and found it would only raise an additional \$41 million in revenue.

The NAB has wasted no time mobilizing its lobbying forces and flooding the Senate with letters. In a letter to Committee Chairman Ernest Hollings (D-SC), Fritts reiterated NAB's "continued opposition" to spectrum or transfer fees.

"We accept the increases in cost-of-regulation fees which are included in the initial staff draft, although the fines and forfeiture provisions seem excessive," he said. Fritts warned the NAB Board of Directors of an "all-out effort" to fight the potential transfer tax or spectrum fee.

"We are putting the full-court press on members of the Senate Commerce Committee," said Fritts. "We are individually and personally meeting with each senator and senate office on this issue."

'Political Hardball'

NAB Exec. VP/Government Relations Jim May voiced a

"strenuous objection" to including any spectrum fee or transfer tax proposal in this legislation. "We are in a game of political hardball and will be pitted against other industries who are also on the laundry list," he said. "Whoever generates the biggest and most effective

Continued on Page 7



RADIO CAMPAIGN SESSION — Members of the Radio Futures Committee met last week to assess the launch and plan the next phase of the pro-radio campaign "Radio. What Would Life Be Without It?" Pictured at RAB's New York HQ are (seated, l-r) WTRN/Tyrone, PA's Cary Simpson, Paco-Jon Broadcasting CEO Glenn Mahone, Cromwell Group CEO Bud Walters, Susquehanna Broadcasting VP George Hyde, and Interep Radio Store President Ellen Hulleberg; (standing, l-r) Emmis Broadcasting Chairman/CEO Jeff Smulyan, Radio Ventures CEO Jerry Lyman, Federated Media President John Dille, WEAZ/Philadelphia owner Jerry Lee, and Nationwide Communications President Steve Berger.



DC REPORT

PAT CLAWSON

FCC Nominees Go To Hill Monday

At long last, **Al Sikes** will head to Capitol Hill next Monday (7/31) for a grilling by the **Senate Commerce Committee** over his nomination as **FCC Chairman**.

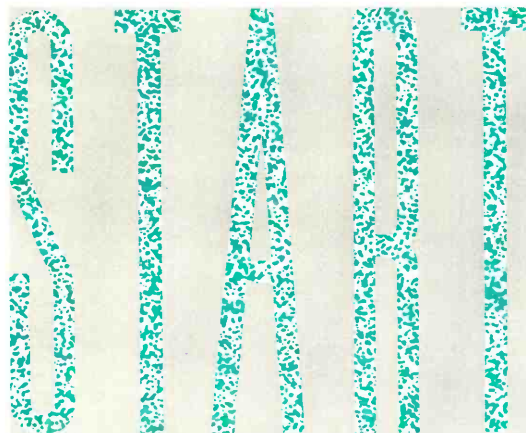
Joining Sikes in the limelight will be **President Bush's** other two Commission nominees, Washington communications lawyer **Sherrie Marshall** and **Illinois Commerce Commission** member **Andrew Barrett**. The action begins at two in the afternoon, and committee staffers are not giving any bets on how long the hearings will last.

Sikes filed a financial disclosure statement last week with the committee, detailing the ownership of a promissory note resulting from the sale of **KRMS-AM & FM/Osage Beach, MO**.

According to the Office of Government Ethics, Sikes will either divest himself of the note — reportedly worth more than \$250,000 — or transfer interest in it to his wife. He's also agreed to bow out of any regulatory matters involving **KOMC & KRZK/Branson, MO** — because that combo is owned by his father and brother.

Jesseradio: New DC Format?

Jesse Jackson lurking behind the scenes of a pending DC radio buy? In a meeting here last week with black journalists, Jackson said he's interested in buying a station. Now the *Washington Times* hints that **WYCB/Washington** may be the focus of his interest.



**THE MONTH
OFF ON THE
RIGHT NOTES**

AUGUST
1989

SPECIALS

August 11-15
The Woodstock 20th
Anniversary Special

August 18-20
The Yes Story:
Together and Solo

August 11-16
Memories of Elvis

Every weekend through
Labor Day

The British Invasion Series

DICK CLARK'S

Rock Roll & Remember

4-6 The Four Seasons

11-13 Martha &
The Vandellas

18-20 Petula Clark

25-27 James Taylor



No Surprises In Dingell's Fairness Doctrine Report

In a report prepared by Rep. John Dingell (D-MI) and the House Energy & Commerce Committee last week (7/19), the FCC was hit with severe criticism of its handling of the Fairness Doctrine issue — to no one's surprise. The report called the logic used in the Commission's 1987 repeal of the doctrine "factually flawed," "based on erroneous legal analysis," and "entitled to no deference."

"The Commission based its criticism of the Fairness Doctrine more on a general desire to remove the government from the communications market, and on a philosophical antipathy to the system of broadcast regulation laid down by the 1934 Communications Act, rather than on an empirical analysis of the broadcasting marketplace," the report said.

FCC Failed To Inform Public, Industry

The Committee reprimanded the FCC for not considering the responsibilities of broadcasters as trustees of a valuable public resource and pointed out the doctrine's importance as a "means of vindicating the public's right to diverse and antagonistic sources of information."

The failure of the FCC to distribute a primer explaining the doctrine is blamed by the Committee for "a great deal of broadcasters'

fear of the Fairness Doctrine and their belief that it chills their First Amendment rights."

"If broadcasters had access to the primer, many of their misconceptions and fears would be resolved," the Committee said. "The Commission, rather than demonstrate the ease with which broadcasters may comply with the Doc-

trine, has left them unenlightened, causing unnecessary confusion and distress."

Justice: Doctrine Unconstitutional

Thomas Boyd, Asst. Attorney General, argued that the Fairness Doctrine bill "unconstitutionally offends the requirements of the First Amendment."

"The purpose of the First Amendment is to help assure that the people are adequately informed about public issues, not to assure that they are adequately informed by one particular medium or group of media," said Boyd.

In May, Alexis Herman asked the FCC for permission to buy the bankrupt AM gospel station for \$3.45 million. Herman doesn't have any broadcast experience, but she's long on political savvy. She is currently the chief of staff to Democratic National Committee Chairman Ron Brown (himself the co-owner of Urban powerhouse WKYS/Washington), and she's a veteran Jackson aide. Her consulting firm, Herman & Associates, monitors minority participation agreements set up by Jackson's Operation PUSH with companies such as Coca-Cola and Burger King.

Listed on the FCC forms as Herman's partners are Gloria Gutierrez, a lawyer with Jackson's Rainbow Coalition, and Patricia Kinch, a public relations consultant who has worked for Jackson. The Reverend himself doesn't show up on the ownership application. Herman says she hopes to close the deal next month.

Jackson's been seen in DC in recent weeks, with aides spreading the word that he's considering a mayoral campaign here next year.

FCC's EEO Rap Sheet Keeps Growing

WDAR & WMWG/Darlington, SC is the latest target in the FCC's continuing proactive investigation of EEO violators.

The combo has been fined \$12,000 and given a short-term renewal with reporting conditions. FCC investigators discovered that minority recruitment sources were not contacted for any of ten fulltime job openings over a year's period.

In addition, the stations were unable to supply the Commission with paperwork backing up their minority employment practices. The moral of the story: make an active effort to hire and promote minorities — and document your actions to the hilt.

In another FCC enforcement action, KIQI/San Francisco has been whacked with an \$8000 fine for failure to light its towers, and another grand for marking station logs to indicate the lights had been inspected and were functioning.

"Local FCC offices will continue their close scrutiny of towers," warns Field Operations Bureau chief Richard Smith. "This is a safety-of-life issue which FCC licensees must recognize and become more sensitive to."

NAB Says No To Spectrum Fees

Continued from Page 6

grass roots lobbying effort will be the one who escapes any new taxes or fees."

No Fairness Provisions

The Senate Commerce Committee has indicated that it will not add provisions for Fairness Doctrine legislation as recommended by the House Energy & Commerce Com-

mittee, but will adopt FCC fine increases proposed by the House, including the raising of the basic minimum FCC filing fee to \$35.

Other fees that may increase are: 1) Commercial radio, new and major change CP for AMs, \$2255; FM license, \$2030; AM license, \$370; FM license, \$115; and 2) FM translators, new and major change CP, \$425; assignments and transfers, \$80; licenses, \$85.

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with DICK CLARK

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THE WEEKLY COUNTRY MUSIC COUNTDOWN

WEEKLY SPECIALS

For station clearance information call US at (703) 276-2900

4-6 The Best of 1989 (So Far!)

11-13 Gladys Knight & The Pips

18-20 Donny Osmond

25-27 Gloria Estefan

4-6 Ray Charles

11-13 Don Cherry

18-20 Howard Keel

25-27 Billy Eckstine

4-6 The Oak Ridge Boys

11-13 Holly Dunn

18-20 Hank Williams, Jr.

25-27 Emmylou Harris

4-6 The Prince Story

11-13 The Gloria Estefan Story

18-20 The Sheena Easton Story

25-27 The Jets Story

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AMERICAN MUSIC MAGAZINE

COUNTRY datebook

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Washington, D.C.
Chicago
Detroit
Dallas
Los Angeles
London

SOLID GOLD SATURDAY NIGHT

TRANSACTIONS

Maltz Sells Three California Stations For \$5.1 Million

Deal Of The Week:

Jerome Maltz Stations

PRICE: \$5.1 million
 BUYER: Pennino Music Co. Inc., owned by Jeannette Banoczi, John Banoczi, and Lyn Boulay. The company also owns KBZT/La Quinta, CA and last year sold KNOB/Long Beach for \$15 million with a tax certificate.
 SELLER: Jerome Maltz
 BROKER: W. John Grandy

KUNA/Indio, CA

FREQUENCY: 1400 kHz
 POWER: 1 kw
 FORMAT: Spanish

KBON/Lake Arrowhead, CA

FREQUENCY: 103.9 MHz
 POWER: 3 kw at 69 feet
 FORMAT: Gold

KCKC/San Bernardino

FREQUENCY: 1350 kHz
 POWER: 5 kw daytime
 FORMAT: Country

Group Deal

Evangel Christian Stations

PRICE: \$1.1 million
 TERMS: Escrow deposit \$25,000; balance due cash at closing.
 BUYER: Radio Training Network Inc., of Lakeland, FL. The company is headed by Bill Watkins of North Palm Beach and James Campbell of Lakeland. Watkins is a director of WFDR & WFVJ/Manchester, GA.
 SELLER: Evangel Christian School, headed by President Karl Strader. The school also operates WCIE-AM & FM/Spring Lake-Lakeland, FL.

WJIS/Bradenton, FL

FREQUENCY: 88.1 MHz
 POWER: 100 kw at 480 feet
 FORMAT: Contemporary Christian

WLFJ/Greenville, SC

FREQUENCY: 89.3 MHz
 POWER: 41 kw at 1100 feet
 FORMAT: Contemporary Christian

Colorado

KQIL & KQIZ/Grand Junction

PRICE: \$1.3 million
 BUYER: Airwaves Communications Inc., operated by Wayne Phillips and Marshall Harris.
 SELLER: Mesa Broadcasting Co., owned by Chicago attorney John Hough. The company also owns KUUY & KKAZ/Cheyenne, WY.
 FREQUENCY: 1370 kHz; 93.1 MHz
 POWER: 1 kw; 100 kw at 1027 feet
 FORMAT: Country; AC
 BROKER: Kaili & Co. Inc.

Iowa

KEMB/Emmetsburg

PRICE: \$140,000
 TERMS: Cash payment of \$35,000. Buyer to assume promissory notes totalling \$85,000. Buyer to provide seller with promissory note for \$40,000.
 BUYER: Roger Jacobson, the owner of KILR-AM & FM/Estherville, IA.

TRANSACTIONS AT A GLANCE

Deals So Far In 1989:
\$1,512,694,413

Total Stations Traded This Year: 735
 This Week's Action: \$14,419,001
 Total Stations Traded This Week: 24

● Deal Of The Week:

- Jerome Maltz Stations \$5.1 million
- KUNA/Indio, CA
- KBON/Lake Arrowhead, CA
- KCKC/San Bernardino

● Group Deal:

- Evangel Christian Stations \$1.1 million
- WJIS/Bradenton, FL
- WLFJ/Greenville, SC

- KQIL & KQIZ/Grand Junction, CO \$1.3 million
- KEMB/Emmetsburg, IA \$140,000
- WTBL/Central City, KY \$65,000
- KJIN & KCIL/Houma, LA \$2.79 million
- WKRA-AM & FM/Holly Springs, MS \$1 plus debt assumption for 50%
- KCCV/Independence (Kansas City), MO \$700,000
- KANA/Anaconda, MT \$120,000
- FM CP/Conway, NH \$89,000
- WHWB/Port Henry, NY \$520,000
- WCBG/Chambersburg, PA \$350,000
- WXSS/Memphis \$780,000
- KAYC & KAYD/Beaumont \$1.2 million
- KFIT/Lockhart, TX \$140,000
- KBLZ/Lufkin, TX \$5000
- FM CP/Columbus, WI \$20,000

SELLER: Palo Alto Broadcasting Co. Inc., owned by John Sched.
 FREQUENCY: 98.3 MHz
 POWER: 3 kw at 300 feet
 FORMAT: Country

interest, to be paid in 36 consecutive monthly installments.

BUYER: Central City Communications Inc., owned by Bryan Smethers.

SELLER: Thomas Broadcast Engineering, owned by Edward Thomas.
 FREQUENCY: 1380 kHz
 POWER: 500-watt daytime
 FORMAT: AC

Kentucky

WTBL/Central City

PRICE: \$65,000
 TERMS: Escrow deposit \$20,000; promissory note for \$45,000 at 10%

Continued on Page 10

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TRANSACTIONS

Continued from Page 8

Louisiana

KJIN & KCIL/Houma

PRICE: \$2.79 million
 TERMS: \$2.79 million for assets. Escrow deposit \$100,000; balance due cash at closing. Noncompete allocation \$1 million. Buyer to lease studio site for \$24,000 in first year; \$9000 in second year; \$1125 in third year; \$1225 in fourth year; and \$1325 in fifth year. Buyer also has option to purchase the real estate for \$155,000 cash in second year.

BUYER: A partnership of Royal Broadcasting of Louisiana and Guaranty Broadcasting Corp. Royal is owned by Thomas Gammon, a Washington, DC-based media broker who heads American Radio Brokers. Gammon also owns KTRR/Loveland, CO; KZXY-AM & FM/Apple Valley, CA; and KKIS-AM & FM/Pittsburgh-Walnut Creek, CA. He also owns a limited partnership interest in KICR-AM & FM/Oakdale, LA. Guaranty is owned by Baton Rouge investors George Foster Jr., Mervyn Rhys, Thomas Clark, James Russell, and Janet Baldwin. Guaranty owns WGGZ/Baton Rouge.

SELLER: South Louisiana Broadcasters Inc., owned by Joel Brannan.

FREQUENCY: 1490 kHz; 107.5 MHz
 POWER: 1 kw; 100 kw at 700 feet
 FORMAT: Country; CHR
 BROKER: Ken Winstanley
 COMMENT: Gammon originally acquired the purchase contract for the station, then transferred it to Guaranty. Guaranty will buy the stations, then merge them into the new partnership with Royal. Guaranty will receive a 39% stake in the partnership.

Mississippi

WKRA-AM & FM/
Holly Springs

PRICE: \$1 plus debt assumption for 50%
 BUYER: Ralph Doxey of Holly Springs, who already owns 50% of the licensee.

SELLER: John Greer is selling his 50% interest in the licensee.
 FREQUENCY: 1110 kHz; 92.7 MHz
 POWER: 1 kw daytime; 3 kw at 357 feet
 FORMAT: Country; Urban

Missouri

KCCV/Independence
(Kansas City)

PRICE: \$700,000 plus tax certificate

BUYER: Tavastock Inc., a Philadelphia-based company controlled by Ragan Henry. He also owns WXLE/Columbus; WKSQ/Detroit; WWIN & WGHT/Baltimore; KDIA/Oakland; WDLA & WHRK/Memphis; WMXB/Richmond-Petersburg; WQOK/Raleigh-Durham; and WCMC & WZXL/Wildwood, NJ. He recently announced plans to sell WXTR/Washington and buy WLOE & WMMY/Eden, NC; WRAP & WOWU/Norfolk; KJOJ/Conroe (Houston), TX; WAKR & WONE/Akron; and WRXJ & WCRJ/Jacksonville.

SELLER: Bott Broadcasting Co., a Kansas City-based group headed by Richard Bott Sr. The company also owns KSIV/St. Louis, WCRV/Memphis, KQCV/Oklahoma City, and KFVC/Ft. Wayne, IN.
 FREQUENCY: 1510 kHz
 POWER: 10 kw daytime
 FORMAT: Religion
 BROKER: Capstone Communications
 COMMENT: Bott will transfer the call letters and format to a new 6kw AM at 760 kHz in Overland Park, KS.

Montana

KANA/Anaconda

PRICE: \$120,000
 TERMS: Escrow deposit \$3000, addi-

tional \$5000 cash due at closing. Promissory note for \$112,000, payable in equal monthly installments of \$1170.

BUYER: Grey Eagle Broadcasting Inc., owned by Rudy and Jane Gieck of Butte, MT.
 SELLER: Berry Solomon, bankruptcy trustee acting for Rodger Bell and John Odagard of Billings, MT.

FREQUENCY: 580 kHz
 POWER: 1 kw daytime
 FORMAT: Station is dark

New Hampshire

FM CP/Conway

PRICE: \$89,000

TERMS: Cash

BUYER: Northeast Communications Corp., headed by Jeffrey Fisher of Gilford, NH. The company owns WFTN-AM & FM/Franklin, NH and WABK-AM & FM/Gardiner, ME.

SELLER: Carroll County Broadcasting, owned by Jeffrey and Cathy Messerman of Peabody, MA. Jeffrey is employed at WXXS/Boston; Cathy is employed at WBCN/Boston.
 FREQUENCY: 93.5 MHz
 POWER: 3 kw at 300 feet

New York

WHWB/Port Henry

PRICE: \$520,000

BUYER: Mark and Mary Brady, the former owners of WFAD & WCVM/Middlebury, VT. Mark is a past President of the Vermont Association of Broadcasters.

SELLER: Radio Active Group Inc., owned by Bruce Lyons. The company also owns WXXX/Newport, NH; WSCM & WSHQ/Cobleskill, NY; WSHZ/Rottterdam, NY; WSNQ/Danville-St. Johnsbury, VT; and an LPTV station in Barton, VT.
 FREQUENCY: 92.1 MHz
 POWER: 818 watts at minus 77 feet
 FORMAT: AC

BROKER: Kozack-Horton Co.

Pennsylvania

WCBG/Chambersburg

PRICE: \$350,000

TERMS: Escrow deposit \$10,000; additional \$290,000 cash due at closing; additional \$50,000 escrow deposit holdback for one year to cover any outstanding claims against station.

BUYER: Milkapet Broadcasting Inc., owned by Washington, DC-area investors Michael Bader, Larry Summer-ville, and Peter Low. They also own WGLL/Mercersburg, PA and WTHU/Thurmont, MD.

SELLER: Valley Marketing Systems Inc., owned by W. Ronald Smith, Louis Smith, and Margaret Wagen-hausen. They are the permittee of WEMX/McConnellsburg, PA.
 FREQUENCY: 1590 kHz
 POWER: 5 kw day/1 kw night
 FORMAT: AC

Tennessee

WXSS/Memphis

PRICE: \$780,000

TERMS: \$340,000 cash; promissory notes for \$440,000. First promissory note is for \$20,000 at no interest, due 90 days from closing. Second note is for \$420,000 over five years at 8% interest, payable in monthly installments of \$5096 per month for 60 months

with balloon payment of \$251,314 due at end.

BUYER: Tennessee Christian Radio Inc., headed by L.E. Willis Sr. He also owns WOVN/Norfolk; WIMG/Ewing, NJ; WBOK/New Orleans; KFTH/Mar- ton, AR; WOSP/Charlotte; WBXB/Ed- enton, NC; WSRD/Durham, NC; WAVE/Birmingham; WSFU/Union Springs, AL; WPZZ/Franklin, IN; KSNE/Marshall, AR; WURD/Philadel- phia; WVRS/Warrenton, NC; WKJA/ Belhaven, NC; FM CP/Alberta, VA; WPCE/Portsmouth, VA; WFTH/Rich- mond; WSVE/Jacksonville; WPDQ/ Green Cove Springs, FL; WWCQ/ Gary, IN; WESL/East St. Louis, IL; WTJH/East Point, GA; and WGTW/ Wilson, NC.

SELLER: Joseph Cohen, trustee in bankruptcy for Minority Broadcasting Company of the Midwest Inc.

FREQUENCY: 1030 kHz
 POWER: 50 kw day/1 kw night
 FORMAT: Urban

Texas

KAYC & KAYD/Beaumont

PRICE: \$1.2 million

TERMS: Asset purchase for \$1.2 million cash, plus nonvoting convertible preferred stock providing the seller with one-time special dividend right in the amount of 49.5% of the net proceeds of the resale of the station.

BUYER: Petracom Inc., owned by Henry Ash of Land O Lakes, FL. He already owns a minority stake in the combo. Ash owns limited partnership interests in several TV stations and WVGW/St. Thomas, VI and WAIL & WKWF/Key West.

SELLER: Family Radio II LP.
 FREQUENCY: 1450 kHz; 97.5 MHz
 POWER: 1 kw; 50 kw at 320 feet
 FORMAT: Nostalgia; Country

KFIT/Lockhart

PRICE: \$140,000

TERMS: \$40,000 cash; promissory note for \$100,000 payable in 60 equal installments of \$2224.

BUYER: KFIT Inc., owned by Texas media broker William Jamar.

SELLER: Harvey Caughey, bankruptcy trustee for Central Texas Wireless Company.

FREQUENCY: 1060 kHz
 POWER: 250-watt daytime
 FORMAT: Talk

KBLZ/Lufkin

PRICE: \$5000

TERMS: \$500 escrow deposit; bal- ance due cash at closing.

BUYER: Stephen Yates of Lufkin. His father, Darrell Yates Sr., is the licen- seee and operator of KRBA & KUEZ/ Lufkin.

SELLER: Pine Air Inc., owned by Rodger Watkins. He is the Sales Man- ager of WTAW & KTSR/College Sta- tion, TX.

FREQUENCY: 1420 kHz
 POWER: 5 kw day/1 kw night
 FORMAT: Country

Wisconsin

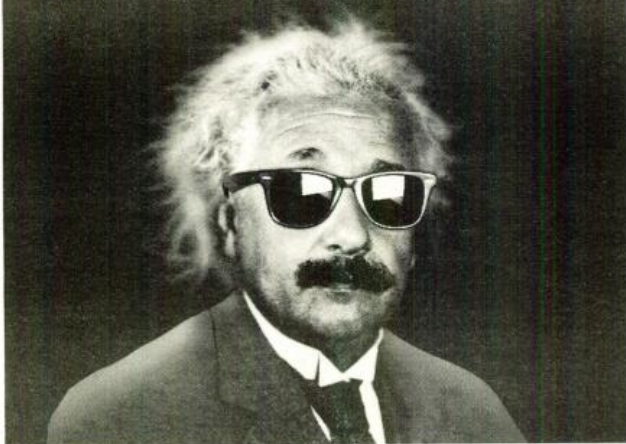
FM CP/Columbus

PRICE: \$20,000

TERMS: Cash

BUYER: D.L. Markley & Associates Inc., owned by D.L. and Phyllis Markley of Peoria. They own a CP for a new FM at Sartell, MN.

SELLER: Columbus Radio Co., owned by Russell Knaus.
 FREQUENCY: 100.5 MHz
 POWER: 3 kw at 328 feet

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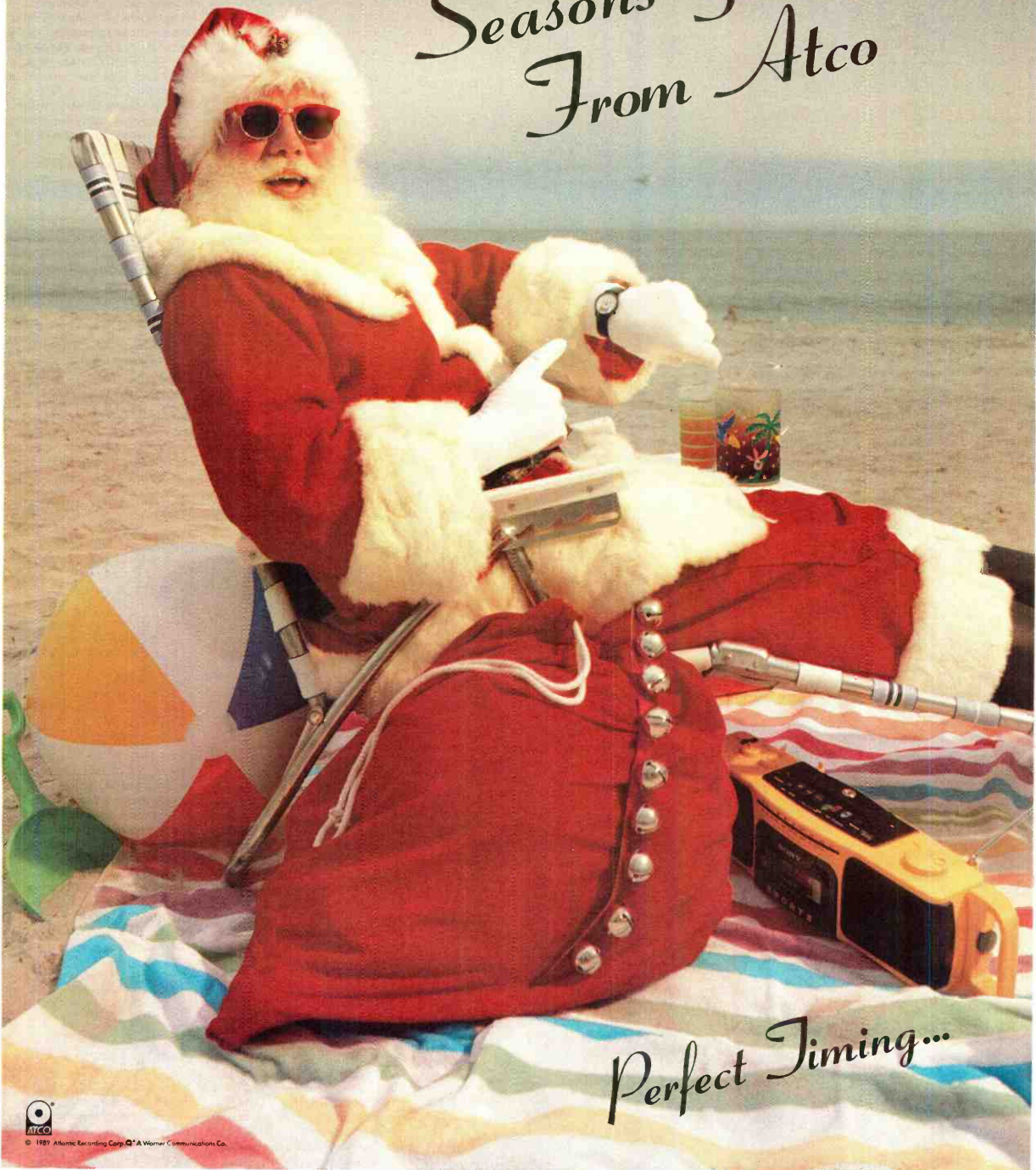
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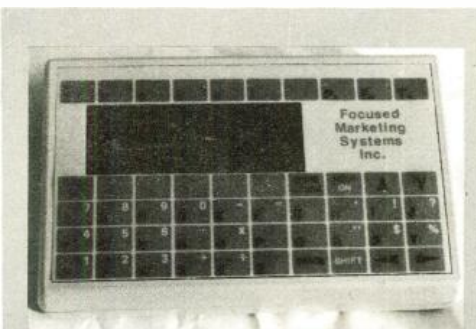
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OVERVIEW

MANAGEMENT



Pocket PC Tracks Travel, Business Expenses

The business of keeping track of traveling business expenses has moved into the computer age with the debut of the "Travel Personal Expense Tracker," otherwise known as the "Travel PET." Designed by Canton, MI-based Focused Marketing Systems Inc., Travel PET is a hand-held (4" x 5") computer with enough memory (32k) to store more than 500 expense items or 16 pages of information into 25 different categories.

The battery-driven device displays its entries on a four-line, 20-character screen, and comes with built-in features that make it difficult to lose stored "notes."

Can Be Linked To Desktop PCs

Once back from the confab or convention, you can transfer Travel PET's memory into expense-report form either by using a desktop PC equipped with a Lotus 1-2-3 spreadsheet or dBase data-based software, or the company will write a translator program to fit other software.

The computerized pocket accountant retails for \$475 (software included), or you can work out a "lease program" to evaluate the device. For more info, call the company at (313) 454-1010.

AMAZING, BUT TRUE

Job Candidates Or Comedians?

When San Francisco-based Robert Half International recently asked VPs and personal directors for 100 major US corporations to list the most unusual things they'd heard of happening during a job interview, the company was scarcely prepared for some of the answers.

Here are R&R's top ten personal favorites from the survey's personnel file:

10) "He dozed off and started snoring during the interview."

9) "Not only did he ignore the 'No Smoking' sign in my office, he lit up the wrong ends of several filter-tip cigarettes."

8) "Stretched out on the floor to fill out the job application."

7) "She wore a Walkman and said she could listen to me and the music at the same time."

6) "Balding candidate abruptly excused himself. Returned to office a few minutes later, wearing a hairpiece."

5) "Job applicant challenged the interviewer to arm-wrestle."

4) "Refused to sit down and insisted on being interviewed standing up."

3) "Man wore jogging suit to interview for position as financial vice president."

2) "Said if he were hired, he would demonstrate his loyalty by having the corporate logo tattooed on his forearm."

1) "Interrupted to phone his therapist for advice on answering specific interview questions."

Professionals Spending More Time On Job

Despite the boom in office technology, 85% of US professionals work at least 45 hours per week. According to Pittsburgh-based management researchers Michael Fortino & Associates, 82% of these same folks also have at least 36 hours worth of work on their desks at any given time, and — dazed from the deluge — 63% of professional workers will pick up the same paper from their desks as many as 21 times a day.

The hectic work pace of today's workplace cuts into the time these professionals have to spend on personal activities. For example, 42% of the professionals surveyed said they haven't attended the theater, an art gallery, or any other cultural event this year, and more than half (59%) said they don't participate in any type of volunteer work.

What's more, 42% say they don't read to their children, and 52% claim to spend less than two hours per week supervising their kids.

Not surprisingly, 48% of professionals say that they suffer from negative stress every day.

Voiceover Hotline To Expand

The Olney, MD-based Producers' Audition Hotline recently announced plans to expand into the New York market this summer and the Los Angeles market in early 1990.

By calling the hotline, interested parties currently can audition more than 80 AFTRA/SAG voiceover talents at no charge by listening to demo tapes via a touch-tone phone.

The company has also recently finished its fourth annual directory, which is free upon request. For further info, phone the firm at (301) 924-5700.

DATELINE

● August 12-13 — Dan O'Day's Air Personality Plus Seminar. Days Inn, O'Hare South, Chicago, IL.

● September 6 — 1989 MTV Video Music Awards. Universal Amphitheatre. Universal City, CA.

● September 13-16 — Radio '89 Convention sponsored by the NAB. New Orleans Convention Center. New Orleans, LA.

● September 13-16 — RTNDA Annual Convention. Kansas City Convention Center. Kansas City, MO.

● September 17 — Emmy Awards. Pasadena Civic Auditorium, Pasadena, CA.

● September 21-23 — Foundations Forum '89. Sheraton Universal Hotel. Universal City, CA.

● October 5-9 — International Marketplace Of Festivals. Doubletree Hotel. Nashville, TN.

● October 9 — CMA Awards Show. Grand Ole Opry House. Nashville, TN.

● October 17-18 — Broadcast Credit Association's 22nd Credit & Collection Seminar. Scottsdale Hilton. Scottsdale, AZ.

● October 25 — John Bayless Foundation Dinner. Plaza Hotel. New York, NY.

● October 26-28 — Ninth Annual CMJ Music Marathon Convention. Vista Hotel. New York, NY.

● October 29-November 2 — Radio in The 1990s conference. Washington Sheraton. Washington, DC.

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\$30 MILLION PROJECT

Time To Launch Weekly Entertainment Magazine

Time Inc. recently announced plans to launch *Entertainment Weekly* — a magazine featuring reviews and other cover-

age of music, movies, videos, television, and books — next February. The publication will be the company's first major new maga-

zine since its *TV-Cable Weekly* folded six years ago.

According to a company spokesman, the glossy magazine is a spin-off of Time Inc.-owned *People* magazine's popular "Picks & Pans" column. Not surprisingly, the company has tapped Jeff Jarvis, who headed the Picks & Pans section, to be managing editor of the new publication.

Entertainment Weekly will have an initial circulation of 500,000 subscribers, and will sell on newsstands for \$1.95 per copy. Estimated cost of the launch: \$30 million.

TELEVISION

TOP TEN SHOWS

JULY 17-23

- 1 *Roseanne*
- Cheers* (tie)
- 3 *A Different World*
- 4 *The Cosby Show*
- 5 *Dear John*
- 6 *Golden Girls*
- 7 *Empty Nest*
- 8 *Hunter*
- 9 *CBS Sunday Movie*
("Vengeance: The Story Of Tony Cimino")

10 *Wonder Years*

Source: Nielsen Media Research

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

• **LIL' STEVIE'S SATURDAY**

NITE SPECIAL: Steve Winwood wraps his steel-belted vocal cords around tunes that span his entire career on *Showtime's* Saturday night special, "Steve Winwood" (7/29, 10pm). His hourlong performance, most of which was taped in London last October, includes songs from his days with the *Spencer Davis Group* ("Gimme Some Lovin'"), *Traffic* ("The Low Spark Of High Heeled Boys"), and *Blind Faith* ("Can't Find My Way Home"), as well as his many recent hits.

• **TRANSMITTING LIVE FROM FOX:** De La Soul rap about daisies, Twizzlers, and the beautiful selves on "The Arsenio Hall Show" (Monday, 7/31), while the B-52's continue their late-night hair-hoppin' (Thursday, 8/3). Check local listings for station and air time of the syndicated show.

• **KING LOUIS:** PBS profiles the late jazz trumpeter/vocalist *Louis Armstrong* on its "American Masters" series in the 90-minute documentary, "Satchmo: The Life Of Louis Armstrong" (Monday, 7/31). Check local listings for air time.



MULTI-INSTRUMENTALIST GENIUS OR JINGLE MAESTRO? — Steve Winwood, back before he knew what having the word "night" in your song could do.

• **STAGE IS SET:** "On Stage," a half-hour weekday concert series, premieres on *TNN* this week with performances by *Charley Pride* (Monday, 7/31, 6:30pm EDT/3:30pm PDT), *Eddy Raven* (Tuesday, 8/1), and *Kathy Mattea* (Wednesday, 8/2).

• **SAJAK'S ON SA-FIRE:** Actually, Sa-fire's on CBS's "The Pat Sajak Show" (Friday, 7/28, 11:30pm). T.G. Sheppard brings the country to the city via *Sajak's* (Monday, 7/31) show as well.

• **BLUES IS KING, KING IS BLUES:** Bluesician B.B. King is this week's musical guest of note on NBC's "Late Night With David Letterman" (Wednesday, 8/2, 12:30am).

Jets Set TV Cartoon Show Theme/Video

Disney-owned Buena Vista Television has lined up MCA recording artists the *Jets* to record a music video version of the theme to "Chip 'N Dale's Rescue Rangers" — a new animated half-hour syndicated series set to air weekdays beginning September 18.

'ZINE SCENE

Cher Swears By Psychic Facelifts!

Multi-media megastar *Cher* may enjoy being the older woman, but she doesn't enjoy looking her 43 years young. This week's *National Examiner* reports that the navel-baring singer/actress has been undergoing psychic facial treatments since 1985!

Psychic facials start with a cleansing and a 20-minute mask, during which subjects are urged to "get in touch with their higher selves."

It's in this semi-trance state that the psychic healer scans the subject's aura for imbalances and channels the spirit guide, *Omra*, who in turn "does a blessing and a healing by speaking through" the psychic.

Toy Boy Tour '89

Speaking of *La Cher*, the *Globe* reports that the boys in *Bon Jovi* were so bemused by the former Mrs. *Gregg Allman's* following new flame/guitarist *Richie Sambora* around on the road these days that they planned to issue T-shirts emblazoned with the logo "Toy Boy



SPIRIT IN DISGUISE — Cher, or is it Omra?

Tour 1989. However, upon seeing how s-e-r-i-o-u-s the lovebirds really are, the Jersey guys decided to leave the jokes to us professionals.

The Best-Laid Plans

So how do the *Rolling Stones'* wives/gal pals plan to keep Mick-Keef-Ronnie-Charlie and — especially — Bill away from the fleshy temptations o' the road this year? According to the *Star*, they're all going out on tour with the aging but still energetic *Lotharios*.

VIDEO

NEW THIS WEEK

• **THE MAMAS & THE PAPAS: STRAIGHT SHOOTER (Rhino)**

This 80-minute documentary features rare period footage and performances of "Monday, Monday," "California Dreamin'," and other classics from the '60s premier male-female pop/rock vocal group's halcyon days. *Paul Shaffer*, *Dick Clark*, *Joe Cocker*, *Spanky McFarlane*, and *Mick Fleetwood*, among others, talk about the meaning of it all, too. (Street date: 7/28.)



DON'T FRET — Riffsinger *Lita Ford* (l) and "Night Of The Living Guitar" star *Robbie Krieger* grind their axes.



• **NIGHT OF THE LIVING GUITAR — LIVE: VOL. 1 & II (A&M Video)**

Shot late last year when a multitude of axemen toured Europe to record/promote the *L.R.S.* LP "Night Of The Guitar," these twin 60-minute videos feature fretgrinders *Peter Dinklage* (*Climax Blues Band*), *Steve Hunter* (*Lou Reed* and *Alice Cooper*, among others), *Randy California* (*Spirit*), *Robbie Krieger* (*Doors*), *Ted Turner* and *Andy Powell* (*Wishbone Ash*), *Leslie West* (*Mountain*), *Steve Howe* (*Yes*, *Asia*, and *ABW&H*), and *Alvin Lee* (*Ten Years After*). Kerrang!! (8/1.)

• **LITA FORD (BMG Video)**

The *Dreamland/RCA* rocker grinds her frets in this 53-minute tape, which is made up mostly of live footage with a smattering of conceptual clips. Among the collection's selections: "Close My Eyes Forever" (with an appearance by *Ozzy Osbourne*), "Kiss Me Deadly," and "Falling In And Out Of Love." (8/1.)

• **LOVE & ROCKETS: THE HAUNTED FISHTANK (BMG Video)**

This ten-song, 47-minute clip compilation is earmarked by the British group's recent US breakthrough hit, "So Alive," as well as such longtime fan favorites as "No New Tale To Tell," "Ball Of Confusion," and "All In The Mind." (8/1.)

• **RESTLESS HEART: BIG DREAMS IN A SMALL TOWN (BMG Video)**

Behind-the-scenes footage of the *RCA* country group highlights this 37-minute video collection, which also features performances of "The Bluest Eyes In Texas," "A Tender Lie," and the title cut, among others. (8/1.)

• **TEQUILA SUNRISE (Warner Home Video)**

Mel Gibson, *Michelle Pfeiffer*, and *Kurt Russell* star in this feature-length romantic thriller, written and directed by *Robert Towne*. The *Capitol* soundtrack features the recent *Ann Wilson* (*Heart*) and *Robin Zander* (*Sheep Trick*) single smash "Surrender To Me" as well as performances by *Duran Duran*, the *Church*, *Crowded House*, *Ziggy Marley* & *The Melody Makers*, *Andy Taylor*, and the *Everly Brothers*. (8/2.)

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FILMS

WEEKEND BOX OFFICE

JULY 21-23

- 1 *Lethal Weapon II* \$13.0
(Warner Bros.)
- 2 *Batman* \$11.1
(Warner Bros.)
- 3 *When Harry Met Sally* \$8.8
(Columbia)
- 4 *Honey, I Shrunk The Kids* \$6.4
(Buena Vista)
- 5 *Licence To Kill* \$5.1
(MGM/UA)
- 6 *Peter Pan* \$4.3
(Buena Vista)**
- 7 *Dead Poets Society* \$3.5
(Buena Vista)
- 8 *Indiana Jones & The Last Crusade* \$3.3
(Paramount)
- 9 *Ghostbusters II* \$2.8
(Columbia)
- 10 *Weekend At Bernie's* \$2.7
(20th Century Fox)

All figures in millions

** Release

Source: Exhibitor Relations Co.

COMING ATTRACTIONS: This week's openers include "Parenthood," a *Ron Howard*-directed comedy starring *Steve Martin*, *Tom Hulce*, and *Rick Moranis*. The film's upcoming *Warner Bros.* soundtrack will feature contributions from *Randy Newman*.

Moving into wider, but still regional, release this week is "Shog: The Movie," a dramedy about four fabulous babes out for a weekend of Carolina "beach music" and romance circa '63. Aside from the fistful of classic beach tunes heard in the film itself, the movie's upcoming *Sirel/WB* soundtrack sports songs by *Louise Goffin*, *Chris Isaak*, *Tommy Page*, *Randy Newman*, *K.D. Lang* & *The Reclines* with *Take 6*, *La Vern Baker* with *Ben E. King*, and many (*breathe*) many more.



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FILM

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AND TIMOTHY HARRIS & HERSCHEL WEINGROD MUSIC BY GEORGES DELERUE AND RANDY EDELMAN
PRODUCTION DESIGNER JAMES BISSELL DIRECTOR OF PHOTOGRAPHY ANDRZEJ BARTKOWIAK EXECUTIVE PRODUCERS JOE MEDJUCK AND MICHAEL C. GROSS
PRODUCED AND DIRECTED BY IVAN REITMAN

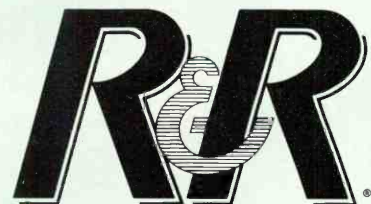
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| KPWR | WBBM | WKLH |
| KQKS | WBCN | WKLS |
| KRBE | WBSB | WMMS |
| KRQR | WBZZ | WNVZ |
| KSFM | WDFX | WPOW |
| KSHE | WEBN | WRBQ |



MARKETING

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LIFESTYLES

Mid-Summer Travel Forecast:
Short Trips Will Be Hot

Planning a hot summer promotion? Call your travel agent. Summer travel is expected to break records this year, as more Americans will be hitting the road.

According to the latest forecast from the Washington, DC-based US Travel Data Center, Americans will take 330 million "person-trips" (defined as one person traveling 100 miles or more away from home) in 1989, up 3% from last year's levels.

Trips of up to three nights in

length will make up more than half of all summer travel, but the average number of nights spent away on each journey will remain 5.5. Travelers also will be sticking closer to home — 52% of all trips will be under 500 miles round trip.

Car travel is by far the hottest mode of transportation, accounting for 83% of all this summer's proposed vacation travel. Fifteen percent of the population will travel by air, while only 1% will take either a bus or train.

Research Refusal Rates:
Most Up, Some Down

If it seems like it's getting harder and harder to find consumers who are willing to take part in your station's research, you might be right.

Although the country's refusal rate — total who refused divided by total who were asked — has held steady at 38% from 1985 to 1988, there have been some major changes during this period, according to a recent survey conducted on behalf of the Chicago Public Education Program. For example:

- Personal interview refusal in door-to-door studies increased from 29% in 1985 to 36% in 1988.

- Refusal rate for five-minute interviews climbed from 21% to 27%.

- Refusal rate for the Northwest, which has the highest rate of all regions, increased from 41% to 49%.

- When the subject wasn't mentioned to the interviewee, refusal rate rose from 42% to 45%.

- Subject matters that showed the highest increases in refusal rates were household cleaners (37% in '85 vs. 57% in '88), health foods (34% vs. 54%), and foods in general (41% vs. 47%).

- Categories with the greatest decrease in refusal rates were leisure time (38% in '85 vs. 19% in '88), services (40% vs. 27%), and retail (50% vs. 43%).

CHRONICLE

Born To:

KUZZ/Bakersfield, CA PD K.C. Adams, wife Evonne, daughter Lauren, July 12.

WXIX/Birmingham Production Director Greg Williams, wife Lisa, daughter Christian Rhea, July 17.

Marriages:

MCA recording artist Pebbles to producer/recording artist L.A. Reid (L.A. & Babyface), July 16.

Planned
Destinations

Americans seem to be looking for fun and excitement on their vacations rather than rest and relaxation. Regionally, the sunny spots always win — the Southeast will attract the greatest number of visitors this year (27%), followed by the West (23%) and the Midwest (17%).

Here are the destinations travelers plan to visit this year:

Place	Percentage
City	30%
Ocean/Beach	28%
Small town/Rural area	15%
Mountains	6%
Lake area	6%
State/National park	6%
Theme/Amusement park	6%
Other/Don't know	3%

Source: US Travel Data Center

Why We Buy
Bottled Water

One out of every ten adult Americans purchased some brand of bottled water last week — a figure that's double the number of five years ago, according to a recent survey conducted by the NYC-based Roper Organization.

When asked why they chose to buy bottled water, 42% of those polled said it's because they were concerned about the purity and safety of their tap water. Another 33% claimed to prefer the taste of bottled water, and 19% cited both of the abovementioned reasons. Gulp.

Wristband May Prevent
Motion Sickness

Recent tests show that the "Sea-Band," a woven, elasticized band that's worn on each wrist, may be helpful in controlling motion sickness. Here's how:

Small plastic buttons embedded in the one-inch-wide bands apply slight pressure to an acupuncture point between the two tendons of the inside wrist — the spot that controls nausea, according to Chinese medicine.

The Sea-Band is reported to help prevent morning sickness, postoperative sickness, and nausea from chemotherapy. It's even said to be effective after nausea has set in.

A spokesman for the band's manufacturer, West Palm Beach, FL-based Souwest Bands Corp., says the device is undergoing medical trials to satisfy the Food and Drug Administration.

Meanwhile, the Sea-Band can still be sold in the US, provided the

company makes no medical claims for its product; i.e., speaking only of "the effects of rough seas" rather than "seasickness."

Americans On
Peanut Butter
Binge!

Start spreadin' the news. Between August 1988 and March 1989, Americans ate a record 575 million pounds of peanut butter — an 18% increase over the same eight-month period a year earlier.

Putting these statistics where its mouth is, the Washington, DC-based *Trend Letter* calculates that's more than enough of the gooey goober to make eight billion peanut butter sandwiches. Concurrent figures for jelly were unavailable. . . .

How Men Spend
Their Clothing Dollars

Sales of menswear soared to an all-time high of \$30.2 billion last year, up 6% from 1987. To better serve today's fashion-conscious male, retailers are now putting men's clothes together in coordinated collections rather than dividing clothing into areas by item.

Although men's sportswear at every price range is selling better, it's the "moderate and up" category that's really blossoming. Check out the chart below for some sales statistics from last year:

Clothing type	Unit sales (in millions)
Outer jackets	41.2
Blazers/Sport coats	17.4
Knit sport shirts	286.7
Woven sport shirts	173.5
Dress shirts	164.8
Sweaters	110.8
Jeans	153.7
Slacks	168.8
Suits	14.9
Underwear	688.0

Source: MRCA Information Services

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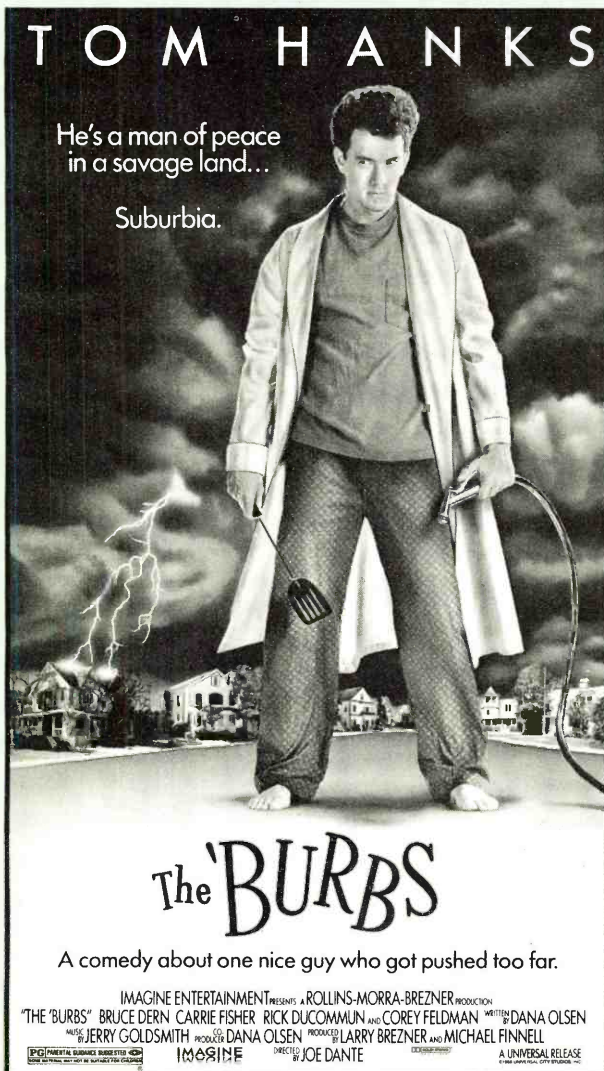
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PEOPLE

Warrant Goes For The Gold



Columbia artists Warrant stopped off in Los Angeles on their current tour to pick up gold awards for their "Dirty Rotten Filthy Stinking Rich" album. Marking the moment are (standing, l-r) album producer Beau Hill, Columbia Records President Don Jenner, Warrant's Jani Lane and Jerry Dixon, Weintraub Entertainment Group's Tom Hulett, Columbia VP Ron Oberman, Warrant's Erik Turner, and Columbia VP Bob Wilcox; (kneeling, l-r) Warrant's Steven Sweet and Joey Allen, and Weintraub's Eddie Wenrick.



MCA Is Bullish On Bulls

MCA has signed Cindy Bullens, whose label debut (she recorded for UA and Casablanca at the turn of the decade) will be released in August. Posing for posterity are (l-r) MCA Records President AI Teller, Bullens, and manager Dan Crews.



Baby Baby Baby Baby Please

A host of Southeastern alternative promotion reps gathered in Atlanta to toast the new Atlantic Records Progressive Music department with appropriate beverage containers. Ready for burping are (l-r) A&M's Jill Melancon, Atlantic's Tod Elmore, PolyGram's Valarie Pittman, DB's Leslie Jones, CBS's Marnie Smith, MCA's Wray Burgess, and Arista's Sonya Dias.

L.A. Declares Black Music Month



The City of Los Angeles endorsed the music industry's tradition of designating June as Black Music Month by making a proclamation at City Hall. Shown making things official are (l-r) Reprise's Artris Leftage, Virgin's Lygia Brown, Elektra's Paul Perrodin, WEA's Tyrone Metcalfe, WEA VP Ornetta Barber, WB's Junius Taylor, Councilman Robert Farrell, WEA's Rick Reiger and Kimu Kelley, Island's Kevin Fleming, Atlantic's Rick Nuhn, Atlantic Sr. VP Paul Cooper, and Atlantic's Kathy Acquaviva.

Tangier Arrives At Atco



Tangier, Atco's first signing since the label was reactivated under President Derek Shulman, stopped by label HQ in New York recently. Shown are (l-r) Tangier's Bill Mattson, Gari Saint, and Garry Nutt, Shulman, VP Craig Lambert, band members Bobby Bender and Doug Gordon, and Atco's Mark Poss.

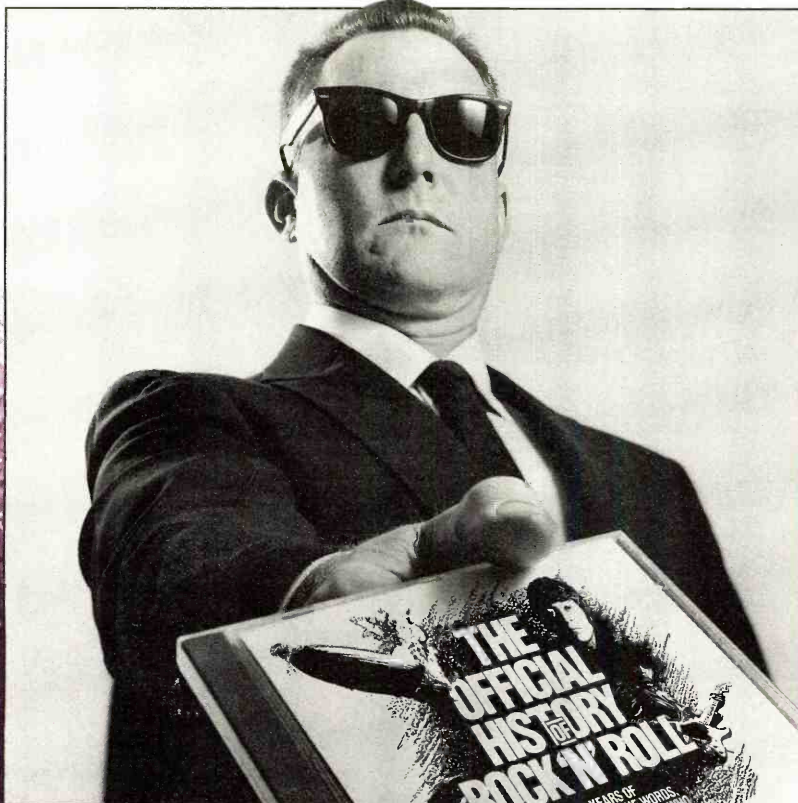


Kool Moe Dee Shows His Metal

Jive/RCA artist Kool Moe Dee (c) was guest of honor at a dinner where he received a platinum award for his "How Ya Like Me Now" album and a gold plaque for his new "Knowledge Is King." Making the presentation are RCA President Bob Buziak (l) and Jive VP Barry Weiss.

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HISTORY of ROCK 'N' ROLL



The most comprehensive rock special ever produced will be available for airing during the month of November! The "Official History of Rock 'N' Roll" is 50 solid hours of songs, stories, artists interviews and news actualities covering the past 35 years.

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UPI Sets Two New Execs

Capps Sr. VP/Corporate Affairs; Oziel Radio ND

Milton Capps has been named Sr. VP/Corporate Affairs at UPI. Additionally, David Oziel has been promoted to ND of the UPI Radio Network, and will report to VP/News Mike Freedman.

Regarding Capps, UPI President Paul Steiule noted, "With the initial turbulence of the UPI financial turnaround behind us, corporate affairs will shift its focus to allow UPI to respond more effectively to business trends and to signals from clients, potential clients, employees, and others who hold stakes in UPI's future."

Said Freedman, "David Oziel is well-respected and well-liked by

the staff and has proven his abilities as a take-charge progressive news manager."

Capps previously counseled UPI and other companies while Exec. VP of the Washington, DC public affairs firm John Adams Associates.

Prior to joining UPI, Oziel had been producer at WGST/Atlanta and Assignment Editor for crosstown WSB-TV.

In other UPI news, Editor/correspondent Kate Murphy has been upped to Business Editor, Exec. Assistant Jo'Ann Scott-Woods becomes network OM, and Ken Robinson has been upped from Sr. Editor to "UPI Roundtable" producer.

Hendry Becomes PD At KGLD

KGLD/St. Louis midday air personality Dave Hendry has been upped to PD/morning man. This is his first programming job. Hendry replaces Gary Brown, who assumes the midday slot.

Hendry told R&R, "I'll restructure the music and recategorize what we have. Currently we play music from the '50s, '60s, and '70s. I think we're going to go with a real strong '50s sound that people immediately recognize, and we'll dump the clunkers. I'd like to lean toward a Classic Hits angle, because 'Oldies' has some stodgy connotations. Also, we'll play as few early '70s songs as we can so nothing sticks out like a sore thumb. That's the biggest problem I've had with the format the last couple of months."

Prior to joining KGLD last September Hendry held on-air posts at stations including KRNQ/Des Moines and KHTR/St. Louis.

KGLD registered 0.7 in both the spring Arbitron and Birch sweeps.

WJQI Appoints Whitlow GSM

WNVZ (Z104)/Norfolk GSM Bill Whitlow has been named GSM at crosstown Gold-based AC WJQI, where he will direct a six-member staff. WJQI did not previously have a GSM.

Whitlow told R&R, "There are probably four or five really good stations here, and we're one of them. Right now we may not be getting our share of the billing, either locally or nationally, but I anticipate some strong gains in both areas. We will be looking at changing our rate structure for the better."

Before his two-and-a-half-year stint at WNVZ, Whitlow spent seven years as an AE at the city's WWDE.

WJQI placed seventh 12+ (5.4) in the winter Arbitron, and 12th (3.0) in the spring Birch.

Happy Faces At Geffen Sales Meet



Geffen's newly expanded sales staff gathered in Palm Springs recently for the label's annual sales conference. Pictured are (l-r) Geffen's Linda Allen, Mike Maska, Iris Grubman, VP Eddie Gilreath, Susan Klases, Hollie Rogers, Bill Kennedy, Jason Whittington, Joey Quarles, and Tina Rodriguez.

Ten Years After, 15 Years Later



After a 15-year recording hiatus, Ten Years After will release their new Chrysalis album "About Time" in late August. Pictured at Chrysalis Chairman Chris Wright's home in Gloucestershire, England are (l-r) Wright, the group's Alvin Lee, Ric Lee, Leo Lyons, and Chick Churchill, Chrysalis VP Kate Hyman, and label President Mike Bone.

Diamond Mines Gold At Forum



Backstage at Los Angeles's Forum on the opening night of his ten-show stand, Columbia artist Neil Diamond was presented with a gold album for his "The Best Years Of Our Lives." Shown are (l-r) Columbia VP Bob Wilcox, CBS Records President Tommy Mottola, Diamond, Columbia President Don Jenner, and Columbia VP Ron Oberman.

Boys Debut Goes Platinum



Motown artists the Boys were presented with platinum awards for their debut album "Messages From The Boys." All smiles are (front row, l-r) Boys members Bilal, Hakeem, Khiry, and Tajh; (back row, l-r) Motown President/CEO Jheriy Busby, the Boys' father Jabari Abdul-Samad, VPs Miller London, Ronnie Jones, and Traci Jordan, and the label's Michael Mitchell.

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Radio

● **MARY ELLEN MERRIGAN** has been named VP/GM at KKSS/Albuquerque. She most recently headed her own company, Merrigan Enterprises, a radio consulting firm specializing in contemporary formats.

● **MYRON JONES** and **JOHN KANZIUS** have been named CEO and President, respectively, of the newly combined WHOT-AM & FM/Youngstown and Jet Broadcasting companies. **JIM COOK** has been tapped as Asst. to the President for programming.



Truman Conley Bob Koontz

● **TRUMAN CONLEY** has been named VP/GM at KJRB & KEZE/Spokane. He was formerly Exec. VP/GM at WCHY/Savannah.

● **BOB KOONTZ** has been upped from AE to NSM at KMPC & KEDG/Los Angeles.

● **DAVID GRIFFIN** has been promoted from Regional Sales Manager to NSM at KLDE/Houston.

● **TONY GUASTAFERRO** has been named GSM at WKIX & WYLT/Raleigh-Durham-Chapel Hill. He was previously LSM.

● **JOANNE TOMBRAKOS, Sr. AE** at WQGL/Philadelphia, has been upped to Retail Sales Manager.

● **LARRY RIDEAUX** has been appointed Retail Sales Manager at WBT/Charlotte. He was formerly an AE at sister WBCY.

Records

● **ADAM SINGER** has been upped from Asst. to the President to Director/A&R at Taj Records.



Adam Singer Frederic Traube

● **DIANA FLAHERTY** has been appointed National Sales & Marketing Manager for CEMA. She joined the company in 1988.

Concurrently, **MICHAEL RODEN** has been promoted from Special Accounts Manager to Sales Manager at CEMA/Los Angeles.

● **JONI SOLOMON** has been promoted to Manager/Alternative Promotion at Chameleon Music Group. She was previously Project Coordinator.

● **FREDERIC TRAUBE** has been named Promotion Manager/Baltimore-Washington-Virginia at Geffen Records. Prior to his appointment he was with Atco Records as National Synchronies Manager.

● **DENISE COX** has been upped from Staff Writer to Manager/Special Projects, Media & Artist Relations at Capitol Records.

● **VICKIE STRATE** has been promoted to CBS Records/Midwest Retail Merchandising Manager.

● **JOHN WOJCIECHOWSKI, Director/Management Information** at Warner Bros. Records, has added VP stripes.

● **RUNELL ROBBINS** has been elevated from Sales Director to Local/Regional Sales Manager at KRDO-AM & FM/Colorado Springs.

Industry

● **DANIEL FLAMBERG, former Sr. VP/Marketing & Communications** at RAB, has announced the establishment of Morgan Rothschild & Company, an advertising, public relations, and promotion agency based in New York. Flamberg serves as Managing Director.

● **MARTIN RAAB, Director/Marketing** at Satellite Music Network, has added VP stripes.

● **WILL SCHUTTE, former Regional Manager** at McGavren Guild Radio/San Francisco, has been tapped as Associate Manager at Durpetti & Associates/Los Angeles.



Will Schutte Sandy Thomas

● **SANDY THOMAS, Production Director** at WXDJ/Miami, has announced the formation of Sandy Thomas Productions, a radio production company providing sweeper packages and jingles. He will continue his duties at the Miami station.

● **JOHN WILLIS** has rejoined Associated Press Broadcast Services as broadcast executive for Arkansas, Louisiana, and Mississippi. He was previously President of Aiken Pizza.

● **SANFORD GASMAN, formerly of REMN Communications and Katz Radio**, has opened a new syndicated rep company, Dial Communications Group.

● **SARI COLT, former publicist** for Blue Rodeo, has formed Sari Colt Music Talk, a Toronto-based radio production company featuring interviews with US and Canadian recording artists.

● **KATHRYN BACHMAN** has been promoted to Director/Advertising & Promotion at Arbitron. She had been Manager/Advertising & Promotion. —*Henry Sklar*



Joni Solomon Roy Firestone

Networks

● **CBS RADIO** has instituted a "Special Broadcasts" unit, which is offering its first stereo news specials in August: "Woodstock: The Legend And The Legacy," anchored by Harry Smith and Judy Muller, and "World War II: Looking Back 50 Years," anchored by Dan Rather. The net also has developed "Charlie Rose & Company," a 30-minute public affairs broadcast; (212) 975-3771.

● **OLYMPIA BROADCASTING** has debuted the "Adult Comedy Network," an expansion of its "Comedy Show" with new host Roy Firestone. In addition, affiliated stations will receive 15 short-form comedy drops developed from a database of more than 18,000 bits. Another Olympia show, "Country Calendar," is now distributed on CD; (314) 361-2000.

● **TV's WEATHER CHANNEL** is now offering its 65 meteorologists and forecasting services to radio stations. The network has set up its own audio studio to use when recording segments and interacting live with local talent; (404) 434-6800.

● **UNITED STATIONS** will air an all-new version of its commemorative "Memories Of Elvis" over the August 11 weekend. The four-hour special will feature the King's 50 "Worldwide Gold Hits," based on his CD package of the same title; (212) 575-6100.

● **SHERIDAN BROADCASTING** has initiated an interactive "900" telephone service that will be used in conjunction with many of the network's program offerings, including news, sports, public affairs, and entertainment. A joint venture with ComNetics, the 900 line will also feature interactive contests and games as well as other information services; (212) 575-0099.

CHANGES

D'Ann Roza has been elevated from Branch Administrator to Manager/National Accounts Advertising at CBS Records.

Eván Hosie has been named music talent coordinator for "The Byron Allen Show."

Kathy Gillen has been hired as Retail Sales Rep at WOR/New York. Jared Blass has joined Christal Radio/New York as an AE.

Michael Sonberg has joined the sales staff of KKGO/Los Angeles. Garold Gilchrist has been tapped as an AE at Republic Radio/Detroit.

Larry Blumhagen has been hired as an AE at KMMJ/Portland.

Hank Wylie and David Kunert have joined the California Record Distributors Inc. (CRDI) sales staff.

PROS ON THE LOOSE

Mike Allen — OM WWQQ/Wilmington, NC (804) 741-6465

Gary Barnes — Production Dir./mornings WPTX & WMDM/Lexington Park, MD (301) 248-1347

Boomer — Nights KKQB/Houston (713) 884-1239

Kim Carron — Evenings WCZY/Detroit (313) 771-3666

Michael Cross — APD/MD KJJO/Minneapolis (319) 236-1812

John Garabo — OM/mornings KZXY-AM & FM/San Bernardino, CA (619) 240-9264

Thomas Grooms — OM/PD/afternoons WPTX & WMDM/Lexington Park, MD (301) 475-3964

Sean Hall — Late-nights KJKC/Corpus Christi (512) 992-0231

Bob "Bob-A-Lou" Lewis — APD/middays WVMX/Richmond (804) 730-1507

Lark Logan — Middays WVMX/Richmond (804) 320-2041

Cody Michaels — PD/mornings KBJU/Lake Charles, LA (214) 282-0808

"Slick" Rick Quick — Nights KJKC/Corpus Christi (512) 853-7264

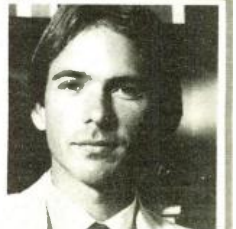
Gary Roberts — Nights WVMX/Richmond (703) 373-3019

Slam & Dave — Mornings WVMX/Richmond (804) 323-4403

Rob Williams — ND/air talent WLVC/Charlotte, NC (704) 529-6789

R&R TIMELINE

Tom Owens was 13 years old when he started in radio at WMGR/Bainbridge, GA. His first PD gig came six years later at Religious WVAF/Charleston, WV, which he converted to AOR in '74. He programmed WSAI/Cincinnati in the late '70s, joined KZEW/Dallas in '80, was hired by WQMF/Louisville in '81, and five years ago today became WEBN/Cincinnati PD.



Tom Owens

1 YEAR AGO TODAY

- CBS elevates Anna Mae Sokusky to VP/CBS Owned AM stations and George Sosson to VP/CBS Owned FM stations
- Mason Dixon signs a five-year contract with WRBQ/Tampa
- Andy Beaubien tapped as WCXR/Washington PD
- Bob West lands WQUE-AM & FM/New Orleans PD post
- Going Classic Hits: WLLT/Cincinnati as WOFX, and WAYL-FM/Minneapolis
- #1 CHR: "Roll With It" — Steve Winwood (Virgin) (2 wks)
- #1 AC: "Roll With It" — Steve Winwood (Virgin)
- #1 UC: "Off On Your Own (Girl)" — AJ B. Sure! (WB)
- #1 Country: "The Wanderer" — Eddie Rabbit (EMI-Manhattan)
- #1 AOR Track: "Simply Irresistible" — Robert Palmer (EMI-Manhattan) (2 wks)
- #1 AOR Album: "OU812" — Van Halen (WB) (2 wks)
- #1 NAC: "Close-Up" — David Sanborn (Reprise)
- #1 Contemporary Jazz: "Shadow Prophets" — Kevin Eubanks (GRP) (4 wks)

5 YEARS AGO TODAY

- Harvey Pearlman appointed WJJD & WJEZ/Chicago VP/GM
- Charly Foster selected as Island Records President
- Brute Bailey named KGFJ/Los Angeles PD
- Kris O'Kelly accepts WEZB/New Orleans PD post
- #1 CHR: "When Doves Cry" — Prince (WB) (4 wks)
- #1 AC: "Stuck On You" — Lionel Richie (Motown) (2 wks)
- #1 UC: "When Doves Cry" — Prince (WB) (6 wks)
- #1 Country: "Somewhere Down The Line" — T.G. Sheppard (WB/Curb)
- #1 AOR Track: "Missing You" — John Waite (EMI America) (2 wks)
- #1 AOR Album: "Heartbreak City" — Cars (Elektra) (15 wks)
- #1 Jazz: "Decoy" — Miles Davis (Columbia)

10 YEARS AGO TODAY

- Jim Fox returns as WKRO (Q102)/Cincinnati PD
- Ron Jones rejoins WHK/New York as PD
- Austin Yall hired by KQM/Honolulu for PD gig
- Tim Wilson promoted to WAXX/Eau Claire, WI PD
- Lynn Tolliver tapped as WVON/Chicago MD
- #1 CHR: "The Main Event/Fight" — Barbra Streisand (Columbia)
- #1 AC: "The Main Event/Fight" — Barbra Streisand (Columbia)
- #1 UC: "Good Times" — Chic (Atlantic) (2 wks)
- #1 Country: "You're The Only One" — Dolly Parton (RCA)
- #1 AOR Album: "Candy-O" — Cars (Elektra) (3 wks)

15 YEARS AGO TODAY

- E. Alvin Davis appointed WAXY/Miami-Ft. Lauderdale PD
- Jim Elliot joins WEAM/Washington as PD
- #1 CHR: "Rock Your Baby" — George McCrae (TK)
- #1 AC: "Fee Lee Makin' Love" — Roberta Flack (Atlantic) (2 wks)
- #1 Country: "As Soon As I Hang Up The Phone" — Lynn Anderson & Conway Twitty (MCA) (2 wks)
- #1 AOR Album: "Caribou" — Elton John (MCA) (2 wks)

— Hurricane Heeran

NAB

Continued from Page 1

sets of call letters as "Legendary Station," including KVIL-AM & FM, WLS/Chicago, KMOX/St. Louis, WNBC/New York, and WMT/Cedar Rapids, IA.

10,000 Ballots

"We'll be distributing more than 10,000 ballots," said Christian. "The GM and PD from each member station will receive one, and one ballot will go to each of our associate members. Price-Waterhouse will then count them, and the winners won't be revealed, even to us, until the night of the awards."

The trophies, which Christian said resemble the Washington Monument in shape, will be given out at an awards dinner September 16.

Other categories and nominees include:

Stations Of The Year

Large Market
KFSO/Fresno
KQPT/Sacramento
WVXK-AM & FM/Knoxville
WJHM/Orlando
WTQR/Winston-Salem
Medium Market
KAYD/Beaumont, TX
KCIX/Boise
KEAG/Anchorage
WBBQ-AM & FM/Augusta
WOKQ/Portsmouth, NH
WZYP/Huntsville, AL
Small Market
WBOZ/Bozeman, MT
KLNR/Lamar, CO
KLSK/Santa Fe, NM
WDME-AM & FM/Dover, ME
WFIW/Fairfield, IL
WHKP/Hendersonville, NC
WKMX/Enterprise, AL

Personalities Of The Year

Network/Syndicated
Paul Harvey, ABC
Larry King, Mutual
Bob Kingsley, ABC
Charles Osgood, CBS
Bruce Williams, Talknet
Sally Jessy Raphael, ABC
Large Market
Bob Steele, WTIC/Hartford
Bob & Tom, WFBQ/Indianapolis
Claude Tomlinson, WTVK-AM & FM/Knoxville
Patti & The Doc, WZZK-AM & FM/Birmingham
Wayne Perkey, WHAS/Louisville
Medium Market
Randy Dean, WIXX/Green Bay
John Leslie, WNEF/Binghamton
Don Munson, WJBC/Bloomington, IL
Scotty Rhodarmer, WWNC/Asheville, NC
Mark Summers, WBBQ-AM & FM/Augusta, GA
Small Market
George Carl, KVON/Napa, CA
Dink Embry, WHOP/Hopkinsville, KY
Billie Oakley, KMA-FM/Shenandoah, IA
Early Wright, WROX/Clarksdale, MS
Larry Roberts, KWOA/Worthington, MN

Stations Of The Year
By Format

AOR/Classic Rock
KBCO-AM & FM/Denver-Boulder
WBCN/Boston
WCMF/Rochester
WBN/Cincinnati
WMMR/Philadelphia

CHR/Top 40
KPWR/Los Angeles
WHTZ/New York
WIOG/Saginaw
WRBQ-AM & FM/Tampa
WYHY/Nashville
Black/Urban
KMQJ/Houston
WBSL/New York
WHRK/Memphis
WJLB/Detroit
WVAZ/Chicago
Country
KNIX-AM & FM/Phoenix
WDAF/Kansas City
WTVK-AM & FM/Knoxville
WVXK-AM & FM/Washington
WTQR/Winston-Salem

AC/Soft Rock/Oldies
KVIL-AM & FM/Dallas
WAJI/Ft. Wayne
WCBS-FM/New York
WSB-FM/Atlanta
KXKL-AM & FM/Denver

News/Talk
KGO/San Francisco
KIRO/Seattle
KMOX/St. Louis
WCBS/New York
WINS/New York

Jazz/New Age
KKSF/San Francisco
KLSK/Santa Fe
KQPT/Sacramento
KTWV/Los Angeles
WJAZ/Stamford, CT

Easy Listening/Beautiful Music
KABL-AM & FM/San Francisco
KODA/Houston
KMEQ-AM & FM/Phoenix
WLIF/Baltimore
WPAT-AM & FM/New York

MOR/Variety
WCCO/Minneapolis
WGN/Chicago
WJR/Detroit
WLW/Cincinnati
WMT/Cedar Rapids, IA

Classical
KCMS/Tulsa
KING/Seattle
KLEF/Anchorage
KVOD/Denver
WQXR-AM & FM/New York
Big Band/Nostalgia
KMPC/Los Angeles
WECK/Bufalo
WOKY/Milwaukee
WPEN/Philadelphia
WRMR/Cleveland

Religious/Gospel
KCMS-AM & FM/Seattle
KLTY/Dallas
KOKA/Shreveport
WDAC/Lancaster, PA
WSTS/Laurinburg, NC

Spanish Language
KCOR/San Antonio
KGBT/Harlingen, TX
KTNG & KLVE/Los Angeles
WADO/New York
WQBA-AM & FM/Miami

Root

Continued from Page 1

exact nature of the charges was not disclosed.

Root's home telephone in Alexandria, VA has been changed to a nonpublished number, and he could not be reached for comment.

Further light was shed on Root's relationship with Sunrise Wednesday (7/19) when the investment firm filed a \$584,600 malpractice suit against Root in Washington's US District Court. The 16-page breach-of-contract and conversion suit alleges that Root and his law firm "failed to perform in accordance with the professional standards applicable to a licensed attorney."

Despite paying Root more than \$1.9 million in fees since 1986, Sunrise accuses the lawyer of misusing client funds and double-billing Sunrise for nearly \$100,000. Among the suit's allegations:

- Root "failed to appear" for depositions and "failed to file an opposition to a motion to dismiss" the application of Glory FM LP for an FM CP in Calhoun, TN. The partnership's application "was dismissed for lack of prosecution" on April 13, 1989. The suit also cites four similar cases involving Omega FM LP's application in Omega, GA; Biltmore Broadcasting Inc.'s application in Biltmore Forest, NC; Murrell's Inlet Radio LP's application in Murrell's Inlet, SC; and Radio Franklin LP's application in Windsor, VA.

- In November 1988 Sunrise paid Root \$40,000 to purchase the construction permit of an FM station in Galva, IL. "The funds were to be paid into and held in the (law firm's) escrow account pending the execution of the purchase agreement. The purchase agreement was never executed and the funds were never paid by defendants to the seller of the Galva construction permit," the suit says.

- Sunrise claims to have over-paid Root \$54,200 from April 1987 through August 1988 as a result of a double-billing scheme. In addition, Sunrise twice paid a \$45,000 escrow account deposit to fund the purchase of a Texas CP. "Sunrise has demanded the return of these overpayments from defendants, but the overpayments have not been returned," the suit says.

- On August 25, 1988, Sunrise gave Root \$75,000 on behalf of Omega FM LP. The money was supposed to go into the escrow account of Root's law firm to fund a settlement agreement payment. "The settlement agreement was never executed and the funds were never paid by defendants to the other applicants for the Omega construction permit," the suit says.

- In a separate transaction in April 1989, Root twice bounced a \$75,000 check (payable to Sunrise Chairman Ralph Savage) from his escrow account. According to the suit, in a subsequent phone call to Savage, "Root admitted that neither he nor the (law firm) had funds available to cover the check written on the escrow account."

Georgia Dentist Sues,
Bar Association Snoops

Dr. Kenneth Bazemore, a dentist from Byron, GA, is also making a

federal case over that bounced check. He's suing Root in the US District Court in Macon, GA, alleging breach of contract, professional malpractice, and fraud. He's demanding \$75,000 plus an unspecified amount in legal fees and punitive damages.

Another allegation against Root came last Friday (7/21), when *Newsday* reported that District of Columbia Bar officials are investigating charges that Root may have misappropriated client funds placed in an escrow account as part of a settlement of a Twenty-nine Palms, CA television licensing case. *Newsday* said the complaint was brought by Lauren Colby, a Frederick, MD-based communications attorney, who declined to discuss the grievance.

Misappropriation of client funds from escrow accounts is considered to be a serious offense and often results in disbarment, according to DC Bar counsel Thomas Flynn.

Gehron

Continued from Page 1

There has been tremendous speculation that WNUA will be changing formats soon. Gehron told R&R, "You can hear it from my lips - we're not changing formats. It's going to be fun working with (WNUA PD) Bob O'Connor and (Asst. PD/MD) Mike Fisher to see what we can do. The people there have worked very hard so far, and we're going to try to take it to the next level."

"Frankly, I'm very intrigued by the format and personally enjoy it," Gehron added. "I'm anxious to see how far we can take it."

Gehron is returning to the city where he spent many successful years, 13 at WLS in numerous programming and management positions, including OM, PD, Station Manager, and VP/GM. He joined WODS two years ago (when it was soft AOR WMRQ), having previously programmed WCBS-FM/New York and WCAU/Philadelphia. WNUA ranked 18th 12+ (2.3) in the spring Arbitron, and placed 16th (2.0) in the corresponding Birch.

Keating

Continued from Page 1

Beasley owns WXTU & WTEL/Philadelphia; WBLX-AM & FM/Mobile; WYNG/Evansville; WLIT & WYAY/Conway, SC; WBIG-AM & FM/Charlotte; WFAI & WKML/Fayetteville; WMJH/Reidsville, NC; WFTC & WRNS/Kinston, NC; WPOW/Miami; WRXK & WNAM/Ft. Meyers, FL; WMRO & WYSY/Chicago; and KAAV/Little Rock, and is seeking approval to acquire KRTH-AM & FM/Los Angeles.

Heatherly

Continued from Page 3

In 1982 he was named Director/Country Promotion for RCA/Nashville. In 1984 he returned to New York as Director/Special Sales for RCA and supervised 30 field merchandisers, was responsible for new artist development, and was in charge of the compact disc line.

From 1985-88, Heatherly had his own artist management company. He joined R&R in 1988.

Rich

Continued from Page 1

Noble Exec. VP/COO Norman Feuer noted, "We believe Bobby Rich will breathe new life and great excitement into our Seattle stations. His demonstrated leadership qualities will help us attain our goals."

According to Noble Chairman John Lynch, "We will do whatever it takes to help Bobby ensure the maximum success of both stations. There is no one more qualified to lead our Seattle stations to a position of market dominance."

Rich hinted that a call letter change for KMGJ may be coming, and said, "I'm terribly excited about this opportunity. This is a dream in the process of coming true. The way things are clicking makes it even more exhilarating. I'll be looking at staff considerations; my most immediate need is to interview for a Promotions Director, preferably from the Seattle area. We also are looking for an operations-type person."

"My intentions for KMGJ are to adjust the formats to take advantage of the base audience and bring it to a more contemporary version of the format (AC). The AM is running Transtar's AM Only format. We recently went live in the morning, and are looking to bolster the morning show."

KMGJ is currently without a PD. Regarding B100 and its VP/GM Paul Palmer, Rich told R&R, "I'll always care deeply about the success of B100 because that's my baby. I hope that after observing Paul Palmer as a GM for nine years I have learned enough to be able to help get my career as a GM started. He's a genuine inspiration to me, and has done more for me in my career than any other person."

Rich becomes at least the fourth former PD-turned-GM in the Seattle market. Others include Michael O'Shea, Steve West, and Beau Phillips.

This was Rich's second tenure at KFMB. His prior stint in the '70s lasted four years. He previously programmed WWSW (now WEGX)/Philadelphia, KHTZ (now KLSX)/Los Angeles, and WXL0 (now WRKS)/New York, was Asst. PD at KFI/Los Angeles, and was a Special Market Consultant for Drake-Chenault. KIXI tied for 13th 12+ (2.8) in the spring Arbitron and placed 14th (2.7) in the corresponding Birch. KMGJ ranked 14th 12+ in Arbitron and 17th (2.0) in Birch.

Johnson

Continued from Page 3

Peoria. He commented, "If someone had told me two weeks ago that I was going to get an offer to program a station in a Top 15 market, I would have laughed in his face. The competition is tough in this market, but there's room here for the type of CHR we're going to do. I can't wait to get this baby on the air - it's going to be very exciting."

Johnson's MD at KLTH will be his wife, Colette Gilbert, who also worked with him at KZOU.

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Charlie West



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**AOR BREAKER!
TRACK 30 - ALBUM 26**

Early Action: KRZR add
KXXR add KFMW add
OK95 add 35
WSNX add



**LP Sales Over 250,000 Units!
On MTV!**

By The David Geffen Company



STREET TALK

DAT Goes Street-Legal

The RIAA is expected to announce a DAT agreement with Japanese manufacturers this week, opening the door for the machines to be sold in the US. According to the latest *New York Times* reports, consumers would be able to make a DAT copy direct from a CD, but a device contained within the DAT machines themselves would prevent the tape copy from being copied again.

Why did the FBI show up at a major Midwest radio chain's VP/Programming's parents' house, asking about their son's activities? Though it reportedly had nothing to do with the ongoing payola investigation, could it have something to do with a wiretapping incident from last year?

Island Records head honcho Chris Blackwell says that he is talking only to Polygram about the sale of the label. Look for a final decision to come as early as next week.

Bleu Out, Snake In

X-100/SF morning show host True Don Bleu has left the station. Bleu is taking a well-deserved vacation before announcing his next move, and PD Bill Richards is looking for a great morning show. T&R's only to 530 Bush St., SF, CA 94108.

Meanwhile, X-100 introduced listeners to new night jock The Snake last week by taking the line, "He's a cold hearted snake" from Paula Abdul's song "Cold Hearted," looping it, and playing it for three hours straight.

The station also mailed out rubber snakes with a piece of letterhead that read "'Super Snake' is slithering home." Thanks, guys.

Is KLOS/L.A. finally about to fill its six-month PD opening?

Barbara Seltzer, Director/National Top 40 Promotion at Atco, will segue to Sr. Director/Singles Promotion at Epic in New York August 1.

Get your cassette decks ready to roll, as legendary WLS/Chicago air talent John "Records" Landecker will do an on-air audition this weekend on Z100/NY.

Seems that VP/Programming Steve Kingston is searching for the "ultimate" midday air personality in the wake of Susan Leigh Taylor's exit for nights at K101/SF. T&R's to Kingston ASAP.

WPIQ/Jacksonville, FL finally stopped playing "Shock The Monkey" (ST 7/21) and hit the air under an Urban format and the identifier "Hot 101.5." Keith Clark is the PD and Don Kelly and J.C. Floyd will consult.

Unorthodox Orthodoxy

When WLWQ/Columbus staffers auctioned off a trip to Cleveland on a private jet to see the Who, they were stunned when one listener faxed in a bid of \$25,000 for the concert package. The listener, who requested anonymity, asked that the money be donated to the Greek Orthodox Church.



HAL OF FAME — WBSL air personality — and Inner City Broadcasting Sr. VP — Hal Jackson recently celebrated his 50th anniversary on New York radio with a cake-cutting ceremony attended by no less than NYC Mayor Ed Koch. Seen on the scene are (l-r) the 73-years-young Jackson and Hizzonner himself.

RCA/Nashville SW promo man Allen Butler and Arista/Nashville have come to terms, and Butler will head up the latter company's promo efforts beginning September 1.

That same date another Nashville Nipper will be leaving the pack, as Director/Product Development Phran Schwartz exits to head Arista's marketing and product development department.

Major shakeups hit two Windy City Gold outlets Monday (7/24) as WFYR/Chicago axed several staffers. Gone are seven-month PD Kenny Lee, AM driver Corey Deitz, midday personality Bob Barnes Watts, and Promotions Director Chris Marsh. PM driver Kurt Johnson is serving as interim PD.

Meanwhile at crosstown WMJK, veteran AM driver Tommie Edwards departs in favor of former WLS personality Fred Winston, who comes on board August 7. PD Gary Price is doing wake-up duty until Winston's arrival.

Look for Profile National Promo Director Kim Freeman to join Atlantic's national Pop Promo team in an as-yet-unnamed position.

Hi, This Is Jay From Phoenix . . .

KFI/L.A. talk show host Bill Moran had Pirate Radio's Scott Shannon, KOST Station Manager/PD Jhani Kaye, and KIS-FM VP/PD Steve Rivers on his show from 11pm-1am Saturday night (7/22).

The trio discussed the recent L.A. Arbitron ratings as well as the future of AC, rock CHR, and mainstream CHR, and even fielded questions from the listening audience. By the way . . . who are the real identities of callers "Jay from Phoenix" and "Jerry Clinton?"

Former WLZR/Milwaukee air personality Catherine Catalane has received an undisclosed cash payment to drop her invasion of privacy lawsuit against the station.

Catalane filed the action after the station



BEE GEES

"One"

The New Single From The
Forthcoming Album One.

Produced by Barry Gibb, Maurice Gibb,
Robin Gibb and Brian Tench

2nd Week!
CHR Breaker
AC Breaker Debut **24**



BULLETBOYS

"Smooth Up"

The Never-Say-Die Single From
The Album BulletBoys

Produced By Ted Templeman

Catch BulletBoys On Tour With
Cinderella

92X 24-20
KXYQ deb 29
WDFX 22-17
KXXR 6-5
K106 add
WROQ 32-30
KZ106 add
WNOK 34-31
WAPE deb 28
KSAQ add
KTUX deb 38

WKDD 33-30
KATM 30-26
KRZR 23-16
KZZU 38-34
95XIL add
WOMP 30-25
WHTO add
WZKX add
Q101 add
WPFM add
KKXL deb 37

99KG deb 37
WDBR 28-24
KFMW 30-24
KYA 27-24
KHTY 22-14
OK95 15-13
Plus...
WMMS
WSPK
WYCR
WSSX

KLQ
Z99
WMHE
KYRK
G98

KYYY
WIBW
Z97
KBOZ
KFBQ



Continued from Page 26

broadcast an interview with then-TV talk show host **Morton Downey Jr.** and WLZR's **Marilynn Mee** discussing Catalane's sex habits.

MCA Music Entertainment Group Chairman **Irving Azoff** recently sold 7% of his stock in the company for approximately \$1.6 million, according to a report in the *Wall Street Journal*.

However, he still holds some 346,053 shares of MCA stock worth more than \$21 million. ST's ear-to-the-tickertape hears that Azoff sold the stock to finance some personal real estate deals.

Is **Ed "Superfan" Bieler** jumping from **KCMO/KC** to do afternoons at **KABC/L.A.**, replacing **Wink Martindale**? Will **Gannett Broadcasting** let him out of his contract?

KABC says Wink's as good as a nod, but the station has pulled **Tom Snyder's** show off the air and replaced him with former rock jock **Bill Pearl**.

WVMX/Richmond has changed formats for the fifth time in less than a year (!) Two weeks ago, the station became a rockin' CHR, using the identifier **MX106.5 "Today's Rock & Roll."**

Now (7/19) it's "Oldies 106" under the direction of consultant **Dan O'Toole** and the entire staff is out.

A Major League Effort

Enigma National AC Promo Director Claire West caught **WKYE/Johnstown, PA PD Jack Michaels's** attention in a major league way by sending him a message on "Diamond Vision" during the recent **Pirates/Dodgers** doubleheader at Three Rivers Stadium.

Seems a friendly challenge was made about the label's commitment to breaking "In The Name Of Love" by **Richard Elliot/Bobby Caldwell**, and the Bucs were only too happy to oblige.

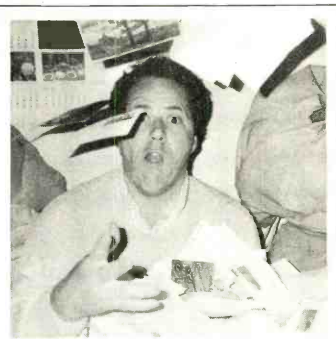
Gold-based **AC KMGI (Magic 108)/Seattle PD Steve "Smokin' " Weed** is out, as **B100/San Diego PD/morning talent Bobby Rich** comes in as VP/GM (see story Page 1) to take the station either CHR or Hot AC, and the current morning show has been told that Bobby will be involved with them in an on-air capacity.

Meanwhile, Weed wants to get back into CHR, Urban, or Hot AC programming. Call him at (206) 868-5838.

Sue DeBenedette has been upped to International Marketing Manager at **A&M**. A six-year label vet, Sue was most recently L.A. promo manager, having previously handled local promo in NYC.

WKRL/Tampa has reportedly turfed air personality **Rick Knight** for apparently promising a female listener that she'd win a pair of **Who** tickets, then insisting that he accompany her to the concert.

After the listener declined the invitation, she reported that her car had been scratched and a tire flattened. Knight told police he lost his temper over the rejection and vandalized the winner's car. **WKRL** confirmed that Knight "was no longer employed with us."



IT'S A TOSS-UP! — When *WOR/NY* recently conducted a contest wherein listeners were asked to guess the exact number of miles that morning man **John R. Gambling** logged at the end of his recent ten-day, ten-city "around the world" live remote broadcasts, the station received more than 30,000 correct postcard entries! As a result Gambling had no recourse but to pick the winner in the time-honored tradition pictured above.

Send In The Clowns

HBO's new **Comedy Channel** is conducting a nationwide talent hunt for on-air personalities and is particularly interested in radio talent from all formats.

Denny Somach has been hired as a consultant to assist in the search. Interested? Send photo, bio, aircheck, and video to Somach at 812 W. Darby Rd., Havertown, PA 19083.

Dave Gleekman has transferred from the Carolinas to Cincinnati to promote for **Epic**. Call him at (513) 791-0066.

WPLJ/NY PD/morning man Gary Bryan was trying to lure **KKRZ/Portland** zoo dude **Dan Clark**, but look for him to stay put, as a hefty contract has just been inked. Who will Bryan go after next?

Rod At The Wang

To make up for his recent canceled appearance at the **WXKS/Boston** 10th anniversary party, **Rod Stewart** has scheduled a date at Beantown's Wang Center on August 5. 'XKS will cosponsor the soiree, with proceeds benefiting the **American Cancer Society**.

KKBQ/Houston night jock **Boomer** is out. The former **B97/New Orleans** and **KX104/Nashville** air talent can be reached at (713) 864-1239.

Z100/NY will celebrate its 6th Birthday Bash on Wednesday (8/2) with a star-studded show at the Palladium, featuring **New Kids On The Block, Debbie Gibson, Hall & Oates, Cyndi Lauper, Michael Damian, Paula Abdul, and Buster Poindexter**. Paul Shaffer of "Late Night With David Letterman" fame will emcee the affair.

Krushed

KRRS (AM) (The Krusher)/Las Vegas is pulling the plug on its locally produced, automated hard rock format **August 1** to simulcast with **FM CHR KLUC**.

Continued on Page 30

PRINCE
"Batdance"

▲

CHR 1
Urban 1
Billboard Album Chart
1-1-1

▲

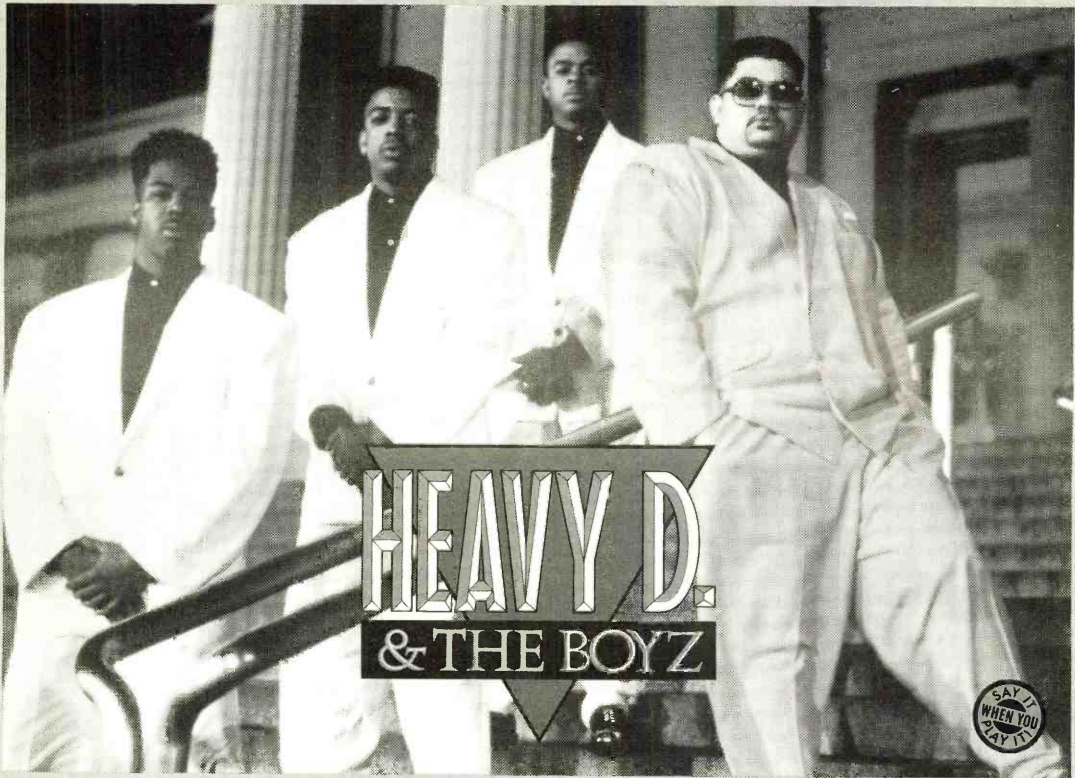
Produced, Arranged, Composed and Performed By
PRINCE

TOP GUN

Stay Tuned For More BAT STATS!

TM and © 1989 DC Comics Inc.

526,000 UNITS SOLD IN 4 WEEKS & COUNTING



**HEAVY D.
& THE BOYZ**

THE ALBUM

BIG TYME


(MCA 42302)

FEATURING THE HIT

We Got Our Own Thang

(MCA 53628)

TOPPING THE BLACK CHARTS
NOW CROSSING CHR

MAJOR  COMMITMENT. ON TOUR THIS SEPTEMBER!!

MCA
RECORDS

MCA. WE'RE COMMITTED.



EXPLODING AT NATIONAL ACCOUNTS

RECORD BAR #9
CAMELOT #7

TRANSWORLD #17
STRAWBERRIES #13

CITY ONE STOP/LA #1
TURTLES #15

Surrender to
the **GRACES**

"Lay Down
Your Arms" (AM1440)

WXKS add	KSMB add
KUBE add	KIXY add
WMMS add	WVBS add
KXXR deb 39	WBNQ add
K106 add	WCIL add
KSAQ add	WLRW deb 33
WKZL add	KKXL add
KZIO add	99KG add
KRZR 25-21	KPAT 36-28
KYRK add	WPFR add
KQIZ add	KTRS add
WJAD add	KFBQ add
WJMX add	

PLUS...	WWFX	KWTX
WNVZ	G98	KGOT
KKRZ	WOMP	KYYA
KF95	WZKX	KMOK
KSND	KNAN	KOZE
KZZU	WPFM	ZFUN

the first single
from their debut album
Perfect View (SP5265)



Produced by Ellen Shipley with Ralph Schuckett
Executive Producer: Jimmy Iovine
Management: Danny Goldberg and Ron Stone
for Gold Mountain Entertainment



when you play it
say it

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Continued from Page 30

Former **KMGX** (now **KRZR**)/Fresno PD **Kevin Carter** has been named MD/pm drive personality at crosstown **CHR KYNO-FM**. He replaces "**Fast Eddie**" **Martinez**, who recently exited the station.

More changes at **KJJO/Minneapolis**. Former PD **Brian Turner** and former MD **Hal Hoover**, who recently relinquished their positions to "concentrate on their shows," are out. They've been replaced on-air by **Woody Flue** (from **WWKX/Providence**) and **Mindy Collins** (from crosstown **AOR KTCZ**).

KKCS/Colorado Springs MD/midday man **Kerry Wolfe** is moving to Milwaukee to be APD/MD/middays for **WMIL**. Out after five years with the station is **Tom Carr**.

Cinderella, Cinder-Fella

KYYA/Billings, MT PD **Charlie Fox** didn't think his promotion for the **Cinderella** and **Winger** show (7/18) would burn up local officials. The station asked listeners to "Show Us Your Y93" to be a **Cinderella** roadie for a day. The winner lined up 17 cars and an airplane to form "Y93" on the flight line at the airport and then had a plane overhead snap a picture.

Ah, but one enterprising entrant donned a burn suit and showed up at the station's parking lot, carrying a wooden sign emblazoned "Y93" and packing a preparation of homemade napalm plus a burn permit from the city.

Fox pulled up to the station lot and found news crews, police cars, and fire trucks waiting — along with an angry fire captain who voided the burn permit. Good sports Y93 awarded the dude a backstage pass anyway.

Jay McDaniel — formerly **MCA's** National AOR Director, working out of Atlanta, and **Mercury's** National Singles Director, based in Chicago — is looking to get back into promotion in the Southeast. Reach out and touch him at (919) 581-3663.

KDON/Salinas morning man **Walt Jackson** appears in the new **Tom Hanks** movie "Turner and Hooch" as a rich antique car buff.

Jackson's 15 minutes of fame come at a car show, where Hanks and his pooch **Hooch** show up to do some investigating and **Hooch** lifts his leg on a vintage Mercedes.

Rough Fore Play

Get-well-quick wishes to **WITL/Lansing** PD/morning man **Allan Gibbs**, who took a golf ball in the Adam's apple on the fairways last week.

Quantum Market Leap O' The Week Award goes to **Dave Perkins**, who leaves **KODM/Midland-Odesa** for mornings at **WGAR-AM & FM/Cleveland**.

PD **Denny Nugent** is still looking for a cohost/sidekick for Perkins. Meanwhile, present 'GAR morning man **Jim Shafer** has moved to evenings.

WCZY/Detroit has changed call letters to **WKQI** and its on-air slogan from "Z95.5" to "The New Q95." VP/Programming **Gary Berkowitz** says the station will continue in an Adult CHR direction.

Adult Urban **WVAZ/Chicago** has named **Tim Ryan Feagan**, most recently VP/Manager of **Katz's** local radio office, as its new GSM.

KZPS & KAAM/Dallas VP/Programming **John Shomby** will be leaving the stations at the end of August to form a new, as-yet-unnamed radio/TV consultancy. Shomby's first clients will be the two Dallas stations. Contact him at (214) 394-0029.

The August issue of **GQ** lists the Most Important People In Comedy For 1989. Joining **Bill Cosby**, **David Letterman**, "Far Side" cartoonist **Gary Larson**, **Bill Murray**, **Roseanne Barr**, **Eddie Murphy**, "Rain Man" director **Barry Levinson**, "Saturday Night Live" resuscitator **Lorne Michaels**, **NBC-TV** honcho **Brandon Tartikoff**, and **Spy** magazine is NYC/Philly/DC radio personality-plus **Howard Stern!**

Former **WSNI/Philadelphia** MD **Stef Barsamian** is now doing independent AC promotion and may be reached at (215) 789-STEP.

Chain Of Fools

ST's ear-to-the-armpit hears there's a T-shirt chain letter going 'round the radio and record industries under the name of "The Logo T-Shirt Advertising Club."

Supposedly, if you send six copies of the letter to business associates and friends, within three weeks you should receive 216 logo T-shirts from all over the country.



BAD MOON RISING — To celebrate the 20th anniversary of man's first moonwalk, X-100/SF recently asked listeners if they'd moon The City for cash and prizes. Several hundred people took them up on their challenge and created the above-pictured moon over Bagdad By The Bay.



It no make no sense to sit down
 when you know you can groove
 So listen to the message
 and you know you won't lose



Look Who's
 Dancin'

The new 12" and pro cd from the album



Ziggy
 Marley
 and the
 Melody
 Makers

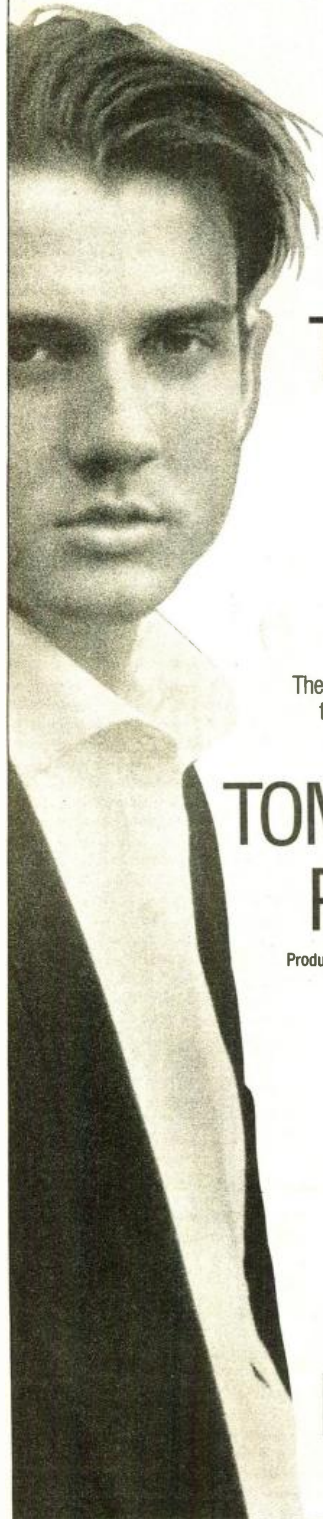
Look Who's Dancin'



Virgin

RATINGS

Fall For It.



“I
Think
I’m
In
Love”

The New Track from
the Debut album

TOMMY PAGE

Produced by David Morton



©1989 Sire Records Company

SPRING '89 ARBITRON RESULTS

Houston-Galveston

	Winter '89	Sp '89
KMJQ (UC)	8.8	9.1
KILT-FM (Ctry)	8.4	8.2
KLOL (AOR)	4.3	7.0
KKQB-AM & FM (CHR)	6.5	6.8
KKK-FM (Ctry)	6.8	6.5
KODA (B/EZ)	5.3	5.9
KTRH (News)	8.0	5.8
KRBE (CHR)	5.8	5.5
KLTR (AC)	3.7	4.2
KQUE (Nost)	4.8	3.8
KFMK (AC)	2.8	3.8
KZFX (CR)	4.3	3.3
KKHT (CHR)	2.5	3.2
KLDE (Gold)	2.9	2.9
KPRC (N/T)	2.6	2.3
KXYZ (Span)	1.0	1.5
KHYS (UC)	1.2	1.3
KHCB (Rel)	.8	1.2
KYOK (Gold)	1.4	1.2

Seattle-Tacoma

	Winter '89	Sp '89
KIRO (N/T)	10.0	9.8
KPLZ (CHR)	8.6	7.0
KUBE (CHR)	8.9	7.0
KOMO (AC)	5.5	6.0
KMPS-AM & FM (Ctry)	3.1	5.0
KBRD (B/EZ)	4.8	4.7
KISW (AOR)	4.2	4.7
KXRX (AOR)	3.8	4.1
KING-FM (Class)	3.6	3.7
KLSY-AM & FM (AC)	3.1	3.7
KBSG (Gold)	3.7	3.8
KLTX (AC)	2.8	3.3
KING (N/T)	2.7	2.8
KIXI (BBnd)	3.1	2.8
KMGI (AC)	2.8	2.7
KRPM-AM & FM (Ctry)	3.0	2.7
KNUA (NAC)	2.2	2.5
KZOK (CR)	2.2	2.3
KSEA (AC)	2.9	2.2
KJR (CR)	1.7	2.0
KCMS (CC)	2.1	1.8
KVI (Gold)	2.0	1.8
KEZX-AM & FM (AOR)	2.0	1.5

Minneapolis-St. Paul

	Winter '89	Sp '89
WCCO (AC)	18.3	18.4
KORS-AM & FM (AOR)	6.0	6.8
KSTP-FM (AC)	6.7	7.7
WLTE (AC)	7.3	7.5
WLOL (CHR)	6.4	7.0
KDWB-FM (CHR)	6.5	6.8
KEEY (Ctry)	6.5	6.1
KQQL (Gold)	3.7	4.5
KTCZ (AOR)	4.5	4.2
KLXK (CR)	5.8	3.9
KJJO (AOR)	3.8	3.2
KSTP (Talk)	2.7	2.8
KLBB (BBnd)	1.5	2.8
WDGY (Ctry)	1.8	1.8
WAYL (B/EZ)	1.4	1.2

Miami-Ft. Lauderdale-Hollywood

	Winter '89	Sp '89
WHQT (UC)	8.3	9.0
WLYF (B/EZ)	7.1	6.7
WMXJ (Gold)	4.2	5.1
WPOW (CHR)	4.3	5.0
WHYI (CHR)	3.8	4.7
WIOD (N/T)	5.1	4.7
WQBA (Span)	5.0	4.4
WCMQ-FM (Span)	3.8	3.9
WAOI (Span)	3.9	3.8
WGTR (AOR)	4.0	3.5
WJOY (AC)	2.7	3.4
WAXY (AC)	3.9	3.2
WINZ (N/T)	3.1	3.2
WKIS (Ctry)	3.4	3.2
WQBA-FM (Span)	2.7	2.7
WNWS (Talk)	3.2	2.5
WLVE (AC)	3.3	2.4
WSHE (AOR)	1.7	2.4
WTMI (Class)	3.0	2.0
WCMQ (Span)	1.2	1.8
WXDJ (NAC)	1.8	1.7
WZTA (CR)	1.6	1.7
WEDR (UC)	2.5	1.4
WFTL (BBnd)	.9	1.4
WMBM (Rel)	.8	1.4
WEAT-AM & FM (B/EZ)	1.2	1.3
WSUA (Span)	.7	1.2

St. Louis

	Winter '89	Sp '89
KMOX (Talk)	18.7	21.2
KSHE (AOR)	6.3	9.7
KEZK (B/EZ)	7.7	6.1
WKQB (CHR)	6.4	6.1
WIL-FM (Ctry)	4.9	5.8
KMJM (UC)	5.5	5.7
KLOU (Gold)	7.0	5.2
KSD (CR)	4.7	5.1
KYKY (AC)	5.0	4.7
KRJV (AC)	3.0	2.5
KATZ (Gold)	1.6	2.1
KUSA (Ctry)	1.8	2.0
WKXX (Ctry)	3.0	1.8
KFUO-FM (Class)	1.2	1.8
KATZ-FM (UC)	1.0	1.4
KSTZ (AC)	1.8	1.2
KXOK (N/T)	1.2	1.2
WEW (BBnd)	1.4	1.0

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Format Legend

AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, CC-Contemporary Christian, CHR-Contemporary Hit Radio, Clas-Classical, CR-Classic Rock, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, NR-New Rock, N/T-News/Talk, Rel-Religious, Span-Spanish, Talk-Talk, UC-Urban Contemporary.

Atlanta

	Winter '89	Sp '89
WVEE (UC)	6.8	9.9
WSB-FM (AC)	9.2	9.8
WAPW (CHR)	6.9	9.4
WPCH (B/EZ)	9.9	6.1
WKHX-FM (Ctry)	7.7	7.7
WSB (AC)	6.4	7.3
WKLS (AOR)	6.4	5.8
WZGC (CR)	4.9	5.7
WFOX (Gold)	5.3	5.2
WYAY (Ctry)	4.4	5.0
WGST (N/T)	2.5	3.4
WOXI-AM & FM* (CHR)	5.1	3.3
WEKS** (UC)	2.6	3.2
WAOK (Rel)	3.1	2.8

* Now (AC) format
** Now WYAI (Ctry)

Tampa-St. Petersburg-Clearwater

	Winter '89	Sp '89
WRBQ-AM & FM (CHR)	15.5	15.1
WQYK-AM & FM (Ctry)	6.4	6.7
WWRM (AC)	6.3	7.5
WUSA (AC)	5.8	6.9
WYNF (AOR)	7.5	6.8
WDUV (B/EZ)	6.8	6.7
WNLT (AC)	4.3	5.7
WFLA (N/T)	6.3	4.2
WDAE (BBnd)	3.0	3.9
WGUL-AM & FM (BBnd)	5.5	3.8
WFLZ (AC)	2.7	3.5
WKRL (CR)	3.1	3.2
WHYE (NAC)	3.1	3.0
WSUN (Ctry)	1.9	2.6
WXCR (Class)	2.3	1.7
WTMP (UC)	2.4	1.8
WLVU-FM (Nost)	.8	1.2
WRXB (UC)	1.2	1.2
WTKN (N/T)	.9	1.1

Phoenix

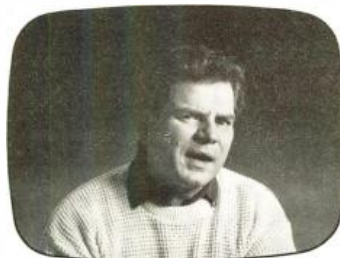
	Winter '89	Sp '89
KNIX-AM & FM (Ctry)	12.2	12.3
KZZP-AM & FM (CHR)	9.0	9.0
KTAR (N/T)	7.7	7.9
KUPD (AOR)	6.5	7.7
KMEO-AM & FM (B/EZ)	9.0	6.7
KKLT (AC)	5.2	5.5
KOPA & KSLX (CR)	4.4	4.5
KOY-FM (CHR)	4.4	4.4
KDKB (AOR)	3.7	3.4
KFYI (N/T)	2.8	3.3
KMLE (Ctry)	2.5	3.3
KESZ (AC)	3.4	3.0
KOOL-FM (Gold)	2.3	3.0
KOY (Nost)	2.4	3.0
KAMJ-FM (AC)	2.2	2.7
KKFR (CHR)	2.9	2.8
KOOL (Gold)	2.0	2.2
KLFF (BBnd)	1.5	2.1
KONC (Class)	1.5	1.2
KUKQ* (NR)	—	1.1
KGRX (NAC)	1.8	1.0

* Formerly Country

Consistent SCRIPT FOR SUCCESS: 1



A Soft A/C station in New York that had its best book ever this Spring?



A station that scored the highest come in its history, and went from a 4.3 to a 5.3 12+ with its innovative "Snap :10's" television campaign by Film House?



A station that's been *consistently* #1 or #2 25-54 since they began working with Film House in Spring '85?



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"With Film House as an important member of our strategic marketing team, WLTW has grown into a consistent market leader in New York," says VP/GM George Wolfson. "Film House has an in-depth understanding of our philosophy and our needs, and they execute the solution to perfection."

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KLAV-AM
LAS VEGAS

WKWF-AM
KEY WEST

KDYL-AM
SALT LAKE CITY

3.5 SHARE 12+
WCOL-AM
COLUMBUS

4.9 SHARE 12+
WBYU-AM
NEW ORLEANS

WSGA-AM
SAVANNAH

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SATELLITE MUSIC NETWORK

Source: Arbitron Ratings
Winter 1989

SPRING '89 ARBITRON RESULTS

Denver-Boulder

Table listing radio stations in Denver-Boulder with columns for Winter '89 and Sp '89 ratings. Stations include KBCO-AM & FM, KXKL-AM & FM, KRXY-AM & FM, KYGO-FM (Ctry), etc.

New Orleans

Table listing radio stations in New Orleans with columns for Winter '89 and Sp '89 ratings. Stations include WEZB (CHR), WQUE-AM & FM, WYLD-FM (UC), etc.

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Portland

Table listing radio stations in Portland with columns for Winter '89 and Sp '89 ratings. Stations include KKRZ (CHR), KKCW (AC), KEX (AC), etc.

* Now Talk format

San Antonio

Table listing radio stations in San Antonio with columns for Winter '89 and Sp '89 ratings. Stations include KCYC (Ctry), KITY (CHR), KSMG (CHR), etc.

Format Legend

AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, CC-Contemporary Christian, CHR-Contemporary Hit Radio, Clas-Classical, CR-Classical Rock, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, NR-New Rock, N/T-News/Talk, Rel-Religious, Span-Spanish, Talk-Talk, UC-Urban Contemporary.

Milwaukee-Racine

Table listing radio stations in Milwaukee-Racine with columns for Winter '89 and Sp '89 ratings. Stations include WTMJ (AC), WKTI (CHR), WOKY (BBnd), etc.

Columbus, OH

Table listing radio stations in Columbus, OH with columns for Winter '89 and Sp '89 ratings. Stations include WNCI (CHR), WSNY (AC), WLNQ (AOR), etc.

Indianapolis

Table listing radio stations in Indianapolis with columns for Winter '89 and Sp '89 ratings. Stations include WFBO (AOR), WIBC (AC), WFMS (Ctry), etc.

Kansas City

Table listing radio stations in Kansas City with columns for Winter '89 and Sp '89 ratings. Stations include WDAF (Ctry), KBEQ-AM & FM, KFCK-AM & FM, etc.

* KBEQ (AM) now Z-Rock KBZR

Buffalo-Niagara Falls

Table listing radio stations in Buffalo-Niagara Falls with columns for Winter '89 and Sp '89 ratings. Stations include WJYE (B/EZ), WKSE (CHR), WGR-FM (AOR), etc.

* Formerly Classic Rock

Louisville

Table listing radio stations in Louisville with columns for Winter '89 and Sp '89 ratings. Stations include WAMZ (Ctry), WDJX-AM & FM, WHAS (AC), etc.

Cincinnati

Table listing radio stations in Cincinnati with columns for Winter '89 and Sp '89 ratings. Stations include WLW (AC), WRKQ (CHR), WWEB (AOR), etc.

Orlando

Table listing radio stations in Orlando with columns for Winter '89 and Sp '89 ratings. Stations include WWKA (Ctry), WSTF (AC), WSSP (B/EZ), etc.

Dayton

Table listing radio stations in Dayton with columns for Winter '89 and Sp '89 ratings. Stations include WTUE (AOR), WHIO (Talk), WHKO* (Ctry), etc.

* Formerly WHIO-FM (B/EZ) ** Formerly WPTW-FM

BACK TO BASICS

Understanding The Numbers

Ratings reaction season is here again, with responses ranging from Dom Perignon celebrations to mass firings. So it's an appropriate time to revisit the basics on understanding the numbers.

Over the years, we've found some wild "interpretations" in the mailbag — like the GM who was ready to fire his PD after the third consecutive "down book." The station's 12+ five-book trend was 9.8-11.1-10.9-10.5-9.9. Fortunately, we talked him out of it — and the station snapped out of its "losing streak" with a solid 10.8 in the next book.

Then there was the owner who was preparing a major format change after his station's rank dropped from third to sixth in adults 25-54. He hadn't noticed that his AQH rating of 2.5 was the same in both books, while two other stations in non-competitive formats had enjoyed unusual upward spikes.

What's A Trend?

To help everyone avoid similar unnecessary heartburn (and heartache) owing to ratings misunderstanding, we've put together a review of the essentials. Experienced ratings users may leave the room. (But to avoid potential embarrassment if I happen to see you at the NAB and ask about one of these areas, you're welcome to read on.)

At Birch/Scarborough we define a trend as "directionally similar recurring and statistically significant changes in estimates." Big words, simple concept: if the numbers are consistently increasing (or decreasing) over at least three reports and not by pure chance, you've got a trend.

There are three inherent forces (having nothing to do with competitive on-air or promotional activity) that profoundly affect movement of estimates in radio ratings reports:

- sample size
- size of station audience
- seasonality.

Basic Terms

And now, a few definitions:



Tom Birch

• **Standard Deviation** — a means for judging the significance of a change in the numbers. Without getting technical, standard deviation provides a range within which a user can be confident that the "true" estimate would fall if a full census were conducted.

• **Sample Size and Size of Audience** — Key determinants of the theoretical error range around an estimate: the larger the sample, the lower the error. The same is true of individual station estimates; the larger the audience, the smaller the relative statistical bounce.

A simple formula is provided in the back of each Birch report that lets you quickly compute this error range at the 95% confidence level; i.e., the range within which estimates would fall in a census in 95 out of 100 cases. For example, a station with a cume rating of 21.5% in a sample of 1032 interviews would have an error range of 18.9% to 24.1%. Therefore, a subsequent drop to 18.9% in a similar-

Tom Birch is Chairman/CEO of Birch Scarborough Research Corp. (305-753-6043), whose Birch Radio Division supplies telephone-based audience estimates of some 260 markets annually. He contributes to this section on a regular basis.

sample would not be considered statistically significant — nor would a rise to 24.1%.

Consider the earlier example of the GM who was ready to fire his PD after three consecutive "down" books. Even with a sample size of 8856 (the spring '89 Birch Quarterly Summer Report sample for New York), the error boundaries around a 10.1% AQH share (assuming a Persons Using Radio AQH rating of 18.0%) would be 8.5%-11.6%. Our GM's market report contained 3000 interviews, so none of his station's changes over the five-book trend period were statistically significant.

• **Seasonality** — Another important factor that wasn't considered by this worried GM. The 9.9% AQH share scored by his station was directly in line with the results achieved in the same previous-year quarterly report.

Seasons of the year affect lifestyles and, in turn, radio

"Before leaping from the 22nd floor after a down book, look at ratings in your market from previous years to see if a seasonal pattern exists."

listening patterns. For example:

• **CHR** is strongest in summer and spring. Summer teen availability provides a huge boost to overall ratings.

• **News/Talk** is strongest in winter in Northern markets. Weather, traffic, and news boost listenership.

• **Easy listening** is biggest around the Christmas season, when soft, traditional holiday music attracts tertiary listenership.

• **Sports stations** score best with baseball. Ratings (even outside of nights) are boosted through the roof at the start of the season.

The moral: before leap-

Factors Beyond Your Control

Believe it or not, there are some things over which a programmer can't exert control:

• **Format competitors.** New direct format competition, an effective 500-GRP TV campaign by an in-format competitor, the tightening of a rival's playlist, or the introduction of a strong new competing morning show are all factors that can hurt your ratings — even when you're sounding your best and promoting effectively.

• **Other radio competition.** During the past three years, many Country stations were shocked by the large amount of audience they were sharing with Oldies stations. In many markets, gains in Oldies audiences came directly at the expense of established Country outlets.

• **Changes in employment levels.** A high level of unemployment boosts midday listening levels. Also, not everyone works in an office, and most people can't or don't listen regularly while at work.

• **Unusual news or weather events.** I once knew a South Florida News/Talk station exec who prayed for hurricanes. The peak season (mid-September through mid-October) coincides with the start of the fall sweeps.

• **Cultural influences.** Contemporary music stations are at the mercy of the culture, the artists, and the record company strategists. A big movie with a popular soundtrack can produce a wealth of material that can power contemporary music stations for months. This works in reverse as well. When the hits aren't hot, listeners look for alternatives (like TV or CDs).

• **Population shifts.** There are more 35-44s today, by far, than in 1979. And there'll be more 45-54s in 1999 than today. While population shifts are glacial influences on radio overall, keep tabs on the population bases in each demo cell in your report. The ratings services update their populations annually. And changes in the population distribution drive the weighting, which can have an immediate impact on your estimates.

• **Radio Industry influences.** The radio industry is famous for providing too much of a good thing. The format graveyard is full of tombstones to copycat programming: Disco, Urban Country, Modal Rock, etc. Overexposure of certain types of music inevitably leads to listener burnout, and the fallout can hurt everyone. When an avid radio listener (who tunes in both AC and CHR, for example) decides he's heard enough Classic Hits to last a lifetime and acquires an in-office CD player and a collection of folk music CDs, everyone loses.

ing from the 22nd floor after a down book, look at ratings in your market from previous years to see if a seasonal pattern exists.

• **Persons Using Radio Listening Levels** — At the bottom of each page is an estimate of the aggregate number of listeners to radio in general, including attributed listening and listening to public radio. This is your market's overall radio report card and it's generally stable from quarter to quarter. The AQH PUR defines the size of the radio pie; when the AQH PUR changes, each individual share point is similarly revalued upward or downward.

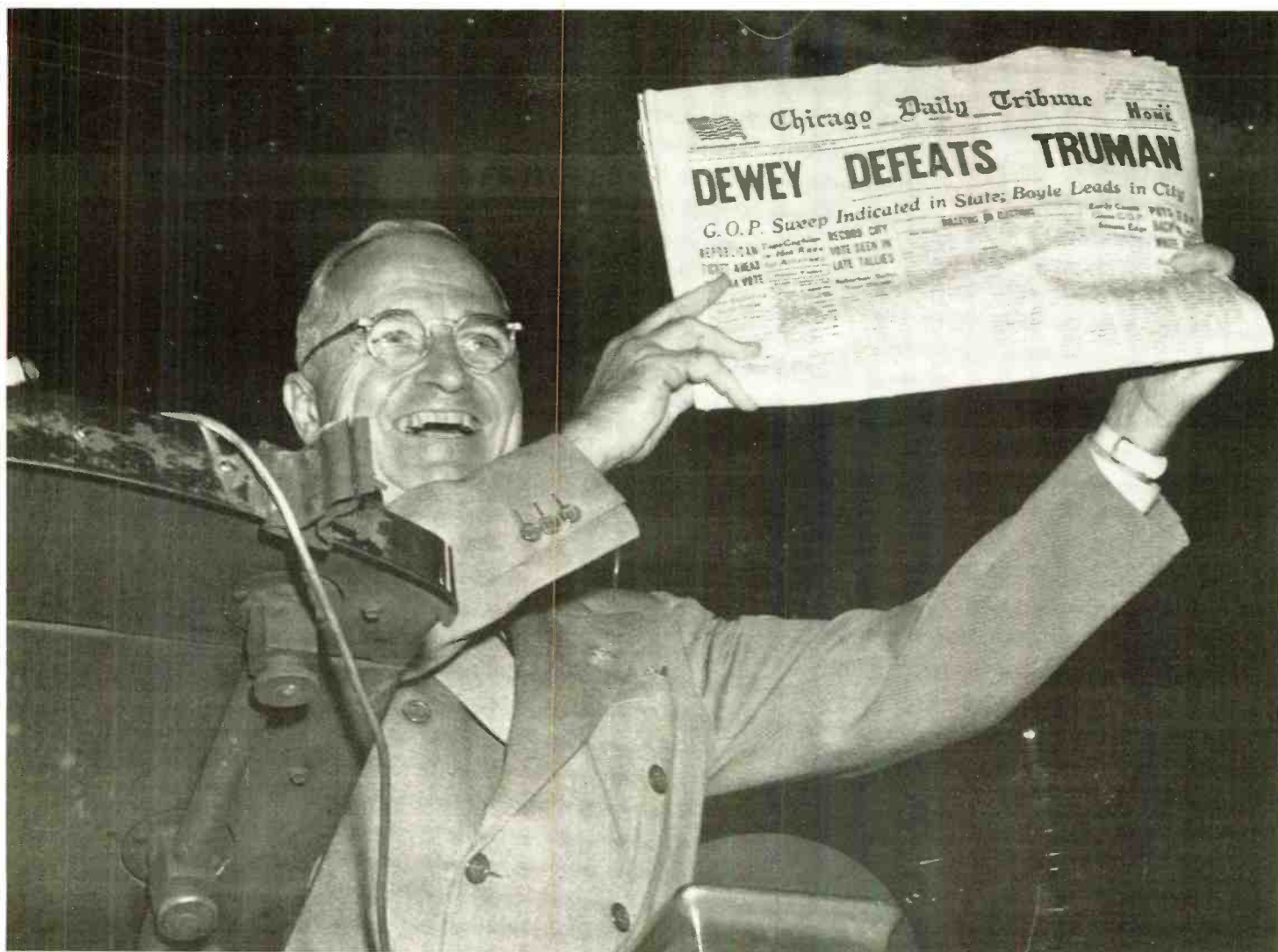
An upcoming column will provide a few tips on read-

ing and understanding specific information in the books and examine the ratings impact of programming elements directly under your control.

Take It In Stride

In the meantime, two closing thoughts. If you had a great book, make certain it really is great (statistically significant upward movement unrelated to seasonal patterns). Even if it truly is great, take it in stride. Remember the law of gravity.

If you had a bad book, ditto the above on significance — and if it's truly bad, don't take it too hard. Some of the best consultants in the business would never have gotten their start without the help of a truly bad book!



Some Things Are Worth Waiting For.

The Presidential election of 1948 changed the face of American politics.

Truman's strategy was flawless. Dewey let a sure thing get away. And *The Chicago Daily Tribune*, by jumping the gun, is now little more than a footnote to history.

The Trib couldn't wait to tell us about the G.O.P. landslide. To report that New York Governor Thomas Dewey and his running mate, Earl Warren, had been swept into the White House.

Yet, when the counting was done, it was President Truman who had the last laugh. He staged one of the greatest come-from-behind upsets in America. He did it with gut level persistence and a willingness to wait things out no matter what.

Now waiting isn't always easy. But it has its rewards. It's true in politics. It's just as true in launching

innovative satellite programming. Everything must be perfect. If you don't plan to win, why enter the race?

On September 1st, Braiker will launch the best satellite radio programming in America. How do we know? Easy. Because Braiker Radio Services has the best people, the best programs, the best promotions and the best support in the business. No brag, just fact.

Braiker is flexibility with the firepower of five affordable, proven formats that eliminate burdensome, expensive network commercials while delivering topflight programming. You receive the legendary expertise of Ivan Braiker...the programming savvy of Rick Sklar...the affiliate support of Larry Shipp...the sales support of Rob Hasson...and the promotional genius of Pat O'Day. That's the best you can get.

So before you get caught up in the ballyhoo and hoopla of the moment, take a good look *behind* the headlines. Make everyone accountable for all the promises. When you do, you'll quickly realize, just as Harry Truman did, that some things are worth waiting for.

Vote Braiker on September 1st.

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KEN BARNES

TRENDS BEHIND THE MONIKERS

The Second Annual Group Name Catalog



Prince substitutes numbers for words, but even he didn't think of using Roman numerals.

Last spring I explored new frontiers of absurdity by categorizing trends in the names current hit groups were choosing. In-depth research uncovered band names inspired by tantrums, old Aerosmith songs, and the highly popular Animals with Adjectives fad.

Seasons change. People change. Group name trends change, too. (The only thing that doesn't change is my trait of running this Expose bit into the ground. But it's a very deep philosophical concept and it's become central to my overall worldview, so I keep coming back to it.)

So I thought it would be interesting to look at the latest developments in group nomenclature. Following is an alphabetical list of categories for group names gleaned from a recent Back Page and assorted New & Active sections. For purposes of comparison (and to ascertain how blatantly I'm ripping myself off), see the On The Records column for April 15, 1988.



Bad English have been known to drop their "g" 's in concert just for sheer outrage value. Grammar SWAT teams have had to intervene and restore order.

Ammunition For Those Who Feel Rock 'N' Roll & Sex Are Too Closely Linked

Seduction
Sweet Sensation

Ammunition For Those Who Feel Rock 'N' Roll & Violence Are Too Closely Linked

Blue Murder
Bulletboys
Erasure
Thirty Eight Special

Animals With Adjectives

Great White*
White Lion*
*(A poor showing for the surprise No. 2 category last year — only two adjectivally animalistic bands and both were also listed in the previous catalog.)

Baseball References From British Bands Who Know Nothing About The Sport

Outfield

Celebration Of Poor Grammar
Bad English

Colorful References (by choice)

Indigo Girls
Living Colour
Simply Red

Colorful References (not by choice)

Red Siren*
*(Group was forced to change name from Siren by previous owner of name.)

Comic Books

Love & Rockets*
*(Category and group repeated from last time but that much-respected underground comic is where they got the name, so I decided not to play around. For once.)

Department Of The Exterior

Surface

Fragmentary Movie Titles

Fine Young Cannibals
Tora Tora
Waterfront

Geographical

Mica Paris*
Tangier
Third World
*(OK, it's far-fetched, but what it lacks in strict adherence to the basic premise it makes up for in sheer pointlessness.)

Gratuitous Numberings

One 2 Many
Soul II Soul
U2

How To Win At Blackjack System

Ideal Audience Composition

Cult*
10,000 Maniacs
*(As their star rises, maybe they should rename themselves Mass Appeal.)

Ideal Band Composition

Stage Dolls

Journalistic Scandal mongering

Expose

Marijuana Cigarettes

Doobie Bros.

Marijuana Cigarettes' Effect On Glaucoma

Cure

Obscure Puns

Animotion*
Kon Kan*
XTC*
*(XTC isn't that obscure a pun on the word ecstasy; Animotion is pretty obscure as far as what it's supposed to mean, although the animation pun is apparent; Kon Kan, a Canadian act, reverses the industry abbreviation for radio's legal Canadian Content requirement, Cancon.)

Old Folk Songs

Shenandoah

Old Railroads

Southern Pacific

Philosophical Ruminations On A State Of Being (Non-Being)

Dead Or Alive
Was (Not Was)

Reference To First Hit

Living In A Box



Bodeans — pseudonyms suit them fine

THIS YEAR'S NAME TREND

To Surname With Love

Last year the leading-edge concept for band names was animals with adjectives (Glass Tiger, Def Leppard, etc.). This year bands named after the surnames of a member or members are all over the place.

They fall into four basic subcategories, as follows:

Member's Surname (Unmodified)

Jacksons

Levert*

Saraya

Winger

*(Sometimes you see the "v" capitalized (LeVert), which would place them in the "modified" category.)

Member's Surname (Modified)

Bon Jovi*

*(A judgment call: Jon Bon Jovi does go by that spelling, but it was originally Bongiovi.)

Member's Surname (Fictionalized)

Bodeans*

*(Like the Ramones, the Bodeans more or less go by that adopted last name, but their real surnames are Neumann and Llanas.)

Members' Surnames Employed Only Because Of Lack Of Availability Of Preferred Name

Anderson, Bruford, Wakeman,

Howe*

*(Nuff said, yes?)



The Cult have been happy up to now to play to cult audiences, but increasing popularity may force a name change

Search & Seizure Permits

Warrant

Slumming In A Cruel World

Real Life

Skid Row

Somewhat Outdated Jive Talk

Swing Out Sister

Song By Dr. Feelgood

Roxette

Sound Levels

10dB

Vaguely Religious Rallying Cries

Call

Kingdom Come

Weird Turkish Psychobabble

Milli Vanilli*

*(“Milli” is apparently Turkish for “positive energy.” “Vanilli” is a flavorful but otherwise meaningless rhyme.)

Revenge Motives

New Kids On The Block*

*(After producer Maurice Starr's early ties with New Edition were severed, he vowed to launch another teen sensation, and — even with a highly similar name — he certainly kept his promise.)

Royalty

King Swamp*

*(Unless this is one of those weird British phrases like “King Brilliant,” which was the name of an album by Howard Werth and is a slightly abbreviated and cleaned-up synonym for “just great.” Maybe King Swamp got stuck in the Everglades and started cursing out the “****king swamp” until they realized it would make a good band name.)

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MUSIC DATEBOOK

McCartney Has His Say, Say, Say

MONDAY, AUGUST 7

1933/The comic strip "Alley Oop" begins, giving the **Hollywood Argyles** something to sing about.

1963/This was the first one — "Beach Party," starring **Frankie Avalon** and **Annette Funicello**, opens nationally.

1974/The **J. Geils Band's Peter Wolf** marries actress **Faye Dunaway**.

1979/An overzealous fan steals a car and crashes through a wall trying to enter a **Marshall Tucker Band** concert in Long Beach.

1987/During an interview on "Today," **Madonna** calls her hometown, Bay City, MI, a "little smelly town."

Although she was actually referring to a chemical plant, her comments cause an uproar in Michigan.

1988/"If John were gay you'd think he'd have made a pass at me at least once in 20 years." — At a London press conference, **Paul McCartney** answers writer **Albert Goldman's** allegations that **John Lennon** was gay.

Born: **Rodney Crowell** 1950, **B.J. Thomas** 1942, **Bruce Dickinson (Iron Maiden)** 1958

TUESDAY, AUGUST 8

1957/**Fats Domino** releases his first album, "This Is Fats."

1970/**Janis Joplin** buys a headstone for her idol, **Bessie Smith**, who died 33 years earlier.

1975/While climbing Montana's Mt. Ajax, **Hank Williams Jr.** takes a life-threatening, face-first fall, permanently scarring tissue around his eyes. It takes nine operations to repair other injuries.

1981/A great way to sneak kids in for free — Two women give birth at a **Rick James** concert in Birmingham.

Born: **Mel Tillis** 1932, **Michael Johnson** 1944, **David "The Edge" Evans** 1961, the late **Joe Tex** 1933

WEDNESDAY, AUGUST 9

1964/**Bob Dylan** and **Joan Baez** perform together for the first time at a Forest Hills, NY show.

1969/**Charles Manson** and his followers begin a spree of murders in California. Manson claims "secret messages" he received through songs on the **Beatles'** "White Album" inspired him.

1987/At the Pontiac Silverdome, **Madonna** apologizes for denigrating her hometown two days earlier: "I didn't say it about the people, I said it about the Dow Chemical plant. I think I'll shut up now."

1988/An airplane carrying **Jimmy Buffett** and his crew develops problems and lands in Bakersfield, CA. Buffett & company show up only 20 minutes late for a Paso Robles gig 95 miles away.

Born: **Whitney Houston** 1963, **Kurtis Blow** 1959



Mel Tillis, Whitney Houston, Michael Bivins, The Edge

THURSDAY, AUGUST 10

1959/Four members of the **Platters** are arrested for aiding and abetting prostitution. Although they are later acquitted, the incident all but ruins the group's career.

1970/**Jim Morrison** stands trial for mooning a Miami crowd.

1972/"This will make good publicity for our concert tonight," comments **Paul McCartney** after he and **Wings** are arrested for marijuana possession.

1985/**Duran Duran** singer **Simon LeBon's** boat capsizes off the coast of England. After being trapped in an air pocket for almost an hour, he escapes unharmed.

Born: **Patti Austin** 1948, **Ian Anderson (Jethro Tull)** 1947, **Eric Braun (Iron Butterfly)** 1950, **Michael Bivins (New Edition)** 1968, **Bobby Hatfield (Righteous Bros.)** 1940, **Lorraine Pearson (5 Star)** 1967, **Ronnie Spector** 1947, **Jimmy Dean** 1928

FRIDAY, AUGUST 11

1966/**Capitol Records** stock drops sharply as the furor over **John Lennon's** "more popular than Jesus" remark continues. The city fathers of Memphis demand cancellation of an upcoming **Beatles** concert.

1972/**Elvis** and **Priscilla Presley** file for divorce.

1973/Visions of love guns filled his head — Producer **Bill Aucoin** sees **Kiss** perform at a New York hotel. He becomes the group's manager within a week.

1976/**Elton John** sells out seven nights at Madison Square Garden, breaking the house attendance record. It's just one of many attendance records shattered on the tour.

Born: **Joe Jackson** 1954, **Eric Carmen** 1949, **John Conlee** 1946, **Charlie Sexton** 1968

SATURDAY, AUGUST 12

1877/**Thomas Edison** invents the phonograph and records "Mary Had A Little Lamb." He decides not to do a 12-inch remix.

1966/**John Lennon** publicly apologizes for his "Jesus" remark. That night, the **Beatles** begin their last American tour in Chicago.

1969/**Blind Faith** makes its US debut at Madison Square Garden.

1972/Garden City, NY hosts the "Festival Of Hope," the first rock concert to raise funds for an established charity. Headline acts include **Jefferson Starship**, **James Brown**, **Stephen Stills**, and **Sha Na Na**.

1988/Color the chart blue — Records on R&R's Country music page include "Blue To The Bone," "New Shade Of Blue," "Baby Blue," and "Bluest Eyes In Texas."

Born: **Buck Owens** 1929, **Mark Knopfler** 1949, **Kid Creole (August Darnell)** 1950, **Porter Wagoner** 1930, **Jerry Spicer (Men At Work)** 1953

SUNDAY, AUGUST 13

1924/**Vernon Dalhart** records "The Prisoner's Song," which becomes country music's first million-seller.

1952/One of the first of many **Leiber & Stoller** classics, "Hound Dog," is recorded. **Big Mama Thornton** does the honors.

1965/**Jefferson Airplane** plays its first gig at San Francisco's Matrix Club.

1975/**Bruce Springsteen** begins the "Born To Run" tour at New York's Bottom Line.

1976/**The Clash** debuts at a London rehearsal hall.

1982/**Joe Tex** dies of a heart attack at 47.

1988/**Shadoe Stevens** bows as host of "American Top 40."

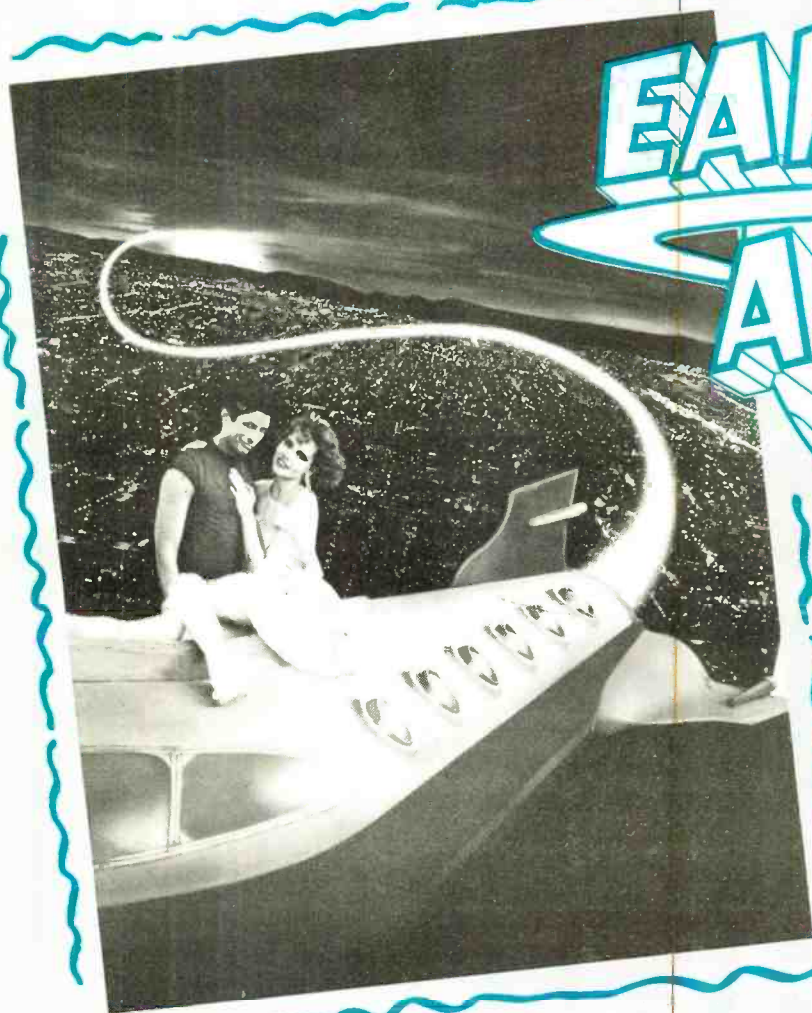
Born: **Dan Fogelberg** 1951, **Feargal Sharkey** 1958

—Paul Colbert



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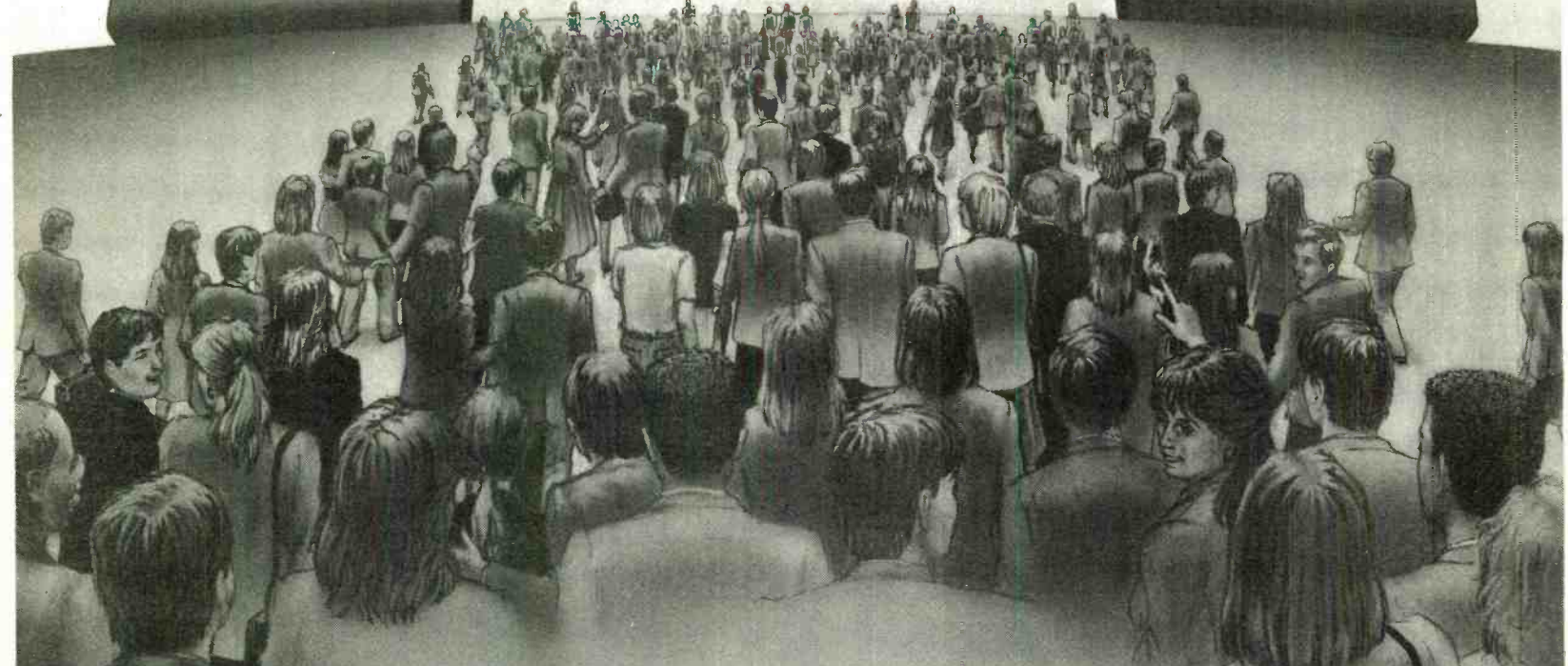
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Van Goes With The Material

While backstage at the Prince's Trust shows in Birmingham last week, ROL snagged an ultra-rare interview with VAN MORRISON, who was typically phlegmatic about the good reviews and sales of his current "Avalon Sunset" LP.

"Some albums that I do are more popular than others," said Van, "and some are more esoteric. I just go with the material. That dictates it."

Van also talked about the current obsession with nostalgia, saying, "It doesn't bother me. There were good things and bad things about the old days just like the present time. I think the reason people talk about the old days is that the '60s and '70s were much more creative, and now people are looking back to gain some of that innocence."

Bankstatements

ROL also spoke this week with TONY BANKS, the GENESIS keyboard king who takes lead vocals on only one song ("Big Man") from his forthcoming "Bankstatement" album.

"Having sung the whole of 'The Fugitive' (his previous solo LP), I really wanted to keep my hand in," Banks explained. "And I was also a bit disappointed that MIKE (RUTHERFORD) didn't sing anything on the first MIKE + THE MECHANICS album. I thought that was chicken."

"Obviously, you've got better singers around and you think 'let them do it,' but it's good to keep your hand in because it teaches you what you're putting other singers through," Banks continued. "When I did 'The Fugitive,' I suddenly realized what I'd been making PHIL (COLLINS) and PETER (GABRIEL) do."

Incidentally, Banks says that Genesis aren't due to reconvene to start work on their next LP until Christmas of 1990.

Carrack & T-Bone

Also backstage in Birmingham, PAUL CARRACK told ROL that prior to leaving for Mike + The Mechanics' US shows this week, he completed work on his next solo album, which will be out in September — about the same time that M + The Ms begin working on their third LP.

Paul's latest was produced not by CHRIS NEIL but by Carrack himself with T-BONE WOLK of HALL & OATES fame.

Skin Games Single (Subtitle O' The Week)

On Monday (7/31), SIGUE SIGUE SPUTNIK tries again with "Rio Rocks," Epic band SKIN GAMES release "Tirade (Everything Must Change)," and the THRASHING DOVES offer "Another Deadly Sunset."

Other Monday single releases include MALCOLM McLAREN's



Van, The Mannish Boy

Art Of Noise Do It Zulu Style

The ART OF NOISE go Zulu on their new single ("Yebo"). Released this Monday (7/24), the song features African singers MAHLATHINI & THE MAHOTELLA QUEENS and will appear on the next AON LP, "Below The Waste."

Also on the album front, Ireland's CRY BEFORE DAWN issue their second LP, "Witness For The World."



Ohio Players get skin tight with R.E.M.

R.E.M. Tightens Up

When R.E.M. rereleases "Stand" in the UK on Monday (7/31), the single's flip side will sport not only an acoustic rendering of "Pop Song '89" but also a version of the old OHIO PLAYERS' hit "Skin Tight," recorded live in Orlando, F-L-A.



George Clinton pulls another record out of his trunk.

Meanwhile, American dance singer ADEVA follows up her version of "Respect" with the new Cooltempo/Chrysalis release "Warning." Also on Monday (7/31), P-FUNK master GEORGE CLINTON releases the first single ("Why Should I Dog U Out") from his Paisley Park/WEA album, "Cinderella Theory."



Spandau Ballet faces the computer.

words — "to try and keep up with the new technology. The computer screen's been staring us in the face."

Ox To Marry

JOHN ENTWISTLE has announced that as soon as the WHO

tour is over, he'll marry American ex-waitress MAXINE BAER and move over to Ireland, where he'll concentrate on writing a Who biography. Entwistle says he intends to appoint ROGER and PETE as his best men.

BRITAIN



LW TW

- 1 1 SONIA/You'll Never Stop Me Loving You (Chrysalis)
- 5 2 BOBBY BROWN/On Our Own (MCA)
- 2 3 LONDON BOYS/London Nights (WEA)
- 4 BROS/Too Much (CBS)
- 3 5 BETTE MIDLER/Wind Beneath My Wings (Atlantic)
- 19 6 GLORIA ESTEFAN/Don't Wanna Lose You (Epic)
- 6 7 RUFUS I/CHAKA KHAN/Ain't Nobody (WB)
- 4 8 SOUL II SOUL I/CARON WHEELER/Back To Life (10/Virgin)
- 11 9 MICHAEL JACKSON/Liberian Girl (Epic)
- 10 10 KARYN WHITE/Superwoman (WB)
- 11 JIVE BUNNY & MASTERMIXERS/Swing The Mood (Music Factory)
- 12 KIRSTY MacCOLL/Days (Virgin)
- 7 13 PET SHOP BOYS/It's Alright (Parlophone/EMI)
- 8 14 A GUY CALLED GERALD/Voodoo Ray (Rhant)
- 15 SIMPLY RED/A New Flame (Elektra)
- 12 16 MONIE LOVE/Grandpa's Party (Cooltempo/Chrysalis)
- 14 17 DE LA SOUL/Say No Go (Big Life)
- 9 18 BEAUTIFUL SOUTH/Song For Whoever (Got Discs/PG)
- 20 19 WATERFRONT/Cry (Polydor/PG)
- 20 LIL LOUIS/French Kiss (FFRR/PG)

Moving Up

- L.A. MIX I/JAZZI P/Get Loose (Breakout/A&M)
 DANNY WILSON/Second Summer Of Love (Virgin)
 BLOW MONKEYS I/SYLVIA TELLA/Choice? (RCA)
 DOUG LAZY/Let It Roll (Atlantic)
 CULT/Edie (Ciao Baby) (Beggars Banquet)

The Network Chart, courtesy MRIB

AUSTRALIA

LW TW

- 1 1 IAN MOSS/Telephone Booth
- 2 2 KATE CEBERANO/Bedroom Eyes
- 3 3 BOSS WILSON/Bed Of Nails
- 6 4 BOOM CRASH OPERA/Onion Skin
- 4 5 JENNY MORRIS/Saved Me
- 5 6 JAMES REYNE/House Of Cards
- 7 7 HOODOO GURUS/Come Anytime
- 8 8 JAMES REYNE/One More River
- 10 9 DARYL BRAITHWAITE/Let Me Be
- 10 PAUL NORTON/Stuck On You

Most Added

J. DIESEL & INJECTORS/Lookin' For Love

Top 10 Australian records from playlists of FM 104/Brisbane, 2MMM/Melbourne, FOX-FM/Melbourne, 96 FM/Perth, SA-FM/Adelaide, 2-DAY/Sydney, 2MMM/Sydney, KIX 106/Canberra, and FM-104.7/Canberra.

CANADA

LW TW

- 1 1 ALANNAH MYLES/Love Is
- 3 2 CANDI/Missing You
- 2 3 COLEMAN WILDE/It Doesn't Matter
- 6 4 KIM MITCHELL/Rock N' Roll Duty
- 4 5 JEFF HEALEY BAND/Angel Eyes
- 7 6 ANDREW CASH/Boomtown
- 7 INDIO/Hard Sun
- 10 8 MITSOU/Bye Bye Mon Cowboy
- 9 KON KAN/Harry Houdini
- 8 10 ANNETTE DUCHARME/No Such Thing

Most Added

ANNETTE DUCHARME/Slavery
 GRAPES OF WRATH/All The Things I...
 PARADXX/Waterline

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

DANCE MUSIC

The DMR Dance Tracks chart will return to this space in two weeks.

"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.

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GET
OVER YOU”

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BREAKERS
#1 MOST ADDED

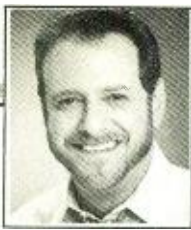


THE NEW SINGLE FROM THE ALBUM SILKY SOUL

Produced by Frankie Beverly for Amazement Music



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JOEL DENVER

'RECEIVER-ORIENTED RADIO'

How To Listen Like A Listener

After spending time away from day-to-day radio, you begin to listen a bit differently. New songs become unfamiliar; you actually hope titles and artists are announced. When you listen the way someone not in the biz does, you can come to some eye-opening realizations — which is a good reason for doing so more often.

Bob Mitchell, who recently became WEZB (B97)/New Orleans OM/PD after a 20-month stint as WPGC/Washington PD, is highly critical of most stations he hears across the country. He points to a lack of listener relatability as their main problem.

To address that problem, Mitchell devised the concept of "receiver-oriented radio," which blends all the localized elements of a station — from the way air talents talk and what they say to the music and how it's presented. As a result, he claims B97 is geared for the average radio listener, not the traveling programmer who keeps a radio plugged in his ear while he jets across the country.

Ego-Driven Programming

Mitchell believes most programmers add features, shift direction, and install splashy new liners and handles without the slightest idea of how these changes will affect the local market. "Many PDs hear some new buzzword or phrase on an out-of-town station, decide it sounds innovative, and believe they convince themselves this bit of cloned genius gives them the magic formula to win. It's false thinking, because the key factor they often leave out of the formula is the user.

"Partisanship is weaker for radio stations than for other consumer products. Coke will have 40-50% brand loyalty; radio's is about ten percent."

"This ego-driven programming's lack of regard for the market also affects the music. These programmers simply look at the trades, declare they like something, and add it without really taking the audience into account. They're programming for the industry instead of the audience. These are the PDs who are most likely to believe they can make or break a record regardless of its sound or the market conditions."

Mitchell's receiver-oriented approach is based partly on the fact that most people don't take an active interest in radio. "It's a free

service. If people paid five dollars a day to listen, you can bet they'd be paying more attention and giving more input; the phones would go bonkers over a bad record. That's why we spend so much time and money to find out listeners' attitudes on music overall and on specific titles."

False Impressions

Admitting that a wholesale format change is likely to evoke the greatest response from the widest cross-section of people, Mitchell added, "Sure, they'll call and complain. But in the end they'll just find another station. That's why we can go into markets and find so many groups of dissatisfied cume or disenfranchised listeners settling for second or third best. And that's how we create a new winning niche.



Bob Mitchell



LOOKIN' SHARP IN CHICAGO — Roxette's Per Gessle (second from left) and Marie Fredriksson (c) proved they dress for success while visiting WYZZ (Z95)/Chicago. Also displaying "The Look" are (l-r) EMI Regional Promotion Rep Michael Stone, Z95 PD Brian Kelly, and EMI National Promotion Director Rich Tamburro.



NEW KIDS IN THE SCHOOL — Christ The King High School won a free New Kids On The Block concert in KIIS/L.A.'s School Spirit Contest. The 300-member student body rang the request lines over 27,000 times. Pictured (l-r, front row): students Dalla Dominguez, Christy Anievas, Monica Krivsky and Christine Hartleben; (l-r, back row) the group's Jordan Knight, Danny Wood, Joe McIntyre and Danny Wahlberg, KIIS's Hollywood Hamilton and Gwen Roberts, and New Kid Jon Knight.

Learning Local Lingo

- Use words the market relates to
- Find audience's prize hot buttons
- Play what's right for your market first

"Most listeners don't care all that much. Radio is a subliminal thing for them. Partisanship is weaker for radio stations than for

"PDs operate under the false impression that whatever's going on at their stations is a major event in the listeners' lives."

most consumer products. Coke will have 40%-50% brand loyalty, but radio's brand loyalty is about ten percent.

"The bottom line is you have to get into the listeners' minds. Talk

to them in person and find out how they say things versus how we talk. They offer little feedback, but remember that listeners have more impact on the station than the station has on them. PDs operate under the false impression that whatever's going on at their stations is a major event in listeners' lives."

On the subjects of changing music or updating positioning statements, Mitchell thinks it's a good idea to know the outer limits of your target's music tastes and identify what certain words mean to them.

"If I began using the phrase 'B97 with a fresher variety of hits,' that might be the message I want to get across — but I may not be conveying it properly. When I first came here I asked listeners what makes B97 stand out. They told me over and over, 'A better variety of music.' I found out the word 'fresh' has no meaning in this city, and the word 'hits' has a negative connotation; it's burned out and overused. Back in DC, fresh was relevant and so was the word 'mix,' which meant variety. They call it 'music' in New Orleans.

"Each market has its own terminology; you have to discover the local lingo. You can adopt what you hear from another market and make your station sound slick. That works as long as you fit the terminology of your market and people feel comfortable with your style."

"The bottom line is you have to get into the listeners' minds... Look at your station more from a user standpoint."

Hit The Hot Buttons

Mitchell believes the best contest prizes also vary by market, so he tries to assess the audience's promotional mindset. "I want to find out how to hit the hot buttons. We're currently giving away a Porsche 944, which would seem to be a good prize for most markets. I did a little poking around and discovered it's the most desirable car to win in New Orleans. The same investigation told me that while listeners would like a BMW, it doesn't have the impact it would in Washington or other places. A Porsche is sexy; New Orleans is a

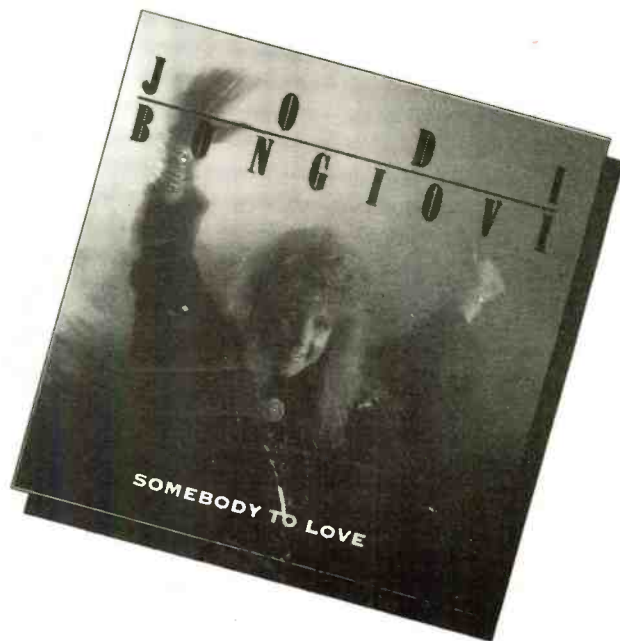
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**Look for Jodi's
Debut Single**



Listen Like A Listener

Continued from Page 46

sexy market. For instance, down here you can give away beer on the air. It's a no-holds-barred market; people live to party."

To help him program music with the listener in mind, Mitchell uses local sales, phone requests, and up to 300 callouts weekly by a 15-person research staff. MD Joey G. hits major clubs to find out what's happening there.

"It's a constant process of reaching out and getting next to the audience. Everyone told me you can't play rock in this city; I've discovered New Orleans will accept Bon Jovi, but not Metallica. Meanwhile, Stevie B is a major act here and sells out concerts even though he's not as big elsewhere. All too often, PDs miss the songs they should be adding first for their markets."

"Each market has its own terminology; you have to discover the local lingo."

Live Like A Listener

Mitchell maintains PDs spend too much time at their stations — listening in their offices, taking meetings, and trying to fix day-to-day problems. "What makes (WXKS/Boston PD) Sunny Joe White so great is that he's out in the streets talking to folks every day. He's not a programmer, he's a listener who runs a station. Too many PDs live outside their markets.

"Try listening only when it's convenient. That's what listeners do. They also leave work, go home at night, get dressed, and go out to concerts, clubs, and movies. Try to adopt a more typical life pattern from time to time. Tune out the business and look at your station more from the standpoint of the user you're trying to attract."



DEEP DOO DOO AT 95 — WAPI (95)/Birmingham promised to award \$10,000 to the listener who could think up and perform the most outrageous stunt. The winner, pictured here with the 95 airstaff, ate raw eggs, live worms, green oatmeal and honey, then dove into a pool of rotten vegetables and cow manure to a soundtrack of "Eat It" and "Jump." Anybody got a gas mask?



RICH MARX THE SPOT — Richard Marx (r) rubbed elbows and other body parts at a listening party for his album "Repeat Offender." Shown (l-r) are EMI West Coast Promotion Director Mark Kargol, WRBQ (Q105)/Tampa PD and KQLZ (Pirate Radio)/L.A. OM Randy Kabrich, and EMI Local Promotion Manager Amy Simon.

MOTION

• **Super Snake** slithers into the night shift at KXXX (X100)/San Francisco.

• **Danny B. Jammin'** upped from middays to MD/PM drive as **Tod Tucker** exits KZFM/Corpus Christi.

• **Bill Kezley**, from KCPX/Salt Lake City, takes nights at KKRZ (Z100)/Portland

Steve Spillman has been named PD at WZKX/Biloxi replacing **Rick James** ... **WBBQ**/Augusta welcomes **Tony Crisler** from WZAT (Z102)/Savannah as new overnight man. He replaces **Steve York** ... **J.J. McKay** is no longer MD at WJAD/Bainbridge-Albany, GA. No replacement has been named yet ... A different **J.J. McKay**, who most recently did mornings at WCKZ/Charlotte, takes over **T.K. O'Grady's** PD chair at KWTO/Springfield, MO.

WXIL (95XIL)/Parkersburg, WV welcomes new morning man **Jeff Deal**, fresh from a gig at WDIF/Marion, OH ... **Dave King** is in as MD/afternoon jock at WPFR/Terre Haute, IN replacing **Owen Taylor** ... **WAPW** (Power 99)/Atlanta Production Director **Randy Reeves** is leaving his post to concentrate on his voiceover business ... **WNOK**/Columbia, SC is looking for a female announcer. Contact PD **Jonathan Rush** ... **KIXY**/San Angelo, TX has a new address and phone #: P.O. Box 2191, San Angelo, TX, 76902-2191; (915) 949-2112.

BITS

• **Pop Off Payoff** — Portions of the South have been drenched by continuous rainfall recently, and **KMPZ** (Z98)/Memphis felt the storm's wrath when its tower was struck by lightning. The AM team of **Rumble & Thrower** had to do their show at reduced power for several minutes, but made the best of it by offering \$9.80 to the first caller to get through when power was restored. Despite the size of the prize, the phones were lit all morning.

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PG PURE GOSSIP
MATERIAL MAY BE SUITABLE FOR CHILDREN

SPECIAL SNEAK PREVIEW ON YOUR DESK NOW!



BRAD MESSER

CALENDAR

Announcer's Sixth Sense: Timing Is Everything

Time flies when you're having fun. Time also has an insidious way of getting away from announcers during live spots, promos, and news briefs. When it comes to people who slave over hot mikes for a living, there are two basic kinds: those who have run over, and those who admit it.

A pro is so clock-conscious he is able to pace any live break to the second. His sixth sense knows when ten, 30, or 60 seconds are up. He relies on that sense; he confirms it by glancing at the clock much the same way a driver darts micro-looks at a speedometer.

However, no matter how professional we are, we all get blindsided now and then. It may be when we're going along reading live copy, and libbing a little to "clean it up," and a routine clock check reveals the impossible: only one second remains to finish five seconds of copy. Gotcha!

As one part of the brain takes care of business wrapping up the spot, a blob of grey matter goes out

and cuts a switch for a mental whipping.

Whether the little crime of talking too long is punished in public (screaming memos) or not, it is always punished in private — inside the head. The guilt cells go turgid, pulsate a nanosecond, then fire negative-charged arrows into the neural receptors of the I'll-Never-Do-That-Again node of the brain.

It doesn't feel very good. In extreme cases, I have been known to hallucinate an image of my saintly, departed mother, looking at me with disgust and saying, "Anyone who needs 64 to finish a 60 is in danger of hitting himself in the forehead with an ice cream cone, fool."

I suppose most people find

there's enough guilt to go around, even when handicapped by the absence of a supervisor to help the process along.

The mind reacts in a predictable manner. An incident of running over is followed immediately by a mental stage called Tightening Up, which is a firm resolve to retake command of one's skills by doing everything right, from now on, forever.

From that minute onward, everything starts on time and everything ends on time. Sixties run exactly-by-God 60. News briefs actually are. The offender is back in Precision City and life is again under control. The same time that flies (harp flourish SFX) also heels.

Things hum along, with that sixth sense functioning at peak efficiency, three or four weeks. Then one day you're going along reading live copy, ad libbing a little to "clean it up," and about five seconds from the end of the spot

MONDAY, AUGUST 7 — 25 years ago, as American planes were just beginning air strikes against North Vietnam, Congress passed a resolution giving President Johnson broad new war powers. Actually, the way the 1964 Tonkin Gulf Resolution put it was that LBJ could take whatever military steps he felt were necessary "to maintain peace."

Explorer-VI took the first picture of Earth from space 30 years ago. George Harvo and Frank Samuelson, after 56 days at sea, completed the first rowboat trip across the Atlantic in 1896. During the Civil War in 1861, hot-air balloon pilot Thaddeus Lowe was given the title of Military Aeronaut for the Union Army, in charge of enemy observation. Birthdays: Alberto Salazar 31. Anjanette Comer, Garrison Kellor, and B.J. Thomas, all 47. Stan Freberg 63.

TUESDAY, AUGUST 8 — As long as the Cubs were installing those new-fangled lights at Wrigley Field, they should have gone ahead and thrown a dome on, too. One year ago tonight, during all the hoopla over the Cubs' inaugural home game under lights, they had to call the game after four innings because of rain. The world record for swinging in a hammock was set at 240 hours in 1986. President Nixon announced his resignation 15 years ago, then turned the White House over to Ford the following day. The Graf Zeppelin took off 60 years ago on a 21-day trip around the world — the only circumnavigation by an airship. Birthdays: Keith Carradine 39. Connie Stevens 51. Dustin Hoffman 52. Mel Tillis 57. Esther Williams 66.

WEDNESDAY, AUGUST 9 — The richest trade in sports history took place a year ago, as hockey god Wayne Gretzky forsook Edmonton for the L.A. Kings, in a \$15-million deal that also involved five other players. Four years ago Sen. Barry Goldwater made headlines by revealing the Stealth bomber was a "flying wing" configuration. Fifteen years ago, Gerald Ford was sworn in to replace President Nixon. 20th anniversary of the Sharon Tate murders by the Charles Manson hippie family. About half the city of Nagasaki was wiped out by an atomic bomb in 1945. Birthdays: Whitney Houston 26. David Steinberg 47. Jill Saint John 49. Rod Laver 51.

THURSDAY, AUGUST 10 — One year ago, the American government agreed to pay compensation to Japanese-Americans who had been forced into World War II "relocation camps." However, Uncle Sam spoke with forked tongue: the promised payouts have not been made because Congress refuses to appropriate the money. 35 years ago, Studebaker workers took pay cuts during what was thought of as a "sales slump," but the carmaker soon went broke anyway (1954). The Smithsonian Institution was chartered in 1846. Missouri became the 24th state in 1821. Birthdays: Rosanna Arquette 30. Ian Anderson 42. Bobby Hatfield 49. Kate O'Mara 50. Jimmy Dean and Eddie Fisher 61.

FRIDAY, AUGUST 11 — German storm troopers staged mass demonstrations against Jews in 1935. A newspaper controlled by Adolf Hitler reported, "A Jew who permits himself to be seen with a German woman publicly (or) a Jew who in a public dancing place arrogantly shakes his limbs . . . creates a public nuisance and endangers the public order." President Reagan's famous mike check about bombing Russia was five years ago. "Double Eagle II" completed the first transoceanic balloon flight in 1978. 25th anniversary of the NYC premiere of the Beatles movie "A Hard Day's Night" (1964). 35th anniversary of the French defeat in Vietnam after seven years of fighting. Dog Days end. Meteor shower tonight. Birthdays: Hulk Hogan 36. Rev. Jerry Falwell 56. Mike Douglas 64. Saturday (8/12): George Hamilton 50. John Poindexter 53. Buck Owens 60. Sunday (8/13): Danny Bonaduce 30. Dan Fogelberg 38. Pat Harrington Jr. 60. Fidel Castro 63. Jane Wyatt 77.

EXPLOSIVE!!!

TWO OF LAST WEEK'S MOST ADDED RECORDS



TOM PETTY

NEW & ACTIVE

"Runnin'

Down A Dream"

from the Platinum Album

Full Moon Fever

PRODUCED BY: KEFF LYONNE, WITH T.P. AND MIKE CAMPBELL
MANAGEMENT: TONY BOUTIN/STARS FOR EAST END MANAGEMENT

57/19
P1 ACTION:

- WZOU add
- 92X add 26
- Q95 add
- WKQB 29-21
- KXYQ 25-19
- WMMS 17-10
- KXXR 10-8



THE JETS

NEW & ACTIVE

"You

Better Dance"

from the forthcoming Album

Believe

ALBUM RELEASE DATE: AUGUST 8, 1989

PRODUCED BY: DAVID I
MANAGEMENT: DON POWELL, DON POWELL MANAGEMENT

56/17
P1 ACTION:

- KITY deb 28
- KTFM 30-27
- KCPW add
- KDWB 29-26
- WL0L 30-25
- KKRZ add
- 100 deb 29
- KWSS 34-32
- HOT97 add
- HOT102 40-31
- PWR106 deb 34
- FM102 add 26
- HOT977 38-35



MCA RECORDS
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HARVEY KOJAN

AOR

ALBUM ORIENTED ROCK

WHATEVER HAPPENED TO THE '80s?

Survey: The Hits That Stick

"For a lot of stations it's as if the '80s never existed," ubiquitous independent promoter **Heavy Lenny** is fond of telling me. I understand his point; many AORs combine a low percentage of currents with libraries dominated by '60s and '70s music. These stations give the impression that the last decade is merely a footnote in the history of rock 'n' roll.

With that in mind, I wondered just how many of the decade's most popular songs are still being played today. Which tunes are the survivors, the ones that have endured the constant scrutiny of programmers, researchers, and consultants to secure a coveted place in station libraries?

To find out, I dug into the R&R charts and extracted all the songs that hit number one since the Tracks chart debuted in 1983 (117 songs made the cut, including 17 from 1989). Then I faxed the list to 50 AOR programmers, and each indicated which songs were not in his station's library. (I tried to balance the sample with regard to each station's market size and musical policy.)

Before you continue reading, look closely at the number one songs and consider:

How many of them are you still playing?

Which nine songs were the only unanimous selections?

Which ten artists achieved the most number ones?

Survey Says . . .

Based on the totals from 1983-88, the average number of songs each station is still playing is 59 out of 100, or 59%. (Since this year's 17 songs have been out such a short time, I didn't think it made sense to include them in this statistic.)

'85

CARS/Tonight She Comes
ERIC CLAPTON/Forever Man
DIRE STRAITS/Money For Nothing
JOHN FOGERTY/Old Man Down
The Road
GLENN FREY/You Belong To The City
DON HENLEY/Boys Of Summer
MICK JAGGER/Just Another Night
HUEY LEWIS/Power Of Love
J.C. MELLENCAMP/Small Town
TOM PETTY/Don't Come Around Here No More
ROBERT PLANT/Little By Little
SIMPLE MINDS/Alive And Kicking
BRUCE SPRINGSTEEN/Trapped
STARSHIP/We Built This City
STING/If You Love Somebody Set Them Free
STING/Fortress Around Your Heart
TEARS FOR FEARS/Everybody Wants To Rule The World
ZZ TOP/Sleeping Bag

'83

ASIA/Don't Cry
PAT BENATAR/Love Is A Battlefield
DEF LEPPARD/Photograph
DURAN DURAN/Hungry Like The Wolf
SAMMY HAGAR/Your Love Is Driving Me Crazy
HEART/How Can I Refuse
JOURNEY/Separate Ways
J.C. MELLENCAMP/Crumblin' Down
MEN AT WORK/Overkill
POLICE/Every Breath You Take
POLICE/King Of Pain
ROLLING STONES/Undercover Of The Night
TUBES/She's A Beauty
YES/Owner Of A Lonely Heart

There were huge discrepancies among the surveyed stations. For example, one station is playing 93% of the songs, while another has only 33% in its library!

To give you a better idea of how things shape up, here's a little chart that breaks down the responses:

% Of Songs Played	# Of Stations
Over 90%	1
81%-90%	3
71%-80%	5
61%-70%	9
51%-60%	22
41%-50%	6
Under 40%	4

'86

BOSTON/Amanda
FIRM/All The King's Horses
FIXX/Secret Separation
PETER GABRIEL/Sledgehammer
GENESIS/Invisible Touch
GENESIS/Throwing It All Away
JOURNEY/Be Good To Yourself
HUEY LEWIS/Hip To Be Square
MIKE & THE MECHANICS/Silent Running
STEVE MILLER/I Want To Make The World Turn Around
STEVE NICKS/Talk To Me
PRETENDERS/Don't Get Me Wrong
ROLLING STONES/Harlem Shuffle
ROLLING STONES/One Hit To The Body
BOB SEGER/Like A Rock
VAN HALEN/Why Can't This Be Love?
STEVE WINWOOD/Higher Love
ZZ TOP/Stages

'84

GENESIS/That's All
BRYAN ADAMS/Run To You
DAVID BOWIE/Blue Jean
CARS/You Might Think
CARS/Magic
FIXX/Are We Ourselves
KENNY LOGGINS/Footloose
MANFRED MANN/Runner
STEVE PERRY/Oh Sherrie
BRUCE SPRINGSTEEN/Dancing In The Dark
BRUCE SPRINGSTEEN/Cover Me
BILLY SQUIER/Rock Me Tonight
U2/Pride (In The Name Of Love)
VAN HALEN/Jump
JOHN WAITE/Missing You

Of the 100 number ones, only nine are still in the libraries of all 50 stations that participated in the survey:

JOURNEY/Separate Ways
YES/Owner Of A Lonely Heart
BRYAN ADAMS/Run To You
U2/Pride (In The Name Of Love)
DIRE STRAITS/Money For Nothing
VAN HALEN/Why Can't This Be Love
PINK FLOYD/Learning To Fly
U2/I Still Haven't Found What I'm Looking For
ROBERT PLANT/Tall Cool One

Interestingly, only **Tom Petty's** "I Won't Back Down" was a unanimous choice from 1989. At least one station had either rested or dumped all the other songs that made it to the top this year.

Recurrent Problem

The results support the notion that many stations are having a

'87

GREGG ALLMAN/I'm No Angel
BON JOVI/Livin' On A Prayer
GEORGIA SATELLITES/Keep Your Hands To Yourself
LOU GRAMM/Midnight Blue
SAMMY HAGAR/Give To Live
RICHARD MARX/Don't Mean 'Nother
J.C. MELLENCAMP/Paper In Fire
J.C. MELLENCAMP/Cherry Bomb
TOM PETTY/Jammin' My
PINK FLOYD/Learning To Fly
PRETENDERS/My Baby
BOB SEGER/Shakedown
BRUCE SPRINGSTEEN/Bright Disguise
BRUCE SPRINGSTEEN/Tunnel Of Love
U2/With Or Without You
U2/I Still Haven't Found What I'm Looking For
YES/Love Will Find A Way

Back In The USSR

WYSP/Philadelphia PM drive personality **Ed Sciaci** experienced *deja vu* while reading the July 7 column about **KXXR/Seattle's** memorable remotes from the Soviet Union — he did some live USSR-to-US broadcasting of his own in conjunction with **Billy Joel's** historic 1987 Leningrad tour.

After hosting the actual concert broadcast back to the US, Sciaci and PD **Andy Bloom** remained in the Soviet Union for a week, giving the folks back home a rare glimpse into Russian life.

"We originally intended to get a studio and do my shows from there, but we were unable to arrange it in time," Sciaci remembers. "So what I basically did were daily live phoners summarizing what we had done that day. We also fed various drop-ins and features we taped with Billy and the band, journalists, and Soviet citizens."

Sciaci said he could relate to **Crow & West's** frustration at being mysteriously cut off in the middle of a broadcast. "One night I started to

get into the fact that you have to bribe cab drivers with Marlboros, explaining that there's a capitalist economy underneath the Communist economy. And I got cut off right in the middle.

"It's not that they don't have money — it's that their money doesn't buy the goods they want. They have stores that sell the goods they want, but they're not allowed to go in them. These government-run stores are only for foreigners with foreign currency. It's very weird."

Sciaci sums up his Soviet trip: "It was the most emotional experience I ever had. It was absolutely incredible."

tough time coming up with recurrences. Close to 50% of the number ones from '88 and '89 — songs you'd expect to be prime recurrences — have been dropped by at least half the surveyed stations. Sure, some are considered toasty and may return after a rest. But my guess is most of those former heavies will never see the light of day again.

On the other hand, if you're like many of the survey respondents, you've probably spotted at least a couple of forgotten songs you may want to revive.

Every song on the list is receiving airplay by at least one station surveyed. Yes, even "Hungry Like The Wolf" and "Overkill." (The same station is playing both of

those chestnuts; the 49 others respectfully decline.) In all, 25 songs had the dubious distinction of being banished by at least 80% of the respondents.

The following have scored at least three chart-toppers since '83:

J.C. MELLENCAMP	6
BRUCE SPRINGSTEEN	5
U2	5
TOM PETTY	4
VAN HALEN	4
CARS	3
FIXX	3
ROBERT PLANT	3
STING	3
STEVE WINWOOD	3

If you're like me — and God help you if you are — your first reaction to the above list is the **Fixx**? But there you have it. And remember, that list doesn't even include what has to be considered the band's biggest hit, "One Thing Leads To Another." That would have easily made it to the top in '83 if "Every

Continued on Page 52

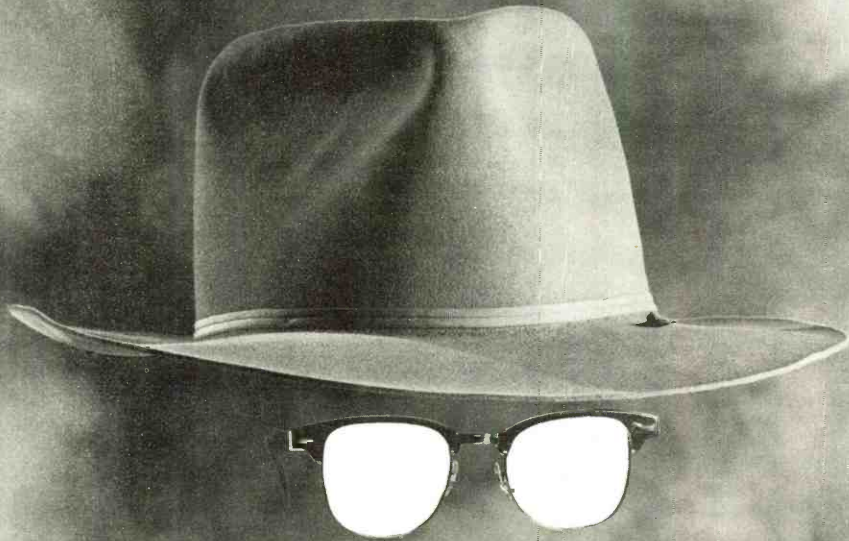
'88

AEROSMITH/Angel
PAT BENATAR/All Fired Up
CHURCH/Under The Milky Way
TOMMY CONWELL/I'm Not Your Man
CSN&Y/American Dream
FOREIGNER/Say You Will
BRUCE HORNSBY/The Valley Road
LITTLE FEAT/Hale To Lose Your Love
J.C. MELLENCAMP/The Real Life
EDDIE MONEY/Walk On Water
RANDY NEWMAN/It's Money That Matters
ROBERT PALMER/Simply Irresistible
ROBERT PLANT/Heaven Knows
ROBERT PLANT/Tall Cool One
DAVID LEE ROTH/Just Like Paradise
STING/Be Still My Beating Heart
HENRY LUE SUMMER/I Wish I Had A Girl
TRAVELING WILBURYS/Handle With Care
VAN HALEN/Black And Blue
VAN HALEN/When It's Love
STEVE WINWOOD/Don't Let It Be
STEVE WINWOOD/Don't You Know What The Night Can Do

'89 (through 7/14)

R.E.M./Orange Crush
U2/Angel Of Harlem
DEF LEPPARD/Armageddon It
CSN&Y/Got It Made
EDDIE MONEY/The Love In Your Eyes
ROY ORBISON/You Got It
FIXX/Driven Out
TRAVELING WILBURYS/End Of The Line
CHRIS REA/Workin' On It
REPLACEMENTS/It'll Be You
JULIAN LENNON/Now You're In Heaven
TOM PETTY/I Won't Back Down
J.C. MELLENCAMP/Pop Singer
DOOBIE BROTHERS/The Doctor
STEVE NICKS/Rooms On Fire
TOM PETTY/Runnin' Down A Dream
DON HENLEY/End Of The Innocence

WEBB WILDER



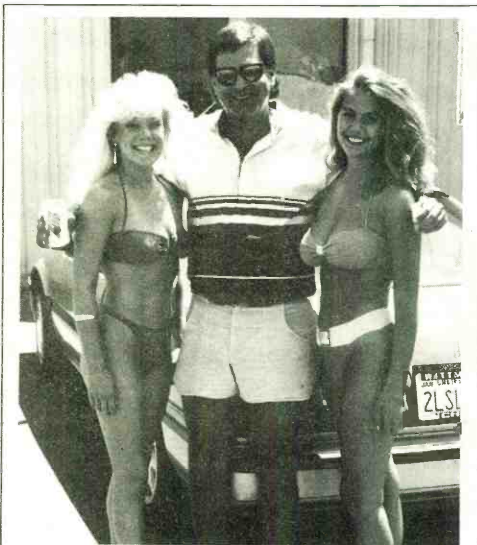
WORK HARD
ROCK HARD
EAT HARD
SLEEP HARD
GROW BIG
WEAR GLASSES
IF YOU NEED 'EM...

THE WEBB WILDER CREDO

"HYBRID VIGOR"

PRODUCED BY R. S. FIELD FOR PRAXIS INTERNATIONAL
AVAILABLE ON ISLAND COMPACT DISCS, CASSETTES AND RECORDS





RON'S BABES — KFMF/Chico, CA PD Ron Woodward poses with two of his biggest fans.



EVENING WITH ED — Ed Haynes, who penned the immortal classic "I Want To Kill Everybody," poses with those fine folks from KACV/Amarillo; (standing, l-r) PD Jamey Karr, Haynes, Tommy Dejesus, winner, Carla Whitecotton, (kneeling, l-r) Jeff Patterson, winner, and Leslie Weber.



KPGA GETS ITS FIXX — The Fixx were driven out to KPGA/San Luis Obispo prior to the band's appearance at Cal Poly University; (l-r) PD Brian Knotts, OM Marc Charles, Fixx drummer Adam Woods, guitarist Jamie West-Oram, MD Marshall Stak.

The Hits That Stick

Continued from Page 50

Breath You Take" hadn't logged a record eight consecutive weeks at number one. ("Synchronicity" topped the album chart that year for an amazing 17 weeks in a row.)

Numbers Game

It should be noted (so I will) that all the pieces have to fall into place for a song to make it to number one. "One Thing Leads To Another" is just one example of a hit that would have gone all the way if it

had come out at another time. Look at all the songs that are ultimately stymied by a superstar glut. (Of course, that's little consolation for record reps, who share a universal distaste for a "number two.")

The fact remains that there's often little difference between songs at the top of the chart. Or anywhere on the chart, for that matter. It's just a numbers game. Chart performance is meaningless if a particular song doesn't work for you.

Bill Wise has never met this man. No wonder he's not playing...



Jon Kirksey

ALICE COOPER
"Poison"

Track Debut **48**

A Most Added Track, Including:

WDVE WRIF KBER KISW
KZEW KUPD KRQR
KLOL KZAP KSJO

BLACK SORROWS
"The Chosen Ones"

New Artists #20

AOR New & Active, Including:

KBCO WOUR WEGR KZOQ
WHFS KLBK KDJK KFMU
WDHA KKEG KXUS
WWTR WRXK XBOY



Sales requests and chart numbers haven't worked at WGTR... Maybe Green Beret training will!

SEGUES

WIYY/Baltimore ups **Mary France** to MD; **Chris Emry** steps down to concentrate on AM drive ... **George Gimarc** gets the MD nod at KDGE/Dallas ... KPEZ/Austin MD **Elise Vander Borcht** exits ... KISW/Seattle promotes **Dave Douglas** to APD; **Connie Cole**

crosses the street from KZOK for parttime work ... Houston-based Moffett Productions inks WJFK/Washington ... Ray gets the MD nod at KDGE/Dallas ... KPEZ/Austin MD **Elise Vander Borcht** exits ... KISW/Seattle promotes **Dave Douglas** to APD; **Connie Cole** crosses the street from KZOK for parttime work ... Houston-based Moffett Productions inks WJFK/Washington ... Ray gets the MD nod at KDGE/Dallas ... KPEZ/Austin MD **Elise Vander Borcht** exits ... KISW/Seattle promotes **Dave Douglas** to APD; **Connie Cole**



AND HOWE — KKOW/Joplin, MO night rocker Wes Jeffries (r) smiles with Brian Howe before Bad Company rocked Joplin's Memorial Hall.

BABY (SHOULD I HAVE THE BABY?)



A SONG FOR OUR TIMES FROM CINDY LEE BERRYHILL

CD Pro enclosed this week! Instead of putting it "on your desk," please try it "on the air." Thanks!



Management: David Gilbert



WALT LOVE

UC

URBAN CONTEMPORARY

Life After Radio

Many Urban Contemporary programmers and air personalities can bring years of valuable radio experience to the bargaining table. Despite this, the career path from UC to general market is still a bumpy one. Some have been able to make the transition; others have opted to pursue other avenues.

Lately, it looks as if a UC radio-to-records migration is shaping up — in the last year, at least ten have shifted ranks. While the specific reasons behind their career shifts differ, the four radio vets I spoke with said their label experiences have given them a new perspective on radio.



Brute Bailey

Brute Bailey

Brute Bailey is Island Records' Northeast Regional Director/Promotion & Marketing. A former PD who worked at WYLD-FM/New Orleans, KMJQ (Magic 102)/Houston, and WDJY/Washington (with a stint in between doing concert promotion), Bailey is also a former YBPC president.

Although he enjoyed radio, Bailey left after 13 years because of the stress involved in day-to-day programming. When his two-year contract at WDJY ended, he decided to return to concert promotion. But (Island label exec) Greg Peck persuaded him to move in another direction. "Greg asked me to come to the label and help him build it. When Peck moved to PolyGram Records to serve as VP/A&R, I was a little discouraged. However, (Island President) Lou Maglia convinced me to stay, and I really like it.

"It may sound ludicrous, but I think if more radio people worked

"If more radio people worked in the record industry prior to being PDs or MDs, they'd be better prepared to do their jobs."

— Brute Bailey

in the record industry prior to being PDs or MDs, they'd be better prepared to do their jobs. There's less stress involved than there is with major market programming. But the quest to perform and win still exists. I've only worked in the record industry for the last five months, but with the knowledge I've gained I could be an even better programmer."



PITCH FOR RAP — The National Academy of Songwriters and AFG Music Publishing presented a "Rap Music Song Pitch" at L.A. nightclub Joshua's. Rap writers were given the opportunity to perform songs for publishers in search of material. Supporting the cause were (top, l-r) BMI's Dexter Moore, KDAY/Los Angeles's Bridgette Trent, AFG's Duncan Payne, Joshua's Dee Dee Gibson; (kneeling, l-r) NAS's Bruce U.R. Walker and AFG's Cary Eatmon.



SPELLBOUND — WBSL/New York PD Ray Boyd (r) was among the "Spellbound" contingent at a Warner Bros. reception for Joe Sample at the New York Hilton. Joining him in front of the camera were (l-r) WB's Ted Astin, Trupie-do Crump and Jodie Williams, and Sample.

Wanda Ramos

Wanda Ramos currently handles promotion for Columbia Records in several Southern states. Previously, she served as MCA Records' Northeast Regional Director/Promotion. Her nine-year radio career included MD stints at WBSL/New York (under Frankie Crocker, plus a weekend shift) and crosstown WWRL during its secular music days.



Wanda Ramos

"My interaction with PDs and MDs keeps me abreast of current approaches to programming."

— Wanda Ramos

Ramos sees her radio and records careers as two sides of the same coin. "I've stayed in the same industry. My love for radio will never leave me. The fact that I get to travel to different cities and interact with PDs and MDs keeps me abreast of current programming approaches. And some of the PDs ask my opinion since they know I've worked in major markets. The networking is fun.

Picture This

Do you ever picture yourself in R&R? Gather your best black & white photos (clear color shots are fine, too) of station promotional events, contests, concert tie-ins, in-studio visits by artists, or local benefits and mail to: Editor Walt Love, 1930 Century Park West, Los Angeles, CA 90067.

"In the future I'd like to move into the creative end of the business, maybe working in A&R. If you're a creative person, you like doing something new and different. It's wonderful to have a hand in creating something the public responds to."

Ron White

Ron White, National Director/Field Promotion for MCA Records, arrived at his current post via a circuitous route. He actually began working as a record distributor in Detroit, then segued crosstown to an on-air gig at WCHB. His 13-year air personality career ended at WOL/Washington — he decided it was time for a change after the station acquired a new owner. He jumped back into the record in-



Ron White

"I'd always been interested in promotion because it was an extension of the radio business."

— Ron White

dustry as an independent promoter, working with Bobby Bennett (now WHUR/Washington OM).

Since then, White said he's seen some positive developments in minority hiring at the label level, especially in the A&R departments. Why did he choose record promotion? "I'd always been interested in promotion because it was an extension of the radio business. I like meeting people and interacting."

Hank Spann

Hank Spann, Reprise Records' National Director/Promotion & Marketing, is a 21-year radio veteran. He spent ten years on the air at WWRL/New York and served as PD (in addition to juggling on-air duties) at WAOK/Atlanta and WBOK/New Orleans.

His entry into the record business was a natural extension of his interests. "I realized long ago that I was musically inclined and wanted to help develop careers," Spann said. "While working in New York, I coproduced a couple of records with some acts. I liked it."

Spann worked with Skip Miller (now an RCA VP) at Motown Records (covering Louisiana), then was lured back into radio to serve as WXOK/Baton Rouge GM. But music continued to be a strong interest. When Warner Bros. offered him an opportunity, he took it. Spann was promoted to his current position upon Reprise's reactivation.

Spann enjoys working with UC radio PDs but would prefer increased radio-records interaction. "Some of today's PDs are isolating themselves from record industry professionals. That's a problem for our industry as a whole. I've always felt getting information firsthand was more of an asset to a programmer than hearing it from someone else. Successful business means working together."



Hank Spann

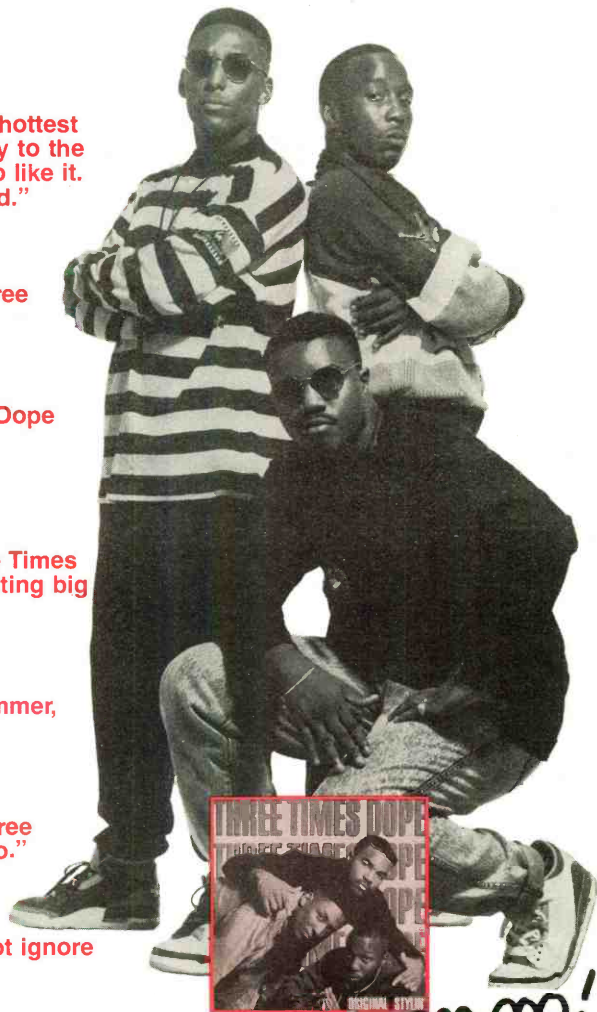
"Some of today's PDs are isolating themselves from record industry professionals."

— Hank Spann

THREE TIMES DOPE ARE KICKING ASSETS!

"FUNKY DIVIDENDS" The hit single that's right on the money.

- **DAVE ALLAN** - WUSL/Philadelphia, PA.
"This group and this song are one of the hottest things in Philly. The song appeals not only to the 18-34 demo but 25-34 also, adults seem to like it. Three Times Dope is not just a teen record."
- **MIKE STRATFORD** - KMJQ/Houston, TX.
"I listened, I took a chance, I added it, Three Times Dope, it's kickin'!"
- **STEVE CRUMBLY** - WOWI/Norfolk, VA.
"Hot 103 is an adult station, Three Times Dope reached our 24-54 demo and now we're collecting the 'Funky Dividends.' "
- **ERIC FAISON** - WAMU/Pittsburgh, PA.
"The lyrical content is what got me. Three Times Dope is working in Pittsburgh and generating big phones."
- **RON ATKINS** - WYLD-FM/New Orleans, LA.
"One of the hotter rap records for the summer, always on countdown via requests."
- **ROY SAMPSON** - WXYV/Baltimore, MD.
"Pure energy whether live or on radio. Three Times Dope is reaching a little older demo."
- **JACK PATTERSON** - KDAY/Los Angeles, CA.
" 'Funky Dividends' is a record you cannot ignore and you can take that to the bank!!"



300,000!



WHEN YOU PLAY IT, PAY IT OFF.

From their powerhouse debut Arista album, ORIGINAL STYLIN', now over ~~250,000~~

ARISTA

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MIKE KINOSHIAN

KKCW Goes It Alone On FM

Until recently, Portland AC competitors KEX and KKCW (K103) each faced spirited format opposition on their respective bands. But times have changed. FSA KGW will soon bail out in favor of Talk, and KKLI (now KKSX-FM) has opted for Gold.

"KKLI didn't sound bad," said KKCW PD Bill Minckler. "I'm not sure why they didn't make it; maybe time just ran out. They had some good people and used an excellent company — the Research Group — but things didn't click. It's nice being Portland's only 'typical' AC on FM."

KINK-y Competition

Portland's competitive battles are made more intriguing by the presence of ratings-solid KINK, a hybrid facility that's difficult to label.

"Based on its demographic spread, KINK is adult and contemporary, but it's not exactly your traditional Adult Contemporary. It makes the market unique because we don't have typical competition. KUPL-FM is Country but plays a lot of pop and is very efficient. I have a lot of respect for them. I also take the 'Big Kahuna,' Z100



Bill Minckler

and a half years and don't have a history and tradition," noted Minckler. "We want to let people know who we are and why we're here."

Not The Same Tired Promotions

Minckler believes contesting is an important ingredient in the programming pie, but it isn't the station's most important element.

"Listeners tell us they like contests, especially if they can play along. We try to do contesting with passive listeners in mind. Some research says more people than ever are participating in station contests, but the vast majority still don't play. I program to the majority, not to the supposedly increasing minority."

According to Minckler, smaller prizes (dinners and tickets) are just as important as big cash payoffs. "If we give away money, we try to have fun with it. We want non-participants to play along. Most successful stations do that and don't program to contest players."

K103 staged a "big-bucks" give-

away last fall with its "Winning Is As Easy As 103" promotion. The basic motive was to underscore the station's dial position (103.3).

"The contest was new and fresh. It wasn't the typical 'be the ninth caller and win' routine. We asked people to look for '103' on a variety of different items. When people brought the required item to the station, we gave them \$100." The promotion ran each weekday for three months, and approximately \$60,000 was shelled out.

The most unusual thing people needed to locate was a car tire with the numbers one, zero, and three in consecutive order. "Some guy found one on his neighbor's car," Minckler said. "While dressed in only a bathrobe, he confronted his female neighbor and told her that he would buy her a new tire in exchange for the tire in question." Apparently the woman, who had never talked to the male neighbor before, was unaware of the station contest and took him up on the offer.

KKCW also does smaller giveaways — with class twists. When the station gives out dinners for two, it also springs for a babysitter when one is needed. Each Friday throughout the summer the station holds a cookout for 103 listeners. When K103 throws a listener party at a hotel, it arranges discounts for people who want to stay overnight

KEX Music Monitor & Ratings Profile

1190
KEX
RADIO

10am

BEATLES/Good Day Sunshine
DOOBIE BROTHERS/What A Fool Believes
BEACH BOYS/Surfin' USA
P. COLLINS & M. MARTIN/ Separate Lives
PAUL SIMON/Slip Slidin' Away
GLORIA ESTEFAN/Don't Wanna Lose You
KENNY ROGERS/The Gambler
SIMON & GARFUNKEL/Homeward Bound
SPINNERS/Workin' My Way Back To You
MEDLEY & WARNES/I've Had The Time Of My Life
NEIL DIAMOND/Cracklin' Rosie
JIMMY BUFFETT/Margaritaville

Ratings Profile:

Arbitron winter 12+: #9 (4.7)
Birch spring 12+: #9 (4.4)
Arbitron winter 25-54: #10
Birch spring 25-54: #10 (3.9)
Arbitron winter 35-64: #5
Birch spring 35-64: #3 (8.3)
Arbitron winter 35+: #5
Birch spring 35+: N/A

KKCW Music Monitor & Ratings Profile

K103fm

1pm

DAVID GATES/Goodbye Girl
STEVIE WONDER/Part-Time Lover
GEORGE HARRISON/Got My Mind Set On You
OLIVIA NEWTON-JOHN/ I Honestly Love You
JEFFREY OSBORNE/On The Wings Of Love
SWING OUT SISTER/Waiting Game
BYRDS/Mr. Tambourine Man
GLENN FREY/The One You Love
ELTON JOHN & KIKI DEE/Don't Go Breaking My Heart
RICK ASTLEY/Together Forever
LIONEL RICHIE/Truly
BARBRA STREISAND/Stoney End
RICHARD MARX/Right Here Waiting

Ratings Profile:

Arbitron winter 12+: #1 (9.5)
Birch spring 12+: #4 (9.2)
Arbitron winter 18-34: #1
Birch spring 18-34: #4 (11.3)
Arbitron winter 25-54: #1
Birch spring 25-54: #1 (12.2)
Arbitron winter 35-64: #2
Birch spring 35-64: #1 Tie (10.3)

"Some research says more people than ever are participating in station contests, but the vast majority still don't play. I program to the majority, not to the supposedly increasing minority."

(CHR KKRZ), seriously because of the respectable size of its adult audience.

For about eight weeks between January and May, KKCW utilized a limited TV schedule. Rather than carrying a specific message, the campaign's primary purpose was to reinforce KKCW in people's minds.

"We've only been on the air five

Consistency Counts

According to KEX/Portland PD Mike Dirx, a key reason for the success of the Full-Service mainstay is its lack of on-air turnover. Here's the KEX lineup, with each personality's name at the station in parentheses:

Mornings: Bob Miller (10)
Middays: Bob Swanson (22)
Afternoons: Jim Donovan (3)
Evening Sports Talk Show:
Scott Lind (just hired)
Nights: ABC's Tom Snyder and Sally Jessy Raphael
Overnights: Brad Ford (1)
Sports: Oregon State (30+)

While Donovan's KEX tenure has been relatively brief, he's spent about 15 years in the market.

After having their games carried on cross-town KGW since 1985, the NBA Portland Trailblazers will return to KEX for the 1989-90 season.

KEX Continues Healthy On AM

Portland has been one of the few markets to support two strong Full-Service outlets. However, with KGW's impending format change to Contemporary Talk, KEX will emerge as the city's lone FSA.

"It will be interesting to see how KGW will differentiate itself from the other Portland Talk stations and be unique," observed one-year KEX PD Mike Dirx, who previously programmed KGW. "I don't know if KGW's format change will have a dramatic effect on the book, but I would certainly like to see it help us."

'Destination Station'

Like other FSA giants, KEX considers consistency to be its greatest strength. "For years, KEX has held the line," noted Dirx. "We're information-oriented, with personalities who like to have fun. (Morning man) Bob Miller writes and sings his own parodies and does fake commercials. Our announcers, sports people, and news reporters have been here a long time; we haven't had a lot of turnover."

"There are two types of stations: the kind you're passing through on your way to the next gig and the

so they don't drink and drive. Additionally, a current direct mail campaign offers listeners values like two-for-one deals at fast food spots such as Burger King.

"The most important thing to think about is your target listeners," advised Minckler. "Do anything to save them a couple of bucks."

'destination station.' This is a destination station. Once you get here, you don't want to leave."

Although it is not KEX's primary focal point, music has its place on the station. "It has a bigger role than it's sometimes given credit for," Dirx explained. "We play lots of music during the middle of the day and less in morning drive. We play heavy doses from the '60s, '70s, and '80s, and we're not an Oldies station. We were probably the first station in Portland to play Bobby McFerrin's 'Don't Worry, Be Happy.'"

Dirx has witnessed a number of changes during his six years in the market, including the erosion of AM listening and the emergence of competitive FM ACs. "KGW used to be a giant here," he said. "Now there are only a few AM players in town; fortunately, KEX is one of them. Over on FM, Mink (KKCW PD Bill Minckler) is doing a tremendous job, and his station is very strong."

Presidential Promotion

According to Dirx, KEX is heavily involved in community service promotions — to the point of doing something "virtually every weekend." KEX recently utilized a patriotic theme by simulcasting the Fort Vancouver Fourth of July fireworks presentation, billed as the largest west of the Mississippi.

KEX's most noteworthy event is the "Bob Miller Needy Kids Fund," which has raised approximately \$100,000 in only three years. And last year Miller won a presidential award for his efforts.

Said Dirx, "Bob wanted to do something that would really help children, so KEX asked area schools what youngsters needed that wasn't being provided. The answer we got was that kids' lives would be changed if they could just see. We raise money so kids can have eyeglasses, eye exams, hearing aids — anything that can help them do better in school. Their grades and feelings about themselves have obviously improved. It's a remarkable program, and we'll gear up for it again around Thanksgiving."



LON HELTON

Money From Heaven . . . And WGTC

The Flag, The Fourth, and Assorted Other Promotions

Here are a few things your radio brethren have been up to of late. Feel free to adapt or adopt any or all of these ideas, designed to make radio more fun for the listeners — not to mention the people at the stations involved.

WGTC/South Bend, IN, a brand-new station which signed on just before the Fourth of July, didn't have time to plan its own holiday celebration — so it crashed WNDU's.

One of the first things the crowds attending U-93's community fireworks display saw was an airplane flying overhead with a banner reading "U-Who? Tune in the New Great Country 102 FM WGTC."

An hour before the show WGTC popped yet another surprise. A helicopter hovered over the crowd

with loudspeakers blaring, "U-93 brings you the show, but WGTC brings you the dough." With that, the unsuspecting crowd was showered with \$5000 in small bills dropped from the chopper. Just to make sure there was no doubt as to the benefactor's identity, each bill was stamped with the WGTC call letters and slogan in red ink.

WGTC received tons of local TV and newspaper coverage, though the papers were less than impressed with the money drop, which resulted in what the mayor called "a little bit of a stampe."

Concert Capsules

Literally millions of people attended country concerts over the Fourth of July weekend, most as part of events sponsored by Country stations.

More than 100,000 braved record

118-degree heat in Phoenix for KMLE's show, which featured Highway 101 and Larry Gatlin & The Gatlin Brothers.

In Cincinnati, 185,000 turned out for WUBE's "All American Birthday Party." In addition to offering games, food, and fireworks, the event included performances by Les Taylor, Billy Joe Royal, and the Charlie Daniels Band. In an effort to reinforce the family atmosphere, the party was designated "alcohol-free" for the first time. Look for this trend to spread.

Notes From All Over

• KUPL/Portland's listener appreciation picnic featured a competition to break the world record for watermelon seed spitting. The record "heave" of 65'4" was set in 1980 in Luling, TX. No word on whether the record was broken. Luckily, no pictures, either.

• KFDD/Wichita celebrated its 25th anniversary with a free concert that reflected country music's various sounds over that span of time. Dave Dudley, Tammy Wynette, and Clint Black shared the stage with local acts, which included KFDD personality and former recording artist Johnny Western.

• KMPS/Seattle's Ichabod Caine did a morning show remote from the station's parking lot during the KMPS Tenth Annual International Weenie Fest. Among the contests



WGTC/South Bend, IN middayer Tami Wells and OM Scott Mehalick are pictured prior to taking off and showering thousands of dollars on people attending another station's promotion.

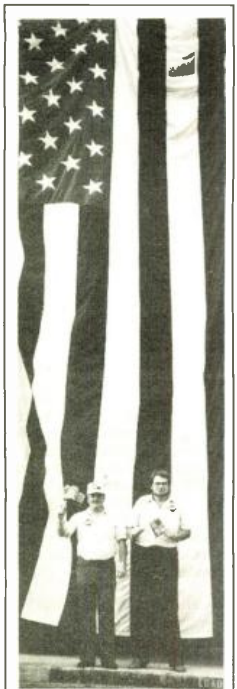
held were those for the Best Dressed Weenie, Stupid Weenie Tricks, and the Weenie Toss — and there were thousands of charbroiled weenies handed out to morning commuters. Yum.

• WGKX/Memphis turned its sportscaster's vacation into an event when it invited local celebs to sit in as replacements for him during the morning show. The mayor, local TV and newspaper personalities, and local college coaches were some of those getting in on the fun.

• Did you know you can order flags that have been flown over the Capitol through your congressman's office? WWBE/Mifflinburg, PA had done just that immediately prior to the Supreme Court's flag-burning decision, and had them on hand to give away when the controversy broke. Great timing, huh?

• KZSN/Wichita gave away an \$85,000 house during the spring book. Listeners picked up entry blanks at a participating sponsor and dropped off completed forms at the home site. Names were announced on-air between 6am-midnight Monday-Friday, and each person picked had 15 minutes to call and qualify. Contestants later gathered at the house, which was awarded to the person who keyed in the correct code to open the garage door.

• WRMJ/Aledo, IL PD/morning personality Mike Robinson reports great response from the "WRMJ Happy Hour" feature, during which the only songs played are those with positive lyrics (no lyin', drinkin', cheatin', or dyin' tunes). As you might expect, it takes some diggin' to come up with an hour's worth of music that fits.



KAJA/San Antonio draped itself in a huge flag following the Supreme Court's flag-burning decision. It also handed out more than 4000 personal-sized flags in the station's parking lot. Pictured in front of the building and Old Glory are Promotion Director Bob Norman (l) and midday personality Bruce Hathaway.

CMA Broadcast Personality Finalists

Here are the finalists for the Country Music Association 1989 Broadcast Personality of the Year award.

Large Market: Johnny Dark, WCAO/Baltimore; Joe Hoppel, WCMS/Norfolk; Jerry King, KKYX/San Antonio; W. Steven Martin, KNIX/Phoenix; and Charlie Morgan, WFMS/Indianapolis.

Medium Market: Keith Bilbrey, WSM/Nashville; Bill Dollar, WSOC/Charlotte; Country Joe Flint, KSOP/Salt Lake City; Gerry House, WSIX/Nashville; and Karl Shannon, WVLC/Lexington, KY.

Small Market: Tim Closson, KHAK/Cedar Rapids, IA; Dandellon, WRKZ/Hershey, PA; Dr. Sam Faulk, WLWI/Montgomery, AL; Bobby Owen, KEAN/Abilene, TX; and Cousin Ray Woolfenden, WPWC/Dumfries, VA.

The finalists will be judged by an anonymous panel of broadcasters, and winners will be announced at the CMA Awards show October 9.



Vanna White has nothing on the folks at WLLX/Lawrenceburg, TN, who allowed listeners to spin the station's Wheel Of Fortune. The grand prize was a \$10,000 "fumish your home" shopping spree. All contestants received discounts of up to 50% on future furniture purchases.

ARTISTS WILL GUEST-HOST

VH-1 To Air Country Videos

VH-1 will debut a twice-weekly one-hour country video show called "New Country Cats" September 30. The program will air at 11am (EDT) Saturday and 8:30pm (EDT) Monday, and will feature videos by new country artists in addition to short features on established acts. Each week different guest artists will chat about themselves and their music.

VH-1 VP/Programming Jeff Rowe explained that country music's increased impact on viewers prompted the show's creation. "We'd like to expose country music to a different group of people," he said. "Perhaps we can help change the general perception about what country is."

Bits And Pieces

• The Academy Of Country Music has reelected President Fred Reiser, VP Lacy J. Dalton, Secretary Marge Meoff, and Treasurer Selma Williams. New two-year term ACM board members are Al Konow, Juice Newton,

Wayne Scruggs, Jez Davidson, Chris Lane, Chuck Morris, Charlie Daniels, Janice Jackson, Gerry Wood, George Collier and Don Langford (both reelected), Harold Shedd, and Ron Weed.

• T.G. Sheppard has inked a deal with First National Bank of Marin to do a series of 60-second TV spots for airing in the Southwest promoting its new Visa/MasterCard service.

• The Desert Rose Band's Chris Hillman joined the Grand Ole Opry's Bill Monroe in Music City to do a photo session for a *Rolling Stone* article spotlighting artists and

their mentors. The piece will run this fall.

• Lee Greenwood joined President and Mrs. Bush in Washington, DC for a 20th anniversary celebration of the moon landing.

• Jesse McReynolds of Opry duo Jim & Jesse, fiddler Kenny Baker, dobroist Josh Graves, and banjo-

ist/guitarist Eddie Adcock have formed a bluegrass band called the Masters. The group will release an

LP on CMH Records and will tour next year.

—Debe Fennell



ROUTE '89 IN ENGLAND — In the UK with the CMA-sponsored Route '89 tour, Jo-Ei Sonnier and Becky Hobbs joined some transatlantic friends after the show in Putney, England. Posing are (l-r) Byworth & Woolen's Tony Byworth, promoter Richard Fenn, RCA/London's Paul Williams, RCA/Nashville's Joe Galante and Randy Goodman, Sonnier, Hobbs's manager Mike Robertson, Hobbs, and RCA/Nashville's Jack Weston.

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NEW ARTIST FACT FILE

Billy Hill

Place Called Home: Nashville

Current Album: "I Am Just A Rebel"

Current Single: "Too Much Month At The End Of The Money"

Record Label: Reprise

Producer: Billy Hill

Manager: Fitzgerald/Hartley

Booking Agent: Monterey Artists/Steve Dahl

Favorite Artists: George Jones, Little Feat, Rolling

Stones, Lonnie Mack, Vern Gosdin, Elmore James, and

Ralph Stanley

Group Motto: "If you ain't havin' fun, you're fired."

• **Background:** Billy Hill is a five-man group comprised of John Scott Sherrill (guitar/vocals), Bob DiPiero (guitar/vocals), Dennis Robbins (guitar/vocals), Reno Kling (bass guitar), and Martin Parker (drums/percussion). Originally named *Wolves In Cheap Clothing*, the Sherrill-founded band has played Nashville clubs since the mid-'70s in various configurations. BH members have individually distinguished themselves as songwriters, publishers, musicians, and singers.

• **Signing:** Following a 1987 reunion show at Nashville's *Bluebird Cafe*, the group's "official non-

manager," Kerry O'Neill of *Little Big Town Music*, approached Warner/Reprise chief Jim Ed Norman about signing Billy Hill. Norman agreed and the band signed with Reprise.

• **Songs:** Billy Hill's "I Am Just A Rebel" was recorded in DiPiero's living room on an Akai 12-track over a two-month period. All but one song on the album were written by Sherrill, DiPiero, and/or Robbins.

"Rollin' Dice" appeared on an earlier solo LP Robbins recorded for MCA, and the Billy Hill version is on the "Pink Cadillac" soundtrack.



(L-r) John Scott Sherrill, Bob DiPiero, Dennis Robbins, Martin Parker, and Reno Kling

The New Artist Fact File spotlights artists appearing in *New and Active* for the first time.

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Current Issue #111: WLS/John Landecker, KIS/Rick Dees, KOOL/George McFly, Phoenix CHR KOY-FM, KZZP & KKFR, KODJ/Dan Gos, KKY/Jeff & Jer, 90-min. cassette, \$6.

PERSONALITY PLUS #89-90: WWOX/Greaserman, 8:00 B Morning Zoo, KFMB/Mark Larson, Z100/Ross & Wilson, KZZP/Bruce Kelly, Cassette, \$6.

PERSONALITY PLUS #PP-19: KMEJ/John London-Zoo, KNBR/Frank & Mike, KRXX/Maynard & Erickson, KRLA/Charlie Tuna, KQLZ/Scott Shannon, KKLQ/Murphy & McKeever. Cassette, \$6.

Special Issue #5-126: FRESNO & SACRAMENTO! CHRs KBOS, KMGX, KYNO, KRQY, KSPN, KWOOD, ACs KEYE, KKOA/FM, AORs KKDJ, KRXQ, KZAP, Gold KFSD & NAC KQPT. Cassette, \$6.

Special Issue #5-157: BOSTON! CHRs WYKS & WZOU, AORs WBCN & WZLX, Gold WODS, ACs WROR, WBZ, WYVF & WJMX. Cassette, \$6.

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Classic Issue #C-105: KFRC composite-1973, KKDJ/Charlie Tuna-1974, WABC/Dan Ingram-1965, KRLA/Tom Murphy-1971, KLIF/Charlie & Harrigan-1962. Cassette, \$10.50.

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		JULY 28, 1989		Total Reports/Adds			
3	2	WKS	WKS	WKS	WKS	WKS	WKS
1	2	1	2	1	2	1	2
1	2	1	2	1	2	1	2
7	1	1	1	1	1	1	1
17	7	2	2	176/0	159	16	1
14	9	5	3	176/0	155	20	1
15	12	8	4	178/0	142	34	2
16	13	9	5	174/2	107	57	10
11	8	6	3	170/3	110	54	6
19	17	13	7	161/0	116	34	11
18	16	12	6	176/0	78	92	6
21	19	15	8	171/1	96	61	14
20	18	14	7	173/3	74	85	14
27	23	18	10	168/2	75	76	17
24	21	17	9	177/2	40	123	14
5	3	13	7	170/2	58	90	22
33	25	20	12	145/1	93	37	15
6	4	15	8	177/1	30	129	18
25	22	19	10	132/0	85	34	13
30	26	22	13	171/1	35	115	21
36	30	23	14	173/10	34	107	32
28	24	21	12	176/9	20	111	45
42	33	27	16	163/6	15	119	29
29	27	24	14	172/9	11	105	56
1	2	10	5	155/8	24	90	41
35	31	28	15	111/0	52	41	18
4	5	11	6	111/1	60	34	17
35	31	28	15	162/7	11	95	56
4	5	11	6	102/1	51	39	12
39	34	30	16	156/16	7	87	62
44	39	32	17	155/22	1	82	72
43	38	31	16	153/19	2	78	73
12	10	14	7	92/1	30	51	11
40	35	33	18	137/12	6	78	53
41	37	34	19	130/14	11	65	54
BREAKER	42	34	18	148/54	1	51	96
48	41	36	19	131/15	1	57	73
10	14	26	14	75/0	25	37	13
2	11	25	13	73/0	29	27	17
BREAKER	46	39	22	135/49	1	41	93
BREAKER	47	40	23	106/20	2	49	55
3	15	29	16	61/1	22	25	14
—	46	43	22	96/18	3	31	62
—	49	45	24	86/16	1	31	64
—	49	45	24	86/22	0	25	61
9	28	35	19	46/0	15	18	13
—	50	43	22	85/24	1	25	59
DEBUT	43	37	20	85/29	0	23	62
DEBUT	45	39	22	85/31	0	19	66
DEBUT	46	40	23	73/17	0	19	54
DEBUT	47	41	24	66/8	0	20	46
—	50	48	24	50/6	1	22	27
DEBUT	49	42	25	65/14	1	13	51
DEBUT	50	43	22	63/8	2	16	45

MOST ADDED

- RICKY VAN SHELTON (54)
- RESTLESS HEART (49)
- ALABAMA (35)
- MERLE HAGGARD (31)
- GEORGE STRAIT (29)
- TANYA TUCKER (29)
- BILLY HILL (24)
- GEORGE JONES (23)
- GENE WATSON (22)
- HANK WILLIAMS JR. (22)

HOTTEST

- PATTY LOVELESS (126)
- SHENANDOAH (93)
- HOLLY DUNN (64)
- DOLLY PARTON (53)
- STATLER BROTHERS (53)
- BILLY JOE ROYAL (35)
- SOUTHERN PACIFIC (35)
- K.T. OSLIN (34)
- KEITH WHITLEY (29)
- DON WILLIAMS (27)

NEW ARTISTS

- 1 BILLY HILL/Too Much... (WB) ... 85/24
- 2 SHELBY LYNNE/The Hurtin' Side (Epic) ... 66/8
- 3 JANN BROWNE/You Ain't Down... (Curb) ... 63/8
- 4 JOE BARNHILL/Your Old Flame's... (Univ.) ... 48/9
- 5 O. ALEXANDER/She's There (Merc.) ... 47/12
- 6 RUSSELL SMITH/Anger And Tears (Epic) ... 26/9
- 7 BECKY HOBBS/Do You Feel The... (RCA) ... 24/18
- 8 CEE CEE CHAPMAN/Twist Of Fate (Curb) ... 24/7
- 9 MATT BENSON/When Will The... (SOR) ... 14/4
- 10 D. DAVIS/Baby Don't Go (16th Ave./Cap.) ... 14/2

New artists have not yet had a Country Breaker or concurrent airplay from 60% of reporting stations.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicates the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

RICKY VAN SHELTON

Living Proof (Columbia)

On 83% of reporting stations. Rotations: Heavy 1, Medium 51, Light 96, Total Adds 54 including WGNA, WVAM, WZPR, WXKX, WMZQ, KRRV, WKHX, WYAY, KASE, KAYD, WNOE, KBMR, WCUZ, WGEW, WDAF, KZKX, KASH, KNIX, KSOP, KDRK. Moves 39-32 on the Country chart.

RESTLESS HEART

Say What's In Your Heart (RCA)

On 78% of reporting stations. Rotations: Heavy 1, Medium 41, Light 93, Total Adds 49 including WVAM, WSNO, WXTU, WDSY, WWVA, WILQ, WKAK, KRRV, KAYD, KYKR, WLSI, WSLR, KBMR, WGEW, WHOK, KTTS, KIZN, KKCS, KFRE, KUPL, KSOP, KSAN. Moves 42-36 on the Country chart.

BELAMY BROTHERS

You'll Never Be Sorry (MCA/Curb)

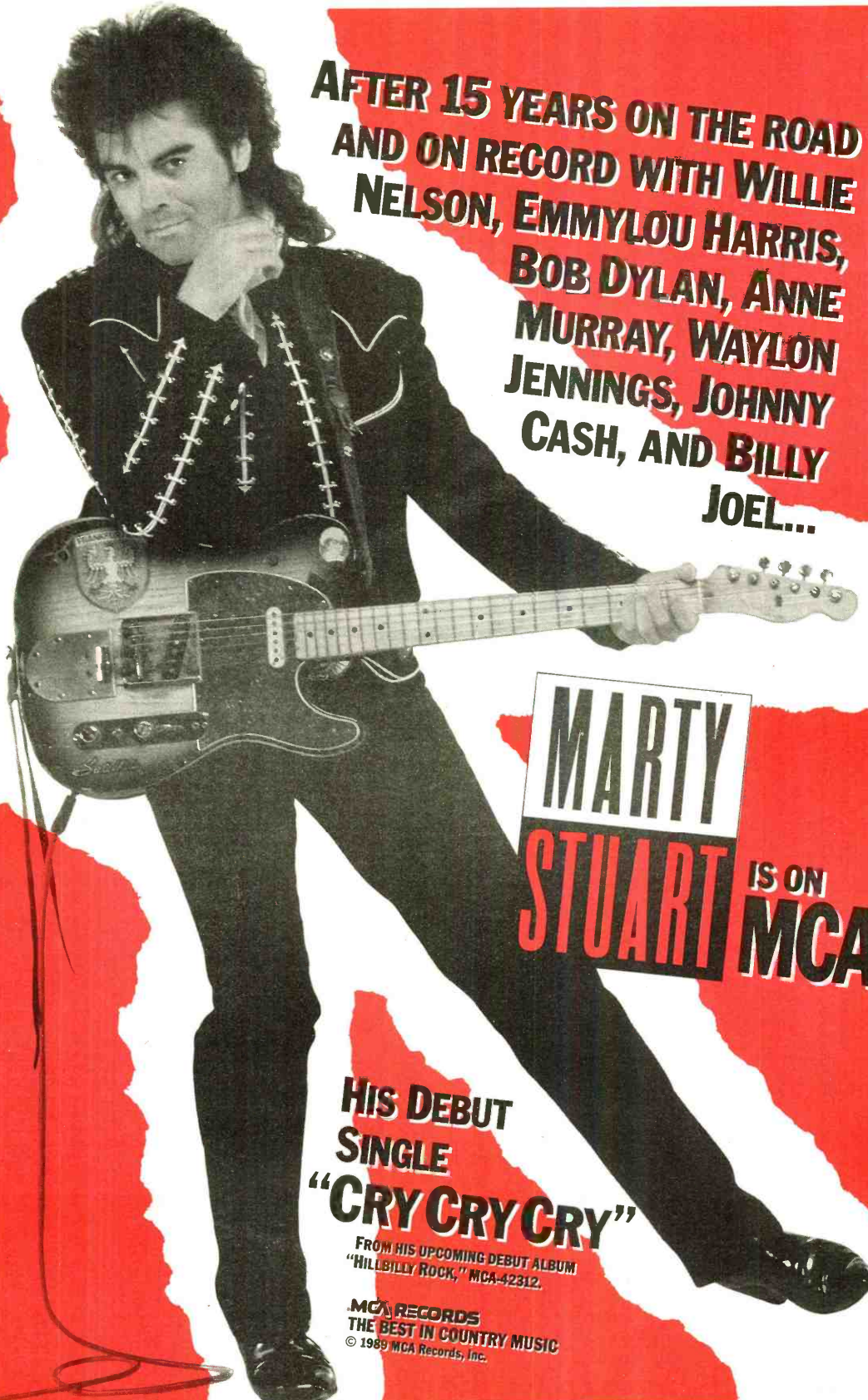
On 80% of reporting stations. Rotations: Heavy 2, Medium 49, Light 55, Total Adds 20 including WVAM, WYRK, WAJR, WFOR, WILQ, WORC, WSOC, WRNS, WIVK, KSSN, WAKA, WKNN, WQYK, WBVE, WONE, WKKK, WGEW, KFMS, KUPL, KKAT. Moves 46-41-37 on the Country chart.

GREAT SUMMERTIME MUSIC

“Sad Eyes”
By
TRADER PRICE

“Bayou Boys”
By
EDDY RAVEN

From
UNIVERSAL RECORDS

A black and white photograph of Marty Stuart, a country music artist, is the central focus. He is wearing a dark, western-style jacket with white decorative stitching on the shoulders and chest, and dark pants. He is holding a Fender Telecaster electric guitar and looking towards the camera with a slight smile. The background is a vibrant red with white, torn-paper-like edges.

**AFTER 15 YEARS ON THE ROAD
AND ON RECORD WITH WILLIE
NELSON, EMMYLOU HARRIS,
BOB DYLAN, ANNE
MURRAY, WAYLON
JENNINGS, JOHNNY
CASH, AND BILLY
JOEL...**

**MARTY
STUART** IS ON
MCA

**HIS DEBUT
SINGLE
"CRY CRY CRY"**

FROM HIS UPCOMING DEBUT ALBUM
"HILLBILLY ROCK," MCA-42312.

MCA RECORDS
THE BEST IN COUNTRY MUSIC
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MICA PARIS

Breathe life into me



This Summer America witnessed a new musical sensation in

MICA PARIS

**Her new hitbound single... 'BREATHE LIFE INTO ME'
will unquestionably leave you breathless**

Available on ISLAND COMPACT DISCS, CASSETTES and RECORDS

Produced by
L'EQUIPE

Artist Management - Bruce Garfield
The Garfield Group
New York City



JOCALIS & H/T

EAST SOUTH

WXV/Baltimore
Sampson/Lewis
TERRY TATE
EDDIE HURPHY
THREE THINGS DOPE
O'JAYS
MASS
JACKSONS
WUSA/Washington
WZL/Dallas
WZL/Dallas
WZL/Dallas

WZJ/Tony Wright
WZL/Dallas
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WZL/Dallas
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WZL/Dallas

WPBC/Charlotte
Michael Saunders
GRADY HARREL
MASS
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MASS

KPRN/Paco
Christy/Molano
GRADY HARREL
MASS
MASS
MASS

KZK/Boston
Gene Burgess
ALYSON WILLIAMS
NEW EDITION
JACKSONS

WOKK/Nashville
Dabner/Miller
DAVID PRASTON
MASS
MASS
MASS

MIDWEST

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88 Current Reporters
89 Current Reports

Called In Frozen Playlist (1):
KDKB/Brevort

CURRENT-BASED

WYVF Boston

WYVF Boston NewFrost/Baron

PROBE SINCE BEE GEES

DION JOHN COUGAR HELLE WATERFRONT

WALK/Long Island Edwards/Daniels

WNSR/New York Dumphy/Dunkin

WJMN/Philadelphia Jeff Sullivan

WECO/Genova Anthony/Smith

WMAU/Greenfield, MA Deane/Ancher

WLEVI/Antennoa Jeff Silvers

WEBA/Bridgport Hansen/Norman

WYAF/Charleston, WV Randy Shena

WKVE/Johnston Jack Michaels

WMSG/Wilkes Barre Norton/Marriot

WYFA/Boston NewFrost/Baron

WVTV Columbia, SC Doug Spots

WBS-FM/Atlanta LoCascio/McCoy

KVIL/Dallas Rhodes/Minicci

WEM/Ft.Hughes Jack Raymond

WLMG/New Orleans Nick Ferrara

WLS/No. Orleans Mark Mitchell

WECO/Genova Anthony/Smith

WVUN/Tampa Chuck Crane

WZLW/Charleston John Quincy

WZLW/Charleston John Quincy

WVTV/Columbia, SC Doug Spots

WVTV/Columbia, SC Doug Spots

WVTV/Columbia, SC Doug Spots

WVTV/Columbia, SC Doug Spots

WCKG/Campbellville Jackson/McClendon

WCKG/Campbellville Jackson/McClendon

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LW	TW	ARTIST/Album	Notes
1	1	ACOUSTIC ALCHEMY/Blue... (MCA Master Series) "Catalina" "Boulder"	
4	2	PAT METHENY/Letter From Home (Geffen) "Slip" "Every"	
2	3	RICHARD ELLIOT/Tale To The Skies (Intima/Enigma) "Down" "Name"	
6	4	SPYRO GYRA/Point Of View (MCA) "Slow" "Riverwalk"	
3	5	RIPPINGTONS/Tourist In Paradise (GRP) "Tourist" "Let's"	
5	6	DAN SIEGEL/Late One Night (CBS) "Hometown" "Along"	
8	7	TIM WEISBERG/Outrageous Temptations (Cypress/A&M) "Outrageous" "Castaway"	
9	8	RICHARD SOUTHER/Cross Currents (Narada-Equinox/MCA) "Last" "Sale"	
7	9	LARRY CARLTON/On Solid Ground (MCA) "Bubble" "Josie"	
12	10	TUCK & PATTI/Love Warriors (Windham Hill) "Castles" "Love"	
10	11	EARL KLUGH/Whispers And Promises (WB) "Love" "Master"	
13	12	MICHAEL PAULO/One Passion (MCA) "One" "Fundamental"	
14	13	ELIANE ELIAS/So Far So Close (Blue Note) "Two" "First"	
11	14	KIRK WHALUM/The Promise (Columbia) "L.C.'s" "Desperately"	
17	15	MAX GROOVE/Midnight Rain (Optimism) "Pismo" "Midnight"	
15	16	CHINA CRISIS/Diary Of A Hollow Horse (A&M) "Diary" "Stranger"	<small>*Keeps Builer due to continued growth.</small>
BREAKER	17	MICHAEL TOMLINSON/Face Up In The Rain (Cypress/A&M) "Getting" "Sale"	
16	18	MOTTORETTI/First Generation (IT/Allegiance) "First" "Futon"	
20	19	DICK BAUERLE GROUP/Measure For Measure (Atlantic) "Bottom" "Hot"	
25	20	CLAIR MARLO/Let It Go (Sheffield Labs) "Just" "Where"	
BREAKER	21	SAM CARDON/Impulse (Airus Records) "Emerald" "Air"	
27	22	TOM COSTER/Did Jah Miss Me? (Headfirst) "Did" "Ant"	
DEBUT	23	SANDY OWEN/Night Rhythms (Ivory) "City" "Back"	
19	24	DAVID BENNETT/Urban Daydream (GRP) "Snow" "Sailing"	
DEBUT	25	SERGIO MENDES/Arara (A&M) "Toucan's" "Mas"	
21	26	ROBERT KRAFT/Quake City (Sonic Edge) "Beat" "Rubberneck"	
BREAKER	27	GEORGE BENSON/Tenderly (WB) "You" "Mambo"	
28	28	VAN MORRISON/Avalon Sunset (Mercury) "Have" "Orange"	
DEBUT	29	JIM CHAPPELL/Living The Northern Summer (Music West) "June" "Boy"	
DEBUT	30	CUSCO/Mystic Island (Higher Octave) "Lucky" "North"	<small>*Keeps Builer due to continued growth.</small>

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
GEORGE BENSON (9) IMAGES (8) ELIZA GILKYSON (7) TELL ME TELL ME (7) SKIPPER WISE (7)	ACOUSTIC ALCHEMY (28) PAT METHENY (23) RICHARD ELLIOT (18) RIPPINGTONS (18) SPYRO GYRA (9) DAN SIEGEL (8) TUCK & PATTI (8) TIM WEISBERG (8)	PAT METHENY/Slip ACOUSTIC ALCHEMY/Catalina RICHARD ELLIOT/Down CLAIR MARLO/Just PAT METHENY/Every TUCK & PATTI/Castles TIM WEISBERG/Outrageous

NEW & ACTIVE

"IMAGES "Relative Work" (Universal) 3/8
 Rotations: Heavy 3/0, Medium 15/1, Light 13/7, Total Adds 8, WXDJ, WVAE, WHRL, WFAE, KEYV, WJIB, WLHT, WJMN, Heavy: KXSP, WOTB, WDXZ. **BREAKER** this week.

WILLIAM AURA "World Keeps Turning" (Higher Octave) 28/6
 Rotations: Heavy 3/0, Medium 11/2, Light 12/4, Total Adds 6, WVAE, KKCY, WGMC, KWVS, WLSY, WJMN, Heavy: KOAI, WBBY, KOPT.

ELIZA GILKYSON "Legend of Rainmaker" (Gold Castle) 25/7
 Rotations: Heavy 5/0, Medium 7/3, Light 13/4, Total Adds 7, WHYE, SMN, KGSR, KWVS, WJIB, WLSY, WMT-FM, Heavy: BRZ, KTWV, WFAE, KLTR, KXSN.

PETER GABRIEL "Passion" (Geffen) 24/4
 Rotations: Heavy 2/0, Medium 8/1, Light 18/3, Total Adds 4, WBBY, WDXZ, WMT-FM, KTCL, Heavy: SS, MS

PETER MOFFITT "Rivardance" (Novus/RCA) 24/2
 Rotations: Heavy 1/0, Medium 12/0, Light 11/2, Total Adds 2, KOAI, WJMN, Heavy: WFAE.

ERIC BIKALES "Energy" (Moodtapes) 23/6
 Rotations: Heavy 3/1, Medium 5/0, Light 15/5, Total Adds 8, WBBY, WVAE, WHRL, KWVS, WDXZ, WMT-FM, Heavy: KOAI, KLTR.

NEIL LARSEN "Smooth Talk" (MCA) 23/2
 Rotations: Heavy 2/0, Medium 14/0, Light 7/2, Total Adds 2, KOAI, WVAE, Heavy: WDXZ, WJNS.

DANNY GOTTLIEB "Whirlwind" (Atlantic) 21/0
 Rotations: Heavy 5/0, Medium 10/0, Light 6/0, Total Adds 0, Heavy: KOAI, KDAB, KXSF, WFAE, KLZS.

LOU RAWLS "At Last" (Blue Note) 20/2
 Rotations: Heavy 2/0, Medium 10/0, Light 9/2, Total Adds 2, KFM, KTCL, Heavy: WGMC, WLHT.

FULL CIRCLE "Myth America" (Columbia) 19/1
 Rotations: Heavy 3/0, Medium 10/0, Light 8/1, Total Adds 1, SMN, Heavy: BRZ, WGMC, KTCL.

MIKE GARSON "Remember Love" (CBS) 19/1
 Rotations: Heavy 1/0, Medium 5/0, Light 13/1, Total Adds 1, WVAE, Heavy: KOPT.

TELL ME TELL ME "Happen On Sunday" (Imagine) 18/7
 Rotations: Heavy 0/0, Medium 7/2, Light 11/5, Total Adds 7, WVAE, SMN, KXCY, KFM, KWVS, WDXZ, KLTR.

WILLIAM GALISON "Overjoyed" (Verve Forecast/Mercury) 18/4
 Rotations: Heavy 0/0, Medium 7/1, Light 11/3, Total Adds 4, WNUA, KGSR, WJNS, KBCC.

* Uncharted Breakers denoted by one asterisk ** Chart Extra denoted by two asterisks

LW	TW	ARTIST/Album	Notes
4	1	PAT METHENY/Letter From Home (Geffen) "Slip" "Have" "Beat"	
2	2	MILES DAVIS/Amanda (WB) "Jo-Jo" "Hannibal"	
1	3	ELIANE ELIAS/So Far So Close (Blue Note) "First" "Barefoot"	
3	4	JOEY DeFRANCESCO/All Of Me (Columbia) "Blues" "L.G."	
5	5	TUCK & PATTI/Love Warriors (Windham Hill) "Love" "Honey" "Castles"	
7	6	SPYRO GYRA/Point Of View (MCA) "Slow" "Counterpoint"	
8	7	LOU RAWLS/At Last (Blue Note) "Last" "Fine"	
6	8	NEW YORK VOICES/New York Voices (GRP) "Dare" "Baroque"	
9	9	BRANFORD MARSALIS/Trio Jeepy (Columbia) "Makin'" "UMMG"	
11	10	WYNTON MARSALIS/The Majesty Of The Blues (Columbia) "On" "Hickory"	
DEBUT	11	GEORGE BENSON/Tenderly (WB) "Stella" "Mambo"	
10	12	FULL CIRCLE/Myth America (Columbia) "Gold" "Music"	
12	13	JOE WILLIAMS/In Good Company (Verve Forecast) "Ain't" "Baby"	
18	14	DAVID NEWMAN/Fire Live At The Village Vanguard (Atlantic) "Filthy" "Did" "Hard"	
15	15	RICHARD ELLIOT/Tale To The Skies (Intima/Enigma) "Down" "Name"	
14	16	LARRY CARLTON/On Solid Ground (MCA) "Honey"	
19	17	RIPPINGTONS/Tourist In Paradise (GRP) "Let's" "Jupiter's"	
13	18	KIRK WHALUM/The Promise (Columbia) "Promise" "Don't"	
21	19	DAN SIEGEL/Late One Night (CBS) "Hometown" "Along"	
24	20	CHRISTOPHER HOLLADAY/Christopher Holladay (Novus/RCA) "This" "Embraceable"	
29	21	JANIS SIEGEL AND FRED HERSCH/Short Stories (Atlantic) "You" "Love"	
26	22	MCCOY TYNER BIG BAND/Upom/Downtown (Fantasy) "Updown" "Blues"	
27	23	WARREN BRANHART/Heat Of The Moment (OMP) "Pall" "Two"	
22	24	MICHAEL PAULO/One Passion (MCA) "Fundamental" "One" "Crow"	
28	25	FRANK MANTOOTH/Suite Tooth (Optimism) "Shew" "Laurelisa"	
20	26	MOTTORETTI/First Generation (IT/Allegiance) "Futon" "Sausalito"	
16	27	FREDDIE HUBBARD/Times Are Changing (Blue Note) "Spanish" "Sabrosa"	
DEBUT	28	WILLIAM GALISON/Overjoyed (Verve Forecast) "Ant" "When" "Blessing"	
23	29	DON CHERRY/Art Deco (A&M) "Art" "When" "Blessing"	
25	30	ACOUSTIC ALCHEMY/Blue Chip (MCA) "Making" "Catalina"	

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
STANLEY TURRENTINE (15) MARVIN "SMITTY" SMITH (9) GEORGE BENSON (9) MIKE GARSON (8) PETER MOFFITT (8) WILLIAM AURA (5) AZYMUTH (5) ELEMENTS (5)	PAT METHENY (19) ELIANE ELIAS (18) MILES DAVIS (15) SPYRO GYRA (15) JOEY DeFRANCESCO (9) TUCK & PATTI (9) BRANFORD MARSALIS (8)	ACOUSTIC ALCHEMY/Catalina ELIANE ELIAS/First PAT METHENY/Beat PAT METHENY/Have

NEW & ACTIVE

****SANDY OWEN "Night Rhythms" (Ivory) 27/4**
 Rotations: Heavy 4/0, Medium 10/1, Light 13/3, Total Adds 4, KXPR, JCYT, WFSS, WKRY, Heavy: KJZZ, KPLU, KSRB, JZTRAX, CHART EXTRA this week.

***PETER MOFFITT "Rivardance" (Novus/RCA) 26/6**
 Rotations: Heavy 7/2, Medium 9/1, Light 10/3, Total Adds 6, WDET, KMHD, BBJZ, JCYT, JZTRAX, F40, Heavy: WRTI, KTCJ, KJZZ, KLCC, KSRB. **BREAKER** this week.

ELEMENTS "Liberal Arts" (Novus/RCA) 24/5
 Rotations: Heavy 0/0, Medium 18/2, Light 8/3, Total Adds 5, WRTI, WAER, BBJZ, WFSS, JZTRAX. **BREAKER** this week.

****BOB MINTZER "Urban Contours" (OMP) 24/2**
 Rotations: Heavy 7/0, Medium 8/1, Light 9/1, Total Adds 2, WNOP, KUOP, Heavy: KPLU, WFPL, WTEB, WUSF, WSIE, WPE, KCLC. **CHART EXTRA** this week.

****LEE KONITZ "In Rio" (Headfirst) 23/2**
 Rotations: Heavy 4/0, Medium 8/1, Light 11/1, Total Adds 2, WRTI, KUOP, Heavy: WAER, WFPL, WHRO, WVPE, CHART EXTRA this week.

****DICK BAUERLE GROUP "Measure For Measure" (Atlantic) 22/1**
 Rotations: Heavy 5/0, Medium 12/1, Light 5/0, Total Adds 1, WLVE, Heavy: WFPL, KLSK, WEBR, KSLU, WSIE, CHART EXTRA this week.

****MILTON NASCIMENTO "Miltons" (Columbia) 22/1**
 Rotations: Heavy 4/0, Medium 8/0, Light 10/1, Total Adds 1, KSLU, Heavy: WBGO, KJAZ, WJAZ, F40. **CHART EXTRA** this week.

MARVIN SMITH "The Road Less Traveled" (Concord) 20/9
 Rotations: Heavy 4/1, Medium 5/1, Light 11/7, Total Adds 9, WCPN, WDET, KMHD, WMOT, JCYT, WFSS, WTEB, WKRY, WYPR, Heavy: KSDS, KJAZ, WFPL.

JOE PASS "One For My Baby" (Fantasy) 20/2
 Rotations: Heavy 4/0, Medium 13/0, Light 3/2, Total Adds 2, WNOP, WTEB, Heavy: WRTI, KMHD, KJAZ, WUSF.

TOM COSTER "Did Jah Miss Me?" (Headfirst) 20/1
 Rotations: Heavy 3/0, Medium 8/0, Light 9/1, Total Adds 1, WVIV, Heavy: WAER, KLCC, KSLU.

CLIFF SARDE "Honest & True" (ProJazz) 17/1
 Rotations: Heavy 3/0, Medium 8/0, Light 8/1, Total Adds 1, WVIV, Heavy: KJZZ, WAER, WVPE.

AZYMUTH "Tudo Bem" (Intima/Enigma) 16/5
 Rotations: Heavy 3/1, Medium 5/0, Light 9/4, Total Adds 5, KJZZ, BBJZ, WTEB, WVIV, KCLC, Heavy: CJ, F40.

DON PULLEN "New Beginnings" (Blue Note) 16/1
 Rotations: Heavy 4/0, Medium 7/0, Light 5/1, Total Adds 1, WSHA, Heavy: WBGO, KMHD, WSIE, KVMU.

JOHN SERRIE

FLIGHTPATH

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 SEAN GLEASON (800) 245-MIRA

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NEW ARTISTS

Reports

1	TREVOR RABIN/Something To Hold On... (Elektra)	.97
2	BADLANDS/Dreams In The Dark (Atlantic)	.76
MR. BIG/Addicted To That Rush (Atlantic)	.76	
TEXAS/Don't Want A Lover (Mercury)	.76	
5	QUEENSRYCHE/Don't Believe In Love (EMI)	.63
6	INDIO/Hard Sun (A&M)	.61
7	INDIGO GIRLS/Closer To Fine (Epic)	.54
8	BORIS GREBENSHIKOV/Radio Silence (Columbia)	.46
9	DIESEL PARK WEST/When The Hoodoo Comes (EMI)	.41
10	KING'S X/Over My Head (Megaforce/Atlantic)	.37
11	MARSHALL CRENSHAW/Some Hearts (WB)	.34
WORLD TRADE/The Revolution Song (Polydor)	.34	
13	S. STEVENS ATOMIC PLAYBOYS/Atomic Playboys (WB)	.33
JASON & THE SCORCHERS/Find You (A&M)	.22	
15	JOHNNY DIESEL &.../Don't Need Love (Chrysalis)	.21
16	WASP/Forever Free (Capitol)	.20
17	HOODOO GURUS/Come Anytime (RCA)	.19
18	FINE YOUNG CANNIBALS/Don't Look Back (IRS/MCA)	.16
HOUSE OF FREAKS/When The Hammer Came Down (Rhino)	.16	
20	BLACK SORROWS/The Chosen One (Epic)	.14
DANGEROUS TOYS/Tears'n Pleas'n (Columbia)	.14	

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

AOR TRACKS

NATIONAL AIRPLAY

3 2
WKS WKS LW TW

165 REPORTERS

Reports/Adds Heavy Medium

8	3	2	1	STEVIE RAY VAUGHAN & DOUBLE.../Crossfire (Epic)	155-/0	125+	28-	
10	7	4	2	BAD ENGLISH/Forget Me Not (Epic)	155+/2	101+	48-	
13	8	6	3	CALL/Let The Day Begin (MCA)	154-/2	105+	41-	
26	15	7	4	TOM PETTY/Free Fallin' (MCA)	144+/7	111+	27-	
6	4	3	5	DOOBIE BROTHERS/Need A Little Taste Of Love (Capitol)	138-/0	119-	13-	
1	1	1	6	DON HENLEY/The End Of The Innocence (Geffen)	127-/0	114-	12+	
18	10	12	7	DON HENLEY/Will Not Go Quietly (Geffen)	139-/4	90+	46-	
12	11	11	8	WINGER/Headed For A Heartbreak (Atlantic)	130-/4	85+	39-	
5	5	5	9	PETE TOWNSHEND/A Friend Is A Friend (Atlantic)	111-/0	83-	27-	
16	16	13	10	TANGIER/On The Line (Alco)	144-/2	46+	80-	
29	19	16	11	WARRANT/Heaven (Columbia)	131+/4	63+	61-	
15	14	12	12	WHITE LION/Little Fighter (Atlantic)	132-/4	56+	66-	
20	17	14	13	U2/All I Want Is You (Island)	120-/3	62+	54+	
37	25	19	14	PETE TOWNSHEND/Dig (Atlantic)	121+/13	47+	67-	
4	6	8	15	BILLY SQUIER/Don't Say You Love Me (Capitol)	102-/0	77-	20+	
2	2	9	16	ANDERSON BRUFORD WAKEMAN HOWE/Brother Of Mine (Arista)	90-/0	76-	14+	
32	21	18	17	JOHN COUGAR MELLENCAMP/Jackie Brown (Mercury)	111+/6	50+	57+	
-	36	23	18	RICHARD MARX/Nothin' You Can Do About It (EMI)	122+/14	35+	78+	
41	26	21	19	STEVIE NICKS/Long Way To Go (Modern/Atlantic)	102+/6	51+	47-	
-	41	27	20	JACKIE BROWN/Chasing You Into The Light (Elektra)	115+/30	35+	74+	
7	10	17	21	TOM PETTY/Runnin' Down A Dream (MCA)	80-/1	69-	9-	
33	23	22	22	SKID ROW/18 & Life (Atlantic)	115+/5	36+	56-	
24	20	20	23	CULT/Sun King (Sire/Reprise)	118-/2	26+	76-	
36	27	24	24	BODEANS/You Don't Get Much (Slash/Reprise)	117+/8	27+	75+	
9	9	15	25	LOVE & ROCKETS/So Alive (Beggars Banquet/RCA)	78-/2	63-	12-	
28	24	25	26	BULLETTBOYS/Smooth Up (WB)	108-/6	8+	76-	
DEBUT	27	27	27	TREVOR RABIN/Something To Hold On To (Elektra)	97	194	15	64
33	33	29	28	TORA TORA/Walking Shoes (A&M)	108+/8	10+	72+	
34	32	26	29	GREAT WHITE/Mista Bone (Capitol)	92-/2	21+	59-	
48	35	30	30	BLUE MURDER/Jelly Roll (Geffen)	103+/8	12+	65+	
-	47	34	31	LITTLE FEAT/Rad Gumbo (Arista)	83+/18	24+	50+	
-	56	38	32	STAGE DOLLS/Love Cries (Chrysalis)	103-/25	8+	55+	
56	40	33	33	LITA FORD/Falling In And Out Of Love (RCA)	91+/13	9+	61+	
-	50	36	34	GUNS N' ROSES/Nightrain (Geffen)	87+/18	10+	56+	
DEBUT	35	35	35	GEORGE HARRISON/Cheer Down (WB)	65	165	15	47
DEBUT	36	36	36	STARSHIP/It's Not Enough (RCA)	75	175	10	47
53	42	35	37	SARAYA/Get U Ready (Polydor)*	77+/4	6+	55+	
59	52	41	38	INDIO/Hard Sun (A&M)	61+/5	17+	35+	
58	49	39	39	MR. BIG/Addicted To That Rush (Atlantic)	76-/8	4+	43+	
50	45	40	40	BADLANDS/Dreams In The Dark (Atlantic)	76-/6	4+	38-	
-	80	50	41	TEXAS/Don't Want A Lover (Mercury)	76+/13	5+	44+	
51	48	47	42	INDIGO GIRLS/Closer To Fine (Epic)	54-/1	13+	33+	
-	57	52	43	QUEENSRYCHE/Don't Believe In Love (EMI)	63+/4	1+	32+	
40	38	48	44	GREAT WHITE/Once Bitten Twice Shy (Capitol)	28-/1	24-	3-	
11	22	44	45	HENRY LEE SUMMER/Hey Baby (CBS Associated)	34-/0	21-	9-	
42	39	37	46	THIRTY EIGHT SPECIAL/Comin' Down Tonight (A&M)	44-/0	9-	30-	
-	59	55	47	TIN MACHINE/Heaven's In Here (EMI)	51+/6	1+	34+	
DEBUT	48	48	48	ALICE COOPER/Poison (Epic)	46+/34	1+	31+	
-	57	49	49	BORIS GREBENSHIKOV/Radio Silence (Columbia)	46+/6	2+	29+	
-	56	50	50	DOOBIE BROTHERS/South Of The Border (Capitol)	33+/4	7+	24+	
-	80	51	51	REPLACEMENTS/Achin' To Be (Sire/Reprise)	54+/14	1+	25+	
-	49	52	52	DIESEL PARK WEST/When The Hoodoo Comes (EMI)	41+/4	4+	22+	
52	48	53	53	XTC/King For A Day (Geffen)	40-/0	6-	27-	
DEBUT	54	54	54	HENRY LEE SUMMER/Treat Her Like A Lady (CBS Associated)	37+/7	10+	22+	
21	29	42	55	10,000 MANIACS/Trouble Me (Elektra)	26-/1	14-	11-	
22	34	44	56	JOHN COUGAR MELLENCAMP/Martha Say (Mercury)	23-/1	12-	8-	
14	18	32	57	TODD RUNDGREN/The Want Of A Nail (WB)	30-/0	8-	18-	
-	58	56	58	PAUL McCARTNEY/Figure Of Eight (Capitol)	25-/1	9+	14-	
DEBUT	59	59	59	MARSHALL CRENSHAW/Some Hearts (WB)	34-/3	6+	20-	
DEBUT	60	60	60	TODD RUNDGREN/Can't Stop Running (WB)	29+/8	4+	20+	

*Keeps a bullet due to continued growth.

It Doesn't Get Any HOTTER

"I LIKE IT HOT"

The Debut Track From

WOLFSBANE

THIS SUMMER'S GOING TO BE A SCORCHER

From The Album LIVE FAST, DIE FAST Produced by RICK RUBIN A DEF RECORDS RELEASE Distributed by GEFEN RECORDS © 1989 Def American Recordings, Inc.

BREAKERS

JACKSON BROWNE
Chasing You Into The Light (Elektra)
70% of our reporters on it.

BLUE MURDER
Jelly Roll (Geffen)
62% of our reporters on it.

STEVIE NICKS
Long Way To Go (Modern/Atlantic)
62% of our reporters on it.

STAGE DOLLS
Love Cries (Chrysalis)
62% of our reporters on it.

3 2
WKS WKS LW TW

165 REPORTERS
JULY 28, 1989

Reports/Adds Heavy Medium

1	1	1	1	1	1	DON HENLEY /The End Of The Innocence (Geffen)	"Will" (139) "End" (127) "Dirt" (21)	162 -/0	155 -	7 +
2	2	2	2	2	2	TOM PETTY /Full Moon Fever (MCA)	"Free" (144) "Runnin'" (80) "Love" (8)	160 -/1	148 +	10 -
4	3	3	3	3	3	PETE TOWNSHEND /The Iron Man (Atlantic)	"Dig" (121) "Friend" (111) "Fire" (10)	152 -/1	104 -	46 +
3	4	4	4	4	4	DOOBIE BROTHERS /Cycles (Capitol)	"Need" (138) "South" (33) "Doctor" (9)	149 -/0	127 -	16 -
10	7	5	5	5	5	STEVIE RAY VAUGHAN & DOUBLE TROUBLE /In Step (Epic)	"Crossfire" (155) "Leave" (4) "House" (3)	155 -/0	125 +	28 -
12	10	6	6	6	6	BAD ENGLISH /Bad English (Epic)	"Forget" (155) "Best" (1) "When" (1)	155 +/2	101 +	48 -
16	11	7	7	7	7	CALL /Let The Day Begin (MCA)	"Let" (154)	154 -/2	105 +	41 -
6	8	8	8	8	8	JOHN COUGAR MELLENCAMP /Big Daddy (Mercury)	"Jackie" (111) "Martha" (23) "Let" (20)	131 -/3	63 -	66 =
14	11	9	9	9	9	WINGER /Winger (Atlantic)	"Headed" (130) "Hungry" (1) "Night" (1)	132 -/4	85 +	41 -
7	6	10	10	10	10	BILLY SQUIER /Hear & Now (Capitol)	"Say" (102) "Tied" (12) "Stronger" (5)	112 -/2	78 -	27 -
25	21	20	20	20	11	WARRANT /Dirty Rotten Filthy Stinking Rich (Columbia)	"Heaven" (131) "Sometimes" (2) "Down" (1)	133 +/4	64 +	62 -
5	5	15	15	15	12	STEVIE NICKS /The Other Side Of The Mirror (Modern/Atlantic)	"Long" (102) "Rooms" (21) "Fire" (8)	121 =/4	59 +	57 -
21	18	16	16	16	13	TANGIER /Four Winds (Alco)	"Line" (144) "Ripchord" (1)	144 =/2	46 +	80 -
20	17	14	14	14	14	WHITE LION /Big Game (Atlantic)	"Little" (132) "Radar" (2) "Mind" (1)	133 -/3	56 +	66 -
5	5	9	9	9	15	ANDERSON BRUFORD WAKEMAN... /Anderson Bruford Wakeman... (Arista)	"Brother" (90) "Order" (6) "Themes" (3)	97 -/0	79 -	18 +
6	9	12	12	12	16	JACKSON BROWNE /World In Motion (Elektra)	"Chasing" (115) "World" (21) "Patriot" (4)	127 -/7	47 -	75 +
23	19	18	18	18	17	U2 /Rattle & Hum (Island)	"All" (120) "God" (1)	120 -/3	62 +	54 -
17	15	15	15	15	18	CULT /Sonic Temple (Sire/Reprise)	"Sun" (118) "Fire" (10) "Edie" (7)	129 -/2	35 =	75 -
18	16	17	17	17	19	GREAT WHITE /Twice Shy (Capitol)	"Mista" (92) "Bitten" (28) "Heart" (2)	119 -/1	47 -	61 =
37	27	21	21	21	20	RICHARD MARX /Repeat Offender (EMI)	"Nothin'" (122) "Right" (7) "Satisfied" (3)	126 +/12	41 +	76 +
30	23	22	22	22	21	SKID ROW /Skid Row (Atlantic)	"18" (115) "Remember" (11) "Sweet" (1)	118 +/4	40 +	56 -
34	23	23	23	23	22	BODEANS /Home (Slash/Reprise)	"Don't" (117) "When" (1) "Good" (1)	117 +/8	28 +	75 +
11	13	19	19	19	23	LOVE & ROCKETS /Love & Rockets (Beggars Banquet/RCA)	"Alive" (78) "Rock" (7) "Teardrop" (1)	83 -/3	64 -	14 =
29	25	25	25	25	24	BULLETBOYS /Bulletboys (WB)	"Smooth" (108)	108 -/6	8 =	76 -
36	31	27	27	27	25	TORA TORA /Surprise Attack (A&M)	"Walking" (108) "Hard" (1) "Riverside" (1)	109 +/9	10 +	72 +
—	34	28	28	28	26	BLUE MURDER /Blue Murder (Geffen)	"Jelly" (103) "Blue" (1)	103 +/8	12 +	65 +
35	33	32	32	32	27	ROAD HOUSE /Soundtrack (Arista)	"Rad" (83) "Roadhouse" (2) "Blue" (1)	86 +/18	24 +	52 +
39	32	30	30	30	28	LITA FORD /Lita (RCA)	"Falling" (91) "Close" (3)	94 +/13	11 =	62 +
13	22	24	24	24	29	HENRY LEE SUMMER /I've Got Everything (CBS Associated)	"Treat" (37) "Hey" (34) "Louie" (2)	70 -/7	31 -	31 +
—	39	30	30	30	30	STAGE DOLLS /Stage Dolls (Chrysalis)	"Love" (103)	103 +/25	8 +	55 +
—	34	31	31	31	31	GUNS N' ROSES /Appetite For Destruction (Geffen)	"Nightrain" (87)	87 +/18	10 +	56 +
—	35	33	33	33	32	SARAYA /Saraya (Polydor)	"Get" (77) "Love" (2)	79 +/3	7 -	56 +
—	35	35	35	35	33	INDIO /Big Harvest (A&M)	"Hard" (61) "Save" (1) "Big" (1)	61 +/5	17 +	35 +
19	30	29	29	29	34	QUEEN /The Miracle (Capitol)	"Want" (20) "Was" (19) "Breakthru" (8)	51 -/2	18 -	24 -
—	37	35	35	35	35	MR. BIG /Mr. Big (Atlantic)	"Addicted" (76) "Take" (1)	76 +/8	4 +	43 +
—	40	38	38	38	36	BADLANDS /Badlands (Atlantic)	"Dreams" (76) "High" (1)	76 -/6	4 +	38 -
15	20	26	26	26	37	TODD RUNDGREN /Nearly Human (WB)	"Want" (30) "Can't" (29) "Waiting" (2)	57 -/3	12 -	37 -
DEBUT	—	40	40	40	38	TEXAS /Southside (Mercury)	"Don't" (76) "Everyday" (2)	76 /13	5	44
—	—	40	40	40	39	INDIGO GIRLS /Indigo Girls (Epic)	"Closer" (54) "Kid" (1) "Land" (1)	56 -/1	14 =	34 =
DEBUT	—	40	40	40	40	QUEENSRYCHE /Operation: Mindcrime (EMI)	"Believe" (63) "Eyes" (2)	63 +/4	1 =	32 +

BREAKERS.

BLUE MURDER
Blue Murder (Geffen)
62% of our reporters on it.

STAGE DOLLS
Stage Dolls (Chrysalis)
62% of our reporters playing it.

MOST ADDED

STAGE DOLLS (25)
GUNS N' ROSES (18)
ROAD HOUSE (18)
LITA FORD (13)
TEXAS (13)
RICHARD MARX (12)
REPLACEMENTS (12)
DANGEROUS TOYS (11)
J. CAFFERTY & BEAVER BROWN BAND (9)
KING'S X (9)
TORA TORA (9)

HOTTEST

DON HENLEY (155)
TOM PETTY (148)
DOOBIE BROTHERS (127)
STEVIE RAY VAUGHAN & ... (125)
CALL (105)
PETE TOWNSHEND (104)
BAD ENGLISH (101)
WINGER (85)
ANDERSON BRUFORD WAKEMAN HOWE (79)
BILLY SQUIER (78)

GORKY PARK

THE ROCK 'N ROLL SHOT HEARD 'ROUND THE WORLD

BANG!

THE FIRST TRACK FROM THEIR DEBUT AMERICAN LP

Produced by Mitch Goldfarb and Gorky Park

Management: Berardo-Thomson

JUST SAY DA!

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ПАРК ГОРЬКОГО

LW TW

- 2 1 **B-52'S/Channel Z (Reprise)**
- 1 2 **PUBLIC IMAGE LIMITED/Disappointed (Virgin)**
- 3 3 **PIXIES/Here Comes Your Man (4AD/Elektra)**
- 4 4 **CURE/Love Song (Elektra)**
- 7 5 **HOODOO GURUS/Come Anytime (RCA)**
- 5 6 **CALL/Let The Day Begin (MCA)**
- 8 7 **BORIS GREBENSHIKOV/Radio Silence (Columbia)**
- 15 8 **ZIGGY MARLEY & THE MELODY MAKERS/Look Who's Dancing (Virgin)**
- 10 9 **U2/Everlasting Love (Island)**
- 16 10 **MARY'S DANISH/Don't Crash The Car (Chameleon/Capitol)**
- 22 11 **STAN RIDGWAY/Calling Out For Carol (Geffen)**
- 17 12 **TIN MACHINE/Heaven's In Here (EMI)**
- 6 13 **PERE UBU/Waiting For Mary (Fontana/Mercury)**
- 21 14 **INDIO/Hard Sun (A&M)**
- 18 15 **10,000 MANIACS/Eat For Two (Elektra)**
- 12 16 **ADRIAN BELEW/Oh Daddy (Atlantic)**
- 25 17 **THE THE/Gravitate To Me (Epic)**
- 13 18 **MORRISSEY/Interesting Drug (Sire/Reprise)**
- 11 19 **BOB MOULD/See A Little Light (Virgin)**
- 29 20 **GODFATHERS/I'm Lost And Then I'm Found (Epic)**
- 21 21 **BODEANS/You Don't Get Much (Reprise)**
- 9 22 **LOVE & ROCKETS/So Alive (RCA)**
- 26 23 **HOWARD JONES/The Prisoner (Elektra)**
- 28 24 **FIGURES ON A BEACH/Accidentally 4th St. (Gloria) (Sire/WB)**
- 14 25 **XTC/King For A Day (Geffen)**
- DEBUT 26 **TEXAS/Don't Want A Lover (Mercury)**
- 27 27 **ALPHAVILLE/Ariana (Atlantic)**
- DEBUT 28 **FINE YOUNG CANNIBALS/Don't Look Back (IRS/MCA)**
- DEBUT 29 **SYD STRAW/Future 40's (String Of Pearls) (Virgin)**
- DEBUT 30 **FETCHIN' BONES/Love Crushing (Capitol)**

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED

OCEAN BLUE/Between
WIRE/Ivo
STONE ROSES/Drum
THE THE/Gravitate
POGUES/Lorelei

HOTTEST

B-52's/Channel
PIXIES/Man
MARY'S DANISH/Car
U2/Everlasting
P.I.L./Disappointed

MOST REQUESTED

B-52's/Channel
PIXIES/Man
P.I.L./Disappointed
CURE/Love
U2/Everlasting
MARY'S DANISH/Car
THE THE/Gravitate
MARTIN GORE/Compilation
FETCHIN' BONES/Love

MOST ADDED

T. RABIN/Something (94)
STARSHIP/Not (75)
G. HARRISON/Cheer (65)
ALICE COOPER/Poison (34)
S. STEVENS.../Atomic (32)
J. BROWNE/Chasing (30)
STAGE DOLLS/Love (25)
GUNS N.../Nightrain (18)
LITTLE FEAT/Rad (18)
KIM MITCHELL/Rock (15)

HOTTEST

S.R. VAUGHAN/Crossfire (125)
DOOBIE BROTHERS/Need (119)
DON HENLEY/End (114)
TOM PETTY/Free (111)
CALL/Let (105)
BAD ENGLISH/Forget (101)
DON HENLEY/WIII (90)
WINGER/Headed (85)
PETE TOWNSHEND/Friend (83)
BILLY SQUIER/Don't (77)

MOST REQUESTED

SKID ROW/18 (42)
BAD ENGLISH/Forget (32)
S.R. VAUGHAN/Crossfire (30)
DON HENLEY/WIII (29)
WARRANT/Heaven (29)
WINGER/Headed (28)
CALL/Let (23)
TOM PETTY/Free (21)
WHITE LION/Little (16)
TORA TORA/Walking (13)

NEW & ACTIVE

- KING'S X "Over My Head" (Megaforce/Atlantic) 37/9 (28/12)**
Add: WLZR, WAQY, KBAT, KICT, KFMI, KILQ, WRUF, WKLT, KCHV. Medium 17 including KLOL, WRIF, WQHA, WCCC, WHCN, WRLE, WEZX, KNCN, KLAQ, KKEG.
- WORLD TRADE "The Revolution Song" (Polydor) 34/5 (29/14)**
Add: KKEG, WGBF, WJXQ, KFMI, WPXC. Medium 13 including KGOO, KZAP, KOME, WIMZ, KBAT, WYBR, WAOR, KFMF, KBOY.
- STEVE STEVENS ATOMIC PLAYBOYS "Atomic Playboys" (WB) 33/32 (1/1)**
Add: including KZEW, KISS, WLLZ, WLZR, KRXQ, KISM, WCCC, KMJX, KBAT, WONE. Medium 15 including KLOL, WFBQ, KUPD, KZAP, WPYX, KRX, WOFM, WYBR, KFMI, KZRR.
- KATRINA & THE WAVES "That's The Way" (SBK) 31/6 (26/11)**
Add: WHMR, Q107, KKEG, WSTZ, WHTO, KZRR. Heavy 3: CHEZ, KRNA, KZOO. Medium 17 including WYBY, WSHE, KZAP, WHFS, WCHN, KLAQ, WJZZ, KJDK, KTYD, KFMU.
- ZIGGY MARLEY & THE MELODY MAKERS "Look Who's Dancing" (Virgin) 27/7 (20/20)**
Add: WHCN, KKEG, KRX, WPXC, WMAA, KJUS, KCHV. Heavy 2 including KFMU. Medium 17 including WXRT, KBCC, WHFS, WPLR, KLAQ, WRDU, WDV, KDJ, KRZQ, WBLM.
- CURE "Love Song" (Elektra) 25/8 (17/7)**
Add: WBCN, WFBQ, WZZO, WHFS, WSTZ, KTYD, KZOO, KCHV. Heavy 4 including WXRT, KBCC, WYBR. Medium 13 including KTXQ, KRX, CHEZ, KLSJ, WLAV, KRZQ, WWWW, KRNA, KFMU.
- JOHN CAFFERTY & THE BEAVER BROWN BAND "Pride & Passion" (Scotti Bros./CBS) 24/9 (15/11)**
Add: including KGB, WDBA, KMJX, KUJO, WJZZ, KZOO, KATS. Heavy 2: WHJY, KJKJ. Medium 13 including WSHE, KSH, KQOS, KAT, KFMI, WRKL, WGR, WRUF, KRNA, KFMF.
- JASON & THE SCORCHERS "Find You" (A&M) 22/5 (17/7)**
Add: KKEG, WMAZ, WOFM, KJJK, KBOY. Medium 14 including DC101, WHFS, WQHA, WTPA, WAVF, WRFX, WZVC, WYBR, WWCZ, WYBR, KFMI, KQWB.
- DON HENLEY "If Dirt Were Dollars" (Geffen) 21/4 (20/3)**
Add: WOVE, KLOL, KBPI, WLAV. Heavy 5: WHJY, WCMF, KLSJ, WAPL, KFMU. Medium 15 including WNEW, WKLS, WLZR, KNCN, KQDS, WJXQ, KUJO, KTYD, WYMG, KZOO.
- U2 "Everlasting Love" (Island) 21/1 (19/4)**
Add: WPXC. Heavy 7 including WHMR, DC101, WAAF, WWCZ, WMAA, KFMU. Medium 14 including WSAB, WKLS, WZZO, WHFS, WQHA, WPDH, WRDU, WLAV, KTYD, WQXC.
- DON HENLEY "The Last Worthless Evening" (Geffen) 20/3 (20/1)**
Add: Q107, KLOL, WQBZ. Heavy 5: CHOM, WYMF, WLUP, KLSJ, KBOY. Medium 14 including WSAB, WFBQ, KTCZ, KDKB, KZAP, WQHA, KNCN, WKOF, WONE, KFMU.
- WASP "Forever Free" (Capitol) 20/3 (18/4)**
Add: KISS, KQWB, WXRT. Heavy 2: KRZQ, KXAC. Medium 6 including KAZY, KGOO, WYBR, KFMI, KRZQ.
- KIM MITCHELL "Rock N Roll Outy" (Arista) 19/15 (4/0)**
Add: including KZEW, KISS, WRIF, WLZR, WRXK, KMJX, WIBA, KILQ, KRNA, KQWB. Heavy 2: Q107, CHEZ. Medium 8 including CHOM, KOME, CFOX, WCMF, WAQX, WIMZ.
- HOODOO GURUS "Come Anytime" (RCA) 19/7 (13/4)**
Add: WBCN, WTPA, WPLR, WYBR, WSTZ, KZRR, KBOY. Heavy 1: KTYD. Medium 7 including KBCC, WHFS, CHEZ, KRX, WYBR, KFMU.
- QUEEN "Was It All Worth It?" (Capitol) 19/3 (18/3)**
Add: WCMF, WSTZ, WGR. Heavy 5 including KTXQ, WYMF, WCCC. Medium 8: Q107, WSHE, KISS, WLAV, KILQ, KOZZ, KRZQ, WPXC.
- EDIE BRICKELL & NEW BOHEMIANS "Love Like We Do" (Geffen) 17/7 (10/10)**
Add: including KLSJ, KRX, KJDK, KFMZ, KXUS. Heavy 2: WZVC, WPXC. Medium 10 including KTXQ, KZEW, WYBR, KAT, KTYD, WWWW, KFMI.
- JEFF HEALEY BAND "Angel Eyes" (Arista) 17/1 (17/6)**
Add: WRXL. Heavy 7 including WHCN, WNEB, KLAQ, WQBZ, WONE, WWCZ. Medium 9: WSAB, WZVC, WKDF, WAPL, WIBA, KZEL, KJDK, KOMP, KATS.
- FINE YOUNG CANNIBALS "Don't Look Back" (IRS/MCA) 16/7 (9/5)**
Add: including CHOM, WHMR, WQHA, WWWW, KRNA. Heavy 4 including WAAF. Medium 8: WSAB, WXRT, KBCC, KZAP, KRX, WPLR, KRZQ, KFMU.
- HOUSE OF FREAKS "When The Hammer Came Down" (Rhino) 16/1 (17/2)**
Add: KBAT. Medium 5: WXRT, KBCC, KJJK, WYBR, WLAV.
- DANGEROUS TOYS "Tens'n Pless'n" (Columbia) 15/10 (5/1)**
Add: WSHE, KISS, WLZR, KSJQ, KKEG, WYFY, KUJO, KILQ, KJDK, KRZQ. Heavy 1: KNAC. Medium 6 including KUPD, KLSJ, KBAT, WOFM.
- 10,000 MANIACS "Eat For Two" (Elektra) 15/3 (12/2)**
Add: CHEZ, WLAV, WYBR. Heavy 3 including KBCC. Medium 11 including WSAB, WNEW, WQHA, WHCN, KLSJ, WRDU, KTYD, WZEW, WMAA, KFMU.
- BLACK SORROWS "The Chosen Ones" (Epic) 15/1 (14/7)**
Add: KXUS. Heavy 1: CHOM. Medium 10: KBCC, WHFS, KLSJ, KKEG, WRXK, WEGR, KJJK, KBOY, KZOO, KFMU.

THE WONDER STUFF

"DISCO KING"

"IT'S YER MONEY I'M AFTER, BABY"

• 11 7/8" ON YOUR DESK NOW!!

• ALMOST FROM THE LP "THE EIGHT LEGGED GROOVE MACHINE!!"

PolyGram Records

NEW & ACTIVE — Tracks building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

CHARTS — Albums and tracks showing continued growth are bulleted. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — Albums and tracks reach Breaker status the first week they are reported by at least 60% of our AOR reporters.

MOST ADDED — This week's most added albums and tracks.

MOST REQUESTED — This week's most requested tracks.

HOTTEST — This week's albums and tracks receiving the most heavy reports.

REGIONAL OR ACTIVITY

July 28, 1989 R&R '79

PLAYLISTS — Artists are listed once per playlist in the highest rotation that of 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.

WVBT/Portsmouth (401) 438-1111
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PD: CHRIS VERMANN

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MARIANNE
BILLY JOHNS
JACKSON BROWNE
TANCIER

WNEW/New York (212) 296-1027

JACKSON BROWNE
ANDERSON, BRYFORD, CULY (H)
FIVE TONE CAMBRIA
GREAT WHITE
BOBE BROTHERS
DOBBIE BROTHERS
JACKSON BROWNE
CALL
BILLY JOHNS
JOHN CAFFERTY & TR WABRAY

WCCF/Hartford (203) 243-4625
(S1) 758-8003
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PD: BOB HENLEY

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PD: JOHN HETTINGER
PD: TOM BARR

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WZZO/Allentown (610) 694-0511
(S1) 785-9081
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PD: JOE COOPER

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WVPH/Annapolis (301) 306-0991
PD: DAVID TROTTER
PD: JOHN COLLIER

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Continued on next page

MIDWEST (Continued)

DOE HENLEY (H)
JOHN COUGAR HELLER
PETE WISDOM
WZZQ/Terre Haute
WYMG/Springfield
(217) 548-9000

KOB/San Diego
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CULTIN (H)
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CHR P1 PLAYLISTS

EAST B104 WBSB Baltimore PD: Chuck Morgan APD/MD: Pam Trickett

KISS 98.5 FM Buffalo THE #1 HIT MUSIC STATION MD: Mike McGowan

New York Z100 New York VP/Dir. Ops. & Prog.: Steve Kingston MD: Frankie Blue

ckoi 107.7 Montreal PD: Bob DeBoard MD: Guy Brouilard

93G Houston PD: Randy Brown MD: John Cook

POWER 93 KITY FM San Antonio PD: Rick Upton APD/MD: Sharon LePere

WAVA 105 Washington PD: Matt Farber Prog. Coord.: Don Geronimo MD: Dave Elliott

BOSTON WZOU 94.5 Boston PD: Tom Jeffries

WBLI Long Island FM 106 VP/Programming: Bill Terry MD: Mark Label

SOUTH Q103 Tampa VP/OM: Mason Dixon MD: Bobby Rich

Miami F-100 100.7 FM #1 HIT MUSIC STATION PD: Frank Amadio MD: Johanna Cecchi

103.5 KTFM San Antonio OM: Jeff McCartney PD: Dr. Drew MD: Rick Hayes

EAGLE 106 WEGX Philadelphia PD: Charlie Quinn MD: Jay Beau Jones

92 PRO FM 10 HITS IN A ROW! PD: Paul Cannon Providence

Q107 Washington D.C. PD: Lorrin Palagi MD: Laura Shostak

POWER 99 FM WAPR 99.1 FM Atlanta PD: Rick Stacy APD/MD: Steve Wyrostok

POWER 99 FM WAPR 99.1 FM Atlanta PD: Rick Stacy APD/MD: Steve Wyrostok

POWER 99 FM WAPR 99.1 FM Atlanta PD: Rick Stacy APD/MD: Steve Wyrostok

KISS 108 FM WXKS-FM Boston PD: Sonny Joe White MD: Jerry McKenna

B94 FM Pittsburgh PD: Bill Cahill MD: Lori Campbell

95.5 WJPL New York PD: Gary Bryan MD: Mike Preston

7104 The #1 Hit Music Station PD: Chris Bailey WNVZ Norfolk APD/MD: M. Kelli MD: Beaver Cleaver

KRBE Houston PD: Adam Cook MD: Cheryl Brock

New Orleans B97 FM PD: Bob Mitchell MD: Joey Giovino

WAGA 109.5 Washington PD: Matt Farber Prog. Coord.: Don Geronimo MD: Dave Elliott

WZLX 97.5 Boston PD: Tom Jeffries

WBLI Long Island FM 106 VP/Programming: Bill Terry MD: Mark Label

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103.5 KTFM San Antonio OM: Jeff McCartney PD: Dr. Drew MD: Rick Hayes

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Regional Reach Chart Summary National Summary Regional Reach Chart Summary National Summary

NENEH CHERRY Kisses On The Wind (Virgin)

Regional Reach Chart Summary National Summary Regional Reach Chart Summary National Summary

JEFF HEALEY BAND Angel Eyes (Arista)

Regional Reach Chart Summary National Summary Regional Reach Chart Summary National Summary

GLORIA ESTEFAN Don't Wanna Lose You (Epic)

Regional Reach Chart Summary National Summary Regional Reach Chart Summary National Summary

GREAT WHITE Once Bitten, Twice Shy (Capitol)

Regional Reach Chart Summary National Summary Regional Reach Chart Summary National Summary

DON HENLEY The End Of The Innocence (Geffen)

Regional Reach Chart Summary National Summary Regional Reach Chart Summary National Summary

Michael Damian Cover Of Love (Cyross/A&M)

Regional Reach Chart Summary National Summary Regional Reach Chart Summary National Summary

DION And The Night Stood Still (Arista)

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GLORIA ESTEFAN Don't Wanna Lose You (Epic)

Regional Reach Chart Summary National Summary Regional Reach Chart Summary National Summary

DION I Like It (4th & Broadway)

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DION I Like It (4th & Broadway)

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DION And The Night Stood Still (Arista)

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DEBBIE GIBSON No More Rhyme (Atlantic)

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GLORIA ESTEFAN Don't Wanna Lose You (Epic)

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SIGNIFICANT ACTION

A

RICK ASTLEY Ain't To Proud To Beg (RCA) LP Hold Me In Your Arms

EDIE BRICKELL & NEW BOHEMIANS Love Like We Do (Geffen) LP: Shooting Rubberbands At The Stars

LITA FORD Falin' In And Out Of Love (RCA) LP: Lita

INFORMATION SOCIETY Lay All Your... (Tommy Boy/Reprise) LP: Information Society

MOVING PICTURES What About Me (Geffen)

B

BABYFACE It's No Crime (Solar/Epic) LP: Tender Lover

SHARON BRYANT Let Go (Wing/Polydor) LP: Here I Am

GRACES Lay Down Your Arms (A&M) LP: Perfect View

CYNDI LAUPER My First Night Without You (Epic) LP: A Night To Remember

1827 That's When I Think Of You (Atlantic) LP: 1827

C

BEACH BOYS Still Cruisin' (Capitol)

BULLETBOYS Smooth Up (WB) LP: Bulletboys

GUNS N' ROSES Nightrain (Geffen) LP: Appetite For Destruction

LISA LISA & CULT JAM Just Git It Together (Columbia) LP: Straight To The Sky

KEVIN PAIGE Don't Shut Me Out (Chrysalis) LP: Kevin Paige

D

BEASTIE BOYS Hey Ladies (Capitol) LP: Ladies First

CINDERELLA Gypsy Road (Mercury) LP: Long Cold Water

GUNS N' ROSES Nightrain (Geffen) LP: Appetite For Destruction

MADONNA Cherish (Sire/WB) LP: Like A Prayer

MICA PARIS My One Temptation (Island) LP: So Good

E

ADRIAN BELEW Oh Daddy (Atlantic) LP: Mr. Music Head

ERASURE Stop (Sire/Reprise) LP: Crackers International

JIMMY HARNEN No Reason In The World (WTG) LP: Can't Fight The Midnight

MADONNA Cherish (Sire/WB) LP: Like A Prayer

BUSTER POINDEXTER All Night Party (RCA) LP: Buster Goes Berserk

F

G

H

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L

M

N

P

HERE'S WHAT
SEVERAL MAJOR
PROGRAMMMERS
ARE SAYING
ABOUT

babyface

BILL PASHA, PD, WAPE, Jacksonville, FLA:
"My biggest phone jumper of the week!! Moves from #40 in requests to #13!!! It's doing exceptionally well in the clubs—a huge street record in this city!!"

HOSH GURELI, MD, KMEL, San Francisco, CA:
"L.A. & Babyface have made #1 records for many artists. NOW it's time for Babyface to hit #1 with his own smash, 'It's No Crime!!'"

AL TAVERA, ASST. PD, PWRJ06 (KPWR), Los Angeles, CA:
"Babyface sure sounds like a hit to us and the audience reaction is coming back positive!!"

JEFF DAVIS, PD, B95, Fresno, CA:
"Babyface is a SMASH! 'It's No Crime' will be a #1 record for us!!"

JAY TAYLOR, ASST. PD, KLUC, Las Vegas, NV:
"Babyface comes on strong and proves itself by good initial phone reaction! Our listeners are crying for Babyface!!"

LOUIS KAPLAN, ASST. PD, Y107, Nashville, TN:
"Great summertime record!! We love it!! Phones are really picking up!!"

AL BIE DEE, MD, WPGC, Washington, D.C.:
"Babyface shows huge crossover pop potential in Washington, D.C.!!"

WHEN YOU
PLAY IT
SAY IT

Star
A DIVISION OF LOS ANGELES RECORDS

Epic

