Singleton MCA Black Music President

MCA has appointed Ernie Singleton President, Black Music Division as Sr. VP/Black Music Marketing and Promotion at Warner Bros., he returns to MCA, where he had been VP/Promotion, Urban & Jazz Music.

Singleton fills a position last held by Jheri Fusby before he became President/CEO at MGM almost two years ago. Based at MCA's headquarters in Universal City, Singleton will report directly to Al Teller, MCA Music Entertainment Group Chairman.

"Ernie's the consummate music business executive, and his appointment to this position ensures the prominence of MCA Records in this area," commented Teller. He added "I have no doubt that, with Ernie at the helm, minority artists and groups will continue to be a cornerstone of the company's success."

Singleton said, "The Black Music Division is always in a standard of excellence."

Ernie Singleton
MCA Music Entertainment Group Chairman.

Virgin Censures The Censors

Virgin Records has devised a new kind of warning sticker (pictured above) to be placed on all label product. Over a background of the Statue of Liberty, it quotes the same statute of liberty, the First Amendment, and declares that it "gives you the right to choose what you hear, what you buy, and what you think." The sticker warns, "Don't let anyone take away that right," and pushes voter registration.

Industry Turns Up The Heat Against Louisiana Labeling Bill

RIAA Letter Urges Veto

The music industry last week brought a variety of threats and warnings to bear in its effort to convince Louisiana Governor Buddy Roemer (D) to reject the state's new first music labeling law.

In a letter last week (7/12), RIAA President Jason Berman told Roemer that passage of H.B. 154 would harm Louisiana's economy, consumers, and reputation. On the same day, both the National American Concert Promoters Association and WEA announced that they will boycott Louisiana as a convention site if the bill is enacted.

In his letter to Roemer, Berman noted that passage of H.B. 154 is "likely [to] have an immediate impact on the availability and cost of sound recordings in Louisiana."

According to Berman, a sticking label law would disrupt distribution systems, require special handling for Louisiana-bound product, and result in added costs for labels and distributors. Those costs, he pointed out, would be passed on to Louisiana music consumers. Alternative, he added, some labels might opt not to do business in Louisiana - or ship potentially controversial product to the state. Such product, Berman cautioned, could include country and even opera.

He also hinted that labels might decide to sticker all products, thus undermining the intent of the bill.

LABELING BILL/See Page 42
Produced, arranged, composed and performed by Prince
from the forthcoming album
GRAFFITI BRIDGE

FREEVES
DON'T MISS WAS (NOT WAS) ON ARSENO HALL AIRING JULY 27 AND ON "INTO THE NIGHT WITH RICK DEES" AIRING JULY 30.

THE VIDEO WAS ADDED TO VH-1 IN 5 STAR ROTATION!

PAPA WAS A ROLLIN' STONE
WAS (NOT WAS) FROM THE FORTHCOMING ALBUM ARE YOU OKAY? CHRYSLER
FCC 'Pandering' To Congress
With Indecency Move?

Broadcasters Respond To 24-Hour Ban

Broadcasters and their allies knew it was coming, but that was small comfort last week when the FCC announced its support for a total ban on indecent programming.

"The courts have made it clear that a 24-hour ban on constitutionally protected speech is contrary to the First Amendment," said NAB President Eddie Fritts in a statement. "We are disappointed that the FCC, by its action today, ignores this judicial precedent and the record supporting that precedent which was developed in this proceeding."

On Thursday (7/12) the Commission voted unanimously to adopt a report concluding that a 24-hour ban on indecency is needed to protect children and would be constitutionally acceptable. According to the FCC staff, a review of Arbitron data indicates that there are a significant number of children in the radio audience at all times of day and night.

A total ban on indecency is constitutionally permissible, the report says, so long as it is "narrowly tailored" to meet the "compelling" interest of government in protecting children from exposure to indecent material.

The FCC's report will be forwarded to the U.S. Court of Appeals for the District of Columbia which must rule on the constitutionality of a 1980 Congressional act ordering the FCC to enforce its INDECENCY/See Page 42

Cema To Distribute IRS

Commemorating the new IRS/CEMA deal are (l-r) Barbara Bolan, IRS Sr. VP/Marketing & Sales; Jay Boberg, IRS President; Ilias Copeland, IRS Chairman; Russ Bach, CEMA Distribution President; and David Kronemeyer, CEMA Distribution VP/Business Affairs.

IRS Records and CEMA Distribution have entered into a long-term manufacturing and distribution agreement, effective September 1. There had been speculation that CEMA's parent, Capitol-EMI, would purchase a substantial interest in IRS, which was previously distributed by MCA, but the present agreement does not go beyond a manufacturing/distribution pact.

CEMA President Russ Bach commented, "IRS has continually proven to be a tremendous IRS/EMI source, having nurtured and developed some of the most significant artists of the last decade."

IRS President Jay Boberg added, "The message from retail at this year's NARM Convention was loud and clear: CEMA is building one of the best distribution systems in the business. CEMA's incredible chart domination this summer indicates their power and expertise in the marketplace. IRS is very excited about this agreement." IRS/See Page 42

Crump New Epic VP

WARNER BROS. DIRECTOR/NATIONAL BLACK MUSIC PROMOTION Trupiedo Crump has been named VP, Black Music Promotion at Epic. Based at the label's New York headquarters, Crump will report to VP/Black Music vice president Hank Caldwell. Crump's former company, Columbia Entertainment, had an agreement with Sting that would bring enhanced achievements to the Epic black music roster.

"Trupiedo's experience and leadership will bring enhanced achievements to the Epic black music roster," Crump told R&R. Crump also signed on with Columbia's International division before moving to Epic.

Greg Thompson

THOMPSON NAMED VP AT CHRISALYS

Chrisalis Sr. Director/Promotion Greg Thompson has been elected to VP/Promotion for two weeks ago.

German remarked, "This promotion is the culmination of six years with the label in various positions in the Midwest and the last 14 months in New York. Greg's determination to succeed, coupled with inspirational enthusiasm, has won him the respect of everyone at Chrisalis and all who deal with him."

Thompson told R&R, "It's great to receive this kind of recognition for my part in the growth and success of Chrisalis past, present, and future." His background includes college promotion with CBS and an airstaff at WILS/Lansing.

Goodman

GOODMAN UPPED AT RCA/NASHVILLE

Add Promotions Duties

Randy Goodman

RCA/Nashville has named VP/ Product Development Randy Goodman to the new position of VP/Promotion & Product Development. He adds promotion duties following VP/Promotion Jack Wessee's departure to become VP/GM of RCA's recently announced second country label. Nashville Entertainment & Music Operations President and RCA/Nashville Sr. VP/GM Joe Galaste said, "in the nine years Randy has been with the Nashville operation he's built a department around him and led it to higher levels of success each year. Our promotion department is the best in our music format; I'm pleased Randy will be leading this talented group."

Goodman commented, "My ability to take this job on is due entirely to Joe's support, the incredible team Jack Weston has built, and the excellence of my current product development staff."

GOODMAN/See Page 42

Gerson OM

Gerson OM AT WAPW

CHR WAPW (Power 99)/Atlanta Promotion Director Todd Gerson has been upgraded to OM. She takes the job Steve Wysikol left when he transferred to Susquehanna sister CHR KRKB/Houston as PD. VP/GM Bill Phippen commented, "When Todd joined us as Asst. Promotion Director two years ago, we were at the bottom of the ratings. Six months later she Gerson/See Page 42

Diaz Back To XHMR

DIA IN XHTZ/San Diego VPG/EM Ed Diaz has resigned to return to crosstown XHMR as VP/GM with an equity position in parent Rivus Broadcasting. Diaz originally joined XHMR on January 8 and left March 16 for XHTZ to continue his DIA/See Page 42

www.americanradiohistory.com
Conclave Focuses On Winning Radio

Celebrating its 16th year, the Upper Midwest Communications Conclave convened this past weekend in Minneapolis (7/12-15). A record 726 attendees were on hand to hear keynote speaker Bob Costas, NBC-TV sports personality and host of "Later With Bob Costas," relay his "oversight success" from college play-by-play radio announcer to national TV star.

Among the session highlights was "Breaking The Mold/The Creative Solution," moderated by radio programmer-turned-NBC-TV late-night programming head Jeff Rowe and WHTZ (2180)/New York Promotion Director Marty Wall. Topics included ways to combat excessive "sameness" and heightened creativity and market perception.

Jeff Green, Marketing Director at Film House, chaired a fast-paced session concentrating on how to use direct mail, database information, local PR, trade press, outdoor advertising, and TV. Strategic Radio Research President Kurt Hanson directed the audience through a multimedia show on the key factors for successful radio in the '90s.

Other sessions and workshops focused on the current state of the record industry and individual radio formats, station positioning, bottom-line management, careers, nighttime air personalities, the environment, and music-making, featuring Minneapolis-based hit record producer David Z.

Each year the Conclave awards two memorial scholarships to the National Education Center/Brown Institute in honor of Bill Gavin and Dennis Becker. The Mike Rockwell Award, recognizing industry good works and inspiration "in the true spirit of the Midwest," went to two original Conclave founders and organizers: Doug Lee, President/ Doug Lee Midwest Promotion, Inc., and Peter McLane, GM of KGGV/Den Moines.

Conclave honorees Peter McLane (left) and Doug Lee show their 1990 Mike Rockwell Awards.

Renda's Pittsburgh Combo Names Two Programmers

WISH-H taps Granato as PD; WJAS Names Walker OM

Renda AM Only/Soft AC combo at WJAS and WJAS/WISH/Pittsburgh has appointed two new programmers. Four-year WBVP & WWKS/Beaver Falls (Pittsburgh) Station Manager Stephen Granato becomes WJAS PD/PM drive (6-7pm) host, while WWSW/Pittsburgh evening air personality Ray Walker assumes WJAS's previously unoccupied OM post, as well as AM drive duties. Granato succeeds Joe Fenn, who left several months ago to program crossover WZ/WEZ

Granato told R&R, "We're going to tighten some things up and be more responsive to what listeners in the market want. It will be more along the lines of supererving our audience, as opposed to making major changes."

Walker told R&R, "A lot of the company's focus has been on WISHL, and there hasn't been a lot of attention paid to WJAS. The first thing they did in that direction was to bring me in. One of the objectives is to evaluate our satellite programming. If we get some business going -- which I anticipate we will -- I'm sure we'll do something different. To what extent, we'll see."

Previously, Granato was VP/Owner of Creative Syndication, which, in 1980-84, distributed the AC countdown show "The Hot 30." He also programmed WKST/New Castle, PA. Walker spent nine years at WWSW, one of them (mid-1987 to mid-1989) as PD.

PD Brian Christopher joins X106 as PD, effective immediately and will handle an as-yet-undetermined airstaff.

SunGroup President Frank Woods told R&R, "We set out to bring the bright morning personality and programming executive to Birmingham and we think we've done that."

WERC & WKKX VP/OM Berkley Fraser added, "There's a big opportunity for us in Birmingham; we feel that Mason's style of fun-listen-to radio is lacking in the market."

Dixon told R&R, "SunGroup has been overworked, opened all doors, supplied all the tools needed to make this station number one."

He added, "Brian is a very creative broadcaster with the ability to read the streets and know what's going on." Dixon indicated he's bringing a "few more names" from Tampa to join his staff.

Prior to WQX, Dixon was Asst. PD/air personality at KC7Q/San Diego and was an air talent at KKLJ/Los Angeles.

Christopher told R&R, "I'm thoroughly excited to be in a situation where management shows such an overwhelming commitment to win. Plus, it's another chance for me to continue learning from Mason, who's been a key figure in my career." Before his five years at WQX, Christopher spent several years as PD at WLRJ/Louisville.

Conclave honorees Peter McLane (left) and Doug Lee show their 1990 Mike Rockwell Awards.

Mason Dixon

CHRISTOPHER PD

Dixon Takes New WKKX VP/Programming Position

SunGroup's WKKX (X106)/Birmingham has chosen former WBNQ (Q106)/Tampa VP/OM/morning personality Mason Dixon as its VP/Programming and morning personality. He replaces Mark Evans, who becomes VP/Programming of News/Talk AM sister WERC. Dixon begins programming immediately; he'll assume his on-air duties within two weeks.

In addition, former Q106 OM PD Brian Christopher joins X106 as PD, effective immediately and will handle an as-yet-undetermined airstaff.

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Dave Harris
General Manager
WQY "Joy 107", Miami /Ft. Lauderdale


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Rosy Radio Revenue Future Predicted

Veronis, Suhler Forecasts $12.3 Billion By '94; Miller, Kaplan Shows Weak Gains In '90 First Half

American radio advertising revenues are expected to reach $12.3 billion by 1994, marking a compound annual growth rate of 9.3%. According to a new five-year forecast by New York media investment bankers Veronis, Suhler & Associates Inc.

However, a new study by Hollywood broadcast accountants Miller, Kaplan, Arase & Co. shows only modest growth so far this year, indicating a nationwide slowdown in media spending.

During the past five years, radio revenues rose at a 7.6% compound rate to $8.3 billion. Predicting a "strong, durable" future for the radio industry, Veronis, Suhler analysts say the retail industry's shakeout results from financial re-structuring in the past two years will cause local radio advertising to jump from $7.9 billion in 1989 to $11.4 billion in 1994. Radio networks are expected to jump from $400 million to $700 million as erosion of audiences and stiff competition, although a sluggish economy will strain growth in 1990 and 1991.

"There's anything in the fundamentals of the business that should make radio less attractive to own long-term at all. The same can't be said for television or newspapers. Radio is a consistent non-oyemnaker," company President John Suhler said.

Suhler added that while his crystal ball shows a rosy future for radio ad revenues, he believes the market for station trading will remain cloudy for some time. "The HJR rules have had their impact. They've put an enormous, needed dose of conservatism into the economy and media deal pricing particularly. It's been basically a prudent and appropriate chapter in the media landscape. We notice that some of the major media leaders are now getting back on the horse and looking at transactions."

Local Outpaces National
Meanwhile, radio revenues gained a modest 2.9% for the first half of 1990, according to figures compiled by the broadcast accounting firm Miller, Kaplan, Arase & Co. The Western markets did slightly better than other regions, but Miller, Kaplan partner George Rivin said no other trends were evident. It was "not a totally positive picture," said Rivin, but "neither is it the doom and gloom you hear."

Local advertising revenues were up 5.8% in the first six months compared to the same period in 1989, but Rivin said revenues from national advertising gained only 1.8%. Stations became increasingly dependent on their local sales forces. Rivin said revenues from national advertising declined to 22.9% of total radio dollars for the period, compared to 23.2% for the first half of 1989.

Miller, Kaplan bases its calculations on reports from 103 radio stations in 75 markets. These markets accounted for about $1.5 billion in total radio revenues for the six-month period.

EEO Fines Set For Southern Stations

The FCC has levied a total of $101,000 in fines against 11 North Carolina and Florida radio stations for failure to meet their minority recruitment and hiring obligations under the Commission's equal employment opportunity policies.

However, the agency simultaneously renewed the stations' licenses, rejecting petitions to deny the licenses from the NAACP and the National Black Media Coalition.

In Florida, the WMU-Am & FM/Dunedin and WTRS-AM & FM/Dunellen combos were each fined $5,000. WSCR/West Palm Beach, WMU-Am/Ft. Myers, WPMF/Panama City, and WGU-LAM & FM/New Port Richey (Tampa) each received $15,000 levels. The maximum EEO fine the FCC can currently impose is $20,000.

In addition, WGU-Am & FM and WLW-Am & FM received three-year short-term license renewals. Of the other sanctions, the FCC renewed, subject to requirements that they file regular minority hiring progress reports with the FCC. WMU-Ni-ami and WMMX/Riviera Beach were also granted renewals subject to reporting conditions.

WGU owner Carl Maccocci called the fines "undenably harsh" and said it was "unfortunate" that his stations were not required to meet minority hiring standards for Tampa, which has a much higher minority population than suburban Pasco County, where the combo is located. According to Maccocci, who emphasized his support for the EEO program, it's difficult for WGU, to find minority employees who live within reasonable commuting distance.

Comcast Cable Communications Local Manager Mike Schenker wouldn't discuss sign-up figures for the digital audio service, but said it's been in the testing phase up to now on the Willow Grove-Jenkinstown system. A direct marketing push is planned for September. So far, said Schenker, customers have been "very excited — it really is CD-quality."

Digital Cable Radio Picking Up Steam

Digital Cable Radio plans to take its CD-quality stereo sound to at least 25 more cable systems by the year's end. Meanwhile, its pilot system near Philadelphia continues to add subscribers.

Eight channels of digital audio are now being distributed to cable operators via satellite, and DCR plans to expand to 250 channels in the next two years.

"I can't remember the last time we listened to the radio at home," subscriber Diane Breen told R&R. "She said the sound is "definitely clearer" than over-the-air radio. Another feature her Jenkinstown, PA family likes: "no commercials."

Digital Cable Radio
Jenrot Communications' DCR Tuner, designed for Jenrot subsidiary Digital Cable Radio.

EMBATTLED COMMUNICATIONS LAWYER THOMAS ROOT SAYS THE FCC OWES HIM MONEY — $11,778.08, TO BE PRECISE.

That's how much it cost him to take the Commission to court over his temporary suspension from FCC practice, a suspension the U.S. Court of Appeals ruled was in violation of the agency's own rules. "None of these fees or expenses would have been incurred but for the Commission's improper imposition of an interim suspension," Root said in his petition. "Indeed, had the Commission heeded Root's repeated requests that it modify its unlawful suspension, rather than to choose to "tough it out" at the Court of Appeals, much of the expense never would have been incurred.

WAVA On The Block?

Is Emmis Broadcasting's WAVA/Washington for sale? That was the street buzz last week in DC. But Emmis VP/Radio Doyle Rose dismissed the gossip, saying the CHR outlet is totally valuable to sell.

"The station has a strong cash flow, which is important to us," said Rose. "And Washington, well, that's a market [every broadcaster] wants to be in — it's so insulated from so many things.

Market-based in the WAVA system were scratched by the fact that potential buyers of Emmis's KKXX/Elk Fancilote, WLOL/Minneapolis, and WJBLBoston (which have been on the block for a year) have offered to take control of the stations if the company throws in WAVA at a reasonable price. Emmis has rejected all such suggestions, Rose said.

What's a fair price for WAVA? About $40 million, according to one media broker.

Stoner Takes UK Stake, Eyes Europe

Stoner Broadcasting System is the latest U.S. group owner to jump the Atlantic. The Annals, MD-based company has acquired a 10% stake in Britain's Metro Radio Group for $2.5 million.

The deal was "the culmination of a two-year search on the part of [Chairman/principal owner] Tom Stoner," said Stoner CFO Bill King. He termed it "a look forward to 1992 and the potential this company has to move into Europe." Most trade and other commercial barriers between European Community nations are supposed to come down in 1992.

In Newmarket, Stoner owns two stations in Northern England: Great North Radio (ANR), Metro FM, and TFM. King said the publicly traded company is seeking other acquisitions, up to the current year's roughly $10 million. King said Stoner is considering other opportunities in Europe, which he wouldn't discuss, but noted the "main focus is increasing our stake in Metro." He said it's "in the game plan" to increase Stoner's stake to 20%, the British limit on foreign ownership.

JACOR WINS DIVIDEND PAYMENT, GETS BANK EXTENSION

Terry Jacobs of Jacobs Communications is trying to save a graceful way out of trouble with lots of debt. Monday, his company announced it has deferred payment of a dividend due to holders of its 7% Cumulative Convertible Preferred Stock. Jacor also issued a news release saying it had gotten its bank lenders to wait until August 20 for interest payments.

Salomon Brothers has been retained by Jacor to help it refinance its debt. Jacor had been trying to raise an additional $15 million in equity, in part to pay over $7.4 million due former President Frank Wood by year's end under stock repurchase and noncompete agreements. The additional equity hadn't been found by June 30, the original deadline, and Jacor's bankers have now extended the deadline to August 20.

To get its bankers to go along, Jacor "agreed to defer indefinitely certain payments on subordinated indebtedness," including the preferred stock. The shares, with a liquidation value of slightly over $8 million, were issued in conjunction with Jacor's 1988 acquisition of the Eastman Radio rep firm.
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Vice President
Associate Director of Media Research
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TRANSACTIONS

TeleSouth’s $2.1 Million Takes ‘Redneck Riviera’ Rocker/Country Combo

Beantown AM Talker Taking Spanish Lessons For $1.2 Million

Deal Of The Week:

**WMV & WQID/Biloxi, MS**
**PRICE:** $2.1 million
**TERMS:** Asset sale. Escrow deposit $50,000 with balance due cash at closing.
**BUYER:** TeleSouth Communications Inc., owned by Stephen Davenport of Madison, MS; Harris Henley of Hazehurst, MS, and several Henley family members. The company is the licensee of WKQG & WQMX/Greenwood, MS.
**SELLER:** Family Group Broadcasting Operating L.P., headed by Robert Dressler.
**FREQUENCY:** 570 kHz; 93.7 MHz
**POWER:** 5kw day/1kw night; 100kw at 1012 feet
**FORMAT:** Country
**BROKER:** Connelle Company Of Tampa

**ARIZONA**

**KDNA/Williams**
**PRICE:** No cash consideration
**TERMS:** Asset sale
**BUYER:** Sandra Soho, formerly known as Stanley Soho, receiver of the estate of Benita Soho.
**SELLER:** Benita and Stanley Soho, d/b/a Soho Broadcasting.
**FREQUENCY:** 1180 kHz
**POWER:** 10kw daytimer
**FORMAT:** This station is dark.

**COLORADO**

**Zellmer Stations**
**PRICE:** $73,418 for 19.5%
**TERMS:** Stock sales for cash as part of recapitalization.
**BUYER:** New Directions Media Inc., owned by Robert and Marjorie Zellmer, Paul and Elizabeth Coates, and Keith and Valerie Ashton. Robert Zellmer is the general partner of KKOD-FM Broadcasters L.P., which operates KKOD/Brush, CO.
**SELLER:** Brush Radio Inc., owned by Robert and Marjorie Zellmer.
**COMMENT:** The Ashtons have purchased 7% of the new corporation for $34,055 cash and have an option (which expires April 30, 1991) to purchase an additional 3% in exchange for $14,595. The Coates will pay $39,963 for their stock over five years for a 12.5% interest.

**KKGZ/Brush**
**FREQUENCY:** 1010 kHz
**POWER:** 5kw daytimer
**FORMAT:** Country

**CGRE/Greeley**
**FREQUENCY:** 1450 kHz
**POWER:** 1kw
**FORMAT:** Country

**KRZ & KATR/Wray**
**FREQUENCY:** 1440 kHz; 98.3 MHz
**POWER:** 5kw daytimer; 3kw at 3 feet
**FORMAT:** Beautiful

**FLORIDA**

**WHQF/Fernandina Beach**
**PRICE:** $225,000
**TERMS:** Asset sale. Escrow deposit $25,000 with additional $50,000 cash due at closing. Buyer to assume $25,000 in liabilities. Promissory note for $125,000 at 10% interest with no payments due for six months, to be followed by 84 monthly installments of $1652. Any unpaid principal is due in full on the 85th month following closing.
**BUYER:** New Directions Media Inc., owned by Don Bruce of Lima, OH and James Lawson of Wapakoneta, OH
**SELLER:** North East Florida Radio Inc., owned by Billy Hogan. He owns WDAL/Linden, AL and WJIO/Hobson City, AL.
**FREQUENCY:** 1570 kHz
**POWER:** 6kw daytimer
**FORMAT:** Country
**BROKER:** Doyle Hadden of Hadden & Associates

**WPSO/New Port Richey**
**PRICE:** $229,000
**TERMS:** Asset sale for $168,000. Promissory note at 11.5% interest over seven years. Buyer to provide second note for $61,000 at 10% interest over six years.
**BUYER:** TGA Communications Inc., owned by Diane and Timothy Adams of New Port Richey, FL.
**SELLER:** Lowrey Communications Inc., owned by Thad Lowrey.
**FREQUENCY:** 1500 kHz
**POWER:** 250-watt daytimer
**FORMAT:** News/Talk

**WAOA/Austell**
**PRICE:** Undisclosed for 50%
**TERMS:** Stock sale
**BUYER:** Samuel and Graciela Zamaron, who currently own 50% of the licensee.
**SELLER:** La Favorita Inc., headed by Aubrey Smith of Ashburn, GA.

TRANSACTIONS AT A GLANCE

**Deals So Far in 1990:**

**$679,386,767**

**Total Stations Traded This Year:** 741

**This Week’s Action:** $7,543,418

**Total Stations Traded This Week:** 26

**Mid-Atlantic Broadcasting Company**

**CLOSED**

**9,250,000**

Refinancing of Senior Credit Facility

The undersigned acted as financial advisor to the borrower and arranged for the private placement of the notes.

**Blackburn Capital Markets**

Blackburn & Company, Incorporated

Washington • New York • Atlanta • Chicago • Beverly Hills

**Louisiana**

**KNOK/Beale Chasse (FM CP)**
**PRICE:** No cash consideration
**TERMS:** Transfer of assets from partnership to corporation in tax-free reorganization.
**BUYER:** Coastal Broadcasting Inc., owned by Randolph Calander, H. Hunter White III, and Thomas Carriere.
**SELLER:** First Beale Chasse Media Group, headed by general partner Randolph Calander.
**FREQUENCY:** 102.9 MHz
**POWER:** 3kw at 328 feet

**Georgia**

**WAOS/Austell**
**PRICE:** Undisclosed for 50%
**TERMS:** Stock sale
**BUYER:** Samuel and Graciela Zamaron, who currently own 50% of the licensee.
**SELLER:** La Favorita Inc., headed by Aubrey Smith of Ashburn, GA.

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**BUYER:** Coastal Broadcasting Inc., owned by Randolph Calander, H. Hunter White III, and Thomas Carriere.
**SELLER:** First Beale Chasse Media Group, headed by general partner Randolph Calander.
**FREQUENCY:** 102.9 MHz
**POWER:** 3kw at 328 feet

**Mid-Atlantic Broadcasting Company**

**CLOSED**

**9,250,000**

Refinancing of Senior Credit Facility

The undersigned acted as financial advisor to the borrower and arranged for the private placement of the notes.

**Blackburn Capital Markets**

Blackburn & Company, Incorporated

Washington • New York • Atlanta • Chicago • Beverly Hills

**Louisiana**

**KNOK/Beale Chasse (FM CP)**
**PRICE:** No cash consideration
**TERMS:** Transfer of assets from partnership to corporation in tax-free reorganization.
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**SELLER:** First Beale Chasse Media Group, headed by general partner Randolph Calander.
**FREQUENCY:** 102.9 MHz
**POWER:** 3kw at 328 feet
"Our DYNAMAX Cartridge Machines outscore the competition with error-free play in clutch situations."

Jaime Jarrin
Voice of the Los Angeles Dodgers
Vice President, News & Sports
KWKW-AM, Los Angeles
TRANSACTIONS
Continued from Page 10


terminals.

A

New Mexico
KS/LSilver City
PRICE: $32,500
TERMS: Asset sale. Escrow deposit $2,500 with added $25,500 cash due at closing. Buyer to assume all outstanding liabilities and pay seller an additional $30,000 cash monthly from May 1, 1999, to December 1, 1999.
BUYER: James Anderson of Marshall, MN.
SALER: Jad Communications, Inc., a partnership of Robert Cauthen Jr. and Joseph Booth.
ADDRESS: 107.7 MHz
POWER: 3kw at 328 feet
FORMAT: AC

Washington
KJJS/KJMJamastown
PRICE: $500,000
TERMS: Asset sale. Escrow deposit $50,000 with additional $325,000 cash due at closing. An additional $375,000 cash is due 90 days after closing. Promissory note for $100,000 payable in three equal installments
BUYER: Sam Comunications Inc., owned by Cy Chesterman of Sioux City, IA; Nancy Smith of Indianapolis; and Susan Bergersen of Jefferson, SD. The company owns KB/Mason City, IA.
SALER: Triple R Broadcasting, a proprietor of Edgar Cuffy.
FREQUENCY: 600 Hz; 93.3 MHz
POWER: 5kw, 100kw at 256 feet
FORMAT: Country
Brooker: John Stebbins

New Jersey
WGBR/Brigewater
PRICE: $300,000
TERMS: Asset sale. Escrow deposit $20,000 with balance due cash at closing.
BUYER: Brigewater Radio Associates Inc., owned by Edward Edelson of Brigewater, NJ.
FREQUENCY: 1170 kHz
POWER: 500-watt daytimer
FORMAT: AC

Fraud Allegations
Fly In KRVE Sale

Is John Paye Sr.’s attempt to transfer KRVE/Santa Rosa, CA to his son, former San Francisco 49ers backup quarterback John Paye Jr., an attempt to steal his father’s assets? Several objects want the FCC to block the deal. The station has been dark for more than a year.

"I feel certain the transfer would be in name only and John Sr. would still retain control through his son," former GM Maartes wrote the FCC. "This would be indicative of Sr.'s business practices." Maartes claims Paye Sr. still owes her $50,000 from when she left what was then KPLS.

A formal petition to deny from KUKI/Ukiah, CA owner Bob Fen ton charges the father-son sale "for the merely nominal amount of $25,000 may well amount to fraud," Fenton sold the Santa Rosa AM to Paye for $1.4 million in 1994, on which more than $1 million is still outstanding. "He never paid me, he sold all the equipment, and is trying to keep the land that I have a lien on," charged Fenton.

Former KRVE salesman Philip Tymos also filed a petition to oppose the sale, charging Faye’s real intention is to "obstruct further Commission inquiry into the licensees' abdication of its responsibilities through nonuse, nonreporting, and the waste of essentially all station assets." Tymos told RAR he had tried to buy the station from the elder Paye, "but never really got any response from him."

Paye Sr. Has His Say

"Sooner or later, [the creditors] are all going to get their money," Paye Sr. told RAK. He denied the sale was an attempt to get out of paying creditors.

Paye Sr. also denied he ever turned control over the station. He said he offered the same terms to several other bidders; $50,000 to pay his obligations to the IRS and assumption of equipment lease obligations.

Not including the land under the studio and towers, which is far more valuable than the station itself. Paye’s Arizona-based land development partnership went through bankruptcy proceedings and is no longer under his control. But he said the land is worth $1.375 million and that “Fenton is easily going to recover his money” when it’s sold.

CNB claims his former employee for KRVE’s demise after a format switch from Country to an eclectic New Age/Jazz/AM mix, although Tymos claims Paye failed to promote the format. “I’m not a radio man,” asserted Paye, “I was an absentee owner. As such, I was grossly abused by the people who were running the station.”

Paye Jr. didn’t return RAR’s calls. His father said the former NFL player plans a Sports/Talk format if the station sale goes through.

FRAUD ALLEGATIONS

Digital Cable Radio
Picking Up Steam

Continued from Page 8

More To Come

Schener is awaiting delivery of a new group of tuners designed
by DCR partner Jerrold Communications. The tuners, which attach to the systems feature five preset and remote control.

VP/Sales Dave Del Becerra said the current eight-channel offering will expand to 23 the first week of August. 17 music channels will offer digital-quality audio for pay-TV services such as HBO. The company plans to offer 40 music channels and ten pay-per-listen channels in a 250-channel package to be introduced during the next two years.

Two competitors are planning nationwide rollouts of digital cable systems this year or next: Digital Music Express and Digital Planet.
July 16, 1990

AN IMPORTANT NOTICE REGARDING CROSBY, STILLS AND NASH

An open letter to all radio stations:

This is to inform you that there is an unauthorized radio program from Unistar Radio Networks on Crosby, Stills and Nash coming August 17 - 19 called "The Crosby, Stills and Nash Story: Live It Up." This program contains no new interview material and is not endorsed by the band nor the band's management. I strongly urge you not to carry it. If you have already agreed to carry it, I request that you reconsider and not broadcast the program.

The good news is that there is a program airing in August that does contain new interviews and is authorized by Crosby, Stills and Nash. It is "Crosby, Stills and Nash: Up Close," produced by Neer Perfect Productions and distributed by MediaAmerica Radio. I recommend that you contact Charley Brandt of MediaAmerica at (212) 302-1100 and sign up for "CSN: Up Close" on compact disc. You will get a quality presentation of our new album, "Live It Up," with new interviews from David, Stephen and Graham.

Thanks for your support on this and the new album.

Sincerely,

Bill Siddons
Manager, Crosby, Stills and Nash

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RADIO and TELEVISION BROKERAGE FINANCING - APPRAISALS

MEDIA VENTURE PARTNERS
WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Station Trading Down 59% In Second Quarter '90

The tightening of credit markets had a dramatic impact on radio station trading in the second quarter of 1990, with overall dollar value of deals plunging a dramatic 59% from levels set during the same period last year.

While the number of transactions increased 9% over last year's second quarter action (from 357 to 389 deals), the value of the transactions was only $353 million, compared with the $854 million that was recorded in second quarter '89.

2nd Quarter Figures

Total Stations Traded
April-June '90: 389

Total Dollar Volume:
$353 Million

- Combos: 87
- AM CPs: 2
- AM Stand-Alones: 104
- FM CPs: 23
- FM Stand-Alones: 86

The quarter's trading activity was up 35% and cumulative values jumped 22% from the slow start posted during this year's first quarter, when 289 stations sold for a total of $289 million.

The biggest transaction of second-quarter 1990 was Jacor Communications' $45 million sale of four properties to companies affiliated with Robert F.X. Sillerman. WMJ/L/Cleveland and WYHY/Nashville were sold for $32 million to Sillerman and Carl Hirsch as part of the resurrection of Legacy Broadcasting. Jacor divested WQIK-AM & FM/ Jacksonville for $13 million to Capstar Communications, which is controlled by Sillerman and Steve Hicks.

The quarter's ten largest deals accounted for $177.7...
COLIN JAMES

JUST CAME BACK

The first single. Already Top Ten AOR.

From the album Sudden Step. Produced by Joe Hardy. Managed by Homestead Productions. © 1990 Virgin Records America, Inc.
## Top 10 Transactions:

### 2nd Quarter '90 Deals

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<th>Rank</th>
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<th>Sellers</th>
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<td>WMJY/Cleveland, WYHY/Nashville to LBI Holdings; WQIK-AM &amp; FM/Jacksonville to Capstar Communications</td>
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<td>2</td>
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<td>WERG &amp; WMJY/Birmingham to Ameron Broadcasting</td>
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<td>KMGC/Dallas to Alliance Broadcasting</td>
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<td>KFRG/San Bernardino to Keymarket of California Ltd.</td>
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<td>10</td>
<td>$10,400,000</td>
<td>KESZ/Phoenix to Arizona Television Corporation</td>
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### RSUARY UPDATE

#### Stations Traded By Month

- **1990**: 357, 389

#### Dollar Volume By Month

- **1989**: $564, $138, $127, $99, $163, $116
- **1990**: $854, $353

### Station Trading Down 59% In Second Quarter '90

Continued from Page 14 million, slightly over half of the total dollar volume. The vast majority of the quarter’s remaining deals involve small-market properties trading for less than $1.5 million, or partial ownership changes reflecting refinancing activity.

A dogfight for dominance is raging among radio brokers, with an industry-wide survival shakeout striking regional and one-man firms the hardest. Brokers handled only 94 station trades during the quarter, but with a valuation of $247.6 million, those transactions accounted for a lion’s share of the total deal dollars.

Americom Radio Brokers retained its lead as America’s top brokerage by handling six second-quarter station sales valued at $69.8 million, for a cumulative 1990 total of 19 station trades valued at $120.4 million. Nipping on Americom’s heels is Blackburn & Co., which clocked ten station trades worth $67.2 million for the second quarter, and a year-to-date total of 20 trades valued at $96.3 million.

Trading action was heaviest in Texas, where bargain-hunters scooped up 28 properties. California was second with 26 outlets sold, and Tennessee was third with 24 transactions.

---

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**12,500 RADIO STATIONS**

**COMPLETE LISTINGS OF:**
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- Indexed by City and State, Call Letters, Frequency, and by Market

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Management: Tony Smith/Hit & Run Music, Ltd.
michael O'brien
(4100-4Q and 4100-2Q)

his debut album on Oceana Records

Produced by Michael O'Brien
Executive Producers Carl Maduri and Patrice Wilkison Levinshon

featuring the hit single "I Believe" (4177-4QS)
on your desk July 23rd

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(305) 921-5555 Manufactured and Distributed in the United States by BMG Distribution
### Broker Scorecard

#### 1990 Second Quarter Results

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<th>Broker</th>
<th>2nd Qtr. Stations</th>
<th>2nd Qtr. Sold</th>
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*All figures in millions (rounded)

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**Total** 94 $247.6 173 $431.5

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*All figures in millions (rounded)

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Cronauer Pens Voiceover Guide

A spring broadcasters and seasoned professionals looking to break into the lucrative (and highly competitive) field of voiceover work can find their way in Adrien Cronauer's just published "How To Read Copy" ($29.95/Bonus Books).

Cronauer — the reclusive Armed Forces Network DJ portrayed by Robin Williams in "Good Morning, Vietnam" — covers the basic steps (from microphone techniques to making copy to marketing yourself) in a style both informative and amusing. Certain speech patterns, for instance, are identified as "the curse of the small town DJ," and there's a warning for novice announcers to stay away from the Ted Baxter or Jim Dial (from "Murphy Brown") style of broadcasting.

The 280-page book comes with a companion cassette tape on which broadcast veteran Cronauer — who's a communications lawyer these days — demonstrates many of the right 'n wrong techniques discussed in the text. A number of helpful illustrations, a section of real-life sample scripts, and an all-important discount on a special voiceover drilled into the text.

Of note: More info, phone (312) 467-0550.

How To Tell Your Boss The Bad News

Your station just lost the all-important Weasel account because one of your sales execs unwittingly made a blatantly offensive comment to Mr. Wessel during lunch. What do you do?

You could try stuffing the offending lunch item in a sack and beating vigorously 'til it drips. That may make you feel better, but you're still gonna have to tell the boss what happened. Management specialist Walter Kiechel III, writing in a recent issue of Fortune, suggests that you:

• Do it quickly. The sooner you tell your boss, the better. You can't afford to have him hear about it from the injured party or a different source.
• Deliver the news in person. This allows you to clear up any misconceptions on the spot. It also prevents the boss from building up steam as he marches down the hall to your office.
• Be up front with the information. Don't try to bury the bad news amongst the good. ("It's a beautiful day. Here's your mail, and, oh yeah... we lost the Wessel account.")
• Arm yourself with alternatives. After delivering the bad news, offer a list of damage-control options. Be prepared to recommend one of the choices and explain your reasons for doing so. ("Wessel's favorite drink is Old Rogue. Let's have a half-gallon of the stuff messengered over.")
• Check with your boss on key decisions. Don't embark on a fix-it plan without first discussing the idea with the Big Guy. If he is not consulted, he may think you're usurping his authority. (You: "Let's tell Wessel that the sales guy is having some severe personal problems, and he's speaking out of line," Boss: "That's weak... but it's worth a shot.")

Don't pass the buck. Take the blame if the problem was truly your fault. If not, make sure the boss knows that you're simply serving as a messenger. ("Hey, don't take it out on me. I'm only telling you so that you won't look like a fool when you hear it from someone else.")

Share information with peers. Be sure to tell your colleagues — especially the person directly responsible for the problem (if he's still working for you) — how your boss reacted to the bad news. ("No big deal. The boss says it's a typical Weasel maneuver to get better rates!")

Learn from the experience. After resisting the problem, draft a memo detailing what happened and how everything was handled. That should help prevent future fiascos.

MOVIN' 'N GROOVIN'

Companies Go Great Lengths To Move Employees

I f your company asks you to relocate, chances are it'll pay for the normal moving expenses. But will your employer spring for Fido's plane ticket?

Maybe. The cost of the average move last year hit a high of $9,600, partially due to an increase in reimbursement incentives given to persuade reluctant workers to relocate. Atlas Van Lines asked 241 corporate executives how they felt about paying for various moving services. Below are the results and the estimated charges for each service, based on a 1,000-mile move of 20,000 pounds of household goods.

• 95.3% would pay for the packing of all items, at a cost of approximately $4,800.
• 85.5% would transport a car for $400.
• 72.6% would pay $1,900 to $2,000 for a temporary maid to unpack and clean the new house.
• 66.3% would pay to pack and ship paintings (up to $2,000 each) or statues (up to $211 each).
• 41.9% would fly the family dog to the new city for $100.
• 27.3% would move and reinstall a TV satellite dish at a cost of $750.

DATALINE

- August 18-19 — Dan O'Day's Air Personality Plus seminar, Airport Holiday Inn, Cincinnati, OH.
- September 13-15 — Foundations Forum '90. Sheraton Plaza La Reina Hotel, Los Angeles, CA.
- September 21-25 — 89th Audio Engineering Society Convention, Los Angeles Convention Center.
- September 24-27 — RTNDA 45th International Conference & Exhibition. San Jose Convention Center, San Jose, CA.
- October 11-14 — National Professional Conference Of Women In Communications Inc. Riveria Hotel, Las Vegas, NV.
- October 16-17 — Broadcast Credit Association's 24th Credit & Collection Seminar. Harbour Castle Westin Hotel, Toronto, Canada.
- October 24 — Paul Kagan Radio Station Acquisitions Seminar. Park Lane Hotel, New York, NY.

PROMOTION IDEA FOR THE FALL

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SHOP on Rodeo Drive in Beverly Hills...

...Or on Melrose in Hollywood...or at Venice Beach or Malibu...Whether it's rock & roll fashions, the fashions of the rich, or the latest beach fashions...Los Angeles is the place! In Los Angeles you can stay at the extravagant Sunset Marquis Hotel, where a limo will take them to local shopping areas. Set your winners free with shopping money, and they're sure to return with some unforgettable items. We'll point them to the hottest scene in town, and if you wish, we'll set them up with a night at the world-famous Comedy Store in Hollywood. After rockin' so hard, and shoppin' so heavy, your winners will be more than ready to...

RECOVER in Cabo San Lucas, Mex.

Rest and relaxation is easy in Cabo San Lucas, home of Van Halen's new Cabo San Lucas Mexico...dine in hand, sun overhead, new friends in b insignia...your winners won't want to leave. And when they return home, they'll never forget you for sending them on this wild vacation.

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Reevaluating Your Compensation Options

By Chris Beck

Sales compensation can be a touchy subject, owing to the inherent pressures of market conditions and corporate restrictions. It's also one of the hottest topics this time of year—when stations are beginning to plan their '91 budgets.

Whether your salespeople receive a salary, a draw, a commission, or a combination of the above, you may be interested in updating your form of compensation for next year's budget. Although I can't tell you what's best for your station, I can go over the options available to you.

One of our industry's weaknesses is a traditionally low starting salary, which makes it difficult to attract aggressive new-comers and consequently upgrade current salespeople.

In today's competitive market, our companies rely on the sales staff to fight their way into the trenches to bring in the buck. Conversely, it takes lots of bucks to acquire those salespeople.

As employers, we have economic realities to consider. However, experienced salespeople with proven track records have needs, too. If certain members of your staff have been successful in sales, they'll expect their monthly salaries to reflect their efforts.

Percentage Pluses

On the other hand, there's no doubt that salespeople are motivated by a percentage of an order. I'm a strong believer in commissions—chances are, people receiving incentives will make that extra call, put in that extra hour, or take that extra step to get an appointment.

Not only am I in favor of quarterly incentives, I also believe in cash incentives for short-term efforts, regardless of a station's compensation package.

There's no single "cookie cutter" package that's perfect for your station—the foundation depends on your market size and your station's position in the market.

Evaluate your current compensation package and determine what (and how much) you want to change before the owner springs a '91 package or next year's revenue objectives on you.

Who To Pay

The first step in taking inventory is to separate your staff into three levels: experienced, intermediate, and beginning. (The ideal mix is 50% in the middle with 20% at each end.)

After considering the amount of turnover activity in each level, you'll be able to pinpoint where you need the most help—and you can base your compensation decisions on today's and tomorrow's needs.

Keep in mind that your intermediate level—the majority of your employees—is your station's future. Lower-level, relatively inexperienced salespeople rarely move up—you're better off putting your money up front to attract more qualified people.

Money Moxie

Go over the accompanying compensation checklist, then decide whether you need to change one or both of your compensation packages: sustaining and recruiting. A sustaining budget is simply the compensation package with which you pay your current salespeople.

The recruiting budget is your first-year or six-month compensation package for new recruits. (Ninety-day deals followed by a dramatic reduction don't work most of the time, as too many conditions generally must be met.)

You know that attracting top performers takes a lot of financial compensation—but don't forget the "psychic" compensation. Psychic income is almost as important as a paycheck, but it shouldn't take the place of monetary compensation.

Psychic income includes such perks as family health benefits, child care, input on important issues, awards and acknowledgements, bonuses, family attendance at corporate affairs, and parental flexible time.

Reward Good Work

The most motivating compensation is rewarded upon completion of a project. The greater the effort and accomplishment, the higher the amount of instant gratification should be.

There's nothing wrong with having a graduated commission scale based on your station's objectives; in fact, it's a great idea. You may want to pay salespeople less for high-cost sale items and more for higher margin sales, for example.

I like to calculate a commission using the average unit rate and degree of difficulty. This isn't that difficult to do with today's computer software and traffic order coding options.

Eventually, I believe the industry will take on a "salary plus variable commission" standard in which the salaries will be based on a market's cost of living, an applicant's level of experience, and the typical first-year earnings of salespeople in each of the three levels.

With reducing inventories and increasing merchandising expenses, commission standards will be judged on a combination of average unit rate, cost of sale, and degree of difficulty rather than the more traditional "new business vs. old (or agency) business" rates.

Chris Beck is the President of Chris Beck Communications, a sales consulting firm. If you have a question about a column or a topic you'd like to see addressed, he can be reached by phone at (818) 594-0651; by facsimile at (818) 594-5030; or by Prodigy electronic mail at ID# SRTH15A; or by Compuserve at ID# 76056,3334. Write to him at 22900 Ventura Blvd., Suite 340, Woodland Hills, CA 91364.

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The Hit Title Track From The Gold Album

MCA Records, Inc. 1990

Written and Produced by: Eric B. & Rakim

www.americanradiohistory.com
Dead Mom Says Madonna Is Bedeviled!

"You're cursed by the Devil, and you're breaking my heart with your public exhibitions of sex and sacrilege!" So says Madonna's late mother (who passed away when the future boytoy was six) — if you can believe what you read in the National Examiner.

The inconstant girl reportedly contacted clairvoyant Victoria Van Rikame and begged her to go public with the plea to save Madonna. "Never in my wildest dreams could I have imagined that my baby would grow up to pose for nude pictures and use dirty talk," said the ghost breathlessly. "I beg her to change her wicked ways.

In the spirit of cooperation, the zine is urgeing all readers to join in a "Madonna prayer prayer" for Our Lady Of The Perpetual Dyeball's salvation at noon on Sunday, July 29. 

Rock 'N' Roll

Alongside the story of a 15-year-old Marietta, GA girl who got the shock of her sweet short life upon spotting a naked fatast funeral dancing across a friend's backyard (I), current issues of the Weekly World News report that Cher used a teleprompter at a recent Kansas City show. The zine quotes a KC music critic who says a video monitor scrolled the lyrics for every song that La Cher sang during the "fifty take rock concert!"

Goodnight Sweet Prince

Remember the story of Prince's penchant for soaking in tubs of sour cream and lemon juice that ran a couple of weeks ago (7/6)? Well, apparently the Purple One has sweetened his disposition. This week's National Enquirer reports that every night during his London stint the Little Prince demanded that his hotel bathtub be filled with freshly whipped cream lightly laced with vanilla and honey!

Half Nelson — The Star says that Bobbie Brown — that 'Star Search' beauty who ran off to Las Vegas with Ed McMahon — has found herself "a younger and better looking guy." And now, heaster's Matthew Nelson (also son of the late Dick and co-founder of the band Nelson.)

Empire State Building

Those infamour Globe insiders say Michael Jackson is waiting in the wings to take a big bite out of financially troubled Donald Trump's crumbling empire... if the price is right.

The weekly notes that MJ has put money ahead of friendship in the past (by beating out Paul McCartney for the rights to the Beatles' music), and says he'll do it again to help fulfil his ultimate wish: to enter the Guinness Book Of World Records as the richest man on Earth!

R&R doesn't run comic strips, but we do take a comic trip each week through the nation's consumer magazines in search of everything from the sublime to the ridiculous in music news. R&R has not verified any of these reports.

Top Ten Shows

1. All Star Baseball Game
2. Cheers
3. The Simpsons
4. The Cosby Show
5. Roseanne
6. NBC Sunday Night Movie
7. A Different World
8. All Star Pregame Show (N)
9. Designing Women
10. 60 Minutes

Source: Nielsen Media Research
All show times are EDT/PST unless otherwise noted. All times are final as of CDT. Check listings for showings in your area.

Tube Tops

- Kenny Rogers, the Moody Blues, Kenny G, Reba McEntire, and Young MC are among those slated to perform at the welcoming ceremony for the 1990 Goodwill Games, broad-cast live from Seattle on TBS (Saturday, 7/21, check local listings for time).

Friday, 7/20

- Michael Damian, 'Into The Night Starring Rick Dees' (ARC, midnight).

Monday, 7/23

- "Star, The Arsenio Hall Show" (syndicated, check local listings).

Tuesday, 7/24

- WABCNY "Arsenio Hall Video"
- "The Arsenio Hall Show" (syndicated, check local listings).

Wednesday, 7/25

- "Arsenio Hall Video"

Thursday, 7/26

- "Bill & Ted's Excellent Adventure" (Columbia, 8:00-9:00).

Music Scheduler: No Contract!

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POWERPLAY is the best music scheduler for IBM XTs, AT's or compatible. Simplest to learn, fastest to schedule, and easiest to edit to excellence. POWERPLAY schedules music in minutes, then drops into the editor and finds every song that doesn't pass your tests. You'll reconcile sweeps as fast as lightning, because POWERPLAY suggests the perfect revisions.

You'll teach your automatic editor your programming secrets to do the job itself so your station sounds perfect! You'll save hours a week at the computer.

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WLOI, WKBO, KS104, Y108, KISI, KKRZ, KISN, Q106, KLZ, KUBE, HOT97,
KITY, KTFM, HOT102, PWR106, KKFR, KDY-FM, FM102, HOT 777 And More

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Early AC Action: B100, WEIM, WAI, WAFI, WKX, KBLQ, KCMJ, KWSI

Produced by Geoffrey Chong for Penetrate Productions, Sly Danbar and
Hendel Tucker. Don Taylor Management.
Spike Lee's Summer Underdog

Spike Lee's movie about the jazz life ("Mo' Better Blues") swings into the nation's theaters on August 3. And, although you won't see Columbia recording artist Terence Blanchard on the silver screen, you will witness plenty of his work.

Along with blowing the actual trumpet licks for Denzel Washington's eponymous character, Blanchard served as one of the film's technical advisors, charged with teaching the movie's lead actor, Wesley Snipes, the "Glory" star how to carry himself like a true night-tribling jazzman.

The film's Columbia soundtrack hits music stores on July 31. The LP features jazz performances from Blanchard and Bradford Marsalis as well as the song "Harlem Blues" (with Washington's on-screen love interest Cynda Williams on vocals) and "Jazz Thing," (a rap retelling of the genre's history performed by newly signed (Chrysalis artists Gang Starr).

Marsalis also makes a cameo appearance in the movie, which centers on Rubin "Hurricane" Carter. Incidentally, the flick pays a high 'n' inside compliment to the late, great Charles Mingus: The club in which Mingus performs — the Underdog — owes its name to the bassist/composer's autobiography "Portrait of Underdog: Lee's next assignment? "Jungle Fever," which is described as the story of a Cuban Harlem who gets romantically involved with an Italian-American girl from Bensonhurst.

Mambo Kings

Screenwriter Cynthia Clyde (of "In Country") is reportedly adapting Oscar Hijuelos's Pulitzer Prize-winning novel "The Mambo Kings Play Songs Of Love" for cinematic release under producer/director Arnold Glimcher. Set in 1948, the novel follows the lives of two Cuban musicians who leave Havana to play the dance halls of New York City.

The brothers' careers crest with an appearance on the "11 Love Lucy" television show, during which the Kings star as Ricky Ricardo's singing cousins and perform their hit "Beautiful Maria Of My Soul." Lucille Ball's estate has reportedly granted the filmmaker the rights to use footage from the series in the movie. Cast and shooting date have yet to be announced.

Counter Culture

Newly signed Chameleone recording artist Hollynear is cast as the conservative manager of a small-town diner in "Dog Fight." Set in the early days of the Vietnam War, the drama also stars River Phoenix as a boot camp-bound youth who falls for Near's daughter, played by Lili Taylor of "Mystic Pizza" fame.) A December release is planned.

The Fugitive Kind

"Hunt For Red October" leading man Alec Baldwin will star in a big-screen adaptation of the hit 80s TV series "The Fugitive." Walter Hill ("48 Hrs.", "Another 48 Hrs.") will direct the film for Warner Bros. Shooting is set to begin in mid-October — after Baldwin wraps "The Marrying Man" with Kim Basinger.

What's New, Pussycat?

British theatrical composer Andrew Lloyd Webber has patched with Steven Spielberg to make a feature-length animated film version of the former's hit musical "Cats." No producer, director, or other roles have yet been named. However, both heavyweights are said to be "creatively responsible" for the project.

Where's The Party?

Madonna will have to find a new home for Sire Films (her production company) now that Columbia Pictures has declined to renew the Material Girl's contract. (Madonna has already moved her offices off the lot.) Incidentally, the singer has at least three films in development: "Blessing In Disguise" (which may be produced by Warren Beatty), "Bewitched, Bothered, and Bewildered" (about a housewife who becomes a Las Vegas lounge singer), and an untitled musical penned by "Night, Mother" scriptwriter Norman Julie.

Survey: Radio Most Popular News Source

Fifty-three percent of those who were asked what news source they used yesterday said they listened to radio, compared with 28% who watched TV and 43% who read a newspaper to get their news, according to a recent survey.

The Times Mirror Co. study — drawn from several polls, each with samples of about 1,500 — also revealed that those who listened to National Public Radio retained significantly more information than those who watched CNN.

Play With Fire

Robert De Niro will play an arson investigator in Imagine Entertainment's "Backdraft" — a silver screen vehicle already starring Kurt Russell, Baldwin and De Niro's last feature, "Desperately Seeking Susan." The action-drama — which is said to explore the relationship between firefighting brothers Russell and Baldwin — begins shooting in Chicago on July 25 with Imagine chairman De Howard Howard directing. Look for it to flare up in theaters next summer.

COMING ATTRACTIONS:

This week's openers include "Astronauts," described as a "thrill-o-menty" about spiders that invade a small town. (De Niro and John Goodman star in the movie, whose forthcoming Hollywood Records soundtrack includes the title tune by the new label's President, Thelma Houston, thematic tracks from labelmates The Part ("Spiders And Snakes"), The Power Thieves ("Born The Spider"), and the Poor Boys ("Spider Baby The Fly"), and songs by Sara Hickman, Russell Hitchcock, Jimmy Buffet, and Tony Bennett. Also opening this week is "Vest of the Dead," starring Charlie Sheen as a member of an elite Navy rescue team trying to retrieve stolen missiles. The film's forthcoming Atlantic soundtrack features the single "Blow To The Man" by Mr. Big, plus songs by Jon Bon Jovi, Lou Gramm, Blue Rodeo, Lisa Haartman, Ricci Havens, Vicki Thomas, Planet 3, and Gowen.

PROBLEM CHILD

Single: Problem Child/Beach Boys (MCA)

CURRENT

THE ADVENTURES OF FORD FALCONE (EMI/M)
Songs: Last Time In Paris/Ouesday Half
Sea Cruise/Don't Be Alone
Glod To Be Alive/Teddy Pendergrass & Lisa Fisher
Other Featured Artists: Billy Idol, Yello, Richard Sambora

DICK TRACY (Sire/WB)
Single: Him! The Rake/K.D. Lang & Take 6
Other Featured Artists: Ice-T, Jerry Lee Lewis, Erasure

DICK TRACY: Original Score (Sire/WB)
Featured Artist: Danny Elfman

DAYS OF THUNDER (GGG)
Single: I Always Thought I'd See You Again/Tiffany
Other Featured Artists: XXL, Shane Stumpons, Stunners

PRETTY WOMAN (EMI)
Single: King Of Wanda/Thinking Go/Weeast
Other Featured Artists: Roxette, David Bowie, Natalie Cole

BIRD ON A WIRE
Single: Bird On A Wire/Neilie Brothers (A&M)

UPCOMING

YOUNG GUNS II
Single: Blaze Of Glory/Jon Bon Jovi (Mercury)

PROBLEM CHILD
Single: Problem Child/Beach Boys (MCA)
The WAVE's New Sound

30 Days and listeners are already taking notice...

Inside the Birch Monthlies.
The latest March/April numbers just in and an analysis of how your format is doing in other markets. Compiled by Kathy Walters. Analyzed by Tom Taylor and Steve Butler.

Inside Analysis: KHIH airing SMN's new Wave mix that's added vocals from Phil Collins, Don Henley, Moody Blues - and even old Doors tracks.

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Lee Abrams, Managing Director

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Luther Campbell and the 2 Live Crew aren’t the first musicians to run afoul of local legislators. For example, acts that tour Montreal have long known it’s illegal for a musician to carry an ice cream cone in his pocket while playing the drums or any other musical instrument... no matter how much added excitement it brings to the show.

Montreal city fathers aren’t alone. Dozens of idiotic statutes involving live music can be found on the books in towns and cities across North America. Witness the following examples, courtesy of the Toronto-based Music Express:

- In Boise, it’s illegal for any female wearing a bikini to play a guitar on any street, road, or highway unless she’s escorted by at least two officers, or unless she arms herself with a club. (This law was later amended to except females weighing less than 90 pounds as well as those who tip the scales past 206.)

Male Bondage

So much for public attempts to protect the supposed fragility of the gentler sex. However, men are sometimes the focus of these antiquated statutes as well. For example:

- Montgomery, AL police can arrest any night-town-clad women who play or sing country music in public.
- Women who dare attend a concert in Little Rock while wearing high-heel shoes measuring more than one-inch-and-a-half in height should be prepared to wear the shoes to jail as well.
- It’s illegal for female concert-goers in Charleston, SC not to wear a corset. (A physician is required to check out each female to see if she’s upholding the law.)
- Police in Regina, Saskatchewan can arrest any woman who weighs 200 pounds (or more) for playing a banjo or other stringed instrument in public while wearing shorts.

18-29s Drive Auto Market

They may not have the highest incomes or own the most cars, but adults aged 18-29 are the most avid shoppers when it comes to new and used automobiles, according to a recent survey. Eleven percent of the twenty-something group look at new cars and 10% look at used cars during a typical month, compared with 8% of consumers 30-44 (and only 5% of those 45+) for both new and used wheels, says the study by the NYC-based Roper Organization.

Although not all of these young lookers end up buying, of course, they nevertheless remain far more interested in the automobile market (despite its current slump) than consumers in their thirties and forties.

8mm Horizontal Camcorder Features ‘Fuzzy Logic’

Father’s new 8mm camcorder combines horizontal two-hand operation with “fuzzy logic” artificial intelligence circuitry for increased stability.

- It’s 7-pound “FVC-880” — held like binoculars — evaluates focus and lighting conditions for smooth automatic operation in any situation.
- Other features include wireless remote control, six shutter speeds, low-light (four lux) capability, digital title insertion, and a flying erase head.
- Retail price: $1300. For more info, call the Chatsworth, CA-based company at (818) 998-7322.

CHRONICLE

Born To:

WYZB (Kool 105)/FL Walton Beach, FL Ol Rick Zurick, wife Leslie, daughter Shelby Kathryn, June 15.

WIXG/Duluth, MN PD Mi-

Chael Alan, wife Angie, daugh-

Kathryn, June 15.

WEZ/Orlando owner Greg-

Mary Ann, daughter Juliana, June 26.

WXI/San Diego air talent

Jimi Hendrix, wife Kim, son

June 30.

WSSK/Amsterdam PD Phil

Joyce, son Eric, June 30.

KSL/KSL Honolulu PD Phil

Felicia Danielle, July 1.

KDJ (K101)/San Francisco

Bob Ross, wife Julia, daughter

Kappa, July 1.

WGHB/Boston at talent/pro-

David Ross, wife Julia, daughter

Kappa, July 1.

KLRT/Houston at talent/pro-

Terry Etter, husband

Bob, son Cody, July 5.

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The Heart Of The Format

Why do people listen to a particular radio format? The answer may be complex, but the ultimate determining factor may be what mood they're in – or want to be in.

When I studied with media guru Marshall McLuhan, our conversations inevitably revolved around media's effect on people. He was convinced that radio was "hot" and television was "cool." Radio involved listeners by forcing them to use their imagination, while television held them at a distance because it did all the work for them visually.

During those conversations, I became intrigued by the idea that most people use media as mood drugs to change or sustain a mood. They might tune in comedy to make themselves feel happy. CHR to give themselves a lift of energy, or oldies to put themselves in a reflective state.

I've seen hundreds of research studies on listener and viewer behavior which all contained one central message from the public: "I choose my media depending on what mood I'm in." To better understand such listener motivation, I asked prominent radio experts to explain why listeners make specific format choices.

CHR
People tune in CHR when they want to be plugged in, in touch with what's new. It gives them an energy lift. As Bob Elliot of Joint Communications says, "It's cafffeine. It's a high. It's a format because everybody needs it for at least one cup a day."

It's also a singalong format, which makes people feel hip. To Alan Burns, it's the "girls just wanna have fun" format. It's young. At its best, it's the format that most people use media as mood drugs to change or sustain a mood.

Listeners' Moods

- Energetic
- Relaxed
- Risky
- Angry
- Longing
- Fun

"Most people use media as mood drugs to change or sustain a mood."

in.

Nationalwide Communications President Steve Berger sums it up with tongue firmly in cheek: "I am hip, you are hip, our friends are hip. The world is hip. CHR defines hipness and stops the spread of age spots. CHR is the reason Wolfman Jack is still recognizable in some way."

Guy Zapoleon sees CHR as "What's happening, baby. Pick me up and make me feel good." To service that mood, Lee Abrams feels CHR "needs to be a radio version of Madonna, MTV, Guns N' Roses, Robocop, and Swatch."

AOR
Originally, AOR was tied into an experimental mood. It was associated with a risky mood, a need for taking chances. People experimented with lifestyle, drugs, and music. The experimentation focused on artistic legitimacy, protest, and anger. A great deal of that is still in AOR music today – witness Don Henley.

However, in many cases AOR is becoming more like oldies. KISW/Seattle PD Steve Young says, "I would call AOR the 'Dorian Gray' format. It captures the essence of those who are still kids at heart and refuse to acknowledge that aging has taken its toll."

Berger muses that AOR stations which sell the new Eric Clapton albums are representing an anachronism and an oxymoron. Jeff Pollack says AOR represents "passion for the music with a keen appreciation of the revolutionary events of the '60s and '70s. Smith used up in the words 'hey, hey, my, my."

In spite of its changes, people listen to AOR because, as Jon Sinton says, "AOR music has always been about authenticity."

Burns maintains it's about "introspection and self-esteem, using music to set oneself apart from the crowd and thus belonging to a better crowd."

There's no question that AOR's mood service focus is starting to change. Classic rock is serving a nostalgic, comforting mood. Traditional AOR is trying to straddle the chasm created by the aging baby boomer and the leading Abrams to declare that hard rock is becoming the new AOR, because it is driven by people "who aren't listeners but are fans."

Oldies
Oldies are a way to get in touch with the past. They're for the nostalgic mood. The format's music allows listeners to measure life's progress by providing a benchmark for where they've been.

Oldies provide tremendous comfort. It's easy to sing along with all the music. Familiarity is reassuring. Elliot feels oldies focus us around the idea that "times were better once, or at least the music was."

AC
AC is a comfort zone, a "relax me" format. It provides a musical companion and allows listeners to feel secure. Pollack labels it "musical safe sex," and Elliot says, "It's a daytime version of a night light."

Zapoleon points out the AC mood isn't just "relax me," but also "keep me informed." Berger insists AC is "the place people go now instead of Beautiful Music, which is where the yuppie's of the last generation went at the same age."

B/EZ
Beautiful Music/Easy Listening services the same mood as AC: comforting, relaxed, and safe.

Country
Country is about longing – for simpler times, an easier life, and a sense of community. Moon Mullins believes people tap into Country because of "the stories the songs tell. They laugh, they cry, they feel."

Randy Michaels sees it as "white man's blues." Blues, according to Nick Michaels, are "medicine for pain."

News/Talk
When the mood leans towadst staying in touch, checking out gossip, and feeling connected, News/Talk is the format of choice.

For News/Talk listeners, information is power. It gives them a life, makes them feel stronger and more prepared.

UC
Pollack claims UC caters to a "rhythm-based, 'don't worry, be happy' mentality. Get your ya-yas out."

Hispanic
Hispanic radio is the place for its listeners to get plugged in. Elliot calls it "the town meeting hall. It reflects the values of Hispanic society and addresses community needs like no other format."

Outside The Basics
Outside of these formats and types of music, there are others catering to different moods. Hard rock/metal services the need to express anger and the need to belong to an exclusive club. Hispanic and UC formats are starting to fragment to service the oldies/AC "relax me" mood.

Formats will constantly readjust, attempting to service the basic moods. As long as you maintain a clear understanding of why your target audience tunes in, no one will blindside you. The minute you stop meeting the audience's needs, another mood service will take your place.

No. 21 in a series
UPI VICE CHAIRMAN

UPI, FNN Links Expand With Berentson Appointment

United Press International and Financial News Network became more closely linked this week when the news organizations' parent company, Infotechology Inc., appointed John Berentson Vice-Chairman and COO of UPI. Berentson was already COO of the parent company and Exec. VP at FNN.

Berentson succeeds Joseph Tassig as UPI Vice Chairman. Tassig is, according to a statement, leaving to "pursue other business interests." Infotech and UPI Chairman Dr.Earl Brown said he's still looking for a new UPI President, a post left vacant since Paul Steen's March departure. Brown also announced plans to shift some UPI and FNN staffers to two new joint ventures, UPI Financial Information Services and UPI SportsNews Inc. UPI spokesman Mill Capps said approximately 200 FNN employees will participate "to varying degrees," while about 100 UPI staffers will be involved in the joint ventures.

Knights of Columbus artist Wynton Marshall's "great team." To place a guy marked MD.

John Toomey, a consultant and OM at WHFS-DC owner/GM Martin Vega's done that station's PD. He previously worked for KKK/Concord, CA and CBS-TV/Los Angeles. Jackson joined KFOG in 1986 as an AE and was named GSM last year.

Moschitta Rises To WRCN PD

WRCN/Long Island interim PD John Moschitta has been officially upped to PD. He succeeds Tom Calderone, who left to become GM at WHFS/Washington. Concurrently, Zach Martin rises to Asst. PD and Buddy Angelillo moves up to MD.

"John's done a terrific job," remarked owner/GM Gary Starr. "It wouldn't make much sense to replace a guy after our ratings have doubled. John, Zach, Buddy, and [consultant] Alan Sneed make a great team."

Etheridge Apple Of Island Guys

Island hosted a cocktail reception recently to introduce Melissa Etheridge to the label's new distribution company, PGD. Flanking the singer before her New York show are PGD Sr. VP Jim Caparro (l) and Island President Mike Bone.

Like Father, Like Son

Columbia artists Wynton Marsalis and Joey DeFrancesco were joined onstage by their fathers for a night of jazz at NYC's Blue Note, part of the club's "Month Of Mondays" promotion. Seen on the scene were (l-r) Columbia VP Dr. George Butler, Ellis and Wynton Marsalis, label President Don Ienner, Joey DeFrancesco, and CBS Records Division President Tommy Motolla.

KnBR, KFOG Trade GSMs

Sterne, Jackson Switch In Combo Bonding Effort

As Susquehanna's KNBR & KFOG/San Francisco prepare to form a single operation, KNBR GSM Doug Sterne has been assigned to the same post at KFOG, while KFOG GSM Michael R. Jackson assumes Sterne's job at KNBR.

"It's imperative that the sales manager of each station be totally familiar with the operation of the other's department and personnel as we take both stations into the 1990s," remarked KNBR & KFOG VP/GM Tony Salvadorre.

Vega's Driving Performance

A&M songstress Suzanne Vega shares a smile with label President/CEO Jerry Moss after her gig at L.A.'s Wiltern Theater. Vega sang songs from her latest LP ("Days Of Open Hand"), including her next single, "Men In A War."

Top O' The Pop

The imitable Iggy Pop (l) schmoozes with Virgin Co-Managing Director Jeff Ayeroff during the video shoot for the first single ("Homie") from the Pop star's latest LP, "Brick By Brick." The David Fincher-directed clip features guest appearances by Guns N' Roses ruffians Slash and Duff McKagen.
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Kelly Upped To PD At WXXL

Morley Now Fulltime Taylor Corporate PD

Taylor Communications CHR WXXL (XL106.7)/Orlando has upped Ass. PD/afternoon personality Big Steve Kelly to PD. Corporate PD Russ Morley, who's been doubling as local PD at XL106.7, now assumes his group-wide duties on a fulltime basis.

Taylor President John Taylor, who said the promotions were pre-planned, noted, "Rus's role as architect of XL106.7 is nearing completion, and we're pleased with the progress to date.

Morley told R&R, "I'll be on the job fulltime overseeing our programming efforts at [AC] WOOD/ Cape Cod, MA; [AC] WYV/Jacksonville; [B/EZ] WEAT/West Palm Beach; and of course WXXL.

Steve's got a great background and many success stories in his career, and now it's his time for him to take a more active role."

XL106.7 GM Tom Mosher added, "Big Steve's a CHR heavyweight. I'm looking forward to the next step in our plans to be the number one CHR in Orlando."

Kelly told R&R, "XL106.7 has been gaining steadily since its debut, but now our focus is on accelerating that growth. We're going to achieve this with a more exciting presentation."

Prior to joining XL106.7, Kelly programmed WPHR/Cleveland, WKSI/Greensboro, WCY (now WNQX)/Detroit, and WNXY/Norfolk.

Wood Emerald President
Syndicator, Consultancy Merge

Emerald Entertainment Network and Jim Wood & Associates consultancy have merged to develop a company offering products and services to radio, TV, syndication, cable, and the recording industry. As part of the move, Wood becomes President of the net and will relocate from Cleveland to Nashville.

Emerald Chairman Dale Moore said, "Jim and I share common goals and we were both looking for a relationship that would allow each of our businesses to expand to a new level."

Wood said, "By joining together we've created a business that can offer the current clients of both companies more related services all under one roof."

Emerald syndicates the country shows "Nashville Live" and "Saturday Night House Party." Emerald Recording Studio is home to numerous country and contemporary artists.

Wood joined Madrie in 1980 and was its VP/Programming from 1983 until last September, when he formed his consultancy, which remains in business.

Sartori Handles Album Promotion For Chameleon

Maxanne Sartori

Radio-records veteran Maxanne Sartori has been named Director/Country Promotion for the Chameleon Music Group. She reports to VP/Promotion Jack Hopke.

Hopke stated, "We created this position not only to manage growth at Chameleon but to provide direct contact between the label and rock radio. Maxanne has been one of the most delightful people I've enjoyed being in contact with, and I'm certain her wit, resourcefulness and energy will help realize both goals of the position."

Sartori's radio background includes on- and off-air posts at WNEW-FM/New York, WBCN/Boston, KJET/Seattle, and KMBY/Monterey. She has also worked in promotion for Island and A&R for Elektra.

KFAN Adopts Eclectic Approach

Gillespie Broadcasting's KFAN/ San Antonio has switched from Unitstar's Format 41 Soft AC to an eclectic mix emphasizing rock and country. Steve Coffman, former MD at crosstown Classic Rock KZEP, is KFAN OM/PM driver. Veteran market personality Ron Hoesten has been hired for mornings.

Coffman described the format: "We're basically skewing 25-49, with appropriate music for South Texas adults. We're playing AOR music, but no hard rock and no toasty classic rock. We're playing country music, but no slick-sounding stuff from Alabama, Oak Ridge Boys, and those types of artists. We'll play a lot of Joe Ely, Steve Earle, K.D. Lang, and Lyle Lovett. We've also got daily reggae and blues features, as well as a jazz show."

Michael Goldstone
Goldstone VP/A&R At Epic/Associated

PolyGram West Coast VP/Talent Acquisition Michael Goldstone has been named VP/A&R at Epic/Associated Records. He'll be based at the label's Los Angeles offices and reports to President Richard Grassi.

Grassi said, "Michael's background and critical ability in judging and working with talent will help us develop a powerful roster."

Goldstone told R&R, "The opportunity to work with Richard [Sr. VP/GM] Tony Martelli in a situation where I'll be involved in the growth and development of the present and future artists on this label was too good to pass up."

Prior to PolyGram, Goldstone was West Coast Director/A&R & Marketing at MCA. He began his music career in 1976 at Chrysalis in the publicity, club promotion, and marketing departments. He left in 1983 as Director/Artist Development.

WZCL Names Hill To PD Post

From The Album IT'S REAL

WBLI add WPIJ add WNCl 30-24 Q95 add KBEQ add KITY add FM102 add WERZ add FM100 add KBFM add KQMQ add KZZP add 29 103CIR deb 30 WCIL add KTRS add PLUS...

AC CHART 4

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Records

- VALERIE JACK shifts to Arista Records as Asst. Director/International Artist Development. She was formerly in artist development at BMG International. Concurrently, Director/Video Production SCOTT SPANJACH steps up to Sr. Director/Video Production & Development.
- LISA GOTTHEIL is elevated from Di- rector/Video Promotions to Director/ Publicity at Rough Trade Records.
- DEAN WELLER moves to Atlantic Records as Creative Director. He was most recently President of Dean WELLER & Company, an advertising and product development firm. Also at the label, LEE THURING is upped to Asst. VP Management Information Services (M.I.S.). She had been Director/ M.I.S.

For The Record

In the R&R “Program Supplier Guide 1990,” the phone number for SP Productions/Technoskins was incorrectly listed. The correct phone number is (804) 547-4000.

Pop Goes The Convention

Capitol staffer Michael Conway (second from left) was among those honored at a recent convention for the label's pop promotion department. Flanking Conway - the Most Improved Local Promotion Manager Of The Year - are (l-r) the label's VP John Fogel, President Hale Migro, and Rich Bloom.

Industry

- CHARLIE FELDMAN is appointed as Sr. Director, Writer/Publisher Relations to Asst. VP, Writer/Publisher Relations at BMI.
- ELIZABETH OWENS is appointed VP/Marketing at IBI Broadcast, the radio and television transmission service division of IBI Communications Group. She was formerly President of consulting firm Owens and Associates.
- JAMES LEACH and NOELLE SWAN are tapped as Creative Managers at ATV Music Group. Leach is upped from Creative Associate; Swan joins from Tim Nece Management.
- JUDIANNE ATENCIO is elevated from Jr. Publicist to Manager/Corporate Communications at MTV Networks/West Coast.
- PAM SHANE, Consultant at Shane Media Services, adds Supervising Editor duties for the company's new "Tact- ics" handbooks for specific radio formats. Joining the company as Asst. Editor/Book Series is BRENT CLAN- TON, who continues as morning per- sonality at KODA-Houston.

Gary Fischer
Howard Wuelfing Jr.

- PATRICIA MAHONEY, a partner in the Washington, DC communications law firm Fisher, Heald & Hildreth, is elected National President of American Women in Radio and Television (AWRT).
- MIKE CAVENDER, News Director at WTVF/Nashville, was recently elevated to a Regional Director post for the Radio Television News Association. Also elected as a Regional Direc- tor was WCBS (AM)/New York ND BERNARD GERSON.

PROS ON THE LOOSE

Scott Andrews - Overnight/KHTK-San Diego, CA
Freddie B. - Nights/KHTK/Sl. Louis, MO
Dave Denver - APO WRBQ-AM & FM (Q105)/Tampa (305) 783-0600 or (813) 854-2700
Joe Friday - M/air talent WGRD-FM/Grand Rapids (616) 940-1584
Hollywood Hendrix - AP/nights WMC-AM & FM/Lansing (517) 337- 8155
Laura Kelly - Middays/ WXO/Kalamazoo, MI (616) 968-4440
Maggie McKay - M/nights KBT (AM)/Canyon Country, CA (231) 829-5953
Al Mitchell - PD/WDFM/Nortork (804) 460-0352
Tom Samory - PD/KJIL/Monroe, LA (318) 323-5999
Jay West - L/nights KNJH/Houston (713) 568-6565
Steve Williams - Morning sidekick WRZQ/Sarasota (813) 794-0453
Terry Young - Nights/WDFX/Detroit (313) 549-0231

- TONY CHIOFOLO steps up from VP/Finance to Sr. VP/Finance at East- man Radio. Adding VP stripes is the rep from Atlanta Manager MAR- LENE KUNIS-POEHLER, Detroit Man-ager GARY MERRIFIELD, Houston Manager RICH FARQUHAR, and San Francisco Manager BRIAN ROBIN- SON.

- DOMINICK MORRA moves to Broadcast Promotion & Marketing Ex- ecutives as Communications Manager and Editor of image. He was formerly Administrative Manager at Backer Spielvoigt Bates.
- GARY C. GLENN announces the formation of an independent radio/tele- vision sales consultancy. He was previously Regional Sales Manager at Im- pressive Resources Inc. Glenn can be reached at (614) 771-1637.

- Salt Lake City-based VIDEO WEST announces the formation of IMAGE- WORKS, a division specializing in the creation and production of television commercials for radio stations. The company can be reached at (800) 443-4813.

--Holly Sklar

R&R TIMELINE

John Lund broke into radio with career-current KOA/Portland, OR, which he sold to become a DJ at KLOG/Kirk, WA. Lund became PD at KLOG/Portland in '87, then was APO at KLAC/Los Ange- les in '88. While programming KXOA/San Francisco, Lund discovered Dan Imus and brought him first to WFLA/Orlando and later to WBBN/New York (twice). Ten years ago today, he founded Lund Consultants; Sunbelt Communication gave him VP status while signing as his first client.

John Lund

1 YEAR AGO TODAY

- Arista elevates Roy Lott to Exec. VP/Operations, Jim Cawley to Sr. VP/Sales
- Jeff Salant chosen to be Enigma VP/Rock
- Dr. Dave Ferguson appointed WPGC-FM/Washington PD
- Dan Jessop joins KMRQ/Bill Lake City as PD
- Record pioneer and Atlanticcolourful Neshu Erltegen dies at 71

5 YEARS AGO TODAY

- Ted Atkins leaves WTAE/Pittsburgh VP/GM post to form Atkins Broadcasting
- George Harre resigns as KMET/Los Angeles PD to found Harris Communications
- Jim Sumpter elevated to Malkan Group Exec. VP
- Dan Jeffries tapped as WLS-AM PD
- Bob Krane promoted to WBCN/Boston AP/DMD
- CHR WKTU/New York becomes AOR WXRK "K-Rock"

10 YEARS AGO TODAY

- Ed Rosenblatt appointed Gefen Records President/COO
- David Barrett set as KWK & WWWK/Sl. Louis GM
- Brian Moers promoted to WRIF/New York Station Manager
- Pete Salant chosen to be WNYC/New York PD

15 YEARS AGO TODAY

- WHK/Cleveland ups Ron Jones to Program Manager, hires Gary Dee for mornings
- WRVF/New York (now WLTW) sold for $2.5 million to Sondalier
- Hurricane Hean

---
Traveling Wilburys
Van Morrison . Elton John
Dave Stewart and the Spiritual Cowboys
Paul Simon and George Harrison
Bee Gees . Billy Idol
Edie Brickell & New Bohemians
Stevie Wonder . Eric Clapton
Ric Ocasek . Duane Eddy
Mike & The Mechanics with
Paul Shaffer and
The World's Most Dangerous Band
Guns N' Roses
Ringo Starr
and
His All Star Band*

THEY GAVE AT THE STUDIO.

Rock & roll's top performers have donated new studio work and live cuts to this
extraordinary album benefiting Romanian Angel Appeal—the rock community's
charity created to aid the estimated 400,000 orphans surviving in squalor
throughout Romania.

Included are such rare gems as George Harrison and Paul Simon's 1977
"Saturday Night Live" performance of "Homeward Bound," Elton John's dance
number penned especially for the charity and a brand new Guns N' Roses song.

Proceeds from Nobody's Child will go toward the purchase of basic
necessities—new plumbing, sanitation, clothing, toys, food and medical aid—to
improve the lives of Romania's littlest angels. So, get your wings now. Support
Romanian Angel Appeal.

NOBODY'S CHILD
ROMANIAN ANGEL APPEAL
The Album

Available Now on Warner Bros. Cassettes and Compact Discs.

*Available on CD only.
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Arbitron Swats Albany's 'FLY, 'GY

Arbitron has popped a pair of Albany stations for airing "write-it-down" promos, but the GM of WFLY—whose station, unlike crosstown WGY-FM, will be listed below the line in the spring book—is accusing Arbitron of favoritism. John Kelly says WGY-FM is getting special treatment because its President, Dennis Israel, heads the Arbitron Advisory Council. (Kelly's feelings were expressed in a letter to Israel, and the former could not be reached for comment.)

One of the promos 'FLY used read: "Whether it's on the phone or through the mail, if anyone asks, please remember what station you heard today. FLY 92." One of WGY-FM's promos stated: "The radio station you hear at work all day is "Electric 99." Write it down.""

Arbitron Manager/Relations Nan Myers told ST that WFLY received the below-the-line sentence because the "first half of its promo is considered suggestive of the survey process, and may differentially sensitize WFLY listeners to the survey in progress."

For those of you still awake after that last sentence, it seems because WGY's promo didn't call attention to a possible survey-in-progress, the station was listed normally. Myers added that the sticker on the cover of the Albany book will call attention to both stations' activities.

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Israel told ST, "Actually, I'm not President of the Council anymore. I'm officially 'Past-President.' And none of that matters anyway. John Kelly got caught with his pants down. He was wrong and he should admit it." Israel added that he has since dropped all "write-it-down" promos from WGY-FM's airwaves.

Don't expect any real action surrounding RCA Exec. VP Rick Dobbs and the Polydor presidency for a week or two. Berteismann Exec. VP & BMG Co-Chairman Michael Dornemann will be out of the country until August 3.

After nearly 20 years with WB, VP/Promo George Garrity has resigned to pursue other interests.

Nationwide Communications sent a memo to its properties warning that the FCC may start making examples of stations that play songs with explicit lyrics, specifically citing Kyper's "Tic Tac Toe" and Digital Underground's "The Humpty Dance." Nationwide outlets now must clear all questionable songs with corporate honchos before they can be added.

Speculation H

• Is W2K2Buffalo morning man Rocky Allen one of the top candidates for the morning show at WPL/JNY?
• Despite Washington Times reports of Q107 flipping formats to AC, OM Lorraine Palegig cautions all.
• Although Y100/Miami President/MD David Ross denies that he's talking with WMXZ/New Orleans consultant Bob Mitchell about a position, the rumors just keep on coming.
• Is KJNZ/Dallas PD Ettemy Smith first line for the WOGO/Chicago PD post?
• As expected, WMMS/Cleveland OM Rich Plumbino resigned last week. Now, where's he going?
• Look for a new Orlando station, WZED, to sign on the air at 98.9 within two weeks. Will be Easy Listening or Country?
• Adrants' B2Z/WEZ/Memphis has evolved into Soft AC, and News AM sister WMXZ has begun playing instrumental 9am-5:30pm. Meanwhile, crosstown CH-FM KMPZ is expected to switch ownership to Diamond Broadcasting next Tuesday (7/24). While no KMPZ format change has been announced, the rumor mill is working overtime on this one.
• Soon after WM4/Atlanta OM Bill Callith finds his next gig, look for afternoon driver Jim Morrison to grab the programming reins.
• Is there a deal to bring BMI/Chicago afternoon driver Pat Reynolds to afternoon/ 5:00/Tampa in progress?
• Now that B2Z/Columbia has upped morning sidekick Bill Mitchell to Programming Asst., could an APD title be far behind?
• Z93/Atlanta morning cohost Scott Woodside called the ST "fun-one" to deny all loose talk that he'll reunite with former partner Jim Elliott for a morning show elsewhere.

Now that Ed Diaz has rejoined XHMR/San Diego as VP/GM and equity partner, this eliminates Commonwealth and Willie Morrow's bids to manage the station.

So where does that leave consultant Jerry Clifton and WCKZ/Charlotte PD Mark Shands, who'd been rumored as having the inside programming track?

Shannon Back To Z100

The Z100/NY "Lucky Seventh Birthday" Party—featuring Jon Bon Jovi, Aerosmith's Steven Tyler and Joe Perry, Taylor Dayne, Billy Idol, Richard Marx, Seduction, Stevie B, and Paul Shaffer & The World's Most Dangerous Band—was set for Wednesday, August 1.

Ah, but the following morning there'll be a special six-hour morning zoo spotlighting highlights of the past seven years, including a "surprise guest," for Z100's original zockeep Scott Shannon to reunite with former partner Ross Brittain for a one-time-only broadcast. Ladies and gentlemen, start your tape decks...

Listeners.
We get them.
And we keep them.
201-994-8717 or fax 201-984-5115

The Radio Marketing Dept. is the industry's most innovative source for direct mail, telemarketing, database and creative design. If you want listeners, call us. If you've got listeners and want to keep them, call us too.
Has Radio Forgotten How To Rock?
Here's An Inside Tip:

DON HENLEY
"How Bad Do You Want It?"

CHR Most Added - 124/22!!!
Track: 8
Z100 add
B94 add
KDWB add
KUBE add
PIRATE add
KCPX deb 24
WXKS deb 34
KSAQ 31-27
WKBO 21-17
KISN 34-30
WZZU 18-12 HOT
WQUT 35-27
KZZU 30-24
92X 24-20
999KI 28-24
WXKS 36-30
and many more!

AEROSMITH
"The Other Side"

CHR: 34 - 28!
AOR Track: 1!!!

Major Market Action:
PWR99 add
WEGX add
Q102 add
WKZL add
KZOU add
KDWB deb 22
B94 17-14
Z100 25
Q107 25-21
KEGL 17-14
WGH 26-22
PIRATE 12-9
Y107 31-27
Top 5 Requests On MTV!

GENE LOVES JEZEBEL
"Jealous"

STRESS Rotation On M
R&R New Rock: 2
Over 100 AOR Stations!

Going For CHR ADDS: July 23 & 24

It's Okay
Not To Dance.
(All The Time)
GET OBSESSED

INDECENT OBSESSION

INVADES THE U.S. FOLLOWING A MULTI-PLATINUM DEBUT IN AUSTRALIA, THREE SOLD-OUT TOURS AND A HIT SINGLE CHARTING WORLDWIDE.

"TELL ME SOMETHING"
From the self-titled U.S. debut
WRITTEN AND PRODUCED BY INDECENT OBSESSION

Also produced by:
Ian MacKenzie
Re-mixed by:
David Leonard
Management:
Amanda Pelman/ MAP Management

Key Activity Includes:

Most Added Two Weeks In A Row!
This Week #2 Most Added
82/44

WWKS deb 27
KSAQ deb 34
WKBO 37-33
WCKZ deb 36
YW add

PWRPG add 40
KISN add
KKBQ add
WGH add

WTIC-FM add
WBBQ add
Y107 add
X106 add

Z102 add
WFLY on
Y100 add
KQ add

KTFM on
KROY on
HOT949 on
WRVO add
WHHY add

NOW ON A SOLD OUT WORLDWIDE TOUR

MCA RECORDS
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www.americanradiohistory.com
Two veteran rock radio programmers — WCKG/Chicago PD Tim Kelly and KTCZ/Minneapolis PD Alan Lawson — resigned within the last week to pursue long-desired station management opportunities.

Kelly — who previously programmed KLOS/L.A. and Chicago's WLUP and WLS — has already exited 'CKG and opened an office (phone number TBA), although he will continue consulting the station through the end of the year. Marketing Dr. Dan Michaels and MD Tom Daniels are handling interim PD duties.

Lawson — whose resume includes WBK/Milwaukee, WGRX/Baltimore, and KINK/Portland — gave KTCZ four months' notice and can be reached at the station.

Precious nanoseconds prior to deadline, ST learned that KDON/Salinas (and Henry Radio National CHR) PD Jamie Hyatt will become on-site PD at KIKI/Honolulu. He'll replace Alan Oda, who'll remain with the station as APD/Midnight rocker. KDON APD/MD Steve Wall gets Hyatt's old PD gig.

KNRJ Goes Country For A Song

No surprise to last week's readers, but KNRJ/Houston didn't flip out of its Pop Alternative CHR direction on Friday the 13th. At 3pm the station played a Country tune, followed by the sounds of belly-laughter, straight into the announcement of a co-promote for a forthcoming Peter Murphy concert.

Meanwhile, ST hears that PD Guy Zapoleon was again spotted at Dallas-based Thompson Creative Services mixing down those new KHXM jingles. Stop, look, and listen for the station to go to a current-based Hot AC or an adult CHR format within days.

New format for Viscom's KOFY-FM/SF and KLRS/Santa Cruz-San Jose simulcast TBA August 1. Pending FCC approval, new calls for KOFY-FM will be KDBK, while KLRS gets KDBQ.

The new 50/50 male-female lineup: mornings Jack Kulp (from afternoons at crosstown K101); middays Melissa McConnell (MO at Country KEEN/San Jose); afternoons Ed Murray (retained from KOFY-FM); nights Maria Lopez (from NAC KTID/San Rafael); late-nights Billy Kiernan and overnight C.J. Bronson (both from KOFY-FM).

Banned In Delray

WYFX/Delray Beach, FL afternoon Chuck Hicks was handed a two-day suspension last week for playing Luke F/2 Live Crew's "Banned In The U.S.A." PD Michael James pulled Hicks off the air not because of the song's content, but because it had yet to be approved for airplay. Hicks was back on the air Monday (7/16).

After waiting more than six months for his no-compete contract to expire, KVI/Seattle finally gets Mike Webb as its PD. Now that Webb — who had served as crosstown KIXI's PD/afternoon man up until last week — is gone, KIXI VP/GM Bobby Rich is seriously looking for candidates.

Meanwhile, a former Unistar VP/Programming, a local radio legend, and a longtime pal of Bobby Rich (Gary Taylor) is filling in until a BIG opportunity knocks, which may be sooner than not.

Wax Tracks

- WZL's Randy Smith exits to rep Aalo in the Twin Cities, Aalo also has hired former Elektra Atlantic rep Joe Sellers to handle the Caribous. Sellers replaces Jodi Ryan, who shifts to Aalo's Balti-more/Washington sites.
- Enigma hires TTV's Joe Hodge for the Mid-South, based in Charleston.

Now that you've read The Book...

Brian Wilson
Mornings
(201) 825-0850
(212) 867-1200 (serious inquiries only please)
"I WANNA GET BACK WITH YOU"
Follow-up to the Smash Single "SITTIN' IN THE LAP OF LUXURY"
Produced by Lars Pierre and Franklin Blue
From the album THE STATE I'M IN

"I LOVE THE WAY YOU LOVE ME"
Special 12" Remix Version by David Morales
Written and Produced by Teddy Riley
From the album PROMISE ME

TWO HOT TO HANDLE

Continued from Page 39

WKHI/Ocean City, MD PD/morning man Hitman McVay has been named VP/Programming for Baltimore Radio Show Inc. Along with his present duties, he'll oversee all programming responsibilities for the station's new acquisitions — WBVP & WWKS (Kiss 107)/Pittsburgh.

This Sunday (7/22), Dance CHR Hot 97/700 NY and crossover Urban WRKS will join forces for a two-mile "Unity Walk" from Columbus Circle to Union Square park to help diffuse racial tension in the city.

KZFX/Houston PD/morning man Paul Christy exits the Classic Rocker over philosophical differences. Reach him at (713) 342-9570.

Video Didn't Kill The Radio Star
If you haven't seen the "Jetsuns: The Movie" yet, look sharp for KIIS-FM/L.A. morning star Rick Dees, who makes a cameo appearance on George Jetson's in-car video radio.

To help launch its hotter music mix, AC KQZY/Dallas will switch calls to KRSS and bill itself as the "New Star 105." The station also has lined up an impressive roster of celebrity morning stars, including Dana Carvey (7/18), Joe Piscopo (7/20), Leslie Nielsen (7/23-24), Christopher Reeve (7/25), Jim Belushi (7/26-27), and the voice of Bugs Bunny, Jeff Bergman (7/30).

EFM's "Rush Limbaugh Show" will be expanding from two to three hours at the end of the month.

After WAPE/Jacksonville afternoon driver Chris Trane got an offer to join Q102/Philadelphia and had a problem getting released from his existing deal, he resigned from the Big Ape. That was last week. Trane is back on track doing afternoons at WAPE.

Ouch! ST incorrectly identified the President of Tapscan last week. His name is Dave Carlisle.

Weasel Alert
WFYV/Jacksonville MD John Leard called the ST "fun-lone" to tell the Free World that somebody's been impersonating him in order to weasel free product from the record labels. Seems the fraud in question calls national reps, uses Leard's name, and requests items. Rest assured, the FBI's already on the case.

Chatterbox

- Q105/Tampa APO Dave Denver has resigned, but may be on his way to the PD post at WOVW/Palm Beach.
- WDNY/Philadelphia afternoon driver "Cap- tain" Paul Porter segues to weekends at crossover WHUR, where he'll host "Quiet Storm." Porter bumps Alvin Jones, who zooms crossover to WKYS to handle its "Slow Jam" show. Jones replaces Kevin James, who exits for commercials/voiceover work.
- Six months after KGB/MD Pam Edwards split to program RKN/L.A., KGB has hired her replacement. WXIX/Orlando PD Virgil Thompson
- WDFX/Detroit night rocker Terry Young is out. Reach him at (313) 549-0231.
- After nine years at KISL, "Coach" Charley Wright has joined the crossover KKB/Tampa morning team as Sports Director.
- Following the resignation of KATM/Colorado Springs OM Kevin Burkhead, Surrey Broadcasting VP John Stevens will serve as PD until the post is filled. MD Jennifer Bell is still in place.
- WGBF/Evansville, IN MD Lisa Ryan adds PD duties as Sam Yates steps down to concentrate on AM drive.
- New KEEN/San Jose MD is Julie Stevens.
- Consultant Mike McVay has named veteran programmer George Hart to serve as a consultant to AC WJFY/Long Island. The station, in turn, has appointed Hart interim PD.
- WWVA/Wheeling's new PD is Bill Berg, replacing Chuck Urban, who exited in March. New MD at 'WVA is Charlie Mitchell.
- Eric D. will segue from nights at 102 Jamz/Orlando to an airstream at Hot 105/Miami. His replacement is weekender Bart Barta.
- WMZX/New Orleans has named midday man Ben Chalker MD.
- ACR/KGMO/San Diego Production Dr. Kevin Casey segues to mornings at Classic Rock KFX (The Fox)/Fresno.
- After ten years in morning drive, Country-formatted KHAK/Cedar Rapids host Don Warren resigns, as does overnight Rusty Lee. The latter's replaced by weekender Bob James. Reach Warren at (319) 365-9431.
- 95X/Brattleboro, VT APO Ben Hamilton is now PD.
- WVIC/Lansing and APD/dawn rocker Hollywood Hendrix have parted company.
- B&D & A have reinked K-LITE/L.A.

Shoot Out The Lights
KFTZ/Idaho Falls PD/morning man Rich Summers recently interviewed Utah Jazz star Karl Malone, who happens to run a local basketball summer camp. During the conversation, they made a bet that if Summers could sink two out of ten baskets backwards from center court, Malone would have to cough up a pair of tickets to any Utah Jazz game for the entire station staff — a total of 60 seats.

Malone's jaw promptly hit the hardwood as Summers sunk attempts one and seven to collect the fx. Malone not only promised to come up with the coveted duets, but also made a $500 donation to Muscular Dystrophy on behalf of KFTZ.
THE LONDON
Quireboys

i don't love you anymore

THE NEW SINGLE

NOW ON

PRODUCED BY GEORGE TUTRO & JIM CREGAN
EXECUTIVE PRODUCED BY RON NEVISON
MANAGEMENT: SHARON OSBOURNE

FROM THE ALBUM A Bit Of What You Fancy. ON TOUR WITH L.A. GUNS
ON CAPITOL CASSETTES, COMPACT DISCS AND RECORDS
**Singleton Continued from Page 1**

Lening in the industry. I'm delighted to return as part of Al Teller's executive team, and look forward to working with such a rich and diverse artist roster."

A New Orleans native, Singleton began his career in radio as an air personality, MD, and PD. He started his own independent promotion company before becoming a Regional Promotion Manager at Fantasy, Mercury, and Casablanca. He also held Director/National Promotion slots at Casablanca and Sony/Telefunken. His current title was named National Director/Marketing. Singleton joined MCA in 1983 as National Radio/Black Music Promotion before earning VP stripes.

**Gerson Continued from Page 3**

earned a promotion to Promotion Director; her next step would be GM. We're at the top of the ratings consistently now in an intensely competitive market. Our best promotional emphasis has been a major factor in getting us there."

Gerson, who said: "I want to thank everyone at Power 99 for their support—they've all really contributed to my knowledge and growth. I'll continue to oversee promotions but will now help [PD] Rick Stacey with programming and marketing."

Prior to joining Power 99, Gerson was Promotion Assistant at KVIL/Dallas.

**Crump Continued from Page 3**

Crump began his career in radio at KCAT/Flane Bluff, AR, moving on to KZAZ/Little Rock as PD/air personality and later Broadcast Specialist for Armed Forces Radio & TV. He spent 11 years at Warner Bros., as Local Promotion Manager in Atlanta and Charlotte before being named Director/National Black Music Promotion.

**Diaz Continued from Page 3**

In 1983 as National Radio/Black Music Promotion before earning VP stripes.

**Everything But The Car**

"The Language Of Life" at a recent Beacon Theatre performance. Among those backstage were (l-r) the label's VP Lou Squezzara, Greg Bodsky and Peter Kopeke, the band's Ben Watt, Atlantic Sr. VP/GM Mark Schultman, the band's Tracy Thorn, and label Sr. VPs Andy Greens and Vince Pareto.

media to excerpt material from broadcasts that the FCC has found to be indecent. Such reports are necessary, Sikes said, so the public can fully understand the Commission's positions and see that the FCC is not involved in "censorship." However, FCC General Counsel Bob Pettit later refused to guarantee that broadcasters who report indecent material as part of a newscast would not themselves be fined for indecency.

**Government Replacing Parents?**

Washington communications lawyer Tim Dyk, who is representing the coalition, said that the courts must deal with the presence of children in the audience as enough justification for a ban. "The real question is whether parents have the opportunity to supervise their children, and I believe they do," said Dyk. "[With a total ban] you are replacing parental supervision with government supervision.

Broadcast public interest lawyer Andy Schwartzman expressed disappointment in the Commission's adoption of the report, which he said is a politically motivated move to bow to Congress. "Ironically, on the indecency issue, it's the FCC that is pandering," he said.

Infinitely Broadcasting President Mel Karmazin, who has twice faced off against the FCC over the allegedly indecent antics of Howard Stern, echoed that sentiment. He hypothesized that Helm is pressing anti-indecency and anti-obscenity issues as a way to take the heat off his home state's tobacco industry.

**Vagueness**

Problem Remains Evergreen Media President Scott Ginsburg, whose WLUP (AM)/Chicago was cited last year for possible indecency violations, said he could "understand" the FCC's desire to protect children, but said the Commission's definition of indecency remains overly vague. "I don't care whether they ban indecency 12, 18, or 24 hours a day (to protect children)," said Ginsburg. "It's more important to define indecency."

At the Thursday meeting, FCC Chairman Al Sikes once again urged both the print and broadcast

**FCC Continued from Page 1**

Cincinnati, their coverage of more than one state. The counties were chosen at random. The audits, the largest in recent memory, come at a time when members of the Congress — including Sen. John Danforth (R-MO), a close friend and political ally of FCC officials — have been complaining about the high cost of political advertising and muffling legislative action to reduce it.

**Labeling Bill Continued from Page 1**

Louisiana's economy would suffer, and the state would lose its music festival, concert, and convention organizers react to a labeling law by boycotting the state.

RIA officials said their group has not compiled any figures on how much money Louisiana might lose as a result of a labeling law. Berman also opposed to Roe on behalf of Louisiana's musical reputation and heritage, saying enactment of the law would mean "irrevocably change the impression that Louisiana is receptive to diverse traditions and a haven for musical creativity."

In a statement announcing its intention to appeal an upcoming New Orleans meet if the bill becomes law, NACPA said artists, retailers, and concert promoters would be driven out of the state.

NACPA's semiannual convention is set for October 5. RIA, which held a convention in New Orleans in 1988, said its decision to eliminate Louisiana as a meeting site if staking becomes law underscores its commitment to both free speech and a free marketplace.

H.B. 354, which passed both houses of the state legislature by wide margins, requires the labeling of music videos that advocate or encourage activities "harmful to youth," including substance abuse, sex, and violence. The sale of a labeled album to an unmarried person under the age of 18 would be punishable by up to a $1000 fine or up to one year in jail. The sale or distribution of a "harmful" album that has not been properly "flagged" for the record's manufacturer, distributor, and "producer," presumably the record's label.

Roe's motion was filed just 29 to sign or veto the bill. After that date it would automatically become law. RIA, which already threatened to sue Louisiana if the labeling measure is enacted.

**IRS Continued from Page 3**

cited about joining this winning team.

All titles released through the IRS distribution deal with MCA will shift to CEMA, including Squeeze, Concrete Blonde, MC 500 FI. Nashville and Pajama Men. The deal will not affect titles which remain for the duration of production agreements with MCA and A&M.

The initial releases through CEMA will include new albums from Black Sabbath, Cannii, Yen, and Cray Wolf.
GLORIA ESTEFAN
"Cuts Both Ways"

NEW & ACTIVE

NOW ON 92 CHR REPORTERS
INCLUDING:
B104 19-13 HOT
WXKS
WZOU
WBLI
WPLJ
PRO-FM

NOW ON 92 CHR REPORTERS
INCLUDING:
KIIS
KKRZ
KXYQ 3-3 HOT
KCPX 4-3 HOT
KISN 31-26
KPLZ
KUBE

NEW & ACTIVE

NOW ON 66 CHR REPORTERS
INCLUDING
WXKS
HOT97
WIOQ
PWRPIG
KITY
KTFM

WRCK add
WQXA deb 26
WBBQ add
K98 add
WOVV add

URBAN CONTEMPORARY

BREAKERS

ANA featuring JORDAN KNIGHT
“Angel Of Love”

B97 add
Z95 15
WDFX 24-20
WHYT deb 20
KS104
Y108 28-14 HOT

WSPK
WKRZ add
KZZB add
YES97 add
KZFM add
KZOU add 34
XL1067 add

KHTK 6-5
KSND add
103CIR 7-6
WZKX add
WJMX add
WVBS add
WCIL

www.americanradiohistory.com
LITE
HEAVY-WEIGHT
CHAMP!

WLTI-FM Weighs In With Best Book Ever!

This Spring Lite FM slugged its way to #1 25-54 in Detroit, unseating perennial demo leaders WJR and WJLB. Battling from 5.4 to 7.3 25-54 and from 4.3 to 5.7 12+, Lite FM climaxed a six-book pattern of growth with its best book ever.

Since Viacom took over the station in January 1989, WLTI has gained 3.1 share points 12+ and 3.6 share points 25-54—up from #10 to #1.

"Going from worst to first in 18 months didn’t happen by accident,” says VP/GM Terry Wood. “We had a strategy for steady growth, and working with Film House on the marketing was a big part of it.”

If you’re serious about winning, call Film House today and put us on your strategic marketing team for Fall.
"Just when I thought we were winning the rat race... along came faster rats."

A lot of radio decision-makers are identifying with the above statement. They think it analogous to their station's market position in a competitive local media environment.

Maybe you do, too.

The fact is that yesterday's methods of mass-marketing your station don't win races anymore. Most often, they don't even place.

So, how do you emerge from the pack?

You employ Broadcast Direct Marketing... and become a "faster" player in your market's "rat race".

You'll be introduced to successful cutting-edge direct marketing methodologies that identify, persuade, bond, and continually develop your core audience. You'll start winning with strategic integrated programs that maximize your ability to build Cume, effect TSL, enhance gross revenue, and soundly impact your bottom line.

But don't wait too long to put your wheels in motion. The radio broadcast industry's fastest players are already planning their Fall '90 strategy.

If you hope to be in the same race... the time for you to act is now. Please call us today to ensure market exclusivity.

BROADCAST DIRECT
305/662-9524

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**RATINGS**

### 12+ SPRING '90 ARBITRON RESULTS

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**Pittsburgh**

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**Anaheim- Santa Ana**

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**For The Record**

In last week's Arbitron_breakdowns_(RB, 7/13), WQHT/New York was incorrectly labeled WHQT. Also, K32EZ/Los Angeles should have been trended as 2.9-3.4.

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What Listeners Think About Your Radio Station

Ever wonder what your listeners truly think about front-and-back-announcing, music sweeps, promotions, music videos, and copycat radio? Well, read on.

Following up an earlier article, here are more findings from a national opinion survey based on a questionnaire that had been distributed at the majority of Paragon Research's auditorium music tests (including CHR, Country, AC, and AOR) within the past year. Respondents completed this self-administered questionnaire by either agreeing or disagreeing with a series of statements; a total of 3157 respondents participated, ranging in age from 15-54.

Here are the sample percentages by sex, age, and format:

<table>
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<tr>
<th></th>
<th>Men 39%</th>
<th>Women 61%</th>
<th>15-24 18%</th>
<th>25-34 46%</th>
<th>35-44 26%</th>
<th>45-54 10%</th>
<th>CHR 33%</th>
<th>Country 32%</th>
<th>AC 25%</th>
<th>AOR 10%</th>
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Hearing Aids
How universal is the desire for less talk/more music? Nearly three-quarters (72%) of the sample agree that stations announcing should talk less and play more music. This average percentage varies greatly across age and format cells. For instance, only 62% of 45-54s agree, compared to 79% of 15-24s.

When it comes to front- and back-announcing song titles and artists, listeners fall in line with the RIAA. All but 13% would appreciate more front- and back-announcing. That percentage doesn't vary by age, sex, or format preference. Are stations playing current hits often enough to satisfy listeners? Most people think so, but 37% of 15-54s want stations to play current hits more often. So do 42% of women (vs. 31% of men). By format, the figures break down like this: Country 44%, AOR 27%, and AC 32%.

But listeners aren't just hit-oriented. 83% express a desire for more depth on their stations. (A whopping 86% of CHR and AOR listeners want greater depth.) Younger listeners are more apt to want to hear more cuts from an album than their older counterparts.

It's not surprising, then, that 68% quickly tire of overexposed popular songs. CHR, AOR, and 15-34 year-old listeners are especially prone to hit song fatigue on their stations of choice. Such fatigue is less of a problem among those 35+ and even less among AC and Country fans.

Survey participants were asked if ten songs in a row sound like more music than 40 uninterrupted minutes. Nearly half (47%) agree that ten songs sounds more promising; 31% disagree, while 22% are unsure.

What The Audience Wants (Or Thinks It Wants)
The overwhelming majority of listeners surveyed favor:
- Less talk/more music
- Front- and back-announcing
- More depth on popular albums

These opinions remain consistent in all cells.

Radio More Entertaining
All you PDs hoping your station can be distinguished from others, take heart. Just 7% say all stations tend to sound the same. However, 71% believe when one station does something new and different, others are quick to copy it. The copicat issue is more important to younger CHR listeners than to older AC curners. Overall, one-third say stations are too prone to self-promotion. By sex, those citing too much promotion include 40% of men and 29% of women. This attitude doesn't vary by format.

Despite such criticisms, two-thirds admit stations are more entertaining today than they were five years ago. Agreement with that statement is slightly above average among older demos and older-skewing formats.

Screening Video Attitudes
Not surprisingly, the basic enjoyment level of music videos decreases markedly with age. Overall, 78% enjoy watching music videos - a figure which includes 87% of 15-24s, but only 52% of 45-54s. AC and Country listeners also fall below the average.

Do music videos boost listener/viewer enjoyment of a song? Half of those surveyed say they do. The other half splits evenly between those who disagree and those who have no opinion. CHR listeners and 15-34s are most likely to agree; about one-third of AC, Country, and 35-44 listeners - as well as half of 45-54s - disagree.

However, most people don't go so far as to say music videos diminish enjoyment of a song. One-quarter of 45-54s say videos detract from a song; overall, 11% say videos detract. MTV doesn't appear to pose a tremendous threat to radio. Only 6% admit they spend less time with radio now that music videos are omnipresent. The only age/sex cell that does likewise by a greater than 10% margin is 15-24 year-old males (13%).

Chris Porter is Executive Vice President of Paragon Research (303-922-6800), a programming research company which conducts format hold studies, perceptual studies, music tests, and other programming, marketing, and sales research for over 60 radio stations annually.

Measuring Audience Perceptions

We showed listeners nationwide the statements below about radio and video. The number at left are the percentage of respondents who agreed with the statements.

**Programming**

<table>
<thead>
<tr>
<th></th>
<th>87% - I wish announcers would announce the titles of artists and songs more often.</th>
<th>83% - I would rather stations play more songs from a popular album than just the same hit over and over.</th>
<th>72% - Station announcers should talk less and play more music.</th>
<th>69% - When a song becomes popular, stations play it too much and I get tired of it quickly.</th>
<th>47% - Playing ten songs in a row sounds like more music than 40 minutes of music without interruption.</th>
<th>37% - I wish stations would play current hits more often.</th>
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**Image**

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<th></th>
<th>71% - When one station does something new and different, it seems other stations copy it.</th>
<th>67% - Stations are more entertaining today than they were five years ago.</th>
<th>33% - Stations promote themselves too much on-air.</th>
<th>7% - All the stations I listen to sound the same.</th>
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**Video Viewpoints**

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<th></th>
<th>73% - I enjoy watching music videos on TV.</th>
<th>51% - Music videos increase my enjoyment of a song.</th>
<th>11% - Music videos take away from my enjoyment of a song.</th>
<th>6% - I listen to the radio less today than I did five years ago because music videos are available on TV.</th>
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</table>

CHR Porter is Executive Vice President of Paragon Research (303-922-6800), a programming research company which conducts format hold studies, perceptual studies, music tests, and other programming, marketing, and sales research for over 60 radio stations annually.
A LONG-RANGE LOOK

Do Formats Support New Artists?

Whatever happened to Chad? Or Mini Curry, Blake & Hines, Giorge Pettus, Theresa, Sam Bostic, 9.9, Pauli Carman, Genobia Jeter, or Joesski Love? All had an Urban Contemporary Breaker in the last five years; all have since dropped out of sight as far as any hitting profile is concerned.

Not that I intend to single out the Urban format, although it was the original kick-off point for the column. When a format breaks in new artists in a single quarter, as Urban did this spring, you might naturally wonder about the format's track record in establishing careers for these artists — how many become stars, how many have repeat hits, how many fall by the wayside, etc.

While looking into those matters, I realized it might be useful to have a couple of comparison formats, so I checked out the same sort of queries in AOR and CHR. I could therefore, just as well have opened this column by inquiring as to whatever happened to Roman Holiday, Gary G. Eddie & The Tide, the Stabilizers, Melvin James, the Other Ones, John Brannen, the Models, or David Drew (AOR version). And how about L-malh, John Hunter, S6, Opus, Sly Fox, Boys Don't Cry, Ballissima, W a W a Nee, or Scarlett & Black (CHR version)?

(Disclaimer: All names chosen more or less at random for purposes of illustration, with no malice intended; information on the whereabouts of any artists listed welcomed.)

Who's Burning Out Artists?

Obviously, all formats propel a certain proportion of one-shot artists to fleeting prominence, from which they soon slip back into obscurity. I wanted to see if Urban really was burning them out faster.

The answer seems to be: not especially. Referring to the table of figures at top right, the only column in which Urban holds a distinct lead is the fourth, headed "Obscure Today." A somewhat alarming 40.1% of UC artists who had their first period in the record 1985-86 now qualify as obscure (as

Future Hits By Format

<table>
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<th>Format</th>
<th># New Artist Breakers</th>
<th># Subsequent Top 15 Hits</th>
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<tr>
<td>UC</td>
<td>177</td>
<td>296</td>
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<tr>
<td>AOR</td>
<td>126</td>
<td>180</td>
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<tr>
<td>CHR</td>
<td>84</td>
<td>148</td>
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Some more raw numbers for the skies. The last column is the total Top 15 hits (as of June 29, 1990) produced by the format's 1985-88 new artist Breakers. For example, there were 177 artists scoring a first-time Breaker in Urban in those four years, and those artists accounted for 296 UC Top 15 hits.

Urban, understandably, has the highest total of Top 15 hits, since it had by far the most new artist Breakers. CHR has the best ratio; the average breaking new artist accounted for 1.73 top 15 hits. Urban is right behind, however; with a 1.67 ratio, while AOR produces a 1.43 ratio.

Starmaking Machinery

As far as establishing careers goes, Urban has done the best job in the hard-numbers category ("Repeaters," meaning new acts who've gone on to score two or more Top 15 hits). UC's 34.5% means a bit more than a third of the breaking new artists have become repeat hitmakers, while AOR and CHR fail a bit below a third, in a remarkably consistent set of results.

In the judgmental "Stars" category (which, again, is my judgment as star, or virtual automatic hit, status), CHR has the highest percentage (almost 11% of its new artists went on to become stars), with Urban a close second. Usually, and just under 10%, and AOR a distant third.

Summing up, not just Urban, but all three formats have a pretty high percentage of new artists who fall by the wayside fairly quickly. That's regrettable, but it's probably part and parcel of the complex process by which stars and careers are developed. New Urban artists seem to have a greater probability of lapsing into obscurity, but the vast numbers of new UC Breakers apparently haven't yet clogged up the works to prevent a healthy number of authentic new stars from emerging.

AOR, however, breaks a good number of new artists but probably because there are so many veteran artists still dominating the upper reaches of the chart — seems to be having trouble turning them into stars. CHR, meanwhile, seems to have an acceptable balance between artists bound for obscurity and the heights of megastardom. The entire subject is probably worth periodic follow-ups to monitor changes, if any.
The New Single
"We're All In The Same Gang"

Featuring
The West Coast Rap All-Stars

Fourteen of today's hottest rap artists have combined their talents in one powerful song, as part of the unified effort to help combat rising gang violence.

From The Compilation Album
We're All In The Same Gang
Featuring
The West Coast Rap All-Stars

And Introducing
The Grand Jury All-Stars

Q106 add 19
WPGC 29-22
KJIMZ 20-19
KITY 14-13
KGGI 5-2 HOT
KEMI 12-10 HOT
HOT977 6-10
KKXX add
B95 27-21
KROY 18-16
KWOD 20-18

Plus...
KS104 FM102
KUS WQXA
PWR96 WCKZ
HRFR RCAQ
ROYFM

Urbun 26

© 1990 Warner Bros Records Inc

MUSIC DATEBOOK

Aretha Prays For A Hit

MONDAY, JULY 30
1990/RCA drops John Denver after he releases "What Are We Making Weapons For." Some speculate it's because GE, RCA's new owner, is a top military contractor.
1988/In West Germany, Victor Flamingo falls a backup singing audition. In a huff, he predicts, "You'll never make it with a name like Milli Vanilli."
Born: Kate Bush 1958, Paul Anka 1941

TUESDAY, JULY 31
1964/Country great Jim Reeves is killed when the single-engine plane he's in crashes in heavy fog en route to Nashville.
1987/Mick Jagger and Keith Richards are released after a month in jail on drug convictions. Public outcry led to the dramatic reduction in their punishments.
1987/Anita Baker fans in Boston get a scare when a 25-foot tree limb falls into the crowd, but no serious injuries result.
1989/Hospitalized with a brain tumor, 12-year-old Chantele Coureur Black of Des Moines, IA, is surprised by an impromptu concert by Stevie Wonder.
Born: Bill Berry (R.E.M.) 1956, Bob Welch (ex-Fleetwood Mac) 1946

WEDNESDAY, AUGUST 1
1960/After singing gospel for six years, Aretha Franklin, now 18, makes her first secular recordings. Among her first new songs is "Over The Rainbow."
1973/The Grateful Dead's Jerry Garcia is surprised onstage by a huge cake, complete with naked dancer inside.
1974/Pete Townshend and Keith Moon join Eric Clapton on stage in Atlantic. Townshend puts a twist on a Who trick, bashing a plastic ukulele over Clapton's head.
1988/Jerry Garcia celebrates his birthday by heading home from the hospital after a three-week diabetic coma.
1989/WRDW/Clanton switches from Country to an all-Elvis format.
1989/Eric Clapton ends his tour with a free concert before more than 100,000 fans in Mozambique, Africa.
Born: Jerry Garcia 1942, Robert Cray 1953, Cindy Burch (Burch Sisters) 1963

THURSDAY, AUGUST 2
1953/The Davis Sisters are involved in a car crash. Betty Jack is killed; Skeeter is seriously injured but survives.
1956/CBS Records signs Johnny Cash.
1969/Hibbing, MN high school graduates celebrating their ten-year reunion are surprised when fellow alumus Bob Dylan drops in.
1987/Billy Joel's Landmark concert audience breaks more than 200 chairs by dancing on them. Joel says he likes this crowd better than the one in Moscow. Also, Eurythmics' Dave Stewart marries Bananarama's Siobhan Fahey.
Born: Garth Hudson (The Band) 1937, Doris Kenner (Shirelles) 1941, Andrew Gold 1951

FRIDAY, AUGUST 3
1964/The Country Music Foundation charter is registered in Tennessee.
1971/Paul McCartney announces he's formed a new group, Wings.
1984/Ray Parker Jr.'s "Ghostbusters" hits #1 CH.
1986/Is that why he returned to music? — Andrew Ridgeley smashes his Formula 3 race car — his sixth crash in eight races.
1988/Believing the King's death was "an incredible stunt," four San Franciscans embark on a cross-country search for Elvis Presley.
Born: Randy Weeks (Lonesome Strangers) 1954, John Graham (EO) 1951, Tony Bennett 1926, Beverly Lee (Shirelles) 1941

SATURDAY, AUGUST 4
1965/John Lennon suggests the Beatles have become more popular than Jesus Christ. Ensuing worldwide controversy causes several organizations to ban the group's records ("Revolver" is released the next day)." Lennon apologizes and clarifies his comments four days later.
1970/An elderly L.A. woman opens her door and stumble upon Jim Morrison, passed out on her lawn. He's arrested for public drunkenness.
1975/While vacationing on a Mediterranean island, Robert Plant and his family suffer broken bones in a car wreck. Plant is unable to perform for over a year.
1981/Ricky Skaggs, marries Sharon White in Nashville.
1984/Phil Collins wins two Tony Tavelman.
1989/Caeser Kristofferson goes to an Ozzy Osbourne show. When the singer yells "Let's get crazy," teens rush the stage and knock over Case's mom, Rita Coolidge.
Born: Rick Derringer 1949, Samantha Sang 1953, Elsbie Hobbs (Dffrees) 1936

SUNDAY, AUGUST 5
1957/"American Bandstand" makes its national TV debut. It becomes the longest-running show in history.
1975/Steve Wonder signs what is at the time the richest record deal ever, a $13 million deal with Motown.
1986/Rushing in Ozzy Osbourne's favor in a wrongful death suit, an L.A. judge comments, "Ozzy's music may be objectionable to many, but it can be given First Amendment protection too."
1989/Following his much-publicized ouster, Professor Griff repins Public Enemy. He exits the group again a short time later.
Born: Vern Gosdin 1934, Sammi Smith 1943, Pete Burns (Dead Or Alive) 1959

— Paul Colbert
The Return Of The Zombies!!!

Sixties chart stars the ZOMBIES have regrouped — and lead singer COLIN BLUNSTONE has been giving
ROCK OVER LONDON

Version of Carly Simon's #1 hit: "People Are生 It Better." on The Flip Side

George Michael's "Praying For Time" single (due 8/6) will be backed with a live version of "If You Were My Woman," recorded at the NELSON MANDELA tribute concert in 1988. The track won't be included on George's "Listen Without Prejudice" LP, which gets its worldwide release on September 10.

"I wasn't exactly a dance label, but i'll possess a certain groove element."

Remake/Remodel
Leicester rockers DIESEL PARK WEST will release an album of B-sides and cover versions — including TRAFFIC'S "No Face No Name No Number" — on August 13. The album's title is "Flip-Flop."

The Diesels, incidentally, will begin work on their next studio album in September with LAURIE LATHAM producing. Meanwhile, they're looking for a new drummer—also catching the cover vibe: Scotland's DEACON BLUE, who'll release "The Bacharach And David EP" later in August. The four B&D tunes included are "I'll Never Fall In Love Again," "Look Of Love," "Are You There (With Another Girl)," and "Message To Michael."

Bono Writes Again
Along with co-writing the song "Jab Love" for the NEVILLE BROTHERS' soon-com L.P., BONO has reportedly written a song called "Slow Dancing" for country superstar WILLY NELSON.

The Return Of The Zombies!!!

The album's recorded: I think they're going to put it out in the
autumn. Indeed, by this time, the LP's U.S. release was planned through BARRIE BERGMAN's Jordan Records label, while in Britain the album was likely to be issued on the Castle Communications label.

"It's weird the way it started off," Colin continues. "There was a band in America going round claiming to be the Zombies. That hurts more than you might think, especially when you see your friends paying hard-earned cash to see them and it isn't you!"

That got us on the phone to each other a lot and we thought the best way to do this—our first album—was to get back together. We also wanted to have a bit of a celebration because it was 25 years since we made our first record, 1964 to 1989, and it seemed like it would be fun."

The album was recorded in Britain and Willerby and mixed by DAVE RICHARDS, who works with QUEEN, in Montreux. "It was certainly our intention to have a flavor of the old days. Just by the fact that it's us playing on it, I think it does," Colin also says he's just completed a solo album, which probably will be released under the same UK deal and "might make the autumn."

Pink Pearl Or Blue Floyd?

PINK FLOYD'S DAVE GILLMOUR and RICK WRIGHT — plus Floyd guest alumni, TEM RENWICK, GUY PATTY, and GARY WALLIS — are guest musicians on the forthcoming album from UK chart newcomers BLUE PEARL, whose Californian singer DURA McRIBBOM was a backing vocalist on Floyd's past two tours.

McRibborn has since relocated to London, where the current chart-climber "Naked In The Rain" and the forthcoming LP have been recorded. Due for September release, the Blue Pearl LP features Gilmour on two songs ("Alive" and a cover of KATE BUSH's "Running Up That Hill"). Incidentally, McRibborn's partner in Blue Pearl is former KILLING JOKE (and ex-BRILLIANT) bassist YOUTH, who's not only worked with Ms. Bush in the past, but also just produced BANA-NARA'S new album.

Meanwhile, the remaining members of Killing Joke have just signed a new record deal with the German label AHG, and are about to begin recording their first album in two years under the working title "Extremities."

Out Of The Past

Former ORANGE JUICE leader EDWIN COLLINS is completing a solo album, tentatively titled "Hell Bent On Compromise," for October release on Demon Records in the UK. The same label has also signed SEAN O'CONNOR, formerly with MICRODISNEY, for a solo album that's due out at the end of September.

Speaking of past associations, former YARDBIRDS bassist PAUL SAMWELL-SMITH has produced the eponymous debut album for English singer/songwriter BEVERLEY CRAVEN. The former champion swimmer and classical pianist reportedly turned down BOBBY WOMACK's offer of a label deal in order to stay in the UK. Her first single from the album is "Promise Me."

And... ADAMSki's next single release ("Picture Freak") was preceded by the release of a two-year-old record by his old group LEGION OF DYNAMIC DIS-CORD. The song is a cover of DAVID BOWIE's "Rebel Rebel," featuring Adam himself on vocals, and came out on Monday (7/16).

Incidentally, there'll be more covers on Adamski's next album. He tells us ELVIS PRESLEY'S "All Shook Up" will definitely be on there, and he's also keen to do a version of CARLY SIMON'S #1 hit theme "Nobody Does It Better."

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<td>F.A.B. EM PARKER/Thunderryd Ah (of Telstar)</td>
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<td>LUCIANO PAVAROTTI/Nelson Dinda (Decca-PG)</td>
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<td>CRAIG McLACHLAN &amp; CHECK 1-2-More (Epic)</td>
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<td>M.C. HAMMER/Cant Touch This (Capitol)</td>
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<td>GLENN MEDELEY/ здоровий BROWN/Shes Ain't Worth It (London-PG)</td>
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<td>ROXETTE/Must Have Been Love (EMI)</td>
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<td>MAXI PRIEST/Cross To You (VPIg)</td>
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<td>JANET JACKSON/Knight (A&amp;M)</td>
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<td>ENGLAND NEW ORDER/World In Motion (Factory)</td>
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<td>THE HUMAN LEAGUE/EnjoyING This Life (A&amp;M)</td>
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<td>DIANA ROSS/Still Waiting (Motown)</td>
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<td>DOUBLE TROUBLE/Don't Live Here Anymore (Desire)</td>
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<td>WILSON PHILLIPS/Hold On (SBK)</td>
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<td>TECHNODRUM/1/10 KID &amp; Flockin Over The Beat (Swan??)</td>
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<td>MG TONES &amp; 400 STATE/The Only Ryme Was This One (PTG)</td>
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<td>SOUP DRAGONS/ Sujon REID/In Fewe (Raw TV)</td>
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<td>MADONNA/Hurry On Pary (Sire-WB)</td>
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Moving Up

BLUE PEARL/Naked In The Rain (W.A.U. Mo. Ltd) RIVER CITY PEOPLE/California Dreams/Carry The Blame (EMI) ROLLING STONES/Ain't No More Sigh (Rolling Stones/CBS) GUN/Shame On You (A&M) ADAMSki/He's Back (MCA)

Note to production: If this tip sells over, please run them over on second line instead of deleting them.

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<td>1927/Tell Me A Story</td>
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<td>MARK WILLIAMS/Show No Fear</td>
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<td>MIDNIGHT DOLL/Forever Yours</td>
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<td>SGRace/Whores/Season</td>
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<td>ANGEL'S/Bow Down To Me</td>
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<td>BOOM CRASH OPERA/Guitar Talk About It</td>
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<td>HUNTERS &amp; COLLECTORS/The Way You Love</td>
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Most Added

PAUL NORTON/Southern Sky

Most Added

GOWAN/X The Lovers In The World

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<td>PURSUIT OF HAPPINESS/Two Guns In One</td>
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<td>COREY HART/Race</td>
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<td>LAYMEN TWIST/Walk On The Wild Side</td>
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<td>JANE'S CHILD/Welcome To The Real World</td>
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Most Added

GOWAN/X The Lovers In The World

Top 10 Canadian chart from The Record (AR) 539-917.
Motown Revives Motortown Revue

Motown Records is celebrating its 30th anniversary by reviving the label's traditional Motortown Revue — a touring caravan of several of the label's biggest artists. The tour began in the early '60s, when they helped establish the careers of Stevie Wonder, Smokey Robinson, the Supremes, the Temptations, the Four Tops, and the late Marvin Gaye, among others. The Pepsi-omesa 1990 edition of the Motortown Revue — which features the Boys, Today, Good Girls, Rich Nice, Millie, and M.C. Trouble — will kick off August 1 in Minneapolis and travel to 22 cities before concluding at the Celebrity Theater in Anaheim, CA on August 26.

Bucks 'N Pieces

Bits 'n Pieces

PAULA ABDUL/Produced by Michael Burch
PAUL RODRIGUEZ Jr. "Rock'n'Roller"
JOHN DOURKIS/Produced by John Dourkis
DEAN CARROLL/Produced by Dean Carroll
BOB BIEMER/Produced by Bob Biemer
MARK FROST/Produced by Mark Frost
SHASON FORD/Produced by Shason Ford
JANET JACKSON/Produced by Jermaine Jackson
TAYLOR DAYNE/Produced by Jimmy Jam
GEOFFREY TOUSSAINT/Produced by Geoffrey Toussaint
CONRAD WEIDLER/Produced by Conrad Weidler

EXCLUSIVES

HEART/Don't Want To Be A Capricorn (Capricorn)
PRINCE/Thieves In The Temple (Polka Post /MCA)
WORLD/Can't Get It (Mute)

STRESS

A FINE VINTAGE PACKAGE

Disaster Radio Relief

When The Going Gets Tough, The Pros Hold Out

Sitting in your warm, dry office hearing about the latest natural disaster that’s put people out of their homes, destroyed businesses, and taken lives, it’s easy to think “It can’t happen here.” But what if it does? Are you and your station prepared to deal with a community emergency?

The nightly news has been filled with the wrath of Mother Nature this past year. Hurricane Hugo kicked off the circle of destruction last September. While we had some warning of this disaster, no one was prepared for the devastation and destruction it caused. Next, the San Francisco earthquake took the world by surprise.

The heavy spring rains that flooded Texas, Oklahoma, and Arkansas kept radio on alert for weeks, and the recent Ohio River flood struck without warning, leaving hundreds homeless and more than a dozen dead.

It was just three weeks ago that an arsonist’s blaze swept through Santa Barbara, CA, leveling over 500 homes and completely disrupting one of America’s wealthiest communities.

Programmers of radio stations on the front lines of these disasters recalled their efforts and supplied a list of items every radio station should have on hand... just in case.

Hugo — Taken By Storm
Ralph Wimmen, PD of WHTK/ Hilton Head, SC-Savannah, GA was among the first affected by Hurricane Hugo. “We had plenty of warning that we were in the direct path of the storm, but it moved one degree north and struck Charleston, SC instead. We decided to ride it out. They began evacuating Hilton Head Island and turning the power off, forcing us to leave the air by 7pm.”

The storm hit and the following day we assessed the damage and returned to the air at 5:06pm. Within 20 minutes, the phones were ringing and we discovered we were the only station on the air for miles around.

“With only three or four of us around, we launched what turned out to be a ten-day radiothon in a News-Talk mode. Using four computers linked together, we started a database on where people could get ice, water, gasoline, generators, milk, formula for kids, chainsaws, blankets, and clothing. Most of the supplies were funneled through the local fire stations. Our motto was ‘People Helping People.’

Wimmen assisted in several life-saving efforts, including conveying oxygen to a man in an iron lung whose supply was perilously low. “We also helped assist the local kids and friends find each other. Just imagine listening to a radio in the dark with a candle and it’s your only friend. That’s what it was like for those affected by Hugo.”

“In the aftermath, we held various fundraising efforts, especially with the Thanksgiving and Christmas holidays approaching. The charity efforts wouldn’t have been as successful if we hadn’t had the cooperation and help of so many other stations in the region and elsewhere, which got involved and organized shipping in truckloads of supplies. Radio may be competitive, but a disaster brings us together. All of us involved experienced ‘real radio’ and its true purpose of serving the community during these ten days.”

Ground-Zero Preparations
Roger Gaither, GM at WKQB/ Charleston, SC got a headstart on Hugo. “We made our list and got ready in case Mother Nature threw a tantrum. Our transmitter is located 30 miles inland and we figured we were a prime candidate to stay on the air. So we bought extra generators for the studios and transmitter, tanked up the station vehicles, and purchased food, water, blankets, and flashlights for station personnel. Twenty-five folks, including staffers, their Boyfriends, girlfriends, husbands, wives, and pets, stayed here during the storm.

Roger Gaither

“Music programming was nearly suspended by 4pm (9/21), and by 7pm we were in a total information mode. Hugo slammed into us at 7pm and we survived the first wall of the hurricane. Then the eye passed over and for 30 minutes there was dead calm by that point the first wall of the storm was hitting our transmitter, and we went down at 12:21am.

“Because we had a good chance of getting back on the air, the Emergency Preparedness Service contacted the power company and made us ‘Priority One’ for restoring our power. We also became the EBS station, because the primary EBS station, WXTC, was flooded out. We returned to the air Friday at 9pm and stayed totally live information for the next 48 hours.

“It was something I’ll never forget,” said Gaither. “In just four hours Charleston went from 1988 to 1888 with no power, no water, no sewage. You go back to the basics of human existence in times like this, but having a direct line to the Red Cross and the Salvation Army, you can’t prepare totally for something like this.”

Gaither credits stations from as far away as New York and as near as North Carolina, Florida, and Alabama for supplying emergency shipments which led to an early restoration of normalcy. “You can’t prepare totally for something like this, but having a direct line to the Salvation Army and a staffer at that office, helped keep the information flowing. Also, strong ties with the office of Mayor Joe Riley, South Carolina Electric & Gas, and EDISTO Power kept us going. It looked like World War III, but they restored 86% of the power in just ten days, which was amazing.”

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The Earth Did Shake
KMEL/SF PD Keith Nafady said, "I remember a tremendous sense of community that swept all sectors following the quake. We all felt a sense of loss, and the fact that..."
**Two-Way Connection With Listeners Pays Off**

A hard rain fell. Six inches in the afternoon, four more before sundown, and still it poured into the dark of night. Where a growing drought had been a hot story for weeks, suddenly there was talk of floods. Flash floods, freeways awash, furniture floating, cars swept away, trucks in underpasses with water over their cabs. Newspapers in overdrive covering rescue operations and road closings.

Late that afternoon, amid the chaos, a harried newscaster received a call from a listener who asked, "Does this mean the drought is over?" For a second, the newscaster thought the caller was joking. Then he thought again.

It might have been called an ignorable question, if you define ignorable as uninformed. But it certainly wasn't a stupid question. The drought was a huge angle which, in all the excitement, had somehow been overlooked. Does one major storm a drought end? A very intelligent, ignorant question. The newscaster realized he wasn't quite sure of the answer and felt the slightest bit stupid for being so busy checking news that he had forgotten to check the forest.

Could have happened to anyone. You know what they say -- today's headlines are forgotten tomorrow.

The cloudburst was a rapidly moving, compelling story. There were brave rescues, high-water reports, evacuation bulletins, official weather statements, and a whole flood of rapid developments to command a newscaster's attention.

'Little Gold Mines'

On the other hand, slow as a tortoise but just as steady, the drought had been creeping higher into the headlines. Diminishing water reserves had gradually brought more stringent regulations. Some towns already had odd-even lawn watering, and car washing was restricted. Contractors feared their swimming pool construction business might go down the drain, based on rumors there might be a ban on filling new pools. And operating a decorative fountain was beginning to be viewed in the same light as flag burning.

The "is the drought over" conversation with the listener lasted maybe a minute. Listeners are little gold mines when it comes to reminders. Some of my best experiences have been at stations where active listener participation was encouraged. Things can work very smoothly when listeners know it's a two-way street. The way I see it, listeners who call with a question, suggestion, or tip are worth their weight in gold -- or rating points, whichever is higher. They'll keep you straightened out, and they don't charge.

Well, the town didn't wash away, the drought wasn't over, and the jury is still out on whether everyone lived happily ever after. The restaurants kept their water glasses hidden and the Water Waster Police continued their appointed rounds. Life went on.

The newscaster told his new acquaintance about overlooking the drought in the middle of a 'flood-year' flood, and said he's almost positive he would have gotten to that angle within minutes, even if the listener hadn't called. Yep, almost positive.

---

**Stand Up for Planet Earth! Are You Doing It Yet?**

These stations are:

- "The message to Cry Out is important to our area as well as the entire country. That's why we added the song at our station."  
  Tim Brough, MD WAFL

- "The environment is the issue of the 90s and radio has its part in this. Cry Out. The song is catchy and so is the cause."
  Gabe Anthony, PD WECO

"The song first aired at my station during an hour long special on the environment. Afterwards people called in wanting to know about the song and requesting to hear it again. It generated enough excitement to go on the record and I added it. It's our official environmental anthem."  
Storn N. Norman, MD WEBE

It's easy!

- **PLAY THE CRY OUT CELEBRITY PSAs**
- **PLAY THE CRY OUT SINGLE**
- **DISTRIBUTE THE FREE BOOKLET**
  - "Cry Out - An Illustrated Guide To What You Can Do To Save The Earth"
  - CALL (213) WE-CRY-OUT* for FREE copies of the PSAs and booklets
  - I'm counting on YOU!

**Kirstie Alley**

**SIGNIFICANT ACTION!**

www.americanradiohistory.com
FAVORITE ANGEL

ONLY WOMEN BLEED

FAVORITE ANGEL brings their ethereal pop sound to a classic
with their debut single, ONLY WOMEN BLEED.

FAVORITE ANGEL. • ONLY WOMEN BLEED. • ON COLUMBIA.

Columbia

Early Add:
WZOU
Thou hast heard nothing yet!

"GOD TONIGHT"

by "REAL 'LIFE"

In thy hands now!

The first single from the LP, LIFETIME, (D-77271) featuring all new material.

Video on MTV

Cassette single – 4JM-76818
Vinyl 12" – V-77053
Disaster Radio Relief

Continued from Page 54

we were unprepared for this made it worse. When the quake hit, KMEL suffered a lot of physical damage and our studios were left without power. We quickly set up a primitive studio on the mountain at our transmitter site and had to broadcast from there for about 48 hours. All we had was a CD player, a microphone, and my CD collection.

"Since then, we've invested in some extra equipment to be more prepared for the next time - because there will be another big one some day. We now have a backup generator at the studio and transmitter, and flashlights all over the building. The other positive [that came] out of this is that our news department has developed a whole list of emergency connections, and we now have an evacuation plan." After the quake, Naftaly shifted KMEL into a music and information mode to fill the need for entertainment amid the devastation. "We were going through the same things as our listeners. Everyone turned to radio because the power was out and TV was useless. The music helped restore a sense of normalcy to a very abnormal situation.

Keith Naftaly

"Because we are part of the community and our operation was so radically affected, we had a real sense of what the individual listener was experiencing. It helped bring our already close staff even closer together. This disaster made me more cognizant of the importance of staying in touch with the community at large, versus the hype that we're all caught up in. It really drove home the immediacy of radio and the strength of the medium."

KMEL had been in the middle of the Filmore's $25,000 Incredible Free Money Birthday Payoff. Naftaly explained, "We took that $25,000 and donated it to the Red Cross' earthquake relief fund. We also did some concerts at local nightclubs to benefit that same fund."

The Rains Came Down

WOMP-FM/Wheeling, WV is actually located just across the Ohio River, in Bellaire, OH. PD/morning man Bob Forster recalled the flooding that recently took place just two miles from the studios, in Shadyside, OH.

"On June 14 we were deluged with over five inches of rain in just three hours. What a mess. A high-pressure system stalled and kept the storm front from passing overhead, which is why so much rain hit us so fast. There was no advance warning the next day, when a 46-foot wall of water came down from Weiger Creek, which connects to the Ohio River, and destroyed over 100 homes in the hollow and killed 25 people."

"I got together with [GM] Al Murdock and [GSM] Fred Gardini and the local Chevrolet dealership in Bellaire, which served as a central collection point for food, clothing, and canned goods. We began broadcasting from there and all the jocks became truck drivers and delivery guys for the Salvation Army. Using cellular phones, we were able to stay on top of the action and direct our efforts where they were needed most."

"We've collected 12 truckloads of clothing, food, and supplies, and over $4,000 cash, which we've put into seven-day CDs to earn extra interest to help those who lost everything. It's times like this that you feel really good about being in radio and helping the community."

Bob Forster

Rain Mainly On Plains

KJMJ/Dallas PD Elroy Smith remembered the torrential rains that pounded Dallas and the devastation they produced. "When we realized how serious it was, morning man Dave Farr simply got on the air and began asking listeners to donate clothing, blankets, and food. The response to our requests and those of the other stations was so great that we finally had to ask people to wait until what had been collected was distributed."

"No part of the Metroplex went untouched. Streets were blocked, cars were flooded, and just about everyone was pretty tired of slogging through rain, day after day. The unfortunate thing is that there are still many folks without homes because the rebuilding process isn't complete."

"As a result of this disaster, most of the area GMs have just finished a meeting to put together a market-wide cooperative effort in case another disaster hits us in the future."

Fire Scorched The Hills

KJFTY (YPI)/Santa Barbara PD Steve Gunner recounted the recent fires which devastated his market on June 27. "There was a small fire in a dump which was extinguished quickly, but the real big fire began around 5pm. I was on the 101 [Highway] on my way to a softball game when I spotted this huge column of smoke. The traffic lights went out and traffic got very snarled. It was 6:10pm and I headed back to the station, but I couldn't get there, so I headed to my house to see if it was okay. It was incredible watching the flames jump the highway."

"I located a working pay phone and reached Darris Stone, who does afternoons, and began working with our [News/Talk] AM sister to relay information. By 8pm we were simulcasting. All our jocks became news reporters, phoning in reports and carrying the station phones to turn the infor-

Bob Forster

Elroy Smith

The follow-up to the across-the-board smash "Baby, It's Tonight" from the album A View From 3rd Street. Watch for the video directed by Kiefer Sutherland:

3RD "MOST ADDED" 45/43 INCLUDING:

WQUT 34-30    WHHY    KYYW
WZOK deb 32    WKZL    WBNS
PWR99         KZIO    Y94
KBEQ          KZ93    KOHT
KXYQ          KF95    KPAT
KPLZ          KSNY    WFFR
KUBE          KZZU    KGOT
98XPY         103CJR    KFBQ
195           WKPE    KFTZ
X106          G98     KMOK
X106          WHTO    K1MT
YES97         WJMX    ZFUN
WCGQ          Q104    K20Z
WZYP          KSMB    SLY96
99WAYS

©1990 Repro Records

The follow-up to the across-the-board smash "Baby, It's Tonight" from the album A View From 3rd Street. Watch for the video directed by Kiefer Sutherland:

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KPLZ          KSNY    WFFR
KUBE          KZZU    KGOT
98XPY         103CJR    KFBQ
195           WKPE    KFTZ
X106          G98     KMOK
X106          WHTO    K1MT
YES97         WJMX    ZFUN
WCGQ          Q104    K20Z
WZYP          KSMB    SLY96
99WAYS

©1990 Repro Records

JUDE COLE
Summer Fun In The City

When the heat's on, UC stations fire up their promotional burners. If you're looking for fuel to stoke your idea furnace, here's how WJLB/Detroit and KJLH/Los Angeles are keeping visibility high as the mercury climbs.

All In The Family
When Detroit PD/Day's James Alexander has witnessed eight busy summers at the station. "The biggest thing happening for us this year is our third annual Family Fun Day In The Park," he reported. "It's held at Eliza Howell Park in the western part of the city. We bill this day as a true family fun day - people are invited to bring their picnic baskets, grills, blankets, etc. One of the events is the annual chicken wing cookoff. Everyone has a lot of fun with that."

"There are carnival rides and games of chance for the children. And we book live entertainment. This year we featured Stacy Lattisaw, Alyson Williams, Jeff Redd, Something Special, and a local group, the Body Sistas. Last year we had a surprise guest: M.C. Hammer."

The station also puts on a softball series every summer. "Our station team plays against charitable organizations. Softball fields are open to the public for free. We get large crowds and there's no cost to anyone to put on the event."

When a softball game, we also agree to donate $100 to the organization for every run they beat our team by - up to $500. If we manage to defeat the other team, we still donate $100 to their organization. The charities we select are smaller in nature - non-profit groups like Big Brothers or Big Sisters. This is just another way to give back to our community and specifically to inner city organizations that need our help."

Fun is the name of the game when it comes to planning promotions. Explained Alexander, "We're a fun-oriented station, so we like to keep most of our activities fun and family-oriented. We also keep our promotions simple. People like going to the parks and having picnics, and they like live entertainment."

"In Detroit, we usually have only eight or nine weeks of what you'd call real summer weather. That's why outdoor events come to mind. It's important for us to capitalize on the good weather."__

Roving Van
The station's van is kept loaded with prizes and ready to roll. "If there's a worthy community event, we'll send our van and give away prizes on the spot. All of our air personalities go out with the van on a rotating basis. We believe in a team effort, and having our van in the neighborhoods is part of getting the job done."

"Sometimes we just stop the van and talk to people when they least expect it. There doesn't have to be a formal promotion going on. Often we'll see some brothers playing a game of pickup somewhere and we'll pull up and talk, shoot some baskets with them, and give them something from the prize closet. They like that. If you're not doing these kinds of things, maybe you should give them a try. They work."__

One popular contest is the station's "$5000 Triple Play!" We designate three songs and when those songs are played in the designated order, we take the 25th caller. If that person realizes the songs were played back-to-back, he wins $5000.

Listeners can also cash in by putting bumper stickers on their cars. "We call out the license plate numbers of people driving with stickers. If people respond within the allotted time period, they win $500. We're just trying to make our promotions fun and simple while we reinforce our call letters in listeners' minds."

Long Beach Bash
KJLH/Los Angeles OM Marco Spooie is spending his first summer at the station. The season began with a charity fundraising event at the Queen Mary/Spanace Goose in Long Beach. Said Spoonie, "All the proceeds went to the United Negro College Fund. KJLH Special Events Coordinator Lisa Huggs spent months putting this promotion together. It was timed to coincide with Black Music Month."

"We presented a gala event featuring Stevie Wonder, Dionne Warwick, Melba Moore, George Duke, Dianne Reeves, Good Girls, Terry Steele, and Ronnie Laws. It was an ideal time to present achievement awards honoring people who've succeeded in our industry, such as Sammy Davis, Nat King Cole, Billie Holiday, Sarah Vaughan, and Berry Gordy."

Free & Fun
Many stations face summer with small promotion budgets, and KJLH is no exception. Explained Spoonie, "A lot of stations tend to back off because they feel the summer book is a throwaway. Budgetary restraints mean you have to create strategically strong contests and promotions. We're doing that by being in the streets constantly, at the malls and school summer programs."

PD Lynn Briggs described more of the station's summer efforts. "We send our listeners on summer getaways to Cancun, Jamaica, and other locations. In general, though, if a promotion is free and fun, you've got a winning combination. We have natural resources we can use in L.A., like the beach. Most people who live here like doing things at the beach. Our audience also likes picnics and going to local parks. We're asking our audience to call and write to tell us what they want."

Planning Warm Weather Promotions

- Make activities fun, simple
- Schedule outdoor events
- Provide live entertainment if possible
- Stay visible in the streets

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HER SITUATION IS CRITICAL

"MILIRA IS THE BEST YOUNG VOICE TO COME INTO POP MUSIC SINCE WHITNEY HOUSTON..."
Geoffrey Himes
WASHINGTON POST

"SHE'S A WINNER"
Hurricane Dave
KMIQ-HOUSTON

"MILIRA PROVES HERSELF EQUALLY ADEPT AT SINGING CONTEMPORARY R & B, POP, GOSPEL, AND QUIET STORM TUNES, BRINGING SCATTING BACK IN VOGUE"
Bill Francis
BILLBOARD MAGAZINE

NOT ALL CRITICS CRITICIZE. WHETHER THROUGH HER OVERWHELMING LIVE PERFORMANCES AT BRE AND YBPC, OR HER POWERFUL ALBUM VOCALS, MILIRA WINS THE HEARTS OF RADIO, CRITICS AND CONSUMERS ALIKE. NOW THE NEXT HIT SINGLE FROM THE ALBUM "MILIRA",
GO OUTSIDE IN THE RAIN
MOTC-2029

ALREADY ON:
WYLD
WENN
WJMH
WJMI
WQOK
WPLZ
KMJJ
WTMP
Whatever Happened To Rock 40?

It was just about this time last year that the Rock 40 frenzy reached its apex. Having already demonstrated a knack for achieving out-of-the-box 12+ success in several key markets – most notably Kansas City (KXXR) and Detroit (WDFX) – the format received its biggest boost to date when KQLZ (Pirate)/Los Angeles scored an immediate hit.

Buoyed by Pirate’s success, more stations began experimenting with current-based rock formats. Many of these were radically different from one another. It was at this point that Joint Communications, which service-marked the term Rock 40 in 1987 but had yet to aggressively market its version of the format, began a concerted effort to lay claim to the name and prepare to capitalize on Rock 40’s increasing notoriety.

Twelve months later, Joint still has no Rock 40 clients. Meanwhile, virtually all the major market stations originally grouped under the Rock 40 banner have abandoned the approach. Pirate’s still doing its thing, but the ratings have slipped from their early lofty levels, and some say it’s only a matter of time before Scott Shannon and company steer the Pirate toward more mainstream CHR waters.

What does Joint Chairman Joe Sinton have to say about all this?

“Frankly, it still may be a little early for Rock 40 in some markets. But we’ve just as bullish on the format as we were a year ago. When it’s done right – but it’s formically pure – there’s a position for Rock 40 in the larger markets.

“You’re deluding yourself if you believe further fragmentation of 12-34 men is going away.”

– Jon Sinton

Rock 40 V.s. Rock CHR

It should be noted that just what Joint calls Rock 40 (and what Burkhardt/ Douglas & Associates calls “Male CHR,” a format currently working at WAZU/Dayton) is a far different format than the one employed by the failed Rock CHRs. “Our concept of Rock 40 is much closer to AOR than most of the attempts we’ve seen thus far,” says Sinton.

“If you’re really going to think that CHR is going to attract a lot of 18-34-year-old men. Musically, Rock 40 is an AOR format.

“I think what happens to stations that approach Rock 40 from a CHR perspective is that they look up and say, ‘God, we’re really going against the grain. It would sure be a lot easier to be a Dance CHR.’ There’s a natural push toward Dance CHR, as opposed to letting CHR fragment toward the rock side.”

While Sinton remains “bullish” on Rock 40 formatics, he knows first-hand how difficult they are to market. “Lee Abrams and I compared notes on this a couple of weeks ago,” he says. “And we were laughing, because it’s just like AOR was in the mid-70s. You know it’s out there, you know it’s viable, you know it gets ratings, but you haven’t found a way to talk CMs into it. You have two things working against you. One is the general bias against hard rock. Two is the general bias against anything that doesn’t promise the glorious 25-34 demo.

“Ultimately, what will happen is that as everyone goes for 25-34, at some point people will look up and say, ‘There must be some money out there for 18-34.’ It’s going to take a process of education on our part for the media-buying community, just as we had to reeducate them in the ’70s that all our listeners weren’t wearing black T-shirts and waiting for us to play music to kill your parents by. As you’ll recall, we had a lot of doubters and a number of failures back then.

“I have every confidence in the world in Rock 40’s viability. There’s an awful lot of groundwork that goes into something like this. Formats don’t become successful overnight. It was a number of years before people stopped talking about Classic Rock as a short-lived permutation of AOR. I don’t think it’s a safe bet to count Rock 40 out at this point. The natural evolution of this medium is toward narrower and narrower targeting.”

“Boutique” Format?

Interestingly, Pollack Media Group has not marketed any Rock 40-type formats. “As with most boutique formats, we never got involved with it,” explains IMG President Tommy Hadges. “We’re not against experimentation, but ours is a conservative company and taking a gigantic twist in one direction is a tough sell in a highly competitive environment.”

Hadges says the CHR-based Rock 40s “got stuck between a rock and a hard place. They didn’t rock consistently enough to really compete with the broader male appeal of an AOR. Nor did they play enough nonrock product to appeal to a CHR person.

“Even the Rock CHRs that were able to create substantial 12+ numbers simply couldn’t sell the format. The niche they tried to fill was too small and too specific.”

– Tommy Hadges

“Your deluding yourself if you believe further fragmentation of 12-34 men is going away.”

– Jon Sinton

Whatever Happened To The Edge?

Fred Jacobs is all too familiar with the problems of marketing a new format. As he noted in last week’s column, it took over two years to get Classic Rock on FM, and even longer before the format realized its true potential.

With brings us to the Edge, the New Rock format Jacobs introduced back in the summer of ’88. Two years later, the Edge has but two clients: WBRU/ Providence and KDGE/Dallas, the latter an AM. What’s the deal?

“We really came out with the Edge earlier than we were prepared to market it,” Jacobs candidly admits. “Between AOR, Classic Rock, and the research we’re doing, we’ve got a lot of business to take care of, and the Edge has had to take a back seat. The fact that we elected not to market the format in markets where we already have a client also limits us to a certain degree.

“I also underestimatied the marketing wall I might face. At least when it came to Classic Rock, the GMs knew all about the Beatles and the Stones. Try talking to them about the Cure and Depeche Mode.

“‘But I’m not at all discouraged by what’s happened. We just haven’t gotten our marketing in gear. The edge isn’t even on the short list of formats yet. When the GMs sit down and say, ‘We’ve got to change formats,’ the Edge doesn’t come to mind.”

“Our two stations are both doing fine. Ultimately, the key will be demographics, and one of the beauties of the format is that it’s pretty much teen-less. It’s proved to be more of an 18-26 format.”

– Harvey Kojan

Lee Abrams

“Rock CHRs got caught in the middle. They were too wimpy for the real rockers and too hard for mainstream people. It was a chicken version of hard rock.

– Lee Abrams

LaLa

We’re trying to do something different; people treat it like a real station because it’s on FM and owned by a respectable company. Some of the AMs have real problems.

The consultants’ consensus: if a current-based hard-rocking format is to succeed in the longterm, it will most likely be AOR – not CHR-based. I’ll take a look at the handful of newer AORs that fit that description – including WXTX/Tampa, WLRS/Louisville, and WAZU – as soon as all the spring books are in. Also on the way: a more detailed examination of Z-Rock, which is just about to continue its second year under Abrams.

www.americanradiohistory.com
SLAUGHTER

Fly To The Angels

THE NEW SINGLE
AND VIDEO FROM THE LP
“STICK IT TO YA’”
APPROACHING PLATINUM
MTV-ACTIVE ROTATION
OUT OF THE BOX

Management: The Carr Co./Rudd Carr

Chrysalis
NIGHTMARE IN QUEENS — We're talking, of course, about Every Mother's Nightmare, Arista's latest metal sensation. Getting ready to chow down are (seated, l-r) Arista's Pat Flynn, drummer Jim Phipps, Arista's Diane Gentile, and WQCC/Queens, NY MD Munsie Ricci; (standing, l-r) Concrete Marketing's Russ Gerroir and band members Mark McMurtry, Rick Ruhle, and Steve Malone.

KISSIN' 91X GOODBYE — Del Amitri gets sentimental at XTRA (91X)/San Diego; (l-r) Del's Justin Currie, Mike Halloran, A&M's Tami Shawn, band's Ian Harrie, and A&M's Brad "Power Lunch" Pollak.

ACOUSTIC IN AMARILLO — KACV/Amarillo PD Jamey Karr (l) and MD John Gambel flank Island artist Kimm Rogers after she entertained listeners with a 30-minute set.

Dave and David — WNEW/New York PD Dave Logan (l) and David Baerwald (r) share "Bedtime Stories" with A&M's J.B. "Mr. Volleyball" Brenner.

VIOLATED IN BOSTON — WBCN/Boston PD Oedipus (l), Reprise's Peter Standish (c), and Depeche Mode's David Gahan enjoy the silence after a recent show.

The Big Three (NBC, ABC and CBS) are struggling to lure a mass audience with programming too often typified by the bland leading the bland, a strategy that has become increasingly suspect. Fox, meanwhile, has used offbeat programming to zero in on the... young audience that advertisers covet most--viewers ages 18-34. *New York Times*, Sunday, July 15, 1990

THINK ABOUT IT!

"Ball And Chain"

SOCIAL DISTORTION

SEGUES

WSTZ/Jackson, MS loses yet another PD as Jon Rockett resigns; Dru Laborde is interim PD... KNCN/Corpus Christi night rocker Matt Vaughan adds MD duties... WKQZ/Saginaw midday maven Connie Schilkey succeeds Joe Martin as MD; Martin remains APD... Tony Perry is WIMX/Knoxville's new Production Director... WSAB/Long Island names Bill Glasser Production Director... Dave Anthony takes middays at WMDK/Peterboro, NH... WRFX/Charlotte night rocker Jack Anthony assumes the same shift at WAFX/Norfolk... WLVQ/Columbus's new address is 1301 Dublin Road, Columbus, OH, 43215; phone (614) 488-9696.

Coming Next Week
Focus Group Research Defended

www.americanradiohistory.com
D.C.'s Looming Talk War

One of the great mysteries of Talk radio is why the format has never done well in the jaw-jaw capital of the free world — Washington, DC.

In 1984 NBC, citing its inability to make money in the format, sold News/Talk outlet WRC/Washington. For the next three years, until Greater Media revived the format on the renamed WWRC, Washington — the number one radio market — was without a full-time Talk outlet. And while the format’s return was much-ballyhooed, WWRC has since languished in the Arbitron ratings, with an average 12+ share of about 2.5.

Experts are at a loss to explain Washington’s coolness toward Talk. Some cite the difficulty of programming to three distinctive jurisdictions: Maryland, Virginia, and the District of Columbia. Others believe issue-oriented Talk might be a turnoff for Washington area residents who make their living in or from government and thus spend each weekday immersed in the issues of the day. Still others whisper that maybe there has never been a Talk station good enough to captivate the Washington audience.

This is the history that confronts two stations — if the three remaining WMAL and the reconstituted WWRC — as they head for a possible News/Talk showdown.

WWRC Strives For Unpredictability

Three-month WWRC OM Tyler Cox, previously with WRB/Boston, inherited a station with a 1.8 12+ share in the winter Arbitron. He espouses a simple three-point programming strategy for revamping the moribund Talk outlet.

“We have to be entertaining, contemporary, and unpredictable,” he asserted. “We have to be the watercooler station. We’ve got to be talking about whatever it is people are discussing at the office watercooler or over their breakfast tables, whether it’s the mayor, the Redskins, property taxes, or the latest movies.”

Cox believes WWRC previously “wasn’t sure what it wanted to be. At first, it was doing a sort of shock radio with [conservative hosts] Mark Scotti and [Bob] Kwesell. That didn’t go over well in Washington, so the station moved to how-to/consumer radio; that was too narrow.”

Late last month, Cox began to put his own programming theories into practice by dropping a feature-heavy morning drive show in favor of a call-in program hosted by Mark Williams, formerly of XTRA/San Diego.

Cox also returned veteran talker Joel A. Spivak to the midmorning shift Spivak lost last year to Bev Smith, who was released as part of Cox’s restaffing. The afternoon shift previously held by Spivak has been divided between former fill-in host Joe Madison and recently acquired afternoon driver Mark Davis, formerly of WTKN/Tampa.

In addition, Cox has decreed that all programs on the WWRC day-time lineup will be “broad-based” rather than focusing on special areas of interest. Previously, for example, the Spivak show dealt primarily with consumer issues while Smith addressed social and political issues.

The new lineup, maintained Cox, gives WWRC a “fresh start” on its way to developing the “contemporary, compelling” sound it needs to succeed.

WWRC’s afternoon drive medical show, evening Talknet programming, and weekend lineup of specialty programs were not affected by the shakeup. Cox said the station currently has neither the time nor the inclination to make changes in these areas.

“ ‘The reality is that weekdays 5am-7pm is the battleground. That’s where we will either make it or break it, and it’s occupying 100% of my time.’ ”

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KIDS PINCH HIT

Dad’s Over The Hill

Yo, dudes. My name is Amanda Helton. Me and my brother Brad are here this week ‘cause Dad’s suffering from severe depression. No, it’s not because you need a miner’s hat and a searchlight to find the Cubs in the stand-ings — though that has taken its toll. Ya see, the ol’ boy is set to turn 40 in a couple o’ days and he’s not coping real well.

He got as far as writing about Tampa (see below) when he keeled over and asked for a cold pack. We thought he meant for his head. He came back with a six-pack and we haven’t seen him since. What a geek.

Anyway, he should be sitting up and taking nourishment any day now. Until then, here are a few pictures we found while combing his desk for loose change.

Captured on their way to the slammer are WCOS/Columbia, SC morning duo Mason & Dixon (handcuffed, l-r) with two of that city’s finest. The guys were later released after raising $130,000 for the American Cancer Socie-ty. Funny, when this happened to Dad, the only “charity” mentioned was a dancer at a local club.

If Dad’s birthday headache gets worse, he can always try yoga. Here KYKE/Lake Charles, LA PD Jimmy Lane takes Robin Lee through the paces of preparing for a high-energy afternoon show. Though his head-stand looks kinda shaky, he claims this exercise helps him remain head- and shoulders above the competition. Robin says she emerged unharmed.

How come DJs think every day is Halloween? Or is it just that the sales guys come up with nutty things for jokes to do? The guy in the middle is WQYK/New York morning man Jim Kerr. He’s flanked by GFMs Frank Vulpis, Westart Interna-tional Media’s Laura Carver and Janice Finkel, and WQYK staffer Erik Amsel. Kerr claims he dressed up like this for listeners who had dinner at a place called Medieval Times. Likely story. Dad came up with a tale like that when we caught him sneaking the house in a dress.

Here’s a “Pop” quiz: How can ya tell when your old man’s over the hill? When the bottles of Black Velvet in this picture are what excite him the most. These two guys — KALF/Red Bluff, CA PD Russ Matthews (l) and PD Randy Chapman — are obviously excited about participating in a local “Miss Black Velvet” contest.

We were gonna put this on Pop’s pillow to jumpstart his, er, heart, but Brad was afraid it’d send him into cardiac arrest. He’d at least pass out from ter-minal jealousy of KNIX/Phoenix morning show producer Alan Wallace’s, here sandwiched between Miss March Deloras Driggs (l) and Playmate of the Year Renee Tenison at Los Angeles’ Playboy Mansion.

Here’s a guy we recognize from the tube. Dad watches so many ball-games he knows the ump’s names better than ours. KSDN/San Diego AP/Omidthyre Mike Brady (r) was thumped out of the studio by major league umpire Eric Gregg, who was promoting his new book, “Working The Plate.” Gregg called Brady out for “missing a tag” during a close play in a stopset. Brady was ejected from the booth for arguing the call.

Here’s another who’s been on the tube a lot. Dad loves old-Packers’ tales, though he said one Tampa station did when it was Country a few years ago: WSUN. WQYK-FM isn’t acknowledg-ing or responding to the attack in any way. Ochs’ assessment: “They’re trying to reposition WQYK-FM by lying to the audience.” WSUN GM Tom Paleveda did not return repeated phone calls.

Also, contrary to what you may have read elsewhere, WQYK (AM) changed to SMN’s Traditional Country & Western format a couple of months ago, much before WSUN’s return to the format.

wsun Fires At WQYK

When WSUN/Tampa went Country a few weeks ago — just after the switch from CBS to Cox ownership — it hit the air with a number of prerecorded liners aimed directly at crosstown WQYK-FM.

Some of those liners: “When you’re tired of all that rock country on WQYK, tune in the new 620 WSUN. We’re playing country.” “No rock, hit billy banjo-pickin’ music — just classic country.” “No Lynyrd Skynyrd, no Bruce Springsteen, no James Taylor — just classic country.”

WQYK-AM & FM VP/GM Charlie Ochs reported the stations have never played any of those artists, though he said one Tampa station did when it was Country a few years ago: WSUN. WQYK-FM isn’t acknowledg-ing or responding to the attack in any way. Ochs’ assessment: “They’re trying to reposition WQYK-FM by lying to the audience.” WSUN GM Tom Paleveda did not return repeated phone calls.

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The ABC Radio Network is pleased to announce that American Country Countdown with Bob Kingsley is the first and only syndicated country program on compact disc.

For more information on obtaining ACC for your station contact Jamie Korsen at (212) 887-5646, fax (212) 887-5449. Outside the U.S. contact Radio Express at 1-213-850-1003.
SRO '90

CMA Changes Talent Buyers Convention

Changes are in store for hundreds of registrants at the Country Music Association's annual talent buyers confab this fall. The event, renamed "SRO '90 - Where The Buying Begins," takes place October 5-7 at Nashville's Stauffer Hotel.

Joe Sullivan, co-Chairman of the SRO '90 Committee, explained the name change: "The name SRO (Studio Radio) On The Line" was dropped "in line with the everyday goals of the entire touring industry." The event had previously been known as the Talent Buyers Entertainment Marketplace.

Industry trade paper Amusement Business will present this year's event - marking the first time the event has had a title sponsor. In another change, full-service exhibitors such as record companies, catering services, and equipment suppliers will be included in the event's exhibit area. Previously, the area had been devoted exclusively to booking agents.

And the SRO Showcases, which in the past have spotlighted Alabama, Steve Wariner, and High- ways III, among others, will include 21 acts this year, more than ever before. A newly expanded awards banquet will also be part of the festivities.

For more information, contact the CMA's Special Projects Department at (615) 244-3848.

Bits & Pieces

"Lorrie Morgan - shocked and soaking wet - was the honored guest at a recent surprise birthday party. When she arrived at manager Stan More's home for a business meeting, she was bombarded by partiers armed with water balloons and squirt guns. Reportedly, Morgan and RCA/Nashville labelmate Clint Black also have a running water battle going during their tour with Alabama.

"Tammy Wynette's video for her new Epic/Nashville single, "Let It All Be Like Today," was directed by old flame Bert Reynolds. Reynolds shot the clip at his Florida ranch and included his Arabian stallion, Cartouche. Wynette's "Heart Over Mind" album ships in September, and her 25th anniversary LP will be released next year.

"James House, football star, Drew Pearson, and psychologist Dr. Joyce Brothers were judges at Monday's (7/16) "Miss Teen USA" pageant. The event, which aired on CBS-TV, took place in Biloxi, MS.

"Baillie & The Boys, Robin Lee, Patty Loveless, Lacy J. Dalton, and Mary-Chapin Carpenter recently performed in the Cayman Islands for the Nashville Network's "On Stage" series. The half-hour shows will air in October.

"Congratulations to Alan Jackson and wife Denise on the birth of their first child. Mattie Denise Jackson came into the world at 4:46pm on June 19. Papa Alan was scheduled to appear on the Grand Ole Opry that afternoon, but cancelled to be with his wife and child. "Bill Lloyd, one-half of Foster & Lloyd and avid Beatles collector, recently picked up Ringo Starr's "Old Wave" LP on a trip to London. The album, released only in Germany and Canada, was the only one Lloyd needed to complete his Beatles collection. He also has a complete Beatles collection.

-Ken Tucker

MUSIC MEMO

Southern Pacific Strikes Twice

Warner Bros. Nashville has released two singles from Southern Pacific's "County Line" album. "Reckless Heart" was mailed to Country stations, while "Side Saddle" went out to AC radio. "All Is Lost," from their "Zuma" LP, reached #12 on the AC chart in May 1989.

- Garth Brooks and new MCA/Nashville artist Mark Chesnutt have both cut the song "Friends In Low Places" for their forthcoming LPs. The song, written by Earl Bud Lee and Dewanye Blackwell, is scheduled to be Brooks' next single and will appear on his "No Fences" release. Chesnutt's version will be on his "Too Cool For School" project, to be released later this year.

- New Capitol/Nashville artist Cheryl Wheeler's "Circle & Arrows" LP features performances by Jonathan Edwards, Vince Gill, and Pam Tillia (background vocals), as well as Mary-Chapin Carpenter band members Robbie Magroder (drums) and John Jennings (bass, acoustic guitar).

- Singer/songwriter Janis Ian's "Days Like These" will appear on the soundtrack of a new movie directed by and starring John Cougar Mellencamp. The song was produced by Mike Wanchic and Ian.

NASHVILLE IN MOTION

Mallard Gains Celebrity Status

George Mallard, who's worked for the Jim Halsey Company and Bobby Roberts Agency, has been named Sr. VP/GM for Celebrity International Inc. His duties include agency direction and artist acquisition.

- Glenn Warren, VP of Affiliated Publishers Inc., has been named GM for the Marco Music Group. He's also worked for the Nashville Songwriters Association International. The Marco Music Group consists of Marc Island Music (BMI), Goodland Publishing Company (ASCAP), and Gulf Day Publishing (SESAC).

- Amos Meng, booking agent for Top Billing International, joins Center Stage Attractions in the same capacity. Meng has also worked at One Night, Stage One Development, and Dub Almighty Talent.

- Ronnie McDowell moves to Center Stage Attractions for booking and booking.

Ralph Emery signs with the Inside Country Music video magazine as exclusive advertising representative...."Tin Mensy" wins with World Class Talent for booking.

NEW ARTIST FACT FILE

Pirates Of The Mississippi

Group Members: Pat Severs (steel guitar), Rich Alves (guitar), Dean Townson (bass), Jimmy Lowe (drums), Bill McCorry (guitar, lead vocals)

Current Single: "Honky Tonk Blues"

Current Album: "Pirates Of The Mississippi"

Producers: James Stroud, Rich Alves

Label: Capitol

Management: Ken Stills

Booking: Entertainment Artists

Publishing: Great Cumberland Music

Musical Influences: Jim Hendrix, Eric Clapton, Willie Nelson, the Allman Brothers, Jerry Jeff Walker, the Happy Goodman Family

Pirates Of The Mississippi are (standing, l-r) Pat Severs, Rich Alves, and Jimmy Lowe; seated (l-r) Bill McCorry and Dean Townson.

- Background: The group's members came to Nashville from as far away as California and Florida, and worked in jobs as diverse as computer programming and session work. The band formed in '87, through the efforts of Rich Alves (at that time a song pluggers), as a musical outlet for the "left of center" tunes the members had written. Performing weekends at a Nashville club called the Sufer to "get our yea out, have a few beers, and jam," they continued to work their day jobs. The band's first moniker, the Cloggers, originated when fans came to shows at the VFW hall, not only to listen, but to clog. As Alves pointed out, "It's a happy name. Have you ever seen a sad clogger?"

- Signing: Though initially uninterested in signing a label deal, the band found its attitude changing. "We could tell the magic between us," recalled Alves. "But if we were going to pursue a record deal, we had to make the commitment. That means dropping everything...to go into the studio, to go on the road, and to take it to the people." When James Stroud, then head of A&R for Universal Records, came to see a show and offered to sign them, they were ready. By the time Jimmy Bowen was named President of Capitol Nashville, everything was in place.

Though satisfied with the signing, Capitol execs voiced their concern over the band's name. After considering a number of options, Stroud suggested "Pirates Of The Mississippi" from a song they had recorded for the album. Everyone agreed, and the name stuck.

- Songs: Bill McCorry and Alves co-wrote seven of the project's ten songs, including the group's anthem, "Jolly Roger/Pirates Of The Mississippi." Other contributors include Waylon Holyfield, Guy Clark, Gary Harrison, Danny Beal Mayo, Larry Gottlieb, and Diana Rae. The band's current single is a cover of the Hank Williams original. Many of the songs for the album were written prior to the band's signing. In fact, according to the band, they've already written enough songs for two more albums.

Concerning their songwriting, McCorry noted, "We write a lot of off cuts...something that's going to move you a little bit. Something that's going to make people want to sing along.""Our music is our image," Alves added. "You don't need to look at us to enjoy our music."
GM INSIGHTS

Picking The Right PD

Increased technology, accelerated market competition, and a demand for program/product managers with superior people skills have helped alter the role of today’s PD.

A perusal of R&R’s news and opportunities pages underscores the tremendous talent hurdle in our business. But what type of person has the inside track on plum programming jobs, and how important are ratings success in a GM’s eyes? On this page we’ll consider insights from three GMs who’ve made programming hires in the past six months. Each opted to fill his PD hole in a different way.

Prudence, Patience

Last November, Prudie left to become GM of WLM/Chicago. A first-time GM in a new market, Redo soon faced a major challenge: hiring a PD. He didn’t make a hasty decision.

“Things have to take some time and pick the best person,” he said. “Probably the worst thing is to hire someone you can compensate for. Hire a person who can fill in all the things you don’t have to start, and who can do the job better than you can.”

Skeptical, Prudie sought out several PD candidates from the market and chose on how well they interacted with people. He saw his role as being more about PD candidates’ resumes and interviews. The PD search is not as easy as it sounds.

Windy City Wise

Redo picked Chicago native Mark Edwards, who was GM for WTL & WSRS/Chicago, MA. “I really didn’t know Mark, so it wasn’t like I was bringing in a crony,” Redo recollected. “It was clear that I needed someone who could talk about programming in general and who understood the market. I thought Mark would be a good fit, especially since he had worked for several years in the market before.”

Building Morale

“When hiring someone from within, you want to make sure they have a good rapport with the team. It’s not about finding the best person, it’s about finding the right person.”

Skeptical, Prudie knew that a PD would need to be able to work well with the existing staff. He wanted someone who could provide a “soft landing” for the station, someone who would be able to make changes without causing too much disruption.

Getting To Know You

Kaye stressed how important it is to get to know the people who work for you. He wanted someone who could help him make decisions, someone who could handle the day-to-day operations of the station. The PD must be able to work well with the existing staff, someone who can make changes without creating too much tension.

Consultants Aid Search Party

First-time GM Phil Reda plugged WLM/Chicago’s programming hole by getting outside the market and securing a PD who grew up in Chicago, while WUSA/Tampa GM Mark Kaye promoted his morning man to PD. But when crosstown WNL’s programming change, GM Jonathan Pinch selected someone outside the market (Don Schaeffer) with previous on-air Tampa Bay experience.

Unquantifiable Quality

"The toughest job to fill is a PD," Pinch declared. "You can look at hard numbers for ratings, but you can’t see how they do it for a living. You can’t see how they make people feel good about being on the air. You can’t see how they make people feel good about being part of a team."
AIR TALENT SERVICES

YOUR AIRCHECK!
Professional, objectively edited, high-quality airchecks. We make it easy for you to sound great... and save money too. Call or write for more info.
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TALENT COACHING!!!
All levels & formats. 25 years experience. Now consulting people like YOU in Miami, New York, Seattle, Atlanta, St. Louis & Grand Rapids. Call CYNDE SLATER at TALENT DEVELOPERS (602) 998-8631 THERE IS SOMEONE WHO CARES!! 602-998-8631.

MAJOR MARKET AIRCHECKS
$7 EACH, 2 or more $6 each. (Foreign add $1 per tape)
- Every station in E.C. All ads in Westwood, KNX, KNX-FM
- Polly #1: Morning on KNX/WINNER, KNX-FM... AC to WOOL, WEZL... Urban & More
- Polly #2: KNX All dayparts (WAXL, 1000)
- Polly #1: Morning on KNX, WICU
- Polly #2: KNX All dayparts (WAXL, 1000)

COMEDY

Put this in your ear!
Time For Talk, the rip-snort thirsty second weekend talk show with host Ted Nelson where things never always go right, quick, clean, and affordable. 23 fully produced, fully funny shows each month. Hurry & call for demo. Time For Talk Productions (818) 893-6921

ANNOUNCEMENT TECHNOLOGIES

6911 Manipal Ave, White Plains, NY 10605 (914) 767-4995

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THE ORIGINAL COMEDY SHEET.
The Sheets Box 4858 St. Louis, MO 63108 or call us: (314) 825-0826

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RADIO'S MOST TOPICAL COMEDY!
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FREE SAMPLE ISSUE of radio’s most popular humor service. For samples, write on station letterhead to: O’Liners, 11906 Cashmore St., Suite #100, Los Angeles, CA 90049

Hysterically Significant Moments!

BRAND NEW COMEDY SERVICE launched July 90. Look, fully produced bits based on "Today In History" facts. Real covers entire month at a time (including weekends) ! Fast, clean comedy appropriate for all formats. No complicated contracts or subscriptions, either (market exclusive guaranteed). Beat the other guys to the jump this time! CALL RIGHT NOW for our demo.

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Radio Comedy done write!
We’ve written for Leno, Hope, Rivers... Isn’t it about time we wrote for you? Test-drive us for one month...FREE!

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STILL THE BEST Hundreds Renewed FREE SAMPLE Use letterhead 5804-A Twinning Dallas TX 75227

SUSAN B. ANTHONY-JONES "Hilariously Obnoxious Jock Interactions!"
CATCH HER!
For demo tape, or to order service, call (804) 379-4463 9A-6P EST

MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by payment. Visa/MA/Ex accepted. One-inch minimum, additional space up to six inches in increments of one-inch. Rates for R&R Marketplace (per inch).

MONEY BACK GUARANTEE - R&R Marketplace

Per insertion
1 time $80.00
6 insertions $175.00
13 insertions $315.00
26 insertions $585.00
51 insertions $1,050.00

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadlines for Marketplace ads are as follows: Thursday, one week prior to publication date. Marketplace ads are non-commissionable. Submit to:

Marketplace
R&R & RECORDS, 1330 Century Park West
Los Angeles, CA 90067
(213) 553-4330
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www.americanradiohistory.com


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Don't let a bartered comedy service waste your time. Get comedy and service from The Best in the Business. Call The American Comedy Network today.

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hurry up and subscribe before somebody passes a constitutional amendment against us!

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50 character voice bits each month only $20. Semi-annual and yearly rates too. Sample cassette, $4. SWO-PREP is daily weather, sports, birthdays, almanac and trivia on a single sheet. Free sample. AIRCHECK production and critique by a 26 year broadcast veteran. Call or write for rates.

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Bend It! Twist It! Stretch It!

You'll see the Weenie can't be beat!

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1-800-225-5561 Ext. #248

1-817-749-3811 (FAX) or write

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Opportunity knocks in the pages of R&R every Friday... call (#13) 585-4550 to make it happen for you!

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**GIANT BOOM BOX FOR SALE**

1. Mixing board, Tuner. Two stereo cassettes and Chaser light system.
2. Custom Cerwin-Vega speaker system on front and rear produce up to 1,200 watts RMS of power per side!
3. Can run on House AC 240/120V single phase or with Holida self-contained generator
4. Inside is carpeted and air conditioned.
5. Perfect for remotes.

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The TOP 100 DIRECTORY

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for every commercial radio station in the U.S. Format and market size breakdown. Group mailings to P.D.'s. The RADIO MALL, 2501 Unity Ave. N., Dept. 3990, Minneapolis, MN 55422 or call (612) 822-6896.

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Tired of planning your Fall book in October? Looking for good sales promotions to generate revenue? Always playing catch-up with the competition? Do you wish you could have a marketing director on staff? You can.

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NEW EXPANDED UP-TO-DATE CATALOG of 45 rpm records and cassette singles from the past 40 years. Pop, R&B. Classic Rock & Country included. Write to:

**AMERICAN-PIE**

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CUSTOM ORDERS AVAILABLE • INEXPENSIVE

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The hottest laser shots, explosions, beds, stingers, phone sounds and more...for under $100!

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PROGRAMMING
AUTO RACING IS BIG BUSINESS!
Many millions of dollars are spent in auto racing at the local, regional and national/world class level. Here's an opportunity for your station to be associated with the sport—with no cash outlay.

Motor Sports Radio is looking for stations that can benefit from carrying the "Sunday Night Report," a five minute program dealing exclusively with the results and news of major auto racing for a given weekend, during the 1991 racing season.

If you would like for us to consider your station, contact Sportcom CEO Paul Kaminski at 607-770-9165, or FAX film at 607-722-6095 ("Racecats"). Join the winning team today!

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315-770-9165 FAX: 607-722-6095 ("RaceTalk").

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GET THE INFORMATION ADVANTAGE...
A 3 day advance on the hottest news, business, promotions and ratings trends...plus hot Street Talk. Try it free...Call R&R today. (213) 553-4330

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1-900-246-2222
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Rumors, News, Jobs, Airchecks
24 Hours A Day
The Radio Hotline costs 95 cents a minute, two dollars for the first

RADIO JOBS!!!
Computerized weekly listing of hundreds of the most current radio jobs. Only $19.95 for 3 months subscription.
Send check or money order to: RADIO JOB CONNECTION 14300 N. Hix Ave. W., N. Hollywood, CA 90046.

GOT THE TALENT
but don't have the contacts or the inside track on confidential openings? That's where THE TALENT NETWORK comes in! Let us present you to stations you've only read about. NETWORK - 407-380-0727.

PERSONALITIES
Major Market FM seeking high-content, up-beat, relatable personalities for HOT AC. All shifts are open, including Production Director. Send confidential tapes and resumes to: Radio & Records, 1930 Century Park West, #964, Los Angeles, CA 90067. EOE.

NATIONAL BROADCAST TALENT COORDINATORS
Dept. R, P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

MORNING SHOW
Medium Market FM CHURBAN needs a knockout morning show. Send tapes and resumes in confidence to: Radio & Records, 1930 Century Park West, #965, Los Angeles, CA 90067. EOE.

VOICEOVER SERVICES
VOICE ACE
I WANT TO BE YOUR STATION VOICE
20 Years - All Formats - Great Rates
Fax Script, I'll Demo Free
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** How to Make Big Money In voiceovers **
AUGUST 12, 1990
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Jingles, Jocks and Jokes - 'they're all in the R&R Marketplace - Call 813-863-4330.

Recognize the Difference
NATIONAL, the acknowledged leader in radio personnel placement since 1961, is not a recruitment service, where you send a registration fee and tape, and that seems to be the end of that. NATIONAL is a placement service. Once NATIONAL receives your registration package, our job begins. NATIONAL evaluates, critiques, discusses your potential with you, and then makes a determined effort to find the exact situation you are seeking. We make the complete presentation for you. For complete registration information, write or call:

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Dept. R, P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

Susquehanna Radio Corp.
Susquehanna Radio Corp. with stations in San Francisco, Houston, Dallas, Atlanta, Tampa, Cincinnati, Norfolk, Indianapolis, Scanton-Wilkes-Barre, and York is building a talent bank for future openings. Talented individuals with backgrounds at CHR, AOR, AC, Country, Talk, or News stations who are interested in positions in Programming, Promotions, News, and On-Air should send an up-to-date resume, tape, and references to: Russ Schell/Group Program Executive, 8120 Knue Road, Indianapolis, IN 46250. Susquehanna Radio Corp. is an Equal Opportunity Employer.

OPENINGS
OPENINGS
OPENINGS
OPENINGS

COMEDY WRITERS
If your job is to be funny on the air every day, we want to hear from you! One of the country's best-known radio comedy syndicators is looking for freelance scripts and/or produced pieces. Let us hear your best. We'll pay top $5 for your work. Send sample scripts/cassettes—we'll send you a freelance kit—to: Comedy Bible, 1930 Century Park West, #763, Los Angeles, CA 90067. EOE.

SHOW PREP
PREP is Brett Messer's LOW COST daily sheet WROXED with Celebrit Bits & Bio Inves, Facts, Trivia Questions, Jokes, Today's USA Events (including festivals from Berkley's Radio Bag) and, of course, "much, much MORE!"
(800) 445-4555
CA, NY & Canada Call Collect (512) 223-3913
Australia, New Zealand, Radio Dir (213) 956-3200.

AIR TALENT SEMINAR — CINCINNATI, OHIO!
You're invited to attend an intensive, two-day Air Personality Workshop with Dan O'Day in Cincinnati, August 18-19, 1990. Jocks, PDS, Newpeople — this could be your most valuable weekend of the year! To receive complete information, write to: Dan O'Day • 11069 Cashmere Street, Suite #100, Los Angeles, CA 90049 or call any time and leave complete mailing address: (213) 478-1977. This is O'Day's second and last seminar of the year — Come Join Us!

TERRY MARSHALL'S DAILY INSIDER
The most respected music news service since 1981. Recommended by Billboard & Variety. Five times a week, news now, first! Many top personalities use us & have for 8 years! SEE WHY. CHR, AOR, AC. Call for introductory 1 month trial subscription. 415-680-1177. Available by FAX.

MARKETPLACE
July 20, 1990
www.americanradiohistory.com
Are you a Morning drive Announcer sought for Broadcasting? Growing 100,000 watt Brad, Boston Rock Can NE Los Angeles, CA WZLX, Boston needs, ASAP, for 1930 Century Boston, Hancock Tower, 200 Clarendon Street, Suite 42, you do more than rip and drive SW, Leesburg, VA station. PD.

Ilosl!ou's IN TO your knowledge type person employer.

An- to the top rated PD. Requires retail selling skills and marketing experience, for weekend relief and love to...104 - MGM, One of Human Resources, females encouraged.

MTL&FM's Rocker. We are an equal opportunity employer. We offer benefits, females encouraged.

KXXY is seeking applicants for the position of NEWS DIRECTOR. Duties include writing, editing and reporting news, producing public affairs programming, working an air shift, commercial production and personal appearances for the station. Great pay, facilities and benefits for the right person. Females encouraged. Send T&R plus photo. Brian Bridgman, KXXY, Box 4189, Little Rock, AR 72214

Morning drive Announcer sought for Format. Salary negotiable. T&R: WCOL, Bob Johnson, Box 445, Canton, NY 12414. 17/20 EOE.

We are looking for a creative person with a desire to win. Enjoy the lifestyle of a 3 season resort area and a good compensation package. Air Talent, PD's, Sales, News, Copy/Production personnel working in the following formats... AC, CHR, AOR, Classic Hits, or Oldies/Solid Gold. Send T&R: Sales history, and/or Copy/Production samples to D. Shackett, 738 Great Fields Rd., Boxborough, MA 01763. An EOE employer.

WZLX 100.7 Classic Rocker

WZLX, Boston needs, ASAP, a producer with on-air, programming and production experience to direct an information-oriented, music-intensive morning show...AND A sports/news anchor with strong knowledge of the New England region; experience and the ability to "speak the language". Tapes and resumes to: Box 575, P.O. WA, 02631. An equal opportunity employer. We offer benefits.

AOR Midday/afternoon talent/production director sought for upstate NY AOR. Great opportunity for hard-working pro. Upbeat delivery, good voice, creativity, experience as a music director preferred. Competitive compensation. 130 Century Park West, #977, Los Angeles, CA 90067. EOE

HIITMARKER Regional Radio Promotion Genius. Aggressive Label seeking experienced Promomo type person looking for a future. East & West Coast positions available. Marketing knowledge a must. Reply P.O. Box 793, Cherry Hill, NJ 08035. EOE

KIKC FM 92.5 Oklahoma City

KIKC, Oklahoma City's easy listening channel for over twenty years, recently moved the station to 92.5. We have an immediate opening for Program Director whose duties include a three hour daily airstream, promotion, production, and management of product operations. This is an exciting opportunity to help run an active, winning format and to develop the format with our consultant. 92.5 KIKC is owned by Wilks/Schwarz Broadcasting which operates ten winning stations in the region. Compensation and benefits are highly competitive in this people-oriented company. KIKC is an equal opportunity employer. Women and minorities are encouraged to apply. If you're a vigorous, driven PD or Assistant PD with well developed on-air and people skills, interested in working for a winning format and to develop the format with our consultant: Pete Salant Broadcast Consultant

WPTX FM Tuscaloosa, Alabama (30 miles from Birmingham) has all positions available. PD, Sales, Jocks, Mornings, Afternoons, Vallentine. Requires strong production and news. Computer experience is preferred. Good production skills is mandatory. Resumes to Tunein Moss, P.O. Box 2038, Lakeland, Florida 33806. We are an equal opportunity employer and encourage minority and female applicants.

KXXY is looking for a SAT & Sun. Morning drive. Experience desired. 100 watt radio station. Candidate should possess broad broadcasting experience, including producing and writing news. Writing and reporting news. Computer experience is preferred. Good production skills is mandatory. Resumes to Tunein Moss, P.O. Box 2038, Lakeland, Florida 33806. We are an equal opportunity employer and encourage minority and female applicants.

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OPPORTUNITIES

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KMPF-AM
Full Service/AM has opening for experienced AT willing to work mornings or midday in pleasant environment. Address mail to Mrs. Mary L. Smith, 10200 S. Abraham Road, St. Louis & Memphis. Tape/resume to John David, PO Box 907, Salem, MO 65601. EOE.

PROGRAM DIRECTOR

Do you measure your success by the success of those who work for you? Do you want to contribute to a growing community? Do you enjoy handling a daily shift? Are you good at creating promotions and advertising spot campaigns?

Would you enjoy a life in a family community, 40 minutes from a fast city but without the hassle? Do you find life more meaningful when your personality is a meaningful part of your radio life? Are you seeking career stability, good pay, and incentives?

If yes, call for more information:

Now that you've read The Book...

Now you've read The Book...

Programmer

San Francisco Bay Area, KTID FM (Adult Contemporary) and KTID AM (Moh) in San Rafael seeking a versatile PD for clear air operations. Includes promotion and production work. Send resume, and salary requirements to Susan Bryce, KTID AM/FM, 1623 Fifth Avenue, San Rafael, CA 94901. Equal Opportunity Employer.

West Coast-Major Market Leader seeks field promotions manager/personnel executive able to manage a team of assistants. Must be aggressive, hardworking, loyal and willing to travel. Resume to Radio & Records, 1930 Century West, #792, Los Angeles, CA 90067, EOE.

SPORTS-TELETHON

growing SW city, some P-B. Top national sportscaster seeking a versatile PD to drive clear air operations. Includes promotion and production work. Send resume, and salary requirements to Susan Bryce, KTID AM/FM, 1623 Fifth Avenue, San Rafael, CA 94901. Equal Opportunity Employer.

ON-AIR

position open KUDO/ROadio-FM. Send resume, no phone calls please. Ann. Larry Collins, KUDO Radio, P.O. Box 50005, San Bernardino, CA 92412. EOE.

Northern CA stations seeking top personality/morning show host for music and information format. Must be aggressive, hardworking, loyal and willing to travel. Resume to Radio & Records, 1930 Century West, #792, Los Angeles, CA 90067, EOE.

FILL-IN HASSLES?

Major Market Talent Available for short-term fill-in on your station. Vacations, or while you're looking for a new team member - (Mornings, Afternoons, Nights), GMR, AC, Oldies. With 4 books a year, WHTV WORKS for tape and availability - (800) 93-RADIO.

R&G Opportunities

Display Advertising

Display: $55 per inch (maximum 35 words per inch). Includes border and logo. Blind Box: $65 per inch per week (maximum 35 words per inch) in-class, boxed number and postage handling.

Paysale In Advance

Display & Blind Box Advertising orders must be typewritten on company letterhead and accompanied by advance payment. Ad rates must be submitted by mail except for card of credit listings which are also accepted by fax: (213) 203-8727. Visa, MC, AMEX accepted. Include as it appears on credit card expiration date and phone number. Blind box responses are sent to advertisers every Thursday by first-class mail.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PST) eight days prior to issue date. Address all ads to R&R Opportunities, 1930 Century West Park, Los Angeles, CA 90067. Fax: (213) 203-8727. R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Georgia. Free listings of the same length are also available to individuals seeking work in the Industries. Out of this world.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PST), eight days prior to issue date. Free Opportunities listings are accepted by fax on 8½" x 11" paper and are accepted only by mail or fax (213) 203-8727. Address all 24-word ads to R&R Free Opportunities, 1930 Century West Park, Los Angeles, CA 90067.

Super Talent available. Ability to handle all formats, and can create instant hit! Please apply in writing. GARY J. RUSEN (718) 614-0739. (12/00)

Seeking upbeat CITR, dance or urban format. Great phone presence, personality available immediately. Ability to close in Mid-Atlantic. TONY: (215) 932-6028 or 526-1338. (12/00)

Talented 25 year veteran seeks key position in AP, news, production/management/team building or management. Christian family, 47, RON: (214) 664-5410. (12/00)

Six year Top 10 market pro! Mornings/Mid/Market success. Great phone presence, can handle all markets. Please AOR BOX: (714) 484-7888. (12/00)

Production assistant with on-air drive experience sought for PT position in Southern or AC or Country station. ROB: (407) 736-2876. (12/00)

I will wash the dishes and move the laws of the planet when this move happens. No way! If you're the one to help me settle this deal, I'll be able to help me with that. (719) 738-2609. (12/00)

Sports/Talent - experienced in a variety of sports. Knows'peas and good will, with potential to be better. Give me the chance to prove it. (314) 257-3365. (12/00)

Great voice and good production. Experience includes live beats, photos, phone, anchor and news. Five years experience in CA. OFFER: (213) 348-9870. (12/00)

Young, experienced in small-market, and have gone as far as he can go and seeks mid-market position. Production/promo spot, ability, must be a lawman. LARRY: (417) 738-4399. (12/00)

www.americanradiohistory.com

KMPF-AM is a 25,000 watt AM start-up seeking CD service from all labels. T.D. John, Federal, PO Box 9737, Olympia, WA 98507. (12/00)

KQRS requests service from all labels for AOR/AMC and network market. Send to: 503 Barnum Street Road, Suite 100, Austin, TX 78704. (12/00)

NOW HIRING

Midwest market - AM/Atlanta - Seeking a radio professional with 3 years experience in a major market. EOE.

Requirements are:

Box 518, Santa Maria, CA 93455.

Your resume, phone number, address, and experience needed. Resume/Woodside, Box 903, Woodside, CA 94062.

Talent - female seeks bigger market experience. Preferably in Los Angeles, CA 90063.

Also needs talent reader in all Los Angeles, CA markets.

Telephone: (310) 723-4149. EOE.

Jobs are listed in the listings should be accompanied by resume and/or programming.

To: Los Angeles, CA 90067.

Eight year Country Personality seeks gig with possible PD opportunities. In any slice of chic, rock, new wave and challenge.

J. T. WESTON: (310) 738-2355. (12/00)

Programmer with two years experience seeking slot with viable company. EOE.

For rent, One Air Personality, slightly used, experienced in AM, midnights and hosting. Seeking a small market. Rental agreement. Monthly rental: $500.00. (714) 556-7375. (12/00)

Southern California Coast PM, seeks AT for top solar sensitive and fast growing communications group. TMI/CURTIN: (603) 829-5113. (12/00)

Board seat sought for non-electronic network station. Some experience and some edge. Taping OK. ((503) 669-9946. Steve Callen, Box 1300. Madison, WI 53701. (12/00)

KOFL-FM/Bakersfield seeks full and part time Air Talent for Coast Music Network, Phone/markets - 2217! Binda Veasey, Box 3114. Needs: 916-9701, (12/00)

Radio consultant seeks PT Assistant for general office work and creative interviews. Experience desired. Resumes, Box 616, Van Noy, LA 90048. (12/00)

Country FM/AF seeks applicants for AM openings. T. J. Todd Brown, PO. 107 Claptoon Drive. Suite 120, Las Vegas, NV 89103. (12/00)

Seeking evening Announcer for 100,000 watt Country FM. Experience necessary. Send resume, photo, T. COX, Box 366, Larry Box, 366, Kanot, UT 84741. (12/00)

Colorado 26 - AOR seeks bright, lively, experienced AOR. Fascinating/majestic environment. Experience not necessary. Randy Kin, 1530 S. College, Fort Collins, CO 80524. (12/00)

Seeking experienced PT. AI seeks experienced PM drive Personality. Females and males encouraged. TAPR 1602 FM, Boise, MT 59017. (12/00)

NATURAL COLORADO CHIR

may lose morning show.... we might give YOU. We need topical, local humor, and an expert in attracting Females 18-49. Must be SOLID as a dress rehearsal. T. R. Radio, 1930 Century West, #797, Los Angeles, CA 90067, EOE.

CHR-MORNINGS

KXK COLORADO SPRINGS and KOZ AMALTO, TX

Salary plus bonus - Full fringes - Top flight professionals at every level - Relocation assistance - Excellent ratings - Creative environment - Immediate opportunities. OUR REQUIREMENTS ARE:

* Intense street involvement
* Good phone technique
* Easily directable
* Commitment
* High Content - Good Preparation
T & P to John Danker, General Manager, KOZ, 304 S. 6th St., Colorado Springs, CO 80905. EOE. Employer.

CHR AM/FM drive Personality with full (24 words or 3 lines) listings to radio stations and record companies in Georgia. Free listings of the same length are also available to individuals seeking work in the Industries. Out of this world.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PST) eight days prior to issue date. Address all ads to R&R Opportunities, 1930 Century West Park, Los Angeles, CA 90067. Fax: (213) 203-8727.

www.americanradiohistory.com

Now that you've read The Book...
**PROPAGANDA**

**Heaven Give Me Words (Charisma)**

57% of our reporters on it. Rotations: Heavy 2, Medium 3, Light 16, Total Adds 5, WJLK, 3WM, WKSB, WTKT. Debut at number 20 on the AC chart.

**DION**

**Sea Cruise (Elektra)**

52% of our reporters on it. Rotations: Heavy 2, Medium 24, Light 19, Total Adds 5, WJLK, 3WM, WKSB, WTKT, KCJM. Debut at number 30 on the AC chart.

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**NEW & ACTIVE**

**JUDE COLE** "Time For Letting Go" (Capitol) 3/18

Rotations: Heavy 0, Medium 1, Light 2, Total Adds 10. WJLK, 3/6, WJSY, WWED, WKGB, WADI, WJOL, WBBM, WZXL, KDKF, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN. Medium: WKAT, WLSY, WJOL, WWDC, WZXL, WBBM, WZUL, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN. Light: WCFL, WWDC, WLSY, WJOL, WWDC, WZXL, WBBM, WZUL, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

**OLA ADAMS** "Rhythm Of Life" (Fontana/Mercury) 3/18

Rotations: 7/0, Total Adds 3. WJLK, 2/1, KZSB, KSDB, KZJB, KWSW, WKSR, WTDZ, WZXL, WBBM, WZUL, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN. Light: WCVW, WZLR, WJKT, WDFN.

**JIMMY RYDER** "Same Old Look" (Arista) 3/4

Rotations: Heavy 0, Medium 1, Light 1, Total Adds 1. WJLK, 0/0, WJSY, WWED, WKGB, WADI, WJOL, WBBM, WZXL, KDKF, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN. Medium: WZUL, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN. Light: WCFL, WWDC, WLSY, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

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**BREAKERS**

**BILLY JOEL** And So It Goes (Columbia)

68% of our reporters on it. Rotations: Heavy 3, Medium 25, Light 18, Total Adds 20 including WYRC, WLTS, WLTX, WACR, WAHR, UTFS, KMJ, WMGN, KXTL, KLSY. Moves 30-23 on the AC chart.

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**HOTTEST**

**MARTI JONES** "Any Kind Of Lie" (RCA) 30/1

Rotations: Heavy 0, Medium 8, Light 21, Total Adds 1. WKGB, WADI, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN. Light: WLTX, WACR, WAHR, UTFS, KMJ, WMGN, KXTL, KLSY.

**PETER BLAKEY** "Quicksand" (Capitol) 28/2

Rotations: Heavy 0, Medium 6, Light 17, Total Adds 2. KZJB, KZBB, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

**SINEAD O'CONNOR** "Emperor's New Clothes" (Chrysalis) 27/2

Rotations: Heavy 0, Medium 100, Total Adds 1. WESG, WJSY, WWED, WKGB, WADI, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, KCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

**BRENDA BURES** "Stop Running Away" (A&M) 26/12

Rotations: Heavy 0, Medium 5, Light 2/0, Total Adds 12. WKGB, WADI, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

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**BEACH BOYS** "Problem Child" (RCA) 21/8

Rotations: Heavy 0, Medium 70, Total Adds 2. WKGB, WADI, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

**UFO** "The Way You Do Things You Do" (Virgin) 20/2

Rotations: Heavy 0, Medium 70, Total Adds 2. WKGB, WADI, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

**SOUTHERN PACIFIC** "Side Saddle" (WB) 19/10

Rotations: Heavy 0, Medium 31, Total Adds 10. WKGB, WADI, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

**STANLEY CLARKE & GEORGE DUKE** "Lay" (Virgin) 19/2

Rotations: Heavy 0, Medium 100, Total Adds 1. WKGB, WADI, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

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**CHRIS REA** "Let's Dance" (Geffen) 16/5

Rotations: Heavy 0, Medium 100, Total Adds 3. WKGB, WADI, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

**PIA ZADORA** "If You Were Mine" (Epic) 15/2

Rotations: Heavy 0, Medium 100, Total Adds 2. WKGB, WADI, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

**JEFF LYNNE** "Every Little Thing" (Reprise) 13/1

Rotations: Heavy 0, Medium 100, Total Adds 2. WKGB, WADI, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

**MODERN ENGLISH** "I want With You" (TVT) 14/1

Rotations: Heavy 0, Medium 100, Total Adds 1. WKGB, WADI, WJOL, WWDC, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.

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**JEFFREY HAYES PEOPLE** "Headline News" (SMR) 8/8

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 6. WWED, WJSY, WJOL, WZXL, WBBM, KZBZ, KUBL, KWSW, WCMJ, WRTN, WRKO, WWSR, WYCD, WCVW, WZLR, WJKT, WDFN.
NEWARTISTS

Lightning Seeds (Pure MCA)

1. Seduction Cost Be in Love (Valder A&M)
2. Oleta Adams (in (Bobby Hull)
3. Jimmy Rye (Same Old Look (Arista)
4. Mariah Carey (Any Kind Of Life (Capitol)
5. Don Dino (On The Sign (Empire)
6. Sally Moore Heart A Mind Of Its Own (Columbia)
7. Pat Tabor (You're Out (Capitol)
8. Edgar Winter (Odd Out (RCA)
9. Modern English (Meet You With (A&M)

NEWARTISTS

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www.americanradiohistory.com
**FULL-SERVICE AC**

**MOST ADDED**
- FLEETWOOD MAC (4)
- JANET JACKSON (4)
- PAUL YOUNG (4)
- MARIAN CAREY (3)
- BILLY JOEL (3)
- WILSON PHILLIPS (3)

**HOTTTEST**
- GLORIA ESTEFAN (28)
- MICHAEL BOLTON (15)
- MARIAH CAREY (15)
- BRUCE HORNBY (6)
- ELTON JOHN (7)
- ANITA BAKER (7)
- JAMES INGRAM (3)

**GOLD-BASED AC**

**MOST ADDED**
- BILLY JOEL (6)
- FLEETWOOD MAC (5)
- JANET JACKSON (5)
- PAUL YOUNG (4)
- MARIAN CAREY (3)
- WILSON PHILLIPS (3)
- BONNIE RAIT (2)
- JAMES INGRAM (2)

**HOTTTEST**
- GLORIA ESTEFAN (28)
- MICHAEL BOLTON (25)
- MARIAN CAREY (24)
- ROXETTE (17)
- PHIL COLLINS (11)
- BRUCE HORNBY (7)
- RICHARD MARX (7)

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**FREEZE**

**MOST ADDED**
- KC&D/Pittsburgh Chuck Densmore
- WHY/Ferrous

**HOTTTEST**
- WILLIAM RICHARD FRIENDLY
- WJ/Kansas City

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**SOUTH**

**MOST ADDED**
- SuddenStarr
- Why/Tampa

**HOTTTEST**
- GLORIA ESTEFAN

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**MIDWEST**

**MOST ADDED**
- KDRS/Cincinnati Gary King

**HOTTTEST**
- WFLA/Orlando Dan Stadler

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**WEST**

**MOST ADDED**
- KEX/Portland

**HOTTTEST**
- KBZZ/Tucson

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**NORTHWEST**

**MOST ADDED**
- KGLO/Seattle

**HOTTTEST**
- WLG/Rockford

---

**SOUTH**

**MOST ADDED**
- WTPC/Upstate

**HOTTTEST**
- WFLA/Orlando Dan Stadler

---

**MIDWEST**

**MOST ADDED**
- WQAD/Davenport

**HOTTTEST**
- WFLA/Orlando Dan Stadler

---

**WEST**

**MOST ADDED**
- KEX/Portland

**HOTTTEST**
- KEDI/Pittsburgh

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**NEWS**

**MOST ADDED**
- KDFA/Des Moines

**HOTTTEST**
- KEDI/Pittsburgh

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**GOLD-BASED AC**

**MOST ADDED**
- BILLY JOEL (6)
- FLEETWOOD MAC (5)
- JANET JACKSON (5)
- PAUL YOUNG (4)
- MARIAN CAREY (3)
- WILSON PHILLIPS (3)
- BONNIE RAIT (2)
- JAMES INGRAM (2)

**HOTTTEST**
- GLORIA ESTEFAN (28)
- MICHAEL BOLTON (25)
- MARIAN CAREY (24)
- ROXETTE (17)
- PHIL COLLINS (11)
- BRUCE HORNBY (7)
- RICHARD MARX (7)
Vincent Henry

Breaker

"Invemess;" Rotations: Heavy 6/0, Medium 2/0, Light 7/0, Total 13/0.

Randy Bogen, "True Colors;" Rotations: Heavy 2/0, Medium 9/0, Light 11/0, Total 22/0.

Keiko Matsui, "I'm Out;" Rotations: Medium 4/1, Total 7/1.

Peter White, "Revellelvez-vous;" Rotations: Medium 8/0, Total 18/0.


Barefoot

Tom Scott

Rotations: Heavy 4/0, Medium 11/0, Light 9/0, Total 24/0.

Tuck Andrews, "Moon Moments;" Rotations: Heavy 4/0, Medium 8/0, Light 9/0, Total 13/0.

Carlos Nair, "Carmen Swing Monk;" Rotations: Heavy 4/0, Medium 8/0, Light 9/0, Total 13/0.

Hilton Ruiz, "One Night;" Rotations: Heavy 4/0, Medium 8/0, Light 9/0, Total 13/0.

Breaker

Jackie McLean, "Tribe (Tribe);" Rotations: Heavy 4/0, Medium 8/0, Light 11/0, Total 23/0.

Steve Hobbs, "Eclipse (Eclipse);" Rotations: Heavy 4/0, Medium 8/0, Light 11/0, Total 23/0.

Mann

Mann's Piano Performances

"Pianissimo" Piano Performances

Steve Wonder, "Just Be With Me;" Rotations: Heavy 4/0, Medium 8/0, Light 11/0, Total 23/0.

Quintana

Bob James, "Of One;" Rotations: Heavy 4/0, Medium 8/0, Light 11/0, Total 23/0.

Wycliffe Gordon, "Road To Freedom;" Rotations: Heavy 4/0, Medium 8/0, Light 11/0, Total 23/0.

Carmen Souza, "Sings Monk;" Rotations: Heavy 4/0, Medium 8/0, Light 11/0, Total 23/0.

Barefoot

Stevie Wonder, "Of Love;" Rotations: Heavy 4/0, Medium 8/0, Light 11/0, Total 23/0.
"I don't normally write to companies about their products, but I just felt compelled to write and to tell you how much I have fallen in love with Yanni's music. After seeing the 'Reflections Of Passion' video at the end of Entertainment Tonight, I just had to hear more...if it is possible to wear out a CD, mine must be close."

Georgia Davis
Alamogordo, NM

"...an exuberant and impassioned performance that drew multiple standing ovations, enchan
ting the crowd of 4,200 with such romantic, jubilant and sensitive songs as "The Rain Must Fall" and "Swept Away" from the new album."

Billboard Magazine on Yanni's June 8th performance with the Dallas Symphony Orchestra

NAC Chart R&R 9

Private Music.
PUBLIC ENEMY "Brothers Gonna Work It Out" (Def Jam/Columbia) 5/40

Rotations:

TESSY PENDEGRASS & LISA FISHER "Glad To Be Alive" (Eiktra) 5/14

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: KHYS, WFXR, WJZ, WFXA, WENN, WQFX, K22, F22, medium includes: KHXY, WAGW, KHXY, WHAM.

ERIC B. & RAKIM "Let The Rhythm Hit Em" (MCA) 5/13

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: KHYS, WFXR, WJZ, WFXA, WENN, WQFX, K22, F22, medium includes: KHXY, WAGW, WHAM.

ERIC GABLE "A Is A Sexy Mood" (Orchamps/EMI) 5/13

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: KHYS, WFXR, WJZ, WFXA, WENN, WQFX, K22, F22, medium includes: WHAM, WHXY, KHXY, WTC.

RUBY TURNER "It's A Crying Shame" (Live/RCA) 4/9

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: KHYS, WFXR, WJZ, WFXA, WENN, WQFX, K22, F22, medium includes: K22, WHAM, K22, KHXY, WTC.

LAKESIDE "Money" (Solar/RCA) 4/3

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: KHYS, WFXR, WJZ, WFXA, WENN, WQFX, K22, F22, medium includes: KHXY, WHAM, WHXY.

DIGITAL UNDERGROUND "DooWopishlyke" (Tommy Boy/Reprise) 4/2

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: KHYS, WFXR, WJZ, WFXA, WENN, WQFX, K22, F22, medium includes: KHXY, WAGW, KHXY, WHAM.

KDAY "DooWopishlyke" (Tommy Boy/Reprise) 4/2

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: KHYS, WFXR, WJZ, WFXA, WENN, WQFX, K22, F22, medium includes: KHXY, WAGW, WHAM.

CHIMES "Heaven" (Columbia) 4/3

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: WHUR, KHYS, WAGW, WJZ, WHAM.

AFROS "Feel It" (Columbia) 3/13

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: KHYS, WFXR, WJZ, WFXA, WENN, WQFX, K22, F22, medium includes: KHXY, WAGW, WHAM.

JAMAICA BOYS "Pick Up The Phone" (Reprise) 3/8

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: WHUR, WHAM, WFXR, KFXZ, WEAS, WEBS.

WAS (NOT WAS) "Papa Was A Rolling Stone" (Chrysalis) 3/8

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: WHUR, WHAM, WFXR, WJZ.

AFROS "Let The Rhythm Hit Em" (MCA) 3/5

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: KHYS, WFXR, WJZ, WFXA, WENN, WQFX, K22, F22, medium includes: WHAM, WHXY, KHXY, WTC.

LUCIE featuring 2 LIVE CREW "Banned In The USA" (Lake-Atlantic) 3/7

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: WHUR, WHAM, WFXR, WJZ, WFXA, WENN, WQFX, K22, F22, medium includes: WHAM, WHXY, KHXY, WTC.

LENNY WILLIAMS "Getta Lotta Lovin'" (Crush) 3/7

Rotations:
- Heavy: 30, Medium: 14, Total: 44, rotation includes: WHUR, WHAM, WFXR, WJZ, WFXA, WENN, WQFX, K22, F22, medium includes: WHAM, WHXY, KHXY, WTC.

1967 TOP 100 HITS OF THE YEAR

1. Eric B. & Rakim "Let The Rhythm Hit Em" (MCA) 5/13
2. Keith Sweat "I'm Not Into This Girl" (Jive/RCA) 5/11
3. S.O.D. "You Got The Love" (Jive/Reprise) 4/4
4. The O'Jays "Tell Me" (Soul/Atlantic) 4/3
5. Whitney Houston "I Will Always Love You" (Elektra) 3/11
6. P-Funk A "72" (Columbia) 3/4
7. Wham! "Everything She Wants" (Epic) 3/3
8. The Village People "YMCA" (RCA) 3/2
9. Culture Club "Time (拖The Payback)" (Epic) 3/1
10. Van Halen "Jump" (Warner Bros.) 2/11

NEW ARTISTS

1. MC Hammer "Let Me Take You There" (Epic) 5/5
2. Salt-N-Pepa "Push It" (RCA) 5/4
3. The Sugarhill Gang "Rapper's Delight" (Warner Bros.) 5/3
4. Wham! "Last Christmas" (Epic) 5/2
5. The J Bontan "Hooked On You" (Epic) 5/1

SPECIAL COMING ATTRACTIONS

1. George Michael "Faith" (Epic) 5/5
2. Wham! "I'm Your Boogie Man" (Epic) 5/4
3. Whitney Houston "Save The Best For Last" (Elektra) 5/3
A DIVINE DEBUT...
HEAVEN KNOWS

URBAN CONTEMPORARY
#1 MOST ADDED AGAIN!
62 UC REPORTERS — 67%

WHEN YOU PLAY LALAH HATHAWAY, SAY "LÉY-LAH!"
FROM THE EAGERLY AWAITED ALBUM LALAH HATHAWAY. AVAILABLE IN STORES AUGUST 7TH.
4 SINGLES GOOD TO GO

New singles and companion videos from Atlantic.

EN VOGUE
"LIES"

The follow-up single and video to the platinum single "Hold On," from the gold album Born To Sing.

22 UC REPORTERS INCLUDING:
WDAS WHUR WZAK
WAMO KNYS

RUDE BOYS
"COME ON LET'S DO THIS"

The first single and video from their forthcoming album.

42 UC REPORTERS INCLUDING:
WILD KNYS WYLD KMJM
WUSL KMJQ WOWI K97 WAMO

KWAMÉ
"OWNLEE EDE"

The first single and video from his latest album.

THE FAMILY STAND
"IN SUMMER I FALL"

The latest single and video from their new album Chain.

Get with the program. On Atlantic.

© 1990 Atlantic Recording Corp., a Warner Communications Co.
BREAKERS

KEITH WHITLEY & LORRIE MORGAN

'Til A Tear Becomes A Rose (RCA)

On 75% of reporting stations. Rotations: Heavy 2, Medium 35, Light 85, Total Adds 35
Including: WYRK, WZPL, WXXK, WZZI, WQV, WZLV, WSN, WQSY, WQNY, WINS, WBB, WSU, WCIZ, KZZX, KLVR, KZSN, KFST, KNAX, KKKX, KCIR, KURL, Moves 40-33 on the Country chart.

Report/Add: 1

Breakers

1990 MEMBERSHIP EXTRAVAGANZA

It's easy to win, just join the most newborn members or the most former members... and you'll win. It's simple. Contest closes August 15, 1990. Winners will be notified September 7, 1990.

1. TWO GRAND PRIZES
CMA Awards Show VIP Package includes:
- Two free $200 CMA Awards Show tickets
- Opryland accommodations
- Limousine service
- Two American Airlines tickets, if the winners live outside the Nashville area

2. TWO SECOND PLACE PRIZES
- Gibson Guitars

3. THREE THIRD PLACE PRIZES
- Sony Discman Portable CD Players
Six chances to win, so start recruiting your music industry friends.

Alabamian

New artists have not yet had a Country Breaker or concurrent display by 60% of reporting stations.

Most Added & Hottest

1. PIR. OF THE MISS., Honky... Cap! 110/23
2. MARK CHESNUTT/You Can Al... MCA! 77/75
3. CORINN HAMNER/Work Song (Mint) 75/9
4. LEE ROY PARNELL/Drownin' (Arista) 74/1
5. TIM RYAN/Canoe In Circles (Epic)... 68/12
6. MAY KENNEDY/Con. Lie Without You (Reprise) 36/2
7. BUCKWEAT ZYDECO/You Go Good... Island 27/1
8. SUREBANK STATION/Maple's Road (Capitol) 22/2
9. KELLY WILUS/River Of Love (MCA) 18/11
10. KENNEDY ROSE/Love Lies This (RS) 40

Most Added & Hottest: the songs achieving the most adds nationally and the songs reported "hottest" completed the No. 1 reporter. The number in parentheses immediately following the songs in most Added & Hottest indicates the total number of Country reporting stations adding the song the week or that the song is among their five hot-

STEVE WARNER

Precious Thing (MCA)

On 74% of reporting stations. Rotations: Heavy 2, Medium 35, Light 101, Total Adds 34
Including: WYRK, WZPL, WXXK, WMZD, WIL, KAYD, WXBQ, WAMZ, WSM, WTNV, WCIZ, WBB, KZZX, KCIR, KNAX, KKKX, KCIR, KURL, Moves 49-41-36 on the Country chart.

ALABAMA

Jukebox In My Mind (RCA)

On 73% of reporting stations. Rotations: Heavy 3, Medium 40, Light 93, Total Adds 92
Including: WCAQ, WOCB, WBB, WYWV, WILD, KPLK, WTYY, WMZ, KBSSM, WNTT, KHAX, WUSB, WBVE, WOKO, KQSR, KIK-FM, KNAX, KRRK, KTOM. Debuts at number 34 on the Country chart.

For more details call CMA's Membership Department.

512-524-2840
MERCURY IS SIZZLING...

"OH LONESOME ME" - THE KENTUCKY HEADHUNTERS
From "PICKIN' ON NASHVILLE"

R&R Chart 9

WGNR WPKZ WKHK WDXE WLLR WTMK
WQCB WXXR WEZL WSLR WKCQ WDEZ
WOKQ WAKK WSTH WHOK KTTG
WWYR KMMH KHEY WTSO KEEY

HOT REPORTS!

"THE BATTLE HYMN OF LOVE" - KATHY MATTEA & TIM O'BRIEN
From the forthcoming release "A COLLECTION OF HITS"

"WORK SONG" - CORBIN/HANNER
From the forthcoming release "BLACK & WHITE PHOTOGRAPH"

"SMALL SMALL WORLD" - THE STATLERS
From "MUSIC, MEMORIES & YOU"

"TELL ME I'M WRONG" - RICH GRISSOM

...AND GETTING HOTTER

ON YOUR DESK NOW!

www.americanradiohistory.com
PIRATES OF THE MISSISSIPPI "Handy Tonk Blues" (Capitol) 11/23

Rotations: Heavy

EARTH, WICO, WKAK, WWNC.

DEBUTS DANIELS BAND

Debuts

CHARUE DANIELS BAND

Rotations: Heavy

Medium. WICO, WSTH, WTVY, WHEW, WTNT, WAXX, WOW, KFDI, KRKT, KASH, KCKC. Debuts at

Country chart

GATLIN BROTHERS

Medium. WWYZ, WICO, WKML, WHEW, WIVK. KLLL, WPAP, WTNT, WCUZ, KFDI, KJNE, KHAK. WBVE, WFMS, WHOK, KEEY, KVOO, KZSN, KRKT, KNAX, KCCY, KNCQ, KIIQ. Debuts

Country chart

DESERT EARL

Rotations: Heavy

Medium. WWYZ, WICO, WSTH, WTVY, WHEW, WIVK. KLLL, WPAP, WTNT, WCUZ, KFDI, KJNE, KHAK. WBVE, WFMS, WHOK, KEEY, KVOO, KZSN, KRKT, KNAX, KCCY, KNCQ, KIIQ. Debuts

Country chart

RABBIT & THE BOYS

Rotations: Heavy

Medium. WWYZ, WICO, WSTH, WTVY, WHEW, WIVK. KLLL, WPAP, WTNT, WCUZ, KFDI, KJNE, KHAK. WBVE, WFMS, WHOK, KEEY, KVOO, KZSN, KRKT, KNAX, KCCY, KNCQ, KIIQ. Debuts

Country chart

ROSE OF "Dance About Goodbye" (Capitol) 23/23

Rotations: Heavy

Medium. WICO, WSTH, KKIX, WOKO, WICO, WWVA, KUUY. WSTH. WRKZ, WSOC, WRNS, WTVY, WKML, WPCV, WCMS, WKYO, KLUR, WOKO.

CHARLIE DANIELS BAND "A Few More Rednecks" (Epic) 81/15

Rotations: Heavy

Medium. WWYZ, WICO, WSTH, WTVY, WHEW, WIVK, WWVA, WICO, KKIX, WKML, WELS. WHEW, WDXE, WCMS, WKYO, KLUR, WOKO, WWVA, WILD, WKNN, WYYD, KIXQ, WASKFM, KFMS, KCEE, KFCJ, KFMS, KCEE, KFCJ, KFMS, KCEE, KFCJ.

ROBIN LEE "How About Goodbye" (Atlantic) 51/8

Rotations: Heavy

Medium. WWYZ, WICO, WSTH, WTVY, WHEW, WIVK, WWVA, WICO, KKIX, WKML, WELS. WHEW, WDXE, WCMS, WKYO, KLUR, WOKO, WWVA, WILD, WKNN, WYYD, KIXQ, WASKFM, KFMS, KCEE, KFCJ, KFMS, KCEE, KFCJ.

BAILIE & THE BOYS "Poor Soul As I" (RCA) 49/27

Rotations: Heavy

Medium. WWYZ, WICO, WSTH, WTVY, WHEW, WIVK, WWVA, WICO, KKIX, WKML, WELS. WHEW, WDXE, WCMS, WKYO, KLUR, WOKO, WWVA, WILD, WKNN, WYYD, KIXQ, WASKFM, KFMS, KCEE, KFCJ, KFMS, KCEE, KFCJ.

RAY KENNEDY "Don't Love Without You" (Atlantic) 38/2

Rotations: Heavy

Medium. WWYZ, WICO, WSTH, WTVY, WHEW, WIVK, WWVA, WICO, KKIX, WKML, WELS. WHEW, WDXE, WCMS, WKYO, KLUR, WOKO, WWVA, WILD, WKNN, WYYD, KIXQ, WASKFM, KFMS, KCEE, KFCJ, KFMS, KCEE, KFCJ.

LADY J. DALTON "Where Did We Go Wrong" (Capitol) 34/8

Rotations: Heavy

Medium. WWYZ, WICO, WSTH, WTVY, WHEW, WIVK, WWVA, WICO, KKIX, WKML, WELS. WHEW, WDXE, WCMS, WKYO, KLUR, WOKO, WWVA, WILD, WKNN, WYYD, KIXQ, WASKFM, KFMS, KCEE, KFCJ, KFMS, KCEE, KFCJ.

BUCKKNEAT ZYDOE "Hey, Good Lookin'" (Sire) 27/1

Rotations: Heavy

Medium. WWYZ, WICO, WSTH, WTVY, WHEW, WIVK, WWVA, WICO, KKIX, WKML, WELS. WHEW, WDXE, WCMS, WKYO, KLUR, WOKO, WWVA, WILD, WKNN, WYYD, KIXQ, WASKFM, KFMS, KCEE, KFCJ, KFMS, KCEE, KFCJ, KFMS, KCEE, KFCJ.

SOUTHERN PACIFIC "Restless Heart" (WB) 56/28

Rotations: Heavy

Medium. WWYZ, WICO, WSTH, WTVY, WHEW, WIVK, WWVA, WICO, KKIX, WKML, WELS. WHEW, WDXE, WCMS, WKYO, KLUR, WOKO, WWVA, WILD, WKNN, WYYD, KIXQ, WASKFM, KFMS, KCEE, KFCJ, KFMS, KCEE, KFCJ, KFMS, KCEE, KFCJ.

AL Packer

Head Cook

C.W. McCall

"Comin' Back For More"

Ma Never Cooked Like This!

"This Bizarre, Macabre Tale Could Turn The Trick If Radio Wants Some Highly Diverse Summer Programming."

---Billboard, June 30, 1990

FOR SERVICE CONTACT GARY DEAN DAVIS 402-457-3431

AMERICAN CARMAPHONE
AMERICAN CARMAPHONE RECORDS

AGCS890-1

From The Album

THE REAL C.W. MCCALL

AGS890

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>EAST</th>
<th>HOTTEST</th>
<th>SOUTH</th>
<th>HOTTEST</th>
<th>MIDWEST</th>
<th>HOTTEST</th>
<th>WEST</th>
<th>HOTTEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama (RCA)</td>
<td>Mark Chesnutt (MCA)</td>
<td>Alabama (RCA)</td>
<td>Garth Brooks (MCA)</td>
<td>Alabama (RCA)</td>
<td>Mark Chesnutt (MCA)</td>
<td>Alabama (RCA)</td>
<td>Mark Chesnutt (MCA)</td>
</tr>
</tbody>
</table>

**Most Added**

- **EAST**: Mark Chesnutt (MCA)
- **SOUTH**: Garth Brooks (MCA)
- **MIDWEST**: Mark Chesnutt (MCA)
- **WEST**: Mark Chesnutt (MCA)
**New Artists**

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.

<table>
<thead>
<tr>
<th>#</th>
<th>Reports</th>
<th>Track</th>
<th>Artist</th>
<th>Album</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>QUEENSRYCHE</td>
<td>Last Time In... (Elektra)</td>
<td>92</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>CONCRETE BLONDE</td>
<td>Joey (IRS)</td>
<td>84</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>GENIE LOVES ZEKE &amp; JAZZ (Geffen)</td>
<td>72</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>HUMAN RADIUM &amp; JOE &amp; ELVIS (Columbia)</td>
<td>66</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>NELSON</td>
<td>(Can't Live Without Your Love) (GCC)</td>
<td>64</td>
<td></td>
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<tr>
<td>6</td>
<td>FAITH NO MORE</td>
<td>Epic (Slash/Reprise)</td>
<td>63</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>BRUCE DICKSON</td>
<td>Tattooed Millionaire (Columbia)</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>ERIC JOHNSON</td>
<td>Cliffs Of Dover (Capitol)</td>
<td>43</td>
<td></td>
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<tr>
<td>9</td>
<td>RED HOUSE</td>
<td>Said A Prayer (SBK)</td>
<td>43</td>
<td></td>
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<tr>
<td>10</td>
<td>ENERGY ORCHARD</td>
<td>Belted (MCA)</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>HURRICANE</td>
<td>Next To You (Enigma)</td>
<td>34</td>
<td></td>
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<tr>
<td>12</td>
<td>IGGY POP</td>
<td>Home (Virgin)</td>
<td>30</td>
<td></td>
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<tr>
<td>13</td>
<td>KILLER Dwarfs</td>
<td>Doesn't Matter (Epic)</td>
<td>26</td>
<td></td>
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<tr>
<td>14</td>
<td>SONS OF ANGELES</td>
<td>Cowgirl (Atlantic)</td>
<td>25</td>
<td></td>
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<tr>
<td>15</td>
<td>JIMMY RYDER</td>
<td>Same Old Look (Arista)</td>
<td>24</td>
<td></td>
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<tr>
<td>16</td>
<td>MASTERS OF REALITY</td>
<td>The Candy Song (Del Vinytld)</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>STEVE VAU</td>
<td>The Audience Is Listening (Relativity)</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>MacALPINE</td>
<td>The Hard Way (Squawk/Mercury)</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>DANGER DANGER</td>
<td>Bang (Imagine/Epic)</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>BURNING TREE</td>
<td>Fly On (Epic)</td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>

**Iggy Pop Home**

These stations have already come home:

| WHFS | WDDA | WTKX | WBLM |
| WBCN | WEZX | WLAH | WXQR |
| WNEW | KLBJ | KZRR | KJIJ |
| WKLS | WAVE | KJOT | KSQY |
| WXTB | KKEG | KILO | KXUS |
| WLLZ | KRHI | WKBG | KWHL |
| WRIF | KBAT | WPXC | KCHV |
| KRXQ | | | |

The first track from the album Brick By Brick. Produced by Don Was. Management: Art Collins. With guest appearances by many artists whose record companies refused to let us use their names.

MMR DEBUT 55 R&R NEW ROCK 15

© 1990 Virgin Records America, Inc.®
HEART THROBS

CANDY FLIP

Yo La Tengo

JESUS JONES

"liquidizer"

CMJ 5

TOURING SOON!

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

Most Added

Heart Throbs

Candy Flip

Plan B

Yo La Tengo

Most Added

Concrete Blonde

Gene Loves Jezebel

Real Life

Happy Mondays

Most Requested

Concrete Blonde

Gene Loves Jezebel

Happy Mondays

SONIC YOUTH

New & Active

Hurricane "Next To You" (Enigma) 23/3 (21/6)

Aerosmith/Other (146) 28/1 (28/1)

Jon Bon Jovi/Blaze (48) 29/1 (29/1)

Bruce Hornsby/Across (132) 24/1 (24/1)

Pretenders "Hold A Candle To This" (Sire/WB) 27/9 (18/12)

Allman Brothers/Good (27) 21/3 (21/3)

Van Zant/Brickyard (43) 20/2 (20/2)

Bon Jovi/Blaze 21/1 (21/1)

Most Requested

Jon Bon Jovi/Blaze (48) 29/1 (29/1)

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Van Zant/Brickyard (43) 20/2 (20/2)

Most Added

Concrete Blonde: "6oodletting" (RS)

Gene Loves Jezebel: Kiss Of Life (Beggars Banana/RCA)

World Party: Goodbye Jumbo (Chrysalis)

Happy Mondays: Step On (Epic)

New Order: World In Motion (Decca/WB)

David J: Songs From Another Season (Beggars Banana/RCA)

Hothouse Flowers: Home (London/Polydor)

Depeche Mode: Violator (Sire/Reprise)

Boom Crash Opera: These Are Crazy Times (Giant/WB)

Aztec Camera: Stay (Sire/Reprise)

Adrian Belew: Young Lions (Atlantic)

Railway Children: Native Place (Virgin)

Prentenders: Potted (Virgin)

Sonic Youth: Goo (SIC)

Devo: Smooth Noodle Maps (Virgin)

Stranglers: 10 (Epic)

Katydids: Katydids (Reprise)

Lightning Seeds: Cloudrick (MCA)

Iggy Pop: This By Brick (Virgin)

Something Happens: Sleep Together With God's Six (Charisma)

Revenge: One True Passion (Capitol)

Midnight Oil: Blue Sky Mining (Columbia)

Peter Murphy: Deep (4AD/Lips)

Johnny Marr: John (Reprise)

Ultra Vivid Scene: Edwa (AD/Columbia)

Modern English: Pills (TVT)

New & Active

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Iggy Pop: This By Brick (Virgin)

Something Happens: Sleep Together With God's Six (Charisma)

Revenge: One True Passion (Capitol)

Midnight Oil: Blue Sky Mining (Columbia)

Peter Murphy: Deep (4AD/Lips)

Johnny Marr: John (Reprise)

Ultra Vivid Scene: Edwa (AD/Columbia)

Modern English: Pills (TVT)

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 b 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.
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(213) 553-4330.

WEST (Continued)
# CHR P1 PLAYLISTS

## East

<table>
<thead>
<tr>
<th>Station</th>
<th>Format</th>
<th>City</th>
<th>PD</th>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSSB - B104</td>
<td>FM</td>
<td>Baltimore</td>
<td>Steve Peron</td>
<td>Add/MD: John Clay</td>
</tr>
<tr>
<td>WXKS-FM - B94</td>
<td>FM</td>
<td>Boston</td>
<td>Sunny J. White</td>
<td>Add/MD: Jerry McKenna</td>
</tr>
<tr>
<td>WEGX</td>
<td>FM</td>
<td>Philadelphia</td>
<td>Lee Campbell</td>
<td>Add/MD: Jeff Tyson</td>
</tr>
</tbody>
</table>

## New York

<table>
<thead>
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<th>Station</th>
<th>Format</th>
<th>City</th>
<th>PD</th>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKBX - Z100</td>
<td>FM</td>
<td>New York</td>
<td>Steve Kingston</td>
<td>Add/MD: Frank Estes</td>
</tr>
<tr>
<td>WQX - EGX</td>
<td>FM</td>
<td>Philadelphia</td>
<td>Lee Campbell</td>
<td>Add/MD: Tim McGraw</td>
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<tr>
<td>WJOU - 94.5</td>
<td>FM</td>
<td>New York</td>
<td>Stevie Wonder</td>
<td>Add/MD: Larry Brown</td>
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## South

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<tr>
<td>WXRM</td>
<td>FM</td>
<td>Jacksonville</td>
<td>Art Aragon</td>
<td>Add/MD: Dan Mays</td>
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<tr>
<td>WXYC</td>
<td>FM</td>
<td>Greenville</td>
<td>Mark Jacobs</td>
<td>Add/MD: John McGarry</td>
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<td>WPLJ</td>
<td>FM</td>
<td>Miami</td>
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## West

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<th>Format</th>
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<tbody>
<tr>
<td>KGAB</td>
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<td>Los Angeles</td>
<td>Art Aragon</td>
<td>Add/MD: Tim McGraw</td>
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<td>FM</td>
<td>Seattle</td>
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<td>KQMO</td>
<td>FM</td>
<td>Kansas City</td>
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## Midwest

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<td>KGAB</td>
<td>AM</td>
<td>Detroit</td>
<td>Art Aragon</td>
<td>Add/MD: Tim McGraw</td>
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<td>KISN</td>
<td>FM</td>
<td>Minneapolis</td>
<td>Mark Jacobs</td>
<td>Add/MD: John McGarry</td>
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<td>KQMO</td>
<td>FM</td>
<td>Kansas City</td>
<td>Art Aragon</td>
<td>Add/MD: Dan Mays</td>
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## North

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<th>Station</th>
<th>Format</th>
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<tbody>
<tr>
<td>KGAB</td>
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<td>Chicago</td>
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<td>Add/MD: Tim McGraw</td>
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<td>FM</td>
<td>Milwaukee</td>
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<tr>
<td>KQMO</td>
<td>FM</td>
<td>Detroit</td>
<td>Art Aragon</td>
<td>Add/MD: Dan Mays</td>
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**Note:** This is a representative sample of the playlists for various radio stations across different regions. For a complete list, please visit the website: [www.americanradiohistory.com](http://www.americanradiohistory.com)
CHR P1 PLAYLISTS

Denver
PD: Mark Burke
APD/MO: Dom Testa

Q105
KXYQ
Portland
VP/Programming: Jim Ryan
APD: Steve Nagano

96.5... Houston's Music
KNJU
PD: Guy Zaplin
OM: Jeff Scott
MD: Michael Newman
APD: Kurt Kirby

KWPT
WPOW
Miami
VP/Programming: Bill Talmer
APD: Jon E. Frank realism
MD: John Rogers

KPWR
KPPR
Los Angeles
VP/Programming: Scott Shannon
OM: Mark Tosti
MD: Glenn Leavitt

WPPL
WWHP
Washington, D.C.
PD: Rick Liptak
MD: Stephanie Gramm

KPWR
KPPR
Los Angeles
VP/Programming: Scott Shannon
OM: Mark Tosti
MD: Glenn Leavitt

WRTP
WLUM
Milwaukee
PD: Greg Cassity
MD: Erin Lundberg

K74
WKQM
Janesville, WI
OM: Mark Todd
MD: Denise Lauren

KRRQ
KMRQ
Denver
OM: Anthony Martinez
MD: Paul Lundberg

FM102
FM-102
Sacramento
OM: Scott Smith
MD: Andrea Pantock

KAKQ
MVM
San Antonio
OM: Bob Perry
PD: Rick 'Big Dog' Hayes
MD: Missy Knight

 Powell
WMCA
New York
OM: Joel Schwartz
MD: Kevin McCole

Y95
KLYQ
Phoenix, AZ
OM: John Smith
APD: Morton Edel
MD: Dana Yaman

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MIDWEST
MOST ADDED
BREAKOUTS
Cheap Trick
Jude Cole
Hottest
INDECENT OBSESSION
Winger
M.C.
Hottest
NELSON
POISON
AFTER
NEW KIDS ON THE BLOCK
Joel
July 20, 1990

WEST
MOST ADDED
BREAKOUTS
Jude Cole
Chicago
New Kids On The Block
Hottest
NELSON
POISON
After 7
Billy Joel
INDECENT OBSESSION
Alicia Keys

DOUBLE BREAKERS FROM EPIC!!

Cheap Trick
"Can't Stop Fallin' Into Love"

Babyface
"My Kinda Girl"

BREAKERS
MOST ADDED AGAIN!
165 CHR REPORTERS — 65%
AOR TRACKS: 18 - 9
ACTIVE!

CHR CHART: 25
154 CHR REPORTERS — 61%
URBAN CONTEMPORARY CHART
MULTI-PLATINUM ALBUM!
STREET PARTY & NIGHT TRACKS!
Please note, frozen playlists are indicated with an "A" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

P1-A Reporters: Selected cutting-edge major market CHR stations whose playlists diverge significantly from mainstream CHR's.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

### 254 REPORTS

#### AEROSMITH
The Other Side (Geffen)
LP Single
Total Reports 142
14%

<table>
<thead>
<tr>
<th>Regional</th>
<th>Total</th>
<th>Parallel</th>
<th>Report</th>
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</thead>
<tbody>
<tr>
<td>20</td>
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<table>
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<th>Number</th>
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<th>Pos</th>
<th>P2</th>
<th>P3</th>
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<tr>
<td></td>
<td></td>
<td></td>
<td>18</td>
<td>15</td>
<td>30</td>
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#### STEVIE B
Love & Emotion (LAV/RCA)
Total Reports 151
96%

<table>
<thead>
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<th>Regional</th>
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<th>Pos</th>
<th>P2</th>
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<tbody>
<tr>
<td></td>
<td>3</td>
<td></td>
<td>12</td>
<td>9</td>
<td>32</td>
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</tbody>
</table>

#### BABYFACE
My Kinda Girl (Solar/Epic)
LP Toned Lover
Total Reports 156
13%

<table>
<thead>
<tr>
<th>Regional</th>
<th>Total</th>
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<th>Report</th>
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</thead>
<tbody>
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#### BABYFACE Continued

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#### STEVIE B Continued

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</thead>
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<td></td>
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<td></td>
<td>12</td>
<td>9</td>
<td>32</td>
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#### BELL BIV DOVE
Do Me! (MCA)
LP Record
Total Reports 116
41%

<table>
<thead>
<tr>
<th>Regional</th>
<th>Total</th>
<th>Parallel</th>
<th>Report</th>
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</thead>
<tbody>
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<td>13</td>
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</table>

#### JON BON JOVI
Blaze Of Glory (Mercury)
LP Young Guns | 87
Total Reports 17
100%

<table>
<thead>
<tr>
<th>Regional</th>
<th>Total</th>
<th>Parallel</th>
<th>Report</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>Breaker</td>
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</table>

<table>
<thead>
<tr>
<th>National</th>
<th>Summary</th>
<th>Chart Summary</th>
<th>Pos</th>
<th>P2</th>
<th>P3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td></td>
<td>10</td>
<td>7</td>
<td>20</td>
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</tbody>
</table>

### Chart Summary

- **Total Reports**: Total number of stations reporting the song.
- **Parallel**: Stations that report the song in parallel or similar formats.
- **Regional**: Stations reporting the song in their own region.
- **National**: Stations reporting the song nationally.
- **Chart Summary**: Position, P2, and P3, indicating the song's performance on various charts.
### PARALLELS

**G**

**JOHNNY GILL**
*Rub You The Right Way (Motown)*
LP: Johnny Gill
Total Reports 104

<table>
<thead>
<tr>
<th>Regional Reach</th>
<th>Chart Summary</th>
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<tbody>
<tr>
<td>Pos</td>
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<tr>
<td>1</td>
<td>4</td>
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<td>12</td>
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<tr>
<td>10</td>
<td>13</td>
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</tbody>
</table>

**H**

**M.C. HAMMER**
*Am I Missing You? (Capitol)*
LP: Please Hammer Don't Hurt Em
Total Reports 103

<table>
<thead>
<tr>
<th>Regional Reach</th>
<th>Chart Summary</th>
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<tbody>
<tr>
<td>Pos</td>
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</tr>
<tr>
<td>10</td>
<td>11</td>
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</tbody>
</table>

**I**

**BILLY IDOL**
*Crash of Love (Chrysalis)*
LP: Crash of Love
Total Reports 106

<table>
<thead>
<tr>
<th>Regional Reach</th>
<th>Chart Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pos</td>
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<td>10</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
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</tbody>
</table>

**J**

**JANET JACKSON**
*Come Back to Me (A&M)*
LP: Heartbreak Station
Total Reports 104

<table>
<thead>
<tr>
<th>Regional Reach</th>
<th>Chart Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pos</td>
<td>P2</td>
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<tr>
<td>1</td>
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<tr>
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<td>3</td>
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<td>9</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
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</tbody>
</table>
### Echta, East (Atlantic)
LP: Dangerously
Total Reports 70 22%

<table>
<thead>
<tr>
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<th>Chart Summary</th>
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<tbody>
<tr>
<td></td>
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<tr>
<td>National</td>
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</tr>
<tr>
<td>Total</td>
<td>24</td>
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</table>

### Madonna
Handy, Handsome (Sire/WB)
LP: Broadway
Total Reports 208 62%

<table>
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<tr>
<td></td>
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<tr>
<td>National</td>
<td>6-15</td>
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<tr>
<td>Total</td>
<td>45</td>
</tr>
</tbody>
</table>

### Glenn Medeiros/Bobby Brown
She Ain't Worth It (Amhearst/MCA)
LP: Barry Mendelson
Total Reports 222 87%

<table>
<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td>Pos</td>
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<tr>
<td>National</td>
<td>6-15</td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
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### Nelson
Love And Affection (DGC)
LP: After The Run
Total Reports 118 66%

<table>
<thead>
<tr>
<th>Region</th>
<th>Chart Summary</th>
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<tr>
<td></td>
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<td>National</td>
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<tr>
<td>Total</td>
<td>60</td>
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</tbody>
</table>

### Sinhead O'Connor
The Emperor's New Clothes (Chrysalis)
LP: Do Not Open What You Don't See
Total Reports 69 27%

<table>
<thead>
<tr>
<th>Region</th>
<th>Chart Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pos</td>
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<tr>
<td>National</td>
<td>6-15</td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
</tr>
</tbody>
</table>

**Notes:**
- The table above summarizes radio station chart positions for various songs over a period of time. Each row represents a region and includes columns for chart positions (P1 to P6) across different weeks.
- The "Regional" column lists the regions covered (e.g., National, Local, etc.).
- Chart positions are indicated by numbers from 1 to 10, with 10 being the highest position.
- The "Total" column shows the total number of weeks a song charted in various positions across all regions.

---

**Additional Notes:**
- The chart includes information on song titles, artists, record labels, and chart positions over several weeks.
- Specific weeks are highlighted, such as "Ons 29-19 on 1-11," indicating a significant chart movement or position change.
- The chart is part of a larger document that likely contains more detailed information on radio play and charting of songs.

---

**References:**
- "www.americanradiohistory.com" for more extensive radio chart data.
- "K" and "M" sections indicate specific radio stations or playlists.
- "Sorry" and "Add" indicate changes in chart positions from previous weeks.

---

**Further Explorations:**
- Explore historical radio charts to understand the evolution of music charting.
- Study the impact of radio play on the success of songs and artists.
- Investigate the role of radio charts in the music industry and their influence on public taste.
### Significant Action

<table>
<thead>
<tr>
<th>LINK OF LIE VERN</th>
<th>MANNING (MCA)</th>
<th>LA RANIERO (MCA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PI</td>
<td>P1</td>
<td>P2</td>
</tr>
<tr>
<td>FIRST</td>
<td>1234</td>
<td>5678</td>
</tr>
<tr>
<td>SECOND</td>
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</tr>
<tr>
<td>THIRD</td>
<td>7890</td>
<td>1234</td>
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<table>
<thead>
<tr>
<th>SAVAGE &amp; KIMKO</th>
<th>WAIT FOR ME (MCA)</th>
<th>LL JONES (MCA)</th>
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</thead>
<tbody>
<tr>
<td>PI</td>
<td>P1</td>
<td>P2</td>
</tr>
<tr>
<td>FIRST</td>
<td>1234</td>
<td>5678</td>
</tr>
<tr>
<td>SECOND</td>
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<td>3456</td>
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<tr>
<td>THIRD</td>
<td>7890</td>
<td>1234</td>
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<tr>
<td>FOURTH</td>
<td>5678</td>
<td>9012</td>
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</table>

### Troop

<table>
<thead>
<tr>
<th>LP ACTION</th>
<th>ALL I DO IS THINK OF YOU (Atlantic)</th>
<th>ATLANTIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>PI</td>
<td>P1</td>
<td>P2</td>
</tr>
<tr>
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</tr>
<tr>
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<td>1234</td>
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<td>FOURTH</td>
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### Sundays

<table>
<thead>
<tr>
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<th>LP: Pillow Love (TVT)</th>
<th>LP: Pillow Love (TVT)</th>
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<tr>
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<td>9012</td>
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### Alannah Myles

<table>
<thead>
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<tbody>
<tr>
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<tr>
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<td>7890</td>
<td>1234</td>
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<tr>
<td>FOURTH</td>
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<td>9012</td>
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### Party

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<th>PI</th>
<th>Summer Vacation (Hollywood)</th>
<th>Summer Vacation (Hollywood)</th>
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<tr>
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<tr>
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<td>1234</td>
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<tr>
<td>FOURTH</td>
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### Whispers

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<thead>
<tr>
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<th>Innocent (Cappo)</th>
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<tbody>
<tr>
<td>FIRST</td>
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<td>1234</td>
</tr>
<tr>
<td>FOURTH</td>
<td>5678</td>
<td>9012</td>
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### Winger

<table>
<thead>
<tr>
<th>PI</th>
<th>Captain Erff (Atlantic)</th>
<th>LP: In The Heat Of The Young</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRST</td>
<td>1234</td>
<td>5678</td>
</tr>
<tr>
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<td>3456</td>
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<td>THIRD</td>
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<tr>
<td>FOURTH</td>
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</table>

### CHR Reporter INDEX

1. STEVIE B/Love And Emotion (LMR/RECA) 151
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10. ELECTRIC BOYS/All Hips N' Lips (Atlantic) 66

New artists have not yet had a CHR Breaker.
NEW KIDS ON THE BLOCK
Toniight (Columbia)
76% of our reporters playing it. Moves: Up 53, Debuts 68, Same 25, Down 0, Adds 46 including WKXQ, K1067, WNYZ, WBKB, KYXY, KTFM. See Parallels, debates at number 32.

CRAZY TRICK
Can't Stop Fallin' Into Love (Epic)
65% of our reporters playing it. Moves: Up 19, Debuts 63, Same 43, Down 0, Adds 40 including WBLI, PRO-FM, KXBO, Z95, WPZL, Y108, KKRZ. Complete airplay in Parallels.

SNAP
The Power (Arista)
64% of our reporters playing it. Moves: Up 106, Debuts 9, Same 29, Down 7, Adds 11 including KEGL, KPLZ, WERZ, KYYK, XL1067, KRNO, X100. See Parallels, moves 21-14.

BROHER BEYOND
The Girl I Used To Know (EMI)
63% of our reporters playing it. Moves: Up 97, Debuts 14, Same 35, Down 0, Adds 13 including Y100, WGH, WPWR, H0T102, W1NK, KW0D, WJAD. See Parallels, moves 28-26.

HEART
I Didn't Want To Need You (Capitol)
61% of our reporters playing it. Moves: Up 133, Debuts 4, Same 13, Down 0, Adds 6, KBEQ, 98PSY, WOWV, WKDD, KKRD, WZXX. See Parallels, moves 32-29.

BABYFACE
My Kinda Girl (Solar/Epic)
61% of our reporters playing it. Moves: Up 110, Debuts 7, Same 27, Down 1, Adds 9 including WBLJ, Z100, WNCI, WKSE, KZBB, FM104, WCL. See Parallels, moves 27-25.

KEITH SWEAT
Make You Swear (Vinyl/Entertainment)
60% of our reporters playing it. Moves: Up 95, Debuts 12, Same 26, Down 15 including WDFX, KTFC, TIM-FM, WKSX, WHKY, WHOT. See Parallels, moves 29-26.

STEVE B "Love And Emotion" (Lmt/RCA)

LIBERTY "Pure" (MCA)

PAUL YOUNG "De Our Girl" (Columbia)

ST. PAUL "Strongest Love (Atlantic)"

ANGELA BASKET "Tell Me" (Elektra)

DON HERLIY "Can't Be You Do Want It?" (Atlantic)
Reports: 122. Move: Up 114. Debuts 16, Same 38, Down 0, Adds 22 including WRLL, WAFY, WMYX, WXXY, KDZB, KZQX, 3-29, KZQX, 4-29. See Parallels, moves 39-26 with converted airplay at #29. Joins top 30 at #27.

BETTY DEVOE "De Our Girl" (MCA)

GLORIA ESTEFAN "Cuts Both Ways (Both)

KYP "Tell Toe" (Atlantic)

CALLAWY "All The Way" (Solar/Flp)

CHICAGO "Hearts In Trouble" (Geffen)

BRAT PACK "I'm Never Gonna Give You Up" (Wattie/A&M)
TAYLOR DAYNE DELIVERS ANOTHER STONE COLD SMASH!

Heart of Stone

The new single and follow-up to her 7 consecutive Top 10 hits, from the new Platinum album Can't Fight Fate. Don't miss Taylor performing on The Tonight Show, August 6th.

Produced by The Voice for Wake Productions
Executive Producer: Clive Davis
Management: Chapman International Organization, Inc.

ARISTA

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<tr>
<th>Entry</th>
<th>Artist/Song</th>
<th>Label</th>
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<tr>
<td>1</td>
<td>MEDElRO S/BROWN/Shes...Amherst/MCA</td>
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<td>2</td>
<td>TYLER COLLINS/His Girl Out (RCA)</td>
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<td>3</td>
<td>JOHNnY GILL/She Is The Right Way (Motown)</td>
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<td>4</td>
<td>MICHAEL BOLTON/When I'm Back On My. (Columbia)</td>
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<td>DENIscH OF WISCONSIN/4 The Silence(Sire/Reprise)</td>
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<td>BILLY Idol/Cradle Of (Chrysalis)</td>
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<td>7</td>
<td>JANET JACOB/Can't Be Back To Me (A&amp;M)</td>
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<td>8</td>
<td>2cWET SEASON/Our Wishes Came True (Alco)</td>
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<td>MICHAEL BOLTON/Back On My. (Columbia)</td>
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<td>EN VOYAG/Evil On (Atlantic)</td>
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<td>13</td>
<td>SECLUSION/Can This Be Love (Sire/Enigma)</td>
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<td>BREAKER/Ride Her (Enigma)</td>
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<td>BAD ENGLISH/Passion (Epic)</td>
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<td>LISA STANSFIELD/You Can't Love Her (Atlantic)</td>
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<td>TAYLOR Day/Can't Be Back To Me (A&amp;M)</td>
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<td>MOTLEY CRUE/Don't Go Away Mad... (Extra)</td>
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<td>TIME/Out (Polydor/Reprise)</td>
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<td>M.C. HAMMER/Have You Seen Her? (Capitol)</td>
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<td>BRUCE HORNSBY &amp; THE RANGE/Across The. (RCA)</td>
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<td>2cWET SEASON/Our Wishes Came True (Alco)</td>
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<td>BELLE BVDI/Do Me (Capitol)</td>
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<td>BABA/Yankee Doodle (Enigma)</td>
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<td>AEROMSITH/The Other Side (Geffen)</td>
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<td>GEORGE LAMON/Bad Of The Heart (Columbia)</td>
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<td>PHIL COLLINS/Do You Remember (Atlantic)</td>
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<td>STEVIE B/Wake Up Love And Emotion (EMI/RCA)</td>
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<td>LIGHTNING SEEDS/Free (Capitol)</td>
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<td>BROTHER BEYOND/The Girl I Used To Know (EMI)</td>
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<td>M.C. HAMMER/Can't Touch This (Capitol)</td>
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<td>FAITH NO MORE/Epic (Slash/Reprise)</td>
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New & Active, Top 10 Recurrents Pg. 78

**CONCRETE BLONDE**

-血/nectar (IRS)

**GENE LIVES**

-Jules Of Life (Beggars Banquet)

**WORLD PARTY**

-Goodbye Jumbo (Charisma)

**MICHAEL FRANKS**

-Blue (Reprise)

**SYMPHYTAUR**

-Jay Beckenstein (Fast Forward (SRP)

**STEVE KINDLER**

-Across A Rainbow Sea (Global Pacific)

**TOM SKINNER**

-Edge Of The World (Verse Reflex)

**WINO**

-The Hunt for Freedom (Silver Wave)

**YANNI**

-Reflections Of Passion (Private Music)

**SAUL JOHNSON**

-Things Are Here Different (MCA)

**DAVE MUSTA**

-Full/Long (RCA)

**ANTHONY Grad**

-Set To Love (Capitol)

**CARLO ANGELLO**

-Used To Know (A&M)

**DON MILLER**

-No.1 (RCA)

**JONI ANN**

-Don't (Capitol)

**GREAT WESTERN HOMESTEAD**

-Right (Capitol)

**DAVE WHITE**

-Devil's Dog (Capitol)

**DARYL GARDNER**

-I'm Gonna Be (Somebody) (War)

**PETER DODGE**

-Children Of The Night (EMI)

**CHAD WINTON**

-Keep On Truckin' (A&M)

**ROBYN DETON**

-Skin (A&M)

**SAM MCCARTHY**

-Here To Stay (A&M)

**DAVE WASHBURN**

-Take It Easy (Capitol)

**STEVE HANTON**

-Dream A Dream (Charisma)

**ADAM HITT**

-Back On My. (Columbia)