National Ads Favor Top 10 Markets

L.A. Racked Up 10% Of U.S. Sales In First Five Months Of 1991

Major markets enjoyed a healthy increase in national ad spending in the first quarter of 1991. Los Angeles, which accounted for 10% of all national ad revenues in the period, has been hardest hit. A random sample of 15 such markets shows an 18.2% decline.

The drop in national business for smaller market stations is especially worrisome in light of the fact that national revenues have grown steadily each of the past 10 years. There are not many 1991 budgets likely to be based on declining national market revenues.

-- George Nadal Rivin

Feds Open HLT Inquiry

Agencies Seek Public Comment To Improve Credit Climate

Three federal banking agencies are requesting public comment on the impact of improved transaction (HLT) rules in an effort to improve credit availability to borrowers. The Federal Reserve, Comptroller of the Currency, and the Federal Deposit Insurance Corp. are seeking public comment until August 26 on how HLTs should be defined. The regulators said they are concerned that new rules are having "an adverse impact on the availability of credit to sound borrowers."

The banking agencies adopted rules in February 1990 without any input from the public. The agencies classified most media loans as HLTs and caused bank lending to the broad-based industry to collapse significantly overnight. Last month, a group of cable TV executives met with Federal Reserve Chairman Alan Greenspan and other officials to complain about the impact of HLTs.

Questions Posed

Banking regulators are asking:

- Should regulators and bankers consider a company's cash flow-generating ability when judging loans, instead of relying solely on asset-liability ratios?
- Should it be easier to "de-list" loans from HLT status?
- Should companies with investment-grade bonds be classified as HLTs?
- Should subsidies of a company's "stand alone" as HLT entities, or should the entire company be classified as an HLT?
- Should the federal government drop its HLT rules and allow bankers to adopt their own standards?

Current federal regulations require any loan involving the buyout, acquisition, or recapitalization of a business to be classified as an HLT if it doubles a company's debt and exceeds 50% of its capital base, or results in a borrower's debt-to-asset ratio exceeding 50%.

In addition, federal banking regulators reserve the power to declare any loan an HLT if a loan is performing satisfactorily after the end of two years, it no longer must be reported as an HLT.

Perception Of Risk

Buyout loans under $20 million are not required to be classified as HLTs, but many bankers have ignored that exemption and refused to make loans regardless of dollar amount because the federal rules created the perception that any leveraged transactions were risky.

The hit to radio revenues has been especially hard hit, because most radio station sales lack significant hard assets and are not classified as HLTs. See page 30.
MAJOR LEA

STING

AMY GRANT

EXTREME

A&M RECORDS: ALL
GUE STATS.

A&M RECORDS

BRYAN ADAMS

AARON NEVILLE

HITS, NO ERRORS.
"Silent Lucidity" became one of the great crossover stories of 1991, selling a million copies of the already successful album, EMPIRE, and becoming their first top 10 CHR single. With their compelling new single, history is about to be rewritten...

**JET CITY WOMAN**

**Rock Radio:**
Top 10 Track.
Top 10 Requests.
Massive Positive Response.

**MTV:**
Exclusive rotation.
Top 5 requests in the first week.
Climbing the top 20 countdown.

**Sales:**
Approaching double platinum.

**HEADLINING A MAJOR ARENA TOUR NOW.**

Produced by Peter Collins for Hill Music Ltd.
Management: Q Prime

From EMI Records USA
Gays, Feminists, Hispanics Oppose Philly Renewals

Activists Seek 10% News/PA Requirement

A coalition of gay, lesbian, feminist, and Hispanic groups has petitioned the FCC to deny license renewals for 13 Philadelphia radio stations, charging that all have failed to broadcast sufficient programming on issues of concern to homosexuals, women, and minorities.

WEAZ-A & FM, WEGX, WIOQ, WIP, WPN & WMGK, WMWR, WQAL-A & FM, WUSL, WXTU, and WYSP are all named in the petition filed by the Philadelphia Lesbian & Gay Task Force, the National Organization for Women, ACT-UP Philadelphia (an AIDS activist group), Aspira (a Hispanic rights group), Black & White Men Together, and Custody Action for Lesbian Mothers.

"Pervasive Lack"

All the stations are accused of a "pervasive lack of qualitatively sufficient programming overall and lack of qualitatively sufficient programming on issues of concern to the significant minority and female groups comprising the community of license." In addition, WEGX, WIP, WMWR, WXTU, WYSP, WQAL, and WHYV face EEO charges for not staffing with a sufficient number of minority talent.

Poor Precedent

The FCC last year rejected a similar petition to deny license renewals for six Philadelphia TV stations. The Commission ruled that a licensee "is not required to address every issue of concern to a particular group or every aspect of an issue that is addressed." Addessa said an appeal to the federal courts is under consideration.

"The FCC does not specifically say you have to program to a gay audience," said WIOQ-GM Bill Boxx, who noted that he and EZ Communications President Alan Box met with representatives of the groups to discuss their concerns. "I don't know that we will do anything more than in the past [to broadcastprogramming on gay issues]." Rozzo told R&R.

WEAZ President Jerry Lee said he also met with the groups about addressing gay issues, and "they RENEWALS/See Page 30"

KTAR/Phoenix Pilot Dies In Helicopter Crash

The National Transportation Safety Board is investigating an as-yet-unexplained helicopter wreck that took the life of KTAR Phoenix traffic reporter Mike Neutzman. Neutzman was killed Friday (7/5) when his chopper crashed into a house in North Phoenix.

According to KTAR News Supervisor Bob Usery, the pilot was flying Robinson R-22 chopper, which was operated for KTAR by Skyview Traffic, was "apparently breaking up" before it slammed into the house. Ironically, he said, the craft had undergone its 50-hour maintenance checkup just hours before the disaster.

While there were no other human fatalities or injuries, one of three dogs in the house was killed. Scott said KTAR will retain an airborne traffic capacity but may switch to an airplane.

A memorial service for Neutzman was held Tuesday (7/9) in Phoenix. It was highlighted by a flyover by local radio and TV helicopters.

Enterprising Voyage

"Star Trek" star William Shatner (second from left) boldly visited Westbrook One's studios to participate in the six-hour "Solar Eclipse Rock Radio Festival." Beamng for a photo are (l-r) WTTI's program co-host Tawn Mastry, VP Brian Heimel, and producer Ron Stephen.

Phantom Unmasked

With his mask on the shaft for a while, "Phantom Of The Opera" star Mike Rush recently launched a six-week summer tour as star of "The Music of Andrew Lloyd Webber & Taylor" accompanied by the Queen Symphony Orchestra of London's Choral. With Phantom backseat at the Universal Amphitheater is Quality Theater/COO Russ Reig.

SHARED SALES

WKLS, WCNN & WALR Form Atlanta 'Trombo'

Another intra-market joint sales arrangement has been formed, this one over Great American AC. WKLS/Atlanta and crossstown Ring Radio News/UC combo WCNN & WALR. Atlanta is the largest market yet where such a deal—commonly called a Local Marketing Agreement (LMA)—has been made. WKLS will take full responsibility for selling all advertising time for the Ring combo. The three stations will be sold in combo as the "Atlanta Trombo."

In a joint statement, Ring Radio Chairman Charles Smithgal and WKLS VP/GM Tom Connolly remarked, "We have always felt that our individual stations have been the best outfits for Atlanta radio listeners, whether they wanted rock, roll, and rock and roll, or contemporary music, and we have always been great buys for our advertisers. Without a doubt, the formation of the Atlanta Trombo will make our combined stations the best buy in Atlanta."

NEW CALLS KCDU

Granum Flips KMEZ/Dallas To Classic Rock

AK CMEZ/Dallas, which was recently acquired by Granum Communications, flipped July 4 to a "soft" Classic Rock approach as KCDU (CD107.5). KCDU VP/GM Skip Schmidt explained, "Through extensive research, we determined whether it was desired of a 'softer' rock station positioning to serve the listeners like Crosby, Stills & Nash, the Eagles, John Fogerty, Fleetwood Mac and the Beaches. Without the hard- edged metal. CD107.5 is a full-service station providing a lot of music along with some news, weather, and traffic, without silly DJs or extraneous talk."

No major staff changes accompanied the switch.

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Talkers Tackle Ethics Issues

The recent controversy concerning talk show hosts accepting a paid junket to Alaska has spurred a debate over ethical standards among Talk personalities.

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www.americanradiohistory.com
The House Appropriations Subcommittee on Commerce, Justice, State, the Judiciary and the District of Columbia, under the leadership of Chairman Robert F. W. Liefeld (R-D.M), has rejected the $12.6 million budget for the Federal Communications Commission (FCC), which includes the FCC's spectrum auction program. The FCC had estimated that the auction would bring in $10 billion to $15 billion, but the House Appropriations Committee has reduced the budget to $364 million. The FCC has agreed to hold hearings in September on the auction bill. A similar spectrum bill (S 238) is awaiting action in the Senate. Sponsor Daniel Inouye (D-HD) has agreed to hold off on a vote until his Communications Subcommittee can hold hearings on the auction issue. The Senate Appropriations Committee has decided to hold the House Energy and Commerce Committee hearings on the issue. The House Appropriations Committee Hearings on the FCC's spectrum auction program will be held on July 13, 1991.

House OK's Spectrum Bill, But Bush Threatens Veto

The House on Tuesday (7/9) passed a bill to transfer 200 MHz of government spectrum to the private sector despite a White House threat to veto any bill that doesn't include spectrum auctions. The freed spectrum would be designated for new technologies such as DAB. In a last-ditch effort to derail the House bill (H.R. 32) authored by Energy and Commerce Committee Chairman John Dingell (D-MI), the White House has asked the Senate to reject the bill. Meanwhile, the FCC is finalizing its rules for spectrum auctions, which will be announced in the near future.

Root Remains Free Despite Guilty Plea

On July 13, 1991, Washington communications attorney and aviation enthusiast Thomas Root fell off the sky and into trouble with federal authorities. But two years after his remarkable crash into the Atlantic, the case of the man who made headlines as "the mystery pilot" remains largely unresolved. On the legal front, despite having entered a guilty plea 13 months ago to five federal fraud charges stemming from his work before the FCC, Root has not yet been sentenced. Most of the delay stems from a dispute over whether allegations that Root destroyed a critical piece of evidence are true. In May, when Root entered his plea, the sheriff of New York county should be able to determine whether the plea was entered in good faith. In the meantime, the FCC has given Root a clean bill of health. The delay in the federal case also has kept Root out of jail in North Carolina, where he pleaded no contest to 364 securities violations resulting from his involvement with the Sunrise Management Services radio investment firm. He was sentenced to 15 years in jail, to be served concurrently with his federal sentence. On July 18, he appealed in the New York court of appeals and has been granted bail.

Clear Channel Hits Wichita Interference

Clear Channel Communications is running into heavy flack at the FCC from an alliance of local broadcasters over its plans to create an AM-FM-TV combo in Wichita. In two separate petitions to deny Clear Channel's acquisition of KGAM & KEYW/Wichita, the station owners alleged the San Antonio-based media giant misrepresented the outlets' financial condition in order to win a "distracted station" cross-ownership waiver. Clear Channel already owns KASS-Tlavisina (Wichita).

While KGAM and KEYW operate under a state court receivership, the petitioners contend the combo hasn't "failed" because it hasn't gone dark or filed bankruptcy proceedings. They also said Clear Channel hasn't provided "full and complete" information to the FCC. The station owners also expressed concern about the FCC's "in-house" allocation of frequency spectrum.

Sex Complaint Leads to License Challenge

In July, the FCC was handed another setback when it denied the license renewal of KZSN-AM, the station owned by Sonrise Management Corp., after the company agreed to settle the station's Federal Communications Commission (FCC) investigation. Sonrise's activities were described as "inappropriate" by the FCC.

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“We first sought out The Research Group because we knew it would give us a very strong competitive edge. We had a tough job to do in Las Vegas with our station KMZQ-FM, ‘Klassy 100.’ At the time, there were five A/C stations in the market – now there are two – that tells you something.

Working with The Research Group, our manager, Jim Donahoe, and our group operations director, Jessie Bullet, put together a plan to take advantage of an opportunity in the market – a plan we pretty much followed to the letter. It’s taken us from ninth to first in a year – first in both adults and women, 25 to 54.*

We see a lot of benefits working with The Research Group at ‘Klassy 100.’ They’re very responsive – always reachable when we need them. They have a great understanding of staying focused in a niche format. And they present the information in a way that you are part of the plan. It’s a great partnership.”

Dex Allen
General Partner
KMZQ-FM, Las Vegas
Commonwealth Broadcasting


The Research Group develops the right information, then uses a special system of strategic planning to help you win—and stay strong—in tough, competitive environments. Some managers may have the perception that using the best is prohibitively expensive. With The Research Group, that is not true. Call today about our availability in your marketplace and for prices which will fit your budget.

For more information, call Larry B. Campbell, President (206) 624-3888.

In almost every field, there is a company that has earned a reputation as the leader.

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Radio's Strategic Research Team
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TRANSACTIONS

Zimmer Zooms Into St. Louis FM Action

Big Players On Sidelines As Credit Crunch Continues

Deal Of The Week:

**WKXQ/Jerseyville, IL-St. Louis, MO**

**PRICE:** $1,856,000  
**TERMS:** Assent sale for cash  
**BUYER:** Zimmer Enterprises, personally owned by Jerry, Don, and James Zimmer. They own WOZZ/Harriettown, MO, KZIM & KEZIScape Girard, MO and KWOC & KLR8/Poplar Bluff, MO. **SELLER:** Don Cavaleri, court-appointed receiver of Gateway Radio Partners L.P. The company also owns WBBM/Jerseyville, IL, an AM that’s not included in the sale. Cavaleri owns 60% of Empire Broadcasting System Inc., licensee of WCR2/Charleston, WV and WLZT/Miami, WV.  
**FREQUENCY:** 104.1 MHz  
**POWER:** 50kW at 500 feet  
**FORMAT:** Country

**COMMENT:** Plans were announced in February 1991 to sell this station to radio consultant George Halsted (also Las Michaelis) for $3,176,000, but the deal was never completed.

**California**

**KMDY/Thousand Oaks**  
**PRICE:** $300,000  
**TERMS:** Assent sale for $270,000 and non-compete agreement for $30,000, escrow deposit $50,000 with balance due in cash at closing.  
**BUYER:** Buena Ventura Communications Inc., owned by the Villanueva Living Trust, which is headed by Daniel and Myrna Villanueva of Scio, CA. Daniel Villanueva is partner owner of KBGS/Fremont, CA; KLOK/ San Jose; KSRT/Orange, CA; WMDI/Wheatland, MO; LPTV station W48AW/ Washington, and KSMS-TV/Montercy. He’s a former officer of TV group operator Spanish International Communications Corp.  
**SELLER:** Comedy Broadcasting Co., headed by Ira Barmak. The company also owns KNOD/Thousand Oaks, CA.  
**FREQUENCY:** 850 kHz  
**POWER:** 500 watts day/250 watts night  
**FORMAT:** Comedy; buyer plans Spanish format  
**BROKER:** Miller & Associates  
**COMMENT:** An application is pending with the FCC to upgrade power to 50kw day/1kw night.

**Colorado**

**KIZS (AM)/Cortez**  
**PRICE:** $147,500  
**TERMS:** Asset sale valued at $120,000 is payable via five-year promissory note at 12% interest. Additional $27,500 for non-compete agreement, payable in 50 monthly installments of $550. **BUYER:** Delene Broadcasting Inc., owned by Dr. L.H. Degeneres of Columbia, SC, Daniel Degeneres of Doctrine, CO, and Bill Beasley of Durango, CO. **SELLER:** Explorer Communications Inc., owned by James Hoffman and Daniel Kelley. The company also owns KISZ-FM/Cortez, CO.  
**FREQUENCY:** 740 kHz  
**POWER:** 250 watts day/1kw night  
**FORMAT:** The buyer plans to carry Satellite Music Network’s Pure Gold.

**Kentucky**

**WNBS/Murray**  
**PRICE:** $875,000  
**TERMS:** Asset sale for $700,000 and five-year non-compete agreement valued at $500,000. The entire $1.2 million deal includes the $325,000 sale of LPTV station W46BE/Murray, KY. The radio station assets are valued at $150,000, with real estate valued at $300,000. Escrow deposit is $60,000; total of $750,000 in cash is due at closing. The buyer has the option of paying $300,000 in cash at closing and providing a three-year promissory note for $400,000 at 10% annual interest, with interest-only payments due quarterly. The non-compete agreement will be paid via five annual installments of $100,000 cash installments.  
**BUYER:** Keith Stubbfield, aka Troy Cory, of Pasadena, CA. **SELLER:** Murray Broadcasting Co., Inc., owned by Charles Shufflett.  
**FREQUENCY:** 1340 kHz  
**POWER:** 1kw  
**FORMAT:** Gold  
**COMMENT:** This station was sold for $390,000 in 1984.

**North Carolina**

**WWIT/Canton**  
**PRICE:** $305,000  
**TERMS:** Asset sale for forgiveness of indebtedness totaling $260,000 and assumption of $25,000 tax liability. **BUYER:** Greene Communication Co., Inc., owned by Daniel Greene Jr. of Athens, GA. **SELLER:** Mountain Broadcasting Inc., headed by Gary Ayers.  
**FREQUENCY:** 970 kHz  
**POWER:** 5kw daytimer  
**FORMAT:** Gold  
**COMMENT:** This deal was announced by the NAB in 1991.

**Texas**

**KBGY/Big Spring**  
**PRICE:** $198,560  
**TERMS:** Asset sale for $75,000 cash and promissory note for $124,560, payable in 60 monthly payments of $2076. **BUYER:** Mel Zane Gilbert of Snyder, TX. **SELLER:** Drew Ballard of Big Spring, TX. He also owns KEOR & KKKG/A老百姓, OK; KTS7/Thomasina, OK; KRCH/Hallet, TX, and KPLH/Lubbock.  
**FREQUENCY:** 1400 kHz  
**POWER:** 1kw  
**FORMAT:** Country

**Minnesota**

**KBJJ/Minneapolis**  
**PRICE:** $350,000  
**TERMS:** Asset sale for $300,000 cash. Non-compete agreement valued at $50,000 is payable in installments over three years. The buyer is also purchasing accounts receivable for 53% of their value at closing.
When it comes to successful marketing, no one can match the giants of the brewing industry. For example, every light beer has the same basic ingredients...so why do millions of consumers choose one over another? Beer marketers already know the answer: Brand Loyalty. And, year after year, they continue to prove that it works.

Now, the lessons of brand marketing are available to radio through Stratford Research's proprietary B.R.A.N.D.™ System. Brand Recall Analysis in Diarykeeping builds awareness without resorting to unimaginative, money-wasting product battles that confuse listeners and turn the ratings game into a guessing game.

B.R.A.N.D.™ blows off the foam and cuts through the clutter of "me-too" radio stations to eliminate product confusion and tap into a unique identity that listeners will remember at ratings time. If your station has a thirst for success, call Lew Dickey, President of Stratford Research, at (419) 698-1166, to hear what we can do for you.

STRATFORD RESEARCH
The Brand Leader.
NEWSBREAKERS

SBK Ups Two To Sr. Director
Lasher Handles AOR; Mena Takes New Music

Neil Lasher  Michael Mena

SBK Records has elevated Neil Lasher from Director to Sr. Director/Album Promotion and Michael Mena from Director/New Music Promotion & Marketing to Sr. Director/New Music. Both are based in New York.

WTAR/Norfolk Drops Nostalgia For News/Weather/Sports

WTAR/Norfolk, which ruled the market during AM's heyday, has dropped syndicated Nostalgia for an all-News approach. According to GM/VP Daniel Glass, WTAR will rely on its existing 10-member staff for the bulk of its weekday news coverage and will air CNN Headline service at night and during some portions of the weekend.

Norfolk has no other all-News outlet, and Krimsier downplayed comparisons with crosstown News/Talk WMNS. "To make ourselves distinct we've decided to focus on the news and information content and let WMNS be the Talk station. We'll be the news, weather and sports station."

Krimsier said the switch was carried out with a minimum of staff disruption. WTAR's two local announcers are now news anchors, while a talk host chose to leave rather than accept an anchoring post.

WTAR has slid 3.2-2.9-2.8 12+ in the last three Arbitrons, and moved 19-1-4.3 in the corresponding Birchbooks.

James Now Warner Bros. VP/A&R
Heads Jazz & Progressive

Warner Bros. has appointed jazz artist Bob James VP/A&R; Jazz & Progressive. He'll still record, but will also seek new talent and oversee the daily workings of the department.

WB Chairman Mo Osin commented, "[James'] contributions over the past three decades cannot be overestimated. We're delighted to be tapping his vision and expertise in the A&R arena."

Mills Now GSM At CR KUFX

Marcie Mills has been named GSM at KUFX/San Jose. She joins the Kool Communications Classic Rocker from Torbet Radio, where she's been an AE for the past year.

"We've finally found just what we were looking for: the best!" explained KUFX GM Ed Krampf. "Marcie's enthusiasm, experience, and drive will be a great asset to the station."

Mills begins her new job July 22.

Cardiac Ups Caviano To Nat'l Promo Dir.

Cardiac Records is boosting National Director/Special Projects Ray Caviano to National Director/Promotion. He'll oversee the entire Cardiac promotion staff.

President Cathy Jacobson stated, "Ray is totally committed to promoting, breaking, and establishing new music by new artists in a fresh and innovative way. His track record in promotion and artist development speaks for itself." Caviano, a 20-year music vet, came to Cardiac in January from Mricom Records. He's worked at Warner Bros., Atlantic, London, and TK, and was President of his own RFC Records.

SBK/See Page 30

EXECUTIVE ACTION

RCA Appoints Gales To VP/Artist Development Position

RCA has hired David Gales as VP/Artist Development. Gales, formerly VP-Product Development & Operations at A&M, will be based in New York. He'll oversee artist development and video promotion, coordinate marketing, and develop marketing plans and career strategies for RCA artists.

Sr. VP/Marketing Randy Goodman cited Gales's "exciting track record" and what he called a "shared philosophy of building the new RCA on a foundation of excellence." Before joining A&M, Gales was Marketing Director at CBS Records.

Scotti Bros. Taps Jones As VP
Will Oversee Expansion Of Black Music Division

Scotti Bros. Records, which merged with All American Communications earlier this year, has expanded its Black Music Division and named industry veteran Ronnie Jones VP to oversee the department.

"We are building Scotti Bros. Records into a full-scale label with a broad roster of artists," said All American President Myron Roth. "Stepping up our involvement in the urban area is an important part of our growth, and we're fortunate to have such an outstanding professional as Ronnie to direct this expansion."

Jones has previously been VP/Promotion at Motown and Esquire.

Scotti Bros. will release a James Brown album later this month.

Mena duos Or-N-More anhilated the help of rasper Father MC for their first single, "Everyday," due in mid-August. Putting the finishing touches on the group's self-titled album are (l-r) the band's Mike More and Orin, Father MC, and Emi Sr. VPs Staff producer Ron Fox.

Or-N-More & More

WB Chairman Mo Osin commented, "[James'] contributions over the past three decades cannot be overestimated. We're delighted to be tapping his vision and expertise in the A&R arena."

WTAR/News. Krimsier, Jr., has broken through and stayed with the Jesus Jones and Loud Sugar campaigns and is greatly responsible for their success and the overall success of our alternative department."

SBK/See Page 30

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EVENRYONE'S TAKING A BIG BITE OF THE NEW
crowded house
Now It's Your Turn.

Indulge yourself in "Chocolate Cake."
The first cut from WOODFACE.
Radio

- JAY CHRISTIAN has been upped from Station Manager to GM at WPIC & WVRV-Waverly, TN.
- WILLIAM BLAND has joined WPKZ/Hershey, PA as GM.
- TOM WILLIAMS has been tapped as GM at WMAM-AM & FM/Anniston, AL. He most recently managed WSYE/Tupelo, MS.
- STEVE WEST leaves the Director/Operations slot at Metro Traffic to assume a similar post at neighboring KU/KDallas-Ft. Worth.

Records

- GARY CHAPPELL is named VP/ Sales & Marketing at Real Music. He formerly was VP at Music West Records.
- JEB HART becomes Director/Product Marketing at PolyGram Label Group. Prior to joining he managed Jill Scudler. Other PGM appointments: JAZZY JORDAN and JIM PITULSKI become Associate Director and Manager/Product Marketing, respectively; REBECCA CARROLL is tapped as Marketing Coordinator. Jordan comes from the Director/Urban Promotion post at RCA Records. Pitulski segue from Columbia Records, where he was Manager/Metal Marketing & Promotion; Carroll switches from a similar position at MCA Records. Concurrently, DANIEL JASON is named International Product Manager at PolyGram Holding. He moved from Coordinator/International Product & Catalogue Services.

The Fable Lives On

Scoti Bros. hosted a reception at L.A. 's Bel Age Hotel in honor of Electric Light Orchestra Part II, whose new self-titled LP was recently released. Seen at the soirée were (front, l-r) Rockview Promotions' Dan Arden and band members Biz Bevan, Pete Haycock and Hugh McDowell; (back, l-r) the band's Neil Lockwood, All American Communications President Myron Bevan, Pete Scotti, ELO's Louis Clark, Scoti Bros. GM Chuck Guillo, and the band's Eric Troyer.

Twice The Metal

Slaughter's debut, "Stick It To Ya," has gone double platinum. Shown after the rockers' recent Toronto gig are (l-r) band members Mark Slaughter and Tim Kelly, Chrysalis's Vice Chairman/CEO Joe Kenner and President John Sykes, and Slaughter's Band Elias and Dana Stamos.

National Radio

- UNISTAR will present two three-hour specials this month: "The Yes Story" (July 19-21) and "The Great Sounds Of Tony Bennett" (July 26-28); (719) 540-4646.

Pros on the Loose

- Robyn Bentley — Middays/Promotions Director WGCD/Richmond (804) 353-4384
- Chuck Bocca — Mornings WMN/Charlotte (704) 847-9034
- Orion Brandon — PM WGRD/Grand Rapids (616) 455-9801
- Tony Cotter (aka Tony C.) — Afternoons/MD WMCX/Cleveland (301) 987-0406
- Jim Darby — Mornings WUWM/Milwaukee (414) 272-8826

- Paul DeFrancisco — Overnights/swing WQCD/New Haven (203) 628-6944
- John Griffin — MD Overnight/KHTT/Salt Lake City (801) 268-0782
- Lance Kelley — MD overnight WVIC/Lansing (517) 968-4440
- John Lascalo — Nat. Dir/Alternative Promo MCA Records (818) 505-9745
- Koby Mitchell — Asst. PD/middays KYRK/Las Vegas (702) 871-8864
- Gary Parks — PD WPNT-Chicago (708) 688-6492
- Danny Stewart — Afternoons WVIC/Lansing (517) 967-7444
- Sky Walker — Nights KKBQ/Los Angeles (818) 776-0903
- Mark Wilkins — Swing WVIC/Lansing (517) 655-5311

Industry

- KURT MISCHE has been appointed Director/Station Development at Irwin Polack in Station Sales Training.
- GREG SOWERS joins Warner/Chapell Music as Manager/Film & Television Music. He had been a member of the Film & Television Relations staff at BMI Public Relations. Also, DAVID STAMM becomes Manager/Creative Services. He had served as an A&R rep at Arista Records.
- MARK FRIED has been upped to Sr. Director/Writer & Publisher Relations at BMI Public Relations. Also, CATHY JACKSON is upped to Director of the same division.

Changes

Charles Thompson joins KB/Atlanta as Director of Sales for KBEF. Worth as Account Manager. Ian Mittleman has been appointed AE at WPCH/Atlanta.

Shilah Morrow is named National Product Development Coordinator at WEA. Concurrently, Dawn Morse moves from Inventory Clerk to In-House Marketing Rep.

For information or to register, call (800) 342-2460.
The KNACK

"One Day At A Time"
the first single from the Charisma debut album

Serious Fun

Produced by
Don Was

Management:
Bud Prager and
Mike Renault

/E.S.P. Management

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GET serious. NOW.
Developing A Quality Support Staff

Owing to layoffs brought on by the recent—some would say current—economic climate, more companies are asking lower-level workers to handle more responsibilities.

All companies need to teach their clerical, secretarial, and administrative employees to perform at top-flight levels. Susan Slaughter, President of the Wall Street Services management consulting firm, offers the following suggestions on helping your support staff deal with their growing workloads.

- Open your lines of communication. Ask them to discuss their feelings about the company after it's been trimmed. This can be done either in confidential, on-the-spot situations or in a group led by a non-management personnel.
- Ask your people what they would do to cut costs and be more productive.
- Don't keep them in the dark. It's important to let them know what's going on and how much the jobs they're doing are helping the company meet its goals. People need a vision to know what they're supporting. Knowing more about the company's objectives and strategies spurs commitment.
- Draw clear lines of responsibility. In a situation where assistants might be helping more than one department, it's important to define each person's job, especially with tasks that don't come up all the time.
- Challenge them. An employee who is asked to do more will feel greater motivation and satisfaction. Assign your staff work you're not sure they can do. Nine times out of 10, they'll surprise you by doing a fine job.

Business Meals On The Road

The average cost for business travelers to eat three meals a day in New York City is $88.17—nearly $40 more than the average U.S. cost ($48.59).

Following are the five most and least expensive cities for business dining, with the average costs for three meals a day.

**MOST EXPENSIVE**

City          Cost
New York      $88.17
Washington    $68.51
Boston        $68.25
Dallas        $65.92
Chicago       $65.54

**LEAST EXPENSIVE**

City          Cost
Mobile        $36.44
Springfield   $36.45
San Antonio   $36.81
Roanoke       $36.88
Madison, WI   $37.19

Source: Corporate Travel magazine

Benefits Of 'Invisible Discipline'

Having discipline means adhering to patterns of behavior which may not be noticeable in the short run, but will prove their worth in time.

A good example of the 'invisble discipline,' according to Internati onal Sports Management Group CEO Mark McCormack, is keeping secrets. Learn not to open your mouth when you're given information and people will realize you're trustworthy.

Another example is loyalty. Nobody will compliment you, but they'll notice it when you're not around.

It also takes discipline to walk away from a bad deal. You won't get public credit for your decision, but you'll know you did the right thing.

CFAX Cuts To The Quik

When Canada's spring '91 book arrived, so did the latest marketing promotion from CFAX/Victoria, BC. The FULL-Service AG station sent out 500 sets of customized Nestle 'Quik' to its local clients as well as various agencies and reps.

The MCN ad has flipped similar promos twice a year for several years, according to VP/PO/Terry Spence. He said this particular concept was the brainchild of President/GM Mel Cooper, who also wrote the mouth-watering copy for the ersatz Quik label.

Spence told MCN getting permission to use the products hasn't been a problem. He buys the items from local distributors, gets labels printed, and has the station's promotions staff affix the packaging and send out the goods.

**DATELINE**

- **July 11-14**—Upper Midwest Communications Conclave. Radisson Hotel South, Minneapolis.
- **July 13-17**—New Music Seminar. Marriott Marquis Hotel, New York City.
- **August 3-4**—Dan O'Day's Air Personality Plus+ seminar. Radisson Hotel, Detroit Airport.
- **August 22-24**—Talentmasters Morning Show Boot Camp. Hyatt Regency, Atlanta.
- **September 8-10**—Burkhart/Downs & Associates Client Meetings. Grand Hyatt Union Square, San Francisco.

**R&R Convention '92**

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COMING ATTRACTIONS:
This week's openers include "Boyz 'N The Hood"-co-starring Keanu Reeves and Ice Cube. The drama features a Queen/Weezer soundtrack with previously unreleased songs by Twin Campbells. The current single "Just Ask Me To," Ice Cube's Yoyo Compton's Most Wanted. Tony! Toni! Toné!, J. Armstrong, Love, and Karm, 2 Live Crew, Force One, Network, and Stanley Clarke, as well as music by Janet Left, too Short, and Quincy Jones.
Also opening this week: "Point Break," starring Patrick Swayze and Keesha Reeves. The action-thriller's RCA soundtrack includes tunes by Ruff (who perform the single "You've Got At Me: L.A. Guns, Wire Train, Concrete Blonde, Liquid Jesus, Loudhouse, Shire's Island, Public Image Ltd., Westworld, and Sheryl Crow.

WEEKEND BOX OFFICE
JULY 5-7
1 Terminator 2 $10,520
2 Judgment Day (Tri-Star) $11,612
3 The Smell of Fear (Paramount) $10,340
4 City Slickers (Columbia) $8,260
5 Problem Child 2 $7,684
6 The Rocketeer (Buena Vista) $5,284
7 Dying Young (Fox) $3,177
8 Backdraft (Universal) $2,980
9 Soapdish (Paramount) $2,780
10 Thelma & Louise $2,040

All figures reflect 8/2-2/2/91 Source: Exhibitor Relations Co.

FILMS

MUSIC & MOVIES

CURRENT
- ROBIN HOOD: PRINCE OF THEIVES
  Single: "Everytime I Do" by You/Steve Wonder

- JUNGLE FEVER (Morgan Creek)
  Single: "We Had Have You/Steve Wonder"

- DON'T TELL MOM THE BABYSITTER'S DEAD (Giant/WB)
  Single: Perfect World/Allas
  Other Featured Artists: Boom Crash Opera, Modern English, Flame

- NEW JACK CITY (Giant/Reprise)
  Single: "We Had Have You/Steve Wonder"
  For The Love Of Money/Living For The City/Trip/Lever
  Other Featured Artists: Ice-T, Keith Sweat, Guy

- THE FIVE HEARTBEATS (Virgin)
  Single: "Lightning" by This/After T
  Other Featured Artists: De'Lisa, Patti LaBelle

UPCOMING
- BOYZ N THE HOOD (Giant/WB)
  Single: "I Just Ask You" by Twin Campbell
  Other Featured Artists: Ice Cube, 2 Live Crew, Yo-Yo

- POUND BREAK (MCA)
  Single: "The Smell of Fear" by Rolling Ratt
  Other Featured Artists: L.A. Guns, Concrete Blonde, Liquid Jesus

- BILL & TED'S ROUGUE JOURNEY (Interscope/Envisage)
  Shout: "Snot Out/Slughter"
  Drinking Again/Nothing Left
  The Real Rap/Steve Va
  Other Featured Artists: Megadeth, Primus, Faith No More

TOP TEN SHOWS
JULY 1-7
1 Designing Women
2 60 Minutes
3 Northern Exposure
4 In The Heat Of The Night
5 Murphy Brown
6 Family Matters
7 Unsolved Mysteries
8 Movie (Sunday)
9 Full House
10 The Real Space

All shows were on ABC/Radio Times as of 8/2-2/2/91

Seven Madonna Citings!

Madonna again proved to be the top draw at our nation's newstands this week, with a different story in at least seven national publications! Behold:
- She lost her latest lover to Lisa Minnelli (News Extra
- A spiritual transformation will cause her to travel the globe and help poverty-stricken children (Sun)
- She offered 800-pound "world's fattest actress" Katy Davlem a gig as a backup singer/dancer (Weekly World News)
- She and Mickey Rourke have agreed to co-star in a film and are looking for the "raunchiest script" (Star)
- Jose Canseco's former lover confirms the slugger had a romantic affair with the singer (National Enquirer)
- She was named as one of 1991's "50 Most Beautiful People In The World" (People) Sinead O'Connor, Chynna Phillips, Clint Black, Whitney Houston, Mariah Carey, Pink, Ice Cube, R. Kelly, and Garbera also made the list.

INK SPOTTINGS
- The real reason Axl Rose was two hours late for Guns N' Roses' recent NYC show? He and supermodel Stephanie Seymour were busy steamin' up the windows at their room at the Ritz Carlton (Globe)
- Donald Trump's fast-flying galpal Carla Bruni once dated Eric Clapton and Mick Jagger (Star)
- "I got a million dollars' worth of press for $2500" — N.W.A. member Eazy-E evaluates his donation to the Republican Party (Entertainment Weekly)
- Whitney Houston wants Bobby Brown to sign a prenup agree-

HEAVEN SCENT — "Christians can be sexy," says Amy Grant, who also tells "People" her 14-year-old nephew dismissed her original concept for the "Baby, Baby" video — shooting it in a roomful of diapered babies — as "a stupid idea."

MORE DIVA SIGHTINGS

The cover of the Weekly World News heralds a "New Wave Of El-
vis Sightings," citing sightings by eight different people — including a Texas woman who says the King gave her a Cadillac!

R&R doesn't run comic strips, but we do take a comic strip 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.

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Hearteningly consistent and attractive...what makes him distinctive is his exotic blend of soul and psychedelia...Lenny is the emerging master of pop funk."

People/May 3, 1991

"richly textured, movingly executed...Kravitz continues to demonstrate a talent for crafting and arranging evocative songs."

Rolling Stone/April 18, 1991

"a feeling of musical omnipotence and emotional intensity...a sound heard in pop is still with Lenny Kravitz on Mama Said..."

The Rocket/May 1991

From the album Mama Said.
Management: Howard Kaufman & Craig Frunin for HK Management.

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**Favorite Activities Of Today's Single Women**

Listening To Music Is Top

Today's single women are more independent than they are marriage-minded or career-oriented. According to a recent Mademoiselle study derived from focus groups and a nationwide mail survey, listening to music tops the list of preferred at-home activities with 88%, followed by reading magazines (46%) and reading books (80%).

- Nearly nine in 10 single women (89%) surveyed say shopping is their favorite way to reward themselves; 75% prefer to engage in a favorite pastime.

41% Buy Music As A Reward

- When they get that urge to splurge, 41% (47% of 18-24s) choose to buy tapes or CDs. (Among 25-39 and 30-34 single women, the percentages dip to a still healthy 37% and 31%, respectively.)
- Other "reward" purchases include clothing (68%), cosmetics or perfume (44%), jewelry (23%), lingerie (32%), and flowers (14%).

**Radio Board Game**

**Listeners Race To Solve Riddles In 'Tribond'**

What do Florida, a pi-a-no, and a jalter have in common? If you know the answer, you'd do well at "Tribond" — a board game that's already being played on more than 30 radio stations around the U.S.

Developed by three college roommates, Tribond is an interactive game in which players or teams try to guess the common bond among three items. Radio stations interested in playing the game on-air also may want to set up cross-marketing partnerships with local retailers.

The game, which was introduced last year, is being marketed by the inventors' own firm.

**At-Home Choice**

- Most single women (81%) say part of their personal lives includes participation in fitness/exercise activities.
- Their top five social activities are dinner out at a restaurant (89%), partying with friends (75%), going to a movie (75%), and going to a club/ lounge/bar and entertaining friends at home with dinner (each 51%).

**Work & The Future**

- Although 72% of the respondents say they're proud of their ability to earn their own living, 58% say they're not willing to give up their personal lives for work.

- And don't assume newlyweds are the only ones who buy furniture, china, or linens — 64% of those surveyed say it's silly to wait until you're married to purchase such items.

**Vending Machines Offer Faster Food**

Imagine...hot pizza in 60 seconds. Impossible, you say? Not with today's technology. Several companies are working on vending machines that deliver pizza, french fries, and chicken in seconds.

Edgewater Foods International is setting up its Presto Pizzeria machine in a Boston hospital. For $2.50, the device will slide you a hot 7-inch pizza (cheese or pepperoni) in one minute. Cafe Quick Enterprises has developed a multipurpose machine that sells french fries, pizza, and chicken; and Ore-I-da is working on a french fry machine.

Prize Fritte also has been developing a fry machine over the past few years (see R&R 7/18/91), beginning with an oil-cooking french-fry model. The new and improved version fries a potato-based dough and then cuts it into strips.

**Taste Challenge**

The biggest problem with the machines so far is taste. Those with built-in microwave ovens produced tasteless and brittle foods, while stove top owners were satisfied and greasy fare.

To overcome this obstacle, Cafe Quick thaws the interior of pizza, fries, or chicken with a microwave and then blasts it with hot air and then cuts it into strips.

**Bedroom Behavior Surveyed**

American men change their sheets five times in an average month. According to a recent survey commissioned by Domestication Mail Order Catalogues, this is actually more often than their female counterparts.

The survey also found that the majority (37%) of Americans sleep in queen-size beds, and that the majority (46%) of women prefer bed coverings in floral patterns.

Furthermore, the survey discovered that 31% of U.S. women sleep in rooms with blue walls, and 34% of men sleep in white-walled bedrooms.

However, American women were found to spend more time reading for pleasure or talking on the phone in their bedrooms than men.

**75% Of U.S. Own Athletic Footwear**

Trying to find a good prom- ootional tie-in for the summer months? Think shoes...athletic shoes. According to a Roper report, more than three-quarters of Americans currently own a pair of running or tennis shoes and women are just as likely to wear them as men (67% of women vs. 48% of men).

About nine in 10 Americans under 44 own a pair of athletic shoes, while three-quarters in the 45-59 age range do and only half of those over 60 have a pair.

The 18-29 generation is more likely (four in 10) to wear them on a regular basis, and one-third of baby boomers wear them on a typical day. Only one-quarter of 45-59-year-olds and 15% of folks 60+ wear shoes regularly.

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**LIFESTYLES**

**Free Trial Offer**

**Buy Two Months, Get One Free**

**TM Century's Hits-of-the-Week CDs**

Save time, save money and improve your music! Get TM Century's "HitDiscs" with all the hits and new songs for CHR, AC, Country, AOR and Urban weekly before they're hits. We're so sure you'll find HitDiscs indispensable that no contract is required! 1,750 stations using Hits-of-the-Week and GoldDisc" oldies can't be wrong. Mail this coupon to TM Century, 14444 Beltwood Parkway, Dallas, Texas 75244, or FAX toll-free: (800) 749-2121.

**We want to get a month of HitDiscs free (new clients only): pay two months, get third month free.** Send HitDiscs" until further notice via [ | Federal Express next aftermoon delivery at $200 per month, or | Priority Mail at $160 per month. I enclose a | check, or charge my | [ Visa | MasterCard for the first and last months. We agree to give 30 days written notice if we ever decide to cancel our HitDisc's service. | Send info only.

**Source:** U.S. Census Bureau

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**Cool Mailboxes: Hot Home Food Delivery Idea**

After a long day at work, probably the last thing you want to do is trek to the grocery store. Having your food delivered is no option — if you're not home to collect the goods and pay the guy.

However, the Howard Marlboro Group, retailing consultancy anticipates a day when stores will send people on a regular route — like the postman — delivering individual food orders to private, refrigerated lockers that will automatically dispense the food. These orders could be placed by fax, computer, or phone.

When you get home, you'd collect your groceries (using a coded plastic key card) and your mail at the same time.
Two Great "New Rock" Shows From Westwood One

IN CONCERT: NEW ROCK
is the only show that features live concerts from modern rock artists, recorded throughout the U.S. and U.K. The IN CONCERT: NEW ROCK lineup has included Midnight Oil, Erasure, The Cure, The Jesus and Mary Chain, Depeche Mode, Happy Mondays, R.E.M., New Order, and EMF.

ON THE EDGE brings you special in-studio recordings done exclusively for Westwood One, along with revealing stories told by today's most cutting-edge musicians...

For information on these or any other Westwood One shows or specials, contact your Westwood One representative today.
In Los Angeles call 213-840-4000, or fax to 213-204-4375. In Canada call S.B.S. at 416-597-8529.
In Every Dream Home A Fax Machine

By 2010, home fax machines may be as common as home answering machines, according to a recent forecast by Austin, TX-based Technology Futures Inc.

The initial boom in home fax machines will begin with the at-home office crowd. TFI predicts that half of America's home offices will have fax machines by 2009, and that 56% — an estimated 40 million home offices — will have them by the year 2000.

The report also predicts sales of fax machines to homes without offices will begin to increase in about four years, and that by 2006 there may be 30 million fax machines in homes that are being used exclusively for personal correspondence.

Annual sales of home fax machines are expected to peak in the late '90s at somewhere between 7 million and 9 million units. However, if people don't buy fax machines solely to communicate with friends and family, annual sales might peak at 5 million in 1996.

Turning Mounds Of Data Into The Sounds Of Music

One day you may be able to listen to music generated by utterly irrelevant data stored in your computer. This heady concept is the byproduct of research conducted by the University of Illinois, which is using computer-generated images to visualize the immense amount of data generated by supercomputer simulations.

The university's supercomputing center visualization specialist Alan Craig is now working on using sound to represent and analyze these mounds of data.

Using special computer hardware and software, Craig produces sounds ranging from traditional musical notes to knocks and bells. These sounds are then synchronized, frame-by-frame on videotape with the corresponding computer-generated visuals.

Craig already has added sound to existing visualizations of Los Angeles smog, the role of a fire in Yellowstone National Park, and human blood flow.

Stamp-Sized Video Camera Developed

Researchers at Scotland's Edinburgh University have created a video camera about the size of a postage stamp that can be made for less than $50.

The camera integrates an image sensor with other camera electronics and a tiny lens onto a single silicon chip.

Reportedly 100 times less costly to manufacture than similar devices, this new technology paves the way for inexpensive video telephones, advanced security systems, medical imaging, machine vision, robotics, and video toys.

In Indianapolis

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Communication Graphics Inc
OUT ON A LIMBAUGH

August 1989 syndication debut, EFM Media talk host Rush Limbaugh has been on a rocketeer-like ride toward the radio stratosphere.

With 371 affiliates and a weekly cume of 7.1 million, the former Top 40 jock and staunch political conservative is the nation's most-listened to talk personality and radio's hottest property.

R&R: What made you king of the Talk hill? Can you explain it?
RL: The reason people listen to my show is that it's fun. People turn on the radio for three things: to be entertained, to be entertained, and to be entertained. Now entertainment can comprise a lot of things. News can be entertaining.

My attitude when I go into the studio is that my first obligation is to the variegates of this business, to get ratings. I go into the studio to attract and hold – with entertainment – the largest possible audience for as long as possible, so my little company can charge confidant rates, a portion of which goes into my pocket.

A turning point in my career came when I realized that the sole purpose for all of us in radio is to sell advertising. I used to think radio was for me to become a star and get my ego thrills. I wasn't listener-oriented, I was me-oriented.

The sole purpose for us in radio is to sell advertising. I used to think radio was for me to become a star and get my ego thrills. I wasn't listener-oriented, I was me-oriented.

People turn on the radio for three things: to be entertained, to be entertained, and to be entertained.

The liberal's really screwed up, we're going to have fun today!

R&R: In your speech, you also emphasized the importance of being true to yourself.
RL: My approach to how Talk should be done hasn't changed in 17 years, but KFBK/Sacramento was the first place where I was granted the freedom to actually use that approach.

When I got that freedom, the responsibility bit me. You can't blame a lack of success on the record rotation or the spot load – it's all on you. The responsibility means you put more you in more with what you have to do to succeed.

That freedom – combined with the self-confidence to be yourself – is [extremely important].

R&R: But how do you fend off a PD who's trying to cram your style?
RL: You get numbers. [To do that] you have to push outside of the envelope. You have to get fired five times; you have to lose a couple of accounts because of your controversial nature in order to find out how far you're willing to go.

You don't tell the boss to go to hell, but you can't whisper around assuming everyone above you knows what they're doing.

R&R: If you can't trust management to judge your show, where do you get your feedback from?
RL: A baseball player knows he's screwed up if he strikes out in the ninth inning with the bases loaded. He doesn't have to be told the fans are going away unhappy.

I go over every show to see if there's anything that may have disappointed a large part of the audience. But I do that in my own mind. I don't ask anybody and I don't listen to anyone [has a comment about the show], I've got so many people telling me how to do this show that I'd go nuts if I listened.

The thing that has worked best for me since my success track begins is relying on myself. Most of my career, people were telling me how not to do things, explaining why I wasn't going to succeed. I don't think there's anybody in my past to whom I now want to say, "Thank you, thank you." Most of them are surprised as hell at my success.

I am the ultimate case of self-reliance.

R&R: You also advised your colleagues to remember the power of "illustrating the message."
RL: Anyone can tell you what they think; illustrating your point is much more persuasive. The "caller abortion" [a carefully crafted hit in which an "unwanted caller" is "terminated" with a vacuum cleaner sound effect] was an illustration of how I feel on that issue.

You have to get fired five times, lose a couple of accounts because of your controversial nature in order to find out how far you're willing to go.

When you bring numbers into the equation you can't whisper around assuming everyone above you knows what they're doing.

R&R: Since we've established that you are the ultimate authority on your show, let's talk about success of burnout after nearly three years?
RL: No.

R&R: How long do you think the show will last?
RL: My goal is to make it last as long as I want it to last. I don't want to have to be told it's over. I don't want to be walking around in a fog.

R&R: A couple of major market stations that carry your program have expressed concern that you've hit a plateau a little below the numbers they'd like to see. Do you agree?
RL: Without knowing who these stations are and what they're promoting in the show, I don't know how well the rest of their stations are doing. I don't know if they're promoting the show properly. They may not even be using the show right.

They may have a bunch of hosts beating me up, saying I suck. This whole idea of countered rivalry is the epitome of fraud, especially when I don't know the [hosts] involved and can't participate in it.

If these PDs have a problem, tell them to call me instead of you. I am totally accessible. Those two guys who are unhappy with my performance – cancel us. I'm sure there are stations in the market who would love to have us and do it right.

R&R: You've become an integral part of many stations' programming, and some PDs have expressed worry about your health. Is that a legitimate concern?
RL: Cholesterol 160, blood pressure normal. EKG flawless – the doctors are amazed. I think the stuff is hereditary. However, for a variety of reasons, I am desirous of losing weight. I'm as conscious of it as [the affiliates] are.

R&R: You have called newspapered News/Talk KIRO/Seattle the most boring radio station in America. If that's true, how do you explain its years of dominance in this market?
RL: Primarily because they've been winning for so long – they're entrenched. I don't know what their demographics are, but it's probably like WOR/New York. It wins, but nobody wants to work there – they have 72-year-old people on the air.

I'm the beginning of a new cycle in Talk. The old rules that have governed the format are subject to change – I don't think it's automatic they will change, but they are subject to change. The way I do my show will work here [in Seattle]. Whether it will beat KING (AM)/Seattle or KJRQ is another thing. One personality does not a station make – it's the other way around.

There's nothing wrong with the philosophy of information and newsmaker Talk, but I can tell you right now that I don't want to work in that kind of format. I want to be the reason people are listening, and I'm out to prove that approach can work as well.

I can't give you call letters, but No. 1 stations in the Top 10 markets are now calling and want my show. If I keep the show the way it is, we're going to be on these No. 1 stations. It's a slow, evolutionary thing.
MARKY MARK
AND THE FUNKY BUNCH
Featuring Loletta Holloway

"Good Vibrations"

Most Added CHR!
Now On 42 Reporting Stations
42/27

WZOU add 28
HOT97 add
WEBX add 28
WIOQ add
PWR99 add 29 Hot
KTFM add
WDFX add
KISS add
FM102 add 28
Q106 add
WAEB add
WVSR add
WMXP add 20 Hot
WRCK add
B93 add 30
WCKZ add
WNOK add

WRHT add 39
HOT95 add
CK105 add 38
KKSS add
KXKZ add
KCAQ add
WZKQ add
WBPR add
WFHT add
KG95 add
WPGG deb 26
KEGL deb 31
KGGI deb 28
WXKS 25-21
PRO-FM 34-28
WGQN 26-16 Hot
KLUC 30-23

Produced by Donnie Wahlberg for Donnie D Productions
Co-Produced by Marky Mark and Leo Ukeke
Management: Mary Alford

NY, L.A. Mornings By The Numbers

A
ccording to the spring '91 Arbitron, Scott Shannon's arrival at Mojo Radio/LA has yet to make a difference in the station's morning numbers: Mojo mornings were flat at 2.1. Big Apple N/T WINS (9.0-8.3) and Classic Rock WXKR with Howard Stern (5.9-6.2) still dominate AM drive. The top contemporary music stations in mornings: Urban WRKS (5.6-4.3), followed by CHR Z100 (4.1-3.8).

Way out west, KLOS/L.A., morning men Mark & Brian rebounded 6.3-7.5, which is two full shares better than second-place music station KOST (4.6-5.2). KIIS-AM & FM's Rick Dees moved 4.5-5.1; rival KPWR morning mouth Jay Thomas slipped 3.4-3.1. The Kevin & Bean fake murder furor may have helped boost the KROQ duc's share 2.4-2.7 — their best 12+ to date. And ... Pirate Radio's morning share tumbled 2.6-1.4, a rockin' 24th in the market.

ABC, CBS Radio Nets Expand Digital Services

All 2200 ABC Radio Network affiliates will switch over to the network's new Spectrum Efficient Digital Audio Technology (SEDAT).

Rumors

• Is kWB/Minneapolis morning man Steve Cochran a free agent? ST hears his contract expired this week, but PD Mark Bolke claims that's not the case, adding, "We're still in contract negotiations." If Cochran is working without a deal, how long will that go on? Is Hot 94.7/Chicago interested?

• Could KC101/New Haven soon have its first morning opening in a decade?

• Is exiting WGRD/Grand Rapids PD Ron Branden about to become GM or PD at a new cross-town CHR owned by Detroit-based Patten Advertising? Tom Beavers?

• Is KZHT (Hot 94.9)SLC about to lease Gold KRPN/Ogden, UT's signal to improve its market coverage?

• Will former WKGB/Charleston, SC PD Roger Gallister nail down the PD gig at cross-town WSSX?

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PROBLEM SOLVING TAKES TIME...
Our Associates work with no more than twelve clients. This limited list policy gives them the TIME to help you win! TOTAL SERVICE, PROVEN RESULTS!

DON KELLY & ASSOCIATES INC
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BROADCASTING CONSULTANTS
FASTEN YOUR SEAT BELT.

APOLLO

smile

"DUNE BUGGY"

The First Single And Video
Additional Post-
Production and Mix by
SHEP PETTIBONE®

SHE'S GONNA DRIVE YOU WILD.

Produced by Freddie Richmond, Jr.
Additional Co-Production by Matt Dike
Additional Co-Production by David Bianco

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EYES

"Nobody Said It Was Easy"
A Rock-Mainstream ACTIVE Smash!!!

EYES

"Nobody Said It Was Easy"

WPRO add!!!
Z-99 25-19 Hot
(After only 2 weeks)!!!
WOVV add
"A smash no doubt -- Top Ten phones."
- Dave Denver
WCIL add
KXKL add
KGOT add
KTCM add
WROK add
KTUX deb 35
KISR deb 37
KSMB deb 29
KBOZ on

- Heavy 16-34 Females
- Big Phones • Quick Reaction

NEED AN ABSOLUTE BLOW-OUT?
ALL DAY-PARTS -- ALL DEMOS -- TRY
"The Devil Came Up To Michigan" by KMCN R&K

WFHT 24-12 Hot
"#1 Most Requested Song in All Day-Parts" - Rick Austin
KXXX Top 3 Phones - All Demos
"KMCN takes a classic (#3 Billboard pop chart 1979 million seller) and flips the tracks." - Wild Bill Cherry
WMFS Add
"Added it - instant reaction - hotter than the De-Bulls" - Hollywood Harrison
WRHT Add 27
"#1 phones after 2 days - expect it to be #1 in a few days and stay there" - Johnny Dieve

Continued from Page 22
mix. Former Z90/San Diego PD Brian White is winging his way in for a face-to-face this week. ST also hears that has been spoken to KTFM/ San Antonio OM Bob Perry and WPQG/ Washington MD Albie Dee, is trading phone calls with WKSS/Hartford PD Jefferson Ward, and is expressing some fresh interest in KKFU/ Phoenix PD Steve Smith.

Barsanti To McClusky

After 11 years as Chase Communications VP/Programming, Tom Barsanti has joined Chicago-based Jeff McClusky & Associates as Sr. VP/GM. He replaces Greg Thompson, who segued to S&K as Sr. VP/Promo. Don’t look for Chase to fill Barstall’s position anytime soon.

Killsbury McClusky promo rep Scott Burton, who had been handling interim GM duties, is upped to Sr. VP/Promo.

Early names in the race for the KOY-FM/Phoenix PD chair include B104/Baltimore PD Todd Fisher, WVIC/Lansing PD Kevin Robinson, and ex-Hot 99.9/Allentown PD Clarke Ingram. All of these folks are alumni of the station or market.

Rumbles

- KKBTLA - night jock Sky Walker has been laid off, owing to a change in the direction of the music at night. All other shifts have been lengthened to cover his departure.
- Longtime WLUP (AM)/Chicago midday man Bob Stroud into a new three-year deal.
- Jonathan Little has been named VP/GM and Fletcher: Keys becomes PD/afternoon driver at Rock AC WMWM (Triple M)/Madison. The station looks back to scheduled air dates July 4.
- Changes at WRK/Z/Hersey, PA, where Bill Bland — former owner of WMFM & WNCC/Barnesboro, PA and erstwhile Host/Field/Promotional Director — has been named GM. Evening talent Tracy Travis leaves the airwaves to become Promotion Dir., and Kelly Morgan segues from WLAM/ Lancaster, PA for nights under the nom de air Angel.
- WRWK/Columbus, GA PD Blake Watson fills the PD opening at WMI/Z/Knoxville.
- WL/G/Boston afternoon Earl Boston nabs the PD gig at Urban WUAM/Charleston, SC, replacing Don “Early” Allen, who exited in April.
- KFMO/Lincoln names Peter Tenz GM and Randy Riley PD. They replace Roger Gelder and Colin Flynn, respectively.
- KLYV/Dubuque, IA PD Jeff Davis locks up the PD post at WKEE/Huntington, WV.
- Longtime WBL/I/Long Island morning man Rick Sommers is moonlighting on the weekends at Country WYWNN under the nom de air J.R.
- XL93-FM/Grand Forks, ND has ups MD Rick Acker to interim PD in the wake of Mykel McFadyen’s exit to do promo for JRS Records.
- N/T/KB/Phoenix ups news anchor Jeff Scott to News Supervisor.
- KZHT/SLC MD overnights John Griffin eats; he’s replaced by Brent O’Brien from KFTZ/Denver.
- Irma Molina becomes Promotion Coordinator at KBTLA. She was formerly Program Coordinator at crosstown KRTH.
- David Lowe exits the MD slot at KPOI/Honolulu. PD Bill Mims is now handling music duties.
- Ex-WO/K/Detroit, night personality Pete McPhee lands a part-time/swing slot at crosstown WDFX.
- Rocky Mountain ACR vet Paul Cavanagh joins McKeon Music Marketing.

In the meantime, Kevin Weatherly — PD at sister Q106/San Diego — will be overseeing things with the help of KOY-FM A/PD, afternooner Steve Goddard.

Emmis honchos have been holding high-level meetings in L.A. over the future of Dance CH's Power 106. Despite what you may have heard, don’t expect any radical changes in format or staff.

Dum De Dum Dum

KBER/SLC morning men Ron Harrison and Greg Thomas are in hot water with the local police following an on-air phone prank.

According to a police report, the duo called a 16-year-old girl Friday (7/5) at the request of one of her friends, and told her they were investigating a case of vandalism, had found fingerprints on the vandalized vehicle, and were going to arrest her.

“They really had her panicked,” said Sgt. Don Bell. “They were telling her they were going to put her in jail if she didn’t tell them who she did the vandalism with.”

Police said they will seek misdemeanor charges against Harrison and Thomas for impersonating police officers, adding that the call was broadcast without the girl’s permission. Bell said he’s already contacted the FCC about the matter.

However, KPER PD John Demeck said the jocks never specifically identified themselves as police officers, and did get her permission to air the tape. (The tape was subsequently erased.)

Continued on Page 27
The first single and video — "Say It With Love."

A national tour sponsored by Alberto VO5 starts in July and runs through October.

On over 100 AOR stations.

AOR DOUBLE BREAKER! TRACK 22 ALBUM 2

On over 40 AC stations.

Produced by Tony Visconti, Christopher Neil, and Alan Tarney. Management: Tom Hulett
You can't say it without smiling.

"Shiny Happy People"

The new single from

R.E.M.

From the No.1, double platinum album Out Of Time
Produced by Scott Litt & R.E.M.
MCA Prez Richard Pelmese punched up the ST "fun-fone" to explain that while Nat'l Dr./Alternative Promo John Loscalzo is exiting — along with MCA's New Rock college interns — the label has "no intention" of folding the department. The department is being restructured, with the label lookin' to hire a new VP/Alternative Promo and four new regional promo reps.

Meanwhile, 14 MCA support staffers exited last week owing to job redundancies created by Uni Distribution, which staffed up in the first quarter of this year to accommodate the Geffen acquisition.

Former company Prez/CEO Dave Gariano, erstwhile VP/Ops Michael Harnett, and veteran staffer Jerry Bryant have acquired Chicago-based SuperSpots.

**Rumbles, Pt. II**

- WRXW/West Palm Beach PD Dan O'Brien exits for afternoons at WSUN/Tampa.
- Former WEGX/Philadelphia morning co-host Rick Rumble has joined John Murphy and the morning crew at KY106/San Diego.
- Hot 99.5/Allentown MD/night rocker Jimmy Jammin' sequels to nights at KC101/New Haven, KC1101 night personality Kelly Nash moves to mid-days, Susan Saks and Paul Defrancesco exit.
- Former KZPP/Phoenix night rocker Jack Hammer heads to KXL/KULITE Rock for afternoons under the nom de ar Shadow Steele.
- Former Pirate Radio/L.A. morning producer Maxx Boogie joins KPAT/Sioux Falls, SD as APD morning man, replacing Cory Ward.
- WKJN/Baton Rouge MD/Evening talent Michael Bailey is the new KRVR/Albany.
- Former KZPP/WBXX/Battle Creek, MI upped afternoons as Dave Michaels to APD and weekend Joe Friday to acting MD.
- WZOK/Rockford MD/Overnighter Rick Johnson exits for nights at KZ93/Buffalo.
- KXW/Kewaunee MD/Afternoons Jim Seagull has flown the coop.
- New CHR/WBFT/B96/Fort Huon, MD exits hit the air July 15 under PD morning man 'The Real' Michael Steele (from WMJG/Buffalo) and MD/afternoon Bob D'Arti (from CK105/Flint).
- CHR/WZQG/Jackson, TN goes SMN Kool Gold, virtually the entire airtight on the loose.
- WSJR/Charleston, WV night rocker Kidd Conley is upped to AMD/Research.
- WSZ2/Greensburg, PA flips to Classic Hits.
- Former KCMJ/Palm Springs PD Rick Young is the new PD at KNSI/Santa Maria, CA, FDQ/SGM Jeff Harris exits.
- WUXT/Tallahassee I/O/Chuck Fieck exits for nights at WHFS/Daytona Beach under the nom de ar Chuck Jackson.
- WLRW/Champaign, IL welcomes new VP/GM Scott Bolts from KFKZ/Columbia, MO.

**Spatial Delivery**

Update on last week's Youngstown item: Following the split with WNKD, WRKU returned to the air as an AGR under its old "95 K-ROCK" handle. GM Sandra Doolittle, PD John Thomas, and MD Brian Gartland are running the station.

Longtime WWRC/Washington MD Rita Foley has stepped down to focus on her morning co-anchor duties. Along with hiring a replacement for Foley, the N/T station is looking to add another anchor/reporter.

Meanwhile, there's been more belt-tightening at crosstown all-News WTOP. The station has laid off three staffers: morning news editor Mary Anne Jennings, a second unidentified fulltime newspaper, and a parttime traffic critic. WTOP also recently stopped producing its own midday traffic reports, turning those duties over to Metro Traffic Control.

OM/ND Joe Gilliespie says the station is simply returning to its pre-Gulf war staff levels.

**CHR 18-14**

A CHR HOTTEST ADDS THIS WEEK:

- **WIZD**/add 34
- **WYCR**/add 29
- **WOKI**/add 30
- **KKYK**/KKYY
- **99WAYS**/WCIL
- **FM100**/KQCR add 25
- **K92**/KPAI add 27
- **103CIR**

**P2 CHART 15**

**P3 CHART 23**

Produced and Mixed by Carlos "After Dark" Berrios for After Dark Products, Inc. NYC

Management: Purple Peppermint
“rockaway”

the new single
from the album fireball zone

Continued from Page 27

Shock! Jim Durham, 18-year play-by-play voice of the NBA champion Chicago Bulls, was turfed Monday (7/8) after missing a June 28 deadline on a four-year extension.

According to an AP story, the negotiations "were unpleasant from the start," and that "under the proposed contract, Durham would have been one of the highest-paid announcers in the NBA."

Energetic Workout

Sunbelt CHR Energy 99/McAllen-Brownsville, TX and sister Texas CHR Energy 98/Laredo have established a working relationship with Energy 99/Monterrey, Mexico to co-promote concerts on both sides of the border, kicking off with a Vanilla Ice show in Monterey on July 30.

Speaking of Energy, look for former WPLJ/NY morning co-host Linda Energy to be featured as the print model in a national advertising blitz for Heineken beer. The two-week shoot starts in the south of France July 10. Will Energy soon be tossing her sombrero back into the radio ring?

The AMC Cancer Research Center's 21st Annual Humanitarian Award dinner honoring Warner Music Group Chairman Robert Morgado will take place at the Winter Garden in NYC's World Financial Center on October 24. Co-chairmen for the event are MTV's Tom Freston and Atlantic's Doug Morris.

Condolences to Capitol/Nashville President Jimmy Bowen on the death of his mother, Stella Fransen. In lieu of flowers, the family has asked that donations be made in her memory to the W.O. Smith School of Music, 1416 Edgehill, Nashville, TN 37212.

Records

- Capitol/EMI VP/PR Janna Griffin heads to NYC to become Sony Music Div. VP/Press & Public Affairs. She replaces Bob Altshuler, who retired from the company last year.
- Former WMMS/Cleveland OM/PM Dick Piombino joins Mercury for local promo duties in that market.
- Hollywood hires Jim Stein from RPM Promotions to do regional promo duties for Baltimore/D.C./Pittsburgh.
- Chrysalis Atlanta promo rep Phil Guerini joins East/West to handle the Carolinas, based out of Charlotte. He replaces Robb Regadale.
- Impact hires Lois Kennedy from Geffen for Boston local promo duties.
- J2 Communications/National Lampoon forms its own promo division.
- Former MTV VP/Programming Sam Kaiser has formed MVP Inc., a full-service promo & marketing firm that will handle CHR, AOR, Metal, New Rock, and video releases.

©1991 reprise records inc.
HEAVY D & THE BOYZ

"NOW THAT WE FOUND LOVE"

The Crossover hit
From The New Album
Peaceful Journey
Produced By Teddy Riley
Featuring Back-up Vocals
By Guy’s Aaron Hall

AT RETAIL
Wiz D-1
Kemp Mill D-3
Sound Warehouse D-8
Wherehouse D-10
Music City D-11
Music Plus D-13
Transworld D-13
Musicland D-21

AT BLACK RADIO
28 - 22

AT CHR
P1 CHART Debut

New On SB Reporting Stations 59/14

WXKS add 30
WZOU add 30
WIOO add
KS104 add
PWR106 add

WTHT add 30
WSPK add
WBBQ add
WUVV add

KRNO add 29
KKSS add
KLUC add
KYRK add
WVBS add

WHAT ARE YOU GONNA DO WITH IT?

MCA.

DUST IT MANAGEMENT
considered HTs by their very economic nature.

Leading radio industry executives have welcomed the new federal action and are urging broadcasters to file comments before the August deadline. "Lumping radio, which is a non-assset-based business, in with all other businesses is tremendously disadvantageous radio. It's not good business to do that. Broadcasters ought to step up and make comments," commented Blackburn.

"Any business with a long-term government license - which technically is not considered an asset that can be put on balance sheets - should be excluded from the HLT definition," commented Cleveland radio financier Chesley Maddox.

"Every industry, whether you’re a butcher shop or a widget-maker, is having the same problem - the banks are just not extending credit these days unless it's a 100% secured loan. If you go to a bank for a 100% secured loan, you don’t need the money in the first place," commented Charles Giddens of Media Venture Partners.

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Our Client list is the “Best” in the Industry ... Because WE are the “Best” in the Industry. Don’t be misled into paying more! For information call Collect, Person to Person

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Home of the "TRAVELING BILLBOARD," Bumper Stickers & Window Labels

U.S. Tape & Label Saint Louis, Missouri

KRT/H-Karachi) LOS Angeles awarded two lucky listeners $25,000 each for winning the Gold station’s "Where On Earth Is It?" promotion. Pictured at the presentation are (-) VP/GM Patrick W. Norman, winner John Bachelor and wife Laura, PD Michael Phillips, Christopher Stocks and winner Sherry Savage, station consultant Bill Drake, and KXLA Broadcast Group Exec. VP Jim Keating.

Record Bill
Continued from Page 1

According to the bill's sponsor, Rep. Ted Haik (D), who led last year's fight for mandatory labeling, the industry's voluntary stickering program has eliminated the need for labeling laws.

Cover said that given the narrow margins of RIAA's victory and Haik's tenacious nature, some sort of labeling legislation is likely to re-surfacce next year.

"If I had to bet the ranch, I'd bet [the issue] will be back next year," said Cover. "Mr. Haik said in a speech after the vote that he will bring this issue back as long as he's in the legislature. If he does, we'll be there (to fight the legislation)."

Renews
Continued from Page 3

wanted 10% of our broadcast time to be devoted to programming on subjects of that ilk." WIP GM Jack Williams said his station was doing a "good job" with its public affairs programming and also had a "good affirmative action program," WIPEN & WMGR GM Dean Tyler said, "We certainly do what the FCC requires and a good deal more than that." GMs of the other stations had not returned calls at R&R's Tuesday (7/19) deadline.

SBK
Continued from Page 10

Lasher joined SBK from a regional post at Chrysalis. He's also worked at Polydor, EMI, and Elektra. Mena came from A&M, where he was National Director/Alternative Promotion.

James
Continued from Page 10

ing new talent to the label are what make this situation so unique and stimulating." Along with his work in both jazz and classical music, James has worked as an arranger, a producer, in A&R (at CBS), run his own label (Tappan Zee), and scored films, TV, and theatre.
His first single was a No. 1 smash.
Now, the great voice of "Tomorrow" is back today.

tevin campbell
"just ask me to"

Urban BREAKERS
A Most Added Urban 59/18
Already On:
WILD  WZFX  WHJX
WDAS  WWWZ  WJHM
WRKE  KKFX  WHQT
WEBB  KRIZ  WHRK
WPLZ  WVEE  WGOK
WBSK  WFXA  KQXL
WQMG  WJIZ  WZAK
And More!

Produced by Al B. Sure! and Kyle Weil
The new single from the forthcoming motion picture soundtrack "Boyz N The Hood"

PRODUCED, ARRANGED, COMPOSED & PERFORMED BY
PRINCE
AND THE NEW POWER GENERATION
By Mike Henry of continuous music sets, and with instances live promo spots.

Creating a realistic listener-driven positioning statement and using it at every opportunity will improve your station, hence increasing top-of-mind awareness and lesser phantom cume. Focus your efforts, and you'll find great, consistent results.

Visibility Tactics

Contests & Promotions

- Contests and promotions that take your station to the people on-air and visibly. People like to see it happen. On-street promotions are not just for CHRs any more. Outlets in both formats have plenty of promotional opportunities to come face-to-face with listeners. Being in the right place at the right time can have an impact on many people within your station’s listening area.

Radio is a series of short programs. Each should identify its sponsor: the station.

1. Traditional Advertising
   - While a station’s maturity level,
   - competitive situation, and budget dictate advertising strategy, most stations are usually involved in some form of traditional advertising be it television, billboards, or radio.)
   - Incorporating the primary position
   - Advertising will not only reinforce station image, it will present a consistent marketing position.
   - Whether it’s an image spot or a breakthrough ad, the station’s on-air positioning should be incorporated.
   - Not doing so will blur image and promote confusion.
   - Non-Traditional Advertising
   - Whereas traditional advertising
   - Target marketing acts as a laser aimed directly at your target audience.
   - Target marketing techniques like direct mail, Point-of-Purchase, and events of chief interest to your listeners. Positive associations of this kind will increase loyalty and top-of-mind awareness.

Sponsorships

Sponsorships and co-sponsorships of all kinds of events — sports, concerts, and special occasions are similar to contests and promotions in that they tie your station to a location and event of chief interest to your listeners.

- Sponsorships
- Community Service

This is an area of increasing significance. Many of our clients have noticed a dramatic change in listeners’ views toward radio’s community service role. Whereas most people seemed ambivalent just a few years ago, many now expect stations to lead in helping the local community. During the Gulf war for example, our national survey found 70% of listeners believed radio should take a leadership role in supporting the war effort. In light of our nation’s growing concerns for the homeless, the environment, recycling, and so on, these issues present a great opportunity for stations to assume a leadership role. Listener feedback in this area is pretty consistent. Most are willing to help if an effort someone will organize.

Ratios Basics

These are no secrets to success. Success comes from doing the little things right. The more complicated and competitive radio becomes, the more important it is to take care of the basics. They not only make a better-sounding station, they’re the key ingredient in decreasing phantom comes through an increase in top-of-mind recall, which directly affects your station’s ratings.

Stepping Stones

Reach out and know you’ve touched some—your listener — by perfecting these basic marketing elements:

- Positioning statements
- Special programming
- Traditional advertising
- Target marketing
- Contests & promotions
- Community service
- Sponsorships
- Community Service
Atlantic plans to release a live INXS album in mid-October. The LP will contain material taped at various stages in the band's concert career and will likely feature one or two new studio cuts as well. Mark Opitz, who twirled the knobs on the band's 1982 "Shaboo Shoobah" LP, is producing.

Everybody Crying 'Mercy'

Motown has learned up with the Audubon Society and Judies Temple/Nitrates Films to create a music video for Marvin Gaye's 20-year-old classic "Mercy Mercy Me (The Ecology)" to help increase the nation's awareness of environmental issues.

The clip (to be serviced to all video programmers in late August) features overlaid images of the environment and pollution as well as shots of Herb Alpert, Bel Biv Devoe, Big Daddy Kane, David Bowie, the Boys, Bobby Brown, Tyler Collins, Johnny Gill, Sawless Robinson, Diana Ross, Ralph Tresvant, Vanessa Williams, and Stevie Wonder—each of whom was filmed especially for the project.

Zevon Sets 'Bad Example'

Warren Zevon has titled his forthcoming Giant debut "Mr. Bad Example." Waddy Wachtel produced the platter and plays all guitar parts, joining a guest list that includes Zevon's son Jordan (backing vocals) and Dwight Yoakam (guest vocals on "Heartache Spoken Here"). Along with the title cut, the LP—due on September 24—features "Angel Dress In Black," "Quite Ugly One Morning," and the ballad "Searching For A Heart." Smirnoffines, Soundgarden 'Singles' Scene

Producer Ed Stasium has added strings (!) to the Smirnoffines authorized Dead Comics Arrive

Kichen Sink Press just pulled the first issue of "Grateful Dead Comic"—the only graphic novel series authorized by the Arista recording artists.

Scheduled to be published quarterly, the series debut features colorful interpretations of the band's "One Wolf," "Lady With A Fan," "One More Saturday Night," and "Casey Jones." Subsequent volumes will also sport artistic interpretations of Dead lyrics as well as various other storylines (a fan's perspective of a Dead concert, band tales, anecdotes, etc.).

Retailing for $4.95, the novels are available at comic book stores across the nation and will be sold at Grateful Dead concerts as well. For more info, call (414) 295-6922.

Friday, July 26

1977/ "Ellis Castorite is arrested while performing outside the London Hilton, Castorite was trying to pick up the cops of the CBS recod crew while stealing celebrity.

1960/ Grateful Dead keyboardist Brent Mydland is found dead of a drug overdose in his San Francisco home.

1983/ "Mick Jagger from the Rolling Stones is charged with assault and battery in New York City, currently set for 1992 release.

Brent Martin Gore (Dopeche Mode)

Monday, July 22

1963/ View-See Records issues the "Introducing The Beatles" LP.

Ben George Clinton 1940, Don Henson

Tuesday, July 23

1979/ "Wingspan: Anthology volume rock n' roll for being a compelling Western influence.

1990/ John Cooper Melencamp begins production on his first movie ("Fishing From Grace"), then titled "Sower." Melencamp will star in and direct the film, currently set for 1992 release.

Martin Gere (Dopeche Mode)

Wednesday, July 24


1987/ "Robin Williams' movie biography "La Bamba" opens.

1990/ The Judas Priest wronged death is being investigated by an 18-year-old youth that submitted messages in the group's "Stained Class" LP drove two teens to attempted suicide.

New Tours

Among this week's new tours:

Pat Benatar ICED T

EXTREME SOUL ASYLUM

The CONCERT PULSE is a weekly concert report written each week by each member of their respective box-office grosses related to each venue. Courtesy of Pollstar, a publication of Pollstar's Circuit (Lincoln, 02865), 344 7/383, or in California, (1992) 624 7/651.

www.americanradiohistory.com
R.M. On New Troggs Album

R.E.M. are writing and playing on the latest comeback album from the TROGGS, reports Q magazine. LP is being produced by LARRY PAGE (who spotted and signed the Troggs in 1965) and also will feature material written by CHIP TAYLOR, who wrote the group's classic "Wild Thing" as well as their UK Top 10 hit "Any Way That You Want Me."

Showtime For UK Radio
Britain's new national commercial station will be the on-air name of First National Radio. As demanded by the Radio Authority, it'll play easy listening music of a largely pre-1960 vintage. The FNR consortium is led by ex-British Rail Chairman Sir PETER PARKER and its £1.75 million bid (believed to work out to £14 million for an eight-year licence) beat out competition from Classic FM and UK FM.

The 24-hour-a-day service will open next May and cover most of the UK on FM. About a quarter of the station's 75% music output will be allowed to be post-1960 "pop."

First up will be the UK's most successful "death" station, BRITISH DIAIR, and CHRISSIE DE BURGH are likely to typify its current core artists.

Simply Silvershine Q magazine also tells of MICK HUCKNALL singing on "Silvershine," the first album by ANDY HAMILTON, a 72-year-old British/Jamaican sax player whom the SIMPLY RED singer spotted in a pub. Hucknall exercises his vocal chords on a version of ROGERS & HART'S "You Are Too Beautiful."

Meanwhile, work continues in California on the new Simply Red LP, which should be out in the aut-

pan — including the reunion EMERSON, LAKE & PALMER album, expected in the new year.

Maggie's Dreamworld MAGGIE'S DREAM have hit back at the BLACK CROWES for being thrown off the tour when the anti-sponsorship headliners objected to the New York band's endorsement of Miller beer.

Dream guitarist RAF told ROL: "It's a bunch of hypocrisy. For a musician to haul another musician's business deals against him is really ironic when most musicians talk about how music has nothing to do with business. What are they gonna do, take their videos off MTV or anything else that has corporate sponsorship?"

All About Albums Rock can exclusively reveal that JETHRO TULL's new album will be titled "Catfish Rising." It's due for UK release September 2, preceded by the single ("This Is Not Love") on August 5.

DAVID GILMOUR plays on two tracks of "Hush," the new album by ALL ABOUT EVE. The songs featuring the Floydies are "Wishing The Hours Away" and "Are You Lonely." The LP (due next month) has been produced by WARNE LIVESEY, who's worked with PINK FLOYD, U2, DEANON BLUE.

ROL also has been talking to GERARD LANGLEY and RODNEY ALLEN of Bristol band the BLUE AEROPLANES, whose "Beatsongs" album will be out next month. Their first single, "Yo! World," is due July 15.

"There's eight of us in the band now and seven of us play the guitar," said Allen. "I think having so many musicians gives you a lot of quality control." The LP was produced in Los Angeles by LARRY HIRSCH and includes a cover of PAUL SIMON'S "The Boy In The Bubble."

INCIGNITO's largely instrumental second LP, "Inside Life," is now out, and includes the current UK Top 10 hit "Always There," featuring vocals by JOC- ELYN WATTS. She sang on FOR EIGNER'S "I Want To Know What Love Is," was sampled on SNAP'S "The Power." "It also had a UK hit of her own with "Somebody Else's Guy."

CHRIS FRANTZ and TINA WEYMOUTH OF THE TALKING

HEADS are working on a new TOM TOM CLUB LP. KIRSTY MACCOLL will contribute backing vocals and sing on one track in Haitian French.

Tom Waits From The Vaults An album of previously unissued early material by TOM WAITS will be released July 29 by Edsel. "The Early Years" will be the first of two intended volumes of songs rec- orded by Waits for the Bizarre/ Straight label in California back when he was supporting FRANK ZAPPA on tour.

The first Edsel volume was rec- orded between July and Decem- ber 1961 and includes an "embryonic" "Frank's Song" and four songs which appeared on his of- ficial debut album ("Closing Time") in 1973.

Swingin' Singles The VIOLET HOUR, a five-piece band from Leeds who take their name from T.S. ELIOT's "Waste- land," have just released the single "Failing." Their Epic album is due shortly.

WILLIAM ORBIT'S BASS-O- MATIC, who made the UK Top 10 last autumn with "Fascinating Rhythm," return this week with the single " Funky Love Vibrations," featuring the vocals of SINDY FINN.

Northern rockers LITTLE ANGELS bade for their fourth UK Top 40 hit with "I Ain't Gonna Cry."

SEAL's third single from his self- titled debut album is "The Begin- ning," in the shops this week. The B-side features a new acoustic ver- sion of the LP track "Deep Water" with ex-THIN LIZZY guitarist GUS ISIDORE.

Rasqueetering Rockers JOHN McNEROE and PAT CASHEV'S cover of "Rock 'N Roll" — benefiting Rock Aid Armenia and credited to the tennis chums with the FULL METAL RACKET (which includes ROGER DALTREY) — makes a tentative first serve in the chart this week.

Editor/Ryder SHAUN RYDER of HAPPY MONDAYS will be guest editor of the August UK edition of Penthouse magazine. A spokesman for Penthouse says that Ryder has chosen the best photographic sessions for the edition and contrib- uted to the "Last For Life" column.

BRITAIN

<table>
<thead>
<tr>
<th>UK</th>
<th>TW</th>
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<tr>
<td>1</td>
<td>JASON DONOVAN (Any Dream Will Do (Really Useful))</td>
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<td>2</td>
<td>BRYAN ADAMS (Everything I Do Is Wrong)</td>
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<td>3</td>
<td>ERASURE (Chore)</td>
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<td>DE LA BOYD Way To Live (Alabama)</td>
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<td>5</td>
<td>GUNS N' ROSES (You Can Be Mine)</td>
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<td>6</td>
<td>INCIGNITO (JOEY BURNEL Always There ( taken low PG))</td>
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<td>PAULA ABUDE (Push Rush (Virgin America))</td>
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<td>KENNY THOMAS (Thinking About Your Love (Columbia/Chrysalis))</td>
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<td>DRIZA BONE (Real Love (4th &amp; Vine/Island))</td>
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<td>COLOR ME BAD (Warrior See You Up (Island))</td>
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<td>HEAVY D &amp; THE BOYZ (Now That We Found Love (MCA))</td>
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<td>12</td>
<td>LENNY KRAVITZ (Am I On TV (Island))</td>
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<td>13</td>
<td>BETTIE MULLER (Far Away From A Distance) (Warner)</td>
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<td>14</td>
<td>ROD STEWART (I'm Temptations) (The Motown Sing (Warner))</td>
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<td>SALTA N-PEPA (os You Want Me) ( Elektra/Interscope))</td>
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<td>OMAR (y's Nothing Like This (taken low PG))</td>
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<td>17</td>
<td>THE CUBIC 22 Night In Motion (45L))</td>
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<td>18</td>
<td>DIVINITY (Touch My Virgin America)</td>
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<td>19</td>
<td>WHITNEY HOUSTON (My Name Is Susan (Atlantic))</td>
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<td>20</td>
<td>ANTHIRAX (Chuck Diving The Noise (Island))</td>
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Moving Up

NATALIE COLE w AntKING COLE (Nutgrodle) (Extra) |

CAC MUSIC FACTORY (Typhoo That Make You Go Hoomin) (Columbia) |

KIM APPLBEY (Mama (Parlophone/EMI)) |

BROS( Are You Mine) (Columbia) |

CHER (Love And Understanding) (Sire) |

CARTER THE UNSTOPPABLE SEX MACHINE (Reid Falman (Fat Cat)) |

BILLY BRAGG (Sesquialy) (Dol Cottis/GF)

The network Chart, courtesy MNB

AUSTRALIA

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<th>AU</th>
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<tr>
<td>1</td>
<td>NOISEWORKS (Hot Chili Woman)</td>
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<td>JIMMY BARNES (What Time)</td>
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<td>JAMES REYNOLDS</td>
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<td>6</td>
<td>KYLIE MINOGUE (Shocked)</td>
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<td>7</td>
<td>CRUZED HOUSE (Chocolate Cake)</td>
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<td>8</td>
<td>RODS/ROLES WHERE ARE YOU NOW)</td>
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<td>9</td>
<td>DARYL BRANTWANT (Nether Then Hope)</td>
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<td>10</td>
<td>JOHNNY DIEL ( on, Jake)</td>
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<td>11</td>
<td>HICKS My Side</td>
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Economics, Ethics, Image
Oily Alaska Junket Opens Debate On Standards

When a group of seven talk show hosts jetted to Alaska last month on a junket paid for by the oil lobby, they inadvertently did the format a favor by opening a debate on ethical standards for Talk personalities.

In the wake of that controversial jaunt, talk executives are dusting off some long-dormant questions. Just where is the ethical line for talk personalities? Should they be held to the same standards as newscasters? Or, because of their hybrid news/entertainer status, should they be accorded a different set of guidelines for what they can accept from individuals and organizations that might benefit from their words?

“The one good thing about this episode is that it’s made us confront an issue we’ve never faced before,” says WCKY/Cincinnati PD Mark Elliott. “It’s just a shame we never have time to think about these things until after a problem arises.”

While programmers contacted by R&R agree hosts and their stations must be careful to guard against even the appearance of conflict or impropriety, they express a variety of opinions on the measures necessary to maintain a pristine image.

Image is the real issue, they emphasize. No one really worries talk hosts will actually be corrupted by special interest largesse. What’s at stake is the appearance of impropriety, which — make no mistake — is every bit as dangerous as actual impropriety.

“In this business,” says Daynet President Mike Castello, “appearance is more important than substance.”

The Hardliners

According to several PDS, the only way to protect the station’s credibility is to set journalist-like standards for hosts who deal with the issues of the day.

“No, talk hosts aren’t journalists,” says WWRC/Washington OM/PD Tyler Cox. “But you have to ask the same kinds of ethical questions you would ask of newspeople. Hosts have to maintain their credibility.”

In fact, adds Elliott, “Because talk personalities deal in opinion, the appearance of fairness is perhaps even more important than it is for newsmen.”

Listeners, he explains, must never doubt that a host’s opinions stem from his own beliefs and not from undue influence exerted by a special interest group.

Both Elliott and Cox say they would not have permitted their hosts to attend the Alaska junket without reimbursing the American Petroleum Institute (API), which sponsored the trip. “I will not allow hosts to accept travel, lodging, etc. from [special interest] groups,” says Cox.

As a result of afternoon talker Mike Siegel’s participation in the API trip, KING (AM)/Seattle has decided to apply the news department’s strict standards to its talk hosts. KING reporters are barred from accepting anything — including lunches — from interest groups or other publicists seekers.

Other hardliners, however, say they have no problem with their hosts accepting the occasional free meal or inexpensive coffee mug-type gift. “My antenna starts to go up at anything over $25,” says Cox, echoing a common sentiment among his colleagues. “If you can be bought for a $13 lunch, you’re not worth buying and shouldn’t be on the air, anyway.”

Total Disclosure

A second school of Talk ethics holds that hosts should be able to take advantage of trips and other “educational opportunities” provided by special interest groups — so long as the talker makes full and frequent disclosure about who paid for the event.

“The only way to avoid the appearance of conflict is to be out front and above-board with everything,” says Daynet’s Castello.

“Be incredibly candid about what’s going on. That way, six months later, no muckraking journalist can say you were hiding something.”

WFLL/Tampa PD Gabe Hobbs agrees, noting that his talk hosts are “grown-ups” who are unlikely to be swayed by special interest schmooze.

“I come from music radio, where it’s real common to fly somewhere or attend a convention on the tab of [a record label]. But talk hosts are grown-ups, not 22-year-old FS CHS music directors who are going to come back and add the record.”

“I would probably have encouraged my hosts to go to Alaska, because they wouldn’t hesitate to come back and bash the oil industry’s ass into the ground if they deserved it. They’re always looking for a reason to jump on somebody.”

Sonny Bloch, now celebrating 12 years on the air.

Sonny Bloch, host of America’s longest running independent, 2-way talk show about money, business, real estate, and life, would like to work for you for free. He offers 18 hours of live programming 6 days per week (take all or part), plus a daily afternoon business news show with plenty of openings for your local news, traffic, and weather reports. Call him if you need instant revenue and ratings. He is now heard in over 200 cities including 90% of the top 100 markets. There must be a reason that this broadcaster has kept growing for 12 years. The answer is simple: The audience loves the show, the sponsors love the show, and your bank account will love the show!! You can have him now. It’s as easy as a telephone call.

Ask for Susan at (212)371-9268.
Are We Missing Hit Records?

Record Glut, Soft Retail, National Fragmentation Share Blame

These are interesting times in CHR. Amid a soggy economic climate, ratings are falling, tons of new records and labels are popping up, and stations are shaving off rap and rock to become so-called “Beige Radio.” Is the upheaval causing CHR to miss hit records?

And is the national consensus fragmented on what is a hit? I talked with a sampling of radio and records honchos for a few perspectives on these issues.

Rick Stone

A&M Sr. VP/Promotion Rick Stone sees the issue as one of perspective. “The question is, is radio missing a hit or is the label missing it? No one in my chair can afford to miss a hit. With all the labels and records out there, when you believe you have a hit, you have to go in for the long haul, because airplay options are greater and CHR is more specialized. Not everyone is on the same timeframe. You might close a record that started in one market eight weeks ago, but it may take 11 weeks to close it elsewhere. We must be prepared to work a hit much harder and longer. “Radio has to realize records aren’t selling as quickly in a recession, and with so much more product, a record takes longer to become a hit. One to two plays per day at night isn’t enough to get a real read on a record. And most new records put in that category aren’t even announced.”

Other factors are leading the industry to try to squeeze 15 inches of product into a four-inch pipeline every week. “I don’t think the majority of radio stations want promotions for every add, because they have to maintain a consistency,” says Stone. “Music is the reason a record should go on. Is there a way to get out of this cycle? Yes. We can’t offer a promotion for every record anymore. It doesn’t make sense financially, compared to what you see in a return from retail. While radio promotion and time buys help, they’re not the end-all to success for a station or a record.”

“Is it possible that the radio agency or prize cloister, that cheapens our credibility. We are marketers of music carrying an art form to people who can help us reach the mass population. Anyone can call me up and suggest an idea to promote one of our artists — I’ll be sure to listen. They need to know they have our support, but not for every record that goes on.”

“Is this a business of relationships, and we have a generous promotion allowance. But when you get down to the nitty gritty, it’s how we’re doing business with radio — how we’re releasing music and supporting it. We have to ask ourselves, ‘Are we just pandering to radio for support, or are we in the business of selling music?’”

Don London

WZPL/Indianapolis OM/PD Don London thinks radio is missing “a few hit records,” but he blames labels for spreading themselves too thin. “Not only are there too many records in general, but each label has too many records to work. It’s impossible to communicate the success factors of each record. The label might choose to work something that’s not happening at radio and ignore something that is. For us, Rey’s ‘Love Won’t Come In A Minute’ is a smash, but it isn’t a hit nationally. It’s not our fault. “The answer lies in better and more effective communication. If the record community really listened to our needs, they’d respond, instead of shooting too many ballads down our throats. They often miss a mainstream or uptempo hit because they’re focused on a priority which is, more often than not — another ballad.”

Turning to the other side of the equation, he adds, “Radio’s need for instant gratification is silly. It’s gotten to the point where a giant promotion sends up a red flag that a record is not a hit.”

Butch Waugh

RCA Sr. VP/Promotion Butch Waugh sees a crowded field of competition, but has good words for how radio’s handling things in general. “Radio is just as open as it always was to new music. The dilemma is that radio is inundated with too many records. Instead of generating 80-100 adds a week, now 30 adds on a record is a great week. Now PDs are having to make real decisions on what’s best for their stations. The only negative fallout is a lack of national consensus, which affects us.”

Casey Keating

KPLZ/Seattle PD Casey Keating feels the added pressure of more labels and records, but he thinks radio should do a better job of compensating for 1991 business realities. “Is radio missing hit records? It’s a good possibility, but it’s not really any different than it’s ever been. Labels are talking about that more than we are. I don’t see much that’s getting great reaction that we don’t play. KPLZ is fair about giving records a shot and testing them.”

“Because of all the records available, it is taking longer to commit to a record. For that reason we may be playing them a bit longer once they’re added. A hit record is a hit record, and we’ll find the ones that are working.”

“First, radio, it’s just a case of carving out a bit more time — starting earlier and staying later — to see 33 local promo reps. Everyone gets 15 minutes to pitch their records and play them. You can’t run away from it. It’s an opportunity to take advantage of the extra product out there. For me, the music part of this business is fun, but it’s easy to forget that with all the pressure. It’s a labor to some, but it’s a labor of love to us.”

Bruce Tenenbaum

Impact Sr. VP/Promotion Bruce Tenenbaum takes a national view.

Continued on Page 39
COLOR THEM MULTI-PLATINUM.

COLOR ME BADD

The new single from their debut album, "C.M.B.

"I ADORE MI AMOR"

The follow-up to "I WANNA SEX YOU UP"
The only certified Double-Platinum single of the year!

Produced by R Kelly, Breyan and Anthony Love for Smash Productions, Ltd.

www.americanradiohistory.com
The next single from the hit album "Girls Talk"
Are We Missing Hit Records?

Continued from Page 36

"Thanks to the large amount of record companies and the fragmentation in CHR, it's more difficult to get a national consensus. The big problem is how to work a record over a longer period of time without people shoveling dirt over it too quickly. As long as PDs are aware the numbers game is useless and they're willing to dig for hits, everything will be okay. PDs are more into the sound of a record now than in the past, which is good. But adds in a week would way them.

"The biggest problem is that when you promote with promotions, radio fills its playlists for a star party and leaves no room for the records that should be on. I won't do promotions for adds. If someone plays a record and it works, I'll support it in terms of advertising or track dates as long as they're playing it. Giving a station a promotion for a report does nothing to break a record. It just breaks your expense account.

On the subject of Impact's newness, he adds, "There's always competition. Some labels will make it and some won't, but as a new label, we're out there to survive. While playlists haven't opened wider, being a new label doesn't necessarily mean you have to wait in line.

"My biggest concern about missing hit records is that many CHRs are abandoning what made the format great by reaching for inaccessible demos. They're screwing themselves, the listeners, and the labels. We all know what happened in the early '90s, yet everyone's doing it again. We're all feeling the impact of it."

Mark Todd

WKBQ/St. Louis PD Mark Todd remarks upon the increased practice of labels doing "setup" on records by as much as three or four weeks to gain the edge in a crowded field. "There is a sense of frustration at radio with all the labels and product. It's heightened by the confusion of who's releasing what and when they're going for it. Early releases strengthen awareness on a new artist, but it's getting harder and harder to keep track of which labels want you to play a record and when."

He too points out that the system is cluttered by records getting airplay for non-musical reasons. "I've never been one to deal with promotions if the value isn't there in the record itself. Listeners aren't tuning in to hear the next big concert trip -- they're listening for music. If you take a promotion on a staff, you miss playing a hit and end up hurting yourself. Radio needs to hang onto a new record for four or five weeks before committing to it. To do otherwise confuses the label and stations that are watching your moves."

On the national front, Todd says, "Not all the records are getting the coverage and concentration they need to develop into national hits as fast. Some regional hits are falling prey to this syndrome. So it's harder to find a consensus among my peers -- but to me that's good. It's healthy that there are fewer outings and more leaders. It's less of a numbers game now and more of "what works for me."

POE CATS PARTY — Several industry heavies tried to shatter their clean-cut images at the Bobby Poe convention. Getting crazy are (l-r) WBBM (996)/Chicago PD Dave Shakes, Warner Bros.; Greg Lee and Stu Cohen, Fox; KEGL/Dallas MD Jimmy Sted, WB's Dan Nathenson, and Sme-WB artist Sted. (front) WPSC/Washington MD Alba D.

EGGSPRESS MAIL — WRVQ (Q94)/Richmond's eggcentric morning 250 promoted $300 to the first listener to mail in an unbroken egg. Shown with a few eggstra entries are (l-r) 250 members Corey Ditz, Jay Hamilton, and Bettie Bodine.

Coming
Next Week
Summer CHR
Photo Fun

MOTION!

• WILM/ Panama City, FL, greets new MD Chazrin Blake, who arrives from WHHY/Montgomery, AL.
• Lee Collins takes the MD gig at KPAT/ Sioux Falls, SD, replacing Corey Ward.

Adam Smasher, from KOIC (K106)/ Beaumont, TX, takes afternoons at KKSS/Albuquerque under the name Mother Bear; PM driver Randy Savage moves to middays, and midday Charlie Fox heads to a Virgin Islands gig.

KRO/Tucson places KQY/Phoenix vet Jackie West in middays as Jeff Davis moves to crossover KKYV/ Wichita has realigned its airstaff; The Morning Fellas (morning) Steve Davis (middays), Lyman James (PM Drive), Chris "Night Wazer!" Scott (nights), Paige Turner (late nights), and Kelly Bradley (overnights)

KZTV/Lubbock ups part timer Mike Stephens to overnights...Vonne Allen takes overnight at WFMU/Tallahassee as Cindy Spice leaves the biz.

CHR CHART

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Breaker
From the Double Platinum-Plus Album
Shake Your Money Maker
stress

"Flowers In The Rain"

The New Single

"Shockingly good... Is this yesterday or tomorrow?"
-London Weekend Telegraph

"An album of sure winners. Four stars."
-Q Magazine

Produced by Guy Chambers, from the album STRESS
Fan (?) Mail

Readers Respond To Earlier How-Not-To-Apply Job Tips

Sometimes an air personality will ad-lib a throwaway line and not think of it again... until it becomes apparent that, inexplicably, it made a big impact on the listeners.

That's similar to the situation I now find myself in: I'm still getting calls and letters in response to my "How Not To Apply For A Job" column (R&R 5/10). Three of the responses have been negative. I shared one in my most recent column; here are the other two, each followed by my notes.

Baker's Retort

From John E. Baker III (WWMY/Greensboro):

Your article, "How Not To Apply For A Job," indicates exactly how far out of touch you really are with the difficulty associated with landing a better radio job. As with a number of programmers, consultants, and GMs, your diatribe was laden with what you don't want and [contained] nothing about what you do want; it focused entirely on the problem without mentioning any solution.

— John E. Baker III

Your degradation of this person as unprofessional for writing on his resume with a grease pencil is totally inconsistent with his attempt (and I emphasize "attempt") at being professional in the wording of his cover letter and resume. This guy is merely trying to enjoy this business, make progress in it, and pay his rent. You arrogantly come across sounding like you'd rather he drop a hundred bucks at the printer for personalized die-cut labels... or, even better: an arm, leg, and left nut for one of your seminars.

Regarding the matter of "References Upon Request": I don't care if it is a "pet peeve of many PDs," I am not going to bandy about the names, addresses, and phone numbers of my references to God-knows-who without first contacting them and asking their permission to do so! This is yet another inconsistency in your article: If your evaluation and experience catches your interest from your resume, in which you seem to invest so much credibility (you've never lied on a resume, have you?), you're going to contact me anyway, right? You can reasonably ask for references at that time and I'll give them to you over the phone or mail them to you in another letter.

"References Upon Request" gives me an opportunity to sell myself a little more — maybe even thank you for considering me for a job — and allows me to maintain a little control in an uncontrollable situation by letting me know who are interested in my qualifications in order to know that I'm not darting into a tailwind. By your peevish state at this very common in business practice, I can only conclude that you get your chucksles from what people are saying about me behind my back! Even after 15 years' experience, I'm not so jaded that I will breach the confidence of a co-worker or past or present PD in that way. I suggest that you live with it.

Please continue splitting your insignificant hairs and hacking out your negative articles which pigeonhole those of us with resumes containing words with more than three syllables as un-talented, unprofessional, and unworthy of any success in our radio careers. We will continue to get jobs, lose jobs, move up, and try to keep a little humanity and sanity about ourselves for this business. You won't be missed.

Finally, after you cut our hair we can't even think of you as an "in" professional in the radio business — seemingly out of spite because you were referred to as the "Selection Committee," as opposed to, perhaps, "Sir Dan" or "Your Highness" — business! I didn't even have the decency (or is it capability?) to take my massive ego out of overdrive long enough to say one word about how your aircheck sounded. Was it as good as his resume was "bad?" Did it make you that nervous? Or are you being threatened? Your priorities here are totally confused and your lack of comment on this is conspicuous by its absence.

I'm aware that landing a better radio job is fraught with difficulty. People whose presentations make us sound an impression as the one I wrote about are likely to experience more difficulty than is necessary.

Spending $100 for personalized die-cut labels is one alternative to writing one's name with a grease pencil. Another alternative is to use a typewriter and a plain cassette label.

If you wish to list references, you can get permission from the people on your list before including it with your package. Also, I didn't discuss the aircheck because the article was devoted to packaging, not content.

Air Talent Tips

From an air personality who wishes to remain anonymous:

So it's that time of year already. Trot out the old "what makes my butt itch about resumes and tapes" column. Add it to the pile of others who love to write "how not to" instead of "how to."

Here are some tips from someone who knows what it's like to compete for the average job in 1991:

Put your resume, tape, and a cover letter proofed by someone other than a folder. Most PDs have a big file titled "Resumes." Most are fold- ed wads wrapped around a tape. If you have a folder, it makes your T&R stand out, easy to grab.

I'm not going to say anything more because I have to compete with these people. But how about some tips for the PDs? Put your name on any ad you place! The No. 1 peeve always seems to be letters addressed to "Sir." Wonder why?

I've never had a PD tell me what I need to work on to get hired. Now that I'm in a position to give advice, I'm evasive. I either give half the story or tell a job seeker to fool around with the boss's wife.....

I like your suggestion that one have his or her resume proofread by someone else.

A PD has no obligation to give his or her name in any ad placed. And not knowing the name of the PD doesn't excuse sexism in a job applicant. (Many PDs are not "sirs.")

I hope you're being sarcastic or facetious when you say, "Now that I'm in a position to give advice, I'm evasive." Why in the world would one DJ not want to assist another?

If, however, that truly represents your attitude, then it doesn't appear you're making much of a positive contribution to the industry. Someone who smugly refuses to give job seekers more than "half the story" hardly is in a position to complain about others in the industry.

I NEED YOUR INPUT! Comments, suggestions, questions, complaints, and checks are welcome. Due to the volume of mail, I regret that I can't critique the research, but I'd love to hear what you're doing.

— Dan O'Day
Assessing The Job Market

Are fewer radio people moving around than in previous years? Sure, there's a flurry of activity every now and then, and some big-name programmers and personalities have switched stations, but the overall job market definitely seems a lot more stable than it used to be.

In order to evaluate the current employment picture, I spoke with two people who work the job market for a living: Talentmasters President Don Anthony and Miller Broadcast Management President Lisa Miller.

Market Stalled

"In some respects the market is stalled a bit right now," Anthony confirms. "The slowdown is industry-wide and is first and foremost a reflection of the current economic state of the business. Money has everyone concerned, and while for a lot of companies the second quarter has brought with it the end of the tunnel, a lot of people are still very cautious. They want to be sure this turnaround is real and will last before they move forward."

"When anyone is thinking about making a change during an economic slump, a lot of things come to mind. How much will it cost to bring in someone new? What are the ramifications of letting someone go? It's not like the days when you simply gave someone a pink slip and they left you alone. Today there's severance, potential litigation—large-expense items that aren't in the budget."

Companies are clanging to talent in unprecedented ways. I know one station that built a production studio in the morning guy's home!

— Don Anthony

"Companies are more bottom line-oriented than ever, regardless of the industry you're talking about, and that certainly affects the changes a station makes," Miller agrees. "For example, back in August '89 we had something like 30 major market changes. It was absolutely wild to see that much movement in that short a period, and that enormous amount of change affects the market down the road. Because AOR had so much movement in '86, it makes sense that things would be relatively stable for a while." Stability Sought

Another potential cause for the slowdown is that people simply aren't putting as much of a premium on getting to the major markets as they used to. "When you put things in perspective from both a monetary and professional standpoint, success in St. Louis can be just as valid and rewarding as success in Los Angeles," Miller says. "More people are recognizing the value of being in a good situation versus going to the unknown just because it's cool to say you're working in L.A. A lot of the people who started out in AOR as young, single, throw-your-stuff-in-the-U-Haul people are married, have children, and want some stability."

That desire for stability is growing at the same time enlightened managers are recognizing how important talented PDs and personalities are to a station's ultimate success. "Stations are looking at PDs and talent differently than they did two or three years ago," Miller explains. "It's just good, intelligent business to sit back and say, 'I've got people here who are very valuable to this station and I don't want to lose them.' These people are getting more money and longer, more secure contracts, making them less likely to seek a change.

"It wasn't too long ago when contracts were the exception rather than the rule, particularly for program directors. Sure, stations made sure to get the morning talent under contract, but they're now understanding the value of the entire staff. "They also understand the importance of consistency and stability. It says something to the listeners and makes them feel comfortable."

"Golden Handcuffs"

"There are more 'golden handcuffs' in existence than ever before," Anthony agrees. "Companies are clinging to talent in unprecedented ways. I know one station that built a production studio in the morning guy's home!"

Of course, not everyone is casting in on management's newfound respect for the programming side. "There's been a lot of downsizing," Anthony notes. "Stations have been doing things every which way in order to maintain their bottom line."

More people are recognizing the value of being in a good situation versus going to the unknown just because it's cool to say you're working in L.A.

— Lisa Miller

"More activity is certainly meaning there will be more movement. The main concern is that some of the people who left you alone. Today there's severance, potential litigation—large-expense items that aren't in the budget."

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"I'm convinced the fourth quarter of '91 will be the biggest in our history," he says. "There are a lot of people who delayed making changes in recent months who will begin making moves, assuming business indications continue to look more promising."

"You can liken the current situation to traffic being stalled at one particular connector. If you look slightly ahead of that area it appears there's no traffic at all. But once the bottleneck breaks, you've got traffic like you won't believe."

"So I think by year's end you'll see a bunch of jobs opening up at the same time. I'm not predicting a major onslaught, but there will be a lot more activity—certainly more than you're seeing right now."

PD's Changing Role

What qualities are stations looking for in today's PDs? "Interpersonal skills are more important than ever," says Anthony. "Being able to work with and motivate people is always at the top of the list. Companies are placing greater value on a person's management abilities, looking for experienced administrators who are well-versed in hiring and firing techniques, legal issues, etc. Marketing acumen is also becoming increasingly important."

"There used to be a time when a PD selling himself to me would say, 'I'm great with music.' But I never have anybody call me up and say, 'I need a PD who's great with music.' I never makes the list!"

"The role of the PD is evolving into more of a station manager position. Back in the '80s the PD was basically the head disc jockey; you picked the music, made the weekend schedule, handled the remotes, and filled in for the morning guy if he was sick. Today's PDs are...."
JOHNNY WINTER

"ILLUSTRATED MAN"
the lead track from Johnny Winter's pointblank/Charisma debut release

LET ME IN

PRODUCED BY DICK SHURMAN AND JOHNNY WINTER
MANAGEMENT: SLATUS MANAGEMENT

© 1991 Charisma Records, Inc.
Assessing The Job Market

Continued from Page 42

making hiring decisions, developing budgets, writing strategies, and doing a lot of things GMs used to handle.

"With the PD's duties continuing to expand, APDs and MDs will become more important. In some situations I'm seeing the APD doing the same things PDs did eight or nine years ago, with the PD spending more time meeting with consultants and research companies, negotiating contracts, and developing research studies."

"The wonderful by-product of all of that is that PDs will continue to make more money than they ever have before. If you would have told me in 1975 that a PD would make over $200,000 a year, I would have thought you'd been partying way too hard. But that's becoming more and more common, and it's a trend that will continue."

Production Still

Undervalued

PDs and morning show talent may be getting the big bucks these days, but lucrative salaries are still the exception rather than the rule.

"If I hear one more person say to me, 'Get me a great production director — the job pays $30,000,' I'm going to throw up," Millier moans. "Of course, these are the same people who end up losing somebody good because another station finally decides to pay the guy what he's really worth. I realize some people find it hard to justify paying a lot for an off-air position like that because you can't equate it to ratings or revenue. But a good production director can bring in an enormous amount of revenue if he's utilized properly."

While there may be a number of factors that can slow the job market at any given time, Millier says movement is inevitable. "We'll always have a pretty consistent job market just because of the nature of the industry. Change is a direct function of the ratings system. When a station goes up, it loves its talent. When it starts to go down, everybody's vulnerable, and it's usually a matter of the last one out the door being the person with the tightest contract."

THE FABULOUS THUNDERBIRDS
"TWIST OF THE KNIFE"

CHARLIE STROBEL, EPIC RECORDS: "In my opinion, the best record they have ever done, start to finish!"

NEDA LEPPARD, EPIC RECORDS: "The T-Birds know how to get your blood pumpin', head shookin', and legs movin'... whether you want them to or not! C'mon everybody, let's do some jammin'!"

JEFF CARROLL, KLBJ: "The best yet—these guys get better every time. This one is going to break the T-Birds wide open."

Produced by Steve Jordan

SEGUES

Longtime WDST/Woodstock, NY PD/ morning man Richard Fusco resigns to become Sr. Consultant at Jaffe Acoustics, a Norwalk, CT-based acoustical design firm. He's been replaced by Fred Greenberg. KRFX/ Denver hires KKF/M/Colorado Springs personality Kelly O'Shey for PM drive. KZOK/Seattle ups Lisa White to Dr./Marketing & Advertising, Dal Pierce to Promotion Director, and Shari Evans to MD. KZOK/Seattle welcomes Connie Cole back to mid-days. KCHV/ Palm Springs flips calls to KCLB-FM. WXQJ/ Lansing moves to 2485 North Cedar St., Suite 105, Holt, MI 48842; new phone number is (517) 699-0111; new fax is (517) 699-1880.
Lincoln’s ‘FOR Plays To Win

We regularly print ratings recaps from Full-Service ACs (FSAs) in Top 100 and Continuous Measurement (CM) markets. Naturally, FSAs outside these boundaries are also making significant accomplishments. KFOR/Lincoln, NE — in the heartland of America — is a perfect example.

“I see us being in an enviable position because we’re virtually alone in filling a market niche,” remarked VP/GM Roger Larseen, a 38-year veteran. “We have 12 local signals, which is a lot for this size market [No. 167]. There’s plenty of competition, but most of it is from multi-satellite signals.”

Lincoln has four AMs, including KFOR and its non-music competitor, News/Talk KLIN. “It’s only been in that format about 18 months,” Larseen stated. “It carries that format’s ads and is only locked into that format about 2% of the market’s total billing.”

Larson asserted, however, “We’ll finish the year with a decent — 8% to 10% — increase. Virtually all our revenues will be from local sales.”

Commenting on his sales staff’s opinion of KFOR, Larson said, “They give us the opportunity to sell things. Advertisers can buy sports, news, and weather. We sell properties, rather than spots, and are not pegged on 22% of the market’s total billing.”

Larson’s upbeat about the future of KFOR’s stations, that will survive and do well are the ones that are closely tied to their community like KFXA. I have tremendous confidence in these stations. Industry people who have written off AM radio are foolish, because some AMs, like WCCO/Mnneapolis and KMOX/St. Louis — haven’t lost any audience. We’re in that category, but on a smaller scale.”

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Just the FAX: This FSA’s Winning

With a population of approximately 300,000, Victoria, BC ranks as Canada’s 10th market. FSA CFXA took Victoria’s 12+ crown despite the fact it’s on AM and must compete with stringent governmental requirements, particularly on music programming.

Terry Spence has been an integral part of CFXA’s team for 17 years. He’s presently station VP/OM and co-hosts a daily 7-10am news/talk show. We updated him on CFXA, as well as some interesting and unique challenges facing Canadian PDs.

“We have fewer stations on the dial and are required to do quite a bit more,” he explained. “It’s difficult to get a license in Canada these days unless you promise extensive support for talent development. Some stations spend hundreds of thousands of dollars a year on projects that usually don’t relate to what they play on the air. I’m sure many American broadcasters would think they’re nuts.”

(Speaking of American broadcasters, it’s interesting to note that a U.S. market the same size as Victoria — Pensacola, FL — ranks #199.)

Can/Can Conflict

At least 30% of music played on Canadian AMs must have Canadian content. Qualifying music for this category can get a bit tricky. Songs must satisfy at least two of four requirements: the composer, lyricist, or principal performer must be Canadian, and/or the record has to have been recorded in Canada. CFXA’s FM competitors are an AOR and a EZ/BE; its AM challengers are music-intensive ACs, Nored, and Scanner. “The federal report said 35 stations can be received off-air here. There are five stations in the market — three AMs and two FMers — and [according to Bureau of Measurement], we’re the 12+ market leader.”

“We have as many newspaper [12] as all the other four local stations combined,” boasted Spence. “We have our own meteorologist, a weather radar system on the building, two daily talk shows that run from 8:30am-noon, and many extended news blocks. In fact, we’re about 25% news on a full-day basis.”

Dual Music Identities

Sandwiched between the talk and information blocks, CFXA’s daytime music programming is SAR. The 12-hour format consists of a four out of a possible 10 in overall station importance. “We never tuck in an ad. We have this program that up to a day of music, but it can easily cost us listeners. We try to be reasonable current and non-irritating.”

After 7pm, CFXA makes a radical programming departure. “We go to a Big Band/Nonaligia format. Our AC music didn’t work at night. Since our target audience watches television at night, we tried reaching a younger audience, but it backfired. So we went the other way and discovered these people leave their clock radios on CFXA, which helps our roaming numbers.”

Confident CFXA is “FM-proof.”

Spence commented, “The great thing about Full-Service is that it’s the hardest format to knock off. You establish a reputation for doing a top-notch job, like providing news and information. If people trust you, it takes a long time for other stations to catch up. A lot of talkers are in the 50s, 60s, and 70s, and they are just classics. I love them.”

I guess it’s only a matter of time before someone around here makes us an offer we can’t refuse. Who will it be? Stay tuned! We’re looking forward to seeing you!”

www.americanradiohistory.com
"IF YOU THINK YOU CAN GROOVE THEN..... TURN IT UP!"

"TURN IT UP"
THE FIRST SINGLE FROM THE LONG-AWAITED OAKTOWN'S 3.5.7 ALBUM FULLY LOADED
PRODUCED BY JAMES EARLEY AND MICHAEL KELLY
GUEST VOCALIST: TATA VEGA

THE SUMMER'S GETTING HOTTER
ON BUST IT/CAPITOL COMPACT DISCS, CASSETTES AND RECORDS.

www.americanradiohistory.com
SILENT SMILES — Innocence member Gee Morris paid a recent visit to KJLH/Los Angeles, smiling (l-r) are Morris, PD Lynn Biggs, and Chrysalis National Director/Promotions Robin Dixon.

FOX JAMS — Epic artist Tony Terry (r) doubled as co-host of WDXZ/Charleston, SC’s midday “Slow Jams” segment, working with personality/MC Lolo. Joining the duo is morning man Terry Base (f).

DYNAMIC DUO — WXYV/Baltimore PD Roy Sampson (r) and Peabo Bryson shake hands on the success of Bryson’s new Columbia single.

Consultants, strategists, wizards... they’re the forward thinkers of the industry. Read their winning management and programming ideas... exclusively in R&R. The one publication you really need to read!
MUSIC MIX BALANCING ACT

Integrating Oldies, Blues

Do oldies and blues have a place in Urban station programming? Three PDs discuss how and why they integrate these different musical genres.

WMVP Sings The Blues

WMVP/Milwaukee PD Billy Young describes his AM 5000-watt station as Black Adult Contemporary. “That’s the current terminology being used to describe what we do,” he said. “About two-thirds of the music is current-based. The other third is a mix between oldies, jazz, and some blues because Milwaukee is a very strong blues town. And because we’re in Milwaukee, where there’s about 28 stations, we don’t have to niche as tightly as you would in a place like L.A. with over 80 signals. We can be a little broader here.”

“Most of the blues we do is a mix of currents and classics. Since the shelf life of blues songs is a lot longer, we’ll play an album from any artist like Bobby Bland for six months or more. We’ll also feature maybe three or four cuts from that album, depending on the rotations. We’ll continue to play songs like ‘The Thrill Is Gone’ by B.B. King. We also play some old Johnny Taylor, Millie Jackson, and Shirley Brown, who is certainly a current-based blues artist. So what we play isn’t what you would call ‘gutbucket blues.’ It’s more what you would call ‘Malaace blues or Alligator blues.’

“I try very hard to position this music with type of other current things and oldies – R&B types of things that would be palatable and complement each other. I make sure that when we go from one type of music to another there’s a break between the two types so there’s not an abrupt change. Since we’re dealing with adults as our target audience, you have to look at this in an hourly and 24-hourly perspective.”

“Our research and methodology tell us these people enjoy hearing Luther Vandross, Anita Baker, Color Me Badd, Keith Washington, Bobby Bland, Gwever Washington Jr., and Tom Scott in an hour. To make this work you have to do some very close daily scrutiny of your music. You just have to make sure the music falls together properly to make the people happy.”

Young ended by explaining how he picks songs. “When I did our format clocks I made sure we included in the R&B oldies type of music so we’d hear something from the ‘70s and ‘80s each hour, along with currents on the quarter-hours. The rest of the music [jazz and blues] falls into place. The main thing we found from our research – and our owner’s mandate – was [we need to achieve] familiarity with our music. We do that.”

Oldies ‘BUZ

James McFadden, PD of KBÜZ/Wichita, uses oldies as “buffers” to help balance his rotation. “Because of the tremendous amount of new artists in our format, oldies really help us provide familiar names and music that are such positives in our format. “We use oldies 24 hours a day. Each hour you’ll hear approximately two oldies and a recurrent mixed in with the current music. The songs help flavor the hour. When you play a certain oldie, listeners say, ‘Oh, I haven’t heard that song in a long time. Boy, that sounds great!’ It’s something they relate to and recognize. This is very important when you’re trying to get listeners. Just one listener an hour who has a diary can make a big difference in your numbers.”

In deciding what records should become part of KBÜZ’s oldies library, McFadden looks for songs that can be considered familiar on a national level. “When I see a song that becomes at least a Top 10 on the national charts, I know people all over the country have a good chance of knowing those songs. [Programming] familiar songs is the most important thing I can do to help my station stay ahead of competitors.”

“I realize that our audience may want to hear the new [Stevie Wonder, Michael Jackson] but we’re also going to play both current and past hits. Oldies help accomplish that mandate of solid musical hits on a continuous basis.”

McFadden thinks programmers who don’t include oldies during dayparts are making a mistake. “Playing currents over and over isn’t going to help keep your audience constant. They’re going to get tired of hearing the same things in such a short period of time. So variety and familiarity make sense to me.”

[Programming] familiar songs is the most important thing I can do to help my station stay ahead of competitors.

– James McFadden

Demo Attraction

Chris Clay is PD/afternoon personality at KQXL/Baton Rouge, which uses oldies to attract target demos. “We’re not only trying to attract the 18-34 listeners, but also the 35-54 demographic. Putting music in these people can identify with will help us continue to attract the demos we’re targeting.”

Unlike McFadden, Clay doesn’t program oldies throughout the day. “Our morning personality plays one per hour. In middays you’ll hear something altogether different. Personality Lori Bennett plays one hour of oldies beginning at noon. During [the rest of his shift] he features approximately two per hour.”

“During the afternoons we just jam the current hits. Then starting at 5pm, when we know we have the older demographics leaving [work] and going home, I play two oldies per hour. Our listeners say hearing these selected oldies is a refreshing break from all the hip-hop rhythms and beats found in most new music.”

For the past four months ‘QXL has featured an “Oldies Day” on the first Thursday of every month. “We play Motown, Philly International, Stax, and other types of R&B from the ’60s and ’70s. And let me tell you, the phones just ring and ring. People love it, and we’re going to continue to give them what they want. To be successful, you’ve got to listen to what the people tell you.”

‘QXL integrated oldies into the format about a year before they launched “Oldies Day.” Until a year ago we were basically neglecting to play oldies. Instead, our format was playing recurring songs, using those as a substitute. Now we’ve taken care of that situation by having the recurrent category and an oldies category within the programming clock.”

How does Clay select oldies products? “I have a book that lists titles and artists going back to 1960 and up to 1980. I look through this book and pick the things I know will work for us. Then I go to the record store and buy them.”

He also relies on station research to help decide which songs are strong enough to become part of the oldies library. “I look at past telephone request sheets, plus store reports from this area to see what was selling. I also look at anything that can help me zero in on the hit product that’s been popular in our market or this general geographical area.

“All programmers who are trying to attract an older demographic should at least consider putting one oldie into their music mix during both drivetimes and middays. I know most Black/Urban stations are doing some form of ‘Quiet Storm’ in late evenings. But putting some solid oldies into their overall music mix will be a positive for them.”

Snap To It

You’ve got the power to double your exposure in R&R. Simply snap a few shots (station promotions, contest visits, etc.) and forward them to Walt Love, 1930 Century Park West, Los Angeles, CA 90067.

Source: Bureau of Labor Statistics
When you're in it, you'll know it!
July 22.
CLOSEUPS

Cash, Cats, & Cans

The best promotions are those which entertain listeners while helping the community at the same time. Featured this week are a few of those along with some of the regular, old, crass, mercenary audience-building type of activities.

- WPIC/Baltimore joined with local businesses to raise over $10,000 for the city's Cystic Fibrosis Foundation. Following a country concert, more than 25 hot air balloons were inflated as part of the celebration, which was dubbed "Balloon Glow."
- WXZU/Bristow, VA's inaugural Alley Cat & Mutt Show drew 500 owners and their prized companions, who competed in Pet Tricks and Talents, Mr. and Ms. Personality, and Pet/Owner Look-alike competitions. The show, held in conjunction with the Humane Society, supported the two organizations' K-911 Lost & Found service. Registrants received a free collar with a special ID tag. The finder of a lost pet need only call the station, which has cross-filed pertinent data.

- WGAR/Cleveland recently co-sponsored the 25th annual World's Greatest G-A-R-AGE Sales with a local Kiwanis group. Over 200 exhibitors — many of which were non-profit community groups that received space gratis — participated. WGAR's Cans For Cleveland's Kids event turned recycled aluminum cans into a cash donation for a local children's hospital. The money was presented during the Children's Miracle Network Telethon. Prizes for can contributors included a $100 gift certificate for the most cans and b certificates for the first 250 folks who brought 100 cans. Everyone who turned in at least one can has registered for a chance to win the station's Cleveland Summer Pack, which contained tickets to most area summer events and parks and two round trip tickets to any domestic city served by Continental Airlines.

- KLLL/Lubbock's Pocket Cash Lottery allows listeners to play with any bill they have in their pockets or purses. At 7:40am, the morning show announces the times during the day when the game will be played. The air talent calls out six or seven numbers during those periods. The correct caller whose bill contains all of the numbers wins a minimum of $100. That amount is tripled if the winner knows how many minutes of music KLLL is playing that hour. Once a week the winner takes home either $250 or a week's salary — whichever is greater.

- XXIA/Sept. 9th, 1996.

- WDJS/Pittsburgh APD/middayer Chris DeCarlo has added MD duties, and Production Director Dave Leonard is now doing evenings following the departure of MD/ evening talent Bob Curti. KUYV/Cheyenne afternoon jock Jack Marcus is the new MD, replacing the exiting John Thomas.

- Jock Jumps Pete Paquette shifts from evenings to midnights at WGRR/Owensboro, KY. Concurrently, Dave Spencer segues from overnights to evenings, and Nick Weber joins for overnights... Steve Wiser has left KCTV/Bilings to co-host the KWT/Portland, OR morning show... WXXI/Pittsburgh, PA middayer Collin Rose has been upped to nights. Joining the station as MD/ morning news anchor is Jay Elie West from neighboring WVIL.

- Congrats After more than 6500 ballots were counted, the KFRE/Fresno morning team of Dick Carr, Jerry Lee, Doug Collins, and "Trooper" Taylor won the Who Makes Your Day contest con-

- THE MERRY BAND — KRMID/Shreveport staffs go all the way when it comes to welcoming winners to a movie screening. In full Sherwood Forest regalia, they "snail" sandwiches and drinks from the rich "Subway" folks to give to their poor listeners prior to a "Robin Hood" showing. Enjoying the festivities are (l-r) station staffers Karl Richards and Gary McCoy; sitting atop the van are (l-r) OM Rich Gammon, James Anthony, and K.C. Daniels.

- OH, YEAH! AND YEAH! Atlanta personalities Duke Lee and Rhubarb Jones never miss an opportunity to sharpen skills which may come in handy at a later date. This secret photo was taken as the two practiced waiting tables at a Leukemia Society celebrity luncheon.

- PWOC/Baltimore has joined forces with local businesses to raise over $10,000 for the city's Cystic Fibrosis Foundation. Following a country concert, more than 25 hot air balloons were inflated as part of the celebration, which was dubbed "Balloon Glow."

- WXZU/Bristow, VA's inaugural Alley Cat & Mutt Show drew 500 owners and their prized companions, who competed in Pet Tricks and Talents, Mr. and Ms. Personality, and Pet/Owner Look-alike competitions. The show, held in conjunction with the Humane Society, supported the two organizations' K-911 Lost & Found service. Registrants received a free collar with a special ID tag. The finder of a lost pet need only call the station, which has cross-filed pertinent data.
"There's a light at the end of the tunnel. Lord, I hope it ain't no train."

B.B. Watson, 1991

With lyrics like this, you know a smash hit is on the way.

It's going to hit the charts with all the impact of a speeding train. B.B. Watson's debut single, "There's A Light At The End Of The Tunnel," from the album of the same name, is the new anthem for the working man. It's about getting ahead in tough times. It's also the first release on BMG's new BNA label. And all our research indicates B.B. Watson will be a hit. But you can tell that just by listening.
Artists Capture Overseas Crowds

For the first time in more than 13 years, country acts participated in the Montreux Jazz Festival in Switzerland, which kicked off July 2. Brenda Lee, Kevin Welch, Joe Ely, the Texas Tornadoes, Butch Hancock, Jim Lauderdale, and Jimmie Dale Gilmore performed in the festival's "American Evening Fourth of July Tribute to Roots Rock 'N' Roll and Country Music," a special salute to American roots music.

American country artists have not participated in the jazz fest since 1978, when the event originally had only two country acts scheduled — the Texas Tornadoes and Carl Perkins. When Perkins became ill and cancelled, Montreux organizer Claude Nobs was persuaded to invite the country acts participating in the Singer/Songwriter Festival in neighboring Freiburg, Switzerland. This year marks the 50th anniversary of the prestigious jazz festival, which is being produced by Quincy Jones and will include performances by Miles Davis, Sting, the Moody Blues, Toto, James Brown, Elvis Costello, Bonnie Raitt, R&B King George Benson, and many others. A full-length motion picture of the festival is planned for future release.

• Following the Montreux Festival, Warner Bros./Nashville artist Kevin Welch went to Rio De Janeiro on July 24-28 to appear at the first annual Country In Rio Festival held at the RioCentre. Other slated performers include Ricky Skaggs, Suzy Bogguss, and Stella Parton. Welch recently made his European debut at the Frutigen Festival. A second Brazilian concert, the Sóul Country Festival, is scheduled for late August in Sao Paulo. The Palealidion concert will feature Don Williams, Lee Roy Parnell, Asleep At The Wheel, Wild Rose, and Doug Kershaw.

• The Texas Tornadoes are also in the midst of a whirlwind European junket. The group will spend over two weeks touring eight cities in Holland, Switzerland, Ireland, England, Norway, Sweden, and Spain. Membersوارف at a solo tour of Japan planned during the Tornadoes' downtime in August.

• The Bellamy Brothers, Mark Collie, Stella Parton, Barry & Holly Tashjian, and surprise guest Verlos Thompson appeared recently at the seventh annual Swiss Alps Country Music Festival in Grindelwald, Switzerland. It was Collie's European debut. Thompson was in Bonn. Baby bulldozing the Pickin' Hi Festival, he stopped by and played a few numbers for the Grindelwald crowd. He even wrote a song for the occasion, "Grindelwald Again," which he is recording this week. The tune is now the festival's official theme song.

• Artists/Nashville artist Michele Wright will be featured in an upcoming hour-long Country Broadcasting Corporation special. The show will highlight Wright's life and her music, using stage shots and in and around her hometown of Merlin, Oregon. Taping will begin in September, with a scheduled fall airing.

• Several artists have inked international concert dates for September. Emmylou Harris, Hoyt Axton, and Holly Dunn are set to perform at the third annual Gstaad Festival in Switzerland on September 21. Country acts who

have previously played Gstaad include the Nitty Gritty Dirt Band, Conway Twitty, Buck Owens, the Forester Sisters, and Highway 101. And speaking of Harris, she will embark upon a major European solo tour in September, playing 11 dates in Holland, Belgium, Switzerland, England, and France. She will also headline the third annual Country Gold concert in Kumanomi, Japan in October. By way, Harris was named Country Music People magazine's International Female Vocalist of 1991.

• Ed Bruce and Becky Hamrick are scheduled guests at the eighth national Wohlen Festival in Wohlen, Switzerland on September 7; Jennifer McCarter & The McCarters will be singing at the ninth annual Gstaad Festival in Switzerland on September 21.


THE DEVIL MADE US DO IT — Sony Tree recently threw a party celebrating Joe Diffie's No. 1 single, "If The Devil Danced (In Empty Rooms)." "About to take a spin are co-writer Ken Williams, Diffie, and co-writer Ken Spooner, who owns the pictured car.

NASHVILLE IN MOTION

Dycus, Fischer Promoted

Tabatha Dycus, RCA Nashville Manager/AR, has been promoted to Director of the department. Dycus has been with the label for six years, and previously co-owned and managed Paris Gold Music Company in Music City.

Pete Fischer has been appointed to Publishing Director of WEA. Fischer interned in WEA in '81. He later worked as Creative Services Coordinator and then Publishing Manager of the company.

• Laura Staggs has been named Atlantic/Nashville's Coordinator/Product Development. Staggs has previously worked, hosted, and produced radio and TV commercials in Los Angeles.

• R.C. Bradley has opened Bradley Artists in Nashville. Previously based in Los Angeles, Bradley currently represents Julie Newton and Jim Lauderdale. He's located at 1922 Broadway.
The Fireworks Are Just Getting Started On Epic!

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**Waylon & Willie**
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**Tom Wopat**
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**Doug Stone**
"I Thought It Was You"
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**Shelby Lynne & Les Taylor**
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K97
WBLK
WEDR
WAMO
WYLD
WOWI
WHQT
WZAK
WJLB
KPRS
KMJM
AND
MANY MORE!

THINK PINK!

©1991 Motown Record Company, L.P.

www.americanradiohistory.com
Scotti Bros. Records proudly announces the most-anticipated release of the summer:

JAMES BROWN

Love

OVER-DUE

The Godfather of Soul returns with his first studio album in three years!

Featuring the single & video:
"(So Tired of Standing Still We Got To) Move On"

On tour now!

Album street date: July 23, 1991

Available on Scotti Bros Records: Vinyl, Cassette, & Compact Discs
EX-GIRLFRIEND
Why Can't You Come Home (Reprise)
74% of our reporting stations on it. Rotations: Heavy 0/0, Medium 8/0, Light 59/11,
Total Adds 11 including WXYY, WKYS, WVEE, WDRC, WWOI, KJZ, WJSJ, WPLZ, WTUG.

OAKTOWN'S 3.5.7.
Tours It Up (Bust It!Capitol)
72% of our reporting stations on it. Rotations: Heavy 0/0, Medium 3/0, Light 62/13,
Total Adds 13 including WJIZ, KOXL, WATV, WZB, WUP, WJMI, Z16, WQIS, U102, WLOU.

TEVIN CAMPBELL
Just Ask Me To (WB)
66% of our reporting stations on it. Rotations: Heavy 0/0, Medium 4/0, Light 35/6,
Total Adds 6, K97, WYLD, WFXE, WQOK, WKS, WQOK.

C & C MUSIC FACTORY
Things That Make You Go Hmmm... (Columbia)
63% of our reporting stations on it. Rotations: Heavy 0/0, Medium 22/0, Light 35/6,
Total Adds 6, K97, WYLD, WFXE, WQOK, WKS, WQOK.

YOURS TRULY
Come And Get It (Motown)
66% of our reporting stations on it. Rotations: Heavy 0/0, Medium 17/0, Light 40/4,
Total Adds 4, K97, KBCE, WZB, WCX, WCDX.

DJ QUIK
"Tonight!" (Profile) 52/4
Rotations: Heavy 0/0, Medium 14/3, Light 36/4, Total Adds 4, WQCI, WUAM, KIZ, WARC, Heavy: KUJR, WZB, Medium includes: WXYY, K7, WYLD, WZB, WJZZ.

LENNY KRAVITZ
"It Ain't Over 'Til It's Over" (Virgin) 48/10
Rotations: Heavy 0/0, Medium 11/0, Light 9/4, Total Adds 10, WXYY, WVEE, WVEQ, WJIZ, WDRC, WWOI, KJZ, WJSJ, WPLZ, WTUG, WQOK.

MINT CONDITION
"Are You Free?" (A&M) 48/7
Rotations: Heavy 0/0, Medium 0/0, Light 8/0, Total Adds: 7, WAMJ, KBCE, WZB, WFXE, WJMI, Z16, WQIS, U102, Medium includes: WQCI, WYLD, WXYY, KJZ.

CHRIS BENDER "I Know" (EasyWest) 46/6
Rotations: Heavy 0/0, Medium 0/0, Light 6/0, Total Adds 6, WQAS, KBCE, WZB, WFXE, WJMI, Z16, WQIS, U102, Medium includes: K104, WYLD, WZB, KQXL, WQOK.

J.T. TAYLOR
"Long Hot Summer Night" (MCA) 45/9
Rotations: Heavy 0/0, Medium 2/0, Light 43/8, Total Adds 59 including WXYY, WQAS, WAMJ, WYLD, WQCI, KJZ, WDR, WQOK, WZB, WFXE, WJMI, Z16, WQIS, U102.

LA RUE
"Wish I Could Find Another" (Motown) 41/10
Rotations: Heavy 0/0, Medium 2/0, Light 41/10, Total Adds 10, WXYY, WQAS, KJZ, WYLD, WZB, WFXE, WJMI, Z16, WQIS, U102, Medium includes: WXYY, WQCI, K7, WYLD, WZB.

PRETTY IN PINK
"All About You" (Motown) 40/8
Rotations: Heavy 0/0, Medium 1/0, Light 6/0, Total Adds 10 including WXYY, WQAS, KJZ, WQCI, WFXE, WJMI, Z16, WQIS, U102.

3RD BASS
"Pop Goes The Weasel" (Def Jam/Columbia) 38/5
Rotations: Heavy 0/0, Medium 17/0, Light 21/4, Total Adds 5, WQCI, WYLD, WZB, WFXE, WJMI, Z16, WQIS, U102, Medium includes: WQCI, WYLD, K7, WZB.

LAZET MICHAELS
"Give Me All The Love" (Zoom) 35/2
Rotations: Heavy 0/0, Medium 11/0, Light 22/0, Total Adds 3, WJIZ, WFXE, WQOK, Medium includes: WQAS, WXYY, KJZ, WQOK, WFXE.

Kool MOE Dee
"How Cool Can One Blackman Get?" (Jive/RC) 35/4
Rotations: Heavy 0/0, Medium 0/0, Light 0/0, Total Adds 4, WFXE, WQOK, WQCI, Medium includes: WXYY, KJZ, WQAS.

MARVA HICKS
"I Got You Where I Want" (Polydor/PolyGram) 31/2
Rotations: Heavy 0/0, Medium 7/0, Light 13/2, Total Adds 2, WJZ, WFXE, Medium includes: WQAS, WXYY, KJZ, WFXE, WQOK.

BOYD II MEN (4)
DAMIAN DAINA (61)
RALPH FREEMAN (60)
FREDERICK JACKSON (58)
STEVE WONDER (41)
LELAND (34)
HI-FIVE (24)
AFTER 7 (17)
SOUNDS OF BLANKNESS (16)
GENE RICE (12)

LEVON HELM (54)
FRANK WRIGHT (52)
JAMES JUSTICE (43)
JAMES MCLAURY (25)
LUCINDA WILDE (12)
STEVE MCINTOSH (10)
**JULY 12, 1991**

**BREAKERS**

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**MARK CHESNUTT**

**Your Love Is A Miracle** (MCA)

On 76% of reporting stations. Rotations: Heavy: 1, Medium 26, Light 127. Total Adds: 75 including WQCB, WXBS, WZLV, WPOD, WNNC, KLL, KFNP, WKNV, WUSL, WTTO, KUZZ, KRMP, KDFK, KDKR. Moves 45-33 on the Country chart.

**DIAMOND RIO**

**Mirror, Mirror** (Arista)


---

**MOSTADDED**

- **MARK CHESNUTT** (MCA)
- **DIAMOND RIO** (Arista)
- **SAWYER BROWN** (WB)

**HOTTEST**

- **TRAVIS TRUITT** (MCA)
- **THOMAS YARROW** (SBK Capricorn)
- **BILLY DEAN** (Capitol)

**NEWARTISTS**

- **EDDIE LONDON** (Miracle)
- **JUH-LEE** (Curb Capitol)
- **JERRY PENNINGTON** (RCA)
- **CHRIS LEDoux** (Capitol)
- **SANDRA BROWN** (Soundwaves)
- **RICHARD & GARY** (Columbia)
- **HOLLY DUNN** (Arista)
- **BRICK ALAM** (Elektra)

---

**Breakers** are those records that have achieved concurrent airing at 60% of our reporting stations. New & Active records are those receiving airing at 30-59% of the stations. Records in Significant Activies are receiving airing at 5-29% of the stations. Records do not have to reach Breaker in order to chart. However, once a record charts, it must reach the 60% airplay level within the three following weeks to achieve Breaker status.

---

**WE THINK BREAKING A MIRROR IS GOOD LUCK!**

**Diamond Rio "MIRROR, MIRROR"**

**34 BREAKER** In just Two Weeks! 140/65 MOST ADDED

Thank You,

**ARISTA/Nashville**

---

www.americanradiohistory.com
SAWYER BROWN

"THE WALK", THE NEW SINGLE AND VIDEO FROM THE BUICK CASSETTE / COMPACT DISC

Just Two Weeks and "The Walk" Is Up and Running!
National Most Added 126/53

38 BREAKER

TKO
4205 Hillsboro Rd., Suite 208
Nashville, TN 37215
(615) 383-5017

ARTISTS, INC.
619 18th Avenue, South
Nashville, Tennessee 37203
(615) 220-7041

www.americanradiohistory.com
### Country Chart

**PIRATES OF THE MISSISSIPPI**

<table>
<thead>
<tr>
<th>Artist/Song Title</th>
<th>Label</th>
<th>Adds</th>
<th>Medium</th>
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<tr>
<td>J.J. White</td>
<td>&quot;The Crush&quot;</td>
<td>64/4</td>
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**The Rodeo**

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<tr>
<td>Chris LeDoux</td>
<td>&quot;This Cowboy’s Y’All&quot;</td>
<td>20/4</td>
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**TRAVIS TRITT**

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<tr>
<td>Travis Tritt</td>
<td>I / Marty Stuart / The Whiskey Ain't (WB)</td>
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**CARLIE DANIELS BAND**

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**ALBUM TRACKS**

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**For information or to register, call (800) 342-2460.**
MAKE WAY...COMING THROUGH!

DOLLY PARTON
"Silver And Gold"
Smash two from her #1 Album
Chart: 18

MARY-CHAPIN CARPENTER
"Down At The Twist And Shout"
Rollicking Up The Charts!
Chart: 22

MIKE REID
"As Simple As That"
Off to an incredible start!
Debut 60

SWEETHEARTS OF THE RODEO
"Hard-Headed Man"
New from their forthcoming album Sisters
20 Stations Out-Of-The-Box

RACING TO THE TOP OF THE CHARTS, ON COLUMBIA
ALABAMA
"Here We Are" (RCA 2826-7)
Prod: Josh Leake, Larry Michael Lee, Alabama
Wr: Josh Nelson, Randy Owen, Jeff Cook
Pub: Warner-Chappell Music

C L U T C H
"Black Where You Are Now" (RCA 620-16-2)
Prod: James Otto, Dan Biggin, Corbin Brooks
Wr: James Otto, Dan Biggin, Corbin Brooks
Pub: Warner/Chappell Music

L A R R Y B O O T E
"Do Be With You" (Columbia 38 73183)
Prod: Steve Buchanan, Mastertone Morgan
Wr: Steve Tennant
Pub: Warner-Chappell Music

G A R T H B R O O K S
"The Thunder Red" (Capitol 7722)
Prod: John McDugle, Garth Brooks
Wr: John McDugle, Garth Brooks
Pub: Warner/Chappell Music

J A N K B R O W N E "I'll Only Mourn When I Laugh" (Curb 78879)
Prod: John Shurman, M. Stuart Storm
Wr: John Shurman, M. Stuart Storm
Pub: Sony/ATV Music Publishing

M A R Y-C H A P I N C A R P E N T E R
"Down At The Wheel And Shot" (Columbia 38 73468)
Prod: John Nielsen, Jennings Jennings
Wr: Mary-Chapin Carpenter
Pub: EMI Blackwood Music

C A R L E N E C A R T E R
"One Love" (WB 7-19255)
Prod: Horse Epsten, Carla Carter
Wr: Horse Epsten, Carla Carter
Pub: Countryline Tunes/Country Music Group

J O H N N Y C A S H
"Wanted Man" (Mercury 844 469)
Prod: Bob Dyer, John P. Cash
Wr: Bob Dyer
Pub: Sony/ATV Music Publishing

T H E S K Y L I N E R S
"Leap Of Faith" (ASCAP)
Prod: Barry Beckett, Twyla Burnette
Wr: Barry Beckett, Twyla Burnette
Pub: Warner-Chappell Music

L A R R Y J O H N S O N
"Lies" (Atlantic 888 412)
Prod: John Johnson, Jr.
Wr: John Johnson, Jr.
Pub: Warner-Chappell Music

J A C K O N D O N N E "Don't Rock The Jukebox" (Atlantic 21768)
Prod: Scott Hendricks, Jaron Stinnett
Wr: Scott Hendricks, Jaron Stinnett
Pub: Sony/ATV Music Publishing

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<td></td>
<td>Billy Dean (EMC-Capitol)</td>
<td>Ricky Van Shelton (Columbia)</td>
<td>Paul Overstreet (RCA)</td>
<td>Travis Tritt (WB)</td>
<td>Billy Dean (EMC-Capitol)</td>
<td>Travis Tritt (WB)</td>
<td>Billy Dean (EMC-Capitol)</td>
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**Hottest:**
- Doug Stone (Epic)
- Ricky Van Shelton
- Sawyer Brown (Curb)
- Tim McGraw (MCA)
- Diamond Rio (Arista)
- Sawyer Brown (Curb)

**Latest:**
- Mark Chesnutt (MCA)
- Diamond Rio (Arista)
- Sawyer Brown (Curb)
- Doug Stone (Epic)
- Tim McGraw (MCA)
- Diamond Rio (Arista)
- Sawyer Brown (Curb)
- Tim McGraw (MCA)
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<td>WZLV</td>
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<td>Rockford</td>
<td>Classic Hits</td>
<td>WLOM</td>
<td>Michael Blay, Ron DeBoer</td>
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<td>WJGL</td>
<td>Pittsburgh</td>
<td>Modern Rock</td>
<td>WJGL</td>
<td>Tony Goss, George Ziskin</td>
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<td>Nashville</td>
<td>Adult Hits</td>
<td>WTOP</td>
<td>Steve Johnson, Chris Allen</td>
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<td>Brian Somers, Jeff Miller</td>
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<td>Milwaukee</td>
<td>Modern Rock</td>
<td>WQMG</td>
<td>Kevin Montgomery, Mark Johnson</td>
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<td>WIXR</td>
<td>Lexington</td>
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<td>Jim Connors, Susan Roberts</td>
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<td>Williamsburg</td>
<td>Modern Rock</td>
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**NEWARTISTS**

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<tr>
<td>Lenky Kravitz</td>
<td>Miami</td>
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<td>Lenky Kravitz, Lenky Kravitz</td>
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<tr>
<td>Milton McCue</td>
<td>Atlanta</td>
<td>Modern Rock</td>
<td>Milton McCue, Milton McCue</td>
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<td>Thea Taylor</td>
<td>Los Angeles</td>
<td>Adult Hits</td>
<td>Thea Taylor, Thea Taylor</td>
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<td>John Thompson</td>
<td>Chicago</td>
<td>Classic Hits</td>
<td>John Thompson, John Thompson</td>
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<td>Nicky Nicks</td>
<td>New York</td>
<td>Modern Rock</td>
<td>Nicky Nicks, Nicky Nicks</td>
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<tr>
<td>Maxx Martinez</td>
<td>Houston</td>
<td>Classic Hits</td>
<td>Maxx Martinez, Maxx Martinez</td>
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<td>Emily Evans</td>
<td>San Francisco</td>
<td>Modern Rock</td>
<td>Emily Evans, Emily Evans</td>
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New artists have not yet had an AC Breaker.
AC ADDS & HOTS

FULL-SERVICE AC

Most Added

BRYAN ADAMS (6)  AMY GRANT (2)  AARON NEVILLE (3)  ROD STEWART (2)  CHICAGO (2)  MARC COHN (2)  LENNY KRAVITZ (2)  DONNIE RUATT (2)

South

NATALIE COLE (13)  GLORIA ESTEFAN (11)  LUTHER VANDROSS (11)  PAULA ABDOUL (9)  WILLIE PHILLIPS (9)  EXTREME (7)  MICHAEL W. SMITH (6)  ANY GRANT (4)

East

RAP/R&B

LUTHER VANDROSS  BRYAN ADAMS  HARRY CONNICK, JR.

South

WILLIAM PHILLIPS  MICHAEL BOLTON  DARDEN SMITH

West

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

North

WILLIAM PHILLIPS  MICHAEL BOLTON  DARDEN SMITH

Midwest

WILLIAM PHILLIPS  MICHAEL BOLTON  DARDEN SMITH

South

WILLIAM PHILLIPS  MICHAEL BOLTON  DARDEN SMITH

West

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

North

WILLIAM PHILLIPS  MICHAEL BOLTON  DARDEN SMITH

Midwest

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

South

WILLIAM PHILLIPS  MICHAEL BOLTON  DARDEN SMITH

West

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

North

WILLIAM PHILLIPS  MICHAEL BOLTON  DARDEN SMITH

Midwest

ASSOCIATE REPORTERS

HOTTEST

GLORIA ESTEFAN (16)  LUTHER VANDROSS (12)  NATAILE COLE (10)  WILSON PHILLIPS (10)  MICHAEL W. SMITH (10)  HALL & OATES (7)  PAULA ABDUL (5)  CHER (5)  GLENN FREY (5)

Most Added

BRYAN ADAMS (6)  AMY GRANT (2)  AARON NEVILLE (3)  ROD STEWART (2)  CHICAGO (2)  MARC COHN (2)  LENNY KRAVITZ (2)  DONNIE RUATT (2)

South

NATALIE COLE (13)  GLORIA ESTEFAN (11)  LUTHER VANDROSS (11)  PAULA ABDOUL (9)  WILLIE PHILLIPS (9)  EXTREME (7)  MICHAEL W. SMITH (6)  ANY GRANT (4)

East

RAP/R&B

LUTHER VANDROSS  BRYAN ADAMS  HARRY CONNICK, JR.

South

WILLIAM PHILLIPS  MICHAEL BOLTON  DARDEN SMITH

West

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

North

WILLIAM PHILLIPS  MICHAEL BOLTON  DARDEN SMITH

Midwest

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

South

WILLIAM PHILLIPS  MICHAEL BOLTON  DARDEN SMITH

West

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

North

WILLIAM PHILLIPS  MICHAEL BOLTON  DARDEN SMITH

Midwest

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

South

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

West

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

North

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

Midwest

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

South

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

West

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

North

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

Midwest

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

South

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

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Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

North

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

Midwest

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

South

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

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Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

North

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West

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VANDROSS

North

Hottest:

GLORIA ESTEFAN  MICHAEL W. SMITH  LUTHER VAN
david Sanborn

hoBBies

the first single
from david Sanborn's
new album.

"another Hand" 61088

CJ debut 15

produced by hal Willner
### AOR Tracks
#### 168 Reporters

<table>
<thead>
<tr>
<th>Rank</th>
<th>Station</th>
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#### Ratings
- **Heavy**: 161 / 0
- **Medium**: 148
- **Light**: 9

### Highlights
- **Havana Black**: "Love, Understanding & A Helping Hand" (Hollywood) 29.5 (29.7)
- **Outlaw Blood**: "Body & Soul" (A&M) 37.2 (28.8)
- **Flies On Fire**: "Cry To Myself" (Atlantic) 22.9 (13.3)
- **Baby Animals**: "Early Warning" (Imago) 20.4 (16.5)
- **Tom Petty & the Heartbreakers**: "If" (MCA) 15.3 (15.6)
- **Joe Walsh**: "McCain's Noise" (EMI) 15.2 (14.4)
- **Dwight Yoakam**: "Tricklin'" (A&M) 15.2 (14.5)
- **Sunning Wolves**: "Sudden Say It" (Epic) 16.6 (13.8)
- **Steve Pryor Band**: "On Tour Now" (Charisma) 10.0 (10.0)

### Most Requested
- **Van Halen**: "Jump (17) / 20.3 (19.2)
- **Built To Last (17) / 22.3 (18.2)
- **1984 (17) / 21.7 (18.6)
- **Fair Warning (17) / 22.5 (19.4)
- **Say It Ain't So (17) / 21.8 (18.7)
- **March Of The Million (17) / 21.6 (18.5)

### Breakers
- **Van Halen**: Runaround (WB) 67% of our reporters on it.
- **Moody Blues**: Say It With Love (Polydor-PLG) 61% of our reporters on it.
MEAT PUPPETS
FORBIDDEN PLACES

featuring
SAM

AVAILABLE NOW ON
LONDON CD & CASSETTE

"THIS ALBUM IS REAL USER FRIENDLY"
-CURT KIRKWOOD

PRODUCED BY PETE ANDERSON
A Most Added New Rock

GANG OF FOUR

"Satellite,"

(SPECIAL CHR REMIX)

PLUS CLASSIC LIVE BONUS TRACK

CIRCA SPRING 1984.

CD PRO ON YOUR DESK NOW!

THE LÀ'S "TIMELESS MELODY," THE SECOND POWER POP GEM FROM THE LÀ'S.
NEW ROCK
NATIONAL AIRPLAY®

PLAYLISTS

P1

WFAN-AM New York (212) 995-0000 Scott Simon

WRGZ-AM Philadelphia (610) 355-2400 Rick Bruce

KODC-Dallas (214) 564-8900 Larry Webster

WJX-South Carolina (803) 768-6000 Wanda Williams

KUQW-Portland (503) 225-1011 SFABRA

ADDs & HOTS

WHTZ-AM New York (212) 462-1434 Bob O.Flaherty

WRAD-Atlanta (404) 817-3240 Jeff Clark

WQM-Cleveland (216) 691-1070 John Skeery

WMC- Memphis (901) 528-9500 John Skeery

WOR-AM New York (212) 753-2000 John Skeery

P2

WWOD Philadelphia (215) 949-1070 Stan Ridgway

WDST-Connecticut (203) 749-9900 John Skeery

WNSP-Birmingham, AL (205) 898-2870 John Skeery

KBB-Portland (503) 225-1011 John Skeery

FMQB-Miami (800) 537-5537 John Skeery

ADV & HOTS

WHTZ-AM New York (212) 462-1434 Bob O.Flaherty

WRAD-Atlanta (404) 817-3240 Jeff Clark

WQM-Cleveland (216) 691-1070 John Skeery

WMC- Memphis (901) 528-9500 John Skeery

WOR-AM New York (212) 753-2000 John Skeery

The First Single And Video Additional Post-Production and Mix by

SHEP PETTIBONE®

SHE'S GONNA DRIVE YOU WILD.
### 174 REPORTERS

<table>
<thead>
<tr>
<th>Position</th>
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<tr>
<td>1</td>
<td>TOM PETTY &amp; THE... into the Great Wide Open (MCA)</td>
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<td>VAN HALEN / For Unlawful Cernal Knowledge (WB)</td>
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<td>LYNCH SKYNYRD 1991 / Lynyrd Skynyrd (Atlantic)</td>
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<td>4</td>
<td>38 SPECIAL / Bone Against Steel (Charisma)</td>
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<td>5</td>
<td>FOREIGNER / Unusual Heat (Atlantic)</td>
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<td>6</td>
<td>ALLMAN BROTHERS / Shades of Two Worlds (Epic)</td>
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<td>QUEENSRYCHE / Empire (Epic)</td>
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<td>R.E.M. / Out of Time (WB)</td>
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<td>YES / Union (Atlantic)</td>
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<td>10</td>
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#### JULY 12, 1991

**Breakers**

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**Most Added**

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<th>Title</th>
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<tr>
<td>14</td>
<td>L.A. GUNS (24)</td>
<td>Tom Petty &amp; the... into the Great Wide Open (MCA)</td>
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<td>DOOBIE BROTHERS (18)</td>
<td>Tom Petty &amp; the... into the Great Wide Open (MCA)</td>
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<td>JOE WALSH (16)</td>
<td>Tom Petty &amp; the... into the Great Wide Open (MCA)</td>
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<td>19</td>
<td>BILL &amp; TED'S BOGUS JOURNEY (14)</td>
<td>Tom Petty &amp; the... into the Great Wide Open (MCA)</td>
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<tr>
<td>20</td>
<td>HUEY LEWIS &amp; THE NEWS (13)</td>
<td>Tom Petty &amp; the... into the Great Wide Open (MCA)</td>
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**Most Played**

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<tr>
<td>21</td>
<td>AOR Track 42 - 85</td>
<td>Tom Petty &amp; the... into the Great Wide Open (MCA)</td>
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**Hot Tracks**

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<td>L.A. GUNS (24)</td>
<td>Tom Petty &amp; the... into the Great Wide Open (MCA)</td>
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<tr>
<td>217</td>
<td>DOOBIE BROTHERS (18)</td>
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<td>218</td>
<td>ERIC GALES BAND (18)</td>
<td>Tom Petty &amp; the... into the Great Wide Open (MCA)</td>
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<td>219</td>
<td>BILLY FALCON (16)</td>
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<td>220</td>
<td>JOE WALSH (16)</td>
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<td>221</td>
<td>BILL &amp; TED'S BOGUS JOURNEY (14)</td>
<td>Tom Petty &amp; the... into the Great Wide Open (MCA)</td>
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<tr>
<td>222</td>
<td>HUEY LEWIS &amp; THE NEWS (13)</td>
<td>Tom Petty &amp; the... into the Great Wide Open (MCA)</td>
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**Top Tracks**

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**Upcoming**

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**R.ports/Adds**

- 169 -1 / 158 - 7 +
- 163 -1 / 107 - 49 +
- 158 -1 / 120 - 34 +
- 159 -0 / 105 - 51 +
- 153 -0 / 77 - 61 +
- 156 -4 / 65 - 83 +
- 153 -1 / 61 - 53 +
- 124 -0 / 73 - 41 +
- 140 -14 / 46 - 80 +
- 145 -11 / 45 - 71 +
- 143 -5 / 29 - 92 +
- 118 -2 / 63 - 39 +
- 86 -7 / 62 - 18 -
- 134 -1 / 21 - 58 +
- 136 -5 / 22 - 56 +
- 68 -1 / 49 - 16 -
- 105 -18 / 21 - 76 +
- 100 -10 / 35 - 44 +
- 105 -10 / 19 - 60 +
- 66 -5 / 43 - 21 -
- 86 -7 / 15 - 53 +
- 99 -4 / 8 - 50 +
- 84 -11 / 14 - 36 -
- 77 -13 / 12 - 56 +
- 83 -13 / 11 - 35 -
- 88 -8 / 24 - 24 +
- 68 -0 / 15 - 38 -
- 65 -1 / 18 - 40 -
- 59 -0 / 13 - 26 -
- 63 -5 / 9 - 34 -
- 57 -4 / 3 - 36 -
- 87 -18 / 0 - 27 +
- 67 -7 / 5 - 19 -
- 74 -3 / 0 - 27 +
- 63 / 16 / 3 / 32 +
- 64 -1 / 4 - 28 -
- 55 -3 / 2 - 30 +
- 44 -14 / 3 - 17 +

**AOR Track 42 - 85**

"silver thunderbird"

just the facts

---

**VARIous ARTISTS**

Robin Hood: Prince Of Thieves (Morgan Creek)

65% of our reporters on it.

**MOODY BLUES**

Keys Of The Kingdom (Polydor/PLG)

62% of our reporters on it.

---

**Breakers**

VARIOUS ARTISTS

Robin Hood: Prince Of Thieves (Morgan Creek)

66% of our reporters on it.

MOODY BLUES

Keys Of The Kingdom (Polydor/PLG)

62% of our reporters on it.
### 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 changes may not be a factor.

<table>
<thead>
<tr>
<th>Artist/Music</th>
<th>Format/Station</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junkyard/All The Time In The World (Geffen)</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>L.A. Guns/Kiss My Love Goodbye (Polydor/PLG)</td>
<td>88</td>
<td></td>
</tr>
<tr>
<td>Eric Gales Band/Sign Of The Storm (Elektra)</td>
<td>87</td>
<td></td>
</tr>
<tr>
<td>School Of Fish/Strange Days (Capitol)</td>
<td>81</td>
<td></td>
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<tr>
<td>White Trash/Apple Pie (Elektra)</td>
<td>74</td>
<td></td>
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<tr>
<td>KingDItheHeII/Stay (SBK)</td>
<td>66</td>
<td></td>
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<tr>
<td>Billy Falcon/Power Windows /Jambro/Mercury</td>
<td>63</td>
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<tr>
<td>Stress/Flowers In The Rain (Reprise)</td>
<td>53</td>
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<tr>
<td>Bang Tango/Unted And True (MCA)</td>
<td>46</td>
<td></td>
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<tr>
<td>Tyketto/Seasons (GCC)</td>
<td>41</td>
<td></td>
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<tr>
<td>Chris Whitley/Living With The Low (Columbia)</td>
<td>41</td>
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<tr>
<td>Neverland/Drowning Again (Interscope/EWA)</td>
<td>40</td>
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<tr>
<td>Kix/Trace/Don't Need Rules (RCA)</td>
<td>38</td>
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<tr>
<td>Michael McDermott/A Wall I Must... (Giant/Reprise)</td>
<td>37</td>
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<tr>
<td>Stuart Hamm/Lone Star (Relativity)</td>
<td>34</td>
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<tr>
<td>Outlaw Blood/Body &amp; Soul (Atco)</td>
<td>27</td>
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<tr>
<td>Flies On Fire/Cry To Myself (Atco)</td>
<td>22</td>
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<tr>
<td>Baby Animals/Early Warning (Imago)</td>
<td>20</td>
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<tr>
<td>Mr. Big/Lucky This Time (Atlantic)</td>
<td>17</td>
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<tr>
<td>Dwight Yoakam/Truckin' (Arista)</td>
<td>15</td>
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Continued on next page
### SOUTH
(Continued)

<table>
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<th>Call Letters</th>
<th>City</th>
<th>Format</th>
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<tr>
<td>W2XX</td>
<td>96.1</td>
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<td>Cumulus Media</td>
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<td>W2XY</td>
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<tr>
<td>W2XZ</td>
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<td>W2XZ</td>
<td>Austin</td>
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### MIDWEST

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Frequency</th>
<th>Call Letters</th>
<th>City</th>
<th>Format</th>
<th>Owner</th>
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</thead>
<tbody>
<tr>
<td>WQCB</td>
<td>740</td>
<td>WQCB</td>
<td>Chicago</td>
<td>Classic Rock</td>
<td>Cumulus Media</td>
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<tr>
<td>WQCS</td>
<td>94.9</td>
<td>WQCS</td>
<td>Cleveland</td>
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<tr>
<td>WQCT</td>
<td>93.1</td>
<td>WQCT</td>
<td>Detroit</td>
<td>Classic Rock</td>
<td>Cumulus Media</td>
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### MIDWEST (Continued)

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Frequency</th>
<th>Call Letters</th>
<th>City</th>
<th>Format</th>
<th>Owner</th>
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<tbody>
<tr>
<td>WQEX</td>
<td>98.1</td>
<td>WQEX</td>
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<tr>
<td>WQEX</td>
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<td>WQEX</td>
<td>Columbus</td>
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<td>WQEX</td>
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<td>Milwaukee</td>
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### MIDWEST (Continued)

<table>
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<tr>
<th>Radio Station</th>
<th>Frequency</th>
<th>Call Letters</th>
<th>City</th>
<th>Format</th>
<th>Owner</th>
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<tr>
<td>WQEX</td>
<td>104.1</td>
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<td>WQEX</td>
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<td>Kansas City</td>
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<td>WQEX</td>
<td>106.1</td>
<td>WQEX</td>
<td>Detroit</td>
<td>Classic Rock</td>
<td>Cumulus Media</td>
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Continued on next page
<table>
<thead>
<tr>
<th>Location</th>
<th>Station</th>
<th>Format</th>
<th>PD/MD</th>
<th>VP/Programming</th>
<th>APD/MD</th>
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<tbody>
<tr>
<td>New York</td>
<td>Z100</td>
<td>100.3 FM</td>
<td>Frankie</td>
<td>Tom Cuddy</td>
<td>Mike Preston</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WBOSB</td>
<td>104.5 FM</td>
<td>John Roberts</td>
<td>Scott Shannon</td>
<td>Jerry McKenna</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WEGX</td>
<td>106.1 FM</td>
<td>Brian Phillips</td>
<td>Bill Terry</td>
<td>Mike Larkin</td>
</tr>
<tr>
<td>Washington</td>
<td>WAVA</td>
<td>105.1 FM</td>
<td>Sunny Joe White</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>WXKS-FM</td>
<td>95.5 FM</td>
<td>Lori</td>
<td>Steve Rivers</td>
<td>Jerry McKenna</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>WPSC</td>
<td>100.1 FM</td>
<td>Aliee Dee</td>
<td>Jay Stevens</td>
<td></td>
</tr>
<tr>
<td>Tampa</td>
<td>WQHT</td>
<td>97.1 FM</td>
<td>Tony Bristol</td>
<td>Kevin McCabe</td>
<td></td>
</tr>
<tr>
<td>Atlanta</td>
<td>WPOW</td>
<td>99.1 FM</td>
<td>Pam Grund</td>
<td>John Rogers</td>
<td></td>
</tr>
<tr>
<td>Houston</td>
<td>KKBQ</td>
<td>97.5 FM</td>
<td>Dave Hallam</td>
<td>Dave Elliott</td>
<td>John Gray</td>
</tr>
</tbody>
</table>

**CHR P1 PLAYLISTS**

80+ R&R July 12, 1991

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>APD/MD</th>
<th>PD</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPHR</td>
<td>Cleveland</td>
<td>Power 106FM</td>
<td>Chris Knight</td>
<td>Cat Thomas</td>
</tr>
<tr>
<td>Mix 107.5</td>
<td>Denver</td>
<td></td>
<td>Dom Testa</td>
<td>Ed Brown</td>
</tr>
<tr>
<td>KPWR</td>
<td>Los Angeles</td>
<td>Power 106FM</td>
<td>Michelle Santosuosso</td>
<td>Jeff Wyatt</td>
</tr>
<tr>
<td>权力 96.5</td>
<td>St. Louis</td>
<td></td>
<td>Barry Beck</td>
<td>Mark Todd</td>
</tr>
<tr>
<td>KUBE</td>
<td>Seattle</td>
<td></td>
<td>Stacy Cantrell</td>
<td>Randy Irwin</td>
</tr>
<tr>
<td>KMEL JAMS</td>
<td>San Francisco</td>
<td>Mix 107.5</td>
<td>Howard Austin</td>
<td>Gary Nolton</td>
</tr>
<tr>
<td>KISN</td>
<td>Salt Lake City</td>
<td>Mix 107.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FM 102.5</td>
<td>Sacramento</td>
<td></td>
<td>Steve Goddard</td>
<td>Dr. Dave Ferguson</td>
</tr>
<tr>
<td>KOY-FM</td>
<td>Phoenix, AZ</td>
<td></td>
<td></td>
<td>Chuck Field</td>
</tr>
</tbody>
</table>
The Parc Fifty One Hotel. Small, Beautiful, Understated.

A hidden refuge on Manhattan's West Side for radio & record executives, Parc Fifty One Hotel has 178 large rooms and suites designed in styles ranging from Country French to Art Deco.

At 51st Street and 7th Avenue, Parc Fifty One puts you within steps of Westwood One, Unistar, CBS, and major recording studios – as well as Manhattan's finest restaurants and shops.

Experience The Luxury Of Parc Fifty One Hotel.
248 REPORTS

### PAULA ABUL
**The Prodigies Of A. (Caprice/Virgin)**
LP: Scoreboard
Total Reports: 183
- **Regional Summary**
  - 64\% with 
  - 66\% with
  - 67\% with

### BLACK CROWES
**Hard To Handle (Del American)**
LP: Brave New World
Total Reports: 152
- **Regional Summary**
  - 64\% with 
  - 66\% with
  - 67\% with

### PEABO BRYSON
**Can You Stop The Rain (Columbia)**
LP: Can You Stop The Rain
Total Reports: 89
- **Regional Summary**
  - 64\% with 
  - 66\% with
  - 67\% with
<table>
<thead>
<tr>
<th>Major Markets</th>
<th>Secondary Markets</th>
<th>Smaller Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERFORMING WHERE PLAYED</strong></td>
<td><strong>NEW ARTISTS</strong></td>
<td><strong>NEW ARTISTS</strong></td>
</tr>
<tr>
<td><strong>Artists/Song</strong></td>
<td><strong>Reports</strong></td>
<td><strong>Report %</strong></td>
</tr>
<tr>
<td><strong>DESMOND CHILD</strong>/Love On A Ropeshot (Elektra)</td>
<td>145</td>
<td>58%</td>
</tr>
<tr>
<td><strong>NELSON</strong> (Only Time Will Tell) (DCG)</td>
<td>144</td>
<td>56%</td>
</tr>
<tr>
<td><strong>FIREHOUSE</strong>/Love Of A Lifetime (Epic)</td>
<td>140</td>
<td>56%</td>
</tr>
<tr>
<td><strong>BOBBY NEILL</strong>/Just Like You (EMI)</td>
<td>139</td>
<td>56%</td>
</tr>
<tr>
<td><strong>D.J. JAZZY JEFF &amp; FRESH PRICE</strong>/SummerTime (Jive/RCA)</td>
<td>134</td>
<td>54%</td>
</tr>
<tr>
<td><strong>Gloria Estefan</strong>/Can't Forget You (Epic)</td>
<td>125</td>
<td>50%</td>
</tr>
<tr>
<td><strong>BLACK CROWES</strong>/Hard To Handle (Del American)</td>
<td>124</td>
<td>49%</td>
</tr>
<tr>
<td><strong>DESMOND CHILD</strong>/Love On A Ropeshot (Elektra)</td>
<td>121</td>
<td>49%</td>
</tr>
<tr>
<td><strong>D.J. JAZZY JEFF &amp; FRESH PRICE</strong>/SummerTime (Jive/RCA)</td>
<td>118</td>
<td>49%</td>
</tr>
<tr>
<td><strong>MICHAEL BOLTON</strong>/Time, Love And Tenderness (Columbia)</td>
<td>117</td>
<td>49%</td>
</tr>
</tbody>
</table>

Note: See Parallel for a complete picture of station activity. New records with large add totals won't show in Performing Where Played until those adds convert to chart. Top 15% is determined by dividing a song's total Top 15 reports by its total charted reports.

**PERFORMING WHERE PLAYED** is a weekly listing of those records in New & Active and Significant Action which have a total of 25 or more reports with at least 50% of the airplay converted to chart that have not lost more than 5 stations from their previous week's total airplay. Note: See Parallel for a complete picture of all station activity. New records with large add totals won't show in Performing Where Played until those adds convert to chart numbers.

**NEW ARTISTS**

<table>
<thead>
<tr>
<th>Artists/Song</th>
<th>Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DESMOND CHILD</strong>/Love On A Ropeshot (Elektra)</td>
<td>145</td>
</tr>
<tr>
<td><strong>CATHY DENNIS</strong>/Too Many Walls (Syco/PGFL)</td>
<td>114</td>
</tr>
<tr>
<td><strong>BOBBY NEILL</strong>/Just Like You (EMI)</td>
<td>104</td>
</tr>
</tbody>
</table>

New artists have not yet had a CHR Breaker.
"My music is not the type you sit and listen to on Sunday morning.

It's the kind you get up and dance to on a Saturday night."
PAULA ABDUL

The Promise Of A New Day (Capitive/Virgin)

74% of our reporters playing it. Moves: Up 3, Debuts 0, Same 20, Down 0, Adds 18 including WXXS, Z100, WPGC, KXGG, WKYS, BMI, WSNX. See Parallels, debuts at number 40.

CATHY DENNIS

Too Many Walls (Polydor/PLG)

64% of our reporters playing it. Moves: Up 76, Debuts 34, Same 31, Down 0, Adds 18 including Z1000, KXGG, KMZ, WXXS, WSNX, KBSM. See Parallels, debuts at number 35.

SCORPIONS

Wind Of Chance (Mercury)

63% of our reporters playing it. Moves: Up 115, Debuts 14, Same 12, Down 1, Adds 14 including WXXS, Z1000, KXGG, KMZ, WXXS, WOWV, WSNX. See Parallels, moves 22-27.

BLACK CROWES

Hard To Handle (Def American)

61% of our reporters playing it. Moves: Up 15, Debuts 0, Same 19, Down 0, Adds 15 including WNKY, Y102, 97.9KFY, WYTH, Y107, XL1067, WRVO, KRGM. See Parallels, moves 36-26.

DESMOND CHILD

Love On A Rooftop (Elektra)

57 Moves Up 28. Debuts

WOW, HEAVY

Reports:

24 -16, KTUX 27 -19, WWFR 21 -14, KDWB. WNCI, 195-90, WSLS, WSNX, KBSM. See Parallels, debuts at number 50.

ROBBIE NEVIL

Just Like You (EMI)

39 Moves Down 37. Debuts

85 Moves: Up 1, Debuts 13, Same 13, Down 0, Adds 31 including KQZE, WZOU, WRQK, WSNX, KBSM, WXJX, WJED, WRQK, WSNX.

D.J. JAFFE PRINCE

Summertime (Jive/RCA)

Reports: 38. Moves Up: 10, Debuts 24, Same 12, Down 0, Adds including FLYO, WRVO, WSNX, Q105, Q102, 29-23, WPST 27-23, WYCR 21-13. See Parallels, debut at number 39 on the CHR chart.

GLORIA ESTEFAN

Can't Forget You (EMI)


-after-

Reports: 32. Moves Up: 10, Debuts 24, Same 12, Down 0, Adds 2 including WKY, WRVO, WSNX, PRO-FM 20-14, WPST 19-11. See Parallels, moves 38-33 on the CHR chart.

-rocco-


C & C MUSIC FACTORY

"Things That Make You Go G常用的umbling..." (Capitol)

Reports: 16. Moves Up: 7, Debuts 0, Same 19, Down 0, Adds 1 including MOJO, WZOU, WRQK, WPXJ, WSNX.

PEARL BRUSON

"You Can Stop the Rain" (Columbia)

Reports: 89. Moves Up: 24, Debuts 10, Same 26, Down 0, Adds 32 including WPST, WRQK, FLRY, WQZ, KQZE, KMID, WPST, KXGG, KZFM, WZOU, WSNX, KMID, WPST, KXGG, WZOU, WSNX.

3RD ANGEL

"Like A Hammer" (EMI)

Reports: 85. Moves Up: 34, Debuts 8, Same 27, Down 0, Adds 23 including WJMR, WJLY, WSNX, WPXJ, WRKQ, WSNX, KMID, WPST, KXGG, WZOU, WSNX.

THUNDER "Dolly Go-Loves" (Charisma)

Reports: 45. Moves Up: 9, Debuts 7, Same 28, Down 0, Adds 12 including WJMR, WRKQ, WSNX, KMID, WPST, KXGG, WZOU, WSNX.

D.J. JAFFE PRINCE

Eternal (Jive/RCA)


kilt

Notes: "Things That Make You Go G常用的umbling..." (Capitol)

Reports: 16. Moves Up: 7, Debuts 0, Same 19, Down 0, Adds 1 including MOJO, WZOU, WRQK, WPXJ, WSNX.

PEARL BRUSON

"You Can Stop the Rain" (Columbia)

Reports: 89. Moves Up: 24, Debuts 10, Same 26, Down 0, Adds 32 including WPST, WRQK, FLRY, WQZ, KQZE, KMID, WPST, KXGG, WZOU, WSNX, KMID, WPST, KXGG, WZOU, WSNX.

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Notes: "Things That Make You Go G常用的umbling..." (Capitol)

Reports: 16. Moves Up: 7, Debuts 0, Same 19, Down 0, Adds 1 including MOJO, WZOU, WRQK, WPXJ, WSNX.

PEARL BRUSON

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Reports: 89. Moves Up: 24, Debuts 10, Same 26, Down 0, Adds 32 including WPST, WRQK, FLRY, WQZ, KQZE, KMID, WPST, KXGG, WZOU, WSNX, KMID, WPST, KXGG, WZOU, WSNX.

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"Like A Hammer" (EMI)

Reports: 85. Moves Up: 34, Debuts 8, Same 27, Down 0, Adds 23 including WJMR, WJLY, WSNX, WPXJ, WRKQ, WSNX, KMID, WPST, KXGG, WZOU, WSNX.

THUNDER "Dolly Go-Loves" (Charisma)

Reports: 45. Moves Up: 9, Debuts 7, Same 28, Down 0, Adds 12 including WJMR, WRKQ, WSNX, KMID, WPST, KXGG, WZOU, WSNX.
Radio names her next smash!

Without question, the hottest hit yet from "The Best Singer Performing Today."*

From the Triple Platinum-plus album I'm Your Baby Tonight.

*Entertainment Weekly Reader's Poll, June 1991

My Name Is Not Susan

Produced by L.A. Reid and Babyface for LaFace, Inc.
Vocal Arrangement by L.A. Reid, Babyface and Whitney Houston