#### ISSUE NUMBER 936

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#### THE INDUSTRY'S NEWSPAPER

APRIL 10, 1992

student loans (Sallie Mae),

wasn't even mentioned when

the commissioners initiated an

inquiry focused on attribution

limits and security interests at their March 12 meeting. It ap-

peared under the heading of "Other Financing Mechan-

isms" when the full text was

"The Commission itself

wouldn't be getting involved in station financing," cautioned

Mass Media Bureau Policy & Rules Chief Douglas Webbink. He said the FCC wants to know

whether such a debt pool is fea-

sible, whether it would require

congressional action, and what

the Commission can do to make

it easier for broadcasters to se-

EXCLUSIVE INTERVIEW

Sikes: In Eve

RADIO FINANCING/See Page 27

cure financing.

released last week

**Could Feds Run A Radio** 

Financing 'Debt Pool?'

sister for Fannie Mae-type loans

Could a government-backed

debt pool be the answer to the

radio industry's credit crunch?

The FCC is asking for com-

ments on the idea in its examin-

ation of Commission policies af-

The suggestion of a debt pool,

much like the current govern-

ment-backed programs for

mortgages (Fannie Mae) and

fecting broadcast investment.

FCC seeking comment on broadcast finance

### INSIDE:

#### DIRECT MARKETING IN THE '90s

This week's **R&R** features a double dose of Chris Beck's winning sales and marketing strategies. Learn how to:

- Profit from direct marketing. today's hottest sales tool
- •Effectively compete with newspapers without resorting to negative tactics

Page 21, 22

#### BROADCASTERS **BATTLE ALCOHOL AD BAN**

Radio visited Capitol Hill last week to argue against legislation that would require alcohol ads to carry warning labels. Details in Radio Business.

Page 4

#### WINNING WAKEUPS

AM drive has never been more crucial to your station's ultimate success. Mike McVay's morning show primer is a step-by-step guide to creating a successful wakeup show, including advice on.

- Balancing entertainment and info
- Manufacturing talent
- Scheduling the show
- •Using the telephone

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#### **COMMERCIALS:** IT'S QUALITY THAT COUNTS

b

Claiming listeners are "just plain bored" with most radio commercials, Rob Balon says it's time to inject some creativity into produced spots.

Page 38

#### **MAINSTREAM AORS** FACING TOUGH DECISIONS

The recent flurry of mainstream AORs flipping to Classic Rock has PDs wondering about the format's future in a fragmented world.

Page 49

Newsstand Price \$6.00



## **Infinity Seeks 'Stern' Harbor**

Group owner says 12-and-under kids don't listen to controversial guad-city morning man

In an unusual attack on the FCC's indecency policy, Infinity Broadcasting has asked the Commission to rule that the "Howard Stern Show" is immune from indecency action because no children listen to the often-suggestive morning program.

Stern In Safe Harbor

Infinity's petition for declaratory ruling is based on recent court decisions decreeing that the FCC may only regulate indecency in the interest of preventing unsupervised children age 12-and-under from hearing such material. Infinity contends that no such children listen to Stern, and thus the program should be considered to be within the so-called "safe harbor" the period when material that is considered to be indecent can air without risk of Commission action.

#### Zimmerman VP/GM At **CBS's KMOX**

Veteran CBS Radio executive Rod Zimmerman has been named VP/ GM of the company's Talk powerhouse KMOX/ St. Louis. He succeeds Rob-Zimmerman ert Hyland,

who passed away last month. "Rod has spent the past 14 years in broadcasting at CBS Radio preparing for this job," said CBS Radio Division President Nancy Widmann. "His work in redefining WWJ/Detroit as a powerful news and sports presence has been truly extraordinary, and we are delighted to now have Rod at the helm of one of America's legendary radio stations."

The FCC currently defines the safe harbor as 8 p m - 6 a m . Stern airs from 6-10am in New York, Philadelphia and Washington, and from

Infinity's Washington attorney,

#### **DAB DE-EMPHASIZED**

#### **Ownership Overhaul To Dominate** Spring NAB Convention Schedule Andrew Barrett, Ervin Duggan,

The FCC's recent overhaul of radio ownership regulations seems certain to dominate radio industry seminars at next week's NAB '92 spring convention in Las Vegas.

No overall radio industry theme has emerged for the spring convention - which in recent years has come to be regarded as a TV industry and engineering powwow - but several convention sessions will explore radio's changing regula-

tory landscape. The mechanics of LMAs will be discussed Tuesday at a panel titled "Let's Make a Deal - A Broadcaster's Guide To Joint

Ventures." Another Tuesday session, "The Changing Financial Climate: New Rules for Owning and Financing Broad-cast Stations," will discuss cast Stations," LMAs and multiple station ownership within a single market.

#### Commissioners

Converge All five FCC commissioners as well as several key staffers will attend the convention. FCC Chairman Al Sikes will deliver the convention's keynote address on Tuesday, April 14.

inhistory com

Steven Lerman, "you can't just pick a time period and call it a safe harbor.

#### **New Harbor Status**

Instead, says Infinity's petition, safe-harbor status should be decided based on an analysis of a program's audience profile to determine whether there is a 'reasonable risk'' that unsupervised kids will be exposed to the show

Infinity President Mel Karmazin said a ruling in the com-STERN/See Page 27

Sherrie Marshall, and James

Quello will discuss FCC policies

during a "Regulatory Dia-

logue" forum. Mass Media Bur-

eau Chief Roy Stewart and Gen-

eral Counsel Robert Pettit will

give a bird's-eye view of Com-

mission activities during a

"Policymakers Breakfast"

slated for Wednesday morning.

note include a Thursday meet-

ing on "Assessing Investment

Opportunities in International

Media." But one clear sign that

the bloom is off radio's financial

rose is a Wednesday seminar on

"How To Deal With Bankrupt-

**DAB** Developments

digital audio broadcasting

(DAB) will be relegated to a mi-

nor role at NAB '92. Broad-

casters will not have the oppor-

tunity to ride a "digital bus"

and listen to experimental DAB

broadcasts, but they will hear

how the recent international

spectrum negotiations will af-

fect the development of DAB

Unlike last year's convention,

Other business sessions of

A CONTRACTOR OF A CONTRACTOR OF A CONTRACTOR OF A CONTRACTOR OF A CONTRACTOR OF A CONTRACTOR OF A CONTRACTOR OF

Commission's new radio ownership guidelines and expects at least a

Of The Storm FCC Chairman Al Sikes expresses confidence in the

few of the changes to be-Sike come law. In an exclusive interview with R&R Washington Bureau Chief Pat Clawson and Associate Editor Randall Bloomquist, Sikes also discusses several other controversial Issues facing the

Commission, noting that: • "The radio business, in my view, has more romantics than it does capitalists. So I would say be careful if your main interest is return on investment.

"If I were in radio today, I would be thinking about ways to create new revenue streams by reaching more people and performing more services for the advertiser that is my lifeblood."

· "We seem to get more documented [indecency] complaints about radio. Now I'm using that phraseology because you get a lot of letters about tasteless TV shows saying it's terrible that a particular show is being aired. But these [TV shows] are truly for the most part in the tasteless category. and don't reach that level that we call indecent broadcasting."

**Full interview** begins on Page 16.

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3-10am in Los "If you're going to be faithful to the First Amendment," said

Angeles.

"ONE THING IN LIFE YOU MUST UNDERSTAND THE TRUTH OF LUST WOMAN TO MAN SO OPEN THE DOOR AND YOU WILL SEE THERE ARE NO SECRETS MAKE YOUR MOVE SET ME FREE."

"IF YOU CAN GET IT IT'S WORTH A TRY. I REALLY WANT IT I CAN'T DENY."

"I SWEAR THERE'S SOMETHING ABOUT YOU BABY."

"MAKE THE MOVE."

"DARE ME."

**"TOUCH ME THERE."** 







PRODUCED BY TEDDY RILEY AND MICHAEL JACKSON, LYRICS: # 1991 MIJAC MUSIC / DONRIL MUSIC / ZOMBA ENTERPRISES INC. ALL RIGHTS RESERVED. "EPIC" REG. U.S. PAT. & TM. OFF.

#### **Jive Records Recruits Satter**



an Jack Satter has been recruited as Sr.VP/ Pop Promotion of Jive Records. "I am thrilled that we have the opportunity to hire someone with Jack's knowledge, ex-perience, and in-

Industry veter-

Satter tegrity to promote Jive's records." noted the label's Sr. VP/GM Barry Weiss. "This is obviously a major step in our U.S. development."

Satter, who will be based at Jive's New York offices, said, "I'm glad that [Chairman/CEO] Clive Calder and Barry Weiss have chosen me to spearhead the newly created Pop Promotion department at the label. Jive has a professional staff of talented people and a great roster from which we will expand and continue to develop

SATTER/See Page 27

#### **Goldstein Wins** GM Job At WTEM

WCCO/Minneapolis VP/GM L. Steve Goldstein will leave that post later this month to become GM and part-owner of all-Sports WTEM (The Team)/Washington.

"Steve is a nationally recognized leader in the radio broadcasting field," said interim WTEM GM Catherine Meloy. "He brings a proven background of success in news, sports, and talk-oriented radio to WTEM."

Prior to his five-year stint at WCCO, Goldstein spent 13 years with Carmichael Lynch Advertising in Minneapolis, where he handled the WCCO account and rose to the position of Sr. VP.

Goldstein, who is scheduled to join WTEM on April 20, will acquire an equity interest in the station, owned by Washington-based Classical Acquisition Partners. Neither side would discuss the terms of that deal.

According to Goldstein, WTEM will use the Washington Redskins broadcast rights it wrested from crosstown WMAL as a foundation for a personality-driven sports outlet. He dismisses skeptics who wonder whether Washington will support an all-ball format.

"Our research shows there is a vast opportunity for us in Washing-ton," said Goldstein. "There are many fans who are ready for the right all-Sports product."

**Gatfield Heads** 

#### **ERG Names Kuntz VP/AC Promotion** EMI Records music salespeople in our industry.

Group North America has named Laura Kuntz VP/AC Promotion. She joins the label from Impact, where she was Sr. Director/National Promotion-East Coast Oper-

-



ations. Prior to that, Kuntz was Sr. Director/National Club Promotion at Chrysalis.

The company's Exec. VP/GM, Daniel Glass, said, "I've worked with Laura for several years and have found her to be one of the most aggressive, street-oriented

EMI, as well as AC stations, is lucky to have Laura to provide our music and get it played." Said Kuntz, "Joining the EMI

Hillary Clinton dropped by WLS-AM

& FM/Chicago — while campaign-ing in Illinois for husband Bill's U.S.

presidential bid - and station Presi-

dent/GM Tom Tradup took advant-

age of the photo opportunity.

**President &** 

First Lady?

Records Group is like coming home. Daniel Glass has given me an incredible opportunity to head a format which promises to be a major part of the success of EMI and our industry in the '90s. The entire promotion team's efforts, coupled with [Chairman] Charles Koppelman's vision, make EMI a truly exciting place to be."

Kuntz will be responsible for securing airplay for the group's art-ists in all AC branch formats, including NAC and Adult Alternative.



Gatfield Nick has

shown great ability to relate to creative talent," remarked Poly-Gram President/CEO Alain Levy. "With his signing of EMF and Jesus Jones, he has shown that

British acts can have hits that translate to the U.S. market, and we look forward to having him as part of our team based on the West Coast.'

PolyGram Label Group President/CEO Rick Dobbis noted, "I am very excited about the creation of a Nick Gatfield-led label. I like and admire Nick and believe that, working together, his operation and the PolyGram Label Group will have great success. I am especially happy that he will be based in Los Angeles, giving PLG a major source of repertoire coming from the West Coast.

"PolyGram has allowed me to realize a personal ambition of building a highly creative artist-driven label, and I look forward to the challenge," said Gatfield.

Gatfield had been Director/A&R for EMI Records in the U.K. He previously was a member of **Dexy's Midnight Runners**.



APRIL 10, 1992

#### NAC/CJ COLUMN DEBUTS

R&R expands its coverage of the NAC/ Contemporary Jazz scene with a new column devoted to the formats. Topic: cost-efficient marketing alternatives.

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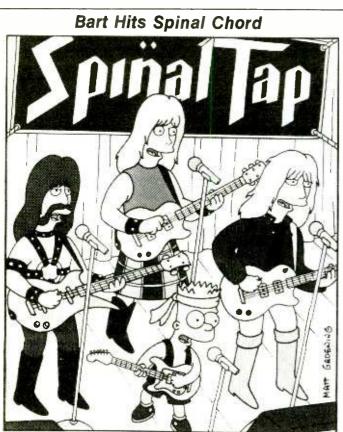
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"Legendary" British rockers Spinal Tap will make their animated debut on "The Simpsons." The April 23 episode, entitled "The Otto Show," features Bart Simpson attending his first-ever concert as the Spinal Tap international tour stops in Springfield. The show is part of a rock-themed programming night, during which Michael Jackson's "In The Closet" debuts, and Color Me Badd will guest on "Beverly Hills 90210."

#### 4-RAR April 10, 1992 RADIO BUSINESS

## Warning Labels For Alcohol Ads?

The broadcasting industry trooped to Capitol Hill last week (4/2) to argue against legislation that would require broadcast alcohol ads to carry health advisories.

"Requiring warnings on alcohol ads will not solve the problem [of alcohol abuse]," said Tribune Broadcasting Co. VP/Radio Wayne Vriesman. "Instead it will merely drive these advertisers off the air, reducing our ability to provide news, public affairs, sports, and other programming."

Vriesman gave his testimony before the Consumer Subcommittee of the Senate Commerce Committee, which was hearing testimony on Sen. Strom Thurmond's (R-SC) "Sensible Advertising and Family Education Act of 1991" (S. 664). The bill would require broadcast alcohol ads to incorporate one of five rotating health warnings, including:

• "Warning: Alcohol may be hazardous if you are using any other drugs such as over-thecounter, prescription, or illicit drugs."

• "Surgeon General's Warning: Drinking during pregnancy may cause mental retardation and other birth defects. Avoid alcohol during pregnancy."

#### Survival Unlikely

A similar bill (H.R. 1443) is pending in the House under the sponsorship of Rep. Joseph Kennedy III (D-MA). But S. 664 is unlikely to survive because many lawmakers have doubts about its effectiveness in combating alcohol abuse. Others are worried that mandatory labels might violate advertisers' First Amendment free speech rights.

Senate Majority Whip Wendall Ford (D-KY) recently voiced fierce opposition to the bill, telling a gathering of advertisers: "There'll be blood on the carpet before that dang bill gets to the floor "

Other senators who have ex-

pressed doubts include John Breaux (D-LA) and former broadcaster Conrad Burns (R-MT).

#### **RTNDA: Radio News Hangs In**

new employment study conducted for RTNDA reveals some 25% of surveyed stations lost news staff between mid-1990 and mid-1991. But during the same period, 21% of the stations saw increases in news staff levels.

The findings have RTNDA President Dave Bartlett feeling cautiously optimistic about the state of radio news: "Things are not as tough as they seem at first glance. Rumors of the death of radio news are much exaggerated."

Stations with comparatively large news departments suffered the heaviest hits. Over 26% of those outlets with three or more fulltime newshounds made staff reductions during the mid-1990 to mid-1991 survey period. By comparison, just 13% of stations with zero or one fulltimer reported staff cuts. Furthermore, roughly the same percentage of those stations indicated they

had added to their news staffs.

Still Committed

"What has suffered (in recent years) is the big radio news shop of years past," said Bartlett. "The shop with five or six people, which used to be pretty standard, has just gone away."

Still, Bartlett noted, the vast majority of radio stations remain committed to news. For example, 88% of the 315 radio stations that responded to the RTNDA survey indicated they maintain some type of news operation.

"Radio news has changed, but most stations still do news - one way or another," said Bartlett.

## DAB Momentum Stalls As Industry Waits For In-Band

Excitement over DAB, which had dominated radio action at NAB conventions for the past two years, seems to have died down this year. The industry is still waiting for the first demonstration of a workable system for the existing FM band, and developers of the out-of-band Eureka-147 system are skipping this convention.

"We will show progress," said Gannett VP/Finance Dan Ehrman, while not committing to a timetable for any over-the-air demonstration of the USA Digital system his company is developing with CBS. An insider said USA Digital's Las Vegas demo would insert a DAB signal under Las Vegas FMs in a standard receiver, then extract the FM without interference.

#### **Technical Presentations**

The Strother Communications/ LinCom DAB project will also have a booth. "Basically, we're going to show a first adjacent channel CDquality signal," said Strother President Ron Strother. Other inband proponents will limit their activities to presentations at DAB technical sessions.

"We will not be there." Eureka Managing Director Egon Meier-Engelen told R&R, although one Eureka engineer will present a technical paper. He noted that the Eureka system had already been demonstrated on vacant UHF frequencies at last year's NAB spring and fall conventions in Las Vegas and San Francisco. "We really don't have anything new to show," Meier-Engelen said.

Although Eureka is working on an in-band system, Meier-Engelen said he hasn't even asked for a report on preliminary tests being conducted in Hanover, Germany. The earliest possible date for any public demonstration would be late

Continued on Page 8



#### Evergreen Chases Major Market Buyout

Source the second secon

Chase has agreed to sell Evergreen its 5% general partnership and 35% limited partnership stakes in **Washington Radio Associates L.P.**, the licensee of **WTOP & WASH/Washington** and **KASP & WKBQ/St. Louis.** The **Sheet Metal Workers Union**, through its benefit funds, will remain as the partnership's major co-owner. Financial terms of the deal haven't been announced.

"I can't talk about it because Chase insisted on a confidentiality agreement, and there are still restrictions on me. The lawyers seem to control my life now," Ginsburg said. Chase officials were unavailable for comment.

**R&R** has learned that Evergreen will pay Chase about 40% of the stations' 1991 broadcast operating cash flows, plus \$7 million minus the value of any outstanding debt at time of closing. According to *Duncan's American Radio*, Washington gross revenues were about \$19.4 million last year, and St. Louis posted \$3 million. Industry sources estimated that Evergreen will pay between \$25 million to \$30 million for its stake — far below the \$70 million Chase announced it paid for the DC combo alone in 1989.

Insiders say not to be surprised if Ginsburg ends up owning all of the combos — especially if funds from a public stock offering now being prepared by Lehman Brothers can be used to purchase the union's stake.

#### Michigan FM Operator Lends Helping Hand

**OWE/Flint** owner **Mike Shumpert** is providing a classic example of how a creative broadcaster can turn public service into both kudos and profit.

His Class A FM has been struggling ever since its studios burned down last year (**R&R**, 8/16/91). Shumpert, who's African-American, was the only minority owner in the market at the time. Fellow broadcasters there were slow in offering any help during his time of trouble.

Now small merchants in Buick City are struggling because **General Motors** is shutting down auto plants, which employ 4000 people there. Remembering his time of trouble, Shumpert is helping out those in need by donating \$32,000 in advertising time for a "Shop Michigan" campaign Distressed business owners who qualify receive \$1000 in free spots to help keep their shops open.

"A lot of people are hurting in this area. If businesses close down, then none of us will be around. We're trying to help everybody through this depression," he said.

Shumpert's campaign has been praised by the Chamber of Commerce and Congressman **Date Kildee**, and it's even paying off for the station financially. "One guy wouldn't accept the free time, but he was so impressed with what we were doing for the town that he insisted on buying a full schedule," Shumpert said.

#### Palmer Deal Dead

Palmer Communications has dropped plans announced last year to sell WHO & KLYF/Des Moines and two TV properties to Hughes Broadcasting Partners II L.P.

"The offer expired April 1. It never got to contract," commented Palmer CEO William Ryan. He said the stations are no longer for sale, and the company doesn't plan to place them back on the market.

Terms of the transaction, estimated by some industry sources to be valued at about \$70 million, were never disclosed. **R&R** had contested the non-disclosure in proceedings now pending before the **FCC**. Other market action this week:

 Metroplex Communications CEO Norman Wain said his company is delaying plans for a public stock offering to be underwritten by Brenner Securities. "It's not dead; it's just on hold until we further evaluate all of our options," he said.

• WFAS-AM & FM/Hartsdale, NY owner Gary Starr is buying WINE & WRKI/Danbury, CT from Home News Co. subsidiary Housatonic Valley Broadcasting Co. for an undisclosed price. Media Venture Partners deal-maker Randy Jeffery claims brokerage honors.

• Dick Chapin has been tapped by Tampa-based Communications Equity Associates as a special consultant. Chapin, a former Chairman of NAB and RAB with nearly 40 years' experience in station management and brokerage, will operate from his longtime headquarters in Lincoln, NE.

Continued on Page 8

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## Supreme Court To Hear Customer List Case

The U.S. Supreme Court has agreed to hear a case that may at long last determine whether a customer list qualifies as a specifically identifiable intangible asset subject to amortization for federal income tax purposes.

In Newark Morning Ledger Co. vs. U.S., a Philadelphia federal appeals court overturned a district court ruling that had allowed deductions for subscriber list amortization. The district court judge had ruled that the paid-subscriber list was subject to amortization because the customers could be identified and their value measured with a fair degree of accuracy.

The appeals court finding characterizes customer lists as goodwill as they arise from continued patronage. Its conclusion is based on the cancelability issue making it impossible to clearly establish a customer list's value.

#### Major Radio Impact

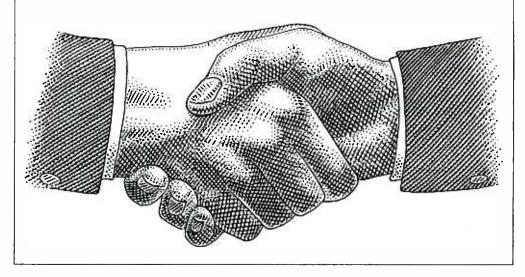
The high court's findings will have a major impact on radio

broadcasters. In allocating a station's purchase price, a significant portion is assigned to customer list when the station acquired has maintained a high degree of customer list continuity. Industrywide, it's likely that over \$100 million of customer list amortization is deducted for tax purposes each year.

An analysis of the conflicting decisions from federal appeals courts over recent years shows that the degree to which a sound basis for valuing a customer list exists is crucial in determining whether customer lists are separately identifiable from goodwill, which is not deductible since it has an indeterminable life.

—George Nadel Rivin, CPA

## **"MOST OF THE BIGGEST COUNTRY STATIONS IN AMERICA** CALL US PARTNER."



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KKAT-FM, Salt Lake City KKYX/ KCYY-FM, San Antonio **KIIM-FM**, Tucson KWEN-FM, Tulsa KMPS-AM/FM, Seattle **KSAN-FM**, San Francisco **KEEY-FM**, Minneapolis WHKO-FM, Dayton

WZZK-FM, Birmingham **K.I.IY-FM.** Des Moines KNAX-FM, Fresno WKIS-FM, Miami/Ft. Lauderdale WOKQ-FM, Portsmouth/Dover **KRST-FM**, Albuquerque KWNR-FM, Las Vegas WSIX-FM, Nashville WTSO, Madison WSUN, Tampa

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Radio's Strategic Research Team

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#### RADIO BUSINESS

#### TRANSACTIONS

## **Galloway Gets Rock Of New Orleans For \$4.3 Million**

#### Chase cashes Connecticut combo for \$4.1 million

Deal Of The Week

#### WRNO/New Orleans

PRICE: \$4,294,000 (approximate) TERMS: Stock sale: deposit is \$30,000 promissory note to be returned at closing. Terms include \$100,000 cash to seller "as compensation for past services"; assumption of accounts payable totalling approximately \$100.000; \$150.000 in cash for a non-compete agreement; \$100,000 over five years for consulting agreement, to be paid in annual \$20,000 installments; and \$144,000 for real estate and studio rent over five years, payable in \$2400 monthly installments. The buyer will provide a promissory note in the amount of \$250,000 bearing annual interest of 8%. The note will be paid \$40,000 for three months after closing and \$50,000 every 12 months thereafter until paid in full. All accrued interest will be paid at the end of five years.

The note will be secured by a junior mortgage on station assets subject to senior secured indebtedness in an amount not to exceed \$3.2 million. The buyer will purchase the broadcast tower and related real estate with a \$250,000 promissory note bearing interest at 6% compounded annually. Principal and interest on the note will be due and payable five years from closing. The transaction is contingent on AT&T Commercial Credit allowing the buyer to assume the seller's existing loan and on the buyer's ability to negotiate additional financing from Burr, Egan, Deleage & Co.

BUYER: Radio WRNO-FM Inc., owned by Thomas Galloway Sr. of Lafayette, LA. Galloway also owns KPEL & KTDY/ Baton Rouge; KEZA/Fayetteville, AR; and four TV stations. Phone: (318) 237-1142

SELLER: Joseph Costello III of New Orleans is selling his 100% stock ownership of licensee Gulf South Broadcasters inc. He also owns WRNO Worldwide (Shortwave)/New Orleans

and KXOR/Thibodaux, LA. Phone: (504) 889-2424. FREQUENCY: 99.5 MHz POWER: 100kw at 1004 feet FORMAT: AOR

#### Alabama

#### WKWA/Mobile PRICE: \$100,000

TERMS: Stock sale for \$20,000 cash and \$80,000 promissory note BUYER: Tom Wilson of Wilmer, AL, in-

creasing his stock interest in United Broadcasting Company Inc. from 50% to 100% SELLER: Judge Cain Kennedy of

Eight-Mile, AL is selling his entire 50% stock interest. FREQUENCY: 1160 kHz

POWER: 10kw day/1kw night FORMAT: Urban

#### Alaska

#### KMBQ/Wasilla

PRICE: \$175,000 TERMS: Asset sale for cash. The buyer also agrees to purchase accounts receivable for 50% of their value in cash at closing

BUYER: KMBQ Corp., headed by E. Roy Paschal. His other broadcast interests include KJNO & KTKU/Juneau, AK; KIFW &KSBZ/Sitka, AK; and KTKN & KGTW/Ketchikan, AK. Phone: (907) 586-3630 SELLER: Rocky Spear of Wasilla, AK. Phone: (907) 373-0222 **FREQUENCY: 99.7 MHz** POWER: 51kw at minus 157 feet FORMAT: AC

COMMENT: This combo was sold for \$200,000 in October 1989.

#### Arkansas

#### KSNE/Marshall

PRICE: No cash consideration TERMS: Transfer of station to previous owner to settle outstanding debts. According to the transfer application, the seller "no longer desires to purchase said station nor operate it and instead desires to be relieved of its obligation" to the previous owner and the Searcy County Bank at Marshall, AR. BUYER: Zero Broadcasting Inc., owned by Coy and Carolyn Horton of Marshall, AR. Phone: (501) 448-2755 SELLER: Marshall Broadcasting Corp., headed by Bishop L. E. Willis. His other broadcast interests include KDFT/DeSoto, TX; KLRG/North Little Rock; WAYE/Birmingham; WBOK/ New Orleans; WCLN/Clinton, NC; WESL/East St. Louis; WGSP/Charlotte; WIMG/Ewing, NJ; WPCE/Portsmouth, VA: WSRC/Durham, NC: WTJH/East Point, GA; WURD/Philadelphia; WWCA/Gary, IN; KFTH/Marion, AR; KMZX/Marshall, AR; WBXB/ Edenton, NC; WKSO/Orangeburg, SC; WKWQ/Batesburg, SC; WMXS/ Clinton, NC; WMYA/Cape Charles, VA; WPZZ/Franklin, IN; WSFU/Union Springs, AR: WVCA/Selma: WVRS/ Warrenton, NC; and WWPD/Marion, SC. Phone: (804) 622-4600 FREQUENCY: 104.3 MHz POWER: 100kw at 1017 feet FORMAT: Gospel COMMENT: This station was purchas-

ed in August 1988 for \$248.812.

#### California

#### KDHI & KQYN/ **Twentynine Palms**

PRICE: \$70,000 TERMS: Asset sale for \$40,000 cash and \$30,000 financing from Barclays **Business Credit** 

BUYER: Three D Radio Inc., owned by Reno investors David and Linda Newman, J. Duane Hoover and Harvey and Annette Whittemore; and David Smulyan of Walnut Creek, CA. Phone: (702) 826-1986

SELLER: High Desert Communications Inc., headed by President Larry Rutter. He also own KNGT/Jackson, CA and KZAK/Incline Village, NV. Phone: (209) 223-0241 FREQUENCY: 1250 kHz; 95.7 MHz POWER: 1kw day/105 watts night;

FORMAT: Country; Classic Rock **BROKER: Richard Foreman Associ**ates inc.

#### Colorado

#### **KXRE/Manitou Springs**

PRICE: \$40,000 TERMS: Asset sale for \$5000 cash and promissory note for \$35,000 BUYER: Greenty Corp., owned by David Drucker of Evergreen, CO. The company also owns several UHF and LPTV stations in Alaska, Colorado, and Wyoming. Phone: (303) 674-7047 SELLER: Springs Communications Corp., headed by Howard Alpern and Paul Lowery. Phone: (719) 471-7955 FREQUENCY: 1490 kHz POWER: 500 watts day/1kw night FORMAT: This station is dark.

#### Connecticut

WSTC & WQQQ/Stamford PRICE: \$4,150,000 TERMS: Asset sale BUYER: Q Broadcasting Co., headed

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#### TRANSACTIONS AT A GLANCE

#### 1992 Deals To Date:

\$343,183,077 (Last Year: \$198.030.634) (Last Year: 253)

This Week's Action: ......\$11,280,700 (Last Year: \$7,841,141) (Last Year: 21)

#### • Deal Of The Week: WRNO/New Orleans \$4.294.000 (approximate)

- WKWA/Mobile, AL \$100,000
- KMBQ/Wasilla, AK \$175,000 KSNE/Marshall, AR No cash consideration
- KDHI & KQYN/Twentynine Palms, CA \$70,000
- KXRE/Manitou Springs, CO \$40,000
- WSTC & WOQQ/Stamford, CT \$4,150,000
- WSBB/New Smyrna Beach, FL \$7000 for 50%
- WGAC/Augusta, GA Undisclosed
- KGZF (FM CP)/Emporia, KS \$2700
- WCLZ-AM & FM/Brunswick, ME \$525,000 • WYHE (FM CP)/Hillman, MI \$200,000
- . WROR (AM CP)/Zeeland, MI \$37,000
- WKLK-AM & FM CP/Cloquet, MN \$200,000
- KQDI-AM & FM/Great Falls, MT \$267,000
- WRNA/China Grove, NC \$178,000
- · WEHN/North East (Erie), PA \$155,000
- KPUR-AM & FM/Amarillo-Canyon, TX \$850,000
- KLVI & KYKR/Beaumont-Port Arthur, TX Undisclosed
- WHYB (FM CP)/Peshtigo, WI \$30,000

by Stuart Subotnick. He is Exec. VP of Metromedia Co. SELLER: Chase Broadcasting of Stamford, a subsidiary of Chase

Broadcasting and Chase Enterprises, headed by Roger Freedman. The company also owns WTIC-AM & FM/ Hartford, WTOP & WASH/Washington, KGLD & WKBQ/St. Louis, and four TV stations. FREQUENCY: 1400 kHz; 96.7 MHz POWER: 1kw; 3kw at 328 feet FORMAT: AC; Gold BROKER: Frank Boyle & Co.

COMMENT: This combo was sold for \$4 million in October 1985.

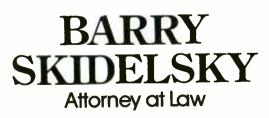
Florida

WSBB/New Smyrna Beach PRICE: \$7000 for 50% TERMS: Stock sale for cash BUYER: Brian Tolby, who currently owns 50% of the licensee SELLER: Jerry Keifer is selling his 50% stake in TK Radio Inc. FREQUENCY: 1230 kHz POWER: 1kw FORMAT: AC

Continued on Page 8

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### TRANSACTIONS

Continued from Page 6

Georgia WGAC/Augusta

PRICE: Undisclosed TERMS: Asset sale for forgiveness of

debts. The seller purchased this station from the buyer in January 1988 for \$500,000. Most of the purchase consideration was in the form of a promissory note issued by the buyer.

**BUYER: Beasley Broadcasting of Au**gusta Inc., owned by George Beasley of Philadelphia. His other broadcast interests include KRTH/Los Angeles; WTEL & WXTU/Philadelphia; WWCN/ North Ft. Mvers, FL: WJMH/Reidsville, NC; WKML/Lumberton, NC; WPOW/Miami; WRXK/Bonita Springs, FL; WCKZ/Gastonia, NC; KAAY/Little Rock; WJHM/Daytona Beach; KQLD/Port Sulphur, LA; WBIG & WYSY/Aurora, IL; WRKU/Grove City, PA; KDMG/Pella, ID; WBSS/Millville, NJ; KGSR/Bastrop, TX; WKXC-AM & FM/Aiken, SC; WSFL/New Bern, NC; WEQR/Goldsboro, NC; and WTFX/Louisville. Phone: (813) 263-5000

SELLER: Robert Beckham of Martinez, GA. Phone: (404) 863-5800 FREQUENCY: 580 kHz POWER: 5kw day/1kw night

FORMAT: AC

#### Kansas

#### KGZF (FM CP)/Emporia PRICE: \$2700

TERMS: Asset sale for cash BUYER: Michael Law of Mission, KS. He's the permittee of KTDF/Manhattan. KS and is employed as an announcer at KBEQ/Kansas City. Phone: (816) 421-1065 SELLER: Charles Coffeit of Emporia, KS. Phone: (405) 340-0863 FREQUENCY: 99 5 MHz POWER: 3kw at 328 feet

#### Maine

WCLZ-AM & FM/Brunswick PRICE: \$525,000 TERMS: Asset sale for cash **BUYER: W.A. Devereaux** SELLER: Ross Elder, receiver for Eastern Radio Co. II FREQUENCY: 900 kHz: 98.9 MHz

POWER: 1kw; 47.5kw at 400 feet FORMAT: NAC BROKER: Bob Maccini and Kevin Cox of Media Services Group

#### Michigan

WYHE (FM CP)/Hillman PRICE: \$200,000

TERMS: Asset sale. The buyer agreed to contribute up to \$200,000 in loans to finance construction of this station, and an unspecified amount of those funds has been advanced. The seller has decided not to continue with the project and has secured permanent employment outside the radio industry. BUYER: Carroll Enterprises Inc., owned by John Carroll Sr. of Bradenton, FL and John Carroll Jr. of Tawas City, The company owns WIOS & ML WKJC/Tawas City, MI. The younger Carroll also owns WTCF/Carrollton, MI. Phone: (517) 362-3417 SELLER: Mark Kilmer of Oscoda, MI. Phone: (517) 739-7775

FREQUENCY: 94.9 MHz POWER: 100kw at 500 feet

#### WROR (AM CP)/Zeeland

PRICE: \$37,000 TERMS: Asset sale for \$37,000 cash and assumption of liabilities BUYER: Randall Clare Disselkoen,

owner of WBYY/Rockford, MI, Phone: (616) 942-2990 SELLER: Just Formed Corp., owned by Darrell Spann of College Park, GA. He also owns WSVE/Jacksonville, FL and WMLD/East Point, GA. Phone: (404) 363-3163 FREQUENCY: 640 kHz

POWER: 1kw day/250 watts night

#### Minnesota

#### WKLK-AM & FM CP/Cloquet PRICE: \$200.000

TERMS: Asset sale for \$200,000° escrow deposit \$25,000 with additional \$100,000 due in cash at closing; promissory note for \$75,000. The buyer also agrees to buy accounts receivable from the seller for 33% of their

BUYER: Q.B. Broadcasting Ltd., owned by Alan Quarnstrom of Red Wing, MN and David Blackbird of Trabuco Canyon Area, CA. Quarnstrom is GM of KCUE & KWNG/Red Wing, MN. He

son Broadcasting Corp., which owns that combo and KQDJ-AM & FM/ Jamestown, ND; KCCR & KLXS/ Pierre, SD: KWAT & KIXX/Watertown. SD; and KYNT & KKYA/Yankton, SD. Phone: (612) 388-4124 SELLER: WKLK Inc., owned by John Carl, Brent Slay, Robert Seiden, and Larry Lund. Phone: (218) 879-4534 FREQUENCY: 1230 kHz; 96.5 MHz POWER: 1kw; 6kw at 328 feet FORMAT: AC

#### Montana

#### **KQDI-AM & FM/Great Falls** PRICE: \$267.000

TERMS: Asset sale for \$167,000 cash and \$100,000 promissory note at 9% interest, payable in quarterly installments over 10 years

**BUYER: JS Marketing & Communica**tions Inc., owned by J.M. Smith Jr. of Missoula, MT. Smith also owns KYLT & KZOQ/Missoula, MT and is an applicant for a new FM in Waimea, HI. Phone: (406) 728-5000

SELLER: Q Radio Inc., owned by Lyle Courtnage. Phone: (406) 761-2800 EREQUENCY: 1450 kHz: 106.1 MHz POWER: 1kw: 100kw at 986 feet FORMAT: AC; Classic Rock COMMENT: This combo was sold for

\$290,000 in March 1989.

#### North Carolina

#### WRNA/China Grove PRICE: \$178,000

TERMS: Stock sale for promissory note at 10% annual interest. The note is payable in monthly installments of \$1800 until paid in full.

BUYER: Carl and Angela Ford of China Grove, NC. Phone: (704) 857-9035

SELLER: South Rowan Broadcasting Co. Inc., owned by Duard Linn, M.T. Brown, Virginia Daniel, and Ellen Linn. Phone: (704) 857-1101 EREQUENCY: 1140 kHz POWER: 1kw FORMAT: Gospel

#### Pennsylvania

WEHN/North East (Erie) PRICE: \$155,000 TERMS: Asset sale

BUYER: Heart Broadcasting Inc., owned by President Christopher Hagerty, Michael Hagerty, Barry Grossman, and Jack Fatica. Hagerty is the former Sales Manager at WLKK/Erie, PA.

**SELLER: Rambaldo Communications** Inc., owned by President Richard Rambaldo. He also owns WRKT/North East. PA.

FREQUENCY: 1530 kHz POWER: 1-kw daytimer FORMAT: News/Talk BROKER: Ray Rosenblum of Pittsburgh

#### Texas

**KPUR-AM & FM/Amarillo-**Canvon PRICE: \$850,000 TERMS: Asset sale for cash BUYER: Stevan White of Amarillo. Phone: (806) 374-4760 SELLER: Alfred Broadcasting Inc., headed by A.W. Lair. Phone: (806) 655-7715 FREQUENCY: 1440 kHz; 107.1 MHz POWER: 5kw day/1kw night; 3kw at 300 feet FORMAT: Spanish: Gold COMMENT: This combo was sold for \$1.1 million in September 1988.

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#### **KLVI & KYKR/Beaumont-**Port Arthur

#### PRICE: Undisclosed

TERMS: Transfer of assets from corporation to Texas limited liability company. The financial terms of the transaction have not been disclosed in the transfer application filed with the FCC. BUYER: Gulfstar Broadcasting L.C., owned 20% by R. Steven Hicks of Austin and 80% by Thomas Hicks of Dallas. They also own interests WTAW & KTSR/College Station, TX; KVET/ Austin; WJDS & WMSI/Jackson, MS; WSSL-AM & FM/Greenville, SC; and WSIX/Nashville, Phone: (512) 477-7338

SELLER: Hicks Broadcasting Corp., headed by R. Steven Hicks. Phone: (512) 477-7338

FREQUENCY: 560 kHz; 93.3 MHz POWER: 5kw; 100kw at 1952 feet FORMAT: Gold: Country COMMENT: This combo was sold for \$6.6 million in July 1987.

#### Wisconsin

WHYB (FM CP)/Peshtigo PRICE: \$30,000 TERMS: Asset sale for cash BUYER: Janet Callow of Menominee, MI. Phone: (906) 863-6448.

SELLER: Good Neighbor Broadcasting Inc., headed by William Sauve. The company also owns WAGN/Menominee, MI and WLDY-AM & FM/ Ladysmith, WI. Phone: (906) 863-2691 FREQUENCY: 96.1 MHz

POWER: 3kw at 212 feet

COMMENT: An application is being filed with the FCC to switch this station's frequency to 242 and upgrade to C2 status

#### DAB Momentum

Continued from Page 4

this year

NAB's DAB Task Force won't even be meeting in Las Vegas. Chairman Alan Box said the group met April 3 to discuss the recent World Administrative Radio Conference with the head of the U.S. delegation. Jan Baran.

Box said the task force wants to see in-band proponents get on with their system development and prove once and for all whether their technology will work. "If it doesn't, we need to know it soon and move on," Box said.

DC REPORT Continued from Page 4 • WWWM-AM & FM/Toledo owner Lew Dickey Sr. may become the financial savior of WCNN & WALR/Atlanta. Ring Radio President Charles Smithgall said a deal is pending for Dickey to become a new partner. Last

Friday (4/3), a federal bankruptcy judge refused to permit BankSouth to convert Ring Radio's Chapter 11 proceeding to Chapter 7 liquidation. The bank is owed \$16 million, plus another \$2 million in interest.

 Sinclair Telecable Inc. has filed a settlement with Ridge Broadcasting Corp., allowing Sinclair's WCDX/Mechanicsville (Richmond), VA to move from 92.7 MHz to 92.1 MHz and upgrade from Class A to B1. The channel swap received FCC staff approval last August, but Ridge filed for reconsideration of the order, which would force its Class A WXZY/ Ruckersville, VA to move from 92.1 MHz to 101.9 MHz. Under the settlement filed last Friday (4/3), Sinclair will pay up to \$40,000 for costs incurred by Ridge in making the frequency move. That payout includes \$20,030 for Ridge's legal fees in fighting the move.

• The Chancery Court of Sharp County, AR has appointed John Thornton as receiver of KHAM/Horseshoe Bend, AR and Wilco Productions Inc.

· Competing applicants have filed a settlement for a new Class A FM on 93.7 MHz at Tice (Ft. Myers), FL. Under the agreement, three applicants will merge to create Gulf Communications Partnership, with Tice-Comm Inc. and Anderson Broadcasting Co. each owning 46.5% and Minority Broadcast Development Inc. owning 7%. TiceComm and Anderson agreed to pay four other applicants for over \$70,000 in legal costs.

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#### **NEWSBREAKERS**

#### Elektra's Lubin Named Sr. VP/A&R



Elektra Entertainment has bestowed Sr. VP stripes on A&R exec Peter Lubin. During his four years with the label, Lubin has signed a diverse group of artists, including the Pixies, John Campbell, and the Lynch Mob.

Lubin

Elektra Chairman Bob Krasnow said, "Peter's contributions to Elektra have been substantial. We are very proud to announce his appointment to this senior position at our company."

Added Lubin, "It's a wonderful thing to be able to promote artists in their career, and there's no better place to do it than here."

Prior to joining Elektra, Lubin spent eight years as PolyGram's Director/A&R and another year as VP of the department. He's also served as a publicist at Columbia Records.

#### Fruge', Allen To Lead Urban WCKX

Sunrise Broadcasting has promoted WCKX/Columbus GSM Vince Fruge' to VP/GM of the Urban outlet. Concurrently, Phil Allen joins as PD from a similar post at WZFX/Fayètteville, NC. He replaces Rick Stevens, who exited.

Fruge' told R&R, "We're taking more of a positive direction. We've brought in Harry Lyles as our programming consultant, and we've cleaned up the music. Our main competition is AM mainstay WVKO, which targets 25-54. It's our belief that the kids control the dial and ultimately influence the 18-49 demo. We're still personalityoriented but even that's been limited somewhat."

No successor has been appointed for the vacant GSM post.



Retired Lt. Colonel Oliver North recently paid a visit to WJFK/Washington midday talk host/convicted felon G. Gordon Liddy. Posing for photogate are (I-r) PD Cerphe, Liddy, and North.

#### Meade PD At WAQS & WAQQ/Charlotte Ashwood steps down; opens consultancy

Adams Communications Radio Division VP/ Programming and WAQS & WAQQ (95QQ)/ Charlotte President/GM Andrew Ashwood, who has also been programming the Gold/CHR

combo, will give Meade up all those duties and relocate to Phoenix to expand his consultancy. WAQQ Asst. PD/afternoon personality Steve Meade has been promoted to PD of the combo, a new GM is being sought, and Ashwood will serve as Adams's programming consultant.

<sup>4</sup>Steve has been giving us 150% every day and has had some good teachers from consultants Critical

Mass Media and Strategic Research," said Ashwood. "[With] the stuff I've been able to get done during the first 120 days, I'd say he and both stations are set up for success. The market has been starved for the kind of programming being offered here."

Meade, a first-time PD, told R&R, "We've debuted nicely and the trends are moving up. And, judging by the audience response, we're well on our way to making a big dent in the market. This audience is ready for a CHR that doesn't lean Urban or Churban. [Crosstown CHR WCKZ] Kiss 102 is falling to pieces and we're coming in from behind with a big broom."

Before helping to sign on 95QQ in January, Meade was night personality at WCKZ and WFMI/Lexington, KY.

#### **EXECUTIVE ACTION**

#### **Ginsberg Promoted At Elektra**

Five-year **Elektra** executive **Sherry Ring Ginsberg** has been promoted to Sr. VP/Press & Artist Development at the label.

"Sherry's hard work, dedication, and expertise have made an invaluable contribution to Elektra," said Elektra Entertainment Chairman **Bob Krasnow**.

Ginsberg has been credited with aiding in the success of **Metallica**, **Tracy Chapman**, **Deee-Lite**, and **Natalie Cole**, among others. She previously served as National Director/Publicity for **PolyGram**, and was on the **Columbia** publicity staff.



Ginsberg

#### Ofiara Becomes GSM At EZ's WBZZ

EZ Communications CHR WBZZ (B94)/Pittsburgh has hired Greg Ofiara as its new GSM. He replaces co-Sales Managers Bill West — who exits — and Tom Fauls, who stays on as an AE.

Ofiara said, "To be joining a company such as EZ Communications and to be a part of the B94 family is a tremendous opportunity for me. I'm looking forward to successfully meeting our clients' needs."

Ofiara had been GSM at crosstown WWWS for seven years, previously serving as Sales Manager at WMJC/Detroit.

#### Hardin Joins KHIH/Denver As GSM

KCBQ/San Diego GSM Terry Hardin has accepted a similar assignment at Adams Communications sister NAC KHIH/Denver, where he'll lead a five-member staff. Hardin succeeds Susan Sornsen, who has left the station.

According to VP/GM **Bob Visotcky**, "Terry did an outstanding to volume for me [at AOR **KRFX/Denver**] and is well-liked by the Denver buying community. He relates easily to advertiser needs and his follow-through is impeccable."

Hardin told **R&R**, "It's great to be back in this progressive radio market. KHIH's a user-friendly station that appeals to listeners and delivers for advertisers. This job will be full of new challenges."

Hardin has held GSM posts at KRMX/San Diego, WFMS/Indianapolis, and WMJI/Cleveland, and was National Sales Manager for WBAP & KSCS/Dallas.

#### Sass Makes An Impact

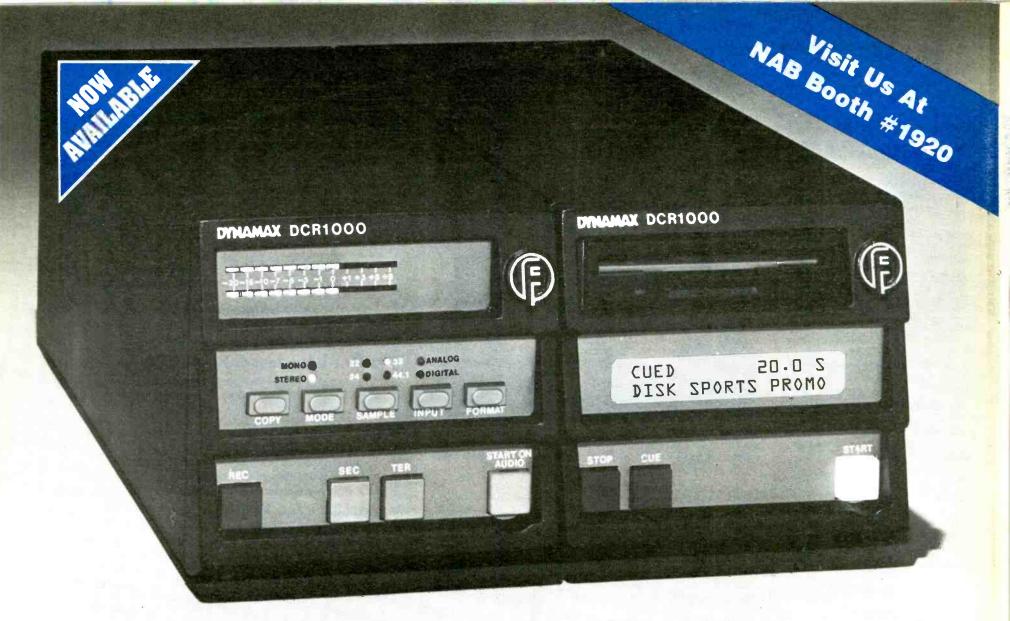


Sass Jordan recently celebrated her new recording contract with Impact Records. Happy with the deal are (I-r) Impact President Jeff Sydney, Camel-Z Management's Lisa Janzen, Jordan and her attorney Gary Gilbert, and Camel-Z's Bruce Bird.

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You will be amazed by the versatility of the Dynamax DCR1000. Call Fidelipac for more information and a brochure.





April 10, 1992 R&R • 13

#### LETTERS

#### Provocative Shots Revisited

order.

Amy Rosen of WMAL/Washington [R&R Letters, 3/27] is right: pictures of naked women - and even worse — ugly, naked DJs do not belong in a trade publication unless your trade is pornography. It is embarrassing, degrading, and a form of sexual harassment.

If we want the radio industry to be respected, we need to earn it. When you publish photos such as that of Brother Wease, you do nothing but solidify radio's position

#### CHR, Not City Hit Radio

We must strongly take exception to David Baronfield's letter (R&R 3/27) on the state of CHR.

One of this industry's biggest problems is the number of selfproclaimed "experts" who make statements which are simply not true. Mr. Baronfield should check his facts regarding WPGC/Washington. He incorrectly states the station really isn't Contemporary Hit Radio, but rather City Hit Radio, because our programming is aimed at the city rather than the suburban listener. WRONG!

If Mr. Baronfield had bothered to check, he would have found, according to the most recent Scarborough, only 25% of WPGC's audience is in the District of Columbia. The remaining 75% is in the suburbs!

We don't know what community David Baronfield lives in, but suburban Washingtonians are concerned with a whole lot more than "a pizza delivered in 20 minutes and a clean car." Crime and violence have entered even the safest neighborhoods. What a ridiculous generalization of the serious problems facing residents of large cities. Make no mistake, violence is not exclusively a "city" problem.

We won't comment on your characterization of "white" hit records or "socioeconomic" issues. Under what rock do you live? Truly successful, large-city multi-ethnic radio stations such as WPGC know that a hit record is a hit record. Programmers can't get tangled in the white/ black issue. If a station plays the hits, it's CHR - even if most of its playlist is drawn from the urban record charts. What is considered mainstream is determined by the market.

> -Paco Lopez, Asst. PD, Benjamin Hill, VP/GM WPGC/Washington

as the toy store of the entertainment business. A little more professionalism is in

> -Robert J. Dunphy, **VP/Programming**

WMXV (formerly WNSR)/ New York

#### **Racism In Radio?**

The purpose of this letter is to pose some questions about current trends of CHR. It seems that every 20 years or so, history repeats itself. Back in the '60s, it wasn't uncommon to hear black artists like Otis Redding, Aretha Franklin, and others on CHR stations of the time. What you didn't hear, though, were a lot of black radio personalities playing these songs. That trend seems to be an ongoing problem, and it's glaringly apparent in the '90s.

It's rather odd that the mainstream white culture of American society can develop a love of black culture, but still have hatred for us as a people. Look at any number of TV or radio ads and you'll hear a rapper or see someone dancing to a hip-hop groove in order to sell a product. Unless the product is targeted to a black audience, we are rarely seen or heard in those com mercials

Pop stations across the country have taken our music and tried to claim it as their own. I've nothing against a crossover - it sells records. My main complaint is that all these pop stations are doing everything they can to identify with the black culture, but blacks are not being represented via black personali ties in prime dayparts.

With the exception of KMEL/San Francisco and a few other pop stations in this country, I know of no blacks doing morning drive. I also have no knowledge of any of us programming any CHRs. Why is that the case? In a word, racism.

I've been one of the few lucky ones to have been in on the decision-making process at a few CHRs as a MD or an Asst. PD. I say this because at the time, most of the pop music [we were playing] was by white artists. I find it rather ironic, as I enter month three of unemployment, that as more CHRs are playing black music, fewer and fewer black personalities are involved in any way. If radio is supposed to be a reflection of society, then there are a lot of PDs and GMs living in a lily-white world of make believe.

-Mark Gunn, San Francisco

#### **Greaory-Jones** Lands As PD At WWIN-FM

Twenty-year industry vet Lawrence Gregory-Jones has been named PD at Radio One Black AC WWIN-FM/Baltimore. He succeeds Mike Roberts, who stays on as MD.

Radio One President Alfred Lig-gins commented, "We hired Lawrence as our morning personality in February. We liked what we heard on the air, and he has a wealth of experience as a programmer at successful radio stations in major markets."

"I'm happy to be part of a fine radio organization like Radio One and excited to be back in management again," Gregory-Jones told R&R. "We expect to do great things in our demo cell."

Gregory-Jones previously programmed WLUM/Milwaukee and was an air talent at KMJO/Houston, WGCI-FM/Chicago, and KMJM/St. Louis, among others.

#### EARNINGS WWI 1st **Quarter Results**

estwood One Inc. (NAS-DAQ: WONE) reported a first-quarter loss of \$7.2 million (49 cents per share), compared to a \$16 million profit (78 cents) during the same period last year. Revenues were up 5%, from \$29.3 million in the first quarter of '91, to \$30.6 million in '92.

The company's 1991 performance was aided by an extraordinary gain of \$25.6 million thanks to a debt exchange offer, Westwood One said the '92

quarter represented a 39% reduction in operating loss, owing primarily to better performance with its radio networks and the growth of R&R.

wood One Radio Networks, NBC Radio, Mutual Broadcasting System, radio stations in New York and Los Angeles, and R&R.

#### UPDATE

#### **HOWARD PD**

#### **B/EZ WEAT/West Palm Beach Evolves To Soft AC Approach**

After 22 years as a B/EZ, Taylor Communications' market-leading WEAT-FM/West Palm Beach has flipped to Soft AC ("Sunny 104.3"). Former WEZI/Memphis PD Les Howard joins as PD; Jack Taddeo is consulting.

Meanwhile, sister WEAT (AM) remains B/EZ, with the combo's former PD, Paul Dunn, now in its programming chair.

According to VP/GM Jim O'Connor, "We put more than 20 years of highly successful programming techniques into creating WEAT-FM, but our

extensive market research revealed that we needed to make this evolution. "Jack and Les are the perfect combination for the station. They understand South Florida, as well as the requirements of a well-executed Soft AC format.'

Howard told R&R, "Soft AC's what I like and it's the right format for the market at this time. Taylor Communications is committed to the format and we're following their action plan. They know what it takes to win.

(Crossstown AC) WRMF's a well-entrenched station that's strong from 18-65. We have our work cut out for us, but it will be fun.

Howard previously programmed WJQY/Miami, WFLZ/Tampa, and WYLT/Raleigh.

#### **Relativity Crowns Ali As** New Rap Division Head Two other staffers promoted

Relativity Records has named Mohammed Ali National Director/Urban-Rap Promotion & Marketing of its newly launched Rap department. A former independent promoter and Grudge Records alumnus, Ali will handle radio promotion and develop marketing campaigns.

Concurrently, Karene Anderson has been upped to Director/Urban Sales & Retail Promotion, and Philip Mataragas has been named Manager/Club & Retail Promotion. Anderson most recently served as the label's Manager/Urban Retail Promotion, while Mataragas comes to Relativity from Micmac Records Both - as well as Ali - are based at the label's Hollis, NY office.



Ali

Relativity VP/Marketing & Promotion Alan Grunblatt said, "We're thrilled with the work this department has accomplished. Relativity's new to the rap arena, but with the expertise demonstrated by Mo, Karene, and Phil, we're already making a lot of noise on the street. Chi/All's album is a smash and continuing to grow. We're looking forward to at least four more rap releases this summer

In addition to Chi/Ali, the label's rap roster includes Soul Survivors, Common Sense, Mixed Element, and the Beatnuts.

#### Pic's O.K.



BeBe & CeCe Winans were on hand for the CEMA Distribution presentation at the NARM convention. Seen on the scene are (I-r) EMI Music Presi dent/CEO Jim Fifield, BeBe & CeCe Winans, Capitol President Hale Milgrim, Blue Note artist Rachelle Farrell, and CEMA Distribution President Russ Bach.



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Westwood One owns the West-

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#### **NEWSBREAKERS**

## Radio

•HENRY "HARRISON" BALFANZ has been named GM at WIRL & WSWT/ Peoria, IL. The 20-year broadcast veteran most recently served as GM at KRVR/Quad Cities (Davenport), IA-IL. PAUL FULLER adds Station Manager duties at WNNH/Concord, NH. He previously was the station's GSM.

### Records

• BARBARA BAUSMAN has been promoted to National Director/Product Development at UNI Distribution. She was formerly Product Development Manager/Los Angeles

• JOHN VLAUTIN has been elevated to National Director/Media Relations at Island Records. He formerly was the label's West Coast Director/Media Relations

#### CHRONICLE

#### **Births**

Artist/producer Jellybean Benitez, wife Caroline, daughter Reva. March 16

Westwood One Director/Production Ron Ellis, wife Rebecca Stephan, daughter Rachel March 20. Jean.

KAVC/Amarillo PD Jamev Karr, wife Judy, son Kelly Sean, March 25.

KYAK/Anchorage MD Daryl Webster, wife Claudia, daugh-ter Brenna Lynn, March 27,

WWSW/Pittsburgh PD Gary

Marince, wife Mary Kay, son Christopher Evan, March 29 KMGL/Oklahoma City PD Steve O'Brien, wife Lori, son

Kyle Austin, March 30. KISX-FM/Tyler, TX PD Ran-

dy Ricci, wife Mona, daughter Ashlev Renee, March 31

WICO/Salisbury-Ocean City, MD MD/middays Trish Hennes sey, husband Tim Flaherty, son Tiernan, April 4.

#### Marriages

WWWM (3WM)/Toledo Creative Services Dir. Kim Carson

to Don Studnesski, March 5 KSEG/Sacramento over nighter Jenifer Wilde to guitarist/songwriter Toby Music.

March 15

• MICHAEL RESNICK has been promoted to VP/Business Administration at Atlantic Records. He formerly served as the label's Sr. Director/Business Administration

• Y. ASHLEY FOX has been upped to East Coast Manager/Black Music Promotion at Columbia Records. She most recently served as the label's Marketing Coordinator/Black Music. Concurrently, MICHI-CHAN BENJAMIN has been promoted to Local Promotion Manager/Southwest, Black Music Promotion. She previously worked in Sony Music's Advertising/Merchandising Department

 NANCY ZANNINI was appointed VP/Public Relations & Development at PolyGram Classics & Jazz. She most recently served as the company's VP/  $% \mathcal{P}/\mathcal{P}$ Philips Classics. Succeeding Zannini in that post is LISA ALTMAN, who previously acted as Director/Promotion & Product for London Records. In other news, PolyGram Inc. will relocate its L.A. offices on April 13 to 11150 Santa Monica Blvd., Los Angeles, CA 90025; (310) 996-7200.

**INDA MOLESKI** has been appointed Associate Director/Media & Artist Relations at Capitol Records. She most recently owned Hill Communications, where she was an independent publicist/writer.

#### Changes

Gabriela Donitz appointed Sr. AE at Katz Hispanic Radio's L.A. office. Sue Ann Marohl named AE at Ban-

ner Radio's L.A. bureau. Brian Marks and Joanne Sant'Angelo become AEs at WQHT/-

New York. Bob Dini and Chris Edwards named AEs at KFRC-AM & FM/San Francisco.

Phillip Leopold and Jim Weiskopf now AEs at WTEM/Washington. Gary Cox and Mark Rosenberg join

KRLV/Las Vegas as AEs. Melony Hand tapped as AE at

McGavren Guild Radio's Atlanta office. Beth Chaklos and Judy Maloney named AEs at Major Market Radio's

Detroit and Atlanta offices, respectively Michele Skettino elevated to Re-

search AE at the Interep Radio Store.

#### WHAT DO .....

KIIS, KROQ, KPWR, KQLZ, WRBQ, KOY, KMÉL, KFÖG, KNBR, KITŚ, KRQR, WNÉW, WHTZ, WALK, WGN, WGCI, WBBM, WVAŻ, WHYT, WWJ, WJR, WIOQ, WUSL, KSHE, WKBQ, KQRS, KLXK, KSTP, WMAL, WAVA, WBCN, WGST, WAPW, WBZZ, WMXP.....

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**National Radio** 

• SMB RADIO SYNDICATION NET-WORK announced it will syndicate and distribute five-minute taped segments of "Dr. Susan Block's Aphrodisiac Reports"; (213) 654-7727.

### Industry

 DICK DOWNES has been appointed Exec. VP/GM of Communication Concepts, a newly formed division of Communication Graphics. He most recently was Sr. VP/Sales & Marketing for the Pulse Of Radio.

• ARNIE BERNSTEIN of the Musicland Group has been selected as President of NARM's Board of Directors for 1992-93. His newly elected cabinet includes VP MARY ANN LEVITT, Treasurer STEPHEN STROME, and Secretary ANN LIEFF. Also, Tower Records/Video President RUSS SOLO-MON has been named to chair NARM's Presidential Advisory Committee.

• RANDY COX has been named VP/ Publishing at Sparrow Communications Group. Prior to joining the firm, Cox was founder/co-owner of Meadowgreen Music.

NCI IS PROUD TO

• LINDA KOMORSKY has been appointed VP/International Acquisitions & Marketing at BMG Music Publishing. The 20-year industry veteran most recently owned and operated International Music Services.

• BARRY KOLSKY joins Bob-A-Lew Music's Southern California office as Director/Creative Activities. He is the former Exec. Director of A&M Records' music publishing operations. Joining him at the branch as Director/Administration is LESLEY LOTTO. She formerly was Publishing Administrator at Media Rights Inc. In other activity, bassist SARAH BROWN assumes Creative Manager duties at the firm's Austin bureau.

• STEVEN GALLOWAY joins MCA Music Entertainment Group as VP/Music Video, Long Form. He previously served as Division Manager at Pioneer Artists.

• LOIS LERNER becomes Associate Director/Marketing, Children's Programming at Sony Kids' Music & Video. Prior to joining the company, she freelanced as a talent coordinator.

**OTICKETMASTER EUROPE GROUP** has been formed through a joint agreement between Ticketmaster Corporation and Warner Music Group. As its first venture, the new company acquired current U.K. Ticketmaster operations

## PROS ON THE LOOSE

Mark Avery - Mornings/Promotion Director WQHQ/Dcean City, MD (919) 387-0250 Chuck Britton - Mornings WMMZ/Gainesville, FL (904)

236-5371 Bill Booth - PD/afternoon WSCQ/Columbia, SC drive

(803) 755-2173 Cadillac Jack (aka Gene

Moran) - Nights KHTK/St Louis (314) 530-9517 Steve Callahan — Mornings WHVE/Tampa (813) 822-9382

Neal Dionne Mornings WMIL/Milwaukee (414) 691-2486

Wendy Garrett - News & Public Affalrs Director KRVK/ Kansas City (913) 262-6877 Doc Holiday — PD/AM drive

KEYI/Austin (512) 250-5135 Ken James - Overnights

KSOL/San Francisco (510) 793-6945 Jennifer Knight - Late-

nights WAEB/Allentown (215) 252-1911

Bill Reed - MD/evenings KSCS/Dallas (817) 571-3912 Dallas Reese - Nights WGFX/Nashville (615) 269-6432

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Silver, Bob Nordberg, KISW-FM, Seattle, WA, Gold; Jay Schraff, WGAR-FM, Cleveland, OH, Bronze; Bob Siegel, KITN-TV, Minneapolis MN. Bronze: Jim Slater, WPOC-FM, Baltimore, MD, Bronze: Nancy Strum, KHMX-FM, Houston, TX, Bronze; Bob Sundheim WGAR-FM, Cleveland, OH, Bronze; Cindy Voinovich, WGAR-FM, Cleveland, OH, Gold; Sheff Webb, WGAR-FM. Cleveland, OH, Bronze; Renee Wegner, KISW-FM, Seattle, WA, Bronze; Loni Werner, KITN-TV, Minneapolis, MN, Bronze; Clare Wynne, KDMX-FM,



TV, Richmond

ONLY THE BEST PEOPLE

**16**• April 10, 1992



## Sikes: Radio Today... And Tomorrow

#### Chairman discusses ownership rules, minority preferences, DAB, indecency, and more

CC Chairman Al Sikes is in the eye of the storm as controversy rages over the Commission's recent overhaul of radio ownership rules. As he continues his "attic-to-basement" review of broadcasting regulations, the advent of new technologies such as digital audio broadcasting and an industrywide economic restructuring promise radical change for the radio industry in the remainder of the decade. Last week, Sikes was interviewed on his views of the Commission's actions - and radio's future - by R&R Washington Bureau Chief Pat Clawson and Associate Editor Randall Bloomquist.

R&R: In the face of grumbling from Capitol Hill and minority and citizen groups about the new radio ownership rules, do you think the rules will survive largely intact? If not, what kind of modifications do you see?

Sikes: Well, I think the rules are good rules. I think they result from a quite comprehensive record and a very careful analysis. I believe that at the end of the day, which is after our reconsideration period, that some of the systemic changes that we made will be law.

R&R: One concern some black broadcasters have brought up is the lack of a minority provision. Is that something you're willing to compromise on?

Sikes: If there were anything I'd like to see more of in the areas of either radio or television, it's expanded minority ownership.

At times people connect what we do or don't do in terms of how much minority ownership exists. I



Al Sikes

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in broadcasting." I frankly challenge that. Whether or not somebody gets, say, 60 stations, which is what the new rules would allow, or whether they should get a preference, my simple view is that when people have aggregated a lot of very valuable assets, then we shouldn't be in a position for providing preferences as a government. That's providing preferences to wealthy people and I just don't think that is a good thing to do.

R&R: Investment bankers and brokers says the radio mergers and acquisitions market is at a standstill because there's tremendous uncertainty about these rules

If I were in radio today, I would be thinking about ways to create new revenue streams by reaching more people and performing more services for the advertiser that is my lifeblood.

think that often overlooks some of the most significant questions that face a dramatic enlargement of minority ownership: availability of capital, desire of minority entrepreneurs to invest in radio as opposed to something else, and what has been a general preference of minorities to invest in what I might call heritage-like programming like Urban Contemporary and the Gospel formats. As they go beyond that and look at the full range of formats - and some do. by the way - then you'll see more growth in minority programming.

Minority groups have said. "Your rules hurt an expansion, a greater participation of minorities and possible changes to them. How quickly will this shake down so the industry knows what it can and can't do?

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Well, the market Sikes: shouldn't be at a standstill because of these rules. People can continue to buy stations just as they used to buy them. To the extent people are delaying because they would prefer more stations in a market they're already in, I suggest there will be an opportunity to enlarge station holdings. That opportunity will follow pretty much the arrangements in the Commission's Report and Order, which is to say that we'll differentiate between markets with more than 40 stations, and those with only a few stations. I believe the Commission will continue to support a logical categorization of ownership opportunities and will additionally support a significantly expanded ownership opportunity in each of those categories. So the market should begin to move. We will try to handle reconsiderations quickly so there's no uncertainty in the market.

R&R: Several brokers we've talked to are quite critical of the rule change, saying that it isn't fair and doesn't address public interest questions. For example, they say, in New York one could purchase WINS and WCBS and three or four more top billing stations and still not exceed the 25% audience target. Yet they would have almost 50% of the market revenues. Conversely, a WIVK/Knoxville couldn't purchase any more stations in the market because its Arbitron shares already exceed 25%.

Sikes: Well, there's been throughout history a view that market share had more to do with whether anticompetitive conduct could take place than any sort of numerical limits. Now, any time you have audience or numerical limits you can find those who say, "Gosh, in this case that doesn't seem to make a lot of sense." I think overall these rules make a great deal of sense. By the way. I have to laugh when you say that brokers are worried that the public interest won't be accommodated. I've never talked to a broker yet who was worrying about anything more than whether he was able to sell stations or not.

R&R: Small market broadcasters tell us they believe the new ownership rules will primarily help the big boys in the big markets. What they want is relief from new stations. Would you discuss your qualms, as you put it, about the NAB's petition to freeze new FM applications? In radio, as the competition has become more and more intense ... you see people who have struggled to hold on and who have become willing to cross the line [of indecency].

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Sikes: Well, it's certainly true that owners in very small markets are not going to be able to buy additional stations. As to the NAB petition, it will be put out very soon for comment. The only thing I have commented negatively on is what's been represented to me as a freeze request. I believe that would be unfair to new entrants, so it's the freeze I wouldn't support. As to the rest of the NAB petition, I'll happily take a look at that after the comments are in

R&R: Mel Karmazin of Infinity Broadcasting has said that radio seems to be the easiest medium to kick around, and he points to indecency enforcement. He believes the perception exists at the FCC that radio will just roll over and pay the fine. Is that true?

Sikes: [With] everything we have acted on in radio, if there had been a video version, you can be absolutely sure that my vote would have been to send a letter of apparent liability to the station. to openly vote a fine. I haven't voted anything in the audio medium that I wouldn't have also voted in the video medium.

R&R: So you don't think it's legitimate to say that radio is singled out?

Sikes: Absolutely not. We seem to get more documented complaints about radio. Now I'm using that phraseology because you get a Continued on Page 16

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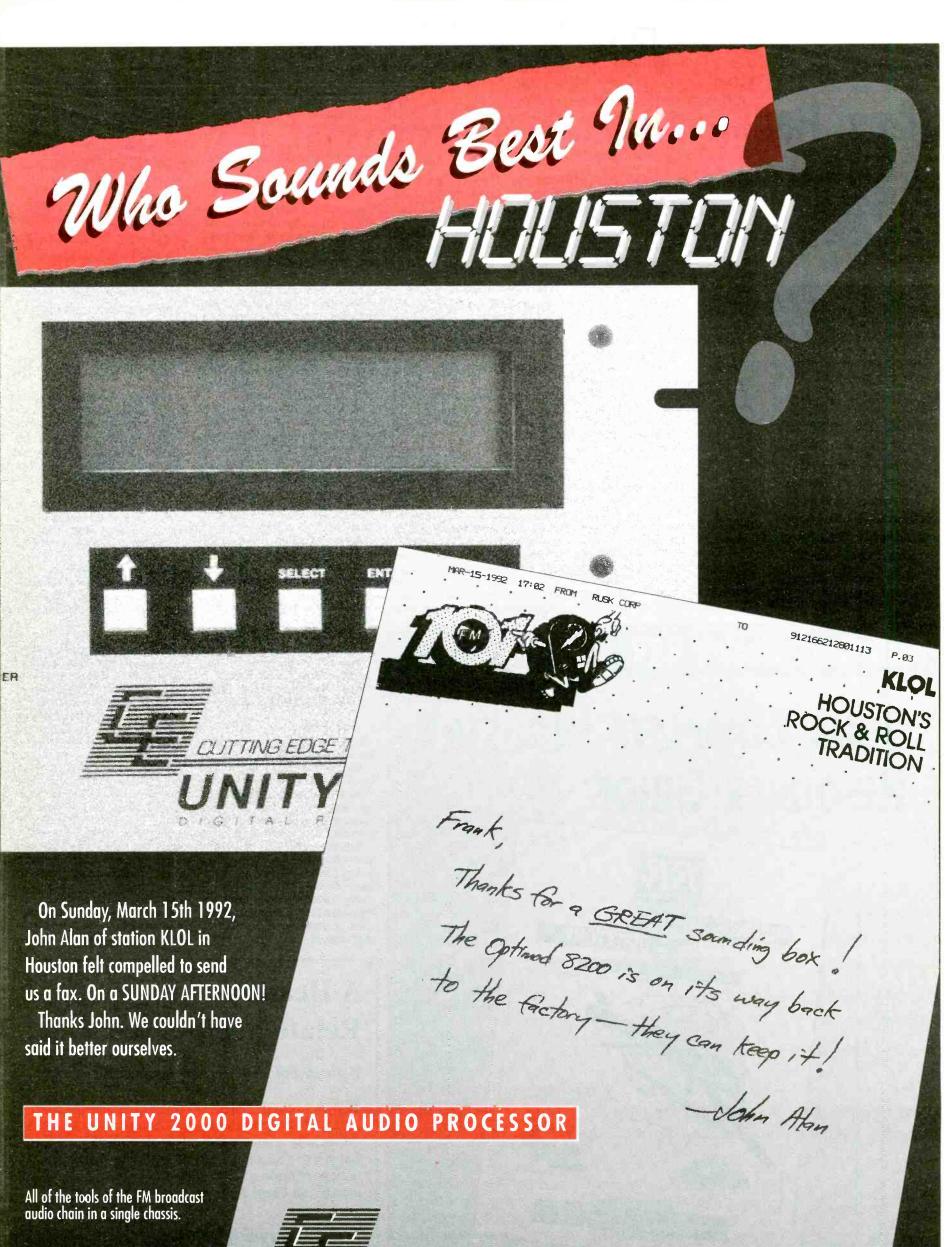
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CUTTING EDGE TECHNOLOGIES



## Sikes: Radio Today... And Tomorrow

Continued from Page 16

lot of letters about tasteless TV shows saying it's terrible that a particular show is being aired. But these are truly for the most part in the tasteless category and don't reach that level that we call indecent broadcasting.

R&R: Taking into account the steady stream of indecency complaints that you get here at the Commission, have you formed any opinions about the state of the radio industry?

Sikes: I compare it with the bypass of highways by the In-

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I think it's uncertain how digital audio broadcasting is going to develop. I believe overall there will be fewer stations 10 years

from now than

exist today.

With Next Week's R&R

lived in Southwestern Missouri, I used to drive Route 66, one of the famous cross-country highways, to a hunting place. When it was bypassed by Interstate 44, you would frequently see service stations and other businesses boarded You would sometimes see motels hang a sign out front that said "Waterbeds and VCRs rented by the hour." They were struggling to stay in business. I think we've seen that to some degree in radio, as the competition has become more and more intense, in part based on a lot of additional stations. having been created. You see people who have struggled to hold on and who have become willing to cross the line. Having said that, I think that a great majority of broadcasters have resisted that temptation.

R&R: Where do we stand on the reconsideration of the safe harbor rules, now that it's been bounced back by the appeals court. Have you taken that up yet?

Sikes: We will be taking that up soon but there hasn't been a final decision by the Commission on how it will pursue that. Also I'm told [there's] some talk on Capitol Hill

People can continue to buy stations just as they used to buy them . . . We will try to handle reconsiderations quickly so there's no uncertainty in the market.

about making some effort to legislate in this area. We might hold back briefly to see what the Congress does.

**R&R:** Has the Commission made up its mind on how DAB should be implemented in the country?

Sikes: No. There are significant things that have happened recently. Obviously the most significant is the result of the World Administrative Radio Conference that put DAB into the S-band. Some have said that makes it a less formidable potential service because of the

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propagation characteristics. That will be sorted through in the weeks and months ahead. Of course, the pending item of importance is the research being done on in-band development. I have been fairly encouraged by the representations I have gotten about in-band research and development.

**R&R:** The U.S. is the only country in North America that will use S-band for DAB. Canada and Mexico have adopted L-band. When the Bush administration has been talking about increasing U.S. competitiveness in world markets, isn't it a serious mistake to be out of step with the rest of the world?

Sikes: No, it's not, because I think it's a practical matter of service itself. It's going to be largely domestic. Most equipment makers are international so they're going to work to whatever standard and service deployment they see as a distinct prospect. If the S-band decision spurs in-band development, that could be a very favorable thing for companies that are working on that, much as the steps we took in HDTV turned out to be favorable to certain American companies that [are coming] forward with digital systems.

**R&R:** When do you suppose we'll see DAB as a commercially viable service in this country?

Sikes: Into the next century. It took FM well over a decade to become a viable commercial service.

R&R: Where do you see the radio business going over the next decade in this country?

Sikes: If I were in radio today, I would be thinking about ways to create new revenue streams by reaching more people and performing more services for the advertiser that is my lifeblood.

I think it's uncertain how digital audio broadcasting is going to develop. Speaking of the existing services, I believe overall there will be fewer stations 10 years from now than exist today, probably a significant reduction in the number of AM stations. The radio business has more romantics than it does capitalists. Be careful if your main interest is return on investment. On the other hand, you probably can't find any place where you'll have more fun.

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The medium, if anything, is going to become more local. As more national services develop, whether video or satellite, I think more and more of a premium will be put on that local connection — a reason for staying tuned in other than just listening to a commodity.

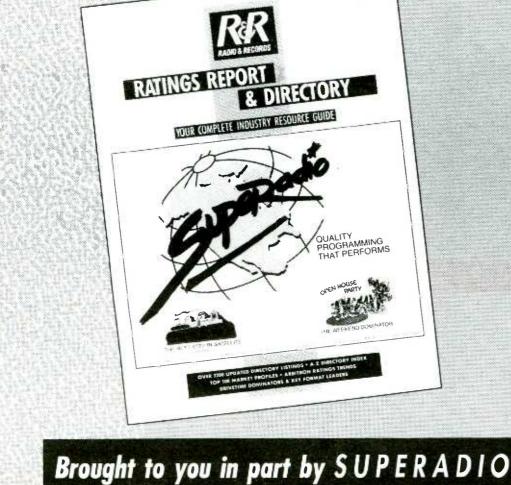
**77** 

As we move toward a digital service, there will be embellishments to radio and undoubtedly some new variations, but fundamentally radio will remain an entertainment medium. It's my guess there will be an increasingly local dimension to that. If there isn't, I think you'll find a lot of very vulnerable radio broadcasters.

R&R: Based on your experience as a small-market broadcaster and the state of radio today, would you recommend to your kids that they enter the radio business today?

Sikes: The radio business, in my view, has more romantics than it does capitalists. So, I would say to my daughter, be careful if your main interest is return on investment. On the other hand, you probably can't find any place where you'll have more fun. Now that doesn't mean that there aren't good return-on-investment opportunities in radio. But it's not what Forbes magazine characterized 14 years ago in an article I read just before getting into radio, when they were talking about Gene Autry and Bill Buckley and others who had made fortunes in radio. It's no longer that kind of business.

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## Good Riddance To Staff Interruptions

#### How to curb employees' appetite for distraction

enerally speaking, it's good for managers to maintain an "open-door" policy with their staff. But what do you do when a quick question evolves into a 30-minute conversation?

To curtail this and other common office interruptions, try one or more of the following tactics:

 Post a humorous "Two-Minute Interruptions Only" sign on your desk or office door. People will appreciate the lighthearted approach, but will get the message nonetheless.

• Fill your guest chair with official-looking papers. People will be reluctant to handle the stack, and with no place to sit, they'll say their piece and leave.

• Encourage staffers to contact you via E-mail (if your office is so equipped). A cold computer screen makes it difficult for staffers to initiate small talk.

• Circulate around the office and talk to staffers at a regular time

• April 13-16 - 70th Annual

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• May 27-31 - AWRT's 41st

R&R CONVENTION '92 .

• June 7-13 - NAB Radio Ex

ecutive Management Develop

ment Seminar. University of

• June 7-14 - T.J. Martell

Rock 'N Charity Weekend. Vari-

•June 10-13 — NAB Radio

Montreux. Convention Center Montreux, Switzerland.

• June 11-13 - R&R Conven-

tion '92. Century Plaza Hotel,

• June 14-17 - BPME & BDA

Conference & Exposition.

Washington State Convention &

• June 17-21 - New Music

Seminar. Marriott Marquis Ho-

Trade Center Seattle

tel, New York City.

Notre Dame, South Bend, IN.

National Convention. La Posa

D/MELLINE

Center, Las Vegas

da, Phoenix.

Los Angeles.

each day. Employees who recognize your routine will use this window of availability to ask questions or present minor problems, reserving interruptions for emergencies.

• Instruct your secretary to beep you with "an important call" when interrupters stay longer than five, 10, or 15 minutes – whichever time works best for you.

conversation-ending comments to cut interruptions short. Stand up and say things like, "I see you've got this under control," or "Carry on," while slowly walking your

**R&R OVERVIEW** 

MANAGEMENT

mug or a stack of papers that need to be photocopied and walk toward

#### PRESSURE PITFALLS

#### Don't Drive Workers To Dishonestv

hen times get tough, some less-than-scrupulous bosses may be tempted to push employees harder than usual, assuming they will rise to the occasion to keep from facing unemployment lines

If you're considering this tactic.

Mayflower

Cleveland

Host Convention.

ton & Towers Hotel.

New Orleans

San Antonio

ville

Hotel, Washington, DC

UNE 11-13 IN CENTURY CITY

• June 25-27 - Bobby Poe

Convention. Sheraton Pre-

• July 16-19 — Upper Midwest

Conclave. Radisson Hotel South, Bloomington, MN.

• August 13-16 - Jack The Rapper Convention. Atlanta Hil-

• September 9-12 - NAB Ra-

dio '92. Convention Center,

• September 23-26 — RTNDA

47th International Conference &

Exhibition. Convention Center,

•September 29 - CMA

Awards. Grand Ole Opry, Nash

miere, Tysons Corner, VA.

Boston-based management consultant Barbara Ley Toffler offers one word of advice: Don't.

Employees who are pressured into working harder may be tempted to bend rules, bury reports, falsify data, and use a dizzying array of other dishonest tactics to get the job done quick-

Instead of pushing your people harder, Toffler suggests that

amount of time to complete proj-

resources.

• Encourage employees to speak up if they think expectations are unfair.

#### Take A Positive Interview Tactic

hen conducting inter views, don't ask applicants, "What are your weaknesses?" Instead Obio University's Victoria Shanklin suggests asking, "What would you like to improve or do better?" This positive phrasing is less threatening and more likely to evoke a better response.



mart companies should do everything in their power to make new executives feel at home from day one. Failure to do so ofter leaves new hires dissatisfied, uncommitted, and resolved to jumping ship at the earliest opportunity.

Carole Schwartz, VP of the executive search program at NYC-based management consultants A.T. Kearney Inc., says managers can help welcome new execs by:

- · Personally outlining the company's goals and describing the new exec's role in the grand scheme of things.
- Asking new hires what their expectations are and making sure those aspirations are realistic.
- · Establishing a goal-oriented work plan for the first month or so. · Ensuring the person's new office is fully operational. If your phone
- system is complicated, thoroughly explain how it works · Having business cards and stationery printed and ready for use.
- · Reviewing your company's organizational structure; explain who will be working with the new person and what these people do
- . Issuing a staffwide memo introducing the new hire. This should include background info and an explanation of the new exec's duties.
- Also, personally introduce the person to as many people as possible. · Assigning a mentor to the new exec, someone he or she can turn to
- with questions. Including the person in meetings, informal events, office pools, etc.
- · Asking other employees to take the new employee to lunch.

#### Teamwork Produces Top Products

he most successful new products – including radio stations and formats - are created not by a bunch of halfhearted clock-punchers, but by one or two individuals who are fully dedicated to developing the given product or plan. According to management con-

sultant Thomas Kuczmarski, this team works even better when assisted by several individuals from specialized fields - marketing, engineering, and finance, for example - who not only contribute what's needed of their time and expertise, but also act as liaisons for their departments.



• June 17-21 - Rapfest '92 Sheraton City Center Hotel,

ects

#### you • Set realistic goals. • June 18-20 - Talk Show

• Give people a reasonable

• Provide support and ample

## 2014 COMPANY CONTRACTOR OF THE PROPERTY OF

Source: Working Woman

**TEN TIPS** 

the door. • Employ body language and

guest toward the door.

• Use props. Pick up your coffee

## A Program Director's Dream! Make Your Station Sound Consistently Great



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  - Automatic loading of computer traffic logs and music schedules;
  - Your local personalities can record a 4-hour show in 20 minutes, or programming service voices are available.

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## SALES & MARKETING Direct Marketing: Tool For The '90s NEW MEDIA UPDATE

very decade has its "hot" marketing tool or strategy. In the '70s it was direct mail and jingles, in the '80s it was coupons and FSIs. In the '90s, we have direct marketing and in-store marketing (see NBC story at right).

here are several ways to get into the direct marketing

Establish retail database partnerships with existing clients who

have databases. They'll provide you with additional media to fulfill their

marketing needs for a percentage of sale. Several of our clients have been

able to use a high-end department store's credit card-user database in re-

arena are local manufacturers/bottlers or national companies who have lo-

cal bakeries/factories around the country. They can shrinkwrap or provide

on-pack or in-pack options. The "offer" is commonly used to lure buyers at

• License data. Cut a market-exclusive arrangement to use data from

Brand trial or sampling programs. The most common form of direct

marketing, these must be highly specialized and exclusive to achieve any

Grow Your Own

· use your ongoing station phone-out market research

of database collection can assist you in this process

Of course, you can also create your own database. Here are a few

research and build a local database independent of station research

• use an on-air or independent campaign to collect data - the most

common form of data collection. Anyone with any basic information

· create a "club" to attract a target segment of the population.

• Manufacturer cross-marketing relationships. Prime targets in this

How To Enter The Game

game. Here are just a few options.

turn for additional media focused on local marketing needs

Why should we be aware of this phenomenon? First, let's define direct marketing: It's the process of getting products, incentives, or messages directly to targeted consumer groups – without the waste inherent in traditional advertising.

#### Defining Characteristic

A critical term in direct marketing is the *defining characteristic*. The more specific and hard-toobtain the information is, the more valuable it is. For example, the exploding home-office-users market

the point of purchase

significant return on investment

· employ interactive phone systems

a third party

methods:

is difficult to target and compile information on.

Conversely, the broader and more generic the group, the less specific the defining characteristic becomes and the easier it is to get information on the group. Therefore, it has less value. The list of DMV registrations for Ford owners, for instance, has some intrinsic value, but it is very easy to obtain.

Similarly, one of the reasons stations have a hard time fetching a premium for their databases is By Chris Beck

**7**7

#### Direct marketing is looking especially good now that traditional media are taking a pounding.

66

that the people on those lists have no defining characteristic – other than that they've listened or responded to the station at some time.

#### Local Opportunities

While national direct marketing options are very sophisticated and organized, there is a tremendous *local* direct marketing opportunity to generate revenue – either as a separate profit center, as a premium, or as an incremental add-on to spot business.

Everybody uses direct marketing – manufacturers, retailers, associations, service industries, and accounts of all sizes. Its tools are looking especially good now that traditional ad media are taking a pounding in terms of budgets and cost per point. This is especially true if your station is seeking alternate profit centers; i.e., non-spot revenues from exclusive franchises or premiums for core, fringe, and out-of-demo business.

#### From Cash Kitty To Cash Cow

Many companies make more revenue from data on their customers than they do on their sales margins. Examples of firms that are profiting from their databases follow.

• In a very controversial move, AT&T is expected to enter the market in the near future, providing its direct marketing clients with information on phone numbers called (i.e., 800 numbers).

#### <u>NEW MEDIA UPDATE</u> NBC Rolls Into Growing In-Store Programming Arena

NBC — in partnership with Fleming Foods and Silent Radio Corp. is slated to offer a new in-store system called "On Site TV." Monitors located above shelves will run 15- and 30-second silent commercials interspersed with silent news and store information.

Turner Broadcasting debuted its in-store service checkout channel in January with audio and video news and commercials. Turner also recently signed an agreement to provide video service in McDonald's locations nationwide. This summer, K-Mart will unveil an in-house radio network to link all its stores (R&R 3/20). While NBC's arrangement is far less complex than Turner's, it is another opportunity for broadcasters seeking to enter profit centers.

• Credit and charge card companies routinely share information to third parties on card usage in given categories.

• Direct marketing has been key for tobacco companies, which have pioneered many innovations in the last 10 years.

Increasingly, traditional advertising media are providing direct marketing tools for current and new users. "The Kids Club" is a very popular database for Fox-TV affiliates. The Weather Channel can customize tags for national sponsors locally. Magazines are offering manufacturers and retailers the option of enclosing offers or products in plastic covers that wrap around home-delivered magazines, based on geographic data and readership profiles.

Philadelphia Goes Nuts

n an exceptional programming and sales move. **WEGX/Philadelphia** hooked up with a small local snack manufacturer to boost his sales and the station's profile.

The snacks had been distributed mostly in gift stores. Following some needs-analysis and brainstorming, the station formed a partnership with the manufacturer to produce and distribute "John Lander's Outrageous Nuts."

Sold in 3 oz. bags, the nuts and their packaging reflect the name of Lander's morning show, the "Nut Hut." The station also used its retail depth of contact to slot the products in local convenience stores, video stores, and fast food restaurants. So far, sales have hit almost \$250,000.



The eyecatching display serves as a billboard for the station and the show, as well as the nuts.

## Remote broadcasts used to be rare. Now they're well done, and done from just about anywhere!

...ski resorts, national events, and concerts to name a few. With NPR Satellite Services, one station alone or a dozen stations simultaneously can broadcast their shows from anywhere in the United States and have them delivered back to their doorsteps. Using transportable uplinks on the road, fixed uplinks across the country, and a staff of skilled technicians, NPR Satellite Services, works with you to make your promotion a success.

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#### **R&R OVERVIEW**

SALES & MARKETING

## Radio Vs. Print (Slight Return)

Don't expect positive results from negative selling

My item on the divisive anti-newspaper drive in Chicago radio (**R&R** 3/27) generated strong reader response. A majority of callers supported the dissenting GMs, saying they regretted having participated in similar negative selling efforts in their own markets.

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But for those of you who phoned in - or wanted to phone in - to ask, "What's so wrong about attacking the newspapers?" here are a few items to consider:

• Whether targeted at newspaper or other stations, negative selling is unpopular with clients. One of the most consistent complaints about radio we hear from regular and potential clients is, "You spend too much time attacking each other and not enough selling your own product."

• Negative attacks don't work. In a few highly touted cases, they've changed a newspaper advertiser's usage, but in hundreds of thousands of cases over the last two decades, people who've received such pitches have responded with nothing but agitation.

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Position the different media under consideration based on the needs being fulfilled — or left unfulfilled, as is often the case.

Accentuate The Positive Strong positive sales skills are more effective than a negative approach. These include:

22

• Level of contact – Simply put, we don't call on many of the decision-makers print does. Not that we can't, but it takes skill to reach owners, presidents, merchandisers, regional store operations Rather than plodding along old, unproductive tracks, let's use professional sales skills to change our course.

contacts, etc. Ironically, this limited high-level contact may be a good thing: If the purpose of your call is to present negative newspaper facts and figures, it's probably better that the majority of stations don't spoil the game for the minority that do pull in revenue from these decision-makers.

• Operational needs analysis – This is another skill radio salespeople often lack. I'm not saying our print counterparts have it, but when you're No. 2 you need to be better. Many radio people simply aren't trained to deal with some of the aforementioned decisionmaker types.

• Positioning the medium – Doing so in a logical, non-defensive posture is critical. Every advertising medium has inherent weaknesses and strengths. Position the different media under consideration based on the needs being fulfilled – or left *unfulfilled*, as is often the case.

The Job Left Undone There's more than meets the eye in the story of newspaper vs. radio. Print has a leg up on us, so it's up to us to look out for our own interests — in a constructive fashion. Because of the nature of a newspaper advertising campaign, items featured in print ads are almost always given additional in-store play. Good print ad results don't necessarily prove that print works, because sale items get that extra display boost.

Another fact: Employees at the client level know when their store's ads are in the paper and what items are featured. Are they psychic? No! They see tearsheets or copies of the week's ad – because someone has sent it to them prior to the ad's run.

Maybe you can't hold a radio spot in your hand or tack it up on a store's bulletin board, but we have to do as much as we can in this area for our clients – we must make sure they know how their ads sound and what's being touted.

But realistically, how many stations would:

• Call a meeting with the sales staff prior to the flight?

• Communicate with the store operations people about the advertised items?

• Strive to secure additional instore consideration for the items featured on-air?

Some might say, "That's not our job" – but it is our job. No, print doesn't have to do this, thanks to

#### 66

22

Print has a leg up on us, so it's up to us to look out for our own interests in a constructive fashion.

99

SHAKING THE MONEY TREE

#### **Profitable Database Target Groups**

People who have recently made a significant investment or life-change are more apt to make other changes in their habits, products, and needs. In general, it's easier to collect data than on consumer groups than on their business counterparts.

Let's look briefly at one significant category: children. Expectant families, newborns, infants, toddlers, preteens, and teens are common breakouts. Food manufacturers, camera and electronics retailers, and private schools represent just a few of the many financial opportunities associated with this database.

New residents, fulltime home office users, and home buyers make up a significant database for a variety of categories. Other databases include lawn/garden do-it-yourselfers, environmental product users, dog or cat owners, new and graduating college students, heavy leisure travelers, credit card holders (card use by category), mail-order shoppers, and smokers.

years of conditioning for advertisers large and small. But that's one of the reasons radio generally has a very poor renewal ratio.

Traditionally, when approaching accounts that have had little success with radio in the past, radio salespeople have taken a negative tack. Saying, "Oh, you advertised on the wrong station" is less useful than inquiring, "Did the items advertised on the station receive instore consideration?" An even better line: "Did the salesperson meet with your employees or store managers to talk about the campaign and the advertised items? No? Unfortunately, this lack of service and communication is not uncommon."

R-E-S-P-E-C-T

Every time I see an anti-newspaper piece, I'm reminded of Rodney Dangerfield's trademark line – ''I don't get no respect.'' There are ways to "get respect" for radio. Rather than plodding along old, unproductive tracks, let's use professional sales skills to change our course.

Some stations are working to develop new sources of revenue. I hope more broadcasters will follow the example of the Chicago dissenters and take a stand against negative selling. Frankly, you have nothing to lose.



Beck Marketing Group, an international sales and marketing consulting firm. If you have a question about a column or a topic you'd like to see addressed, he can be reached by phone at (818) 594-0851; by fax at (818) 594-5030; by **Prodigy** electronic mail at ID# SRTN15A; by **CompuServe** at ID# 76066,3334; or by mail at 22900 Ventura Blvd., Suite 340, Woodland Hills, CA 91364.

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## NING IN THE NINETIES



CENTURY PLAZA LOS ANGELES

#### D

#### THURSDAY, JUNE 11

**CHR** "When The Hits Are Not The Hits": Fragmentation of the format often creates little consensus among programmers about what constitutes a hit... and whether they should play all the biggest sellers. These issues and many more will be cavered by a cutting-edge panel with audience participation.

**Classic Rock** "How To Keep The Format Alive & Vital": Successful programmers discuss the challenges of evolving a winning format.

NAC "The Format's Five-Year Progress Report": Trends in programming plus marketing to fill the NAC & CJ niches; also, solving the personality dilemma.

**AOR** "Promotions/Marketing": Nuts-and-bolts panel focusing on event marketing and how to tap new and non-traditional sources of revenue.

WELCOMING PARTY & SUPPER

T.J. Martell Celebrity Silent Auction

#### FRIDAY, JUNE 12

CHR "Surviving & Winning As A Youth Format": The format's winners braintrust with you, searching for ways to stimulate the format on the air and in the streets.

Country "Attack & Defense In The '90s": As other formats flounder through creative slumps, Country is fast becoming more than merely a viable alternative. Managers, pro-grammers, and consultants offer strategies and tactics on how to stake your claim when entering a market and - on the other side of the sword - how to protect your turf.

UC/Black Radio "Will UC Become A 25-54 Format ?": Can the format succeed in this target dema and how will this affect its musical makeup ?

"Owning & Leasing Radio Stations In The Deregulate A panel of experts presents strategies and tips. Moderated by Pat Clawson. lated '90s"

"The Retail Challenge: Marketing Music in The '90s": Solution-oriented session about what the music industry can do to generate better sales through new retail marketing options. Hosted by Chris Beck.

How To Thrive In An Arbitron World"

Presented by Kurt Hanson, Pres., Strategic Radio Research.

"Solutions For CHR's Problems": Exclusive national study reveals new findings. Presented by Alan Burns, Pres., Alan Burns & Associates.

News/Talk "How To Successfully Work Talk Into A Music Format": More and more music stations are adding some "talk" programming. This session checks the successes and pitfalls of mixing music and talk.

**AOR** "Format Fragmentation": Dealing head-on with the issues of format fragmentation, "demo-hoggery," and the right music/artists to play for various listener lifestyle groups.

UC/Black Radio "Making The Right Musical Decisions": Leading programmers our-line how and why they go about making their weekly music changes.

Now Rock "The Next Hot Format": In-depth panel discussions on what it takes to program, sell, and market New Rock radio.

Gold "State Of The Format": Successful programmers Bill Drake and Joe McCoy, discuss what's ahead for the format as the population ages.

#### SATURDAY, JUNE 13

"Sexual Harassment in The Industry": R&R's legal counsel, Jason Shrinsky, conducts an open-ended workshap, answering key questions about sexual harassment: Do you have a company policy and is it adequate ? Does your work environment encourage harassment ? Is there an easy route for complaints ? How do you react to a camplaint ?

"Financing Radio In The Deregulated '90s": The FCC says it's okay to own a lot of stations. Learn unique ways to finance multi-acquisitiens and start-ups in a tight credit market. Moderated by Pat Clawson.

adio On Radio": A self-analysis and solution-oriented panel session moderated by Larry King and Garry Wall, featuring top industry leaders,

"What Goes On Between The Records?": Straight talk about "ad dustering," how much "talk" is too much, how diarykeepers define "talk"... and how you can make your station deliver for listeners and advertisers. Presented by Rob Balon, Pres., the Benchmars Co.

**Country** "Interactive Phones: Weapon Of The '90s": Giving listeners more than they ever expected from their radio station is the battlefield for the '90s. The new weapon of choice is the interactive phone system. A panel of programmers successful with this new-age hardware exchange ideas on building databases and making money while removing dutter from the wir.

AC "Hot AC ": Is CHR alive and well.. under a different name? Former CHR PDs now programming ACs join consultant Mike McVay to examine the effects and influences of this hot format.

#### Air Personality Sessions

Building A Morning Show," Power Phones: Delivering Great Phones." Presented by Dan O'Day.



#### KEYNOTE SPEAKERS



#### FRIDAY JUNE 12, 11AM

#### **GENERAL H. NORMAN SCHWARZKOPF**

Commander of the Allied Forces during last year's Operation Desert Storm, General Schwarzkopf will speak on the principles that guided him to victory. Applied to our industry, these principles are superb winning business strategies.

Question & Answer Session Will Follow



#### SATURDAY JUNE 13, 11AM ROGER BLACKWELL, Ph.D.

A specialist in the analysis of changing social and economic variables, market segmentation, and lifestyle changes, Dr. Blackwell, in a speech specifically tailored to our industry, will discuss the keys to success in a highly fragmented environment.

Dr. Blackwell teaches marketing strategy and consumer research ct Ohio State University

#### THURSDAY NIGHT ELCOMING PARTY



3 nights showcasing the hottest new music talent of the year

**NEW THIS YEAR: Ground Level Hospitality Rooms On All Nights** 

## **REGISTRATION INFO**

REGISTRATION EARLY BIRD RATE\* SPECIAL RATE\*\* Guest tickets for Welcoming Party \$100 each. Guest tickets for Superstar Show \$100 each.

Registration includes all meetings,

to all Hospitality Rooms and events.

\*\*Small markets are those 100+ in size. Registration must be submitted on station letterhead to qualify for discount. Student registrants must have their instructor apply on their behalf, submitted on school letterhead, in order to qualify for discount.

#### **HOTEL RESERVATIONS:**

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To register for all T.J.Martell activities call 818-883-5129



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Quantities are Limited

Welcoming Party, Superstar Show, and admission

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osk for STAR # S0162US OFFICIAL CONVENTION LIMOUSINE SERVICE 1-800-255-4444 (IN LA.) 213-849-2244 EPREA

### **R&R OVERVIEW**

## MEDIA

#### VIDEO

#### NEW THIS WEEK

#### • 77 TOP GREATEST HITS THE VIDEO COLLECTION (Warner Reprise) Twelve songs, 50 minutes.

Clip compilation includes "Leas." "Sharp Dressed Man. and the band's cover of Elvis Presley's "Viva Las Vegas.

#### • HANGIN' WITH THE HOMEBOYS (Columbia

TriStar) Feature film starring Mario

Joyner and Doug E. Doug produced a Luke/Atlantic sound-track with songs by 2 Live Crew, Stevie B, Snap, and others

#### BLOOD & CONCRETE (Columbia TriStar)

FILMS

1 White Men

(TriStar)

**3** Beethoven

(Universal)

4 Straight Talk

(Buena Vista)\*

**5** Thunderheart

6 Wayne's World

7 My Cousin Vinny

8 The Cutting Edge (MGM/Pathe)

(Paramount)

(TriStar)

(Fox)

9 Ladybugs

(Paramount)

10 Rock-A-Doodle

(Goldwyn) 1

2 Basic Instinct

Film starring Billy Zane and Jennifer Beals spawned an IRS soundtrack featuring music by Andy Prieboy and Nuclear Assault, along with tracks by Ranking Roger, Beals, and others

WEEKEND BOX OFFICE

APRIL 3-5

Can't Jump (Fox)

\$10.18

\$10.11

\$7.58

\$4.57

\$4.50

\$4.42

\$3.94

\$3.44

\$3.19

\$2.60

#### **TV SPECIAL COMING**

#### 'American Bandstand' Celebrates 40th

uther Vandross, Alabama, Boyz II Men, Neil Diamond. Gloria Estefan & The Miami Sound Machine, Don McLean, and Little Anthony & The Imper-

#### New NFL Videos To Sport PLG Soundtracks

Tational Football League videos will soon sport more contemporary soundtracks, now that PolyGram Video has scored worldwide licensing rights to NFL Films' titles. This new lineup will produce videos that couple NFL game footage with popular songs by PLG artists. The first of these releases is slated to kick off in August.

COMING ATTRACTIONS:

This week's openers include

the animated "Ferngully: The

voiceovers by Christian Slater

Samantha Mathis.

film's MCA soundtrack contains

tracks by co-stars Tone Loc,

Tim Curry, and Robin Willi-ams, as well as Elton John,

Sheena Easton, Johnny

Clegg, Teddy Riley, and others. Listen for three original

songs written by Thomas Dol-

Also opening this week is "Newsies," starring Robert Du-

vall. The musical's Walt Disney

soundtrack features original

cast recordings of music by AI-

an Menken and Jack Feldman.

Source: Exhibitor Relations Co

Last Rainforest,"

and

by, too.

featuring

ials are slated to perform on ABC's forthcoming "American Band-stand 40th Anniversary Special." Set to air May 13 at 8pm, the twohour program will be hosted by Dick Clark.

Showcasing over 50 film clip appearances since the show's 1952 debut, the show also will spotlight an all-star jam session featuring Bo Diddley, Gregg Allman, James Ingram, Donny Osmond, Skunk Baxter, David Cassidy, Lita Ford, Johnny Rivers, Joe Walsh, Stanley Clarke, John Entwistle, Clarence Clemons, Sheila E, Max Weinberg, Frankie Avalon, and the Tower Of Power horn section.

#### **TELEVISION**

#### TOP TEN SHOWS MAR. 30-APR. 5

1 Academy Awards

- 2 Roseanne
- 3 60 Minutes
- 4 Barbara Walters Special 5 20/20
- 6 Home Improvement
- 7 Room For Two
- 8 Full House
- 9 Unsolved Mysteries 10 NCAA Basketball
- Championships (Duke vs. Indiana)

Source: Nielsen Media Research

All show times are EDT/PDT unless oth-erwise noted: subtract one hour for CDT. Check listings for showings in the Mountain time zone. All listings subject to change.

#### **Tube Tops**

· Alabama, Kenny Loggins, and Kenny Rogers perform on CBS's environmentally educational program, "What About Me? I'm Only Three!" (Wednesday, 4/15, 9pm), hosted by Ann-Margret and the Grateful Dead's Bob Weir. Natalie Cole. Ozzy Osbourne, Bette Midler, Charlie Daniels, Pat Benatar, and **B.B. King** - representing the "Take It Back" Foundation - will appear as well

#### Friday, 4/10

• Little Village, "The Tonight Show Starring Johnny Carson"

• Emerson, Lake & Palmer, Yes, AI DiMeola, and the Apostles, "ABC In Concert"

• John Doe, "Late Night With

David Letterman'' 12:35am, Saturday). (NBC.

#### Saturday, 4/11

 John Prine and Jimmie Dale Gilmore, "Austin City Lim-its" (PBS; check local listings). • Pearl Jam, "Saturday Night Live" (NBC, 11:30pm).

#### Monday, 4/13

• Lush, "The Dennis Miller Show" (syndicated; check local listings)

Tuesday, 4/14 • Joe Walsh, "Dennis

Miller • Chic, "Johnny Carson."

Thursday, 4/16

· Ray Charles, "Johnny Carson

americanradiohistory com

ZINE SCENE 'Manilow Virus' Strikes PCs!

irst there was the Michelangelo virus. Now the National Enquirer reports there's a new computer bug called the Manilow virus that's spreading across Europe. Once transmitted to a computer that's equipped with a speaker, the virus causes it to play "Mandy," "Copacabana," and other Barry Manilow songs overandoverandover again. Experts believe the bug originated in Hungary and that it will strike the U.S. soon Show Biz Kids

· "We're like, the luckiest people. We're just a garage band. We never really tried to get signed" -William Whitfield Crane IV of Ugly Kid Joe, whose demo tape was passed from KKDJ/Fresno PD Willobee to Mercury Sr. VP/A&R Bob Skoro, who signed the band (Entertainment Weekly)

• "We just sang a little something a cappella. Michael [Bivins, of Bell Biv DeVoe) stopped and listened. It was unreal. We had just been singing together for six months. We weren't even looking for a record deal or anything" - Shawn Stockman of Boyz II Men recalls buttonholing Bivins at a talent show, which led to their Motown record deal (US)

#### Under The Covers

· Barbra Streisand will pen her autobiography, and she wants a \$5 million advance - the same as Ronald Reagan got. After all, he couldn't remember anything. (National Enquirer).

 British actor/novelist Sir Dirk Bogarde, now in his 70s, declined to pose nude with Madonna for her forthcoming sex book (Star).

 "Screen sexpot Sharon Stone and date Dwight Yoakam let their basic instincts hang out" on the way to a post-Oscars party, says their limo driver, who notes they could have used a waterbed back there (Globe)

#### **High Hat**

'Garth Brooks is doing for cowboy hats what Indiana Jones did for fedoras," says Tom Pyle of NYC's J.J. Hats Center in US's look at country fashion. Also doffing his hat: Stetson GM John Rosenthal, who observes, "Our sales increase is commensurate with the growth of country music



HORNED HOWL -- "We talk to artists who haven't had a hit in 25 years. But they're convinced that because 'Stand By Me' was a hit again, a major label is going to come and offer them a multi-million dollar recording contract" - Rhino Records President Richard Foos tells GQ about securing the rights to yesterday's hits.



WHEELIN' 'N' DEALIN' --- "I'm not going to reinvent the wheel, I'm just trying to keep rolling the one he was rolling" - Motown President Jheryl Busby talks about working in the shadow of Berry Gordy's legacy (US).

#### Uncovered

· U2's Bono stripped naked in a posh London eatery during a private 14-person dinner (Globe).

· Chynna Phillips is one of US's "Ten Most Beautiful Women.

• Julian Lennon drank 'til he threw up at a Hollywood dance club after actress Olivia D'Abo ("The Wonder Years," and daughter of ex-Manfred Mann vocalist/songwriter Mike D'Abo) dumped him for being so gloomy (Globe).

#### Cher & Cher-allke

Chastity Bono says of Cher, "Mom's gone completely Vegas That's like being a stupid now diversion for gamblers." Meanwhile. Chastity is working on her first album (Star).

Cher challenged actor Bob Hoskins to impersonate her for a day. The Globe ran two pages of color photos of the startling transformation.

#### 'Out'-A-Sight!

Sire Records and Out magazine (an upscale gay quarterly) have put together "Get Out," a 17-song sampler available only with a threeissue subscription to the 'zine, which bows in June. Starting April 15, you can call (800) 876-1199 to order, but hurry - only 5000 CDs are available. Among the artists represented are David Byrne, Erasure, Debbie Harry, K.D. Lang, Morrissey, Primal Scream, Lou Reed, and the Tom Tom Club.

#### Squeeze Me, Please Me

'The writing is totally autobiographical, naked, and real. If I was toothpaste and you squeezed me, you'd get 'Ingenue'" - K.D. Lang, tells US about her new LP

#### Come As You Aren't

"If we become too popular, we'd probably just change our band name, get plastic surgery, dye our hair, grow mustaches, and play the same music we're playing now" Kurt Cobain of Nirvana (US).

Each week R&R sneaks a peek 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.

#### MUSIC & MOVIES CURRENT • WHITE MEN CAN'T JUMP (EMI/ERG)

- Single: White Men Can't Jump/Riff
- Other Featured Artists: Boyz II Men, Jody Watley, Bebe & Cece Winans STRAIGHT TALK (Hollywood)

All figures in millions

\* First week in release

- Single: Straight Talk/Dolly Parton WAYNE'S WORLD (Reprise) Single: Bohemian Rhapsody/Queen (Hollywood)
- Other Featured Artists: Tia Carrere, Gary Wright, Alice Cooper
- ROCK-A-DOODLE (Liberty)
- Featured Artist: Glen Campbell
   BEAUTY AND THE BEAST
- Single: Beauty And The Beast/Celine Dion & Peabo Bryson (Epic) FRIED GREEN TOMATOES (MCA)
- Single: I'll Remember You/Grayson Hugh Other Featured Artists: Paul Young, Jodeci, Taylor Dayne ● JUICE (S.O.U.L./MCA)
- Single: Don't Be Afraid/Aaron Hall Other Featured Artists: Naughty By Nature, Eric B. & Rakim, Salt-N-Pepa

#### • GLADIATOR (Columbia)

- Single: We Will Rock You/Warrant Other Featured Artists: Cheap Trick, 3rd Bass, PM Dawn • THIS IS MY LIFE
- Single: Love Of My Life/Carly Simon (Qwest/Reprise) RUSH (Reprise)
- Tears In Heaven/Eric Clapton Single: Tears In Heaven/Eri • FOR THE BOYS (Atlantic)
- Single: In My Life/Bette Midler

#### COMING

 ROADSIDE PROPHETS (Vanguard) Featured Artists: John Doe, Exene Cervenka, Pogues

(NBC, 11:35pm).

(midnight).

#### **R&R OVERVIEW**

LIFESTYLES

April 10, 1992 • 25

#### LOGO ALERT Some Sports Merchandise Scores Big With Consumers

Whether you're designing a new station logo or introducing a new line of station merchandise, you should keep the following trends in mind. According to a recent *Wall Street Journal* article, the popularity of certain professional teams' logos prompted a 28% jump in retail sales of sports organizationlicensed apparel in 1991. This year's sales are expected to increase at least 20%.

And ... with 1992 retail sales projected to reach \$3 billion, the market for this type of apparel is growing four times as fast as the \$33 billion sporting goods industry in general.

#### **Revamp Into Style**

However, as noted earlier, some team logos are more popular than others. Last year, baseball's Chicago White Sox revamped their uniforms to a black-and-white pinstripe motif and saw sales soar *five* times higher than 1990's figures to \$80 million. That prompted other major league baseball teams — such as the Montreal Expos and Philadelphia Phillies (who both unveiled their new designs on opening day) — to rethink their logos.

Despite their losing record in the NBA, the Charlotte Hornets' eye-

catching teal-and-purple insignia has made the team a big winner with consumers. The third bestselling merchandise in pro basketball, Hornets clothing added to the NBA's surge in licensed apparel sales — from \$10 million in 1984 to a whopping \$440 million in 1991.

#### Shark-Dressed Man

Meanwhile, the NHL has seen its licensed apparel sales double in

each of the past two years to about \$200 million annually. But it was the San Jose Sharks — this season's NHL expansion team that took the largest bite out of the licensed apparel market.

Despite the team's dismal play on the ice, gear bearing the the Sharks' distinctive black-and-teal emblem accounted for 75 million in sales last year -80% of that outside of the team's home state.

### **Consumers Cutting Costs**

Penny-pinching has become a common practice for consumers amid the nation's recession. According to a recent survey by Lincolnshire, IL-based Nielsen Clearing House, the sluggish economy prompted 94% of Americans to change their buying habits last year.

In an effort to save money, 76% of consumers are keeping track of grocery store prices, while 52% frequently clip cents-off coupons. In fact, 44% are shopping at discount stores more often - up 7% from 1990.

Meanwhile, 71% of shoppers avoid expensive premium brands – except when they're on sale – compared to 68% the previous

#### Home PC Purchases Proliferate

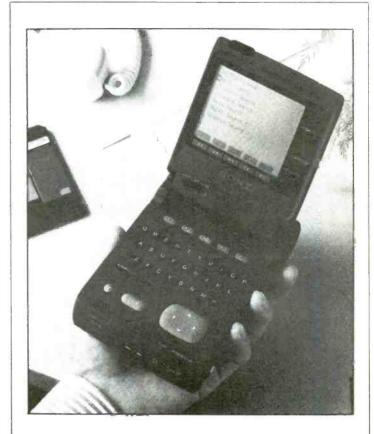
According to a recent Gallup survey, 25% of American households currently own a PC, with another 23% planning to buy one in the next two years. Of these would-be purchasers, 74% will be first-time buyers — the remaining 26% will be replacing existing computers.

Credit this PC groundswell in part to the rise of the home office. A majority (70%) of future owners says the ability to bring work home triggered their interest in buying a PC. Meanwhile, 80% of these home office advocates believe working at home improves performance in the traditional workplace.

Americans also see familial advantages to having a PC --- 55% say taking work home allows relatives to spend more time together. In addition, 80% of future buyers expect computers will serve as educational tools for their children. In fact, 76% say a PC will actually improve their child's performance in school. year. Furthermore, 51% are buying private-label items to cut costs, up from 47% in 1990. Consumers also save by decreasing their holiday spending (62% have cut down), eating out less (57%), and postponing major purchases (51%).

#### **Back To Basics**

Consumers don't foresee much relief in the near future, either: 67% of Americans predict the economy will remain the same or worsen within the next six months (only 30% believe it will improve). As a result, 82% plan to forego needless spending.



#### Sony's Data Discman Provides Hand-Held Library

R eference works, recreational reading, recipes, travel reservations, and more — the **Sony** Data Discman makes them all available at the touch of a button. Thanks to CD information-retrieval technology, an entire library has been made pocket-sized and portable.

Roughly the size of a portable CD player, the unit features a built-in backlit liquid crystal screen that handles graphics and/or 10 lines of text. The small keyboard allows the user to look up information or participate in interactive novels. Each "Electronic Book"— a 3-inch disc encased in a plastic shell — holds the equivalent of up to 300 books.

The unit comes with an encyclopedia, health library, and 10-language travel translator. Some of the two dozen-plus other titles currently available are: "CIA World Fact Book," "International Wine Guide," "King James Bible," "Frommer's Guides" (five cities), the "OAG Travel Disc," and "Total Baseball."

How does it work? Say you wanted to rent an **AI Pacino** movie. Pop in "**Roger Ebert**'s Movie Home Companion" and enter "Pacino" and — voila! Thirteen entries. But what if you wanted to see the electric chemistry between Pacino and **Diane Keaton** and couldn't recall the title of the gangster movie they were in? Type in "Keaton" below "Pacino," and the Discman presents Ebert's full-length reviews of "The Godfather" films. All you have to do is go the video store.

Great products . .

Perceptual Studies Auditorium Music Tests Auditorium Format Analyses Focus Groups Call-Out Tracking for great stations . . . KOST/Los Angeles WNCI/Columbus WFMS/Indianapolis KFOG/San Francisco WSB-AM/Atlanta

Paragon Research The Research Company of Choice

Contact Vicki Mann or Mike Henry to discuss programming research options for your station — (303) 922-5600

Coupon Use

By Region

ot only are Americans cutting costs these days

coupons, too. In fact, 44% of

people who don't currently clip

coupons intend to start in the

near future. And 52% plan to

shop at stores that double

coupon value. The following

chart shows consumer coupon

Used coupons in past month

69%

80%

62%

61%

Source: Nielsen Clearing House; Lincolnshire, IL

use by region:

Northeast

Midwest

South

West

Region

they're cutting

Used more

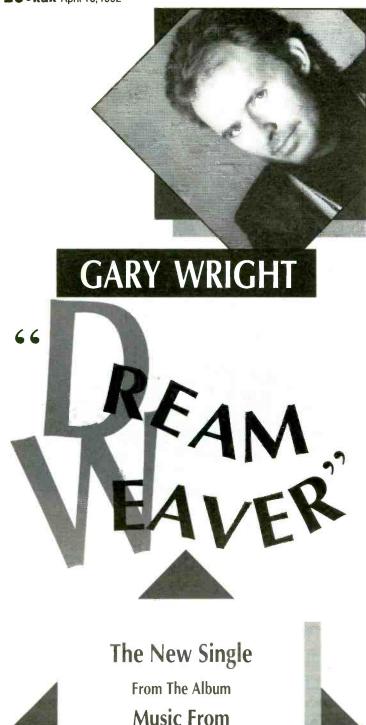
53%

61%

51%

44%

oupons than



Music From The Motion Picture

"If you're wondering about "Dream Weaver"... the moment I saw the movie I put it on the air... the moment I heard it on the air (the new mix!), I realized how great it sounded. So did our audience. After 4 weeks it's our #2 overall callout record-#3 teen-#3 18-21-#1 22-26-#2 27-34. It's also our #5 request record. It's very rare to find a song that appeals to all our demos at the same time... and isn't that what we're looking for?"

#### Mark St. John 195/Birmingham

Q102 deb 30	WZYP add	WKSF on
KWOD add	WQUT add	KNIN add
KISN add	WHHY add	WBNQ add
FLY92 add	WRVQ add	WCIL add
WNNK add	Z102 add	KGGG add 33
WPST add	KMYZ on	WDBR add
195 10-7	KF95 add	KFMW deb 40
WMXF add	KIKX add	OK95 deb 38
	WHTO add	

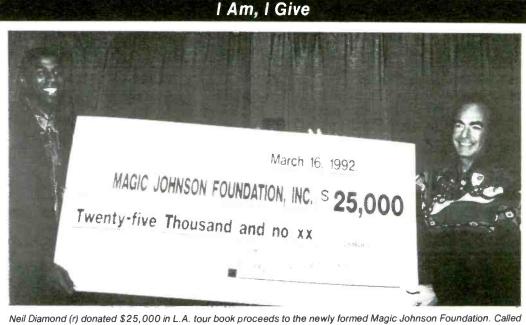
AC "MOST ADDED"



'Dance Traxx' Goes Downtown



Downtown Julie Brown is the new host of Westwood One Radio Networks' "American Dance Traxx." Captured on film are (I-r) show producer Michael Waters, Westwood One VP/Business & Legal Affairs Eric Weiss, Brown's manager Ken Kushnick, Brown, Westwood One's Chairman/CEO Norm Pattiz and Exec. VP/GM Thom Ferro, and show engineer Al Ramirez.



a gift from Diamond and his fans, the check was presented to Johnson at a pre-show ceremony.

To Be With Gold



Members of Mr. Big were presented with gold single and album awards by Atlantic execs at the recent NARM convention. Grinning with their gold are (I-r) Atlantic's VP/Artist Tour Development Perry Cooper and Sr. Director/Marketing Karen Colamussi, band member Bill Sheehan, WEA Exec. VP/Marketing George Rossi, Mr. Big's Paul Gilbert, WEA President Henry Droz, band members Eric Martin and Pat Torpey, and Atlantic's Sr. VP/Sales Nick Maria and Sr. VP/GM Val Azzoli.

#### NEWS

#### Stern

pany's favor would free Stern from the uncertainties of the FCC's indecency definition.

Continued from Page 1

"This seemed to be the best way to get around the vagaries of whether you can say 'penis,' " said Karmazin. "Rather than spending tens of thousands of dollars every time [an indecency complaint is filed against Stern], let's just declare him to be in the safe harbor."

Karmazin added that the 8pm-6am safe harbor makes no sense because plenty of unsupervised 12year-olds are listening to radio after 8pm, whereas few kids can escape their parents during the morning routine of preparing for school.

#### No Carte Blanche

Both Karmazin and Lerman emphasized that the company is not seeking carte blanche for radio's most notorious shocker. "The purpose of this is not to allow Stern to do blatant indecency," said Lerman. "It's to give the show some breathing room."

First Amendment attorney Tim Dyk called Infinity's petition a "substantive legal argument" that's "perfectly consistent with the Court of Appeals decision."

Of course, that doesn't mean the FCC will grant the request. Said one senior FCC staffer: "I think it will be dead on arrival. I can't imagine it has any chance – there's too much suspicion of Stern."

Lerman acknowledged that possibility but pointed out that Infinity could use the same argument if it winds up in court over a still-pending \$6000 indecency fine levied against Stern for a 1988 "Christmas Party" skit that mentioned lesbians and a man who played the piano with his penis. Conversely, he noted, if the FCC grants this petition the pending fine would have to be rescinded.

In fact, Infinity made essentially the same "no-kids, no-foul" argument in its 1991 appeal of the "Christmas Party" fine.

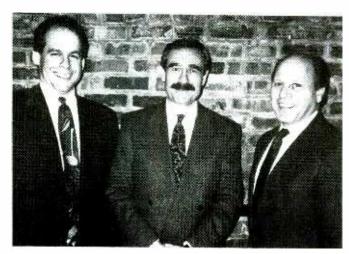
The claim that Stern's program has no unsupervised children in its audience is based on several studies, including Arbitron and Birch research and a 1989 Gallup survey. Although most of the research dates from the mid-to-late 1980s, Lerman said he is confident there has been no change in listening patterns.

#### Zimmerman Continued from Page 1

Zimmerman comes to KMOX after three years as VP/GM of WWJ & WJOI/Detroit. Prior to that he was GSM of WBBM/Chicago, a post he assumed after a three-year stint as Midwest Regional Manager for CBS Radio Representatives. He has also been an AE in the rep firm's New York and Chicago offices.

"Nobody can fill Bob Hyland's shoes," remarked Zimmerman. "I just plan to build on what he created here."

#### Banner Occasion



WKQI/Detroit morning man Dick Purtan made a rare NY appearance when the station signed a new representation agreement with Banner Radio. Commemorating the contract are (i-r) Banner's Mitch Kline, Purtan, and Banner President Charlie Colombo.

#### Radio Financing Continued from Page 1

"Creating a Fannie Mae-type pool would be very difficult in the communications area," said Crisler Capital Managing Director R. Dean Meiszer. He said it would be very difficult to come up with a standard loan formula and standard covenants that could be applied to all broadcast loans. As an alternative, Meiszer suggested the possibility of a private insurance company insuring broadcast loans, just as some publicly traded municipal bonds are insured.

#### **Enticing Lenders?**

However, Chesley Maddox & Associates President Chesley Maddox said the debt pool idea would make sense for small and medium market broadcasters who would be willing to conform to standard formulas to get access to credit.

Communications Equity Associates VP/Radio Division Glenn Serafin agreed that pooling debt might work for some smaller deals: "It sounds like it's a way to entice lenders back into the business of lending to radio broadcasters." Gary Stevens & Co. Managing Director Gary Stevens said the pool would have to involve hundreds of millions or even billions of dollars to get Wall Street interested in trading the securities. "I think if you could set it up so radio, TV, and cable are all included, then you'd really have something."

Less optimistic was Star Media Group investment banker John Frankhauser, who called the Fannie Mae approach "wishful thinking" by the Commission and said it was "extremely improbable" that Congress would agree to have taxpayers underwrite loans to broadcasters.

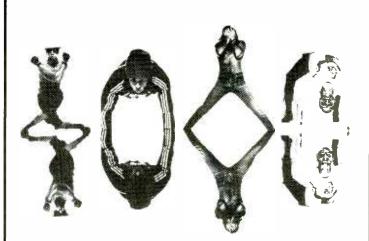
#### Satter

Continued from Page 3 "Our lean and mean machine will also include a senior West Coast director and a regional promotion staff located at the BMG branches in Dallas, Chicago, Atlanta, and New York."

Satter spent the last 19 years with EMI Records, where he most recently served as Sr. VP/Promotion.



Charisma execs recently caught up with Buckwheat Zydeco lead singer Stanley "Buckwheat" Dural after the band played at NY's Lonestar Roadhouse. Socializing backstage are (standing, I-r) Charisma's Christopher Jarrins and VP/Promotion Bob Catania, band manager Ted Fox, and label VP/A&R Jeff Fenster; (seated, I-r) Charisma President Phil Quartararo and Dural



April 10, 1992 R&R • 27

## **RED HOT CHILI PEPPERS** "UNDER THE BRIDGE"

HEAVY ROTATION ON MTV
 200
 OVER 1,000,000 COPIES SOLD
 THE NO. 1 ALTERNATIVE RECORD
 HOT OFF THEIR SOLD-OUT TOUR
 SOON TO BE HEADING LOLLAPALOOZA II



Gerry Cagle, KWOD, Sacramento says "'Under The Bridge' has garnered #1 phones and #1 sales. This is definitely a #1 record!"

John Anthony, KBEQ, Kansas City says "We're getting a Red Hot response to 'Under The Bridge', top 5 phones and sales have consistently been in the top 25 since the album was released."

Leslie Fram, Power 99.7, Atlanta says "Immediate phone response after weekend test - It's an add!"

Rick Michaels, Ass't PD at WPHR, Cleveland says, "Red Hot phones for the Red Hot Chili Peppers, top 5 requests."

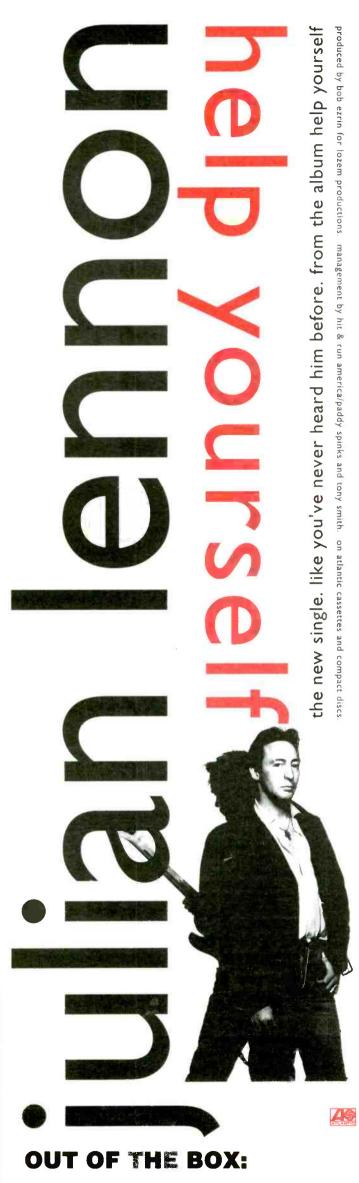
"The Red Hot Chili Peppers album has exploded to the point that every time I turn around I have to ask where all the !#\*\$@# product has gone? In the past four weeks, it's moved from 13-10-7-4. Who would have thought - a ballad from the Peppers." Howard Appelbaum, Owner Kemp Mill Records

#### 4TH WEEK! CHR CHART DEBUT 122/37 ONE OF THE "MOST ADDED"

Z100 29-24 HOT	К106 13-5 <mark>нот</mark>
Q105 28-18 HOT	Z102 deb 29 HOT
<b>KXXR 27-19 HOT</b>	KXKT 8-6 HOT
KWOD 11-6 HOT	KLUC 14-7 HOT
WQGN deb 33 HOT	KRQ 29-23 HOT
WPST 13-8 HOT	WNYP 28-20 HOT
WYCR 27-23 HOT	<b>KYYY 31-22 HOT</b>
WBBQ 29-19 HOT	OK95 30-25 HOT

TRACK: 😰 BREAKER

🏶 © 1992 WARNER BROS, RECORDS INC.



WXKS	WERZ	CK105	KZIO
WNCI add 22	WLAN	WHTO	WKFR
KDWB	WDJX	KNOE	B94.7

#### NAB '92

Continued from Page 1 On Wednesday, U.S. Ambassador Jan Baran will reveal why the recent World Administrative Radio Conference (WARC) set aside the 2300 MHz band for satellite and terrestrial DAB use in the U.S., while other countries opted to go with the 1500 MHz band.

Steve Edwards from the Canadian Association of Broadcasters is scheduled on Monday to present details of Canadian testing of the Eureka-147 DAB system, and German researcher George Plenge will outline the latest Eureka research from Europe.

The Society of Broadcast Engineers plans three technical sessions at the convention, including "SBE Day At NAB '92," slated for Tuesday. Among topics to be discussed: digital cable radio, FCC enforcement efforts, and the future of the Emergency Broadcast system.

Among other radio-related convention events:

• Gordon Link, Executive VP of McCann-Erickson, will discuss the future of advertising and the changing relationship between broadcasters when he gives the opening address at the convention's Futures summit. His speech, "The Future of Advertising: Where Will Madison Avenue Spend Its Money?" is scheduled for Monday afternoon.

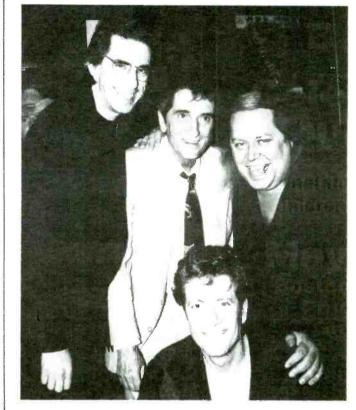
• Radio Advertising Bureau President Gary Fries will lead a Monday program on multimedia marketing techniques and a Wednesday session on "Breaking the Mold," the latter outlining how radio can strive for dominance in local, regional, and national advertising in the '90s. Another Wednesday session, "What Our Clients Really Think About Us," will allow broadcasters to hear candid comments from advertisers who don't buy radio.

buy radio. • The "Myths and Methods of Managing" will be reviewed at a Monday afternoon session sponsored by American Women in Radio & Television. The differing management styles of female vs. male executives will be outlined, along with the similarities that female management styles often share with Japanese team concepts.

• Numerous awards are being handed out. Former President Ronald Reagan will receive the NAB's Distinguished Service Award. Mutual Broadcasting System talkmaster Larry King is being inducted into the Radio Hall of Fame. Former NAB Joint Board Chairman Wally Jorgenson is to be honored with this year's C. Grover Cobb Memorial Award for government relations. And the Voice of America will receive the NAB's Spirit of Broadcasting Award Wednesday night at the International Broadcasting Leadership dinner, the convention's premiere event for global broadcasters, to be held at Caesar's Palace.

As always, the NAB will be one of the world's biggest toy stores, as a record 760 exhibitors demonstrate the latest in high-tech gizmos over 465,000 square feet of exhibit space.

www.americanradiohistory.com

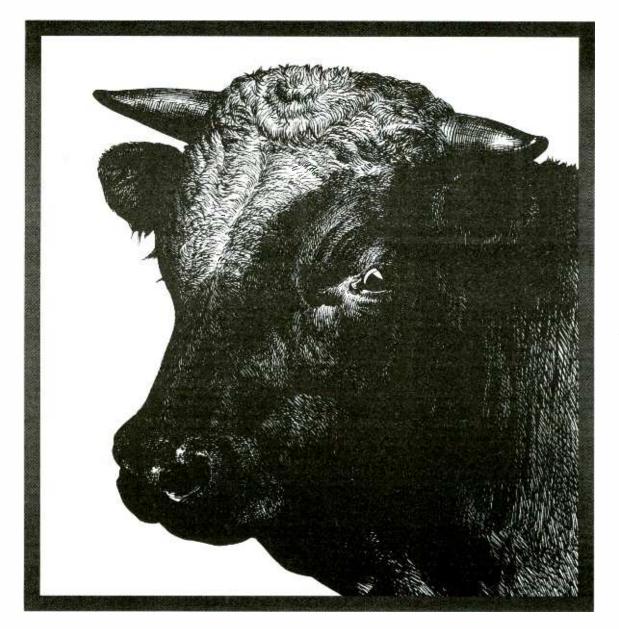


'Repo Man' Goes Country

NEWS

Actor Harry Dean Stanton made his recording debut on Restless Records' "A Town South Of Bakersfield Volume III," a compilation of Los Angeles country music artists. Celebrating the album's recent release are (standing, I-r) comedian Richard Belzer, Stanton, funnyman Sam Kinison, and (seated) Restless President Joe Regis.

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## A Fool's Saga In Norfolk

aga suspended WNOR/Norfolk VP/GM Joe Schwartz and four of his staffers Friday (4/3) following an April Fool's Day hoax that led listeners to believe a local recreation area was about to explode. PD Buzz Knight, morning hosts Tommy Griffiths and Henry "The Bull" del Toro, and ND Gigi Young received twò-week suspensions; Schwartz will be on the sidelines for one week.

Two local police departments complained to the **FCC** field office about the prank, which prompted worried listeners to jam emergency phone lines. The bit was particularly plausible because the area in question, Mt. Trashmore (!), is built over an old landfill.

"We hope these sanctions demonstrate to the listening public that WNOR is taking very seriously its obligation to refrain from deliberate distortion or falsification of programming," remarked Saga CEO Ed Christian.

FCC Mass Media Enforcement Chief Chuck Kelley says his staff is scrutinizing the incident and will decide this week whether a full-blown inquiry is "appropriate or necessary." Among the possible outcomes: the station could be fined \$25,000 for issuing a false distress call.

#### Could Cable Table Label/MTV Deals?

Will a **Time-Warner/Viacom** cable TV war jolt the music video business? ST's East Coast boardroom eyes note that negotiations between the two highly competitive media giants over cable system clearances and compensation issues have reached an impasse.

#### Rumors

• Is former WJLQ/Pensacola VP/Prog. Barry Richards exploring a West Coast programming opportunity at a Jerry Clifton-consulted CHR?

• Will WNVZ/Norfolk PD/morning man Chris Bailey segue to mornings at 92Q/Baltimore? Or will 92Q PD Jeff Ballentine stick with Howard G. & Barry McKay?

• Will Chrysalls/ERG VP/A&R Patrick Clifford return to A&M for similar duties?

• When the LMA between NAC KHIH/Denver and CHR KS104 becomes official, will KS104 PD Dave Van Stone — who has equity in his station still be part of the picture?

• Is Z100/NY looking at former WAEB/Allentown PD Pete Cosenza?

#### AOR AIRCHECK CONTEST WINNER

## Van Goes To R&R Convention '92

n the course of quizzing PDs about the **R&R** AOR Aircheck series, we offered an all-expenses-paid trip to **R&R** Convention '92 to a lucky questionnaire respondent. The winner has now been selected by trained, objective contest professionals in a highly sophisticated random drawing (in other words, we took all the questionnaires and picked one).

That winner is Van Edwards, PD at WIBA-FM/ Madison, who'll be flying to L.A. in June, accommodated luxuriously, and registered gratis for all the convention highlights. Congratulations!

The next move may see T-W decline to renew licensing agreements between its record labels and Viacom's **MTV.** A step further down Speculation Road, is T-W's new No. 2, **Gerald Levin**, looking to start a music channel to compete with MTV? And will MTV co-founder **Bob Pittman** be in on the launch?

Have **IRS Records** owners **Miles Copeland** and **Jay Boberg** *quietly* sold the remaining 50% of the label to **EMI?** Both principals were out of town, but ST got some internal "you didn't hear this from me" confirmation that the deal would be announced later this week.



According to the *Dayton Daily News*, **Great Trails** CHR **WGTZ (Z93)/Dayton** will have to put up a surety bond of \$176,000 if it wants to appeal the \$160,000 compensatory damages awarded to former morning man **Alan Kaye (R&R** 3/27).

In that same judgment, Kaye was awarded \$750,000 in punitive damages for being fired with 18 months to go on his \$98,000-peryear contract. Kaye's attorney, **John Reiser**, claims that WGTZ parent **Williams Communications** has no assets. A debtor's examination originally set for April 13 is currently under way to assess Williams's financial status.

Speaking of 'GTZ, GM Dave Macejko called the ST "fun-fone" to note that it was PD Kevin Kenney — not Macejko — whom we

Continued on Page 32

Congratulations to our client KRXX, Minneapolis, for increasing their audience by <u>50</u>% in 60 days!

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#### NEW & ACTIVE

#### 65/13

PWR99 add WNVZ add 30 KXXR deb 32 PWR92 deb 39 WLAN add	Z102 deb 40 WGTZ deb 31 96STO add CK105 30-27 KF95 deb 38	Q101 add WBPR deb 28 WFHT add KNIN deb 30 KYYY deb 40
999KHI deb 33	KZZU deb 33	KCMQ deb 40
K106 40-34	WPRR add	KLYV deb 39
195 deb 37	103CIR deb 28	KPAT add
WMXF add	WOMP deb 35	KTRS deb 33
WBBO add	KQIZ add	KTMT add
WRHT add	KMCK deb 37	B94.7 deb 28
WZYP deb 40 WQUT deb 25	KISR deb 34 KSMB deb 34	OK95 deb 39



#### Continued from Page 30

quoted in last week's item regarding Z93's controversial billboard campaign. With tongue planted firmly in cheek, he added, "Take a number for faster service, and have a seat next to the attorney in the lobby."

STREET TALK

N/T WWRC/DC continues to reinvent itself under new GM Alan Goodman. Just weeks after landing Morton Downey Jr. for middays, the station has snatched Mutual's Larry King show from crosstown all-News WTOP, effective July 1. Mutual was lured by WWRC's promise of fewer sports-related preemptions ('TOP carries the Baltimore Orioles and Washington Bullets) and more network spots to be aired.

#### Rumbles

• KFMS-AM & FM/Las Vegas Station Manager/ morning personality Doug Shane — a station veteran of 15 years — rises to GM. Former KVIL/Dallas afternoon driver BIII Gardner replaces him in mornings.

• KPEZ/Austin PD Jim Jones requested and was granted a transfer back to sister AOR KMOD/Tulsa for afternoons. He replaces Holly Jones, who moves into the sales department. Jim Jones was KMOD PD from 1986-89.

• Wichita AC KLLS moves to a mix of AC (67%) and Country crossovers (33%) under the banner, "All your favorites together — at last." Greg Martin from KINA & KQNS/Salina, KS becomes PD.

• K92/Roanoke ups MD/afternooner David Lee Michaels to PD.

• WRHT/Greenville, NC afternooner Dave Mack moves up to OM. Rick Stix relinquishes PD duties, but remains in morning drive.

 WQQK/Nashville PD Padderick McFreen exits.

• Former Pirate Radio/L.A. MD Steve Hoffman surfaces as PD at Classic Rock KKBB/Bakersfield, replacing Alan Handelman.

• Dick Power, formerly with WBET & WCAV/ Boston, becomes PD at KXTC/Gallup, NM.

 Young Country 105.3/Dallas dumps its KRSR calls in favor of KYNG.

• Bob Elliott — a 15-year veteran of Federated Media (he was VP/GM at WQHK & WMEE/Ft. Wayne) — opens the doors on Bob Elliott Consultants.

• Al Jal Wallace becomes VP/GM at KFXZ/Lafayette, LA, replacing Windell Byers.

• WPLJ/NY weekender and MTV VJ Kim Ashley takes middays at the station; WAPE/Jacksonville's Kenny Walker joins for weekends/swing.

 Meanwhile, crosstown Z100 inks Human Numan for middays, replacing Janet Dean.
 KSCS/Dallas Promotion Dir. Bill Kinder adds

MD duties. • KKHU/Houston boosts Doug Hendrix to Exec

Dir. and Randy Schell to Exec Producer.

• CHR WLAP (Power 94.5)/Lexington, KY flips to Hot AC.

**MYSTERIOUS WAYS** — In answer to the burning question of what would YOUR listeners do for U2 tickets, WPHR (Power 108)/Cleveland APD/afternooner Rick Michaels proudly presents a pair of the desired ducats to the fly girl who smothered herself in honey 'n' feathers and paraded down Euclid Avenue singing "Pride (In The Name Of Love)," "I Will Follow," and other U2 favorites.

Next on Goodman's shopping list: the **Talknet** crew, and — rumor has it — a new morning show.



ST's Austin operatives are convinced the LMA between CHRs **KHFI** and **B93** could be a done deal by the time you've finished reading this sentence. Several formats are reportedly under consideration for B93, with Young Country the front-runner.

Now that former Q102/Philly OM/voice talent Mark Driscoll has defected to crosstown WEGX, you'd expect Q102 to stop using his produced material, right? Perhaps not.

ST hears Q102 claims it owns all Driscoll's previous work for the station and is planning to continue airing it. Driscoll's reponse: "That's subject to litigation."

Incidentally, don't look for Driscoll to be voicing anything on sister **Z100/NY** anytime soon — his agreement with crosstown **WPLJ** is exclusive. Continued on Page 34

#### **Consultant Is Hot**

(advertise

tent)

McVay Media Program Strategists continue to grow. America's Number One AC consultancy is also hot with Country, Oldies, CHR, and Full-Service formats.

The latest stations to choose McVay Media include WYNY/New York, WAXY/ Miami, KBST/San Diego, KCMO-AM/Kansas City, KLDZ/Lincoln, KAYI/Tulsa, WKYE/ Johnstown, WBCK/Battle Creek, and KIX-FM/Canberra, Australia.

McVay Media's areas of expertise include all aspects of programming, promotion & marketing, management, and specials to help

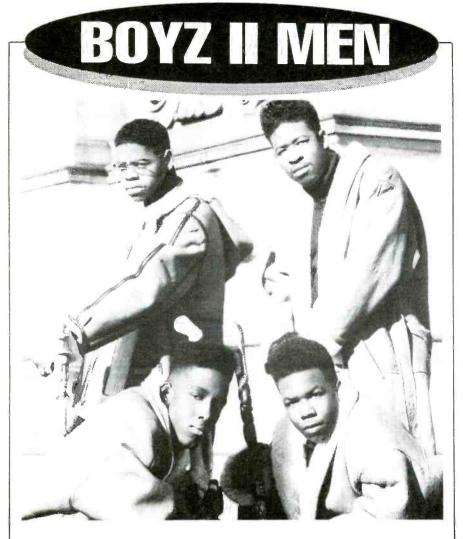
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increase sales. **McVay** banks on his experience as a general manager to help stations generate revenue.



The sixth annual **McVay Media Programming School** will be July 8-10, 1992. This year's keynote speaker is positioning and marketing expert/author **AI Ries.** 

McVay Media will waive registration for all clients. Contact Mike McVay or Jerry King (216) 892-1910, Charlie Cook (615) 373-2872, Chris Elliott (303) 841-3960, or Dan Garfinkel (412) 481-5200.



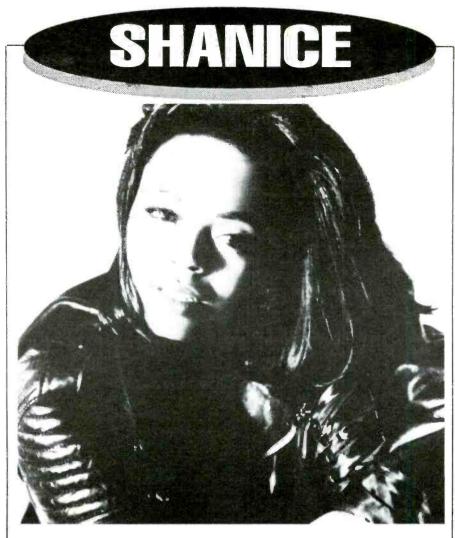
## "Please Don't Go"

## P1 CHART DEBUT (1) NOW ON 51 CHR REPORTERS INCLUDING

WZOU add	KKSS add
KBXX add	KKMG add 35
WJMO	KMGZ add
WHYT	HOT97 deb 30
HOT102	WMXP deb 29
KS104	WWHT deb 30
HOT977 add	WKSS deb 34
KPLZ add	WLAN deb 33
KUBE add	WCKZ deb 22
WBBQ add	WNOK deb 35
WAPE add	KKXX deb 24
WHHY add	WXKS 26-23
Y107 add	WIOQ 29-25







## "Silent Prayer"

## P1 CHART DEBUT

#### **CHECK THIS ACTION:**

WPGC add KBXX PWRPIG add 29 WHYT add KUBE 999KHI add WSPK add WCKZ add WNOK add KPRR add WBBO add KBFM add KKXX add 28 PWR102 HOTI94 add 24 KQMQ add KCAQ add KWIN add 31 KMGZ add HOT97 deb 28 KTFM deb 19 HOT102 deb 27 WXKS 30-25 WZOU 33-26 KS104 24-20 KKFR 20-16 KGGI 12-6 HOT Q106 22-19 Z90 9-7 HOT KMEL 3-3 HOT KSOL 6-3 HOT977 31-27 B93 40-33 KZFM 39-32 B95 30-22 HOT BOSS97 38-29

#### Urban Chart: 😰



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#### Just when you thought it was safe to go back to the airwaves...

He's back.

# "SMELLS LIKE NIRVANA"

#### SIMULTANEOUS WORLD PREMIERE ROADBLOCK! MONDAY, APRIL 13th, 5:00PM

MTV, COMEDY CENTRAL, and HUNGARIAN CABLE TELEVISION

#### AND WATCH FOR





PRODUCED BY AL YANKOVIC MANAGEMENT: IMAGINARY ENTERTAINMENT TOUR BOOKINGS: FAMOUS ARTISTS AGENCY, INC



#### Continued from Page 32

Any truth to the rumors in the *St. Louis Post-Dispatch* that CHR **WKBQ** morning dudes **Steve & D.C.** are being courted by crosstown AOR **KSHE?** "No way," 'KBQ PD **Mark Todd** told ST. "We've currently got them locked up until April 1993 and are just about to wrap up a new two-year deal with them."



STREET TALK

WKDF/Nashville PD Kidd Redd was strolling by the reception desk Monday (4/6) when a listener walked in and asked to speak to the PD. After Redd identified himself, the listener slugged the programmer with a left hook, screaming, "You've got to take Nicholas off the radio." The cops were called, the listener was apprehended, and Redd is OK ... but no one can figure out who Nicholas is.

#### **Rumbles, Pt. II**

• Gold KHYT/Yakima, WA goes Country in an LMA with Ingstad N/T-AOR combo KIT & KATS. Crosstown Country rival KXDD morning man Jeff Howell joins 'HYT as PD/morning man.

• Tony Gray inks a consulting pact with WHJX/ Jacksonville.

• Cadillac Jack exits nights at KHTK/St. Louis. He's replaced by Scott Gordon from WDFX/Detroit, who adopts the *nom de aire* Dr. Detroit.

• WWIN-FM/Baltimore afternooner Harold Pompey moves to mornings. Parttimer Lee Cross segues to Pompey's old shift.

• WJMO/Cleveland MD/middayer Tank Sherman exits over philosophical differences. Overnighter Action Jackson moves to middays and becomes acting MD.

• KVEN/Ventura, CA afternoon talker Phil Hendrie joins WSB/Atlanta to do 11pm-2am.

• KXKL (Kool 105)/Denver personality Rick Somers joins KKFM/Colorado Springs for overnights and weekends.

• KSOL/SF overnighter Ken James exits.

Phlash Phelps returns to B106/Ft. Wayne for nights.

 After 20 years as an automated Country outlet, KIMM/Rapid City, SD has gone live. Rick Carson becomes PD, following 12 years with WCMR/Elkhart, IN.

• Former KIK-FM/Anaheim jock Marina Wilson surfaces doing weekends at KLIT (K-Lite)/L.A.

 WGTZ/Dayton ups afternooner Sean Roberts to MD, replacing Curt Kruse, now MD/night jammer at WVKS/Toledo.

• WKSI/Greensboro overnighter Rick Roberts becomes MD as Tim Meadows is put out to pasture.

• KCHX/Midland-Odessa, TX welcomes Mark McGee to nights from KCHH/Chico, CA. He replaces Steven Cruz, who now handles FM102/Sacramento late-nights.

WAEB/Allentown late-nighter Jennifer Knight
exits.

• Von Roy G. joins K97/Memphis for afternoons, replacing Jimmy Jam.



FLYING SAUCIERS — When the chips were down, Q105/Tampa invited listeners to participate in the Edens CHR's "Diamond In The Rough" contest, wherein five randomly selected contestants dove into a pool of rough-chopped salsa that contained a one-carat diamond ring (approximate value: \$5000). The other four hot 'n' spicy folks took home \$105 each

Former **Z95/Chicago** morning men **Welch** & Woody replace Joe Nasty in mornings at 102 Jamz/Orlando. Nasty heads for wakeups at **Z90/San Diego**.

Now will Jamz re-ink afternooner **Rich Stevens**, who's been without a contract for several months? Or is another interested party quietly sniffing around for Stevens's services?

Blitz 'N' Pieces KQDS/Duluth middayer Mike Keller —

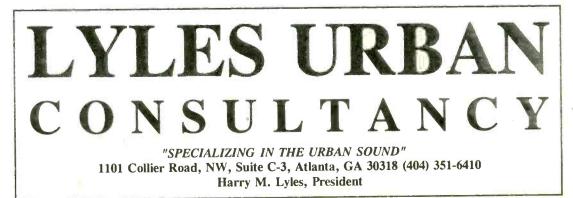
who programmed the AOR from 1985-90 regains the PD chair. KQRS/Minneapolis intern Paul St. Andrew takes MD duties, APD/MD Mike Olsen becomes Production Dir., and Von Montana joins from KJKJ/Grand Forks, ND for mornings. The moves follow PD Rick Church's departure for afternoons at WKQZ/Saginaw.

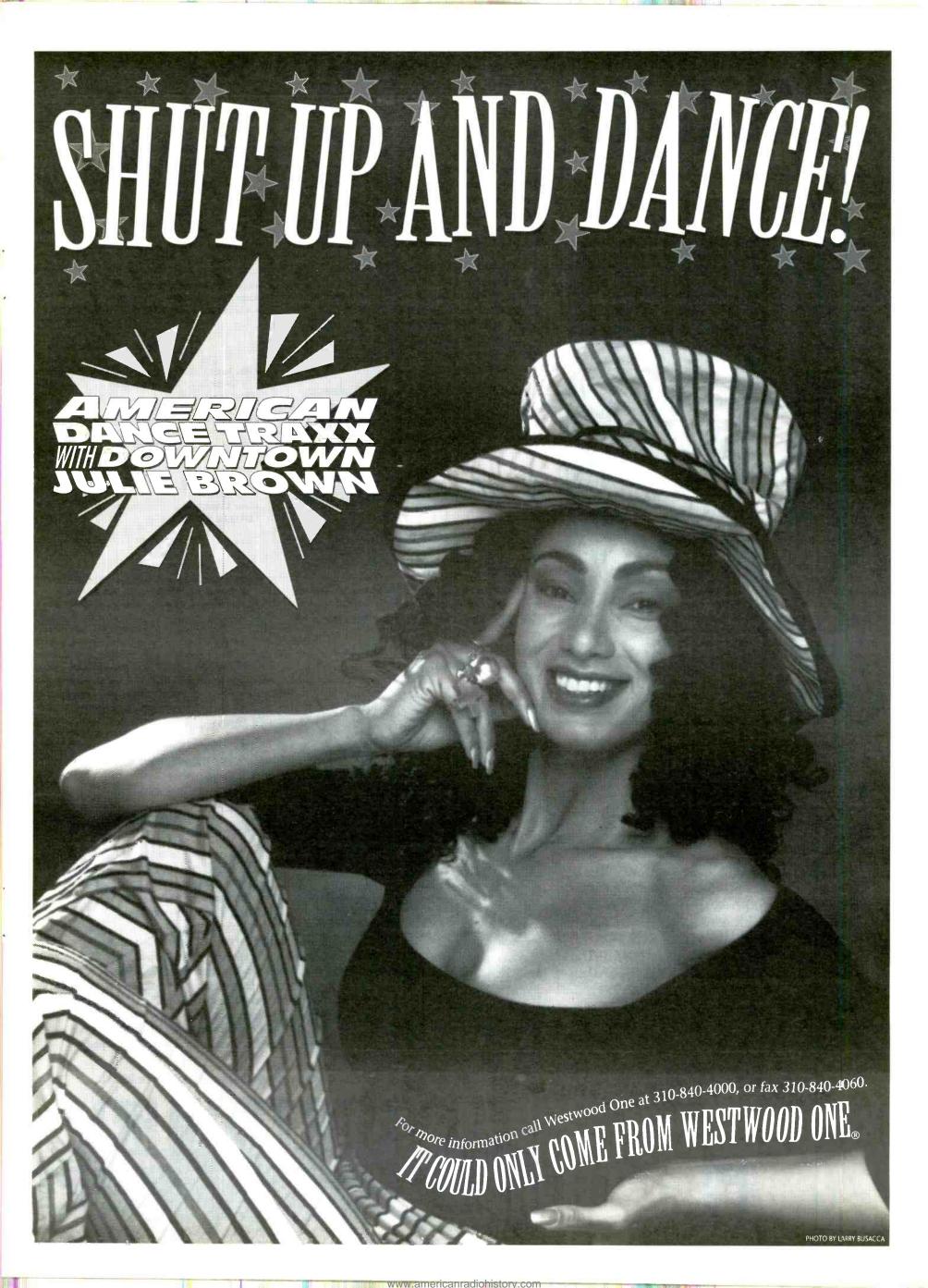
Speaking of 'KQZ, that station's recent switch from AOR to Classic Rock takes on new significance with the confirmation of an LMA between the **Windward** outlet and **Patten** AC **WMJT**, which went dark last week.

'MJT returned Wednesday (4/8) as "The Blitz." 'KQZ PD **Mike Ferris** is directing the proceedings and describes the station as a cross between Chicago's hard-rockin' **WWBZ** (The Blaze) and L.A. New Rock **KROQ**.

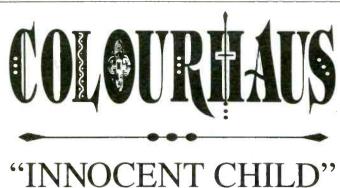
As a result of the full sales/programming LMA, the 'MJT staff is history. Current plans

Continued on Page 36





#### 36 • R&R April 10, 1992





Already On Over 100 Top Forty Reporters **Including These Believers:** 

WXKS	WZPL deb 30	WKBQ
WNVZ 30-27	KXXR	KKRZ deb 30
Q105	KDWB add	Q99.5
WBBQ add	WAAL deb 30	WMGV 21-18
G105 add	WLAN deb 35	KF95 30-26
WBBO add	WKRZ deb 37	WPRR 32-26
WRHT add	KKXX deb 30	WJAD 28-24
WQUT add	103CIR deb 27	KISR 34-28
Z102 add	WCGQ deb 34	WMMZ 31-27
KRNQ add	WBPR deb 30	KCHX 36-32
96STO add	WLRW deb 23	KPAT 25-15
WIXX add	KLYV deb 32 HOT	T WDBR 34-30
KXKT add	KFRX deb 29	KPXR 33-19

The First Single From The Debut Album "WATER TO THE SOUL" Produced by PHIL RADFORD & BOB MITCHELL



#### Continued from Page 34

call for the Blitz to run jockless for at least six months.

STREET TALK

Ron Cutler Productions and WPLJ/NY PD/morning man Scott Shannon have inked a deal to put together a uniquely structured. three-hour weekly syndicated countdown show called "Scott Shannon's Battle Of The Hits." Look for it to launch by June 1.

Suburban DC Gold outlet WMJR/ Manassas, VA changes to rock-leaning Country WRCY under new PD Bob Steele and consultants Chapman-Tudor. Steele joins from nearby AOR WWTR/Ocean City, MD, where MD Chris O'Brien adds PD duties, morning man Joe Abby becomes Production Dir., and Dave Fleetwood joins for nights.

Dan Forth, most recently with Superadio, has launched MediaStar International to provide marketing, management consulting, and related services to program suppliers and broadcasters.



WLAC/Nashville is planning a May 7 tribute to legendary R&B and Gospel jock Bill "Hoss" Allen - who's been with the station for 46 years. Proceeds will benefit Cumberland Heights, a nonprofit treatement and rehab center for substance abuse. The Rev. Al Green, Shirley Caesar, and others will entertain. Those who've grown up listening to the "Hossman" are invited to participate. Contact PD Chuck Rhodes at (615) 256-0555

#### Records

· Impact officially bestows VP/Promo stripes up on Gina lorillo.

· Geffen Dir./Nat'l Alternative Promo Kim White resigns (effective 4/30) to manage the Screaming Trees

. Look for RCA to up Phil Hardy to Sr. Dir./Alburn Promo, based in NY. The move follows VP/Album Promo Wynn Jackson's exit. effective next Friday (4/17). Jackson previously declined a transfer to the East Coast.

Concurrently, expect Atlanta local rep Jordan Zucker to assume regional duties for the label

• Former EMI NY promo rep Clarence Barnes joins MCA as regional promo rep, based in Chicago. MCA Windy City promo rep Suzanne Slas will relocate to another market for the label.

· Interscope ups Promo Asst. Karen Rait to NY local promo rep, replacing Don Maggi. Former EMI Boston promo rep Tammy Skripek joins Interscope for local Beantown promo action.

 MCA/Nashville promotes Dir./Publicity & Artist Development Susan Levy to Sr. Dir.

 A&M West Coast Publicist Lisa Jefferson joins Elektra as West Coast Mgr./Publicity & Artist Relations

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WDBR/Springfield is celebrating its 20th anniversary as a CHR at the Illinois State Fairgrounds on April 25. Past employees should contact Lisa Crocker at (217)

R&R sends best wishes to Power 99/ Atlanta GM Bill Phippen, who's recovering from major surgery.

753-5400



When a caller to WGST/Atlanta's Freddy Mertz blasted the 1970s as a time when "freaks in cordurovs with dirty feet played lame Kansas albums," one listener felt particularly compelled to respond.

Within two minutes, Kansas founder/ guitarist Kerry Livgren was on the air defending the "Me Decade" as a time when diverse musical styles flourished.

Livgren told the audience he now lives on a farm in nearby Covington, GA, where he writes music and runs a recording studio. He's been a contemporary Christian artist for years. and is also part of a reunited Kansas.



# THERE'S NO GETTING OVER IT.

EARLY BELIEVERS WXKS KBEQ

"MaHarry is a female Elton John for the '90s. She plays piano with style, she writes catchy, upbeat pop tunes ...and she possesses an irresistible, versatile voice."

# How do i GET OVER YOU"



the new single from

TARRY

or print



the first single from the new album Fountain of Youth (75021 5370 4/2) Produced by Dwight Marcus Management: Peregrine Watts-Russell for MFC Management

w americanradiohistory co

# RATINGS AND RESEARCH

一路和马输给资源,停着运行的时候,他们就是把房屋上的推荐了了路上,房屋上了这个小屋上,这个门上上,所以他们的时候,他们的一个。

66

## QUALITY VS. QUANTITY

# Spot Check: Are Your Ads Hurting Your Station Image?

I received a call from a broadcaster the other day who was not getting buys from a grocery store chain, despite compelling ratings. The reason? The chain had targeted his station as "anti-advertising" because his on-air positioning line was "more music, less talk."

This typical sentiment was further echoed by a Kansas City ad agency that questioned the common station practice of clustering ads into the fourth quarterhour. The agency's concern was that rampant tuneout would occur or its client's message would be obscured by as many as seven to eight commercials in the one quarter-hour.

## Bottom Line: Creativity

I've been researching the issue of consumer perceptions regarding radio ads and have come to some interesting conclusions. Bottom line: It's not the *quantity* of ads (within reason) that's the problem, it's the quality.

Your core listener will stay with you through that fourth quarter-hour commercial break if your commercials are interesting. And you only do yourself an injustice by using the "more music, less talk" positioner, because to most listeners talk means ads – not air personality patter or commentary.

True, some listeners will punch out instantly when they hear the first ad. But nothing I've seen indicates that listeners can accurately discriminate between four, five, or six ads. They don't say to themselves, "I'll listen for the first five ads and then tune out the station." However, they do recognize a poorly produced, butchered local ad. With many stations scrimping on production directors, there are a lot of these ads on the air. They sound bad, are extremely redundant, and lack any kind of creativity. They may be voiced by a jock or anyone who's available for that matter.

## 66

There's no need for stations to run commercial-free hours or commercial-free day promotions. These might garner attention in the short term. But in the long term, they're not positive.

99

Diarykeeper interviews indicate that it's the particularly obnoxious or mindless commercial that prompts listeners to hit the dial. Stations that pay close attention to the content and style of ads that they run do so wisely. It's harder for radio stations than TV stations to slough off marginal material in a stopset. That's because radio commercials, many of which use music beds, are closer in content to the programming and announcing normally heard on the air than the commercials you might see during a break from a TV drama, movie, or comedy.

## **Listeners Bored**

There's no need for stations to run commercialfree hours or commercialfree day promotions. These might garner attention in the short term. But in the long term, they're not positive. And believe it or not, they are not a long-term inducement to listeners. Most listeners understand that, barring 25 minutes an hour of ads, commercials are an inherent part of the process. They know there's always a negative payoff

## By Rob Balon

somewhere for the "10-in-arow" or "maximum music" pitches. So when you cluster the spots, the poorly produced ad will be even more apparent and subsequently more irritating.

Radio also has a responsibility to its advertisers. This "second audience" understandably has a negative reaction to radio's commercial-free pitches. These pitches paint commercials as being bad when, in fact, commercials are really not that bad to most listeners.

Listeners are just plain bored with a large number of the commercials on radio today. Somewhere along the line, radio has ceased to be "theater of the mind" and instead has become "theater of the convenient." We've forgotten there's no more powerful visual image than the one you see in your mind's eye. We've abandoned the very elements that make radio distinctive and alluring.

Consider today's locally produced radio commercial. Let's say a home developer is opening a new project and wants to target an upwardly mobile, affluent baby boomer population by using radio. In many cases what he might get is a scenario, written and produced by a salesperson,

<u>....</u>

## Since radio is No. 2, it has to try harder. Radio cannot afford mediocrity, especially at the local level.

that would invariably go something like this:

(Kitchen SFX up and under)

Woman: Oh honey, I'm tired tonight. Can't we go out for dinner?

Man: Sure, that sounds like a great idea. What have

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you got in mind? Not someplace too expensive, I hope.

Woman: I heard today that they're having a free buffet at Liberty Hill to introduce their brand new homes.

Man: That sounds tasty.

Woman: Yes. And not only can we get some delicious free food, but we can check out their beautiful new starter homes for as low as \$95,000. This apartment is getting a little crowded.

Man: Why do I have the feeling this is going to be something more than just a happy hour?

Woman: Well, you'll never know unless you try

Man: Where is that again?

Woman: At Liberty Hill, 14th and McReynolds Ave. And I've heard they're going to be open all weekend, too, with free hot dogs and soft drinks for the entire family.

Man: Well, let's get going.

Woman: Don't forget your checkbook.

(SFX up and out)

## **Try Harder**

If you've heard one commercial like that on local radio, you've heard thousands. The problem is, while you can justifiably argue that television turns out an equal array of unenthusiastic, low-budget, quick and dirty 30-second nothings, television doesn't have to fight the image problem that radio does. Television can afford to have lackluster commercials because there are a few great ones that do come along on network TV to attract everyone's attention.

Since radio is No. 2, it has to try harder. Radio cannot afford mediocrity, especially at the local level. And when it turns out endless commercial pap such as the 99

You only do yourself an injustice by

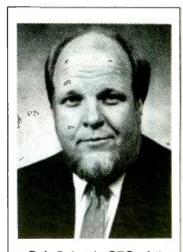
using the 'more music, less talk' positioner because to most listeners

talk means ads — not air personality patter or commentary.

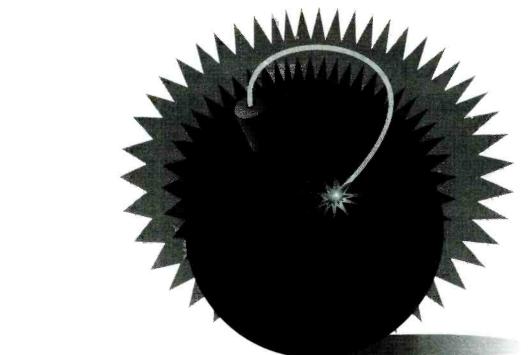
preceding example – which doesn't exhibit its limitless potential for creativity – then it deserves what it gets from those who think that dynamic communications end with television.

So stop worrying about ad clustering and positioning lines that suggest improper images to the ad community. Let's be realistic. We're living in the age of the 10-and 15-second TV commercials. There's more clutter on TV than ever before, but you never hear a TV announcer saying, "More news, fewer commercials" or "More 'M.A.S.H.', no ads." TV stations, unlike their radio counterparts, never apologize for their ads.

Let's focus on the kind of spots we turn out — not on where we put them or how many there are. Be proud to run them and make them as good as they can be. Also make sure announcers are enthusiastic about them. And stop hiding the fact that ads are very important to us. The entire radio industry will be better served if we do.



Rob Balon is CEO of the Benchmark Company (512-327-7010), a national market media research firm that provides perceptual, music, and marketing research to a worldwide list of radio clients. He contributes to this section on a regular basis.



# TIMEBOMB Scheduling?

No other music scheduling system gives you the ability to be so innovative with the way you schedule music. Only MusicScan gives you the ultimate edge - the power to take creative scheduling to the limit!

TIME BOMB SCHEDULING BICYCLING ROTATIONS SHADOW CATEGORIES CODING-SPECIFIC WAVE SCHEDULING INDEPENDENT DAYPART ROTATION COMB-FILTERED DAYPARTING ALTERNATE CATEGORY ROTATION ROTATING CLOCK GRIDS MIGRATING POSITIONS VARIABLE ROTATION PACKETING

All under the control of MusicScan's unique Rolodex™-type scheduling system. And now, MusicScan gives you more exclusive features you won't find anywhere else.

## **FIXED-POSITION LINEAR CLOCKS**

Specific music categories (such as currents) and stopsets are placed at fixed positions. Other categories flow around them without regard to time.

## **PATTERN ROTATION**

Map your own custom rotation grids and have MusicScan follow them exactly.

## **STUTTER-STEP SCHEDULING**

Force specific clock positions by category file number, enabling songs to stutter (to repeat at different rates).

Only MusicScan offers you such a wide variety of programming options. Of course, that's what these revolutionary features are, options. You choose only what you need. MusicScan is as easy to learn and use as ever.

Call today and learn more about MusicScan.

Music Scheduling with an Edge 205-987-7456



# **Starting A Morning Show**

## Equipment to get your AM drive up and running

This is a basic primer for preparing to employ and/or manufacture a morning show. Before you decide on the basics and philosophy of show prep, establish the morning team's goals and define its target.

## **Management's Role**

The PD should be intimately involved with the morning show, having the right to alter, expand, or eliminate content. The PD should critique the personalities once a week during the show's initial two or three months and then go into a maintenance program of biweekly critiques.

Ideally, the GM's involvement is somewhat limited, to keep the PD's authority intact. The programmer should be directly responsible for the morning show, but the GM should remain aware of all aspects of the program and the overall game plan. The GM must be involved in the marketing of the morning team, as the product is what generates revenue. Obviously, the GM reserves the right to overrule the PD and may in fact need to make the occasional Solomonic decision.

## Bits Vs. Hits

In order to win, the adult morning show must strike a balance between two basic elements: entertainment and information Entertainment elements such as music. humor, features, and contesting have to be relieved by information elements - weather, traffic, news, and sports, - and vice versa. Each stopset has to be a mini-magazine of the target's concerns and interests.

Bit length obviously depends on the individuals performing and the competition. If everyone in your market is doing lots of jokes, the natural competitive move would be to run a more-music machine in the morning and restrict your bits to quick one-liners over song intros.



e telephone is verv important. Several things must be remembered when using phones:

· On-air conversations are for the benefit of the listeners. The audience must feel like a part of the conversation

· Let the caller speak. The audience doesn't want to hear one of its own interrupted by the personality.

• Pre-tape calls. Splice out all but the best part - listeners don't need to hear the "Hello, how are you?" stuff. Get to the point.

· Feel free to recycle laughs from these pre-taped callers. We've actually suggested that morning men take laughter from one caller and splice it onto another call. Hev - it's show biz!

Try to look at your hour as one whole pie. If you place a bit in the first quarter-hour, the next one should be in the third quarter-hour. Preplanning allows you to balance the hour, and you can place one bit in each quarter hour or vary them by 30 minutes. Avoid placing two bits in the same half-hour with none in the third and fourth quarter-hours.

## **Manufacturing Talent**

Morning talent need a starting point - a map to follow with regular format landmarks to rely on on those mornings when nothing happens. Formatic structuring will eliminate the perceived need to say

## By Mike McVav

anything when the talent has nothing worthwhile to say.

Your station needs the continuity of market positioning and promotion/daypart recycling. Any foundation helps ensure consistency in station sound and needs. Whatever the talent adds to the format in the way of creativity and individuality is gravy. The art of radio is ideas: the

more the better. Ideas only come from hard work: brainstorming, preparing, and polishing, then more brainstorming, more preparing, and more polishing.

Talent should be plugged into the market and topical. They should know what's happening, what their audience is interested in, who the local leaders and characters are, what the attractions, local theater groups, and public service organizations are, and so on. They should observe their audience as much as possible and read everything they can get their hands on.

Don't forget contesting. Tie prizes into bits and award them during the bits.

## Who Owns The Bits

Pride of authorship and ownership of material should be discussed prior to employment. When a personality brings a previously used character to the station, who owns it and the bits associated with

## 66

## Each stopset has to be a mini-magazine of the target's concerns and interests.

it? When a character or bit is developed while at the station, does the station retain ownership and the right to use it once the air personality leaves?

**9**9

Also, decide whether the morning talents receive special fees for reading live commercials within their show.

## **Blue Humor**

The issue of blue humor should be discussed with the management team and adjusted to conform to local standards. The same goes for ethnic jokes, bathroom humor, and humor that's just plain juvenile. Management should be prepared to handle audience reactions to such content, because it tends to yield either high-negative or highpositive responses.

## What About Music?

Regarding music on the morning show - personalities should follow the preprogrammed music schedule. They have the right to eliminate a song in favor of a bit if they pick up the music rotation at the previously scheduled time.

For example: A song is to air at 16. The talent eliminates the third song from a three-song sweep in favor of a bit that takes him into a

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# Winning Wakeups **Start Here**

• What's in a break - Each break should contain regular timechecks and weather mentions and end on a call letter or slogan identifier followed by a timecheck.

• New image slogans - Take one of the image liner breaks, put it in your own words, and give it your own feeling.

• Free time suggestions - At least twice per day, alert listeners to leisure time activities: carnivals, movies, sports, TV shows, etc.

• Imagine the listeners' world - It's morning: time to get ready for work or school, get kids ready for school, say good-bye to loved ones, drive to work, roll over in bed, or ?

• Cross-promote - Promote other dayparts by touting what other jocks are doing: 30 minutes of continuous music, contests, or any of the things we do

· Promotions and events — What's WXXX doing on the streets? What are the other jocks doing to raise their profiles in the community? Talk this up.

• Show some heart - Find great stories for the morning show items listeners will go to work talking about

• Hot sets - Run these once every half-hour to encourage conversation among listeners at work.

• Tease your own show — What's coming up later in the show and tomorrow?

66

## stopset. He picks up the music flow with the song that's scheduled to follow the stopset. The song scheduled for :16 is circled to allow the MD to reconcile the log and lock it into the next day's programming.

Discourage personalities from making fun of the songs they play and/or talking over lyrics and in the middle of songs. We've seen very few talents who can get away with that sort of entertainment.

## **Time, Weather How-Tos**

Timechecks and weather are a major part of morning drive. Timechecks should air immediately following the station's name at every set. Example: "92.5/WXXX 6:21, 21 minutes after 6:00." The first timecheck in a set should be double, and a straight digital time may be mentioned if it comes up later in the same break. Though we don't normally talk after jingles, in morning drive they should be followed by a quick timecheck.

Once an hour outside of the newscast, air a formal weather (covers the present daypart plus one). Example: "WXXX weather - Sunny and warm today, a high of 55 tonight a chance of rain and a low down to 38." A quickie weather airs into stopsets that don't carry a formal weather. Example: WXXX - 6:21, 21 after 6:00. Sunny and warm today, a high of 55.'

The Eight-Day Grid

One of the best ways to build a regular rhythm for morning drive

## Who's Off First

Vacation schedules should:

- Avoid the Arbitron ratings sweeps
- Address holiday vacations
- Contain contingency plans for illness.

## If everyone in your market is doing lots of jokes, the natural competitive move would be to run a more-music machine.

99 is to utilize an eight-day grid on which to schedule the locked-in

items, or serial bits - e.g., Memory Machine, Drive-Through Request - at different times each day. An eight-day rotation shifts bits and the length of bits in a repeated time. It lets you keep continuity while maintaining a feeling of unpredictability.

## **Scheduling The Show**

Create a schedule for arrival times, show times, post-show critiques, and next-day prep. Include appearance requirements and what will be expected of the jocks regarding weekends and production work.



Mike McVay is President of Mc-Vay Media, a full-service consultancy serving AC. Oldies, Country, and CHR stations. He can be reached at (216) 892-1910

# **Cast Of Characters**

tion is as follows:

• One central anchor -- the Johnny Carson of the show. He can be a "Dennis the Menace" or a one-liner guy like Henny Youngman. This is the person who presents the majority of timechecks or weather mentions.

• The sidekick - sometimes a newsperson, sometimes a second air talent. This person should be able to laugh, a la Ed McMahon.

• A "Suzy Humphries"-type -this character can go out and report live from events. This is the type of personality who doesn't mind being made light of. We've used week-

he morning drive team's success is largely dependent on its makeup of characters. The optimum situa-

> enders and salespeople for this position; it's not necessarily a fulltime post

• The information package should include a news anchor (sometimes dual anchors), a weatherman (ideally a local TV meteorologist), and, at male-targeted stations, a sportscaster.

The antithesis of the highly produced morning show is a "nobody plays more music in the morning' program. Should you go this route, the informational aspect becomes even more important, as you must create an "if you don't listen, you'll miss something" feeling.



# **AIR PERSONALITIES**

April 10, 1992 R&R • 41

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I've spent more time unlearning the bullshit I learned in my first few years of radio. I was taught to be and do one thing and not be myself ... One of the first agreements we made was that we're not going to be [stereotypical] radio disc jockeys.

## -Mark & Brian

sense that. It's hard to be honest with them when you're trying to sell them something. We're on their side. We don't want to be in the position of trying to sell stuff to them.

MARK: We make a decent salary solely because of the people who listen to our program. To do anything to jeopardize that relationship only jeopardizes our career.

## **No Surprises**

MARK: One bit of advice for anyone who might be looking for a job as an on-air personality: If you're sitting in a meeting with the GM and the PD, they're telling you what they're looking for, and you've got a little bit of a problem with what they say - you need to let them know immediately.

99

That GM and PD need to know precisely what you do and what you sound like. Don't surprise them later; that'll be nothing but a headache for you six months down the road. You're going to be on the air, doing what you enjoy - but they won't want that. So if they're not going to want what you do, let them know before you're hired - before you pack your stuff in a U-Haul and make the move.

BRIAN: If there's anything we can leave you with, it's just this: Be yourselves. It's tough. I know you're thinking, "Yeah, you guys don't have the problems we have with our program directors." We did, believe me. Every day was a battle.

MARK: If you're really getting a lot of hassles from your PD or GM, it comes down to [telling him or her], "You're going to have to make a decision: If you don't want me here, then let me go find a place that does." Because you're not go-

## 66

You're not going to grow, learn, or get better...where they continually browbeat you into doing what they want you to do.

—Mark & Brian

## 99

ing to grow, learn, or get better by sitting in a situation where they continually browbeat you into doing what they want you to do. Instead, find a place that does want you and that will encourage you to be what you want to be.

BRIAN: Just keep working, believe in yourself, and do something

Dan O'Day, author of "Personali ty Radio," consults a limited number of radio stations and conducts air talent seminars for stations, groups, and associations. He can be reached at (310) 476-8111.

**Program Philosophy** MARK: We put on the air what

Tips from KLOS/Los Angeles's Mark & Brian

BRIAN: It's not like, "We're radio DJs and you're our audience. It's two friends having a blast with each other every morning.

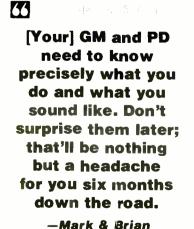
entertains us.

oping a winning on-air attitude.

MARK: I've spent more time unlearning the bullshit I learned in my first few years of radio. I was taught to be and do one thing and not be myself, [but being yourself] is what will make you happiest and most successful. Regardless of what aspect of broadcasting you're in, you're not going to have fun or be successful unless you add that element of you being you. You'll wind up dreading work each day.

BRIAN: One of the first agreements we made was that we're not going to be [stereotypical] radio disc jockeys. I grew up listening to WLS/Chicago - Larry Lujack and John Records Landecker. They instilled in me the fun-ness of radio. I thought, "If I ever get a job in radio, I want to have fun like that." I wanted to laugh like [during] Lujack's "Animal Stories," when they'd start laughing together. You can tell what honest laughter is and [it's] not 40 people in the studio laughing at everything you say. That's ridiculous.

MARK: Here's an example of our agreement not to be disc jockeys: In the nearly seven years we've been together, we've never given the weather. The news guy does; we don't.



-99

## **Listener Relationships** BRIAN: As you know, lots of ra-

dio calls are worthless. But we make sure the switchboarders are polite to callers. It takes a little longer to get them off the phone when we're not going to use their bit, but we make sure they're told,

66

One of the highlights of the recent Air Talent '92 sem-

inar was a two-hour session featuring KLOS/Los An-

geles's Mark & Brian, whose wakeup show has dominated

L.A. morning radio since 1990. The following excerpts

from that session provide some valuable lessons in devel-

We never do live spots or advertise anything ... Why would we whore the relationship we've fought so hard to make with the listener? Mark & Brian 99

**Developing A Winning Attitude** 

"Sorry, they can't use you today. Please call back tomorrow. They

**MOURNING DRIVE** 

done. BRIAN: Another thing that's helped create this relationship we have with listeners is that we never do live spots or advertise anything. This is important. Who are we to say, "Go to the Big Green carwash on Fifth Avenue" or "Try Nutri-System; you can lose a lot of weight?

want to hear from you again."

MARK: We do a lot of outside

events and never charge listeners

for anything; they've never paid

admission for a single event we've

MARK: What if they don't lose weight? What if they go to a restaurant that we said has the best burger in town - and it doesn't? They don't blame the restaurant; they blame us because we told them to go. Why would we whore the relationship we've fought so hard to make with the listener?

BRIAN: That's just what it is: whoring. And the audience can

> As we first taste success, people tell us we're great. We start to be-

lieve it and soon act the part. Slowly we stop trying so hard because we think we don't have to. We stop being polite because we can get away with being rude. We start making excuses because people believe them or, at least, act as

> Then it catches up to us. People wait anxiously for us to fail. Maybe the ratings slip, and we don't seem so invincible any more. Maybe we make enough enemies around the station until no one wants to work with us. Suddenly, we're repri-manded when we're rude, the excuses aren't believed, and people lose respect for us. We've given them the reason they've been looking for, and much to our surprise. we find ourselves out of work and blaming everyone but ourselves.

As we become successful in our careers, we have to avoid the trap my friend fell into. We still have to be nice to people in the hallway. We still need to show up at other jocks' remotes even when we don't really have to and stay a few minutes late to help clean out the station van after an appearance. And we have to keep working hard on our shows. Remember: If you stop getting better, pretty soon you stop being good.

I wish my former idol well. I'm sure there's still a good person there somewhere. If there is, now it's up to him to find him.

A Tale Of Self-Destruction Here's a letter documenting a famous air talent's fall from grace, penned by a person who placed the legend on

a pedestal. The author wishes to be remain anonymous. I first heard my radio idol several years ago when I was working in a small market. His ratings were unbelievable, and everyone at the station admired and respected him. No one doubted that one day he would be a huge success. I was proud that I worked with him. Even though I worked late at night,

I would wake up early just to hear what he was doing. I thought, "Man, that's exactly what I want to do.' So I did. I got a job doing mornings. I went to another market and stole everything I ever heard him do. I was successful at it and eventually became confident enough to try some of my own ideas. I was offered a job in a bigger market and have been fortunate enough to en-

**Bursting Bubble** 

mornings.

joy a pretty successful career in

During this time, I kept in close touch with my "idol" friend. His career was going great: major market mornings, big bucks, nice contracts. Then after a few years, he seemed to have trouble: frequent job changes, ratings failures, problems with co-workers.

Over the years, we talked about the possibility of the two of us working together. We admired each other's talent and thought if we could ever work together, there

would be no limit to how far we could go. Through an unusual set of circumstances, we got the chance. We were hired to do mornings in a major market. Neither of us could have been more excited.

You're probably guessing that my bubble was burst, but it's surprising how soon it happened. After only a few days with my partner, I began to see him in a new light. He abused and intimidated people around the station. He was rude to listeners on the phone and at appearances. He ignored his work to live the good life, then made bad excuses for it.

I couldn't believe this was the same person I'd admired all these years. How could somebody change that much? I tried to talk to him about it many times, but he swore that everything was fine and there was no problem. It must be my imagination, he said.

In time, I realized that nothing was getting through. I wasn't alone in seeing the problem, and my former idol was unceremoniously let go. No one was shocked, and few people missed him.

## **Avoiding The Trap**

What happened? How could someone with so much promise suddenly become the kind of per-son none of us wants to be? My guess is it didn't happen suddenly, but over time.

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though they do.

# MUSIC

# Radio, Records Establish All-Star Voter Registration, Freedom Of Speech Efforts

wenty-two radio outlets in 21 major markets have become "Official Rock The Vote Stations" by joining with DCC Compact Classics for a voter registration drive that will run through the state primaries and fall elections.

The stations are producing on-air spots, and DCC is providing promotional materials related to its "Rock The First" hits package series (R&R 1/27). These include "Rock The First" samplers and complete six-volume sets, as well as Rock The Vote T-shirts.

Artists on the sets include Bon Jovi, Robert Palmer, R.E.M., Tone Loc, Tina Turner, and Steve Winwood, to name but a few. Participating stations include WQHT (Hot 97)/NY, KIIS/L.A., WBBM/ Chicago, and WMMR/Philadelphia.

Meanwhile, Vanessa Williams, Tears For Fears, Cinderella, Simple Minds, and Michelle Shocked are among the artists singing out for freedom of expression on "Say What U Want," a 14-track pop collection due June 23 from Mercury Records. The label will donate \$1 from the sale of each CD to Rock The Vote.

## **Dolby & The Dead**

Jerry Garcia and Bob Weir of the Grateful Dead join Thomas Dolby on his forthcoming UK album, "Astronauts and Heretics." Rock Over London reports the pair play guitar on the tune "Beauty Of A Dream."

Other notable guests include Eddie Van Halen ("Silk Pyjamas" and the lead track, "Close But No Cigar"), former Fairground Attraction chanteuse Eddi Reader ("Cruel"), and Israeli diva Ofra Haza ("That's Why People Fall In Love"). Dolby's disc is set to hit UK stores in July.

SCREEN SCENE



## **38 Special Rejoiner**

**Don Barnes** – the original singer/guitarist for 38 Special – has rejoined the Charisma rockers after a five-year absence. He replaces Max Carl.

## Bonham Minds Over Madhatter

Bonham's sophomore set ("Madhatter") is due from WTG/Epic in mid-June. Produced in Brighton and NYC by Tony Platt, the set sports 11 songs, including "Running Out The Backdoor," "Ride On A Dream," and the instrumental "Los Locos." The lead track ("Change Of A Season") should land on programmers' desks on May 6.

## Live Genesis Flashback

Genesis will releasing their third UK single from "We Can't Dance" this week. "Hold On My Heart" is backed with an extra live track: a 12-minute, 18-second version of "Home By The Sea," originally heard on the band's self-titled 1983 album (ROL).

## Gabriel, Sting Return Manu Katche's Favors

Noted session drummer Manu Katche called in some favors for his debut solo disc ("It's About Time"), due in the UK April 27 from BMG. Sting contributed vocals to the tune "25th Of July," Peter Gabriel sings on "Warm Doorway," and both men sing on a track called "Silence." Daniel Lanois, Branford Marsalis, and John Paul Jones also contributed. Katche cowrote most of the 12 tunes with Tom Robinson.

Katche recently worked on Gabriel's next record, which he told ROL is almost ready: "I remember recording 22 songs. I think they're using 10 or 12." He's also featured on Tracy Chapman's forthcoming "Matters Of The Heart."

## **Hotwired Soup Dragons**

Edinburgh's Soup Dragons are said to feature a more guitardriven sound on "Hotwired," their second Big Life/Mercury effort, due April 21. Produced by Marius DeVries and Steve Sidelnyk with vocalist Sean Dickson, the set sports such tunes as "Sweet Layabout," "Mindless," and the first track, "Divine Thing."

## L7 Gets Heavy

The debut disc from female hard-rock quartet L7 will be titled "Bricks Are Heavy." Produced by Nirvana knob-twirler Butch Vig, the Slash release features such tunes as "Pretend We're Dead," "Shitlist," "Wargasm" (which features a sampled Yoko Ono), "Diet Pill," and the lead track – "Everglade." The disc should hit the streets on April 14.

## BOOK BEAT How To Speak Hip-Hop

ir talents! A&R types! Ponytailed hipsters! Worried that your ability to speak the language of The Street may be slipping? Have no fear, Fab Five Freddy, host of "Yo! MTV Raps," has produced "Fresh Fly Flavor: Words & Phrases Of The Hip-Hop Generation" (Longmeadow Press/\$7.95) to keep you on the cutting edge of contemporary slang.

Because the author has been on the hip-hop scene since its inception (he was namechecked in Blondie's "Rapture"), he brings a broad perspective to the project. The book not only offers double definitions (e.g., *"Rock the spot — 1. To give a good performance. 2. Have good sex"*) and explains the roots of terms like "fresh," "mack," and "dope," but also embraces older slang such as "groovy" and "cop a plea."

The 96-page paperback boasts a texturized cover and a 32-page alphabetical listing of all known hlphop artists at presstime (Including many without label affiliations).



Of course, street language is ever-changing, making this book already something for the time capsule when it hits stores this month. However, the same could be said of any text that attempts to document a "subculture based on hijacking the English language," as *Source* Editor James Bernard writes in his foreword. For interviews/phoners with Fab 5 Freddy, contact Susan Malnzer at (212) 687-0522.

## MUSIC DATEBOOK

## MONDAY, APRIL 20

1967 / Marvin Gaye & Tammi Terrell's first duet ("Ain't No Mountain High Enough") is released.

- 1968 / Deep Purple makes its concert de but in Tastrup, Denmark.
- 1987 / An 18-year-old Florida record store clerk is arrested after selling 2 Live Crew's "As Nasty As They Wanna Be" to a minor. The action sparks a nationwide controversy over free speech and lands the group in a year-long legal battle.
- 1990 / Janet Jackson is awarded a star on the Hollywood Walk Of Fame.
- Born: Luther Vandross 1951

## TUESDAY, APRIL 21

37/The Beatles meet the Rolling Stones at England's Crawdaddy Club

- 1990 / Paul McCartney sets a Guinness World Record when he plays in front of 184,000 people in Rio de Janeiro. Also ... Van Halen's Cabo Wabo Cantina, named for one of the group's songs opens in Cabo San Lucas, Mexico.
- Born: Iggy Pop 1947, Robert Smith (Cure) 1959

## WEDNESDAY, APRIL 22

- 1969 / The Who unveil their rock-opera "Tommy" at an unannounced show in Dolton, England.
- 1976 / Johnnie Taylor's "Disco Lady" becomes the first RIAA-certified plati-
- Born: Glen Campbell 1936, Peter Frampton 1950, Paul Carrack (Mike & The Mechanics) 1951

## THURSDAY, APRIL 23

1956 / Elvis debuts in Las Vegas — opening for Shecky Greene! The reception to Presley's week-long engagement is so negative, he won't return for 13 years.

- 1975 / Ex-Badfinger guitarist Peter Ham hangs himself shortly after leaving the band. Born: the late Roy Orbison 1936, Narada
- Michael Walden 1952, the late Steve Clark (Def Leppard) 1960

## FRIDAY, APRIL 24

- 1957 / Ricky Nelson's first single ("I'm Walkin''' b/w "Teenager's Romance") is released.
- 1959 / The Drifters' "There Goes My Baby" — widely credited as the first rock 'n' roll record to feature a string section — is released.
- Born: Albert King 1923, Barbra Streisand 1942, Jack Blades (Damn Yankees) 1955, Billy Gould (Faith No More) 1963

## SATURDAY, APRIL 25

- 1989 / Depeche Mode's concert-movie ("101") opens nationally.
   1990 / Jazzman Dexter Gordon — star of
- the '''Round Midnight'' film dies of kidney failure.
- Born: Andy Bell (Erasure) 1964

## SUNDAY, APRIL 26

- 1977 / New York's disco haven Studio 54 opens.
- Born: Duane Eddy 1938, Giorgio Moroder 1940, Gary Wright 1943

Paul Colbert



e soundph Tresickness, screen debut in "Pure Country,"

screen debut in "Pure Country," playing a successful country singer who exits the fast lane for the pleasures of the simple life.

Expect a soundtrack, as MCA/ Nashville artist Strait will sing 11 new songs in the film. Chris Cain ("Young Guns") is directing the romantic drama, a Jerry Weintraub production to be distributed by Warner Bros. Shooting begins next month.

## 2Pac Gets 'Justice'

"Juice" co-star **Tupac Shakur** aka rapper **2Pac** (of **Digital Underground** and solo fame) has joined the cast of "Poetic Justice," the forthcoming **John Singleton** film starring Janet Jackson and **Keith Washington**.

# Jackson, Vandross Duet For 'Mo' Money

anet Jackson will duet with Luther Vandross on "The Best Things In Life Are Free," the forthcoming first single from the all-new Perspective/A&M soundtrack to the Columbia Pictures' film "Mo' Money." The tune marks the reunion of Virgin artist Jackson with the soundtrack's producers, Jimmy Jam & Terry Lewis.

Written by star/co-producer Damon Wayans and co-starring younger brother Marlon Wayans and newcomer Stacy Dash, this action-comedy about a con artist in love is set for a mid-July release.

love is set for a mid-July release. Also set to appear on the soundtrack are: Johnny Gill, Ralph Tresvant, Sounds Of Blackness, Krush, Mint Condition, and Lo-Key? featuring Big Daddy Kane. While they don't contribute a tune under their own name, Bell Biv DeVoe reportedly perform backing vocals on several of the soundtrack's songs. Look for the LP to ar-

rive in early July





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RADIO ADDED THIS	TV			BRITAIN
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FORMATS	54.7 million households Patti Galluzzi	41.8 million households Sal LoCurto, VP/Programming & Scheduling	53.9 million households	1 1 SHAKESPEAR'S
	Director/Music Programming	Norman Schoenfeld, VP/Program	Lyndon LaFevers,	SISTER/Stay
ALTERNATIVE PROGRAMMING Mickey Briggs • (800) 231-2818	Weeks On	& Artist Development Weeks On	Video Program Administrator Weeks On	4 2 RIGHT SAID FRED/Deeply
Super AC	HEAVY	FIVE STAR	HEAVY	Dippy 3 3 MR. BIG/To Be With You
DEF LEPPARD/Let's Get Rocked		SDPHIE B. HAWKINS/Damn I Wish I (Columbia) 2		9 4 SOUL II SOUL/Joy
SOPHIE B. HAWKINS/Damn   Wish   Was Your Lover HOWARD JONES/Lift Me Up	ERIC CLAPTON/Tears in Heaven (Reprise)		SUZY BOGGUSS/Outbound Plane (Liberty) 17	6 5 ANNIE LENNOX/Why 5 6 CECE PENISTON/Finally
ZZ TOP/Viva Las Vegas	HAMMER/This Is The Way We (Capitol)	GREATEST HITS	BILLY DEAN/Only The Wind (SBK/Liberty)         16	2 7 DEF LEPPARD/Let's Get Rocked
Country Alternative SUZY BOGGUSS/Aces	NIRVANA/Come As You Are (DGC)	MARIAH CAREY/Make It Happen (Columbia) 4 ERIC CLAPTON/Tears In Heaven (Reprise)	DIXIANA/Waitin' For The Deal To Go Down (Epic). 8 CLINTDN GREGORY/Play, Ruby, Play (SOR) 12	<ul> <li>Best For Last</li> </ul>
CONFEDERATE RAILROAD/She Took It Like A Man	QUEEN/Bohemian Rhapsody (Hollywood)	RICHARD MARX/Hazard (The River) (Capitol) 10 QUEEN/Bohemian Rhapsody (Hollywood)	SAMMY KERSHAW/Don't Go Near The. (Mercury) 13	9 MR. BEAN &
DIAMDND RIO/Norma Jean Riley MATTHEWS, WRIGHT & KING/The Power Of Love	BRUCE SPRINGSTEEN/Human Touch (Columbia) 6	BONNIE RAITT/Not The Only One (Capitol)	HAL KETCHUM/Past The Point OI Rescue (Curb) 9 TRACY LAW RENCE/Today's Lonely Fool (Atlantic) . 3	SMEAR CAMPAIGN/ (I Want To Be) Elected
SHENANDDAH/Rock My Baby MICHELLE WRIGHT/Take It Like A Man	U2/One (Versions 1 & II) (Island/PLG)	BRUCE SPRINGSTEEN/Human Touch (Columbia) . 4 VANESSA WILLIAMS/Save The (Wing/Mercury) . 10	LITTLE TEXAS/First Time For Everything (WB) 12 McBRIDE & THE RIDE/Sacred Ground (MCA) 6	— 10 ALTERN 8/Evapor 8
		HEAVY	WAYNE NEWTDN/The Letter (Curb)	Maying Un
BONNEVILLE	EXCLUSIVES		DOLLY PARTON/Straight Talk (Hollywood)	Moving Up
Ford Colley • (800) 631-1600 Soft AC		BRYAN ADAMS/Thought I'd Died And (A&M)	SAWYER BROWN/Some Girls Do (Curb/Capitol) 7 DAN SEALS/Mason Dixon Line (WB) 5	KYM SIMS/Take My Advice
LISA STANSFIELD/All Woman	CURE/High (Fiction/Elektra)	EN VOGUE/My Lovin' (Atco/EastWest)	RICKY SKAGGS/Same OI' Love (Epic)	LISA STANSFIELD/Time To Make You Mine
AC Mix	ROY ORBISON/I Drove All Night (MCA)	LISA STANSFIELD/All Woman (Arista) 7 7	TRAVIS TRITT/Bible Belt (WB)	CURTIS STIGERS/You're All That Matters
WILLIAMS BROTHERS/Can't Cry Hard Enough		KATHY TROCCOLI/Everything (Reunion/Geffen)	TANYA TUCKER/Some Kind Of Trouble (Liberty)         9           STEVE WARINER/The Tips Of My Fingers (Arista)         11	To Me
	BUZZ BIN	WHAT'S NEW	HANK WILLIAMS JR./Hotel (Curb/Capricorn/WB) 7 DWIGHT YOAKAM/It Only Hurts When I Cry (Reprise) 17	PRAGA KHAN 1/JADE 4 U/Injected With A Poison/Free Your Body
BROADCAST PROGRAMMING Tom Casey • (800) 426-9082	DULL DIN	TORI AMOS/Silent All These Years (Atlantic) 8		ZZ TOP/Viva Las Vegas
Super Country	ARRESTED OEVELOP./Tennessee (Chrysalis/ERG) 4	JOE COCKER/Feels Like Forever (Capitol) 5	ADDS	TEN SHARP/You SENSELESS THINGS/Hold It Down
JDHN ANOERSON/When It Comes To You BILLY RAY CYRUS/Achy Breaky Heart	LIVE/Pain Lies On The Riverside (Radioactive)	A. FRANKLIN f/M. McDONALD/Ever (Arista) 8	LIONEL CARTWRIGHT/Family Tree (MCA)	PASADENAS/Make It With You
JOE DIFFIE/Ships That Don't Come in GEORGE STRAIT/Gone As A Girl Can Get		HOWARD JONES/Lift Me Up (Elektra) ADD K.D. LANG/Constant Craving (Sire/WB) ADD	CLEVE FRANCIS/You Do My Heart Good (Liberty) MARTINA McBRIOE/The Time Has Come (RCA)	INNER CITY/Hallelujah '92 SOUNDGARDEN/Jesus Christ Pose
PAM TILLIS/Blue Rose Is	ACTIVE	KENNY LOGGINS/The Real Thing (Columbia) 6 JOHN MELLENCAMP/Now More Than Ever (Mercury) 2	MARIE OSMONO/True Love Never Goes Away (Curb)	GUNDURIDEN/JESUS CIRIS( 1056
Hot Z Format		GARY MOORE/Cold Day In Hell (Charisma) 7		Courtesy Chart Information Network
COLORHAUS/Innocent Child SOPHIE B. HAWKINS/Damn I Wish I Was Your Lover	CONCRETE BLONDE/Someday? (IRS) ADD EN VOGUE/My Lovin' (Atco/EastWest) ADD	JOHN PRINE/Picture Show (Oh Boy) 6 JOHN SECADA/Just Another Day (SBK/ERG) 3	Information current as of April 6.	
HOWARD JONES/Lift Me Up	MELISSA ETHERIOGE/Ain't If Heavy (Island/PLG) 5 MICHAEL JACKSOM/Remember The Time (Epic) 11	GEOFFREY WILLIAMS/It's Not A (Grant/Reprise) 2		AUSTRALIA
MITCH MALLOY/Anything At All MR. BIG/Just Take My Heart	KING'S X/Black Flag (Atlantic)	ARTIST OF THE MONTH		LW TW
OUTFIELO/Closer To Me ZZ TOP/Viva Las Vegas	SARAH McLACHLAN/Into The Fire (Nettwerk/Arista) . 5 MR. BIG/Just Take My Heart (Atlantic)	ZZ TOP/Viva Las Vegas (WB) 2		1 1 DIESEL/Tip Of
	PRIMUS/Jerry Was A Race (Interscope) RE-ADD RIGHT SAID FRED/Don'I Talk Just (Charisma) 2	Information current as of April 7	COUNTRY MUSIC TELEVISION	My Tongue 3 2 JAMES BLUNDELL &
CONCEPT PRODUCTIONS	SOUNDGARDEN/Rusty Cage (A&M)		16.2 million households Tracey Storey, Programming Manager	JAMES REYNE/Way Out West
Dick Wagner • (800) 783-3454	MATTHEW SWEET/Girlfriend (Zoo)         1.3           TLC/Ain't 2 Proud 2 Beg (LaFace/Arista)         7		Bob Baker, Director/Operations	4 3 12TH MAN/Marvellous 2 4 EUPHORIA/Love You Right
Concept 1 AC	-		TOP 10	2 4 EUPHORIA/Love You Right 5 5 RICK PRICE/Not A Day Goes By
AMY GRANT/I Will Remember You HOWARD JONES/Lift Me Up	ON	13 million households		7 6 BABY ANIMALS/One Word
Concept 2 CHR		Les Garland, VP/Programming John Robson, Director/	LW TW 2 1 TANYA TUCKER/Some Kind Of Trouble (Liberty)	10 7 DEBORAH CONWAY/Release Me
SOPHIE B. HAWKINS/Damn   Wish   Was Your Lover HOWARD JONES/Lift Me Up	DAVID BYRNE/She's Mad (Luaka Bop/Sire/WB)	Music Programming LW TW	1 2 STEVE WARINER/The Tips Df My (Arista)	8 8 JIMMY BARNES/Ain't No
MINT CONDITION/Breaking My Heart (Pretty Brown Eyes)	LIGHTNING SEEDS/Life 01 Riley (MCA) 4 PANTERA/Mouth For War (Atco) 5	1 1 LUKE/I Wanna Rock (Luke/Atlantic) 2 2 KRIS KROSS/Jump (Ruffhouse/Columbia)	5 3 AARON TIPPIN/There Ain't Nothin' (RCA) 6 4 HAL KETCHUM/Past The Point Of Rescue (Curb)	Mountain High Enough 9 DANNII/Baby Love
MR. BIG/Just Take My Heart QUEEN/Bohemian Rhapsody	PIXIES/Alec Eiffel (Elektra) 2 ROLLINS BAND/Low Self Opinion (Imago) ADD	3 3 2PAC/Brenda's Got A Baby (Interscope)	7 5 SAWYER BROWN/Some Girls Do (Curb/Capitol) 4 6 RE8A MCENTIRE/Is There Life Out There (MCA)	6 10 CROWDED HOJSE/It's Only
ZZ TOP/Viva Las Vegas	ROXY BLUE Rob The Cradle (Geften) ADD	<ul> <li>4 EN VOGUE/My Lovin' (Atco/EastWest)</li> <li>5 K. SWEAT w/L.L. COOL J/Why Me (Elektra)</li> </ul>	3 7 OWIGHT YOAKAM/It Only Hurts When. (Reprise)	Natural
	SKID ROW/Quicksand Jesus (Atlantic)         2           SPINAL TAP/Bitch School (MCA)         2	7 6 TLC/Ain't 2 Proud 2 Beg (LaFace/Arista) 7 SIR MIX-A-LOT/Baby. (Def American/Reprise)	10 8 LITTLE TEXAS/First Time For Everything (WB) 9 SAMMY KERSHAW/Don't Go Near (Mercury)	Most Added
JONES SATELLITE AUDIO Phil Barry • (800) 766-3251	GEOFFREY WILLIAMS/It's Not A (Giant/Reprise) 3	6 8 MC BRAINS/Oochie Coochie (Motown)	- 10 TRACY LAWRENCE/Today's Lonely (Atlantic)	ROCKMELONS/That Word (Love)
AC		<ul> <li>8 9 MICHAEL JACKSON/Remember The Time (Epic)</li> <li>10 KIO FROST/No Sunshine (Virgin)</li> </ul>	*******	YOTHU YINDI/Djapana
HOWARD JONES/Lift Me Up	STRESS			Top 10 Australian records from playlists of 3
Country	BRYAN ADAMS/Thought I'd Died And (A&M) 10	Most requested for the week ending April 3	Weeks On	Triple M-FM/Melbourne, FOX-FM/Melbourne, 96 FM/Perth, SA-FM/Adelaide, 2-DAY/Syd-
JOE DIFFIE/Ships That Don't Come In PATTY LOVELESS/Can't Stop Myself From Loving You	TORI AMOS/Silent All These Years (Atlantic) 9	DOU STAD	HEAVY	ney, 2 Triple M-FM/Sydney, MMM-FM/Bris- bane, B105/Brisbane, FM-104.7/Canberra
DAN SEALS/Mason Dixon Line	BODY COUNT/There Goes The (Sire/WB)	<b>MALLNAR</b>		and 2 KIX 106/Canberra
	CRACKER/Teen Angst (What The) (Virgin)	CONCERT PULSE	JOHN ANDERSON/When It Comes To You (BNA) ADD RODNEY CRDWELL/Lovin' All Night (Columbia) 4	
SATELLITE MUSIC NETWORK Robert Hall • (800) 527-4892	JOE PUBLIC/Live And Learn (Columbia) 7 KRIS KROSS/Jump (Columbia) 5	Pos. Artist (in 000s)	JOE DIFFIE/Is It Cold In Here (Epic) 14 CLINTON GREGORY/Play, Ruby, Play (SOR) 11	CANADA
Real Country	RICHARD MARX/Hazard (The River) (Capitol) 12	1 NEIL DIAMOND \$1225.9	McBRIDE & THE RIDE/Sacred Ground (MCA) 9 RICKY SKAGGS/Same OI' Love (Epic) 6	LW TW
GEORGE JONES/Honky Tonk Myself To Death PIRATES OF THE MISSISSIPPI/Till I'm Holding You	JOHN MELLENCAMP/Now More Than Ever (Mercury) 3 OZZY OSBOURNE/Mama, I'm (Epic Associated) 17	<b>2 GUNS N' ROSES</b> \$577 5 <b>3 ROD STEWART</b> \$499 6		1 1 BRYAN ADAMS/Thought
GEORGE STRAIT/Gone As A Girl Can Get	QUEENSRYCHE/Anybody Listening? (EMI/ERG) 10 SLAUGHTER/The Wild Life (Chrysalis/ERG) ADD	4 JOHN MELLENCAMP \$443 7 5 METALLICA \$418 5	HOT SHOTS	I'd Died And Gone
TRISHA YEARWOOO/The Woman Before Me	SOCIAL DISTORTION/Bad Luck (Epic) 7 TESLA/What You Give (Geffen) 7	6 U2 \$392 6	1101 011013	To Heaven 3 2 SASS JORDAN/Make You A
The Heat OEF LEPPARD/Let's Get Rocked		7 RUSH         \$274 8           8 BRYAN ADAMS         \$250 9	BILLY RAY CYRUS/Achy, Breaky Heart (Mercury) 6 MATTHEWS, WRIGHT & KING/The Power Of (Col.) 9	Believer
EN VOGUE/My Lovin' (You're Never Gonna Get It) OUTFIELD/Closer To Me	HOT NEW VIDEOS	9 DIRE STRAITS         \$250 4           10 VAN HALEN         \$249 0	SHENANDOAH/Rock My Baby (RCA) 5	4 3 ONE 2 ONE/Peace Of Mind 2 4 INFIDELS/Celebrate
COTFIELD/Croser To Me	TOT NEW VIDEUS	11 LUTHER VANDROSS         \$221 9           12 MICHAEL BOLTON         \$198.7	MARTINA McBRIDE/The Time Has Come (RCA) 2 REBA MCENTIRE/The Night The Lights (MCA) . ADD	5 5 FROZEN GHOST/Head Over
SUPERADIO	PRINCE & N.P.G./Money (Paisley Park/WB) ADD	13 QUEENSRYCHE \$187.6 14 REBA McENTIRE \$184.0	MICHELLE WRIGHT/Take It Like A Man (Arista) 7	Heels 7 6 TOM COCHRANE/Sinking Like
Rich O'Brien • (508) 485-3500	WEIRD AL YANKOVIC/Smells (Scotti Bros.) ADD SLAUGHTER/The Wild Life (Chrysalis/ERG) ADD	14 HEBA MCENTIRE         \$184.0           15 GEORGE STRAIT         \$159.7	ADDS	A Sunset
CITY-FM	ROY ORBISON/I Drove All Night (MCA)       2         DEF LEPPARD/Let's Get Rocked (Mercury)       3			8 7 BIG HOUSE/Baby Doll 9 8 WEST END GIRLS/Show Me
SOPHIE B. HAWKINS/Damn I Wish I Was Your Lover OUTFIELD/Closer To Me		New Tours	JOHN ANDERSON/When It Comes To You (BNA) GLEN CAMPBELL/Rock-A-Doodle (Liberty)	The Way
	ADDS	ADRIAN BELEW JUDYBATS	DAVIS DANIEL/Still Got A Crush On You (Mercury)	10 9 LISA LOUGHEED/World Love — 10 ALANIS/Plastic
UNISTAR		AL DIMEOLA ZIGGY MARLEY	MARIO MARTIN/It Takes A Lotta Heart (DPI) REBA MCENTIRE/The Night The Lights Went. (MCA)	
Chris Kampmeier • (213) 460-6383	PRINCE & N.P.G./Money Don't (Paisley Park/WB) WEIRD AL YANKOVIC/Smells Like (Scotti Bros.)	GRATEFUL DEAD SARA McLACHLAN GWAR RINGO STARR	Heavy rotation songs receive five plays per day. Hot Shots	Most Added
Hot Country SUZY BOGGUSS/Aces	CONCRETE BLONDE/Someday? (IRS)	The CONCERT PULSE is a weekly compu-	receive lour plays per day. Breakout Videos and Picks (Pick Hits of the Week) receive an extra play above heavy rota-	CELINE DION/If You Asked Me To
MATTHEWS, WRIGHT & KING/The Power Of Love GEORGE STRAIT/Gone As A Girl Can Get	EN VOGUE/My Lovin' (You're) (Atco/EastWest) SLAUGHTER/The Wild Life (Chrysalis/ERG)	terized report ranking each artist by their average box office gross reported per	Hits of the week) receive an extra play above heavy rota- tion per day. All Top 10 videos also receive heavy rotation	WORLD ON EDGE/Goodbye
RANOY TRAVIS/I'd Surrender All MICHELLE WRIGHT/Take It Like A Man	ROXY BLUE/Rob The Cradle (Getten) ROLLINS BAND/Low Self Opinion (Imago)	venue. Courtesy of Polistar, a publication of Promoters' On-Line Listings, (800) 344	Information current as of April 10.	Top 10 Canadian CHR hits courtesy
MIGHTELE WHITH I AND ILLIKE A MAIL		7383, or in California (209) 224-2631		The Record (416) 533-9417





CONTEMPORARY HIT RADIO

## **AIR TALENT PRIMER**

# Finding The 'Right' Job

Let's face it. With jobs being scarce - and the wait growing longer between them -it's easy to say yes to the wrong work situation.

What steps should you take to ensure you're making an informed decision? Here are some timely tips from former KKBQ (93Q)/ Houston personality Jay Kelley, who just landed the morning gig at KDON/Salinas-Monterey, CA:

## All That Glitters . . .

With the current sad state of CHR, many talented personalities have blanketed the top stations with tapes and resumes. Eventually, this effort will pay off, and it will be time to move on to the next gig. It's imperative that you accurately assess the station and city in question to avoid falling into an unstable situation.

Many PDs check references. work ethics, habits, and [career] history. Yet few jocks will take full advantage of their available resources to check out potential employers. It is inconceivable that the prospective employer will be completely unbiased when telling you about the company and city. The employer will only tell you and show you the things that will make

## 66

**Many PDs check** references, work ethics, habits, and [career] history. Yet few jocks will take full advantage of their available resources to check out potential employers. -Jav Kellev

you want to take the job. To keep from being disillusioned after relocating and taking a new job, it's important that you properly research the company, market, and city thoroughly.

Most major radio stations will fly prospective employees out to their markets for an interview. Here's the typical routine: You stay in the best hotel in town. are chauffeured around by the prospective PD, eat four-star meals on the company credit card, enjoy major sucking up, etc

Does this "star" treatment give you the best picture of the station and the city? Can it be assumed the company treats all their current employees in this grand fashion? Absolutely not! Unfortunately, af-



Jav Kellev

ter the deal is done, you'll be lucky if your boss buys you a hot dog from a street vendor

## **Detective Work**

When a station makes the initial call to you, dial that city's Chamber of Commerce and the Visitor and Convention Bureaus immediately. Tell them you are considering a job in the area and to send any available information. The package will usually include yearround weather conditions, major employers, ad sources of income in the region, recreational activities, local churches, sporting teams, schools, apartment/housing guides, and important local phone numbers. Usually this information is free; if not it rarely costs more than \$15

Request the average per capita income for the area. This way, when the station finally makes you an offer, you'll be able to decide where your salary would fit into the local economy. Also have them send a Chamber members list. This will give you access to hundreds or even thousands of local merchants. With this information, call a local insurance agent and find out how much more or less your auto insurance will cost. Call an apartment locator or realtor for apartment and housing prices.

## Interviewing The Interviewer

on't be afraid to ask your interviewer questions," advises KDON/Salinas-Monterey, CA morning man Jay Kelley. For example:

- How long have you been with the company?
- How long do you plan to stay with the company?
- · What are your goals? • Where do you see yourself in five years? Ten?
- And if you feel comfortable enough to ask personal questions:
- Are you under contract? If yes, how much time remains?
- Do you own a house or rent?

These last questions can give you a good idea as to the interviewer's own commitment to the station and city

The U.S. government even has a hotline to find out the cost of living indices for most American cities. Call (703) 998-4172, tell them the city you're currently living in, and

## Resource Checklist

Available resources that should be put to good use include

- Chamber of Commerce Visitor/convention bureaus
- U.S. gov't hotline (for cost of living indices; [703] 998-4172)
- Computer interactive services (e.g., Prodigy)
- Better Business Bureau/local credit bureau

the city you're considering. They'll tell you the index for each city and how to apply the information to your salary

To get an idea of what an average resident thinks about the area, you can use computer interactive services like Prodigy. Simply access members in the prospective city, tell them your situation, and ask their opinion. These people will most likely give you the best and most honest assessments. Be sure to ask what they think of the local radio scene and to assess the station you're considering.

There are several places to look for information about the station's parent company. First, check out any articles about the firm in trade magazines and journals. The Better Business Bureau and a local credit bureau might have some information, especially if it's negative. If it's a publicly held company, contact your stock broker or local library for information about its standing in the stock market, Brokers will frequently have inside information about certain companies, though some may be reluctant to share it. Or request a copy of the company's annual financial report from its main office.

Continued on Page 45



STARRY PARTY - Stellar musical talents Eddie Money, Stacy Earl, Natural Selection, Chris Walker, RTZ, Colourhaus, and Keedy performed at WZPL/Indianapolis's second annual Star Party. Seen celebrating backstage are (standing, I-r) WZPL staffers Rich McDonald, Jeff Lewis, Julie Patterson, and Jay Vincent; (kneeling, I-r) the station's Dave McKay, John Trout, and Crystal



- Are you playing the right records? How can you turn your CHR around in the ratings?
- Can you market the station on a shoestring budget?

www.americanradiohistory.com

Learn the answers at **B&B**'s Convention '92 — June 11-13 — as some of CHR's leading lights tackle the issues head-on in two separate, noholds-barred format sessions

## Thursday Afternoon, June 11:

WHEN ARE THE HITS NOT THE HITS? - The hottest issues in music: Fragmentation

- MTV Reporting ethics
- and more Monitored airplay

## Panelists:

22

Giant President Charlie Minor Columbia Sr. VP/Promotion Burt Baumgartner MTV VP/Music Programming Matt Farber Emmis VP/Programming & Power 106/L.A. PD Rick Cummings WAPE/Jacksonville PD Jeff McCartney

## Saturday Morning, June 13:

CHR: SURVIVING & WINNING AS A YOUTH FORMAT - Top PDs address specific areas designed to serve the 12-24 and 12-34 core

- Marketing/Promotion/Sales
- Talent development
- Entertainment elements Community service
- Current music trends and more

## Panelists:

Hot 97/NY PD Joel Salkowitz KIIS/L.A. PD Bill Richards B96/Chicago PD Dave Shakes WEGX/Philadelphia PD Brian Philips WNCI/Columbus PD Dave Robbins WRVQ/Richmond PD Steve Davis



KIIS AND UNITE — Several top celebrities were on hand to announce KIIS-FM/Los Angeles's upcoming "KIIS And Unite" charity concert to benefit the Pediatric AIDS Foundation, featuring Richard Marx, Amy Grant, Vanessa Williams, Wilson Phillips, Heavy D. and the Boyz, Tevin Campbell and more. Keeping the proceedings loose are (back, I-r) actor Mark Hamil, Pediatric AIDS co-founder Elizabeth Glaser, KIIS-FM PD Bill Richards, Jody Watley, morning man Rick Dees, and actor Brian Austin Green; (front, I-r) actresses Mary Kate and Ashley Olsen from TV's "Full House."

# MOTION

• WTIC-FM/Hartford ups Promotion Dir. **Steve Salhany** to Asst. PD.

Changes at KKYK/Little Rock: Steve Lindell (from KCLD/St. Cloud, MN) joins morning talent Lauri Allen, who extends her shift into late mornings; Production Dir. Rusty Keller fills middays as Madison Taylor heads to KRBE/Houston . . . Danny Wright exits WLS-FM/Chicago for nights at WAPE/Jacksonville . . . WERQ (92Q)/ Baltimore adds parttimer Russ Allen from WPGC/Washington.

KAYI (K107)/Tulsa midday talent Susan Wise picks up Production Dir. . Former KWIN/Stockton PD chores Johnny Milford joins KHOP (FM 104)/ Modesto for middays .... KRQ/Tucson welcomes parttimers Kelly Maxwell from crosstown KIIM, Shannon Black from KAAF/Fiagstaff, and Toby Hood from London, England Musical chairs at WKXX/Gadsden, AL: Larry Logan, last heard on crosstown WQEN, fills mornings; Chuck Evans adds Asst. MD duties and moves from overnights to nights; parttimer Brent Ryder graduates to overnights.



**GREEN HOT CHILI PEPPERS** — KGGI/Riverside celebrated St. Patrick's Day with a real hot contest. The listener who could eat the most jalapeno peppers took home some lovely "Patty O'Furniture." KGGI's Jim Daniels (I) hangs with the winner, who wolfed down 33 peppers!

## BITS

• Everybody Plays The Fool - Everyone loves a good April Fools' Day ioke - except, of course, the victim. WIOQ/Philadelphia morning maniacs John McMann and Joni Siani found this out the hard way after telling listeners about the "impending demolition" of the Benjamin Franklin Bridge, a major artery linking Philly to New Jer-The station was deluged with sey calls, but its switchboard wasn't the only one lit up for hours. Throngs of angry TV reporters jammed the Delaware Port Authority's lines wondering why they weren't told about the bridge's demise! The last laugh, however, is yet to be

had, as unamused Port Authority officials are considering filing an FCC complaint against WIOQ.

• Party On Garth! — WNCI/Columbus, OH took the traditional April Fools' Day format-switch joke to the limit this year. Prior to the holiday, the station "leaked" the news that a feasibility study was being done to research a switch to Country. Then on April 1, the station, armed with a Garth Brooks interview, "went Country" — for one hour, long enough for a crosstown News station to swallow the bait, hook, line, and sinker and carry the "story" as part of its newscast.

# Finding The 'Right' Job

Continued from Page 44

A Dream Come True?

While visiting the city, make the best use of your time. After being dropped off at the hotel for the evening, start local research. Remember that fraternity or sorority from college? Put that membership to use by calling the local chapter and asking some members to show you the "real" town - not the one the PD showed you. If you hold membership in national organizations (Sierra Club, Boy Scouts, Kiwanis, etc.), most of them can also help you. That's one reason why you became a member in the first place, isn't it?

If necessary, rent a car and tour the city by yourself. Talk to the locals, eat at a [neighborhood] restaurant, go to a nightclub, see the sights. This is not a time to be shy. Approach strangers with anyquestions about the local economy, schools, recreational facilities, etc.

This isn't just a job you're considering. It's going to be your home for the next several years (or longer, it's hoped). So make sure this is the city you want to call home. And make sure the company will give you the opportunity to make your personal dreams come true.



# ROD STEWART "YOUR SONG"



All artist royalties to be donated to AIDS Project L.A. and other AIDS service organizations by Rod Stewart in loving memory of Freddie Mercury.

## #3 MOST ADDED CHR 74/73 OUT-OF-THE-BOX

	WXKS add 24	WAAL add 35
	WZOU add	195 add 29
	Z100 add 29	B95.5 add 17
ŝ	WEGX add 29	K92 add 29 HOT
	WNCI add 24	95XXX add 32
	KBEQ add	WHTO add 21
	KISN add 30	WDBR add 33
	Q99.5 add	KPXR add 36

WVSR add	WPST add	
PWR92 add	WRCK add	
WLAN add	WBBQ add	
FUN107 add	K106 add	
WQGN add	WNOK add	
999KHI add	G105 add	
WSPK add	WZYP add	
Y102 add	WQUT add	
98PXY add	KKYK add	

KF95 add KIKX add KQMQ adc KWNZ add KZZU add

FM100 add

WKDD add

**KRNQ** add

KKRD add

And Many More

From the platinum album TWO ROOMS, celebrating the songs of ELTON JOHN & BERNIE TAUPIN



NEW ROCK

# **ONE MAN'S PLAN WOXY Proposes A New Rock National Sales Network**

Unless, of course, your station's one of the market's top billers, you've probably seen your share of big-buck accounts go down the tubes - or worse, to your competitors. WOXY/Cincinnati owner/GM Doug Balogh explains how a New Rock network could improve the format's ability to land national accounts and put money into everybody's pocket.

Balogh envisions the nation's 30 or so commercial New Rock outlets forming a loose confederation - a network offering national clients direct access to a particular demographic in several markets. The idea, "entails taking the existing concept of the radio rep firm and coming up with a specialized marketing force within that, creating something new.'

## **Hypothetically Speaking**

As an example of how the process would work. Balogh uses a hvpothetical spot buy by a record label. Let's say if they wanted to buy 12 or 18 spots for the new Cure, they'd have to go through the timeconsuming process of putting together a number of station buys. [But with the proposed network], they could just make one buy, executed the same way you work with a rep firm."

Balogh suggests that national clients would like to buy New Rock stations as a whole, but that a lack of unity and problems with coordinating time-frames discourages clients from doing so.

The result, he says, is that the little guys lose out. "[Prospective clients] don't necessarily want or have the time to contact 30 individual stations. So stations that are best positioned [as determined by ratings] have the good relationships. That's fine, but it doesn't necessarily allow clients to cover as many bases."

Station risks, says Balogh, would be minimal. "Stations have to say, 'What do we have to lose? Nothing.' They're basically looking at



Doug Balogh

the possibility of picking up some new business. Meanwhile, the person who puts [the buy] together would be paid commissions for what he sells, like a traditional rep.'

Clients, would also benefit from the plan. "It would help with some of these big corporations who only look at Arbitron books. If they could buy 20 or 30 different stations at a different rate than only two or three stations, maybe these clients would realize they could reach more people by buying the format instead of certain stations."

The network concept was partially born out of Balogh's frustration with shortcomings in the current system. "I can talk to AT&T till I'm blue in the face and they will say, 'It's a great idea and we'd love to do it, but we just can't isolate the Cincinnati and Dayton markets.' "The network, he says, would change all of that.

## Logistics

But will it work? Balogh says it's a matter of the right person taking control of the project. "At this

point, it boils down to people in the business who see this as a viable opportunity. Stations probably would be eager to participate and interested in getting new business, exposure, and access to the dollar potential in this business.'

Finding the right person to lead such a movement would be key. "It has to be somebody who might be in the radio rep business or MTV somebody who understands the whole process and sees a way of going to people who are trying to target an important demographspeculates Balogh. "It really ic.' has to be some entrepreneur who's capable of seeing a marketing niche.

"Stations in our format tend to be sold conceptually, and that's a harder sell. I think stations would love to have access to business they don't traditionally get. Most of the stations that program this format are not the top three or four stations in their market. Generally speaking, this format is not one that's real sensitive to rating books."

> -Shawn Alexander & John Brake



# **KJJO's Birthday Bash**

JJO/Minneapolis celebrated its second anniversary last month (3/13-15) by treating listeners to three nights of free entertainment. (3/13-15) by treating instended to the constant of the line of the Thieves, Swing Set, James, This Picture, Lush, Dramarama, the Judybats, and Real People. Some 6000 tickets were given away on the air the only place the prized ducats were available. Trading I-remember-thestation-when stories were (standing, I-r) This Picture's Simon Bye, KJJO PD Tony Powers, the band's Duncan Forrester, RCA's Barry Piniac, band members Austin Rowley and Robert Forrester; (kneeling, I-r) RCA's Bruce Flohr, KJJO morning co-host Robin Morrow, and TP manager David Garfield.

# **Rare, Live & Unreleased**

• "One of the old Rick Carroll

principles is that you've got to make your own hits because there

aren't a lot of other people playing

the music. We're playing songs

more often than a mainstream

AOR. But because of the burnout

factor, we're not playing songs as

much as CHR. We had to come up

-XETRA-FM (91X)/San Diego

• "I see college radio as a horri-

ble training ground, as well it

should be. If people who are doing

radio in college think they can tran-

slate what's being done at the col-

lege level and make it work on the

commercial level, they're crazy; it

won't. A college environment can

give you a good handle on what's

being done musically, and hopeful-

ly keep you in tune to being differ-

ent and being on the edge. But

you've got to have a dose of regular

radio programming to make the thing work." \_KROQ/Los Angeles

REVOLUTION

Ray Whitaker moves to middays

CIMX/Windsor-Detroit elevates in-

. WHTG/Asbury Park, NJ nighttimer

tern Christina Bakalis to late-nights

**GM Mike Glickenhaus** 

(1/31/92)

**GM Trip Reeb** 

(4/12/91)

with a middle ground."

Since this column's inception one year ago, many of you have shared strategies/philosophies. Most of your comments made it to print, but some topnotch observations, unfortunately, have sat unused in the dark circuits of our computer system. Until now.

Following is our first volume of "Rare, Live & Unreleased" - a boxed set, if you will, of interview excerpts.

• "Demographically and pro-grammatically, New Rock needs to be the polar opposite of the Classic Rock station in [any given] market. If you want old rock, they're your guys. If you want New Rock we're your guys. I think we can share an audience or certain demographic with those guys. That's niche marketing well-done, and that's what you need to do with a modern rocker.

-Former CIMX/Windsor-Detroit PD Greg St. James (2/28/92)

· "I do not acknowledge the need for new nomenclature to describe this kind of rock radio. We are another facet of AOR. We are a current-intensive AOR. In fact, any AOR that continues to explore, break new ground, and find great new stuff not being heard any place else can be characterized as healthy. Any AOR that lives up to the true spirit of what AOR originally was - radio that went beyond the charts, radio that did not always play it safe - is healthy. It's really quite simple; we exercise." -WFNX/Boston

**PD Max Tolkoff** (4/12/91)

radiohistory com

• "AOR [stations'] evolution has pretty much stopped. It's almost like they're a niche now. We can be a broad radio station appealing to a wide range of individuals, while they've almost niched themselves out of the format."

-KNND (The End)/Seattle PD Rick Lambert (3/13/92)

• "[Commercial CHR and AOR stations] pick up on some of the more pop-and dance-oriented things we play. But [crossover] probably has more to do with national charts and MTV play. MTV really has become more of an influence on what radio stations play than anything else these days.

-WRAS/Atlanta **MD** Jeff Clark (9/27/91)



One of the burning issues set for discussion at the New Rock panel will be how to increase the number of stations in the format. Among those tackling the topic will be

• KROQ/L.A. GM Trip Reeb WXRT/Chicago PD Norm Winer Don't miss it!



# THE JESUS AND MARY CHAIN

## HONEY'S DEAD

THE BRILLIANTLY DANGEROUS NEW ALBUM.

NEW ROCK CHART DEBUT 30

CONTAINS: THE HIT "FAR GONE AND OUT" AND "ALMOST GOLD"

PRODUCED BY WILLIAM REID/JIM REID

WATCH FOR THEM ON THE LOLLAPALOOZA TOUR THIS SUMMER.

MENT BY JAFFE (U.S.) AND C.M.O. (U.K.)

....





ADULT CONTEMPORARY

# **Saving The Best For The Book**

With Arbitron's all-important spring sweep under way, let's see how some PDs are positioning their stations.

66

Programmers with strong spring '91 books were asked how they'd attack promotionally this spring.

Let's begin with markets No. 1-75. (Note: Figures in parentheses following each station indicate that station's spring '91 25-54 market rank/market's overall ranking, respectively.)

## **Promo Preview**

• WKLI/Albany, NY (No. 1/No. 54) plans to qualify listeners wanting to "Live Free For The Summer." WKLI will pay July and August living expenses up to \$5000.

"We want people to think about what they could do without having to make rent and car payments," says PD Jon Knott.

• WLEV/Allentown (No. 1/ No. 64) will support its "Tell A Friend" promotion with billboards. The contest gets under way next Saturday (4/18) and asks listeners to send letters to the station. WLEV personalities will randomly pick names from the piles of replies and announce them on the air, giving people a specified time to call in.

"Listeners must also list a friend's name," explains OM/PD Jeff Silvers. "One of the two people listed on the card will have to call back to win. The idea is to do some 'silent' telemarketing." Meanwhile, WLEV's currently wrapping up a \$40,000 Coca-Cola promotion; top prize is a new car.

• WLTF/Cleveland (No. 1/No. 23) will blanket its metro with a mass mail piece for the seventh successive book. The campaign, which will reach 850,000 area households, will entice recipients to listen to WLTF weekday mornings at 7:10.

"We'll do the 'Free Money' checks again," confides PD Dave Popovich. "It's a sweepstakes con-



Innovative CHR PDs are finding new challenges programming Hot ACs, the industry's hot hybrid format. Some of the best in the business — including prominent consultant **Mike McVay** — will give their views on the CHR-to-AC transition. Our billing's been up and we refuse to participate in the country's recession. -Scott Taylor

test with all-cash prizes, imcluding a 'W' check worth \$10,000; an 'L' worth \$5000; a 'T' worth \$1000; and

When a person's number is called, that person has 20 minutes to call 'LTF to claim the cash. WLTF will also proceed with its six-yearold ''Free Money Name Game.''

an 'F' worth \$500.'

• KOSI/Denver (No. 3/No. 24) will cruise through the spring book with six car giveaways. The station's automania shifts into high gear in about two weeks (4/27) and will continue for six-weeks. "The cars will be new Chrysler-Plymouth Dusters, which are being rereleased this year," notes PD Scott Taylor. "When the Duster first came out, it was a joke. But because of the engine, it became a muscle car."

KOSI will qualify listeners three times each weekday and select weekly winners from that group of 15. Regarding the economy, Taylor declares, "Our billing's been up and we refuse to participate in the country's recession."

• WMYI/Greenville, SC (No. 1/ No. 58) will use a different vehicle for winning prizes: the "MY 102.5 Cash Card," which has a card-associated listener database associated of approximately 100,000 people.

Last year, WMYI gave away a fully furnished house. "Our push this spring will be to expand our database and be more inventive and fun," says PD Sam Church. "We're the market's active contest station. We noticed there's a greater number of 'Cash Card' requests when we give away money – much of that has to do with the bad economy."

• WVOR/Rochester, NY (No. 2/ No. 46) will be much more aggressive in its use of TV this spring and will utilize the revitalized syndicated Chuck Blore "Janitor" spot.

"We'll take the 'good, clean, fun in the morning' approach with the TV spot and run it up the flag pole," says Station Manager John Elliott. "That will constitute a good portion of our spring book marketing effort. We've done direct mail and telemarketing the last several years. It was effective, but very costly."

## MARKETS NO. 151+

# **Sticking To The Basics**

Stations in markets No. 151+ are busy handing out cash, cars, and trips. Here's a peek. Note: A station's **Arbitron** Spring '91 25-54 market rank/market's overall ranking, respectively, are noted in parentheses.

• WFPG/Atlantic City, NJ (No. 1/No. 160) will offer listeners a shot at a new car with its "Work & Win" promotion. The mail-based campaign — sent to approximately 1000 area households — requires participants to respond to 'FPG within a designated time after hearing their name called on the air.

• WVAF (V100)/Charleston, WV (No. 2/No. 151) launches its "Payroll Payoff" and will support the venture with TV and newspaper ads. The contest will air weekdays from 8am-5pm.

PD **Rick Johnson** explains, "We'll put listeners on the V100 payroll. People will win money each hour until a new listener knocks them off. We know our economy isn't as good as it can be. This is a positive way to make people feel good about themselves."

• WDAQ (Q98)/Danbury, CT (No. 1/No. 181) will rely on a window sticker giveaway to find a home for a new car. The station hopes to turn over a new VW by the end of June.

"Spotters in our 'Q car' will look for vehicles with Q98 window stickers," reports PD **Bill Trotta.** "The spotters will pull them over and give drivers prizes and a key voucher. We'll give out about 98 keys and then converge on the car dealer to determine who holds the winning key." • WKTK/Gainesville, FL (No. 1/No. 182) will continue its sixyear-old "Thousand Dollar Thursday" giveaway and plans to introduce "Adult Spring Break" to woo the college-oriented [University of Florida] market.

"Feople usually think spring break includes a six-pack and a sunrise on Daytona Beach," jokes PD Nick Allen. "We worked out a great deal with Delta Airlines to fly eight people to overseas destinations."

• Cash seems to be the best incentive for WKYE/Johnstown, PA (No. 1/No. 158) listeners, so the station will conduct several spring "Thousand Dollar Thursdays." PD Jack Michaels remarks, "With money as tight as it is, we're saving the big guns for the book. You don't have to reinvent the wheel — the basics work best."

• Eight Las Vegas trips and cash prizes will be up for grabs this spring for WZID/Manchester, NH (No. 1/No. 174) listeners; prepromotion starts next Monday (4/13).

"It's a recycling promotion that starts at 7:20am," explains PD Tom Kellechey. "We'll have additional contests throughout the day. Qualifiers win \$100; on Thursday, all daily qualifiers are eligible for a drawing for a Vegas trip and \$1000."

# Playing Presidential Politics

Strategies for scoring victories in the spring survey in markets No. 76-150 range from grass roots politics to doing nothing at all. Here's a peek at some managers' plans. Following each set of call letters are that station's Spring '91 Arbitron 25-54 market rank/market's overall ranking, respectively.

• KKOB-FM/Albuquerque (No. 2/No. 79) is intensifying its "Cash Call" promotion, a staple at the station since 1981. "We've given away over \$750,000," boasts PD - John Forsythe. "We pulled back last year, but [discovered] it wasn't a good time to do that. It's very important that we go full steam ahead.

"We're also looking for trips to Maui in May and Disneyland in June. Trips will be given away as simply as possible. People will listen for a boarding announcement and caller 93 [frequency tiein] will win. The interest level has increased considerably with this easy-to-understand way to do contests."

• WROE/Appleton, WI (No. 2/ No. 135) enters the spring sweep with a direct mail piece to 120,000 area households. "People will send entry forms to us, and we'll read their names on the air," explains PD Mark Lewis. "If they call back within [frequency-related] 94 minutes, they'll win \$94. The only place listeners will know about the promotion will be through the direct mail piece."

• KKMY/Beaumont, TX (No. 2/ No. 126) is opting to press the flesh with as many locals as possible to underscore its "family station" image. Station personalities will be present at many local fairs and festivals taking place during the course of the book.

"We're running for president 365 days a year, and our philosophy is that everybody wins something,"

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notes PD George Ferris. "We'll probably spend \$25,000, but we'll give something to 25,000 people. In years past, we've given away [vintage cars] and a fully furnished, three-bedroom home, but we're scaling back."

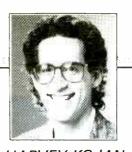
• WLMX/Chattanooga (No. 2/ No. 97) is hoping its third annual "Secret Sound" contest will once again prove that imitation is the sincerest form of flattery. The station plays a variety of sound bites and announces clues pertaining to what the sound is or where it can be found. The first person to correctly identify the secret sound scores \$5000.

"Our buddies at [crosstown CHR] WSKZ have started the 'Mystery Sound' and are giving away \$1000 a week," reveals WLMX PD Danny Howard. Meanwhile, AOR WFXS is poking fun of both stations with an "Annoying Noise" campaign, in which listeners vie for a frequency-related \$1.02 (!) every morning.

\$1.02 (!) every morning.
• WAJI/Ft. Wayne, IN (No. 1/ No. 123) resurrects its "Magic Ticket To Fly" contest, underscoring the station's year-round listen-atwork theme. "We may call out three names a day or one name per hour," reports PD Lee Tobin. "Each winner gets \$100 and becomes a finalist for a Friday trip. This was very hot for us last year, so we're repeating it." Last year's trip destinations included treks to Las Vegas, Orlando, and Myrtle Beach, SC.

• WAHR/Huntsville, AL (No. 2/ No. 109) will keep a low-spring promo profile. Says GM Arnold Hornbuckle, "We don't have any special spring promotion planned. We've never been involved in big-time contests; we do continuous small promotions. The spring book's no different from what we do other times of the year."

Hornbuckle also notes that Huntsville's economy is one of the strongest in Alabama. "It's probably better than most places in the Southeast, but it's not as bullish as it once was. We've suffered less than those in some other communities."



HARVEY KOJAN

## ALBUM ORIENTED ROCK

AOR.

## April 10, 1992 R&R • 49

# **Can You Still Have It All?**

## Fragmentation forces mainstream AOR to make some tough choices

For several years, AOR pretty much had it all. Despite all the posturing about only being concerned with 25+, stations continued to woo a significant percentage of 18-24s. Result: A format with true 18-54 appeal.

However, radio's inexorable fragmentation, combined with a sharp decrease in available revemore signals, less money nue has forced mainstream AOR to take a long, hard look at itself and make some tough choices.

These developments should come as no surprise, of course. Consultants - most notably Burkhart/Douglas & Associates - have long been warning their clients to prepare to "choose or lose." The prevailing wisdom appears to be: Determine *exactly* what your target is and lock it up, or risk watching it evaporate at the hands of niche competitors. According to many industry observers, the days of a station playing both the Beat-

66 **Unless you happen** to be formatexclusive or competing against a station that just isn't up to snuff, the days of the middle ground are over. - Curt Gary

les and Nirvana are just about over.

However, I can't help but wonder if some stations are overreacting to the current situation. After all, this industry is famous for knee-jerking. Does narrowing your focus necessarily mean you have to abandon the mainstream position and go either hard rock or Classic Rock? Is there really no "middle ground" anymore? How much can you still get away with without risking disaster?

Difficult questions, to be sure. As usual, the answers depend on whom you ask

## **Preemptive Strike**

For WIXV/Savannah, the answer was to go Classic Rock. Faced with the threat of a new Classic station entering the market, 'IXV decided to preempt its potential rival.

There's a CP in this market, and we heard on good authority that the owner's first choice was to go Country, with Classic Rock as their backup," explains 'IXV PD Curt Gary. "The Country hole was recently filled by somebody else, so we fully expected this new signal to go Classic Rock

"If they did, that would make four rock stations in the market.



Curt Gary

For a city this size, even two rock stations is too many. Three is ridi-culous, and adding a fourth is just insane. We'd be dead in the water.

"We decided we had to go one way or another. Based on the demographics of the city, to go lowend would have been suicide - not only from a sales point of view. but from the standpoint of available listeners. So we decided to own the Classic position totally and force the new signal to choose another alternative.

Although the station dropped quite a few currents, Gary says the music mix doesn't sound drastically different than it did before. "The catalog actually didn't have to change much at all. We added some depth, but we're not playing 'Taking It To The Streets.' We trimmed the currents back to include only what could be considered classic. But we're still playing Ozzy Osbourne and Def Leppard. And we'll probably play the new Black Crowes. Anything we can rationalize, we'll rationalize.

"The scary thing is: It's been two weeks since we've played Nir-vana or Guns N' Roses, and I've had one phone call. My GM told me he's asked people what they think of the changes, and they've given him this blank look.

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**9**2

A lot of the guys who are saying you've got to choose are the same guys trying to sell formats to GMs and owners. They're planting paranoia in the business. -Marty Bender

**9**7

'More Than A Jukebox'

Gary realizes switching the station's musical focus alone is not enough. "Of course, it still comes down to what's going on between the records. Going Classic Rock is no sure fix for what's going on here. We've got to be more than just a jukebox

"One thing that can make all the difference is an extremely dominant morning show. If I had a morning show that was drawing No. 1 cume in the city, I could probably reevaluate how I reacted to this threat. I'd be in the position to just put the Classic positioner statements on the air and challenge [a new station] to come after us.

"But without a truly dominant morning show, I don't think you can go about this half-assed. You're saying you're playing nothing but classic rock, but they're doing it. All you end up doing is whet-



Marty Bender

ting the audience's appetite for the real thing. We decided to come on full-tilt boogie and just kill it.

'Unless you happen to be format-exclusive or competing against a station that just isn't up to snuff, the days of the middle ground are over. If you've got people nipping at either end you've got to take the high ground and own it completely.

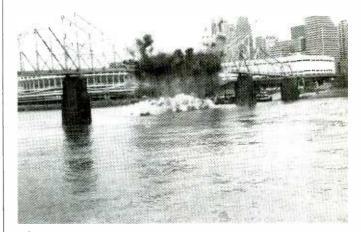
## **Hogging In The** Mainstream

Don't tell Marty Bender about diminished expectations. With "only" one direct rival to worry about (Classic Rock WFXF) and a supremely dominant morning show (Bob & Tom), the WFBQ/Indianapolis PD is one of the nation's biggest demo hogs, sporting a 15.0 in the Fall '91 Arbitron. Given that, it's understandable why he believes mainstream AOR is still alive and well.

"If you've got the mainstream position, why would you want to give it up?" he asks. "If you relinquish that, you've been defeated by a strategy on someone else's part. "You can play the Beatles and

Nirvana. There are Beatles songs





POWERFUL STUFF - WEBN/Cincinnati's explosive new TV campaign features the detonation of the Ohio River's 100-year-old Central Bridge. Accompanying the riveting footage is the following voiceover: "This is what happens when you let sick people play with powerful toys WEBN.

that test well 12-64. And Nirvana is a band I like, my wife likes, and my young cousins like. If you're careful you can still be very broad, as long as you find the right records and daypart them appropriately.

According to Bender, the key to holding your own against increased competition is making your station unique and compelling. "A main-stream station with ordinary promotions and personalities is easily beat, regardless of format. But a mainstream station with creative promotions and great personalities is very difficult to beat.

"Sampling is the nature of communications today. The available

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## A mainstream station with creative promotions and great personalities is very difficult to beat. -Marty Bender

technology is making it way too easy to jump around. There are just too many choices. About the only thing you've got on your side is loyalty. Establish that and you're doing okay.

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"We're aware of the possibility of more competition, but we're not obsessed with worrying about it. A lot of stations beat themselves by overreacting to what are natural competitive movements in the market. They throw their music mix off when they should be con-



Tom Owens

centrating on the creative elements. It's the stuff between the records that really counts.

A lot of the guys who are saying you've got to choose are the same guys trying to sell formats to GMs and owners. They're trying to create a demand by planting some paranoia in the business. I'm not pointing fingers, but let's be realistic there's some element of that.

"I don't think you're going to see stations pushing 15 and 20 shares anymore, but most of us are within a couple of points of where we were in our 12+ heyday. Why would you want to change?

## Owens: 25-34, Or Death

WEBN/Cincinnati PD Tom Owens has been on both sides of the fence. In 1987, with no direct com-petition, 'EBN nailed a 16.7. But 'EBN's format-exclusive days are long gone, and the station's 12+ share has dipped to 6.7.

"There's no doubt this is a time Continued on Page 50



# **Can You Still Have It All?**

Continued from Page 49

of tough decision-making," Owens says. "With the fragmentation that's going on – 40% more radio stations in America than a decade ago – there are specific choices that have to be made in most markets. But you don't want to be overconcerned about what might happen tomorrow, get too narrow too quickly, and fail to exploit what the market is offering today.

"Look what's happening in Pittsburgh. Faced with an incontinent competitor, WDVE is getting unprecedented, history-making shares in that market. If they're not having it all, they're certainly having a lot of it. And [PD] Gene Romano is wise to exploit that opportunity for as long as he can.

"WEBN was probably where 'DVE is in terms of its rating-production lifecycle back in 1986-87. Now with a Classic Rock [WOFX] and a Z-Rock [WZRZ] in Cincinnati, we're forced to get very focused and get used to having smaller shares."

Like virtually every AOR faced with Classic Rock competition, 'EBN chose to defend its large 25-54 position. "That's really where the financial wars are won and lost."

Too many people try to impose their own preconceived notions of what

appeals to a 25-34-year-old male. — Tom Owens

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Becoming more focused doesn't mean you have to go all classic or ignore harder-edged music. – Tom Owens

Owens explains. "So it's easy for a traditional mainstream AOR to decide what to do when a Classic Rock station signs on. You've got to defend the 25-34 male position, which is the cornerstone of the 25-54 adult achievement. If you allow that to erode, you're finished.

"The best time to start competing against a new entry is before it enters. That's really what we did: more personality, more service – news, sports, traffic – and more leaning on the classic, 25-40 maleskewed music. That's the standard strategy, and that's what we did. And it worked pretty well for us.

"We also determined in advance what were acceptable losses. It's one thing to sit around in the conference room and discuss those things in a futuristic, intangible sort of way. But when the bottom line reality arrives, that's when the questions and accusatory glances can surface.

"That's why it's very important for everybody to be on the same page and be continually reminded of what's written on it. Because if you take a hit when the numbers come out, and you haven't redefined in advance what a 'win' is in the new scenario, you're going to be disappointed and frustrated." Owens says 'ZRZ's arrival did not alter 'EBN's strategy. "When Z-Rock entered the market we knew they'd achieve a sizable percentage of our 18-34 male position. We'll continue to beat them in that cell, but they're going to soak up their 10-12 points, and from a 12+ point of view it's going to hurt us.

"However, we can't allow ourselves to be distracted by that, because the Classic Rock is positioned to take advantage of any weakening of our 25-54 resolve. In fact, the arrival of Z-Rock probably hurt the Classic Rock more than anything else, because we became even more focused on 25-54 in order to make up for our 18-24 losses."

One thing Owens makes very clear: Focusing exclusively 25+ does not mean becoming a Classic Rock clone. "We're very careful about only playing songs that test well 25-34. As it turns out, songs like 'Come As You Are,' 'Nothing Else Matters,' or 'Mama, I'm Coming Home' are huge 25-34. Songs like those aren't risks or concessions to the low end. They're programming assets that help distinguish the product from the Classic Rocker.

"Too many people try to impose their own preconceived notions of what appeals to a 25-34-year-old male, or whatever the target is. What we choose to do is focus our research systems specifically on trying to determine what appeals to 25-34-year-old men. And that's what we'll give them. Now, some of the low-end rock songs won't make the cut, but more will make it than you might think.

"Becoming more focused doesn't mean you have to go all classic or ignore harder-edged music. It just means narrowing your target and making your music selections based on their preferences."

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**BEST BIKINI** — WWTR/Ocean City, MD morning man Joed Abby proudly presents Susan Watson, winner of the station's "Homemade Bikini Contest." Her striking outfit included replicas of a boardwalk, commuter trains, ferris wheels, and carousel.

# SEGUES

Big changes at WAFX/Norfolk, where morning drivers Kevin Cox and Carol Lewis, middayer Robert James, and overnighter Chris Squire all depart. New to mornings are WIMZ/Knoxville afternoon driver Diamond Jim Summers and KVFX/Modesto morning co-host Max Miller. J.D. Spector joins from WYSP/Philadelphia for nights; parttimer Holly Anne takes overnights; Steve Shaw seques from nights to afternoons: PM driver Mark Mitchell moves to middays.

KBER/Salt Lake City morning co-host Greg Thomas crosses to KRSP-FM ... Classic Rock KSDO-FM/San Diego switches . WYNF/Tamcalls to KCLX . pa evening rocker Don Capone exits WGFX/Nashville night rocker Dallas Reese exits . . . Former WWCD/Columbus, OH PD Kelli Gates joins the WIOT/Toledo morning WCMF/Rochester show Production Director Rich Van Slyke takes the same job at WKLS/Atlanta

WYMG/Springfield, IL boosts weekender **Randi West** to nights ... Longtime KINK/ Portland morning co-host **Rebecca Webb** will exit at the end of June ... WRXR/Augusta, GA promotes weekender **Chuck Williams** to middays.



Promotion experts Doug Harris (KLOL/Houston) and Abigail Pollay (KSHE/St. Louis) will show you how to creatively maximize your value-added promotions, merchandising, and event marketing at this year's AOR promotion/marketing session. A must for GMs, PDs, and promotion directors (Thursday, 6/11 at 4;30pm).

# OSBOURNE "ROAD TO NOWHERE"

THE FOLLOW-UP TO THE BIGGEST HIT SONG OF OZZY S CAREER

"MAMA, I'M COMING HOME"

> FROM THE PLATINUM-PLUS ALBUM

"NO MORE TEARS"

GOING FOR ADDS 4/14

v americanradiohistory com

PRODUCED AND ENGINEERED BY DUANE BARON AND JOHN PURCELL



## COUNTRY

# **Are We Blowing Off Upper Demos?**

Country's quest for lower demos has raged on in earnest the last few years. Fueled by an influx of young new talent, everybody from radio to records to talent bookers has reported more young people than ever listening to and buying records and attending concerts. But will the pursuit of youth cost Country radio the 45+ crowd, which contributes so heavily to the format's time spent listening?

A new Katz Radio Group study based on the Fall '91 Arbitron suggests that Country radio's worst fears may well be materializing. It should be noted the Katz data is based on FM audience estimates from 171 markets, and what's happened nationally may not reflect changes in your market. Let's hope the national figures aren't a harbinger of an emerging trend. Nevertheless, they may warrant a cautionary word to the wise.

## **Audience Composition**

Looking at the audience composition data detailed on this page (see the box at upper right), the good news is that Country's efforts to attract younger demos are working. The format's 12-34 numbers are up. Each key cell – 12-17, 18-24, and 25-34 – has shown increases during the last two fall sweeps. Some highlights:

• 12-17: The 3.7 earned in Fall '91 is the highest for that demo since Katz began keeping these stats in 1984. The only other times the 12-17 share broke into the threes were during Fall '87 (3.4) and Fall '85 (3.0).

• 18-24: This demo is on the rise, increasing 9.6-10.4-12.0 during the last three fall sweeps. Interestingly, it's still off its all-time high of 13.2 (reached in Fall '84). In fact, it's below Fall '85 (12.4) and Fall '86 (12.5) figures.

• 25-34: Last fall's 21.9 is also a record, breaking the previous high of 21.6 reached in both Fall '84 and '86. The two upward ticks in this demo have followed three down years.

That's the good news.

However, some alarming information can be culled from an examination of the cells from which Country receives the bulk of its listeners. For example:

• 35-44: Listeners in this demo declined for the sixth consecutive fall sweep. For the first time since Fall '84, this cell's share is under 20.

• 45-54: After a five-year high of 22.1 in Fall '88, these numbers have yo-yoed, bouncing 22.1-21.2-21.7-18.7 over the last four fall sweeps. The three-share drop is disturbing and something to be watched.

Even though 55+ falls outside of Country's target, the trends among those listeners are indicative of the changes seen among 35-54s and further corroborate the format's youth movement.

• 55-64: This cell experienced its second consecutive drop. The demo's all-time high came in Fall '89, when it pulled a 14.2 share. The 12.6 earned in Fall '91 is the cell's lowest. RECORDS

What's the best way to use in-

teractive phone systems to get a

leg up on your competition? We'll

find out together during our ses-

sion on Saturday, June 13. You

• 65+: This demo also suffered

its second down trend in a row

Like the 55-64 cell, this demo peak

TSL Declines 45+

Time spent listening (TSL)

among 25-54 adults was down dur-

ing Fall '91. Men showed a 7% de-

cline (11:30-10:41, hours/minutes).

while women were off slightly (10:29-10:25). The deterioration

doesn't look too bad until you

analyze the decay in older cells.

First though, the good - or at least

• 25-34: Although Fall '91 TSL

among men was off (10:31-10:23), it

nonetheless marked only the sec-

ond time in eight years the TSL

demo. Listening among men be-

tween Fall '90 and Fall '91 was off

8% (11:21-10:27), commensurate

• 35-44: Mixed signals in this

topped 10 hours or more.

fair - news

ed in Fall '89 with an 11.4 share

won't want to miss this one

with the 25-54 results. Offsetting the drop was female listening, which was up 10:19-10:55 - an eight-year high.

Declining 45+ TSL figures – some of which depict precipitous drops – are further evidence of eroding older audience listening.

• 45-54: This is the cell with the most distressing news. Listening among men was off nearly 6% (11:48-11:07), which is similar to the declining men numbers in other cells. Nothing to be too worried about. But check out the plummeting female TSL: down an hour and a half – a 13% plunge. Granted, the 11:48 in Fall '90 was an eight-year high. But 10:18 is the lowest TSL since 1984, and it came after a four-year steady period (11:26-11:23-11:21-11:48 from Fall '87 to Fall '90).

• 55-64: Even though this demo is beyond Country's target, the results here further demonstrate the upper-end TSL blow-off. TSL among men was down 11:37-10:30; women were off 11:01-10:17.

## Stations, Demo Percentages

The FM audience's male/female ratio has been incredibly balanced during the years Katz compiled these stats. Beginning with Fall '84, the makeup percentages have been 50/50, 47/53, 49/51, 49/51, 49/51, 49/51, 50/50, and 49/51 (male vs. female, respectively).

Meanwhile, the sheer number of Country outlets has risen dramatically since 1984, from 163 to 171 (1985) to 162 ('86) to 168 ('87) to 167 ('88) to 188 ('89) to 205 ('90) to 224 ('91).

## **Future Shock?**

What's to be made of the decline in 45+ audience composition and TSL figures?

As I stated at the outset, in some ways you're reaching your pro-

## The 45+ Decline

The Katz Radio Group compiled audience composition and time spent listening data for 2545 radio stations in 171 Arbitron markets (fall sweeps only) to obtain the following figures for FM Country outlets in those markets.

Sweep	12.17	18-24	25-34	35-44	45-54	55-64	65 +
Fall '84	3.4	13.2	21.6	22 7	18.3	11.4	9.3
Fall '89	2.2	9.6	20.3	21.1	21.2	14.2	11.4
Fall '90	.2.1	10.4	20.6	20.4	21.7	13.5	11.3
Fall '91	3.7	12.0	21.9	19.9	18.7	12.6	11.1

## Weekly FM TSL (Hour: Minutes; Mon-Sun, 6am-Midnight) Fall '84 25-54 25-34 35-44 45-54 55-64 Men 9:54 9:47 9.52 9.54 10:06 Women 9:47 9:14 9:36 9:47 10:12 Fall '89 25-54 25-34 35-44 45-54 55-64 10:42 9:36 10:32 11:32 Men 11.11 Women 10:10 8:29 10:26 11:21 11:31 Fall '90 25-54 25-34 35-44 45-54 55-64 Men 11:30 10:31 11:21 11:48 11:37 Women 10:29 9:03 10:19 11:48 11:01 Fall '91 25-54 25-34 35-44 45-54 55-64 10:41 10:23 10:27 Men 11:07 10:30 Women 10:25 9:45 10:55 10:18 10:17

gramming goals Many have hoped the format could entice younger listeners without alienating the group that means so much in terms of sheer numbers of bodies and guarter- hours. If these 45+ers get accustomed to spending less time with Country, what's going to happen when the "hot" wears off Country and the 12-34s move on to whatever's next? (I do believe Country will hold on to a far greater percentage of them than we did when the "Urban Cowboy" craze faded. But we won't keep them all.)

The Katz study may be the first signal that it's increasingly difficult to be all things to all people. Researchers are beginning to see tremendous musical polarization among various cells, making music selection a high-wire act. Leaning too much in any demo direction can be hazardous to your health.

Please feel free to pass along your comments on Country's balancing act of appealing to newly found youth while not discarding those who've been there all along. I'm interested to know your thoughts on the matter.

# Music Monitor April 10, 1992, 8-9am

## WPOC/Baltimore

- STEVE WARINER/You Can Dream Of Me
- COLLIN RAYE/Every Second DAN SEALS/Bop
- MARK CHESNUTT/Old Flames... DWIGHT YOAKAM/Nothing's...
- EARL THOMAS CONLEY/Nobody Falls Like A Fool
- VINCE GILL/Take Your Memory With You

JUDDS/Love Can Build A Bridge RESTLESS HEART/Familiar Pain GEORGE STRAIT/Ace In The Hole RONNIE MILSAP/Lost In The

'50s Tonight HAL KETCHUM/Past The Point...

RANDY TRAVIS/Forever Together TRAVIS TRITT/Nothing Short Of Dying

DOLLY PARTON/Why'd You Come In Here

BELLAMY BROTHERS/Santa Fe

## KHAK/Cedar Rapids

NITTY GRITTY DIRT BAND/Baby's Got A Hold On Me SAMMY KERSHAW/Don't Go Near

The Water LITTLE TEXAS/Little Texas

PATTY LOVELESS/On Down

The Line BROOKS & DUNN/Brand New Man CONWAY TWITTY/Slow Hand

AARON TIPPIN/There Ain't Nothin Wrong With The Radio

RICKY VAN SHELTON/After The Lights Go Out

PIRATES OF THE MISSISSIPPI/Till I'm Holding You Again

GARTH BROOKS/The Thunder Rolls DON WILLIAMS/Lord, I Hope This Day Is Good

BILLY JOE ROYAL/I'm Okay (And Gettin' Better)

## **KFMS/Las Vegas**

TANYA TUCKER/(Without You) What Do I Do With Me JUDDS/Why Not Me

TRACY LAWRENCE/Sticks And Stones

REBA MCENTIRE/Is There Life BILLY DEAN/You Don't Count

The Cost CLINTON GREGORY/Play, Ruby,

Play COLLIN RAYE/Love, Me

KATHY MATTEA/18 Wheels & A Dozen Roses BROOKS & DUNN/My Next

ALAN JACKSON/Dallas PAUL OVERSTREET/Heroes

RANDY TRAVIS/It's Just A Matter Of Time LITTLE TEXAS/First Time

For Everything

RONNIE MILSAP/She Keeps The Home Fires Burning

## KLLL/Lubbock

BROOKS & DUNN/Neon Moon GEORGE STRAIT/Amarillo By Morning

SHENANDOAH/Rock My Baby TRISHA YEARWOOD/The Woman

Before Me FOSTER & LLOYD/Crazy

Over You SAWYER BROWN/Some Girls Do AARON TIPPIN/There Ain't Nothin'

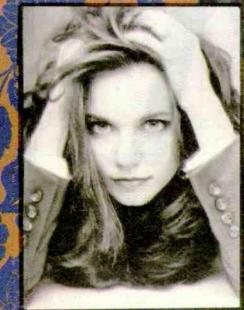
Wrong With The Radio TRAVIS TRITT/Drift Off To Dream

MARTY STUART/Burn Me Down DESERT ROSE BAND/Love Reunited

Music Monitor is a recurring feature which randomly samples an hour of music on leading Country stations.









# "The Time Has Come" for MARTINA MOBRIDE



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# NASHVILLE THIS WEEK

April 10, 1992 R&R • 55

# **Overstreet Seeks Radio Response**

When Paul Overstreet began writing "Billy Can't Read" with Jerry Michaels a few years ago, he envisioned much more than your typical tune with a cause. He dreamed about making a difference. And with the single's recent release, that dream is closer to reality.

Overstreet first realized the song could help battle the problem of illiteracy in 1990, when he stood onstage at the Literacy Volunteers of America's "Reach For The Stars" celebration in New York City and watched former illiterates stand and testify in front of celebrities and peers. "I listened as those people were able to read their speeches for the first time," recalls Overstreet. "They stopped and stumbled over words like 'and' and 'the.' It tore my heart out to hear them.

"And as I played 'Billy Can't Read' that day, I never felt like I was more in the center of God's will than I was at that moment. I knew I was there for a certain purpose."

Overstreet knew the next step in aiding the cause was to get the song released as a single. He included it on his 1991 "Heroes" album when no one else would record it and campaigned tirelessly for permission from RCA/Nashville to do a video in support of the tune.

When the CMA championed the cause in late 1991, forming its own Project Literacy campaign, it picked the song as its anthem and named Overstreet the program's official spokesman. With the CMA's help, a "Billy" video was made and released nationally to CMT, TNN, and syndicated/regional outlets in November 1991.

Response to the clip was – and remains – tremendous. An 800 number directing viewers to local literacy organizations was included in the video and has proved to be highly effective. "The video has been so helpful," Overstreet notes. "We've gotten dozens of letters from people in literacy groups stating they've had an increase in people seeking help after seeing the video."

## COUNTRY FLASHBACK

## 1 YEAR AGO

• No. 1: "Down Home" — Alabama (2nd Week)

## **5 YEARS AGO**

 No. 1: "To Know Him Is To Love Him" — Dolly Parton, Linda Ronstadt, and Emmylou Harris

## 10 YEARS AGO

 No. 1: "Same Ole Me" – George Jones

## 15 YEARS AGO

 No. 1: "Paper Rosie" — Gene Watson

## Message Through Airwaves

"But we're missing a big group of people – a group who maybe don't have a satellite dish or cable TV, but who do listen to radio," adds Overstreet. "In many cases, these are the majority of people who are illiterate – poor folks who can't get good jobs to make more money because they're illiterate. Radio is the only vehicle that can take this message to them, to really encourage people to get help.

"Radio programmers may feel like this is just another 'cause' record, but that's not the case. Radio may be these people's only chance for help. And if radio never plays another song of mine, it should play this one. It doesn't have to be a hit record, but it needs to be played so that people hear it and are exposed to the message once or twice."

In selecting "Billy" and the other songs on his "Heroes" LP, Overstreet sifted through more than 200 tunes, closely examining their content. A new album is due this summer and will contain yet another "message song" addressing a problem Overstreet feels strongly about – homelessness.

Says the singer, "I could've put a lighthearted song on the album instead of 'Billy.' And I might have had a more successful record or want to do that. To me, if you can bring something important to the forefront, to the top of the charts, something that'll be good for some body's life, then a lot of people will imitate that. "When they hear the message,

better album sales. But I didn't

they start to believe positive things may be possible for them, too. That's one of the goals I've had with my music: to give people a little hope and a vision from the other side, rather than saying it's hopeless and always will be. I believe there's hope for happiness, joy, and peace, and I like to write about that."

- Lorie Hollabaugh

# **Seals Toes Line On New LP**

AN A REPORT OF A CARD A SAME AND A

Dan Seals's debut Warner Bros./ Nashville album, "Walking The Wire," s slated for a May 12 release. The disc features a track penned by Tony Arata (who co-wrote "The Dance" for Garth Brooks) and one co-written by RCA/ Nashville A&R exec Josh Leo, Pam Tillis, and Mark Wright ("When Love Comes Around The Bend"). Several tunes penned by the artist are included as well.

• George Strait's next MCA/Nashville outing finds the Texan "Holding His Own." In addition to the Dean Dillon and Pamela Belford-penned title track, "Holding" features Strait's take on Carl Perkins's "Faults And All." Also included are "Trains Make Me Lonesome" (written by Paul Overstreet and Thom Schuyler) and "You're Right I'm Wrong" (a Marty Stuart/Wayne Perry composition).

 Don Williams's new RCA/Nashville album, "Currents," which was produced by Williams's longtime friend Allen Reynolds, features several familiar songs, including "Lone Star State Of Mind" (a Pat Alger/Gene Levine/Fred Koller tune first made prominent by Nanci Griffith) and "It's Who You Love" (a Top 20 hit for **Kieran Kane** in 1981). Zimbabwe artists the **Bhundu Boys**, who are big fans of Williams's music, provide unique instrumentation on the LP's "In The Family."

• Dixiana's self-titled Epic/Nashville debut, set for release in late April, features "It Comes And It Goes" (a tune penned by Bobby Fischer and new RCA artist Robert Ellis Orrall) and "A Little In Love" (which was co-written by Jeff Pennig, Michael Noble, and Highway 101 member Cactus Moser). The group's debut single, "Waitin' For The Deal To Go Down," which has also been recorded by Reba McEntire and Cee Cee Chapman, is currently climbing the Country chart.

• Jeff Knight's PolyGram/Nashville debut album, "They've Been Talkin' About Me," boasts several tunes co-written by Knight, Pirates Of The Mississippi member Rich Alves, and Jerry Taylor, including "Tearing Down Walls" and "Someone Like You." Liberty newcomer Curtis Wright also contributed a composition to the project.



**TRAVIS & HIS WABBIT** — A hutchful of Warner Bros./Nashville brass was on hand to present Randy Travis with a multitude of awards, including a gold certification for his "High Lonesome" LP. Reveling in the moment are (I-r) WB staffers Susan Niles, Sr. VP/Press & Artist Development Janice Azrak, Neal Spielberg, George Briner, Laura LiPuma-Nash, Richard Helm, B. Bunny, Travis, Bill Mayne, WB/Nashville President Jim Ed Norman, manager Lib Hatcher-Travis, staffers Denny Mosesman, Sr. VP/A&R Martha Sharp, Special Moments Tours' Jeff Davis, Asylum head/Travis producer Kyle Lehning, and WB/Nashville Sr. VP/Promo & Marketing Nick Hunter.

# Confederate Railroad

## NEW ARTIST FACT FILE



Current Single: "She Took It Like A Man" Current Album: Confederate Railroad Management: Dale Morris & Associates Booking: The Harp Agency

Influences: Waylon Jennings, Hank Williams Jr., the Allman

## Background

• The Confederate Railroad has been running — in one form or another — since 1981, when Chattanooga native and onetime solo artist Danny Shirley started the band with drummer Mark Dufresne. Keyboardist Chris McDaniel and guitarist Michael Lamb joined in 1985; bassist Wayne Secrest came aboard two years later. The quintet gigged as David Allan Coe's road band for years before adding the steel guitar services of Gates Nichols and launching a career of their own.

## Signing

 After spending years on the Southeastern club circuit playing places like Miss Kitty's in Atlanta, where they've been in rotation as the house band for seven years, the group decided to shoot for more. So Shirley, who had made contacts in Nashville while working with Coe, traveled to Music City in search of a deal.

• Some demo work paid off after landing in the hands of Atlantic/ Nashville chief Rick Blackburn. "Rick and I shook hands on a deal the day we met," remembers Shirley. "And that was before he'd heard us play live." Shirley also had an ace up his sleeve — **Barry Beckett** had agreed to produce them while they were still unsigned.

• "We met Barry through some friends and demo work and were thrilled when he agreed to produce us. He's so nice. But you could easily feel intimidated, sitting in a vocal booth knowing that the man on the other side has sat across from **Bob Seger, Rod Stewart,** and a host of others," recalls Shirley.

## Songs

• The group's self-titled debut, set for release April 28, is loaded with plenty of fun-loving, lighthearted attitude. What's *absent* from the LP are cry-in-your-beer love songs. "So many of them are done that we try to do ballads with a little more meat," explains Shirley.

• The group also keeps company with the likes of **Gregg Aliman** and members of **Lynyrd Skynyrd.** They once opened for **Molly Hatchet**, and Shirley even remembers taking the stage with **Steppenwolf** to croon "Born To Be Wild," a song which, incidentally, serves as a fitting anthem for these perpetual riders of the rails.



URBAN CONTEMPORARY

JC

# Wake Up For Weekends

What to do with two little days that mean so much

It's 10am Saturday morning - do you know where your listeners are? The days of sleepy Saturdays and Sundays are gone, because weekend ratings are growing more and more important.

Research tells us weekends are among the most listened-to times especially the 10am-3pm slot on Saturday. I contacted two Mississippi small market programmers to find out how they treat weekends.

## **Quality Time**

WQFX/Gulfport-Biloxi PD/MD Larry Jones said, "The weekend is one of the most important times of the week, because you have the opportunity to showcase your station's sound to your entire audi-

66 -18 C A

People get a chance to really hear your product [on weekends]. -Larry Jones

**?**? ence. People get a chance to really hear your product. Many aren't at work, kids are out of school, and people have more leisure time to listen. They spend some of that

leisure time listening to the radio, whether they're at home, in cars, at shopping malls or playgrounds or wherever.

"Being in a resort seaside community between two major cities [New Orleans and Mobile], we stand to capture a huge audience on weekends. I consider this a sub-



Larry Jones

urb of New Orleans because that city's only 45 minutes away, while Mobile is just under two hours from here.

"In the past year, our station's highest ratings have been during the weekends, so we put a number of our fulltimers on-air on Saturday. We do have some weekend personnel on the air, and I work with them on their presentation. Having fulltimers working on weekends helps boost your week-end staffers' morale."

Jones assumed the helm at WQFX only recently. He explained, "We're looking at a number of 66

**People in Meridian** are more outgoing on weekends, so we have to keep up with them. -Steve Poston

## **9**7

things we might do in the future. We'd like to find some unique weekend promotions that would keep us one of the most listened-to radio stations on the Gulf Coast.'

## **Syndication Separation**

"From what I've seen, most people run their syndicated programming on Sundays. We run ours on Saturdays and Sundays, but we keep those shows separated by six to 12 hours of live air personalities. We don't schedule any syndicated shows back-to-back. Saturdays we also do our 'Street Hits' show, as well as remote broadcasts.

"Sundays, we air gospel programming from 6am-2pm, and we run a gospel show called 'Inspirational Across America.' But we don't play gospel only on Sunday mornings - we're in the South, so we include some gospel in our regular programming. Later on Sunday - from 10pm-midnight - we mellow it out a bit with a syndicated show called 'Jazzin' It Up,' which has been getting very good response.

## 'Outgoing On Weekends'

Steve Poston has been PD of WALT/Meridian since December 1987, in which time he's kept the market share strong. Poston remarked, "Weekends are very important to us - just as important as 6am-midnight Monday-Friday. People in Meridian are more outgoing on weekends, so we have to keep up with them. One of the ways we do that is with promotions at the local clubs, malls, parks, and other places people gather. On weekends, we keep doing on-air promotions - like during the week - but we become more visible by being out there with the people. We also have a regular weekend giveaway we call the 'Winning Weekend,' which we've been doing since 1987.

In short, said Poston, "Keep those weekends tight with promotions, music, and different lifestyle events. These things are very important."



Steve Poston on the air doing his weekend thing

## **Relief Radio**

Poston described a recent station activity that was grimly appropriate for the weekend: "We had a radiothon with our sister station [Country WOKK] a few Saturdays ago to help the victims of a tornado that had just devastated our community. All of our regular air personalities traveled from location to

The Numbers Game

WQFX and WALT both show significantly better weekend ratings in the Winter '91 Arbitron, WOFX. which ranks fourth overall with a 5.6 mark, boasts a 7.9 on weekends, when it holds third place overall

WALT's increase is even more significant, as the AM powerhouse goes from third place with an 18.0 rating to a market-leading 22.6 on weekends.

location broadcasting live and drawing crowds. We asked listeners to donate anything they could – clothes, canned goods, cash. That tornado hit us on Tuesday, March 10, and we did the radiothon within days. We wanted to help people quickly."

For the record, WALT is a 5000watt AM outlet that holds its own despite FM competition. Poston described a WALT Saturday: "We start the day with blues from 6-10am, then do regular programming until 9pm, when our 'Mix' show starts. It runs until midnight, when we start our Oldies show (which we call 'Dusties'), which we run until 5am. Our Sunday gospel programs go from 5am-1pm, when we resume our regular music format. Then we run syndicated programming from 6pm-midnight.

"All of our fulltimers work on weekends, either on Saturday or Sunday. We all do six-day weeks, and the regulars assist the parttimers on weekends."

## 66

**Keep those** weekends tight with promotions, music, and different lifestyle events. -Steve Poston

**9**7

Poston concluded with a few words on the management of staffers - particularly those who we associate with weekends. "Never neglect your parttimers. Take the time to work with them, because you may have someone who could end up being so good that you eventually decide to give him one of your fulltime spots. It's good to make your parttimers part of the station family. You never know when you'll need an air talent.

'It's possible to find good parttimers right under your own nose, if you keep your eyes open and stay open-minded. My youngest parttimer is a 17-year-old high school student who's already good. Just think what he'll be able to do with more experience.'



Now more than ever, it's important that you're "Making The Right Musical Decisions." At R&R Convention '92, tune in to leading programmers such as:

- WUSL/Philadelphia PD **Dave Allan**
- WCDX/Richmond PD Aaron Maxwell
- WMXD/Detroit PD Kris McClendon.

ACTION

WJJN/Dothan PD Tony Wright has been named Programming Consultant for WQVE/Camilla-Albany, GA WJFX/Ft. Wayne welcomes Geno Burgess to mornings from the same post at WCKU (U102)/Lexington, as Steven Edwards joins for overnights from WLOU/Louisville . . . KJMZ/Dallas middayer Sammy Gonzales exits Wes Hall segues from WOWI/Norfolk to overnights at KDIA/Oakland

## Ladies Of The Morning

WGCI-FM/Chicago treated listeners to an all-female morning show the week of March 16. While morning man Doug Banks vacationed in Rio, his show was taken over by "Babes & Company" --parttimer A.J. Parker, traffic report Sybil Wilkes, and morning co-host Bonnie DeShong. The only male voice heard was that of newsman Perry Williams. PD Elroy R.C. Smith said the response was overwhelming.

## Photo Finish

No issue of R&R is complete without pictures. So don't be left out. Send clearly labeled black & white or color pictures of special events, promotions, and celebrity visits to Walt Love, 1930 Century Park West, Los Angeles, CA 90067.

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## New AC/CONTEMPORARY JAZZ

# **Cost-Efficient Marketing**

## Alternative approaches can successfully build cume, ratings

Given today's tight economy, marketing any radio station is a challenge. Even more so if you're programming a non-mass appeal format like NAC.

But it's not an impossible task. Three programmers share costefficient marketing alternatives that have proven successful in building cume and ratings.

## **Office Politics**

Pyramid-owned WNUA/Chicago entered the NAC arena in 1987 and relied on television as its primary marketing tool until 1989. That's when a management change brought the arrival of GM John Gehron and PD Lee Hansen, who implemented a more direct marketing approach. MD Mike Fischer recalls this as the time when things began to click. "We were constantly changing our focus and were stuck with something like a 2.3 share. John and Lee came in and focused the product. The mass marketing of WNUA wasn't even attempted until the product was honed and focused.

WNUA's marketing plan combines telemarketing and on-air contesting. Hansen explains how this combination attracts new listeners and boosts ratings: "We concentrate on smaller offices lawyers, doctors, architects - because we've found larger offices need a more mass appeal format like Soft AC or Oldies. We call the office staffers, state the benefits of the station, ask them to listen for a week, enter their names into an onair contest (e.g., 'Listen While You Work Perk') as an incentive, and tell them we'll call back in a week.

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If you don't have confidence in your product, you'll have excuses to not market. If you do have confidence, you'll find the marketing resources. -Lee Hansen

"Within two weeks of beginning this telemarketing [campaign], we started getting fresh calls. And about six to eight weeks later we saw an increase in cume reflected in the trends. Telemarketing has kept WNUA number three or four 35-44 even during soft books."

**99** 

Music-driven features are another primary database-building resource. "We have a 'New Music Spotlight' each morning during which listeners call with opinions on new songs," says Hansen. "We ask them to phone, write, or fax a list of their three favorite songs, and we play them. This is a great way of building an active listener base because these people have shown their interest in your station by taking some action."

The next priority was to bond with the 35-44 core audience. To ac-



Lee Hansen

complish this, WNUA took a cue from KTWV/Los Angeles and created a newsletter. Hansen describes it as a "four-color, coffeetable piece sent out quarterly to listeners in the station's database. It's primarily a reinforcement tool: telling people what's going on at the station and what's happening musically in Chicago, and offering feature articles about musicians. This maintains top-of-mind awareness so we get a better chance of retention in the diarykeeping process. And it builds loyalty by making listeners feel like part of the family.

Fischer notes, "Some people are going to think that because WNUA is in a larger market, we get a lot of things smaller market stations might not get. This may be partially true. But if you think creatively these things can work anywhere, even on a limited budget. You don't necessarily have to give away cash: Do a tradeout with a vendor for gift certificates and give those away. Tap into local colleges for interns to do the marketing."

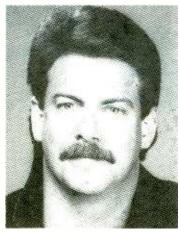
"It all comes down to confidence," Hansen adds. "If you don't have confidence in your product, you'll have excuses to not market. If you do have confidence, you'll find the marketing resources. You have to determine the station's primary listener benefits, tell people about them, and constantly position yourself. We spend less now than we did between 1987-89. And we have 50% more cume and a much better return on our quarterhour."



Join us on Thursday (6/11) for a "Five-Year Progress Report" on NAC. Noted PDs will discuss programming/marketing trends and try to solve the personality dilemma. Stay tuned for details. **Small Budget Payoff** 

KIFM (FM 98)/San Diego, owned by KIFM Ltd., has effectively marketed itself without benefit of major corporate dollars. VP/Programming and PD Bob O'Connor notes how this has worked to KIFM's advantage. "When you're in manageable population centers like San Diego or Seattle, you can do things with this format that are difficult to do in the top 10 markets. NAC is often enticing to owners because they think you don't have to put any money into it. That's wrong. You need the budget to market. But you don't have to spend big dollars to do it. In a medium market you can direct mail to 30,000 people and get a great return. If you did that in a top five market, you wouldn't even make a dent.

"People have preconceived notions about the New Age element. It conjures up images of crystals or channeling. We've been very successful with medium-sized mailings in which we include a cassette sampler of the music. Then we follow up with telemarketing. You have to show that NAC isn't as passive as maybe it started out to be."



Bob O'Connor

KIFM has also reinforced its image by taking its message directly to the streets. "As a tie-in to our nighttime show, we go out three to four times a week and do 'Lites Out Parties,' hosted by one of our announcers and featuring a live band." In addition, for the past 10 years KIFM has thrown an annual anniversary party/concert. "We make tickets available only through on-air giveaways and pick [performers] who have crossed over from the format, like Kenny G or Bobby Caldwell," O'Connor says. "This [attracts] people who may not be familiar with KIFM but who want to see Kenny G. We have 18 acts play in a two-day period.

"It's the biggest concert event of the year in San Diego and a wonderful cume builder. It also gives us a great image as a hip station and creates a buzz about KIFM. We keep our costs down by using our relationship with the artists; we remind them that NAC was playing them before any of the other formats. And they usually play the party for their costs as a favor to us."

To circumvent its small budget constraints, KIFM has also hooked

americanradiohistory com

# Launching A New Forum

elcome to the debut of **R&R**'s NAC/Contemporary Jazz column. Once each quarter, this section will address major issues and concerns facing NAC/CJ station managers and programmers, providing useful viewpoints and strategies. Ultimately, the column's course will be determined by your comments and suggestions. Call **Geoff Schackert** at (310) 553-4330 or fax a note via (310) 203-9763.



Chris Brodie

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up with the local **ABC-TV** affiliate. "We air 'Channel 10/FM 98 News Updates' every hour through a feed from the television station's newsroom," O'Connor says. "This gives us the advantage of a credible news source for very little expense. And because of this relationship, the television station runs promos for KIFM's anniversary party."

O'Connor calls these strategies "guerrilla warfare tactics" and thinks other NAC stations could put them to good use. "If we have an advantage over the other formats, it's that they're so locked into using television, billboards, or research companies that they don't think of creative ways to do these things without spending a lot of money."

NAC is often enticing to owners because they think you don't have to put any money into it. That's wrong. You need the budget to market. But you don't have to spend big dollars to do it. -Bob O'Connor

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## Match Game

Marketing has played a pivotal role at Group W's KTWV (The Wave)/Los Angeles since its inception. "The station was structured more from a marketing standpoint and less from a programming one," explains PD Chris Brodie. "In some ways, we've had to step back and rethink this position. The original marketing phrase, 'No Disc Jockeys,' was a fabulous tool. But we learned it didn't necessarily translate well from a programming standpoint. I think there is a great lesson to be learned from this. Don't make any major marketing decisions that are going to have an impact on what the station does. For programmers, the key is to make sure everything you do matches what the image is when someone punches that button on his radio.

"Some of the brightest and strongest phrases we've used have come from the air talent and other staff members. I don't think you can hire an agency, sit down in a four-hour meeting, and come up with an effective slogan. It takes someone whose guts and heart are in the music. Listeners can be

## 66

For programmers, the key is to make sure everything you do matches what the image is when someone punches that button on his radio. -Chris Brodie

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great resources for adjectives that describe the station. You have to figure out what the station's message is and use it as your primary marketing tool."

Although the station still utilizes a significant amount of TV, Brodie feels community-oriented marketing and promotions are more effective at keeping the station in touch with listeners. "I don't think there's anything more important from a marketing or humanistic standpoint than keeping the station close to the community through environmental or charitable causes. The trash cans on the beaches that feature our logo and our 'Wave Aid' CD, which benefits the American Foundation For AIDS Research, stress the quality-of-life issues we share with our listeners. We are into our fifth volume of the 'Wave Aid' CD, and sales will hit the million-dollar mark this year.

"Ultimately, this kind of promotion ['Wave Aid' CD] doesn't cost you anything. You have to be brave in the beginning because of the initial investment. But in the end, it pays for itself and everyone benefits: the organization receiving the proceeds; the artists, who are reaching a new audience; and the station, which [gains] increased awareness."





RANDALL BLOOMQUIST

## Push For Younger Demos Paying Off

In recent years Talk radio has worked obsessively to lower its audience demos, which have skewed toward 55+since the format's inception some 30 years ago. A recent Katz Radio Group study indicates those efforts are finally paying off.

The study shows Talk stations have enjoyed significant increases in their 25-54 listenership since the mid-1980s, along with a commensurate drop in the 55-64 audience. However, more than a third of Talk listeners remain in the 65+ demo.

KATZ STUDY RESULTS

The Katz report is based on a seven-year analysis of fall Arbitron data from 121 outlets the rep firm classifies as News/Talk hybrids as well as a separate study of 20 more stations Katz considers all-Talk. Katz Sr. VP/Director of Research Gerry Boehme says the distinction is necessary because of differences in how the two types of stations are used. And, he warns, because so few stations were included in the all-Talk survey, its findings are 'somewhat less reliable'' than the more inclusive News/Talk report.

According to Boehme, Talkoriented stations were labeled News/Talk if they ran any type of longform news, including a newsdriven morning show. The News/ Talk roster includes: KGO/San Francisco, KIRO/Seattle, WCKY/ Cincinnati, WRKO/Boston, KABC/Los Angeles, and KFI/L.A. Among the stations labeled all-Talk: WLS-AM & FM/Chicago, WABC/New York and crosstown WOR, WFLA/Tampa, WHDH/

Boston, and WWRC/Washington. It's important to note there are a few omissions and errors in the listings. For example, KOA/Denver and WLUP (AM)/Chicago were not included in the survey; Talker KING/Seattle is listed as an all-News station; and CNN affiliate WCPT/Washington is incorrectly



Does Talk have a future in music formats? A group of industry experts will answer that question during our session on Friday (6/12).

identified as a News/Talk outlet. Boehme, however, insists the miscues didn't affect the study's results.

Both surveys say essentially the same thing. The smaller all-Talk sample simply offers a somewhat exaggerated version of the good news contained in the more statistically valid News/Talk report.

## **Gentle Climb**

The study finds 25-54s accounted for 45.2% of the average News/ Talk station's total audience in Fall '91. That's up from 41.9% the previous year and 38% in 1984. The 35-44 cell contributed 18.2% of the total Fall '91 audience - up from 15.6% in Fall '90 and well above the 13% level of '84. Meanwhile, 25-34 listenership increased slightly in Fall '91, continuing the slow but steady growth that's increased the demo's total audience share from 9.5% in '84 to 11.4% in Fall '91.

While the 55-64 cell's total audience contribution has fallen steadilv from 1984 to 1991 (23.1%-17%). the 65+ demo stubbornly continues to contribute the same 35% audience share it provided in 1984.

NEWS/TALK

Incidentally, the Katz report also reveals one bit of potentially worrisome news: a dip in 12+ listenership. In the average Top 75 market, News/Talk stations saw their combined 12+ fall audience share drop to 6.0 in '91. That's down from 6.6 in 1990 and 7.0 in 1989. Boehme believes the decline stems from the continued erosion of AM listening and increased format fractionalization

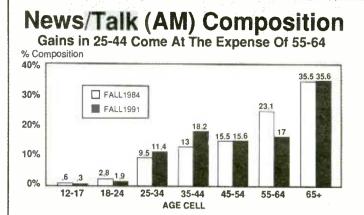
## **All-Talk's Demo Limbo**

Among all-Talk outlets, the 25-54 demo accounted for 46.1% of the average station's audience in Fall '91 - up from 40.1% in Fall '90 and significantly higher than 1984's 24.1%. The average all-Talker drew 21.3% of its audience from 35-44s in Fall '91. That's up from 13.9% in Fall '90 and denotes a whopping 250% increase over Fall - the first year of the survey. '84

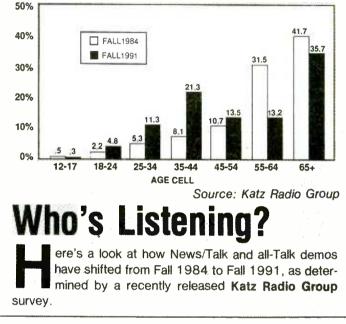
Interestingly, 45-54 listenership dropped to 13.5% of the total audience in Fall '91 - down from its alltime high of 15.9% in '90 and '89. The demo's Fall '91 showing, however, remains well ahead of 1984's 10.7%

Conversely, 55-64s accounted for only 13.2% of the average all-Talker's total audience in Fall '91, down from 20.6% in Fall '90. The demo's Fall '91 figure also represents a 41% drop from 1984, when the 55-64 cell accounted for 31.5% of the audience.

(when it accounted for 42.5% of the all-Talk audience), dropped to 35% of the total audience in Fall '91, down slightly from the preceding two years



All-Talk (AM) Composition 55+ Composition Is Down; Gains Are Evident 25-54 % Composition



## **Positioning Power**

Boehme attributes much of Talk radio's progress to the format's skill in positioning itself as the place to turn when hot news breaks. The Persian Gulf War and Supreme Court Justice Clarence Thomas's confirmation hearings, he says, helped cement that perception in the radio audience's mind.

"News and information stations continue to show strength," says Boehme, "because when something happens, people know where to go. They've done a great job of marketing themselves.

Among Katz's other findings: • The average News/Talk station's audience is 53% male.

 The average all-Sports station's audience is 85% male.

• The average all-News outlet drew 41.5% of its audience from the 25-54 demo in Fall '91 - up from 35.7% in 1990. As with Talk, the 65+ crowd continues to account for roughly a third (34.6%) of the all-News audience.

• The total number of all-News stations in fall Arbitron markets has risen to 45, a record level. Boehme speculates the surge represents an increase in the number of AM stations airing CNN Headline News' audio feed



www.americanradiohistory.com

The 65+ cell, which has been gradually declining since 1986

# MARKETPLACE



MICHIGAN 48080-0816

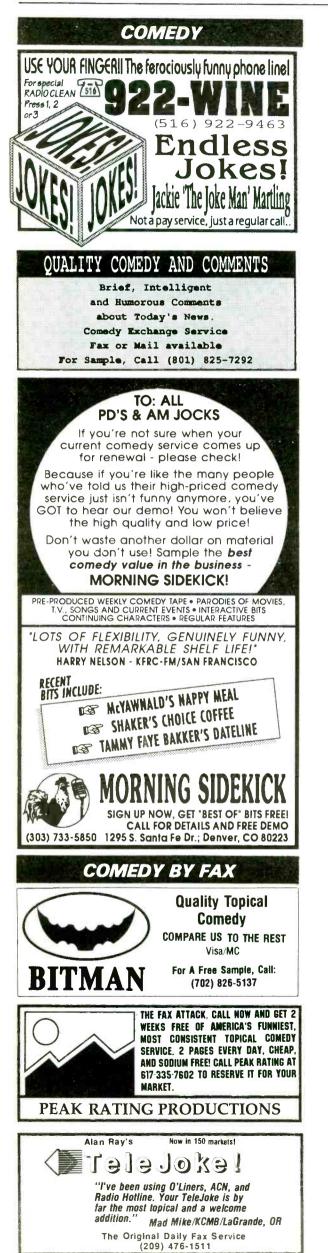
Box 4408 - San Diego, CA 92164 - (619) 460-6104



Will include camera-ready logo or line art if provided. Deadline for Marketplace ads is noon Thursday, one week prior to publication date. Marketplace ads are non-commissionable. Submit to:

\$70.00

RADIO & RECORDS, 1930 Century Park West Los Angeles, CA 90067 310-553-4330 Fax: 310-203-8727



# MARKETPLACE



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americanradiohistory com





April 10, 1992 R&R • 63



# MARKETPLACE







## **OPENINGS OPENINGS OPENINGS** Night star for 98PXY. Many ap-Variety 96 FM ) SOUTH pearances, good phones, and The New Variety 96, Pittsburgh's great production. Can you domiommun<mark>ic</mark>ation skills and a, 2406 Congress Ave., WEAT seeks a receptionist with good con nate 18-34 females on a great fast typing. RESUMES: Julie Caracciola, 2 West Palm Beach, FL 33406. (4/10) EOE only Bright AC is seeking a CHR? Overnight package to John creative morning show co-host KRLD/Dallas seeks a reporter and an editor. T&R: KRLD, 1080 Metromedia Place, Dallas, TX 75247. (4/10) EDE Ivey, WPXY, 30 North Union that has the following qualities: Street, Rochester, NY 14607. EOE KLBJ-FM seeks T&Rs for possible full and PT openings. T&R KLBJ-FM, Jeff Carrol, 8309 North I-H 35, Austin, TX 78753 (4/10) EOE • Team player • Witty not smutty • Personable and real KKIZ seeks talent for Urban format. Team player with good atti-tude and a reasonable ego. T&R: KIIZ, Box 2469. Harker Heights, TX 76543. (4/10) EOE Production maniac 97.5KYN • Doesn't mind sharing WDXY/WIBX seeks PD/morning talent for our AC FM. Must be stable and a hard worker. T&R: WDXY, Box 1269, 51 Com-merce St., Sumter, SC 29151. (4/10) EOE the spotlight 50.000-watt, AC/CHR Slave to show prep KRLD/Dallas seeks reporter/editor. T&R: KRLD, Rick Ericson, 1080 Metromedia Place, Dallas, TX 75247. (4/10) EOE Master of prepared Northwestern PA Air personality sought for spontaneity middays. PD/morning man for Top 50 market Lite AC. Musical skills helpful, but not Great pay, fabulous opportunity. Motivator, Tape & Resume by leader, and Selector-trained. Must be musicnecessary 4-17-92 to: intensive, yet possess warmth and ability to relate. T&R: Lowry & Company, 6302 E. Send tape and resume TODAY to: 97 KYN 1247 Million Dollar Highway Monte Cristo, Scottsdale, AZ 85254. EOE **Bruce Gilbert** Kersey, PA 15846. WVTY, Variety 96 FOF 400 Ardmore Blvd. Pittsburgh, PA 15221 WCXR Washington's Classic Rock **NO PHONE CALLS PLEASE** station has a rare morning show The Hearst Corporation is an equal opening. We are looking for strong, opportunity employer. compelling talent who relates to adult rock fans in a conversational and informative way. Warmth, PRODUCTION DIRECTOR energy, empathy, and solid back-RADIO Boston rocker searching for production ground in Album Rock is a plus. **GENERAL MANAGER** pro to write, voice and produce power-Send T&R to: Program Director, General manager wanted for packed promos and commercials. Multi-WCXR, 510 King St., Alexandria, New Hampshire radio station. track experience a must. T&R to: Ron VA 22314. No phone calls please. Valeri, WAAF, 200 Friberg Parkway, Suite 4000, Westborough, MA 01581. Good sales, people skills, and Group W, an equal opportunity previous management backemployer. FOF ground. Reply in confidence to: Arty Lavigne, WLKZ FM, 21 Pro-duction Place, Unit 15, Gilford, NH 03246, EOE SALES MANAGER --------------MAJOR SUNBELT MARKET MORNINGS WXLO 104.5 FM, with a sig-NUMBER ONE RATED STATION NEEDS EXPERIENCED nal covering all of New LOCAL SALES MANAGER TO MAINTAIN NUMBER ONE England, is in search of ex-BILLING POSITION IN MARKET. cellence. We're looking for This is not a developmental situation the best morning person or ....Superior skills at motivation, training, team in the world. If you're leadership and inventory control a must. local, warm, adult and topical send tape and your phi-losophy to: Jon Holiday, SUPER PAY PLAN... Program Director, WXLO, **GREAT PERKS...** Worcester, MA 01608. EOE **HIGH PROFILE COMPANY...** \_\_\_\_\_ NATIONAL EXPANSION PROGRAM UNDERWAY... **GENERAL 96 WCMF. DECISION SOON SALES MANAGER** All inquiries confidential **Experienced Radio Sales Managers Only** East Coast Adult Contem-Rush resume, references and materials to: porary station in Top 50 market is seeking an experienced and highly moti-John Bibbs vated person to lead and President coach our sales team to **KIX** Broadcasting new revenue heights. Send 5900 Poplar Avenue resume to: Radio & Rec-Memphis, TN 38119 ords, #579, Los Angeles, EOE CA 90067. ECE

**OPENINGS** Winning West Rock station needs midday talent/MD. Aggressive, motivated, hit the streets attitude. Women and minorities are encouraged to apply. T/R to: DeMers **Programming/Marketing** Consultants 617 Newcomen Road Exton, PA 19341-1940 No phones please - EOE/MF **JOB HUNTING?** We offer THE HOT SHEET----broadcasting's most comprehensive employment journal. Published twice weekly. Less than \$3/issue with 1-year subscription. Now in our 8th year! Written Money-Back Guarantee. p.o. box 1476 palm harbor, fl 34682-1476 (813) 786-3603 edia arketing EAST Seeking T&Rs for future CHR AT openings. T&R: WTIC, Tom Mitchell, One Financial Plaza, Hartford, CT 06103. (4/10) EOE WSUL seeks PT and fill talent. T&R: WSUL, Box 983, Monticel-lo, NY 12701. (4/10) EOE WTVL seeks talent for rare PT/swing opening. T&R: WTVL, Jon Paradise, Box 79, Waterville, ME 04903-0079. (4/10) EOE FT news opening at WMAJ for aggressive news lover. Entry level. T&R: WMAJ, Tim Molnar, Box 888, State College, PA 16801. (4/10) EOE WMJQ/Buffalo seeks top-notch 7p to midnight talent. T&R: WMJQ, 2077 Elmwood Ave., Buffalo, NY 14207. (4/10) EOE Newsperson sought for WICO. Journalism degree preferred. Fe-males and minorities encouraged. T&R: WICO, Mary Coffey, Box 909, Salisbury, MD 21803. (4/10) EOE Radio account executive for AC/FM on fringe of DC market. Must have minimum one year' experience with references. Successful candidate will be a closer, not a gopher. Secure position for go-getter with energy and common sense. First-year earnings of 30-50K possible, PLUS fringes. Send resume to Somar Communications, Box 2470, LaPlata, MD 20646. Minorities & females encouraged to apply. EOE WCNIP

ROCHESTER, NEW YORK has a rare fulltime opening for production director. Creative copywriting and organizational skills impress us more than a big voice. If you are interested in working for this Stoner Broadcasting outlet, send tape and resume to Stan Main, 259 Monroe Ave., Rochester, NY 14607. WCMF is an equal opportunity employer.

**OPENINGS** 

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# **OPPORTUNITIES**

## **OPENINGS OPENINGS** 89X, CIMX-FM/Detroit's Modern Rock station The Best GSM Job in America? has a rare opening: Can you identify and manage outstanding WANTED: A morning show. Dead or alive. Are you experienced, energetic, and into Modern Rock? If so, a reward is waiting for you. Wa sales talent? REWARD: You get to join the nation's fastest Do you have the creativity to lead radio growing format sales into uncharted territory? Zoos stay home. No purchase necessary, void where prohibited by law. T&R: 30100 Telegraph Is your management track record good Road, Suite 262, Birmingham, MI 48025, EOE enough to earn an interview for this position? Barry Mayo and Lee Simonson of Broadcasting Partners, Inc. are looking for one \*\*\*\*\*\* of America's most outstanding radio sales managers to fill one of America's most outstanding GSM jobs, at WVAZ (V-103) Chicago. **PROGRAM** DIRECTOR The successful candidate will have the opportunity to work with an enormously Are you a talented on-air pertalented management and sales team, and with the best ongoing sales and sonality with leadership abilimanagement training program in America -- designed to change the game from ty? Can you motivate others to pure media selling to customer-focused marketing. follow your example? Send a If you've been managing customer-focused radio salespeople in a competitive resume and cassette aircheck marketing environment for the last three years ... and you've produced consistentto: ly strong results... please write Barry Mayo, President/General Manager. We're Main St. Consulting sure you'll understand we can't take calls from every Tom, Dick, and Harriet. P.O. Box 45081 Madison, WI 53744-5081.

Barry Mayo, President/GM WVAZ-FM 408 S. Oak Park Ave. Oak Park, IL 60302

Equal Opportunity Employer

Great opportunity in coastal market, looking for a hip and happening night talent who would also function as APD/MD at a very well respected CHR P2. Females and minorities are encouraged. Send T&R to: Radio & Records, 1930 Century Park West, #577, Los Angeles, CA 90067. EOE

## MIDWEST

KRAV/KGTO seeks experienced sales Executives. RESUM KRAV, Jeanetta Gill-Clark, 1638 S. Carson Ave., #1100, Tul OK 74119. (4/10) EOE RESUMES

KOMJ/KPQX seeks FT AT for our AC/Country statio able to handle a music and information mix. T&R: KOJM/KP Greg Ellendson, Box 7000, Havre, MT 59501. (4/10) EOE nix. T&R: KOJM/KPQX.

Morning show producer sought for KDWB. Organizational and production skills a must. T&R: KDWB, Mark Bolke, 708 S. 3rdStreet, #200. Minneapolis, MN 55415. (4/3) EOE

100,000-watt AOR seeks personalities with strong produc-tion for afternoons and future openings. T&R: KWMG, Dallas Michaels, Box 518, Columbus, NE 68601. (4/3) EOE

Anchor/reporters. News-hungry selfstarters who don't just tell a story, but sell a story. T&R now for openings as we grow. WTMJ Radio, Eric Taylor, 720 E. Capitol Drive, Milwaukee, WI 53201. **EOE** 



## **MORNING SHOW CO-HOST**

The Midwest's top Good Time Oldies station is looking to add a pro morning co-host. We're seeking an adult communicator with at least 5 years' on-air experience, preferable morning drive. If you're able to work successfully with a male co-host and fulltime producer, have good news writing, editing, and delivery skills, and can creatively entertain adults rush T&R immediately! Females and minorities are encouraged to reply to:

Roy Laurence **Director of Programming WKLR** 9292 North Meridian Indianapolis, IN 46260

> no calls, please EOE

## **OPENINGS**

EOE \*\*\*\*\*

**PROGRAM DIRECTOR -**

KSD/St. Louis seeks PD with a minimum three years' program director experience in Classic Rock or Adult AOR format. Strong management skills, talent motivator, familiarity with research. Promotion experience a plus. Resume to: KSD, General Manager, 10155 Corporate Square, St. Louis, MO 63132. EOE M/F



Cincinnati's top FM seeks morning show entertainer/entertainers for immediate Country opening, 5 years' morning experience preferred. All formats encouraged to apply, great company, great city, great job! Overnight T&R to: Tim Closson, B-105/WUBE, 225 East Sixth St., Cincinnati, OH 45202. NO CALLS, PLEASE. EOE 

P2 Midwest AOR looking for uptempo night jock/production director. Must be creative and have 8-track experience!! Other possible openings too. Send your T&R to: Radio & Records, 1930 Century Park West, #576, Los Angeles, CA 90067. EOE

## WEST

KRAB/Bakersfield seeks AOR talent. No calls please. T&R KRAB, Chris Squires, 3701 Pegasus Drive, Suite 123, Bak ersfield, CA 93308. (4/3) EOE

aking PT instructors/lecturers with a five years' experience So. CA only. T&R: Academy of Radio Broadcasting, 8907 Irner Ave., #115, Huntington Beach, CA 92647, (4/3) EOE

KSJO/San Jose seeks promotion assistant who is street-wise and detail-oriented. RESUMES: Marty Wright, 1420 Koll Cir-cle, San Jose, CA 95112. (4/3) EOE ......................

West Coast Country needs afternoon drive with drive West Coast Country needs afternoon drive with drive to do outside appearances. Team player...full benefits ...send tape and resume to: Radio & Records, 1930 Century Park West, **#571**, Los Angeles, CA 90067. EOE

## **MORNINGS**

Market leader in Top 50 market needs YOU to put some daylight between us and the competition. Candidate must be topical, local, and keep an adult audience entertained without blue humor. Got a contract tying you up for the next four months? Never done mornings before? Send your tapes and resumes anyway! We're not changing tomorrow. Females and minorities encouraged. Radio & Records, 1930 Century Park West, #570, Los Angeles, CA 90067. EOE

Seeking GSM/morning man for existing small market AM and new Class C FM in gorgeous Western Colorado. T/R + Salary to: D. Smith, 160 East 26th, Rifle, CO 81650. EOE



Satellite Music Network's Real Country format has a rare opening for a network news anchor. The successful candidate will be able to produce, write, and deliver dynamic network newscasts targeted to a Country audience. Extensive experience a must. Real Country network originates at the KNIX studios in Phoenix, AZ. No calls please. T&R's to Larry Clark, News Director, Real Country Network, Box 3174, Tempe, AZ 85280. EOE



Seeking production engineer. Los Angeles area. Freelance. Cassette & resume to: 1223 Wilshire Blvd., Suite 262, Santa Monica, CA 90405, EOE



Maio

## OPENINGS SELECTOR EXPERT

- MARTE SARAH SARAH SARAH SARAH

Fulltime music scheduling position. Selector and AC/CHR radio station programming experience required. Resume to: Radio & Records, 1930 Century Park West, #574, Los Angeles, CA 90067. EOE

## POSITIONS SOUGHT

I'm ready to help keep you a winner – all bets are off if Brow elected. Oldies/AC/Country. DICK: (313) 429-0707. (4/10)

13-year pro production, air, remotes, promotion specialist with management experience seeks Country or CHR. JOHN: (205) 295-1937 (4/10)

15-year radio pro seeks ND position. Have done it all in news. Management, degree, references. KEN: (307) 235-1483. Manag (4/10)

I live, breathe, and eat radio! Production/cornedy/AT hungry for AC/CHR gig. Diverse experience, solid commitment. Get me out AC/CHR gig. Diverse experience, solid of here! AJ: (603) 448-5968. {4/10}

Large market veteran with a track record and humorous writil performing style and growth attitude seeks large market tea (301) 431-1960. (4/10)

FT entry level position sought. Top 100 experience. AT seeks relocation. Any format OK. KEITH LANE: (407) 259-4758 (4/10)

Joan Jett isn't the only lady who loves rock and roll! AT with great pipes for AOR/CHR. Seven years' experience. WENDY: (414) 779-6412. (4/10)

Program director/MD seeks same. Workaholic, people-who is promotion-oriented. Can work with a zero budge rise to any occasion. SCOTT: (313) 661-2289, (4/10)

Currently swing/weekends at Philadelphia AC, but passionate about NAC. Smooth adult communicator seeks opportunity to prove myself. GREG: (609) 646-4055. (4/10)

Re-po man will re-possess your competition's listen sonality plus. Repo with Leibol CHR/Oldies only. I 254-3491. (4/10)

Seven-year pro seeks 7pm to midnight in Charlotte or Gr ville/Spartanburg markets. Country/AC/Oldies. CHRIS: (§ 576-7426 (4:10)

Attention small markets. AT with one year of experience medium market. Good air talent. Good air talent. Good ai ent. PETE: (407) 622-2605, (4/10)

What good are killer pipes if no brain is attached. Quality A seeks medium market AOR/AC. Will work any shift. ZACK (803) 799-0869. (4/10)

What do you seek? AT/MD, Selector whiz seeks new chal-lenges. Hardworking, flexible, AC/AOR experience, but will work any format. JOHN: (203) 888-0822. (4/10)

Hardworking, creative, humorous AT seeks AT/APD/MD posi-tion at Country or AC station in the NW. (503) 451-1436. (4/10)

Amazing talent! Wait, there's more. Call now and get a real rocker that digs it. Available to AOR in the West, while this offer lasts. DON: (619) 578-2249. (4/10)

Barry McKoy air talent seeks Country or FS in the Midwest. Presently in WI, formerly with WAXX, WMIL, WOHO. (715) 834-9418. (4/10)

Dependable, experienced broadcaster seeks position with small or medium market AC station. Any shift, prefer nights. MIKE: (904) 255-6950. (4/10)

Make your air sound great with the voice of the Lady Comets, 25-8! Still seeking Chico-Monterey air/sports gig. FRANK BUTERA: (510) 223-1534. (4/10)

You don't know my name, fame is not my claim. Veteran pro-grammer heading East. Let's work together and win. DAVE: (512) 892-1152. (4/10)

I think my wife is going to leave me or kill me if I don't get a gig soon. AOR pro available. TIM: (205) 478-3134. (4/10)

Great voice and good production seeks FT. Prefer TX/OK/WV Experience includes remotes, phones, PBP and news. Six ye experience. CHRIS: (214) 241-7955. (4/10)

Hardworking, pleasant professional willing to relocate. Control room operation and production excellent. DONNIE: (417) room operation a 883-4060. (4/10)

Seeking escape to radio utopia. OK, OK, how about a station with a winning attitude? Interested? Two-year pro AT/production talent seeks UC. (513) 731-8746. (4/10)

Award-winning and dedicated radio news pro with exper in all formats and market sizes seeks position. CHRIS: (404) 287-9057, (4/10)

Production director/AT with 16 years' experience in all formats strong multitrack skills, creative copywriting, and voices. MIKE: (215) 435-1828. (4/10)

The Scotty Matthews is coming to Madison, WI ADI. My pro-duction wizardry can be working for you!. (615) 526-7099. (4/10)

Top-rated Oldies AT seeks change. I don't just know the music, I am the music. MIKE: (217) 328-4286. (4/10)

13-year veteran seeks position in a medium/major market. All formats OK, also interested in producing for a major talent. DORIEN: (603) 863-5727. (4/10)

## POSITIONS SOUGHT

Free weathercaster. Your station doesn't pay a penny. You get FT weather service. Guaranteed, formerly with WLS-FM. JEFF-REY: (619) 755-1334, (4/10)

Oh yeah, sure! Major market PDs are reading these ads and h ing broadcasting school graduates with no experience. Not! But it's free; right? JOE: (312) 555-9830. (4/10) n? 20-year veter

Attention Oldies stations are your ratings down? an has a new twist. BOB: (702) 388-4131. (4/1

Hardworking AT seeks new challenge. Prefer AOR/AC/Oldies in Midwest. NEAL: (414) 233-7476. (4/10)

Talented, creative, rock and roll slave seeks new PD master. No wimps need apply. TIM: (205) 478-3134. (4/10)

Parttime talent with successful AC seeks FT day shift AT posi-tion. All offers welcome. AC/CHR/AOR. JOHN: (217) 674-3304. (4/10)

Why hire 10 people when you can hire one media monster. Broadcasting, advertising, public relations. STACEY: (714) 839-8192. (4/10)

In the late '80s o late '80s our morning show was doirig a 24 on AM radio. us a call. JIM AND JOANNE CROSSAN: (803) 781-6608. (4/10)

Boston PT talent formerly with WODS, WMEX, WBOS seeks same. 16-year veteran prefers Eastern MA. JEFF: (617) 331-8516. (4/10)

CV programmer and AT. 20-year pro seeks any AC format. CHUCK LAKEFIELD: (716) 272-7260. (4/10)

The '80s are history. AM radio is dead! Hire this '90s morning ratings ed! NICK & NORA: (800) 965-5500 ext 212

## **POSITIVE IMPACT PD** Dynamic track record. Will produce

increased ratings AND increased profitability for you, now! WR: (412) 394-4024.

Seeking a morning show producer with major market experience? Call me I'm available. AARON: (313) 481-0401. (4/10)

Talk show host with high profile, fast impact, issues, and politics. JOHN: (305) 561-1792, (4/10)

Talk radio host. Angst, attitude, anti-establishment, bright, brazen, and brutally honest. Truth and dare. WALTER ERIC: (805) 245-9258. (4/10)

Seasoned news pro. network and major market report chor, manager, assignment editor. No newsbunny. § (708) 256-6337. (4/10) MARY

17-year American broadcast veteran seeks work in Aus New Zealand, The Orient or The Islands, KEVIN: (504) New Zealand, TI 384-6333. (4/10)

Enthusiastic, young P2 fill-in seeks FT AOR employment. Re-search, promotions, and morning show experience seeks any location. DAVE: (215) 524-5615. (4/10)

Stopl AT and digital multitrack production whiz seeks first gig. Creative copy, voices and organized production system. JIM: (313) 521-7652, (4/10)

I've got moonbum! Seeking day job. Two years' FT overnights Let me look out your studio windows at the sun. CHR/AOR TRACY: (715) 848-2982, (4/10)

Fun and music! Lots of fun and music! MICK: (708) 614-8600.(4/10)

f've got the technical skills you seek. 13-year TD/board operato generates a smooth sound. GORDIE: (716) 665-5144. (4/10)

Top 10 market programmer, MD/AT, producer has the formula for winning '90s CHR or Alternative; guaranteed, JOHNNA (305) 429-1724. (4/10)

Small market morning talent who can do it all. Seeking to do it AT medium AC/combo. MATT: (607) 843-6966. (4/10)

Due to a format change two excellent employees are available! Tom Ryder and Tim Marshall. Both are CHR jocks; Tom doubles as music director and Tim also does play-by-play.

For a tape and resume contact Tom Ryder and Tim (Marshall) Engels -For references contact General Manager Bob Kelley or Program Director Bob Mays:

WKTG Box 338 Madisonville, KY 42431 (502) 821-1156

## **POSITIONS SOUGHT**

**POSITIONS SOUGHT** 

12 years' on-air/PD for AC/NAC/CHR and 16 years' program ming and staff training; promotions and production too. Majo market experience. MARK HILL: (408) 688-5604. (4/3)

Australian with P2 CHR experience and working visa. Seeking winning team for midday or afternoon drive or morning side kick. SHAYNE: (919) 425-6549. (4/3)

Dependable, experienced announcer seeks stable position with small or medium market. Excellent references, prefer nights. MIKE: (904) 255-6950. (4/3)

Conclave scholarship winner now graduated and seeking FT on-air. Willing to relocate. AARON: (612) 729-0391. (4/3)

Free weathercaster. Your station doesn't pay a penny. FT weather service available free! First 10 callers cons Formerly WLS-FM. JEFFREY: (619) 755-1334. (4/3)

MISCELLANEOUS

WVMI/Country seeks Country music service from all labels. TO WVMI, AI Murphy, Box 4606, Biloxi, MS 39551, (4/10)

**R&R** Opportunities

Display Advertising

\$75/inch

Rates are per week (maximum 35 words per inch including heading). Includes generic border. If logo, custom border or larger heading is required, add ½ inch (\$38 for 1X, \$30 for 2X).

11

\$100/inch

Rates are per week (maximum 35 words per inch including heading, box number and R&R's ad-dress). If custom border or larger heading is re-quired, add ½ inch (\$50 for 1X, \$38 for 2X). Rate includes generic border, box number, and rectors (headling)

Payable In Advance

Display & Blind Box Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Ads must be

submitted by mail except for credit card orders which are also accepted by fax: 310-203-8727.

Visa, MC, AmEx accepted. Include card number, name as it appears on credit card, expiration date

and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PST) eight

days prior to issue date. Address all ads to: R&R

Opportunities, 1930 Century Park West, Los An-geles, CA 90067. Fax: 310-203-8727.

**R&R** Opportunities

Free Advertising

Radio & Records provides free (20 words or 3

lines) listings to radio stations and record com-

panies in Openings. Free listings of the same

length are also available to individuals seeking

work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, your ad

must be received by Thursday noon (PST), eight

days prior to issue date. Free Opportunities listings should be typewritten or printed on  $8\frac{1}{2}$ " ×

ed only by mail or fax: 310-203-8727. Address

all 20-word ads to R&R Free Opportunities, 1930

Free listings are on a space availability basis only.

Century Park West, Los Angeles, CA 90067

" company/station letterhead and are accept-

11

\$60/inch

75/inch

, brutally honest. Truth and dare. WALTER ERIC: (805)

Talk radio host. Angst, attitude, anti-establish

# (FILL JOCK) **K** A

I've met some great people doing fill. So far, I've helped out at WZOU, Z-104, KS-104, WAVA, and KCLD. I can do any shift. I have a strong, positive attitude and I'm filled with endless energy and excitement these qualities are a part of me. I get everyone around me pumped up; just call any of the people I've worked with: Rick Cummings, Dave Van Stone, Gregg Strasell, Chuck Beck, Jack Hicks, or Sonny Jce White. Winning is what I'm all about. I've got numbers, tape, and consistency. Give me a call even if it's just to talk

## 612-544-5099

245-9258. (4/3)

Display

**Blind Box** 

postage/handling

Two years' of CHR is enough! Seeking a mon AC/Oldies. 8RUCE: (304) 725-8123. (4/10) more mature format

Help! Get me out of FL. Employed 18-year pro NAC/Jazz/AC/ Gold seeks Denver area. CHUCK THOMAS: (813) 775-3321. (4/10)

Howard Stem I'm not. I am a great AT with one year of experi-ence in a medium market. Buy me! PETE: (407) 622-2605. (4/10)

I've worked with Johnny B. Not! But hire this AT anyway. have a few years' experience. DAN: (708) 771-2935, (4/10)

Fun, hardworking, personable minority female seeks first AT/ PRD position. All formats OK, willing to relocate, team player. BARB: (612) 874-7815. (4/10)

m player with three years' AT experience seeks small/medi-market. Hardworking and energetic. MARK: (818) 700-8941. (4/10) 15-year pro AC P

o AC PD seeks Oldies/CHR/PBP. Available immedi-ig production skills. GREGG: (812) 544-2482. (4/10)

Witty and creative two man morning team from NYC are major market opportunity. BRAD: (914) 235-9148. (4.

Young broadcast graduate with lots of energy and personality seeks start with CHR station. Prefer on-air in NY/NJ/PA/CT area. KELLY: (212) 365-5605. (4/10)

Veteran CT/NY newsman available. MARTY: (203) 795-4927. (4/3)

Chicago area traffic reporter seeks to utilize talent, energy and personality as an AT for an AOR/CHR station. Love to bond with the masses, LONNY: (708) 389-5293, (4/3)

Free-agent seeks new position as AT or news and demanding Ryne Sandberg bucks. Prefer FL, but all winning teams considered JOHN: (407) 453-2232 (4/3)

News/talk talent with good sound seeks long-term position anchoring or talking in a medium or major, 15 year congenial pro. DAVE: (619) 426-7925. (4/3)

New air talent seeks first on-air gig. Low pay okay, will do anything, Let's talk, (914) 738-3637 (4/3)

MD or programming position sought. 10 years' in radio LA and SF. Will consider engineering or entry level sales. BRUCE: (415) 388-8368. (4/3)

Central IL AT with own AT business seeks FT day posit AC/CHR/AOR or all offers. JOHN: (217) 674-3304. (4/3)

GM/morning talent seeks new home. Brought station back from extinction. Always strong numbers and positive influ-ence. STEVE: (303) 625-0802, (4/3)

I play Oldies the way they were meant to be played. Hard working, great sounding, committed. MIKE: (217) 328-4286. (4/3)

Creative. nine-year pro with major market experience in CHR/UC/Jazz seeks PD/AMD/MD in medium to small market SKIP: (212) 465-3416. (4/3)

12-year seasoned talent with news, talk, production, and PBP seeks on-air/PD gig. Prefer FL, but all considered. JAY: (419) 756-4897. (4/3)

Recession protection. Go Country! Turn or improve your sta-tion's numbers. Top rated major/medium, group or Country PD/AT. DAVE: (615) 385-4066. 14/3)

11-year radio veteran seeks news work in Philadelphia. Love assignments and challenges. WENDY: (215) 777-8266. (4/3)

More music, more fun, more real personality! MICK: (708) 614-8600, (4/3)

15-year veteran morning drive personality seeks position with CHR/AC/Country. (402) 474-6408. (4/3)

It's not just a job, it's a show! Air personality, production ace with nine years' experience. TONY: (616) 383-4356, (4/3)

Van the man is back. KJFX, KGB, KFMG. Seeking to rock your socks off with great pipes and numbers. Call now, it's not too late. DON: (619) 578-2249. (4/3)

Attention please! Small market personality seeking to move to the next level in Country/Oldies/AC. Call for details. (317) 345-2928, (4/3)

High ratings in Memphis. Female AT eager to learn m medium/large market. JULIE: (901) 664-8335. (4/3)

Lost my job due to an ownership/format change. Seeking FT in a Top 75. Play to win. J.C. COLLINS: (316) 838-1506. (4/3)

Boston PT talent formerly with WODS, WMEX, WBOS seeks same. 16-year veteran prefers Eastern MA. JEFF: (617) 331-8516. (4/3)

AT with almost two years' CHR experience seeks more ma-ture format. Strong on Oldies. BRUCE: (304) 725-8123. (4/3)







NATIONAL AIRPLAY®



## **RANDY CRAWFORD**

Who's Crying Now (WB) 70% of our reporting stations on it. Rotations: Heavy 0/0, Medium 12/0, Light 49/9, Total Adds 9, WHUR, WKYS, WEDR, WMXD, KPRS, WRKE, WWDM, WBLX, HOT105.

RIFF

White Men Can't Jump (EMI/ERG) 63% of our reporting stations on it. Rotations: Heavy 0/0, Medium 17/0, Light 38/10, Total Adds 10, KQXL, WATV, WPAL, WZFX, Z104, WQFX, KIIZ, KIPR, WJJS, WROU.

MODEST FOK

Love Or The Single Life (Atco/EastWest)

62% of our reporting stations on it. Rotations: Heavy 0/0, Medium 18/0, Light 36/6, Total Adds 6, WAMO, WKKV, WJIZ, WEUP, KFXZ, WROU. Debuts at number 40 on the Urban Contemporary chart.

> SOUL II SOUL Joy (Virgin)

61% of our reporting stations on it. Rotations: Heavy 0/0, Medium 1/0, Light 52/52, Total Adds 52 including WBLK, WHUR, WKYS, K97, WOWI, WZAK, KMJM, KKBT, WXOK WIOU



K.C.M. "Let Me Groove You" (Virgin) 51/4

Total Adds 4, WJIZ, WPEG, WZFX, WFXM, Mediums include, WZAK, WTI C 19/0 KPRS. KMJM, KQXL

PRINCE & N.P.G. "Money Don't Matter 2 Night" (Paisley Park/WB) 50/31 Rotations: Heavy 1/0, Medium 8/1, Light 41/30, Total Adds 31 including WAMO, WVEE, KMJO, KMJM, WJIZ, KBCE, KQXL, WXOK, WPAL, WJTT. Heavy WJFX Mediums include: WBLK, WDAS, K97, WZAK, WMXD.

BOYS "The Saga Continues" (Motown) 49/48 ium 2/2, Lig ht 47/46 Total Adds 48 including WXYV, WBLK, WUSL, WAMO, KJMZ, KMJQ, K97 WOWI WIZE WZAK

BY ALL MEANS "The Feeling I Get" (Motown) 49/3 Rotations: Heavy 0/0, Medium 16/0, Light 33/3, Total Adds 3, WRKE, KIPR, KTAA. Mediums include: WDAS, WHUR, WOWI, WTLC, KPRS.

MINT CONDITION "Forever In Your Eyes" (Perspective/A&M) 47/30 Rotations: Heavy 0/0, Medium 2/0, Light 45/30, KPRS, OC104, WRKE. Medium: WDAS, WFXA. AMO. WHUR, K97, WZAK, WJLB, WTLC, Total

DDUG E. FRESH "Bustin' Out (On Funk)" (Bust It/Capitol) 47/20

Rotations: Heavy 0/0, Medium 2/2, Light 45/18. Total Adds 20 including WXYV, WAMO, K97, WOWI, WZAK, KPRS, WRKE, WJIZ, KBCE, WPAL.

STACY EARL 1/WILD PAIR "Romeo And Juliet" (RCA) 38/6 Rotations: Heavy 0/0. Medium 2/0. Light 36/6. Total Adds 6. KPRS, WJIZ, KQXL, WPAL, WQFX, HOT105. Medium. OC104, WEUP

TEDDY RILEY I/TAMMY LUCAS "Is It Good To You" (S.O.U.L./MCA) 36/5 Rotations: Heavy 1/0, Medium 10/0, Light 25/5, Total Adds 5, WOWI, WAGH, WOFX, H WQFX, HOT105, WPLZ, Heavy: WVEE Rotations: Heavy 1/0, Medium 10/0, Light 25/5, Total / Mediums include: KMJQ, K97, KMJM, OC104, WWDM.

ARRESTED DEVELOPMENT "Tennessee" (Chrysalis/ERG) 36/3

Rotations: Heavy 2/0, Medium 8/1, Light 26/2, Total Adds 3, WWDM, WIKS, WQOK. Heavy: WOWI, WQMG. Mediums include: WXYV, WZAK, KPRS, WPEG, WFXE.

MIKE DAVIS "When Only A Friend Will Do" (Jive) 35/10 Rotations: Heavy 0/0, Medium 1/0, Light 34/10, Total Adds 10, WOWI, WJIZ, WFXA, Z93, WFXE, Z16, WALT, WIKS, WVOI, Rotations: Heavy 0/0, M KTAA, Medium, WDAS

GODD 2 GO "Never Satisfied" (Giant/Reprise) 32/16

Rotations. Heavy 0/0, Medium 1/0, Light 31/16, Total Adds 16 including K97, WEDR, WOWI, KPRS, WRKE, KFXZ, Z16, WPLZ, WVOI, XHRM. Medium: WAGH

2PAC "Brenda's Got A Baby" (Interscope) 32/3 Rotations: Heavy 2/0, Medium 13/0, Light 17/3, Total Adds 3, K104, WJIZ, WHJX, Heavy; KMJM, WGZB. Mediums include

Rotations: Heavy 2/0, Medium 13/0 WKYS, KJMZ, KMJQ, K97, WOWI

FORCE MD'S "Your Love Drives Me Crazy" (Tommy Boy) 31/6 Rotations: Heavy 0/0, Medium 3/0, Light 28/6, Total Adds 6, WDAS, KBCE, WXOK, WQMG, WQFX, WQIS. Medium: K97. WZAK K98-FM

X-CLAN "Fire And Earth" (Polydor/PLG) 31/1 dds 1, WFXA. Mediums include: WEDR, KMJM, WPAL, WAGH, WQMG

NICE & SMOOTH "Sometimes I Rhyme Slow" (RAL/Columbia) 30/4 Rotations: Heavy 0/0, Medium 3/0, Light 27/4, Total Adds 4, WOWI, WJIZ, WJJN, WQOK, Medium: K97, WIKS, WEAS

Rotations: Heavy 2/0, Medium 9/0, Light 17/2, Total Adds 2, Z93, XHRM. Heavy: WEDR. WIKS. Mediums include: WBLS, K104, WGCI, WPAL, WJJN.

GEOFFREY WILLIAMS "It's Not A Love Thing" (Giant/Reprise) 26/6 Rotations: Heavy 0/0, Medium 3/0, Light 23/6, Total Adds 6, KKBT, KBCE, WATV, WJ.

WJJN, Z16, WQIS. Medium: OC104, U102, Hotations: Heavy 0/0, Mediu WTLZ.

UMC'S "One To Grow On" (EMI/ERG) 25/0 m 12/0, Light 13/0, Total Adds 0. Mediums include: WBLS, KMJQ, WEDR, WOWI, WZAK





SCARFACE "A Minute To Pray" (Rap-a-Lot) 24/3 Rotations Heavy 0/0. Medium 6.0 Light 18.3 Total Adds 3 KQXL WJJN KMJJ Mediums include KMJQ, KMJM Z93

RHDNDA CLARK "(If Loving You Is Wrong) I Don't Want To Be Right" (Tabu/A&M) 23/7 TLZ Mediu KIPR, WPGA

PEABD BRYSON "Shower You With Love" (Columbia) 22/22 Hotations: Heavy 0/0. Medium 1/1 Light 21/21, Total Adds 22 in WENN, WJTT, WEUP g WDAS 8.97 WOWL WJIZ KOXL WYOK WATV

CLUB NOUVEAU "Oh Happy Day" (Quality) 21/5 IS 5, WJJN WZFX, KIIZ, WPGA, KTAA

2ND II NONE "If You Want It" (Profile) 20/4

Total Adds 4, WZAK, WJJN, WZFX, WFXM, Medium, K97, KTAA

PATTI LABELLE "When You've Been Blessed (Feels Like Heaven)" (MCA) 19/18 Rotations Heavy 0/0. Medium 1/0. Light 18/18, Total Adds 18 including WBLK. WHUR, WKYS, K97, WJLB, KBCE, KQXL, Z93, WWDM, WAGH. Medium: WDAS.

COLLEGE BDYZ "Victim Of The Ghetto" (Virgin) 19/8 Rotations: Heavy 0/0, Medium 4/0, Light 15/8, Total Adds 8, K97, KBCE, Z93, WQMG, WALT, WBLX, WIKS, KMJJ Medium.

MARY J. BLIGE "You Remind Me" (Uptown/MCA) 18/5 MARY J. BLIGE "You Remind Me" (Uptown/MCA) 18/5 Modium 1/0 Linkt 16/5. Total Adds 5, K97, WOWI, WJTT, Z16, WALT. Heavy: WCDX. Medium: WILD

MIKKI BLEU "When You Do What You Do" (Ultrax) 18/2 Rotations: Heavy 0/0, Medium 2/0, Light 16/2, Total Adds 2, WDAS, WEUP Medium: WEDR, WAGH.

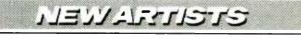
SIR MIX-A-LOT "Baby Got Back" (Def American/Reprise) 17/5 avy 0/0, Medium 3/1, Light 14/4, Total Adds 5, K104, K97, WJIZ, WENN, Z93, Medium; KMJQ, WJHM

2 TOD MANY "Where's The Party" (Jive) 16/4 Rotations: Heavy 0/0, Medium 0/0, Light 16/4, Total Adds 4, WTLC, WQMG, Z16, K98-FM

GEORGE HOWARD "Cross Your Mind" (GRP) 15/15 Rotations: Heavy 0/0, Medium 0/0, Light 15/15, Total Adds 15 including WBLK, WDAS, K97, WZAK, KMJM, KOXL, WXOK, WATV, WJTT, WFXE.

LIDELL TOWNSELL "Nu-Nu" (Mercury) 13/3 dds 3, WJHM, K98-FM, WVOI. Medium: WPEG, WQOK, WPLZ

PCSITIVE K. "Nightshift" (Island) 13/3 Total Adds 3 WBLK, WZAK KEXZ



1	K.C.M./Let Me Groove You (Virgin)	
2	STACY EARL 1/WILD PAIR/Romeo & Juliet (RCA)	<b>38/6</b>
3	ARRESTED DEVELOPMENT/Tennessee (Chrysalis/ERG)	
4	MIKE DAVIS/When Only A Friend Will Do (Jive)	
5	GOOD 2 GO/Never Satisfied (Giant/Reprise)	
6	2PAC/Brenda's Got A Baby (Interscope)	
7	X-CLAN/Fire And Earth (Polydor/PLG)	
8	NICE & SMOOTH/Sometimes I Rhyme Slow (RAL/Columbia)	
9	GEOFFREY WILLIAMS /It's Not A Love Thing (Giant/Reprise)	
10	UMC'S/One To Grow On (EMI/ERG)	

New artists have not yet had a UC Breaker.

# UC ADDS & HOTS

## April 10, 1992 RAR • 69

WPLZ/Richmond

YAII DANIELS KATHY SLEDGE SOUL II SCUL TEDDY RILEY f/TAM GOOD 2 GO PRINCE & N.P.G. POVS

BOYS MINT CONDITION

HINI CONDITION Hottest: ATLANTIC STARR TEVIN CAMPBELL AARON HALL KEITH SWENT EN VOGUE

WEAS/Savannah

Floyd Blackwell

PRINCE & N.P.G. SOUL II SOUL AL GREEN PEABO BRYSON Hottest: GLENN JORES JOE PUBLIC BEBE & CCCE WINAN KETTH SWEAT AARON HALL

KMJJ/Shrevepor John Wilson

MINT CONDITION SOUL II SOUL COLLEGE ĐOYZ SCARFACE RAY SIMPSON DOUG E. FRESH BOYS

BOYS Hottest: AARON HLLL BEBE & CECE WINAN KEITH SWEAT TEVIN CAMPBELL GLENN JONES

WTUG/Tusca

Steve Sloan

DAMIAN DAME KARYN WHITE SOUL II SOU Hottest:

GLENN JONES ATLANTIC STARR

KEITH SWEAT TEVIN CAMPBELL

K98-FM/West M

Bill Sharp PRINCE & N.P.G. SOUL BI SOUL DOUG E. FRESH BOYS GUCCI CREW II 2 TOO MANY LUTHEP VANDROSS LUKE LIDELL TOWNSELL Hottest: GLENN JONES TLC

TLC AARON HALL KEITH SWEAT TEVIN CAMPBELL

XHRM/San Diego

SHABBA RANKS SOUL II SOUL PEABO BRYSON MINT CONDITION BOTS

BOTS GOOD 2 GO PRINCE & N.P.G.

Hottest: JOE PUBLIC TLC

AARON HALL EN VOGUE KRIS KROSS

Don Davis

Bill Sharp

-Petersburg Phil Daniels

## EAST

## WXYV/Baltimore

KRIS KROSS GERALD LEVERT DOUG E. FRESH BOYS BIG DADDY KANE Hottest: AARON HALL GLENN JONES ATLANTIC STARR

TLC JOE PUBLIC WILD/Boston Hill/Hall

BEBE & CECE WINAN SOUL II SOUL Hottest: TLC GLENN JONES AARON HALL TEVIN CAMPBELL KEITH SWEAT

## WBLK/Buffalo Faison/Moore

PATTI LABELLE SOUL II SOUL MINT CONDITION GEORGE HOWARD BOYS

POSITIVE K. Hottest: ATLANTIC STARR VANESSA WILLIAMS

VANESSA WILL AARON HALL CHRIS WALKER GLENN JONES WBLS/New York Mike Love

## GERALD LEVERT JODECI SHANICE

SHANICE Hottest: GLENN JONES CECE PENISTON MARIAH CAREY TLC TEVIN CAMPBELL

## MACON 1=1-1

## WGCI/Chicago Elroy R.C. Smith

JERMAINE JACKSON GERALD LEVER Hottest: MINT CONDITION BOYZ II MEN TLC TONY TERRY PATTI LABELLE WIZF/Cincinnati Turner/Owens

GERALD LEVERT BOYZ II MEN BOYS Hottest: ATLANTIC STARR GLENN JONES AARON HALL TEVIN CAMPBELL VANESSA WILLIAMS

WZAK/Cleveland Tolliver/Rush

CHRIS BENDER MINT CONDITION

MINT CONDITION BOXS DOUG E. FRESH JOHN PAYNE 2ND II NONE POSITIVE K. GEORGE HOWARD SOUL II SOUL HOTLEST: GLENN JONES ATLANTIC STARR TEVIN CAMPBELL AARON HALL VANESSA WILLIAMS none Hottest: GLENN JONES ATLANTIC STARR AARON HALL TEVIN CAMPBELL BEBE & CECE WINAN WJEX/Et. Wayne

WVKO/Columbus

WVKO/Columbus K.C. Jones R. KELLY & PUBLIC CHAKA KHAN MELI'SA MORGAN JERMAINE JACKSON GARY BROWN Hottest: GLENN JONES VANESSA WILLIAMS GERALD LEVERT MINT CONDITION SOUL II SOUL RAY SIMPSON Hottest: ATLANTIC STARR GLENN JONES AARON HALL HOP DUPL IC

MARIAH CAREY ATLANTIC STARR BEBE & CECE WINAN

# WCKX/Columb Phil Allen

none Hottest: VANESSA WILLIAMS ATLANTIC STARR GLENN JONES AARON HALL CHRIS WALKER

WROU/Dayton Marvin Hankston MINT CONDITION BROTHERHOOD CREED

BROTHERHOOD CREE RIFF MODEST FOK Hottest: GLENN JONES ATLANTIC STARR VANESSA WILLIAMS TEVIN CAMPBELL KEITH SWEAT

## PEABO BRYSON MIKKI BLEU FORCE MD'S GEORGE HOWARD WRKS/New York Brown/Beasley KRIS KROSS JERMAINE JACKSON GERALD LEVERT

GERALD LEVERT Hottest: VANESSA WILLIAMS GLENN JONES LISA STANSFIELD ATLANTIC STARR MARIAH CAREY

WRKE/Ocean City

Quartarone/M

KRIS KROSS BY ALL MEANS DOUG E. FRESH BAS NOIR GERALD LEVERT GOOD 2 GO BOYS

BOYS RANDY CRAWFORD MINT CONDITION Hottest: ATLANTIC STARR GLENN JONES HAMMER BEBE & CECE WINAN TEVIN CAMPBELL

TEVIN CAMPBELL

Scott Jantzer

SCOTT JANZEM SOUL II SOUL GERALD LEVERT MINT CONDITION BIG DADDY KANE HOTTEST: GLENN JONES AARON HALL LISA STANSFIELD TEVIN CAMPBELL TLC

WUSL/Philadelphia

BOYS Hottest: AAFON HALL VANESSA WILLIAMS JOE PUBLIC BOYZ II MEN GLENN JONES

WMXD/Detroit

Kris McClendor

CHAKA KHAN RANDY CRAWFORD

CHAKA KHAN RANDY CRAWFORD GARY BROWN Hottest: GLENN JONES ATLANTIC STARR LISA STANSFIELD BEBE & CECE WINAN MARIAH CAREY

WJLB/Detroit

Steve Hegw

CECE PENISTON

PATTI LABELLE MINT CONDITION BOYS

TLC GLENN JONES VANESSA WILLIAMS BOYZ II MEN AARON HALL

Hottest: TLC

WDZZ/Flint Maestro

Ange Ca

none Hottest: GLENN JONES

TLC ATLANTIC STARR

2 TOO MANY GERALD LEVERT

JOE PUBLIC TEVIN CAMPBELI

GERALD LEVERT

GERALD LEVERI JODECI AL GREEN DOUG E, FRESH RANDY CRAWFORI STACY EARL GOOD 2 GO

GOOD 2 GO BOYS SOUL II SOUL MINT CONDITION Hottest: GLENN JONES JOE PUBLIC AARON HALL LISA STANSFIELD TEVIN CAMPARIL

KPRS/Kensas City King/Wonder

Allan/Monet

SOUL II SOUL BOYS

OC104/Ocean City

GLENN JONES AARON HALL MARIAH CAREY LISA STANSFIELD BEBE & CECE WIN WAMO/Pittsburgh Hurricane Dave

WDAS/Philadelphia

DOUG E. FRESH SOUL II SOUL MINT CONDITION PRINCE & N.P.G. MODEST FOK BOYS

MODEST FOK BOYS Hottest: AARON HALL SYBIL VANESSA WILLIAMS JOE PUBLIC KEITH SWEAT WKYS/Washiı Prieto/Diggs

HAMMER SOUL II SOUL RANDY CRAWFORD PATTI LABELLE HATLEST: GLENN JONES ATLANTIC STARR JOE PUBLIC CHRIS WALKER-TEVIN CAMPBELL

WHUR/Washingt Kirkland/Hall

MINT CONDITION RANDY CRAWFORD

GUY SOUL II SOUL GERALD LEVERT PATTI LABELLE VANESSA WILLIAMS MICHAEL JACKSON Hottest: GLENN JONES AARON HALL ATLANTIC STARR JOE PUBLIC MARIAH CAREY

WMVP/Milwaukee Billy Young

Billy Young RHONDA CLARK PATTI LABELLE GEORGE HOWARD SYBIL SOUL II SOUL PEABO BRYSON HOTLEST: AARON HALL ATLANTIC STARR TEVIN CAMPBELL KEITH SWEAT EN VOGUE WKKV/Milwaukee Tony Fields

BROTHERHOOD CREEC MODEST FOR HOLLESI FOR Hollesi FOR GLENN JONES AARON HALL TEVIN CAMPBELL TRACIE SPENCER

WTLZ/Saginaw Crockett/Lamptey

MINT CONDITION RAY SIMPSON PATTI LABELLE BOYS BOYS GEDRGE HOWARD SOUL II SOUL RHONDA CLARK PRINCE & N.P.G. DOUG E. FRESH PEABO BRYSON

PEADO BRYSON Hottest: GLENN JONES BEBE & CECE WINAN AARON HALL TEVIN CAMPBELL MARIAH CAREY

KMJM/St. Louis Atkins/Wynter PRINCE & N.P.G.

AARON HALL VANESSA WILLIAMS BOYS SOUL II SOUL GEORGE HOWARD WTLC/Indianapolis Johnson/Buchanoi lottest:

AARON HALL GLENN JONES BEBE & CECE WINAN JOE PUBLIC TEVIN CAMPBELL WVOI/Toledo Casey McMichaels

Casey MCMichaels PATTI LABELLE MIKE DAVIS BOYS GEORGE HOWARD GOOD 2 GO PRINCE & N.P.G. PEADO BRYSON AL GREEN SOUL II SOUL LIDELL TOWNSELL HOTLESL: GLENN JONES TEVIN CAMPBELL AARON HALL MARIAH CAREY BEBE & CECE WINAN JOE PUBLIC TEVIN CAMPBELL

## SOUTH WJIZ/Albany WPAL/Charlesto

## EN VOGUE KRIS KROSS

Derek Joh

SOUL II SOUL K.C.M. GARY BROWN GERALD LEVERT 2PAC SOUL II SOUL DOUG E. PRESH PRINCE & N.P.G. STACY EARL BOYZ II MEN AL GREEN HOTLESI: GLENN JONES AARCN HALL JOE PUBLIC TLC BEBE & CECE WINAN ZPAC ZPAC MODEST FOK MIKE DAVIS GOOD 2 GO PRINCE & N.P.G. STACY EARL NICE & SMOOTH SIR MIX-A-LOT MINT CONDITION PEABO BRYSON DOUG E. FRESH Hottest: TLC

Z93/Charleston Cliff Fletcher MIKE DAVIS SOUL II SOUL COLLEGE BOYZ PATTI LABELLE

Don Ken

MINT CONDITION

ricks

## TLC GLENN JONES VANESSA WILLIAMS ATLANTIC STARR JOE PUBLIC KBCE/Alexandria

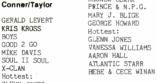
BOYS SHABBA RANKS MINT CONDITIO SIR MIX-A-LOT Hottest: TLC SOUL II SOUL PRINCE & N.P.G. GEOFFREY WILLIAMS MINT CONDITION COLLEGE BOYZ PATTI LABELLE FORCE MD'S BOYS TLC GLENN JONES VANESSA WILLIAMS AARON HALL ATLANTIC STARR WPEG/Charlotte Saunders/Darcell

BOYS DOUG E. FRESH HOTLEST: GLENN JONES ATLANTIC STARR KEITH SWEAT TEVIN CAMPBELL AARON HALL CALLOWAY BOYS SOUL II SOUL WVEE/Atlanta

SOUL II SOUL K.C.M. KATHY SLEDGE MINT CONDITION Hottest: VANESSA WILLIAMS erts/Bacote TLC AARON HALL ERIC GABLE CHRIS WALKER PRINCE & N.P.G. LUTHER VANDROSS

Hottest: VANESSA WILLIAMS MINT CONDITION GLENN JONES WJTT/Chattanooga Landecker/Rankin

TLC KRIS KROSS SOUL II SOUL PEABO BRYSON BOYS RHONDA CLARK PRINCE & N.P.G. WFXA/Augusta



Hottest: GLENN JONES ATLANTIC STARR BEBE & CECE WINAN TEVIN CAMPBELL AARON HALL wwDM/Columbi Andre Carsor SOUL II SOUL PATTI LABELLE K.M.C. KRU GOOD 2 GO

KQXL/Baton Rouge Benneti BOYS RANDY CRAWFORD ARRESTED DEVELOPM SCARFACE GEORGE HOWARD

GEORGE HOWARD SOUL II SOUL KRIS KROSS PRINCE & N.P.G. STACY EARL PEABO BRYSON LUTHER VANDROSS BOYS

## ARRESTED DEVELOPN Hottest: VANESSA WILLIAMS ATLANTIC STARR LISA STANSFIELD TLC KRIS KROSS WFXE/Colum Philip David March

WAGH/Col

KRIS KROSS

Darrell J. Smith

PATTI LABELLE RIFF Philip David March GERALD LEVERT DOUG E. FRESH BOYS MINT CONDITION GOOD 2 GO MIKE DAVIS CHAKA KHAN GEORGE HOWARD HOTLEST: GLENN JONES BEBE & CECE WINAN KEITH SWEAT TEVIN CAMPBELL KRIS KROSS RIFF Hottest: GLENN JONES TEVIN CAMPBELL AARON HALL KEITH SWEAT LISA STANSFIELD

WXOK/Baton Rouge Matt Morton

GERALD LEVERT PRINCE & N.P.G. PEABO BRYSON KRIS KROSS R. KELLY & PUBLIC GEORGE HOWARD BOYS

BOYS SOUL II SOUL FORCE MD'S Hottest: Hottest: GLENN JONES AARON HALL TLC

NAIS KRUSS BOYS SOUL II SOUL PATTI LABELLE TEDDY RILEY F/TAM LISA TAYLOR AL GREEN MC BRAINS BEBE & CECE WINAN TEVIN CAMPBELL WENN/Birmingh Donneil/Starr

Hottest: AARON HALL

GLENN JONES

MC BRAINS Hottest: GLENN JONES JOE PUBLIC TLC LISA STANSFIELD BEBE & CECE WINAN SOUL II SOUL MINT CONDITI MINT CONDITION PEABO BRYSON BOYS BOYS GOOD 2 GO SIR MIX-A-LOT VICKIE WINANS K104/Dallas-Ft. Worth

nes Alexande MELTISA MORGAN

2PAC SIR MIX-A-LOT Hottest: BEBE & CECE WINAN LISA STANSFIELD AARON HALL PATTI LABELLE VANESSA WILLIAMS JODECI WATV/Birmingham

JODECI

Ron January DAMIAN DAME RIFF GEORGE HOWARD GEOFFREY WILLIAMS GEOFFREY WILL COVER PAGE PEABO BRYSON RAY SIMPSON Hottest: GLENN JONES AARON HALL CHRIS WALKER BOYS BOYS LISA STANSFIELD KATHY SLEDGE HOTTEST: PATTI LABELLE BOYZ II MEN KRIS KROSS TLC WJJN/Dothe Tony Wright GOOD 2 GO 2ND II NONE PRINCE & N.P.G.

PRIMUE & N.P.G. BOYS SOUL II SOUL GEOFFREY WILLIAMS NICE & SMOOTH RHONDA CLARK CLUB NOUVEAU SCARFACE SCARFACE Hottest: GLENN JONES ATLANTIC STARR AARON HALL TEVIN CAMPBELL BEBE & CECE WINA

WZFX/Fayetteville Bobby Jay PRINCE & N.P.G. RIFF

RIFF SOUL II SOUL KATHY SLEDGE BAS NOIR GERALD LEVERT

AARON HALL KEITH SWEAT

Sam Weave

SOUL II SOUL

BOYS RIFF Hottest:

Larry Jones

SOUL II SOUL RIFF

KMJQ/Housto

BOYS Hottest: AARON HALL

GERALD LEVERT K.C.M. 2ND II NONE CLUB NOUVEAU Hottest: ATLANTIC STARR TEVIN CAMPBELL VANESSA WILLIAMS KXZZ/Lake Charles

WQMG/Greens

James Williams MARY J. BLIGE PATTI LABELLE GOOD 2 GO RAY SIMPSON BOYS PRINCE & N.P.G. PEABO BRYSON 2 TOO MANY MIKE DAVIS GEOFFREY WILLIAMS MODEST FOK HOLDEST FOK HOLDEST FOK HOLDEST FOK HOLDEST GLENN JONES TEVIN CAMPBELL AARON HALL TLC BROTHERHOOD CREED BOYS COLLEGE BOYZ COLLEGE MOYS FORCE MDYS 2 TOO MANY Hottest: GLENN JONES AARON HALL TEVIN CAMPBELL KEITH SWEAT BEBE & CECE WINAN

## Z104/Greenville Walker/Valentin WQIS/Laurel Ron Davis

PRINCE & N.P.G. SOUL II SOUL DOUG E. FRESH DOUG E. FRESH GEOFFREY WILLIAMS PRINCE & N.P.G. MINT CONDITION BROTHERHOOD CREED FORCE MD'S SOUL II SOUL BOYS GLENN JONES ATLANTIC STARR BOYS Hottest: ATLANTIC STARR KEITH SWEAT AARON HALL TEVIN CAMPBELL WQFX/Gulfpor JOE PUBLIC GLENN JONES AARON HALL

U102/Lexington Clary/Moberly

BOYS PRINCE & N.P.G. STACY EARL TEDDY RILEY f/TAM FORCE MD'S GERALD LEVERT GERALD LEVERT Hottest: AARON HALL JOE PUBLIC TEVIN CAMPBELL TLC GLENN JONES Hottest: GLENN JONES ATLANTIC STARR TEVIN CAMPBELL BEBE & CECE WINAN AARON HALL

KIPR/Little Rock Joe Booker

AL GREEN MINT CONDITION ANN G. SOUL II SOUL PRINCE & N.P.G. BOYS

BOYS Hottest: GLENN JONES ATLANTIC STARR AARON HALL KEITH SWEAT BEBE & CECE WINAN

WGZB/Louisville Del Spencer

BOYS QUEEN LATIFAH MARIAH CAREY Hottest:

Hottest: TLC BLACK SHEEP GLENN JONES SMDOVE BOYZ II MEN

WJJS/Lynchburg Lad Goins

RHONDA CLARK GERALD LEVERT RIFF SOUL II SOUL

TLC MINT CONDITION

GLENN JONES AARON HALL TEVIN CAMPBELL SHANICE LISA STANSFIELD

Hottest: GLENN JONES

Atkins/Reynolds SOUL II SOUL BY ALL MEANS DOUG E. FRESH RIFF BEBE & CECE WINAN PRINCE & N.P.G.

MINT CONDITION BOYS Hottest: GLENN JONES JOE PUBLIC BEBE & CECE WINAN KEITH SWEAT TLC TLC JOE PUBLIC KEITH SWEAT ATLANTIC STARR

WEUP/Huntsville Steve Murry WLOU/Louisville Maurice Harrod

CHAKA KHAN SOUL II SOUL MODEST FOK PEADO BRYSON DOUG E. FRESH MIKKI BLEU BOYS Hottest: GLENN KONDO

CHAKA KHAN

GLENN JONES BEBE & CECE WINAN CHRIS WALKER TLC TEVIN CAMPBELL

WJMI/Jackson Venus Jones

GERALD LEVERT RHONDA CLARK PRINCE & N.P.G. PRINCE & N... Hottest: CHRIS WALKER PATTI LABELLE VANESSA WILLIAMS TIM OWENS BEBE & CECE WINAN

WHJX/Jacksor ville ing/l

GERALD LEVERT PRINCE & N.P.G. PATTI LABELLE 2PAC BOYS Hottest: GLENN JONES AARON HALL ATLANTIC STARR TLC

KJMZ/Dallas-Ft. Worth Casey/U.B. BEBE & CECE WINAN

PRINCE & N.P.G. SOUL II SOUL DOUG E. FRESH RIFF BOYS CLUB NOUVEAU PEABO BRYSON LISA TAYLOR HOTLEST: GLENN JONES TLC ISA STANSFIELD AARON HALL TEVIN CAMPBELL

KliZ/Killeen Jimi Carrov

WFXM/Macon Big George Threatt

SOUL II SOUL

SOUL II SOUL SHANICE DOUG E. FRESH PEABD BRYSON MINT CONDITION PRINCE & N.P.G. 2ND II NONE RHONDA CLARK K.C.M. Hottest: GLENN JONES AARON HALL JOE PUBLIC TLC KEITH SWEAT

WPGA/Macon

BIG DADDY KANE PEABO BRYSON

ANN G. SOUL II SOUL PATTI LABELLE

BOYS CLUB NOUVEAU GEORGE HOWARD

K97/Memphis

BOYS SIR MIX-A-LOT PEABO BRYSON SOUL II SOUL MINT CONDITION DOUG E. FRESH PAY SIMPSON

DOUG E. FRESH RAY SIMPSON COLLEGE BOYZ GEORGE HOWARD MARY J. BLIGE PATTI LABELLE GOOD 2 GO

Hottest: GLENN JONES

TLC BEBE & CECE WINAN JOE PUBLIC AARON HALL

KJMS/Memphis Toni St. James

MINT CONDITION

DOUG E. FRESH PATTI LABELLE RAY SIMPSON PEABO BRYSON SOUL II SOUL Hottest:

Hottest: GLENN JONES ATLANTIC STARR AARON HALL JOE PUBLIC TLC

WALT/Meridian

MARY J. BLIGE

RAY SIMPSON MIKE DAVIS SOUL II SOUL COLLPGE BOYZ

WEDR/Miami

James Thomas

GOOD 2 GO RANDY CRAWFORD

RANDY CRAWFORD BOYZ II MEN JODY WATLEY Hottest: GLENN JONES BLACK SHEEP BEBE & CECE WINAN TLC JOE PUBLIC

WBLX/Mobile

Cheatam/Sinclair

Cheatam/Sinclay PRINCE & N.P.G. MINT CONDITION COLLECE BOYZ RANDY CRAMFORD SOUL II SOUL PATTI LABELLE HOTLEST: TIC JOE PUBLIC GLENN JONES BROTHERHOOD CREED KEITH SWEAT

HOT105/Monte

ca May

GERALD LEVERT STACY EARL RANDY CRAMFORD TEDDY RILEY f/TAM BROTHERHOOD CREED HOTLEST: GLENN JONES ATLANTIC STARR BEBE & CECE WINAN AARON HALL TEVIN CAMPBELL

WQQK/Nashvilla

DAMIAN DAME PEABO BRYSON MINT CONDITION MICHAEL JACKSON Hottest:

Sam Howard

Hottest: GLENN JONES AARON HALL TLC ATLANTIC STARR TEVIN CAMPBELL

BOYS Hottest: GLENN JONES ATLANTIC STARR AARON HALL TLC BEBE & CECE WINAN

Steve Poston

O'Jay/Bell

GEORGE HOWARD Hottest: GLENN JONES AARON HALL TEVIN CAMPBELL KEITH SWEAT BEBE & CECE WINAN

**Brian Kelly** 

WiKS/New Bern Kirkland/Kenney

SOUL II SOUL COLLEGE BOYZ BOYS

BOYS PEABO BRYSON MIKE DAVIS MAY MAY HOTLEST: GLENN JONES ATLANTIC STARF TLC

AARON HALL TEVIN CAMPBELL

Steven Ross

BOYZ II MEN BLACK SHEEP

LUKE Hottest: PATTI LABELLE JODECI GERALD LEVERT LISA STANSFIELD KEITH WASHINGTON

WOWI/Norfolk Steve Crumbley

DOUG E. FRESH MARY J. BLIGE TEDDY RILEY //TAM PEABO BRYSON GOOD 2 GO SOUL II SOUL NICE & SMOOTH MIKE DAVIS Hottest:

Hottest: GLENN JONES AARON HALL LISA STANSFIELD TEVIN CAMPBELL KRIS KROSS

WJHM/Orlande Lindsey/Hollyw

LIDELL TOWN SELL

AARON HALL ATLANTIC STARR MARIAH CAREY

WQOK/Raleigh

Young/Conners

ARRESTED DEVELOPM

ARRESTED DEVELO GERALD LEVERT PRINCE & N.P.G. NICE & SMOOTH SHIRLEY BROWN Hottest:

GLENN JONES TEVIN CAMPBELL TLC

LISA STANSFIELD JOE PUBLIC

WCDX/Richmond Aaron Maxwell

none Hottest: TLC CHRIS WALKER TEVIN CAMPBELL ATLANTIC STARR AARON HALL

KTAA/Fresno Greg Mack

BY ALL MEANS

DATALL FLAND BOYS PRINCE & N.P.G. MIKE DAVIS CLUB NOUVEAU HOTCEST: AARON HALL TRACIE SPENCER ATLANTIC STARR TLC

TEVIN CAMPBELL

KKBT/Los Angeles Stradford/Monds

GEOFFREY WILLIAMS GEORFREY WILLIAMS GERALD LEVERT KARYN WHITE SOUL II SOUL HOTLESL AARON HALL MINT CONDITION TEVIN CAMPBELL VANESSA WILLIAMS ATLANTIC STARR

87 Current Reporters 84 Current Playlists

Called In Frozen Playlist (3): WCDX/Richmond WCKX/Columbus WJFX/Ft. Wayne

WEST

BOYS Hottest: VANESSA WILLIAMS

LUKE

WYLD-FM/New Orleans

ARRESTED DEVELOPM

KFXZ/Lafayette Barbara Byro

GEORGE HOWARD GOOD 2 GO PRINCE & N.P.G. POSITIVE K. SOUL II SOUL Hottest:

GLENN JONES ATLANTIC STARR AARON HALL BEBE & CECE WINAN TEVIN CAMPBELL



# COUNTRY

## NATIONAL AIRPLAY®

3 2 WKS WKS LW TW	APRIL 10, 1992	Total Reports/Adds	Heavy	Medium		
4 3 2 1	VINCE GILL/Take Your Memory With You (MCA)		,		Light	
9 4 3 2	AARON TIPPIN/There Ain't Nothin' Wrong With The Radio (RCA)	200/0	191 190	<b>9</b>	0	DEDDITATEO .
11 9 5 3	TRACY LAWRENCE/Today's Lonely Fool (Atlantic)	199/0			0	JOE DIFFIE (102)
10 7 4 4	TANYA TUCKER/Some Kind Of Trouble (Liberty)	200/0	185	15	0	JOHN ANDERSON (97)
15 10 6 5	HAL KETCHUM/Past The Point Of Rescue (Curb)	199/0	182	17	0	BILLY RAY CYRUS (78)
	MARTY STUART/Burn Me Down (MCA)		159	40	1	DAN SEALS (49)
	BROOKS & DUNN/Neon Moon (Arista)		165	28	7	PATTY LOVELESS (48)
20 14 11 8	GARTH BROOKS/Papa Loved Mama (Liberty)	200/0	148	50	2	GEORGE STRAIT (44)
16 13 10 9	MARK CHESNUTT/Old Flames Have New Names (MCA)	200/0	114	84	2	DWIGHT YOAKAM (40) PAM TILLIS (35)
5 2 1 10	STEVE WARINER/The Tips Of My Fingers (Arista)	200/0	105	93 24	2	RANDY TRAVIS (30)
21 15 13	SAWYER BROWN/Some Girls Do (Curb/Capitol)	174/0	126	34	14	MIKE REID (26)
22 16 12 12	SAMMY KERSHAW/Don't Go Near The Water (Mercury)	200/1		110	4	
	TRAVIS TRITT/Nothing Short Of Dying (WB)			116	10	
	COLLIN RAYE/Every Second (Epic)			144	10	
24 20 18	LITTLE TEXAS/First Time For Everything (WB).	200/2		149	19	HOTTEST
29 24 19	RODNEY CROWELL/Lovin' All Night (Columbia)	193/3		124	27	
	RICKY VAN SHELTON/Backroads (Columbia)			143 161	36 20	AARON TIPPIN (142)
	DOUG STONE/Come In Out Of The Pain (Epic)			153	30	
27 22 20 19	PIRATES OF THE MISSISSIPPI/Till I'm Holding You Again (Liberty)	200/7	-		40	TRACY LAWRENCE (87) HAL KETCHUM (82)
28 23 21 20	CLINTON GREGORY/Play, Ruby, Play (SOR)			128	35	TANYA TUCKER (72)
-	TRISHA YEARWOOD/The Woman Before Me (MCA)		24		40	GARTH BROOKS (61)
34 29 25 22	McBRIDE & THE RIDE/Sacred Ground (MCA)			116	76	BROOKS & DUNN (57)
	REMINGTONS/I Could Love You (With My Eyes Closed) (BNA Entertainment)			122	65	MARTY STUART (55)
2 1 8 24	WYNONNA/She Is His Only Need (Curb/MCA).			122	47	STEVE WARINER (54)
43 33 27 25	RONNIE MILSAP/All Is Fair In Love And War (RCA)		73	56	12	WYNONNA (36)
$43 \ 33 \ 27 \ 33 \ 33 \ 26 \ 26$	RESTLESS HEART/Familiar Pain (RCA)			116	69 07	
31 <b>27</b>	DIAMOND RIO/Norma Jean Riley (Arista)			104	67	
35 32 29 <b>28</b>	DIXIANA/Waitin' For The Deal To Go Down (Epic)	103/17	0 5	94 04	89	シリヨンソンシティアシティン
	SHENANDOAH/Rock My Baby (RCA)		5 0	94 68	74	
	RANDY TRAVIS/I'd Surrender All (WB)		1	68 48	114	Departs (Adda
41 <b>(</b>	GEORGE STRAIT/Gone As A Girl Can Get (MCA)		1	40 45	126 120	Reports/Adds
· · · · · ·	BILLY JOE ROYAL/I'm Okay (And Gettin' Better) (Atlantic)		ő	45 52	120 97	1 BILLY RAY CYRUS/Achy (Merc.) 105/78
	RONNA REEVES/The More I Learn (The Less I Understand About Love) (Mercury)		2	52 53	90	2 JJ WHITE/Jezebel Kane (Curb) 7.3/7
	MICHELLE WRIGHT/Take It Like A Man (Arista)		1	53 51	90 94	3 JESSICA BOUCHER/What A Friday (Merc.) 24/1
	SUZY BOGGUSS/Aces (Liberty)		ő	34	94 117	4 MARTINA McBRIDE/The Time Has (RCA) 11/11 5 TONY TOLIVER/That's How Strong (Clurb) 8/0
1 8 17 <b>36</b>	REBA MCENTIRE/Is There Life Out There (MCA)	92/1	35	34	24	5 TONY TOLIVER/That's How Strong (Curb) 8/0 6 DEBRA BURNS/Runaway Heart (NSD) 7/2
BREAKER D	PAM TILLIS/Blue Rose Is (Arista)	128/25	35 1	33 18	24 109	beblik bonns/hulaway healt (NSD)
BREAKER	CONFEDERATE RAILROAD/She Took It Like A Man (Atlantic)	131/19	o'	20	111	
	MATTHEWS, WRIGHT & KING/The Power Of Love (Columbia)		0	20 25	107	New artists have not yet had a Country
	PAUL OVERSTREET/Billy Can't Read (RCA)		0	25 33	70	Breaker or concurrent airplay from 60%
	RICKY SKAGGS/Same OI' Love (Epic)	80/0	22	33 38	20	of reporting stations.
	BILLY DEAN/Only The Wind (SBK/Liberty)		13	38 29	20 11	
	BILLY RAY CYRUS/Achy Breaky Heart (Mercury)		13	2 <del>3</del> 11	93	
	JOE DIFFIE/Ships That Don't Come In (Epic)		1	7	101	MOST ADDED & HOTTEST list the most added songs
	JOHN ANDERSON/When It Comes To You (BNA Entertainment)		1	5	100	nationally, and the songs reported "hottest compiled from all our reporters. The number in parentheses im-
	MIKE REID/I Got A Life (Columbia)		1	9	79	mediately following the songs in Most Added & Hot-
·	JJ WHITE/Jezebel Kane (Curb)		o	14	59	test indicates the total number of Country reporters
	LEE ROY PARNELL/The Rock (Arista)		10	31	20	adding the song this week or noting that the song is
	ALAN JACKSON/Dallas (Arista)		9	27	15	among their five hottest.
	DWIGHT YOAKAM/It Only Hurts When I Cry (Reprise)		5	16	12	
						1



## **CONFEDERATE RAILROAD**

She Took It Like A Man (Atlantic) On 66% of reporting stations. Rotations: Heavy 0, Medium 20, Light 111, Total Adds 19 including WVAM, WOKO, WYAY, WMSI, KTEX, KKYR, KHAK, KZKX, KYGO, KNAX, KCKC, KIIM. Moves 48-43-38 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 30-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart.

## **PAM TILLIS** Blue Rose Is (Arista)

On 64% of reporting stations. Rotations: Heavy 1, Medium 18, Light 109, Total Adds 35 including WGNA, WQCB, KPLX, KILTFM, KTEX, WTXT, KHAK, WWQM, WMIL, KZSN, KIK-FM, KMIX. Moves 45-37 on the Country chart.





The debut single and video from the album The Right One Left

**Report Date: April 20** 



# COUNTRY

## NATIONAL AIRPLAY



## JOE DIFFIE "Ships That Don't Come In" (Epic) 109/102

Rotations Heavy 1. Medium 7, Light 101, Total Adds 102 including WGNA, WWYZ, WDSY, WEZL, KPLX, KHEY, WSSL, KIKK, WIVK, KSSN, WGKX, WSIX, WSM, WRNS, WNOE, WCMS, KCYY, WUSN, WFMS, WITL, KEEY, KXXY, KWEN, KRST, KUZZ, KYGO, KKAT, KMPS Debuts at number 44 on the Country chart.

## JOHN ANDERSON "When It Comes To You" (BNA Entertainment) 106/97

Rotations Heavy 1, Medium 5, Light 100, Total Adds 97 including WAYZ, WDSY, WCTK, KEAN, WXBQ, KPLX, WYGC, WVLK, KSSN, WKSJ, WSIX, WQDF, KAJA, WCHY, KHAK, KFKF, WITL, KEEY, KXXY, WOW, KZSN, KUZZ, KNAX, KMIX, KNIX, KKAT, KMPS, KDRK. Debuts at number 45 on the Country chart

BILLY RAY CYRUS "Achy Breaky Heart" (Mercury) 105/78 Rotations Heavy 1, Medium 11, Light 93, Total Adds 78 including WHWK, WWYZ, WRKZ, WMZO, WCKT, WESC, WSSL, KILTFM, KSSN, WLWI, WSIX, WSM, WWKA, WUSN, WFMS, KFKF, WMIL, KEEY, KUZZ, KFMS, KNIX, KRAK, KKAT, KSAN, KRTY, KRPM, KIIM Debuts at number 43 on the Country chart

PAUL OVERSTREET "Billy Can't Read" (RCA) 103/2 Rotations Heavy 0, Medium 33, Light 70, Total Adds 2, WYYD, WFMS, Medium: WQCB, WRWD, WICO, WWVA, KEAN, KMML, KTCS, KTEX, KLUR, KVOX, WNWN, KSUX, KTTS, WTHI, WTCM, KFDI, KVOC, KALF, KUAD, KEKB, KMIX, KMLE, KCKC, KDRK, Moves 45-42-40-40 on the Country chart

## MIKE REID "I Got A Life" (Columbia) 89/26

Rotations Heavy 1, Medium 9, Light 79, Total Adds 26, WGNA, WQCB, WQBE, WTCR, WIOV, WNUS, WMZQ, KEAN, WWNC, WKXC, WMSI, KYKS, KTEX, WRNS, WCHY, WUBE, KIXQ, KCJB, WXCL, WWJO, KIK-FM, KCTR, KRWQ, KHAY, KNCQ, KORD Moves 50-46 on the Country chart.

## JJ WHITE "Jezebel Kane" (Curb) 73/7

Rotations Heavy 0, Medium 14, Light 59, Total Adds 7, WTCR, KKIX, WVLK, KEEY, WWJO, WTHI, KZLA Medium: WRWD, WICO, KAYD, WTVY, WKML, KGKL, KCLR, WDDD, WTCM, KVOO, KFDI, KALF, KEKB, KNCQ. Moves 49-47 on the Country cha

GEORGE JONES "Honky Tonk Myself To Death" (MCA) 67/15 Rotations Heavy 0, Medium 4, Light 63, Total Adds 15, WNUS, WSTH, WPCV, KTEX, WSIX, WCMS, WKNN, WOWW, WCHY, WONE, KVOX, KCJB, KMIX, KHAY, KORD. Medium: WKAK, KTTS, KVOO, KFDI.



DAN SEALS "Mason Dixon Line" (WB) 53/49 Rotations: Heavy 0. Medium 1, Light 52, Total Adds 49 including WVAM, WWYZ, WRKZ, WDSY, WICO, KRRV, KMML, WXBO, KOUL, WKML, KSSN, KYKX, WYAK, WCMS, KGKL, KIXS, KCLR, WAXX, WYNG, KSUX, WGTC, KTTS, WTHI, KFDI, KNIX, KWJJ.

PAULETTE CARLSON "Not With My Heart You Don't" (Liberty) 51/24 Rotations: Heavy O. Medium 3, Light 48, Total Adds 24, WRKZ, WNUS, WDLS, KRRV, WKXC, WSTH, KSCS, KHEY, KTCS, WYGC, KLLL, WAVC, WAXX, WYNG, KVOX, WASKFM, WFMB, WWJO, WTCM, KALF, KEKB, KHAY, KDRK, KORD.

PATTY LOVELESS "Can't Stop Myself From Loving You" (MCA) 50/48 Rotations: Heavy 0, Medium 1, Light 49, Total Adds 48 including WWYZ, WRKZ, WDSY, WDLS, KEAN, KRRV, WWNC, KOUL, KIKK, WMSI, KLLL, WRNS, WKNN, WOWW, KGKL, WAXX, WGEE, WDAF, WITL, KSUX, KTTS, KFDI, KEKB, KNIX, KCKC, KEEN.

HOLLY DUNN "No Love Have I" (WB) 48/22 Rotations: Heavy 0, Medium 4, Light 44, Total Adds 22, WGNA, WKXC, KAYD, KOUL, WTVY, WCKT, WMSI, WVLK, WCMS, KGKL, KIXS, KQDY, KVOX, WGEE, WASKEM, WITL, WWJO, WTCM, KVOC, KNCQ, KDRK, KIIM.

DOLLY PARTON "Straight Talk" (Hollywood) 42/6 Rotations: Heavy 0, Medium 4, Light 38, Total Adds 6, WHWK, KYKX, WOWW, WCHY, WQYK, WONE Medium: WCMS, KTTS, KVOO, KRWQ, Light: WTCR, WCTK, WICO, WYGC, WVLK, KSSN, KQDY, KFKF, WXCL, KTPK, KCTR, KBUL, KMPS

# DWIGHT YOAKAM "The Heart That You Own" (WB) 40/40 Rotations Heavy 0, Medium 0, Light 40, Total Adds 40 including WRKZ, WDSY, WRWD, KEAN, KMML, WXBQ, KSCS, WYGC, KYKX, WKSJ, WNOE, KQDY, WYNG, KIXQ, WDAF, KZKX, WOW, KSUX, WTHI, KFDI, KRST, KEKB, KCKC, KXDD

PRAIRIE OYSTER "WIII I Do (Till The Real Thing Comes Along)" (RCA) 25/6 Rotations Heavy 0, Medium 0, Light 25, Total Adds 6, WTVY, KVOX, WOW, KALF, KMIX, KDRK Light WRKZ, WICO, WKAK, KRRV KMML, WSTH, KHEY, WYGC, WOWW, KGKL, KIXS, KLUR, KQDY, KSUX, KTTS, KTPK, KVOO, KFDI, KORD

## JESSICA BOUCHER "What A Friday Night Is For" (Mercury) 24/1

Rotations Heavy 0, Medium 1, Light 23, Total Adds 1, KEKB, Medium KALF Light WRKZ, WRWD, WCTK, WICO, WKAK, KRRV, KMML, WSTH, KHEY, WYGC, WOWW, KLUR, KQDY, KCJB, WOW, KTTS, KVOO, KFDI, KVOC KMLE, KNCO, KORD

ALAN JACKSON "Midnight In Montgomery" (Arista) 22/17 Rotations Heavy 0, Medium 4, Light 18, Total Adds 17, WTCR, KEAN, WKAK, WWNC, WTVY, WCKT, WSSL, WAMZ, WLWI, KTEX, WKNN, WTNT, KIXS, KIXO, KZKX, KRWQ, KWJJ, Light, WRWD, WNOE, KODY, WDAF, KALF

MARTINA McBRIDE "The Time Has Come" (RCA) 11/11 Rotations Heavy 0. Medium 1, Light 10, Total Adds 11, WOKO, WKML, WIVK, WVLK, WCMS, WTNT, WMUS, WOW, KZSN, KNIX, KSOP

## ALEUNI TRACKS

## **ARTIST/Song Title (Label)**

Album Title

GARTH BROOKS/Against The Grain (Liberty)Ropin'The Wind
CLINT BLACK/This Nightlife (RCA)
REBA MCENTIRE/The Night The Lights Went Out In Georgia (MCA) For My Broken Heart
TRAVIS TRITT/Bible Belt (WB) It's All About To Change
LORRIE MORGAN/Something In Red (RCA) Something In Red
GARTH BROOKS/The River (Liberty) Ropin' The Wind
HANK WILLIAMS JR./Come On Over To The Country (Curb/Capricorn/WB) Maverick
TRACY LAWRENCE/Somebody Paints The Wall (Atlantic)
TRACY LAWRENCE/I Hope Heaven Has A Honky Tonk (Atlantic) Sticks And Stones
WAYNE NEWTON/The Letter (Curb)
MARK CHESNUTT/Bubba Shot The Jukebox (MCA) Long Necks And Short Stories
JOHN ANDERSON/Seminole Wind (BNA Entertainment) Seminole Wind
WYNONNA/No One Else On Earth (Curb/MCA)
LITTLE TEXAS/What Were You Thinking Of (WB)
GARTH BROOKS/We Bury The Hatchet (Liberty)Ropin' The Wind

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# BILLY RAY CYRUS PROGRAMMERS' PICK

**DEL DE MONTREAUX, M.D. WYNY** "If the reaction of the female staff at WYNY is any indication... BUY BILLY RAY STOCK!"

KERRY WOLFE, P.D. WMIL "Billy Ray Cyrus will be <u>THE ARTIST</u> of 1992!"

BOB GUERRA, P.D. KZLA Doesn't give quotes, but if he did you wouldn't believe what he has to say about this record!

### SCOTT MATEER, M.D. WMSI

"Immediate phones, absolutely a killer record, huge reaction!"

RALPH CHERRY, P.D. KIXQ "Incredible phones, SMASH RECORD!"

VON COOK, P.D. KAYD "Where did this guy come from?"

# CHARLIE CASSIDY & DAVE SCHEPEL, KKCS

"More calls than we've ever received playing anyone's record just one time—EVER!"

DOUG MONTGOMERY, M.D. WGTC "Had to yell at my midday jock twice today, he kept playing Billy Ray Cyrus, said he had to, the phones lit up with so many requests he couldn't not play 'Achy Breaky Heart.' The listeners were going nuts!"

### RICHARD RYAN, M.D. KSAN

"This is what Hot Country's all about. One of the most dynamic new artists to come along. After only **4** plays, it outdistanced everything we're playing in terms of positive response and requests. Instantly the #1 'phone getter'."

### DON DANA. M.D. KUAD

"Overwhelming phones-particularly on males 18+. Instantly recognizable!" TIM MICHAELS, P.D. WAVC

### "It was my best testing record by any new artist!"

JACK ROBERTSON, P.D. WPCV "Female callers are literally beating me up to play this record. One woman called before I had the single and ordered me to 'Get it now and play it. It's gonna be #1!'

### DOUG BAKER, P.D. WSIX

Mercyl Have to say this is one of a few records that has stirred up this much excitement so early on. Huge listener demand for it. The boy is a star! The package is completel'

HOSS BURNS, MIDDAY JOCK WSIX "They're driving me nuts... phones went crazy for at least 2 hours after the first time I played it! Top request."

### TOM JORDAN, P.D. KBUL

"Billy Ray Cyrus is Hot Country! Consistently In our top 10 at 10 since it hit our airways. This song reaches through the speakers and grabs you."

### R.P. MCMURPHY, M.D. KRPM

"It's like the CMA meets GQ. I'm getting calls from record stores before I've even played the song. It can't be ignored, this guy will be a superstar! It's so good even my boss wants to play it!!"

### CRAIG POWERS, P.D. KIK-FM

"One of the top requested records on both our top 5 at 5 and top 9 at 9 countdowns since it first aired. Heavy duty phones.

MAC DANIELS, P.D. KPLX "Phenomenal, haven't seen a record like this in a <u>long time</u>. Every time we play it, they want to hear it again and again. Every woman in the world is gonna be callin' on this.

JOE PATRICK, PATRICK CONSULTING "Indescribable, unique, different... There's something there, you have to play it. When stations get this many calls on one play, it's a hit. Why ask why? Just play it!"

### WADE JESSEN, M.D. WSM

"Records like this remind us that there's never any real growth in our format without risk-taking. Your listeners will thank you for taking this one."

# STEVE WARREN, WARREN MEDIA

"As close to pure excitement as a record can be."

# LARRY PAREIGIS, P.D. KRST

"'Achy Breaky Heart' talks the talk and walks the walk. Billy Ray Cyrus has a look and sound that will hook the ladies!"

### JOHN HART, P.D. WXTU

"A fresh, exciting talent that new country listeners can relate to."

### GARY MCCARTIE, P.D. WMZQ "Heard it Friday, added it Monday!

PAT MCCOY, THE MAC REPORT "For those of you who still spot Elvis from time to time in a 7-Eleven or a "For those of you who still spot Elvis from time to time in a 7-Eleven or a Piggly Wiggly, there is a new hero on your horizon, and barring a severe drug conviction or a rape rap, this guy is going to be the biggest thing in country music, and possibly pop music for that matter, since the King himself. Stations already playing are reporting a request factor of eight and ten to one over his nearest competitor, and the video, now being aired on TNN and CMT, is the hottest country video in the land. Everyone should have this on their desk by Monday (4/6), and our advice is to run, do not walk, back to the control room with this hot hot single."

Nashville



# COUNTRY

### SONG INFORMATION INDEX

JOHN ANDERSON "When It Comes To You" (BNA 62235-2) fler Pub: Strait.lacke

Prod: James Stroud Wr: Mark Kno Mgr: Bobby Roberts

### .

SUZY BOGGUSS "Aces" (Liberty 79252)

Prod: Jimmy Bowen, Suzy Bogguss Wr: Cheryl Wheeler Pub: Cheryl Wheeler Music (ASCAP) Mgr: Chuck Morris JESSICA BOUCHER "What A Friday Night Is For" (Macrune SS 551)

JESSICA BUULTED WHAT A FLOW, May Market A Comparison of the second stress of the second stres

BROOKS & DUNN "Neon Moon" (Arista 2388) Prod: Scott Hendricks, Don Cook Wr: Ronnie Dunn Pub: Sony Tree Publishing (BMI) Mgr: Bob Titley

PAULETTE CARLSON "Not With My Heart You Don't" (Liberty 79207)

Prod: Jinmy Bowen, Paulette Carlson Wr: Paulette Carlson, Jeff Pennig, Michael Noble Pub: Polygirl Music/ WB Music Corp.; Pennig Music, Suddenly Music (BMI; ASCAP) Mgr: Gary Greenburg

Music (BMI; ASCAP) Mgr: Gary Greenburg LIONEL CARTWRIGHT "Family Tree" (MCA 54366) Prod: Andy Byrd, Lionel Cartwright Wr: Lionel Cartwright Pub: Warner-Tamerlane Publishing/Long Run Music (BMI) Mgr: Noel Fox MARK CHESNUTT "Old Flames Have New Names" (MCA 54334)

Prod: Mark Wright Wr: Bobby Braddock, Rafe Van Hoy Pub: Sony Publishing; Rockin' R Music (BMI; ASCAP) Mgr: BDM Management CONFEDERATE RAILROAD "She Took It Like A Man"

(Atlantic 4469) Prod: Barry Beckett Wr: Paul Netson, Danny Bear Mayo, Karen Staley Pub: Sony Tree Publishing; Harpeth River Music/Pulpit Rock Music; AMR Publications (BMI; SESAC; ASCAP) Mgr: IMS

RODNEY CROWELL "Lovin' All Night" (Columbia 38 74250) Prod: John Leventhal, Rodney Crowell Wr: Rodn v Crowell Pub: Sc

BILLY RAY CYRUS "Achy Breaky Heart" (Mercury 866 522) Prod: Joe Scaife, Jim Cotton Wr: Don Von Tress Pub: Millhouse Music (BM Mgr: Jack McFadden

# BILLY DEAN "Only The Wind" (SBK/Liberty 79053)

Prod: Chuck Howard, Tom Shapiro Wr: Tom Shapiro, Chuck Jones Pub: Edge O'Woods Music/Kinetic Diamond Music, Moline Valley Music (ASCAP)

Mgr: Ted Harker Ted Hacke

JOE DIFFIE "Ships That Don't Come In" (Epic 34 74285) Prod: Bob Montgomery, Johnny Slate Wr: Paul Nelson, Dave Gibso Warner-Tamerlane Publishing, Maypop Music (BMI) Mgr: Danny Mor

DIXIANA "Waitin' For The Deal To Go Down" (Epic 34 74221) Prod: Bob Montgomery Wr: Bobby Fischer, Charlie Black, Austin Roberts Pub: Bobby Fischer Music, Chappell & Co., Sereniti Manor Music/MCA Music Publishing (ASCAP) Mgr: Rothbaum & Garner

HOLLY DUNN "No Love Have I" (WB 18956) Prod: Paul Worley, Ed Seay, Holly Dunn Wr: Mel Tillis Pub: Cedarwood Publishing (BMI) Mgr: Refugee Management

G

D

VINCE GILL "Take Your Memory With You" (MCA 54282) Prod: Tony Brown Wr: Vince Gill Pub: Benefit Music (BMI) Mgr: Fitzge

CLINTON GREGORY "Play, Ruby, Play" (SOR 437) Prod: Ray Pennington Wr: Tony Brown, Troy Seals Pub: Warner-Tamerlane Publishing: Warner Bros. Music Corporation/Two Sons Music (BMI; ASCAP) Mgr: Ray Pennington

### ALAN JACKSON "Dallas" (Arista 2385)

Prod: Scott Hendricks, Keith Stegall Wr: Alan Jackson, Keith Stegall Pub: Mattie Ruth Musick/Seventh Son Music; Wamer-Tamerlane Publishing (ASCAP; BMI) Mgr: Ten Ten Management ALAN JACKSON ''Midnight In Montgomery'' (Arista 2418)

Prod: Scott Hendricks, Keith Stegall Wr: Alan Jackson, Don Sampson Pub: Mattie Ruth Musick/Seventh Son Music, Golden Reed Music (ASCAP) Mgr.

JJ WHITE 'Jezebel Kane'' (Curb 096) Prod: James Stroud Wr: Janice White, Jayne White, Andre Pessis Pub: CurbSongs/ArvinBetty Music, Endless Frogs, Bob-A-Lew Music (ASCAP) Mgr: Tom Skeeter

GEORGE JONES "Honky Tonk Myself To Death" (MCA 54370) Prod: Kyle Lehning Wr: Max D. Barnes. Max T. Barnes Pub: Irving Music/ Hardscratch Music, WB Music Corporation/Two Sons Music (BMI: ASCAP) Mgr: Nancy Jones

K

### SAMMY KERSHAW "Don't Go Near The Water" (Mercury 866 324)

(Metrury 500 324) Prod: Buddy Cannon, Norro Wilson Wr: Chapin Hartford, Jim Foster Pub: Sony Tree/Blearnus Music, Willesden Music (BMI) Mgr: Jim Dowell HAL KETCHUM ''Past The Point Of Rescue'' (Curb 098) Prod: Allen Reynolds, Jim Rooney Wr: Mick Hanley Pub: Stainless Music/ Foreshadow Music (BMI) Mgr: Mighty Quinn Management

TRACY LAWRENCE "Today's Lonely Fool" (Atlantic 7-87547) Prod: James Stroud Wr: Kenny Beard, Stan Paul Davis Pub: Golden Ree Prod: James Stroud Wr: Kenny Beard, Stan Paul Davis Pub: Golden Reed Music, New Clarion Music Group/Loggy Bayou Music (ASCAP) Mgr: Music

LITTLE TEXAS "First Time For Everything" (WB 7-19024) Prod: James Stroud, Christy DiNapoli, Doug Grau Wr: Porter Howell, Dwayne O'Brien Pub: Howlin' Hits Music, Square West Music (ASCAP) Mgr: Christy

PATTY LOVELESS "Can't Stop Myself From Loving You" (MCA 54371)

(MCA 34371) Prod: Emory Gordy Jr., Tony Brown Wr: Kostas, Dean Folkvord Pub: Songs Of PolyGram International (BMI) Mgr: Fitzgerald-Hartley

### M

MATTHEWS, WRIGHT & KING "The Power Of Love"

(Columbia 38 74275) Prod: Steve Buckingham, Larry Strickland Wr: Walt Aldridge Pub: Rick Hall Music (BMI) Mor: Starstruck Entertainment MARTINA McBRIDE "The Time Has Come" (RCA 62215-2)

Prod: Paul Worley, Ed Seay Wr: Lonnie Wilson, Susan Longacre Pub: Zomba Enterprises; W.B.M. Music Corporation/Long Acre Music (ASCAP; SESAC) hn McBride

McBRIDE & THE RIDE "Sacred Ground" (MCA 54356) Prod. Steve Gibson, Tony Brown Wr: Kix Brooks, Vernon Rust Pub: David 'N' Will Music, Sony Cross Keys Publishing (ASCAP) Mgr: Ken Stilts REBA MCENTIRE "Is There Life Out There" (MCA 54319)

Prod: Tony Brown, Reba McEntire Wr: Susan Longacre, Rick Giles Pub: W.B.M. Music/Long Acre Music; Edge O'Woods Music/Kinetic Diamond Music (SESAC; ASCAP) Mgr: Starstruck Entertainment RONNIE MILSAP "All Is Fair In Love And War" (RCA 62217-2)

Prod: Ronnie Milsap, Rob Galbraith Wr: Tim Nichols, Robert Byrne Pub: Hannah's Eyes Music, Fame Publishing (BMI) Mgr: Moress, Nanas, Golden Entertainment

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P

PAUL OVERSTREET "Billy Can't Read" (RCA 62193-2) Prod: Brown Bannister, Paul Overstreet Wr: Paul Overstreet, Jerry Michael Pub: Scarlet Moon Music, Fifty Grand Music (BMI) Mgr: Bobby Roberts

### LEE ROY PARNELL "The Rock" (Arista 2400)

Prod: Scott Hendricks. Barry Beckett Wr: Jim Varsos, Russell Smith Pub: WB Music Corporation, Patrix Janus Music/MCA Music Publishing (ASCAP) Mgr:

DOLLY PARTON "Straight Talk" (Hollywood 61303) Prod: Greg Ladanyi, Dolly Parton Wr: Dolly Parton Pub: Holpic Apple (BMI) Mgr: Gallin Morey & Associates Music/Velvet

PIRATES OF THE MISSISSIPPI "Till I'm Holding You Again"

(Liberty 79146) Prod: Jimmy Bowen, Rich Alves Wr: Larry Gottlieb, Rich Alves, Bill McCorvey Buth: Indone Music: Great Cumberland Music, Flawfactor Music (ASCAP; BMI)

PRAIRIE OYSTER "Will I Do (Until The Real Thing Comes Along)" (RCA 62218-2) Prod: Richard Bennett, Josh Leo Wr: Joan Besen Pub: Oyster Music; BMG Songs (SOCAN; ASCAP) Mgr: Alan Kates

# R

AMERICAN

SOCIETY

COLLIN RAYE "Every Second" (Epic 34 74242) Prod: Jerry Fuller, John Hobbs Wr: Wayne Perry, Gerald Smith Pub: Zomba Enterprises; O-Tex Music (ASCAP; BMI) Mgr: Steve Cox RONNA REEVES "The More I Learn (The Less I Understand

About Love)" (Mercury 866 380) Prod: Harold Shedd, Clyde Brooks Wr: Steve Dean, Karen Staley Pub: Tom Collins Music; AMR Publications (BMI; ASCAP) Mgr: Ronald Cotton

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**Great Music for America** 

MIKE REID "I Got A Life" (Columbia 38 74286)

Prod: Steve Buckingham Wr: Mike Reid. Rory Michael Bourke Pub: Almo Music Corporation/Brio Blues Music. PolyGram International Publishing/Songs De Burgo (ASCAP) Mgr: Moress, Nanas, Golden Entertainment

REMINGTONS "I Could Love You (With My Eyes Closed)" (BNA 62201-2)

) iel Lee, Josh Leo Wr: Richard Mainegra, Rick Yancey Pub: ta's Cloud Nine Music (BMI) Mgr: Vector Management Prod: Larry Mich Maypop Music F

RESTLESS HEART "Familiar Pain" (RCA 62054-2) Prod: Josh Leo, Larry Michael Lee Wr: Susan Longacre, Walt Aldridge Pub: W.B.M. Music Corporation/Long Acre Music; Rich Hall Music (SESAC; ASCAP) Mor: Larry Fitzgradd Mgr: Larry Fitzgerald

BILLY JOE ROYAL "I'm Okay (And Gettin' Better)"

(Atlantic 4428-2) Prod: Rick Hall Wr: Skip Ewing, Max T. Barnes Pub: Acuff-Rose Music; WB Music Corporation/Two Sons Music (BMI; ASCAP) Mgr: Mark Ketchem

SAWYER BROWN "Some Girls Do" (Curb/Capitol 79200) ly Scruggs, Mark Miller Wr: Mark I iller Pub: Zoo II Music (ASCAP)

DAN SEALS "Mason Dixon Line" (WB 7-18968) Kyle Lehning Wr: Dan Seals Pub: Pink Pig Music (BMI) Mgr: Tony

RICKY VAN SHELTON "Backroads" (Columbia 38 74258) Prod: Steve Buckingham Wr: Charlie Majors Pub: Corn (SOCAN) Mgr: John Dotson , Iblishina

(SOCAN) Mgr: John Dotson SHENANDOAH "Rock My Baby" (RCA 62199-2) Prod: Robert Byrne, Keith Stegall Wr: Billy Spencer, Phil Whitley, Curtis Wright Pub: WB Music Corporation/Stroudavarious Music (ASCAP) Mgr: Bill Carter RICKY SKAGGS "Same OI' Love" (Epic 34 74147) State Structure State Matchelly Wr: Chein Austin Gree Barnhill Pub: Barnhill Pub

Prod: Ricky Skaggs. Mac McAnally Wr: Chris Austin, Gre Warner-Refuge Music, Blowing Rock Music (BMI) Mgr: Ricky DOUG STONE "Come In Out Of The Pain" (Epic 34 74259)

Prod: Doug Johnson Wr: Don Pfrimmer, Frank Myers Pub: G.I.D Music, Dixie Stars Music/Josh Nick Music (ASCAP) Mgr: John Dorris, Phyllis Bennette GEORGE STRAIT "Gone As A Girl Can Get" (MCA 54379) Prod: Jimmy Bowen, George Strait Wr: Jerry Max Lane Pub: O-Tex I Max Lane Music/Fourleat Music (BMI; ASCAP) Mgr: Erv Woolsey

MARTY STUART "Burn Me Down" (MCA 54253) Prod: Richard Bennett, Tony Brown Wr: Eddie Miller Pub: Warner/Elektra/ Asylum Music/Vidor Publications (ASCAP) Mgr: Rothbaum & Garner

### PAM TILLIS "Blue Rose Is" (Arista 2408)

T

Prod: Paul Worley, Ed Seay Wr: Pam Tillis, Bob DiPiero, Jan Buckingham Pub: Little Big Town Music/American Made Music, Sony Tree Publishing, Longitude Music/Ms. Ducks Ditties (BMI) Mgr: Mike Robertson AARON TIPPIN "There Ain't Nothin' Wrong With The Radio"

(RCA 62181-2) Prod: Emory Gordy Jr. Wr: Aaron Tippin, Buddy Brock Pub: Acuff-Rose Music (BMI) Mgr: Starstruck Entertainment

(BMI) mgr: Starstruck Critertalimiteri RANDY TRAVIS ''I'd Surrender All'' (WB 5405) Prod: Kyle Lehning Wr: Randy Travis, Alan Jackson Pub: Sometimes You Win Music, Seventh Son Music/Mattie Ruth Musick (ASCAP) Mgr: Lib Hatcher TRAVIS TRITT "Nothing Short Of Dying" (WB 7-18984) Prod: Gregg Brown Wr: Travis Tritt Pub: Sony Tree Publishing/Post Oak Publishing (BMI) Mgr: Ken Kragen

TANYA TUCKER "Some Kind Of Trouble" (Liberty 79132) Prod: Jerry Crutchfield Wr: Mike Reid, Don Potter, Brent Maher Pub: Almo Music/Brio Blues Music, Welbeck Music/Blue Quill Music: Sheep In Tow Music (ASCAP; BMI) Mgr: Beau Tucker

STEVE WARINER "The Tips Of My Fingers" (Arista 2393)

Tim DuBois Wr: Bill sic (BMI) Mgr: Chip Po Tree Mu MICHELLE WRIGHT "Take It Like A Man" (Arista 2406)

Prod: Steve Bogard, Rick Gless Wr: Tony Haselden Pub: Milhous Songs Of PolyGram International (BMI) Mgr: Brian Ferriman WYNONNA "She Is His Only Need" (Curb/MCA 54320) Prod: Tony Brown Wr: Dave Loggins Pub: MCA Music Publishing Music

ng/Emerald Prod: Tony Brown Wr: Dave Loggins River Music (ASCAP) Mgr: Ken Stilts

### Y

W

TRISHA YEARWOOD "The Woman Before Me" (MCA 54362) Wr: Jude Johnstone Pub: Mad Jack Music (BMI) Mgr:

DWIGHT YOAKAM "It Only Hurts When I Cry"

D

LISHERS

(Reprise 7-19148) Prod: Pete Anderson Wr: Dwight Yoakam. Roger Miller Pub: Coal Dust West Music, Adam Taylor Music (BMI) Mgr: Gary Borman DWIGHT YOAKAM "The Heart That You Own" (Reprise 18966)

Prod: Pete Anderson Wr: Dwight Yoakam Pub: Coal Dust West Music (BMI) Mgr: Gary Borman

# **COUNTRY ADDS & HOTS**

April 10, 1992 **R&R • 75** 

MOST ADDED **EAST** John Anderson (BNA Entertainment) Joe Diffie (Epic) Billy Ray Cyrus (Mercury) Dan Seals (WB)

MOST ADDED SOUTH John Anderson (BNA Entertainment) Joe Diffle (Epic) Billy Ray Cyrus (Mercury) Tracy George Strait (MCA) HOTTEST Aaron Tippin (RCA) Hal Ketchum (Curb) Vince Gill (MCA) Tracy Lawrence (Atlantic)

HOTTEST Aaron Tippin (RCA) Vince Gill (MCA) Tracy Lawrence (Atlantic) Tanya Tucker (Liberty)

MOST ADDED **MIDWEST** Aaron Tippin (RCA) Vince Gill (MCA) Tracy Lawrence (Atlantic) Hal Ketchum (Curb) Joe Diffie (Epic) John Anderson (BNA Entertainment) Billy Ray Cyrus (Mercury) Dan Seals (WB)

HOTTEST

MOST ADDED WEST HOTTEST Billy Ray Cyrus (Mercury) Joe Offie (Epic) John Anderson (BNA Entertainmeni) George Strait (MCA) Aaron Tippin (RCA) Hal Ketchum (Curb) Brooks & Dunn (Arista) Tracy Lawremce (Atlantic)

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NATIONAL AIRPLAY®

# **HOWARD JONES** Lift Me Up (Elektra)

51% of our reporters on it. Rotations: Heavy 0, Medium 14, Light 33, Total Adds 24 including WBMX, WMXV, WUSA, WKQX, WKTI, KEZR, WJDX, WLTS, WKDQ, KRNO. Debuts at number 23 on the AC chart.



PAULA ABDUL "Will You Marry Me?" (Captive/Virgin) 45/7 Rotations Heavy 0, Medium 24/2, Light 21/5, Total Adds 7, KESZ, KKCW, WLEV, WKDO, KGBY, JOY99, KKLD Medium including WMXV, KMXV, KOST, WGLL, WKYE, WOBM, WMGS, WZNY, WBTFM, WMAG, WAHR, WTFM, WMXB, KGBX, KRNO, KISC, WINB, WFFX, KTYL, KVIC, KZLT, WLDR, Light including WKTI Moves 30-22 on the AC chart

# LISA STANSFIELD "All Woman" (Arista) 45/2

Rotations Heavy 4/0. Medium 22/0. Light 19/2, Total Adds 2, WDLX, WKTK. Heavy: WBMX, WGLL, WAHR, KVIC Medium KOST, WOBM, WZNY, KKMY, WLMX, WTCB, WIVY, WRVR, WRMF, WKDQ, WLHT, 3WM, KISC, KKLD, WNMB, WFFX, KTYL, WMTFM, KZLT, WQLH, WLDR, WLQR, Light including WUSA, WARM98 Moves 23-20 on the AC chart

CELINE DION "If You Asked Me To" (Epic) 44/43 Rotations Heavy 0. Medium 7/6, Light 37/37. Total Adds 43, WYXR, WUSA, WKQI, KS95, KOST, KESZ, KLSY, WKLI, WGLL, WKYE, WJLK, WARM, WZNY, KKMY, WLMX, WTCB, WMAG, WDLX, WAHR, WJDX, WIVY, WRVR, WLTS, KMGL, WMXB, KMJC, WFMK, KGBX, 3WM, KRNO, KKLD, WKTK, WNMB, WFFX, KTYL, KVIC, WMTFM, KZLT, WQLR, WLDR, WLQR, KMAJ, KYMG Debuts at number 30 on the AC chart

### ROXETTE "Church Of Your Heart" (EMI/ERG) 43/3

Rotations Heavy 3/0, Medium 22/1, Light 18/2, Total Adds 3, WLACFM, WFMK, KGBY Heavy WGLL, WKYE, KVIC, Medium including WMXV, WROX, WMTX, WKTI, KYKY, WMGS, KKMY, WBTFM, WMAG, WDLX, WMXB, WKDO, KRNO, KISC, WNMB, KTYL, KZLT, WOLH, WQLR, KIZZ, WLOR, Light including KHMX, WKQX, WKQI, Moves 25-21 on the AC

chart ENYA "Caribbean Blue" (Reprise) 39/0 Rotations: Heavy 1/0, Medium 25/0, Light 13/0, Total Adds 0. Heavy: WLQR. Medium: WLTT, WMTX, KS95, KKCW, KSFI, B100, WGLL, WZNY, WDLX, WJDX, WMXB, WRMF, WKDQ, 3WM, KMJI, KRNO, KISC, WNMB, WFFX, KVIC, KZLT, WQLH, KIZZ, WLDR, KMAJ Light including WARM98, KESZ, KKMY, WTCB. Moves 24-24 on the AC chart. NEIL DIAMOND w/KIM CARNES "Hooked On The Memory Of You" (Columbia) 38/6 Rotations: Heavy 1/0, Medium 19/5, Light 18/1, Total Adds 6, KVIL, KO102, WOBM, WHYNFM, WKDD, WOLH, Heavy-WRVR. Medium including WLTT. WARM98, KESZ, KKCW, WTCB, WDLX, WAHR, WLTS, KRNO, WMTFM, KZLT, WQLR, WLDR, WLQR Light including KSFI, WKLI, WGLL, WJLK, WZNY, WLACFM, KKMGL, KMJC, WFMK. NATALIE COLE "The Very Thought Of You" (Elektra) 38/2 Rotations: Heavy 1/0, Medium 15/0, Light 22/2, Total Adds 2, WLEV, WTFM. Heavy. WAHR. Medium: KQ102, WOBM, WRVR, KMGL, WMXB, WKDO, 3WM, KISC, KKLD, WNMB, KTYL, WMTFM, KZLT, WQLR, WLQR, Light including 2WD, WARM98, WMYX, KKCW, KSFI, KLSY, WKLI, WJLK, WARM, WZNY, WLMX, WTCB. Moves 28-28 on the AC chart. MICHAEL DAMIAN "(There!! Never Be) Another You" (AMM) 33/1

MICHAEL DAMIAN "(There'II Never Be) Another You" (A&M) 33/1 Rotations: Heavy 5/0, Medium 15/0, Light 13/1, Total Adds 1, WLMX. Heavy: WLTE, WKLI, WAHR, KKLD, WLQR. Medium: WLTT, WMTX, WUSA, KOST, KKCW, KSFI, WGLL, WZNY, WJDX, WLTS, WKDQ, KISC, WFFX, KZLT, WQLR. Light including WYXR, WARM98, WKQI, WMYX, KESZ, WIVY, WTFM, KMJC, 3WM. AARON NEVILLE & LINDA RONSTADT "Close Your Eyes" (A&M) 31/1

Rotations Heavy 0, Medium 13/1, Light 18/0, Total Adds 1, WRMF. Medium including KQ102, KSFI, WZNY, WAHR, WRVR, WLTS. 3WM, KISC, KKLD, WNMB, KZLT, WLQR, Light including WWNK, WMYX, KESZ, KKCW, KKMY, WMAG, WIVY, KMJC, WCRZ, WLHT, WMGN, WFFX, KTYL, KVIC, WMTFM, WQLH, WLDR.



	Total Reports/Adds	Heavy	Medium	Light
	. 92/0	85	6	1
2 ATLANTIC STARR	. 89/0	79	7	3
RICHARD MARX		71	12	7
4 VANESSA WILLIAMS	. 89/0	63	21	5
KENNY LOGGINS		70	7	5
KATHY TROCCOLI	. 82/1	55	21	6
ARETHA FRANKLIN & MICHAEL McDONALD	. 67/3	35	28	4
BRUCE SPRINGSTEEN	. 66/1	33	27	6
<b>O</b> BONNIE RAITT	. 77/5	21	45	11
10 MICHAEL BOLTON	. <i>63/0</i>	27	31	5
• WILLIAMS BROTHERS	. 71/6	16	38	17
CURTIS STIGERS	. 58/0	26	26	6
DESMOND CHILD	. 57/0	16	35	6
LUTHER VANDROSS	. 64/2	5	43	16
(C) MARIAH CAREY	57/2	9	40	8
16 AMY GRANT	. 47/1	21	18	8
	51/2	6	31	14
18 EDDIE MONEY		11	22	8
19 PAUL YOUNG	39/0	10	20	9
😳 LISA STANSFIELD	. 45/2	4	22	19
<b>②</b> ROXETTE	43/3	3	22	18
2 PAULA ABDUL	. 45/7	0	24	21
🐵 HOWARD JONES	. 47/24	0	14	33
🛛 🕹 ENYA		1	25	13
25 MR. BIG	32/0	7	21	4
26 SIMPLY RED	34/1	7	18	9
27 CELINE DION & PEABO BRYSON	30/2	10	12	8
2 NATALIE COLE	38/2	1	15	22
29 MICHAEL DAMIAN	33/1	5	15	13
@ CELINE DION	44/43	0	7	37



# HOTTEST

ERIC CLAPTON (78) ATLANTIC STARR (73) RICHARD MARX (62) **KENNY LOGGINS (54)** VANESSA WILLIAMS (49) **KATHY TROCCOLI (29)** FRANKLIN & McDONALD (16) **BRUCE SPRINGSTEEN (15) MICHAEL BOLTON (14) BONNIE RAITT (9)** 

CARLY SIMON "Love Of My Life" (Qwest/Reprise) 30/5 Rotations Heavy 0, Medium 10/0, Light 20/5, Total Adds 5, WLMX, WLTS, WLHT, WMGN, KISC Medium KESZ, KKCW, WTCB, WDLX, WAHR, 3WM, KRNO, KKLD, KZLT, WLOR Light including WLTT, WARM98, WMYX, WGLL, WZNY, WMAG, WRVR, KMJC, WNMB, WFFX, KTYL, KVIC, WMTFM, WOLR, WLDR

ERIC CARMEN "My Heart Stops" (Arista) 29/4 Rotations. Heavy 0, Medium 11/2, Light 18/2, Total Adds 4, WKDQ, WMGN, KRNO, KISC, Medium including WGLL, WMGS, WDLX, WAHR, KTYL, KVIC, KZLT, WQLR, WLQR, Light including WKQI, WKYE, WZNY, KKMY, WMAG, WIVY, WTFM, WLTS, KMJC, 3WM, KKLD, WNMB, WFFX, WMTFM, KIZZ, WLDR.

KMJC, 3WM, KKLD, WNMB, WFFX, WMTFM, KIZZ, WLDR.
U2 "One" (Island/PLG) 29/3
Rotations Heavy 6/0, Medium 14/3, Light 9/0, Total Adds 3, WKDQ, KGBY, KKLD Heavy WKQX, WMXB, KTYL KVIC, KZLT, WQLR Medium including WMXV, KHMX, WMTX B100, WGLL, WKYE, WMGS, KKMY, WFMK, WNMB, WLOR Light KMXV, WJDX, WIVY, KMJC, 3WM, KISC, WFFX, KIZZ, WLDR.
SMITHEREENS "Too Much Passion" (Capitol) 28/5
Rotations Heavy 5/0. Medium WRQX, WKTI, WZNY, WAHR, WMXB, WFFX, KTYL, WQLR, Light Including WMXX, KMXV, WGLL, KKMY, KGBY, WNMB, KZLT, WLQR, KMAJ, KYMG
AWY CBANT ''I WIMB, KZLT, WLQR, KMAJ, KYMG

AMY GRANT ''I WINDS, RZCI, WIQH, KMAJ, KTMG AMY GRANT ''I WIII Remember You'' (A&M) 27/26 Rotations Heavy 0, Medium 8/8, Light 19/18, Total Adds 26, WBMX, WRQX, WMTX, WWNK, WKQI, B100, KEZR, WKLI, WGLL, WMGS, WBTFM, WDLX, WIVY, WRVR, WLACFM, WMXB, KGBX, 3WM, WNMB, WFFX, KTYL, KVIC, KZLT, WQLR, WLDR, KMAJ, Light including WLTT CRAYSON, WICH, WIN Remember You'' (MDA) 27.2

WLDR. KMAJ, Light including WLTT GRAYSON HUGH ''I'll Remember You'' (MCA) 27/0 Rotations: Heavy 0, Medium 8/0, Light 19/0, Total Adds 0, Medium: WMTX, WAHR, WKDQ, WFFX, KTYL, KZLT, WOLR, WLQR, Light WGLL, KKMY, WLMX, WTCB, WMAG, WIVY, KMJC, WFMK, KGBX, 3WM, KRNO, KISC, KKLD, WNMB, KVIC, WMTFM, KIZZ, WLDR, KYMG

### GENESIS "Hold On My Heart" (Atlantic) 23/11

Rotations, Heavy 2/1, Medium 11/5, Light 10/5, Total Adds 11, WMTX, WKQI, KKCW, B100, WLEV, WZNY, WLMX, KMJC, KRNO, KZLT, WLDR, Heavy including WBMX, Medium including WALK, WPNT, WWNK, WFMK, 3WM, KYMG, Light including WYXR, WLTF, WENS, WLHT, KGBY

PROCOL HARUM "A Dream In Ev'ry Home" (Zoo) 20/3 Rotations: Heavy 0, Medium 4/1, Light 16/2, Total Adds 3, WDLX, KMJC, WMTFM Medium including JOY99, WQLR, WLQR Light including KMXV, KESZ, KEZR, WGLL, KKMY, WLMX, 3WM, KKLD, WNMB, WFFX, KTYL, KVIC, KZLT, WLDR.





MARC CUNN "Gnost Irain" (Atlantic) 14/1 Rotations: Heavy 0, Medium 6/0, Light 8/1, Total Adds \*, KESZ, Medium: WOBM, KKMY, WAHR, KVIC, WQLR, WLDR, Light including WMTX, WIVY, 3WM, KKLD, WNMB, KTYL, KZLT. SHEENA EASTON "The Dream Worth Keeping" (MCA) 14/1 Rotations: Heavy 0, Medium 1/0, Light 13/1, Total Adds 1, KISC, Medium: WLQR, Light including KKMY, WLMX, WMAG, WIVY, WRVR, 3WM, KKLD, WNMB, KVIC, WMTFM, KZLT, WQLR

JON SECADA "Just Another Day" (SBK/ERG) 13/5 Rotations. Heavy 0, Medium 3/1, Light 10/4, Total Adds 5, WWNK, KEZR, WZNY, WRMF, KKLD Medium including KRNO, WQLR Light including KMXV, KESZ, WMXB, KVIC, KZLT, WLOR

WQLR Light including KMXV, KESZ, WMXB, KVIC, KZLT, WLQR GENESIS "I Can't Dance" (Atlantic) 13/0 Rotations: Heavy 6/0, Medium 5/0, Light 2/0, Total Adds 0, Heavy: WROX, WMTX, WKOX, WKQI, WOHO, WMGS Medium KHMX, 2WD, WPNT, KMXV, WVAF, Light, WKTI, WGLL.

WYNONNA "She Is His Only Need" (Curb/MCA) 11/4 Rotations Heavy 0, Medium 3/2, Light 8/2, Total Adds 4, KQ102, WTCB, WDLX, WLQR, Medium including WAHR Light in-cluding WRVR, WLACFM, WMXB, KKLD, KZLT, KIZZ

JOE COCKER "Feels Like Forever" (Capitol) 9/8 Rotations: Heavy 0, Medium 1/0, Light 8/8, Total Adds 8, WGLL, KKMY, KTYL, KVIC, KZLT, WQLR, KIZZ, KMAJ Medium

FIRST CALL "I Found Love" (Epic) 8/1

Total Adds 1, WGLL Medium: WMGN, WLQR, Light including WARM98, WRVR, Rotations' Heavy 0, Medium 2/0, Light 6/1, KKLD, WNMB, KZLT.

RTZ "Unitil Your Love Comes Back Around" (Giant/Reprise) 8/0 Rotations Heavy 1/0, Medium 6/0, Light 1/0, Total Adds 0. Heavy: WQHQ Med Medium: WRQX, KHMX, WKQX, B100, WMGS,

GARY WRIGHT "Dream Weaver" (Reprise) 7/7 Rotations: Heavy 0, Medium 0, Light 7/7, Total Adds 7, WENS, KKMY, KVIC, KZLT, WQLR, WLDR, KMAJ.

Rotations: Heavy 0, Medium 0, Light 777, Total Adds 7, 1975 BRUCE COCKBURN "Great Big Love" (Columbia) 7/5 Rotations: Heavy 0, Medium 0, Light 7/5, Total Adds 5, WAHR, KKLD, WFFX, KTYL, KZLT Light including KVIC, WQLR. Rotations: Heavy 0, Medium 0, Light 7/5, Total Adds 5, WAHR, KKLD, WFFX, KTYL, KZLT Light including KVIC. WQLR. **TRACIE SPENCER "Love Me" (Capitol) 7/2** Rotations, Heavy 0, Medium 0, Light 7/2, Total Adds 2, KESZ, KKLD, Light including KKMY, WNMB, KVIC, WLQR, KMAJ



# **AC ADDS & HOTS**

CURRENT-BASED

# 5

BONNIE RAITT

BONNIE RAITT Hottest: MICHAEL BOLTON ATLANTIC STARR ERIC CLAPTON RICHARE MARX KATHY TROCCOLI

CELINE DION JOE COCKER AMY GRANT FIRST CALL Hottest: ERIC CLAPTON ATLANTIC STARR RICHARD MARX KATHY TROCCOLI

KATHY TROCCOLI CURTIS STIGERS

ROD STEWART CELINE DION

WKYE/Johnstown, PA Jack Michaels

CELINE DION Hottest: ATLANCIC STARE RICHARD MARX KENNY LOGGINS KATHY TROCCOLI BRUCE SPRINGSTEEN

WJLK/Monmou Guida/Pressley

CELINE DION WILLIAMS BROTHERS

# P1

WBMX/Boston Strassell/Carnes HOWARD JONES AMY GRANT Hottest: VANESSA WILLIAMS ERIC CLAPTON

# ERIC CLAPTON KATHY TROCCOLI LISA STANSFIELD GENESIS WALK/Long Island Free/Lombardo

ROD STEWART Hottest: VANESSA WILLIAMS ERIC CLAPTON ATLANTIC STARR RICHARD MARX KENNY LOGGINS

# WMXV/New York Bob Dunphy CHRIS WALKER HOWARD JONES

Hottest: VANESSA WILLIAMS ERIC CLAPTON ATLANTIC STARR KATHY TROCCOLI

# WYXR/Philadelphia Cook/Gress CELINE DION

WILLIAMS BRUTHERS Hottest: ERIC GLAPTON VANESSA WILLIAMS ATLANTIC STARR BRUCE SPRINGSTEEN RICHARD MARX Hottest: VANESSA WILLIAMS ERIC CLAPTON ATLANTIC STARR KATHY TROCCOLI BRUCE SPRINGSTEEN WOBM/Mon Matt Devoti uth-Ocean

NEIL DIAMOND Hottest: ERIC CLAPTON KENNY LOGGINS BONNIE RAITT RICHARD MARX ATLANTIC STARP

WQHQ/Salisbury, MD Thom Walsh

FRANKLIN & MCDONA

RTZ SMITHEREENS KATHY TROCCOLI VANESSA WILLIAMS

NET: DTAMONT

NELL DIAMOND Hottest: ATLANTIC STARR ERIC CLAPTON RICHARD MARX KENNY LOGGINS KATHY TROCCOLI

AMY GRANT Hottest: ATLANTIC STARE KENNY LOGGINS GENESIS

VANESSA WILLIAMS

WARM/York, PA Kelly West

KKCW/Portland Bill Minckler

GENESIS K.D. LANG PAULA ABDUL Hottest: KENNY LOGGINS ERIC CLAPTON RICHARD MARX ATLANTIC STARR BOBBY CALDWELL

KSFI/Salt Lake City MacNeil/Morris

Hottest: ERIC CLAPTON VANESSA WILLIAMS ATLANTIC STARR KENNY LOGGINS RICHARD MARX

B100/San Diego Gene Knight

SMITHEREENS GENESIS AMY GRANT HOLLESI: ATLANIC STARR ERIC CLAPTON RICHARD MARX KATHY TROCCOLI VANESSA WILLIAMS

BETTE MIDLER

WMGS/Wilkes Barre Norton/Marriott

WHYN-FM/Springfield, MA Bill Hess

Hottest: ATLANTIC STARR

# WLTT/Washington Chuck Morgan LUTHER VANDROSS

LUIHER VANDROSS Hottest: ATLANTIC STARR ERIC CLAPTON DION & BRYSON VANESSA WILLIAMS PAUL YOUNG

# WRQX/Washingtor Palagi/Silver AMY GRANT Hottest: MICHAEL BOLTON VANESSA WILLIAMS BRYAN ADAMS RICHARD MARX ATLANTIC STARR



# WKLI/Albany

AMY GRANT CELINE DION Hottest: VANESSA WILLIAMS ATLANTIC STARR RICHARD MARX KENNY LOGGINS ERIC CLAPTON

WLEV/Allento Jeff Silvers

GEMESIS PAJLA ABDUL NATALIE COLE Hottest: ERIC CLAPTON ATLANTIC STAPR RICHARD MARX KENNY LOGGINS KATHY TROCCOLI CELINE DION Hottest: ATLANTIC STARR VANESSA WILLIAMS RICHARD MARX ERIC CLAPTON

# 



# KBIG/Los Angeles Edwards/Verdery

none Hottest: ATLANTIC STARR RICHARD MARX KENNY LOGGINS KATHY TROCCOLI FRANKLIN & MCDOWA

# KOST/Los Angeles Kaye/Amidon

CELINE DION Hottest: RICHARD MARX ATLANTIC STARR VANESSA WILLIAMS KENNY LOGGINS ERIC CLAPTON

# KESZ/Phoenix Mike Del Rosso

CELINE DION MARC COUN TRACIE SPENCER PAULA ABDUL HOLLEST: KATHY TROCCOLI KENNY LOGGINS FRANKLIN & MCDONA CURTIS STIGERS

# SOUTH WVAF/Charleston, WV Johnson/Kasev P1 KVIL/Dallas Ron Chapman MARIAH CAREY KENNY LOGGINS NEIL DIAMOND Hottest: ERIC CLAPTON RICHARD MARX CURTIS STIGERS WGLL/Hagerstown, MD Burns/Conlon

KATHY TROCCOLI WILLIAMS BROTHERS

KHMX/Houston Zapoleon/Pears BRYAN ADAMS SMITHEREENS

SMITHEREENS Hottest: VANESSA WILLIAMS RICHARD MARX EDDIE MONEY ERIC CLAPTON GENESIS 2WD/Norfolk Bill Curtis

# none Hottest: ERIC CLAPTON VANESSA WILLIAMS ATLANTIC STARR KENNY LOGGINS RICHARD MARX

KQ102/San Anto Scott/Norris

# NEIL DIAMOND WYNONN, WINONNA Hottest: ATLANTIC STARF ERIC CLAPTON KENNY LOGGINS FRANKLIN & MCDONA BONNIE RAITT

WYNONNA PROCOL HARIM LISA STANSFIELD AMY GRANT CELINE DION HOTLESI: JONNIE RAITT ATLANTIC STARR RICHARD MARX FRANKLIN & MCDONA ERIC CLAPTON WMTX/Tampa Dixon/Rico

GENESIS AMY GRANT Hottest: ERIC CLAPTON VANESSA WILLIAMS ATLANTIC STARR KATHY TROCCOLI BRUCE SPRINGSTEEN

# WUSA/Tampa Johnny Williams CELINE DION HOWARD JONES

DEVONSQUARE DIRE STRAITS CELINE DION BRUCE COCKBURN HOLLEST: LISA STANSFIELD BONNIE RAITT NATALLE COLE MR. BIG BETTE MIDLER HOWARD SOLES ERIC CLAPTON ATLANTIC STARR WILLIAMS BROTHERS SIMPLY RED EDDIE MONEY

### 22 WJDX/Jackson, MS Dave Perkins HOWARD JONES CELINE DION SMITHEREENS WZNY/Augusta, GA John Patrick

SMITHEREENS Hottest: SIMPLY RED ERIC CLAPTON ATLANTIC STARR WILLIAMS BROTHERS EDDIE MONEY ESIS SECADA INE DION test: KENNY LOGGINS KATHY TROCCOLI INI INDECCOLL IC CLAPTON LANTIC STARR CHARD MARX WIVY/Jacksonville Matthews/West

### HOWARD JONES CELINE DION AMY GRANT KKMY/Beaum Ferris/Brock nt. TX Hottest: ATLANTIC STARR CELINE DION JOE COCKER GARY WRIGHT MICHAEL BOLTON VANESSA WILLIAMS RICHARD MARX AMY GRANT GARY WRIGHT Hottest: RICHARD MARX KENNY LOCGINS KATHY TROCCOLI WILLIAMS BROTH ATLANTIC STARR ERS

KEZR/San Jose Kirk Patrick

AMY GRANT JON SECADA HOWARD JONES Hottest: VANESSA WILLIAMS ERIC CLAPTON KENNY LOGGINS KATHY TROCCOLI MICHAEL BOLTON KLSY/Seattle Irwin/Brooks

BILLY DEAN CELINE DION RICHARD MARX HOTLEST: VANESSA WILLIAMS AMY GRANT KENNY LOGGINS ATLANTLC STARR ERIC CLAPTON



KKOB-FM/Albuq Forsythe/Allen FRANKLIN & MCDONA LUTHER VANDROSS HOLLES: ERIC CLAPTON ATLANTIC STARP RICHARD MARX VANESSA WILLIAMS KATHY TROCCOLI

# KRNO/Reno Mitchell/Ada MICHONIAGAMSON CELINE DION HOMARD JONES GENESIS ERIC CARMEN HOLLESL: ERIC CLAPTON VANESSA WILLIAMS RICHARD MARX ATLANTIC STARR KENNY LOGGINS

KMJI/Denver Dave Ward

Continued on Page 78

WTFM/Johnson City Mark McKinney NATALIE COLE HOWAFD JONES BONNIE RAITT WBT-FM/Charlotte BONNIE RAITT Hottest: VANESSA WILLIAMS ATLANTIC STARR RICHARD MARX KENNI LOGGINS ERIC CLAPTON

AMY GRANT Hottest: ATLANTIC STARR VANESSA WILLIAMS ERIC CLAPTON RICHARD MARX KENNY LOOGINS WPEZ/Macon Jim Franklin WLMX/Chattanooga Danny Howard

WILLIAMS BROTHERS BRUCE SPRINGSTEEN Holtest: ATLANTIC STARR RICHARD MARX ERIC CLAPTON KENNY LOGGINS KATPY TROCCOLI CENESIS CELINE DION WILLIAMS BROTHERS CARLY SIMON Hottest: KENNY LOCGINS BONNIE RAITT ATLANTIC STARR RICHARD MARX GENESIS WRVR/Memphis Mark Hamiin

BILLY DEAN CELINE DION AMY GRANT Hottest: ERIÑ CLAPTON FRANKLIN & MCDONA RICHARD MARX WTCB/Columbia Doug Spets CELINE DION WYNONNA Hottest: CURTIS STIGERS KENNY LOGGINS FRANKLIN & MCDONA RICHARD MARX BONNIE RAITT RICHARD MARX BONNIE RAITT ATLANTIC STARR

WLAC-FM/Nashville Bryan Sargent AMY GRANT ROXETTE

WMAG/Greensbor Johnson/Reynolds ROXELLE Hottest: ERIC CLAPTON DIGN & BRYSON STOMARD MARX

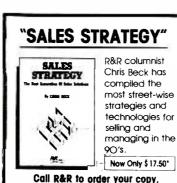
# WILLIAMS BROTHERS CELINE DION Holtest: MICHAEL BOLTON VANESSA WILLIAMS ATLANTIC STARR FRANKLIN & MCDONA MR. BIG UION & DHISON RICHARD MARX BONNIE RAITT VANESSA WILLIAMS WLTS/New Orleans Bob Mitchell

WDLX/Greenville, NC Jackson/Moreland

CELINE DION CARLY SIMON HOWARD JONES HOCTEST: ERIC CLAPTON VAVESSA WILLIAMS ATLANTIC STARP KENNY LOGGINS RICHARD MARX KMGL/Oklahoma City O'Brien/Bennett

WILLIAMS BROTHERS CELINE DION HOLTEST: BSTTE MIDLER EGIC CLAPTON ATLANTIC STARR KENNY LOGGINS RICHARD MARX WAHR/Huntsville, AL Bonnie O'Brien

WMXB/Richm Brian White



310-553-4330

none Hottest: VANESSA WILLIAMS EDDIE MONEY ERIC CLAPTON MICHAEL BOLTON U2 PAULA ABDUL ROXETTE Hottest: VANESSA WILLIAMS RICHARD MARX ERIC CLAPTON KENNY LOGGINS MICHAEL BOLTON KSSK-FM/Honolulu Michael Shishido

# KISC/Spokane, WA Rob Harder

none Hottest: VANESSA WILLIAMS ATLANTIC STARR MICHAEL BOLTON AMY GRANT ERIC CLAPTON HOD HARGER HOMARD JONES ERIC CARMEN CARLY SIMON SHEENA EASTON HOTLEST: ERIC CLAPTON ATLANTIC STARR KATHY TROCCOLI BRUCE SPRINGSTEEN RICHARD MARX

JOY99/Stockton Candy Stephen: PAULA ABDUL Hottest: VANESSA WILLIAMS ATLANTIC STARR RICHARD MARX ERIC CLAPTON KENNY LOGGINS CELINE DION

# HOTLEST: RICHARD MARX BRUCE SPRINGST KATHY TROCCOLI ATLANTIC STARR KENNY LOGGINS

nericanradiohistory com

P3

KYMG/Anchorage, AK John Roberts





WRMF/West Paim Beach Morley/Franco

JON SECADA AARON NEVILLE

AARON NEVILLE Hottest: KENNY LOGGINS RICHARD MARX ERIC CLAPTON VANESSA WILLIAMS CURTIS STIGERS

P3

WKTK/Gainesville

CELINE DION LISA STANSFIELD HOWARD JONES

HOMARD JONES Hottest: ATLANTIC STARR ERIC CLAPTON KENNY LOGGINS RICHARD MARX KATHY TROCCOLI

CELINE DION AMY GRANT

ATI GRANT Hottest: KENNY LOGGINS ATLANTIC STARR ERIC CLAPTON CURTIS STIDERS BRUCE SPRINGSTE-N

WFFX/Tuscaloosa, AL

Sander Walke

WNMB/Myrtle Beach, SC Thompson/Adams

April 10, 1992 R&R • 77

R68/WRKD

Reunion

**Banquet** 

and

**Celebrity Golf** 

Tournament

Benefiting The Jimmy Fund

Childrens Cancer Research

May 30, 1992

**Boston Sheraton Hotel** 

**Prudential Center** 

**Grand Ballroom** 

HONORARY MASTER

**OF CEREMONIES** 

JOE SMITH

CHAIRMAN, EMI MUSIC

Cocktails 6:00pm

Dinner 7:30pm

SURPRISE ENTERTAINMENT

PLATINUM TABLES:

\$4,000

GOLD TABLES:

\$3,000

INDIVIDUAL TICKETS:

\$125

MAKE CHECKS PAYABLE TO:

WRKO REUNION

P.O. BOX 3597

BOSTON, MA 02101

**CO-CHAIRMEN** 

Mel Phillips 212/456-5477

J.J. Jordan 214/475-5174

**GOLF CO-CAPTAINS** 

Gerry Cagle 916/929-5000 Les Garland 305/892-3650

**Black Tie Optional** 

TRAVEL ARRANGEMENTS

LYNN KARP

Garber Travel 800/527-1335

AMERICAN AIRLINES **Discount-Star File 5052DH** 

Hottest: MICHAEL BOLTON VANESSA WILLIAMS ERIC CLAPTON RICHARD MARX ATLANTIC STARR

KVIC/Victoria, TX Tony Davis





KGBY/Sacramento Sattler/Garcia



Now Only \$ 17.50\*

KKLD/Tucson Alan McLaughlin U2 SMITHEREENS HOWARD JONES PAULA ABDUL CELINE DION TRACIE SPENCER YANNI JON SECADA BRUCE COCKBURN Hottest:

BRUCE COCKBURN Hottest: ERIC CLAPTON ATLANTIC STARR FRANKLIN & MCDONA KENNY LOGGINS RICHARD MARX

# 78 . R&R April 10, 1992

# AC ADDS & HOTS

MIDWEST

WMYX/Milwaukee Schaefer/Morales

none Hottest: ATLANTIC STARR MICHAEL BOLTON ERIC CLAPTON AMY GRANT VANESSA WILLIAMS

KS95/Minneapolis

AMY GRANT PAUL YOUNG ERIC CLAPTON VANESSA WILLIAMS RICHARD MARX

WLTE/Minneapolis Gary Nolan

BETTE MIDLER WILLIAMS BROTHERS

HOLLAND BROTHERS Hottest: ATLANTIC STARR ERIC CLAPTON KENNY LOGGINS RICHARD MARX FRANKLIN & MCDONA

KYKY/St. Louis Greg Hewitt

WWSN/Dayton Shelly James

NONE Hottest: ATLANTIC STARR ERIC CLAPTON KENNY LOGGINS RICHARD MARX EDDIE MONEY

Davis/McKeeve

CELINE DION

P1

WKQX/Chicago HOWARD JONES

Hottest: ERIC CLAPTON JOHN MELLENCAMP GENESIS BRUCE SPRINGSTEEN SMITHEREENS

WPNT/Chicago Blain/Murray

KATHY TROCCOLL RICHARD MARX Hottest: VANESSA WILLIAMS PAUL YOUNG DION & BRYSON

AMY GRANT ERIC CLAPTON WARM98/Cincinnati Michael Grayson

BONNIE RAITT YANNI Hottest: VANESSA HILLIAMS KENNY LOGGINS ATLANIC STARR FRANKLIN & MCDONA ERIC CLAPTON

none Hottest: MICHAEL BOLTON ERIC CLAPTON VANESSA WILLIAMS ME BIG WWNK/Cincinnati Matthews/Maxwell MR. BIG PAUL YOUNG

SIMPLY RED BOWNIE RAITT AMY GRANT JON SECADA Hottest: MICHAEL BOLTON VANESSA WILLIAMS AMY GRANT KENNY LOYGUNS



KENNY LOGGINS ERIC CLAPTON CELINE DION GENESIS PROCOL HARIM HOWARD JONES SMITHEREENS HOTLEST ERIC CLAPTON KENNY LOGGINS RICHARD MARK ATLANITC STARR KATHY TROCCOLI WLTF/Cleveland Popovich/Kennedy

none Hottest: ERIC CLAPTON VANESSA WILLIAMS ATLANTIC STARR EDDIE MONEY BAD ENGLISH

WKQI/Detroit Steve Weed

GENESIS CELINE DION AMY GRANT RICHARD MARX Hottest: ERIC CLAPTON GENESIS VANESSA WILLIAMS BETTE MIDLER ATLANTIC STARR

WENS/India Knight/Eaga

GARY WRIGHT FRANKLIN & MCDONA Hottest: ATLANTIC STARR VANESSA WILLIAMS ERIC CLAPTON KENNY LOGGINS RICHARD MARX

KMXV/Kansas City Tom Land

none Hottest: MICHAEL BOLTON VANESSA WILLIAMS ERIC CLAPTON KENNY LOGGINS BRUCE SPRINGSTEEN

WKTI/Milwaukee

MR. BIG HOWARD JONES Hottest: MR. BIG ERIC CLAPTON AMY GRANT

VANESSA WILLIAMS

WKDQ/Evansville, IN Clark/Westrich PAULA ABDUL NEIL DIAMONE ERIC CARMEN HOWARD JONES HOTHEST: ERIC CLAPTON KENNY LOGGINS KATHY TROCCOLI FRANKLIN & MCDONA BRUCE SPRINGSTEEN WCRZ/Flint, MI Patrick/Downey HOWARD JONES Hottest: ERIC CLAPTON ATLANTIC STARR RICHARD MARX KENNY LOGGINS KATHY TROCCOLI WLHT/Grand Rapids Dirksen/Brown HOWARD JONES CARLY SIMON Hottest: ERIC CLAPTON RICHARD MARX KENNY LOGGINS ATLANTIC STARR BRUCE SPRIN:STEEN

CURRENT-BASED Continued from Page 77

P3

HOWARD JONES CELINE DION ROD STEWART PROCOL HARUM

Hottest: ERIC CLAPTON MICHAEL BOLTON VANESSA WILLIAMS RICHARD MARX ATLANTIC STARR

KZLT/Grand Forks, ND Hennen/Roberts

WQLR/Kalamazoo, Mi Lanphear/Wertz

JOE COCKER AMY GRANT

CELINE DION GARY WRIGHT

GARI WRIGHT Hottest: WILLIAMS BROTHERS ATLANTIC STARR ERIC CLAPTON KENNY LOGGINS FRANKLIN & MCDONA

93 Current Reporters 91 Current Playlists

KMXV/Kansas City

WMT-FM/Cedar Rapids, IA Randy Lee

CELINE DION AMY GRANT JOE COCKER GENESIS GARY WRIGHT BRUCE COCKBURN Hottest: ERIC CLAFTON ATLANTIC STARR RICHARD MARX KENNY LOGGINS KATHY TROCCOLI WQLH/Green Bay, WI Jim Taylor HOWARD JONES NEIL DIAMOND HOUTEST: VANESSA WILLIAMS ERIC CLAPTON ATLANTIC STARR RICHARD MARX KENNY LOGGINS WFMK/Lansing Ray Marshall

HOWARD JONES ROXETTE CELINE DION Hottest: ERIC CLAPTON ATLANTIC STARR VANESSA WILLIAMS RICHARD MARX KENNY LOCGINS

WMGN/Madison, Wi O'Neil/Freeman

ERIC CARMEN CARLY SIMON Hottest: FRANKLIN & MCDONA KENNY LOGGINS RICHARD MARX BONNIE RAITT KATHY TROCCOLI

KGBX/Springfield, MO Baker/Cannon

3WM/Toledo Mark Roberts

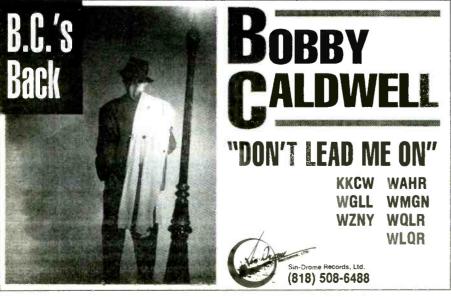
AMY GRANT CELINE DION HOLTEST: ATLANTIC STARR ERIC CLAPTON RICHARD MARX KENNY LOGGINS BRUCE SPRINGSTEEN

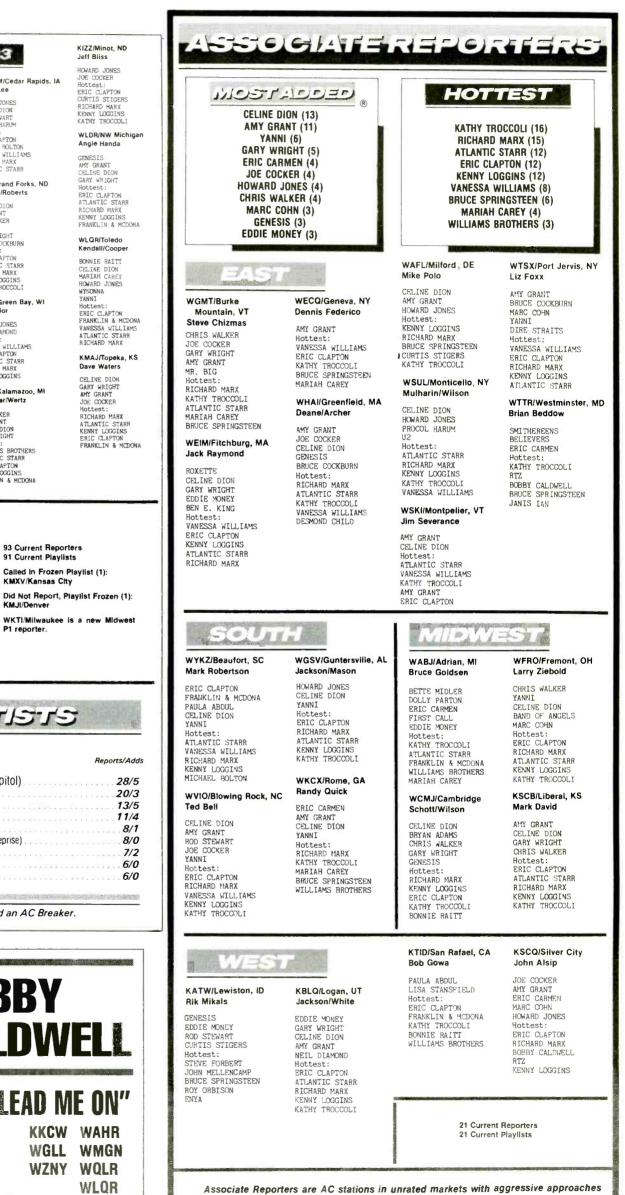
CELINE DION AMY GRANT Hottest: ERIC CLAPTON ATLANTIC STARR KENNY LOGGINS CURTIS STIGERS RICHARD MARX

ハヨソノムティアトラ・アラ

1	SMITHEREENS/Too Much Passion (Capitol)		3/5
2	PROCOL HARUM/A Dream In Ev'ry Home (Zoo)		)/3
3	JON SECADA/Just Another Day (SBK/ERG)		3/5
ļ	WYNDNNA/She Is His Only Need (Curb/MCA)	11	1/4
j	FIRST CALL/I Found Love (Epic)		3/1
	RTZ/Until Your Love Comes Back Around (Giant/Reprise)		3/0
	TRACIE SPENCER/Love Me (Capitol)	7	7/2
}	WARREN HILL/Promises (Novus/RCA)		5/0
	COLLIN RAYE/Love, Me (Épic)	6	5/0

New artists have not yet had an AC Breaker.





toward new music. Although they do not contribute to the AC chart, their consensus Most

Added and Hottest records serve as advance indicators of format hits.





"Spain"

# NATIONAL AIRPLAY®

TW

1

2

LW	TW	
1	0	<b>PETER WHITE</b> /Excusez-Moi (Sin-Drome) "Dreamwalk" "Drive" "Madge"
5	ē	TOM GRANT/In My Wildest Dreams (Verve Forecast/PolyGram)
3	õ	STEVE LAURY /Passion (Denon)
4	ă	GREGG KARUKAS/Sound Of Emotions (Positive Music) "Sevema" "Introspects"
2	5	KILAUEA/Tropical Pleasures (Brainchild)
6	6	ANDREAS VOLLENWEIDER/Book Of Roses (Columbia)
8	ŏ	SKYWALK/Larger Than Life (Bluemoon)
9	Ö	WILLIAM AURA & FRIENDS/Every Act Of Love (Higher Octave)
13	Ø	YANNI/Dare To Dream (Private Music)
11	õ	SPECIAL EFX/Global Village (GRP)
7	11	AKIRA JIMBO/Slow Boat (Optimism)
10	12	NELSON RANGELL/In Every Moment (GRP)
12	13	ENYA/Shepherd Moons (Reprise)
15	Ð	VERNELL BROWN, JR./Stay Tuned (A&M)
21	<b>D</b>	OTTMAR LIEBERT + LUNA NEGRA/Solo Para Ti (Epic)
14	16	BOBBY CALDWELL/Stuck On You (Sin-Drome)
19	Ð	OSCAR CASTRO-NEVES/More Than Yesterday (JVC)
18	18	ACOUSTIC ALCHEMY /Early Alchemy (GRP)
16		HEATHER MULLEN/Heather Mullen (Atco/EastWest)
DEBUT	) 20	RICARDO SILVEIRA/Small World (Verve Forecast/PolyGram) "Vendor" "Pepe"
17	21	KIM PENSYL/3 Day Weekend (GRP)
24	2	SARAH McLACHLAN/Solace (Arista)
20	23	SAM RINEY/Talk To Me (Spindletop)
22	24	MARY BLACK/Babes In The Wood (Gift Horse/Curb)
23	25	ERIC CLAPTON/Rush (Reprise)
DEBUT	▶ 20	YELLOW JACKETS /Live Wires (GRP)
29	2	KENNY BLAKE/Rumor Has It (Heads Up)
28	28	MARION MEADOWS/Keep It Right There (Novus/RCA)
DEBUT		RANDY CRAWFORD/Through The Eyes Of Love (WB)
ამ	30	MARS LASAR/Olympus (Real Music)

המת <u>הב</u> עות או המעות או הביש גייג ג	HUITESTLPS	HUT TRACKS
MICHAEL GETTEL (9) ®	PETER WHITE (28)	
RANDY CRAWFORD (8)	STEVE LAURY (18)	
TANGERINE DREAM (8)	TOM GRANT (14)	
BILLY WALKER JR. (8)	ENYA (13)	ENYA/Angeles
DANCING FANTASY (7)	KILAUEA (13)	
K.D. LANG (7)	GREGG KARUKAS (10)	
HAPPY RHODES (6)	ANDREAS VOLLENWEIDER (10)	
TANITA TIKARAM (6)	SPECIAL EFX (9)	
SARA K. (5)	SARAH MCLACHLAN (8)	
	the second s	CONTRACTOR DESCRIPTION OF



\*BILLY WALKER, JR. "Untitled" (Geffen) 27/8 Adds 8, WJZE, KQPT, KBZN, KIFM, KTNT WMGN, KTCZ, SS BREAKER this week. \*K.D. LANG "Ingenue" (Sire/WB) 27/7 Polations: Heavy 5/0. Medium 7/2. Light 15/5, Total Adds 7, KBZN, KTNT, KTCZ, KCLC, KEYV, SS, KKLD Heavy KTWV. DAVID BLAMIRES GROUP "The David Blamires Group" (Nova) 21/3 Rotations Heavy 1/0, Medium 8/0, Light 12/3, Total Adds 3, WCLZ, WLOQ, WMGN. WCLZ, WLOQ, WMGN, Heavy KJZZ ADRIAN LEGG "Guitar For Mortals" (Relativity) 20/2 Rotations Heavy 20. Medium 90. Light 912. Total Adds 2, WAMX, KKLD Heavy, KWVS, KTCZ HIRAM BULLOCK "Way Kool" (Atlantic) 20/1 Rotations Heavy 3/0. Medium 7/1, Light 10/0, Total Adds 1, WGMC Heavy KQPT, WAMX, WVAY, KTCZ, KMXK dds 1, WJZE Heavy WHRL, WNND, KCLC /I Total Adds 1, WNND Heavy KKSF, WVAY, KLTR COALE JOHNSON "Times PresenL..Time's Past" (454) 17/U Rotations Heavy 2/0 Medium 4/0, Light 11/0, Total Adds 0 Heavy KJZZ, KCLC GINO VANNELLI "Live In Montreal" (Vie/BMG) 16/2 COALE JOHNSON "Times PresenL..Time's Past" (454) 17/0 Rotations Heavy 1/0 Medium 7/0, Light 8/2, Total Adds 2, WQCD, WAMX Heavy WVAY **AL STEWART I/PETER WHITE "Rymes In Rooms-Live" (Mesa) 16/1** Rotations Heavy 2/0, Medium 12/1, Light 2/0, Total Adds 1, KTCZ Heavy WCLZ, WVAY **COWBOY JUNKIES "Black Eyed Man" (RCA) 16/0** , Heavy KTWV, KQPT, WCLZ, KWVS, KTCZ, KBCO (KEYV LEX DE AZEVEDO "Mountains" (Aubergine) 16/0 ds 0 Heavy KBZN, WHRL, WCLZ, WGMC, KTNT, JZTRAX KKID CHET McCRAKEN "Partners" (Voss) 16/0 Total Adds 0 Heavy KJZZ \* Uncharted Breakers denoted by one asterisk

\*\*YELLOWJACKETS "Live Wires" (GRP) 27/7 \*\*OAVID MURRAY "Shakill's Warrior" (DIW/Columbia) 27/1 Rotations Heavy 2/0. Medium 4/2, Light 18/9. Total Adds 11, WBGO, WR WFSS, WSIE, Heavy, KLCC, WTEB, BREAKER this week \*JULIAN JOSEPH "The Language Of Truth" (Atlantic) 24/5 \*MAMBO KINGS "Soundtrack" (Elektra) 22/1 wvPE CHART EXTRA this week. ROY HARGROVE "The Vibe" (RCA) 19/19



BOBBY McFERRIN & CHICK COREA/Play (Blue Note)

s 7, WRTI, KATZ, WSHA CJ WFSS WKRY WSIE Heavy KXJZ. WCPN, KJAZ, WFPL CHART EXTRA this week. I. WYJZ, WSHA, JCITY, WVPE BREAKER this week. DONALD HARRISON "Indian Blues" (Candid) 24/2 ostations Heavy 3/0, Medium 13/0, Light 8/2, Total Adds 2, KAT2, WSIE, Heavy WBGO, WRTI, KXJZ CHART EXTRA this week. \*STEVE HOBBS "Cultural Diversity" (Timeless/Zebra) 22/5 Rotations Heavy 0/0, Medium 3/0, Light 19/5, Total Adds 5, KPLU, WSHA, KLCC, WUSF, WVPE BREAKER this week. \*ARTHUR TAYLOR "Mr. A.T." (Enja) 22/5 \*ARTHUR TAYLOR "Mr. A.T." (Enja) 22/5 ds 1, WYJZ Heavy WCPN, WDET, WOTB, JCITY WKRY WUSF ns Heavy 2:2. Medium 1/1 Light 16/16, Total Adds 19, WBGO, WRTI, WYJZ, WNOP, WCPN, WDE 1, KATZ, KMHD, SDS, KJAZ, KPLU, WSHA, KUOP, CJ, JCITY, WESS, WTEB, WUSF KXJZ, KSDS, KJAZ, KPLU WSHA, KUUP, CU, SOLTA, M. CC, MILLEN, M. CO, MILLEN, "Kele Mou Bana" (Blue Note) 18/1 DON PULLEN "Kele Mou Bana" (Blue Note) 18/1 Total Adds 1, JCITY, Heavy, WBGO, WTEB, KWMU DEE DEE BRIDGEWATER "In Montreaux" (Verve/PolyGram) 18/0 N, KXJZ KJAZ WMOT, WSHA, KUOP \*\* Chart Extra denoted by two asterisks.

Ingénue K.C. ONG Cool. And hot. And all points between. FEATURING CONSTANT CRAVING," MISS CHATELAINE, "SO IT SHALL BE" AND "SEASON OF HOLLO W SOUL." 1992 Sire Records Company

80 • R&R April 10, 1992









April 10, 1992 • 81

# NATIONAL AIRPLAY®

3 2 WKS WKS LW TW	167 REPORTERS	APRIL 10, 1992	Reports/Adds	Heavy Medium	Light
1 1	BRUCE SPRINGSTEEN/Human Touch (Columbia)	<b>"Human"</b> (133) "Roll" (66) "57" (32)	151 - /1	118	25+
	DEF LEPPARD/Adrenalize (Mercury)	"Rocked" (161) "Stand" (24) "Heaven" (21)	161 = /0	105 +	45 -
	U2/Achtung Baby (Island/PLG)	"One" (155) "Until" (18) "Even" (7)	161=/0	143+	18-
3 3 4 <b>4</b>	NIRVANA/Nevermind (DGC)	"Come" (145) "Lithium" (5) "Smells" (2)	146-/0	<b>99</b> =	33-
9775	TESLA/Psychotic Supper (Geffen)	"What" (152) "De-Rock" (1) "Call" (1)	153+/5	<b>80</b> +	43-
5466	ERIC CLAPTON/Rush (Reprise)	"Help" (131) <b>"Tears"</b> (14)	132=/1	<b>91</b> +	39
4 5 11 🕖	JOHN MELLENCAMP/Whenever We Wanted (Mercury)	" <b>Now</b> " (130) "Again" (23) ''Last'' (4)	140+/7	<b>64</b> +	<b>69</b> –
	METALLICA/Metallica (Elektra)	"Nothing" (140) "Unforgiven" (9) "Sad" (5)	142 -/1	<b>67</b> +	53-
11 8 9 9	MELISSA ETHERIDGE/Never Enough (Island/PLG)	"Heavy" (135) "Dance" (2) "Crazy" (2)	137-/1	<b>68</b> +	64 -
14 10 10 🛈	TOM COCHRANE/Mad Mad World (Capitol)	"Highway" (136) "Washed" (1)	136-/1	<b>84</b> +	42 -
	VAN HALEN/For Unlawful Carnal Knowledge (WB)	"Dream" (109) "Right" (9) "Top" (2)	112-/0	<b>70</b> –	37-
	GARY MOORE/After Hours (Charisma)	"Cold" (122)	124 + /2	<b>43</b> +	63-
	RUSH/Roll The Bones (Atlantic)	"Bravado" (104) "Ghost" (11) "Thing?" (1)	112 /5	30 -	67-
	MSG/MSG (Impact)	"Gone" (119) "Eve" (1) "Paradise" (1)	120+/3	24+	71+
	RED HOT CHILI PEPPERS/Blood Sugar Sex Magik (WB)	"Bridge" (117) "Suck" (1)	118+/30	<b>25</b> +	58+
	FOUR HORSEMEN/Nobody Said It Was Easy (Def American/Reprise)	"Wings" (117)	117 /0	<b>18</b> +	70 -
	BRYAN ADAMS/Waking Up The Neighbors (A&M)	"Died" (76) "Touch" (12) "Honey" (3)	<i>89 - /2</i>	44	34 - 1
	KING'S X/King's X (Atlantic)	"Flag" (120) "World" (1) "Prisoner" (1)	120+/7	17+	56-
22 22 22 19	GUNS N' ROSES/Use Your Illusion II (Geffen)	"Pretty" (118) "Yesterdays" (1)	119+/4	12+	48+
	OZZY OSBOURNE/No More Tears (Epic Associated)	"Mama" (54) "Road" (7) "Tears" (2)	65-/7	<b>36</b> –	18-
26 24 24 21	TOM PETTY & THE HEARTBREAKERS/Into The Great Wide Open (MCA)	"Noise" (74) "King's" (6) "Great" (1)	78+/2	<b>22</b> +	45-
	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/The Sky Is Crying (Epic)	"Wing" (43) "Empty" (29) "Sky" (2)	70+/27	<b>21</b> +	35+
	GIANT/Time To Burn (Epic)	"Chained" (11)	110+/8	7=	49+
	BRUCE SPRINGSTEEN/Lucky Town (Columbia)	"Better" (51) "Lucky" (11) "Leap" (9)	72 /1	<b>16</b> –	39 -
	UGLY KID JOE/As Ugly As They Wanna Be (EP) (Stardog/Mercury)	"Everything" (66) "Madman" (3)	69 - /0	25	23 -
	SOCIAL DISTORTION/Somewhere Between Heaven And Hell (Epic)	"Bad" (105)	105+/5	4+	<b>36</b> +
	SASS JORDAN/Racine (Impact)	"Make" (84)	84+/15	<b>8</b> +	46+
-	MITCH MALLOY/Mitch Malloy (RCA)	"Anything" (78)	78-/0	12=	<i>50</i> =
	PEARL JAM/Ten (Epic Associated)	"Flow" (53) "Alive" (22) "Why" (1)	71+/10	11 -	22+
	GENESIS/We Can't Dance (Atlantic)	"Jesus" (36) "Dreaming" (8) "Dance" (7)	50-/1	22	23-
	MR. BIG/Lean Into It (Atlantic)	"Just" (79) "Be" (2)	80+/15	10+	44 +
-	BABY ANIMALS/Baby Animals (Imago)	"One" (77)	77+/6	<b>9</b> +	<b>46</b> +
	LITTLE VILLAGE/Little Village (Reprise)	"She" (54) "Sex" (4)	59-/1	17-	32
	ROXY BLUE/Want Some? (Geffen)	"Rob" (85) "Times" (1)	85+/6	2-	25+
	MATTHEW SWEET/Girlfriend (Zoo)	"Girlfriend" (52)	53+/8	10+	30+
	SCREAM/Let It Scream (Hollywood)	"Father" (75) "Tell" (1)	76 - /0	9=	36+
	QUEENSRYCHE/Empire (EMI/ERG)	"Anybody" (37) "Rainy" (3) "Scarborough" (2)	41-/0	18-	12 -
	VARIOUS ARTISTS/Wayne's World (Reprise)	"Time" (52) "Feed" (5) "Hot" (3)	60+/8	6=	13-
	OUTFIELD/Rockeye (MCA)	"Closer" (52)	52+/17	6+	30+
<u> </u>	BONNIE RAITT/Luck Of The Draw (Capitol)	"Only" (39) "Good" (3)	42 + /4	7 =	<b>26</b> +



RED HOT CHILI PEPPERS Blood Sugar Sex Magik (WB) 72% of our reporters on it.

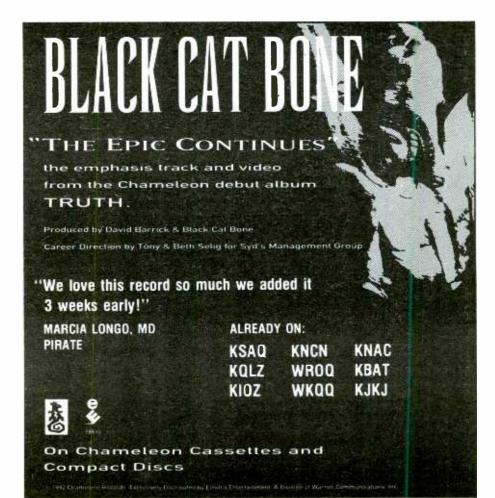
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RED HOT CHILI PEPPERS (30) STEVIE RAY VAUGHAN & DOUBLE... (27) QUEEN (18) OUTFIELD (17) SASS JORDAN (15) MR. BIG (15) HOUSE OF LORDS (11) PEARL JAM (10) GUN (9) GUTTERBOY (9) PHISH (9)

# HOTTEST

U2 (143) BRUCE SPRINGSTEEN (118) DEF LEPPARD (105) NIRVANA (99) ERIC CLAPTON (91) TOM COCHRANE (84) TESLA (80) VAN HALEN (70) MELISSA ETHERIDGE (68) METALLICA (67)

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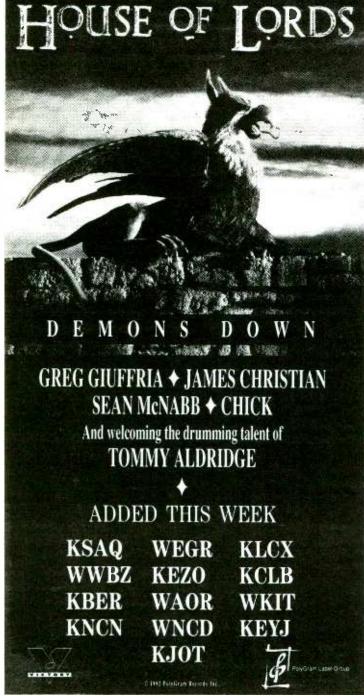


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PHISH "Chaik Dust Torture" (Elektra) 25/9 (16/3) Adds including KSAO, KRXO, KROR, WZZR, KBAT, KJKJ, KSQY, KTYD, Heavy 3: WCCC, WPLR, WIZN. Medium 7 including WHCN, WHEB, WAVF, WKIT, WGIR, WCIZ.	
JEFFREY GAINES "Hero in Ms" (Chrysalis/ERG) 25/4 (21/8) Adds including WPDH, KJKJ, KQDI. Medium 8 including WBAB, KTXQ, KRQR, WRKI, WTPA, WCCC. WIZN.	
GUN "Steal Your Fire" (A&M) 24/9 (15/11) Adds including KQLZ, KSJO, WIMZ, KEZO, KATP, KRNA, KJKJ, KQDI. Heavy 1: WWBZ. Medium 2 including KCLB.	
SPINAL TAP "Bitch School" (MCA) 23/1 (22/4) Adds: WCCC. Medium 5: WIYY, KILO, KPOI, KNAC, WGIR.	
QUEEN "Hammer To FaH" (Hollywood) 20/18 (2/2) Adds including WMMS, WDHA, WCCC, WHCN, WDIZ, WXKE, KATM, KILO, KRZR, KJKJ. Medium 8 including WIZN.	
DEF LEPPARD "Make Love Like A Man" (Mercury) 20/12 (9/9) Adds including WBAB, WDVE, WGRF, WKDF, KLCX, KSEZ. Medium 11 including WEBN, KSJO, WQMF, WEGR, WRCN.	
TONY BANKS "Angel Face" (Giant/Reprise) 19/8 (11/11) Adds including WQFM, KEZO, WIZN. Medium 8 including WBAB, WZXL, KATP, KBAT.	
DEF LEPPARD "Tonight" (Mercury) 18/9 (10/10) Adds including WDVE, WRIF, KICT. Medium 13 including WKLS, WEBN, WOUR, WKQQ, WQMF, KOMP, KFMF.	
MARILLION "Cover My Eyes" (IRS) 17/0 (17/2) Medium 10: WDVE. WLVQ, WZZO, WRKI, WEZX, WOUR, WKLQ, WKIT, WIZN, WGIR.	
DIRE STRAITS "On Every Street" (WB) 15/0 (15/4) Heavy 2: WNEW, KWHL. Medium 7: KDKB. WDHA, WEZX, WIZN, KATP, KBOY, KCQR.	;

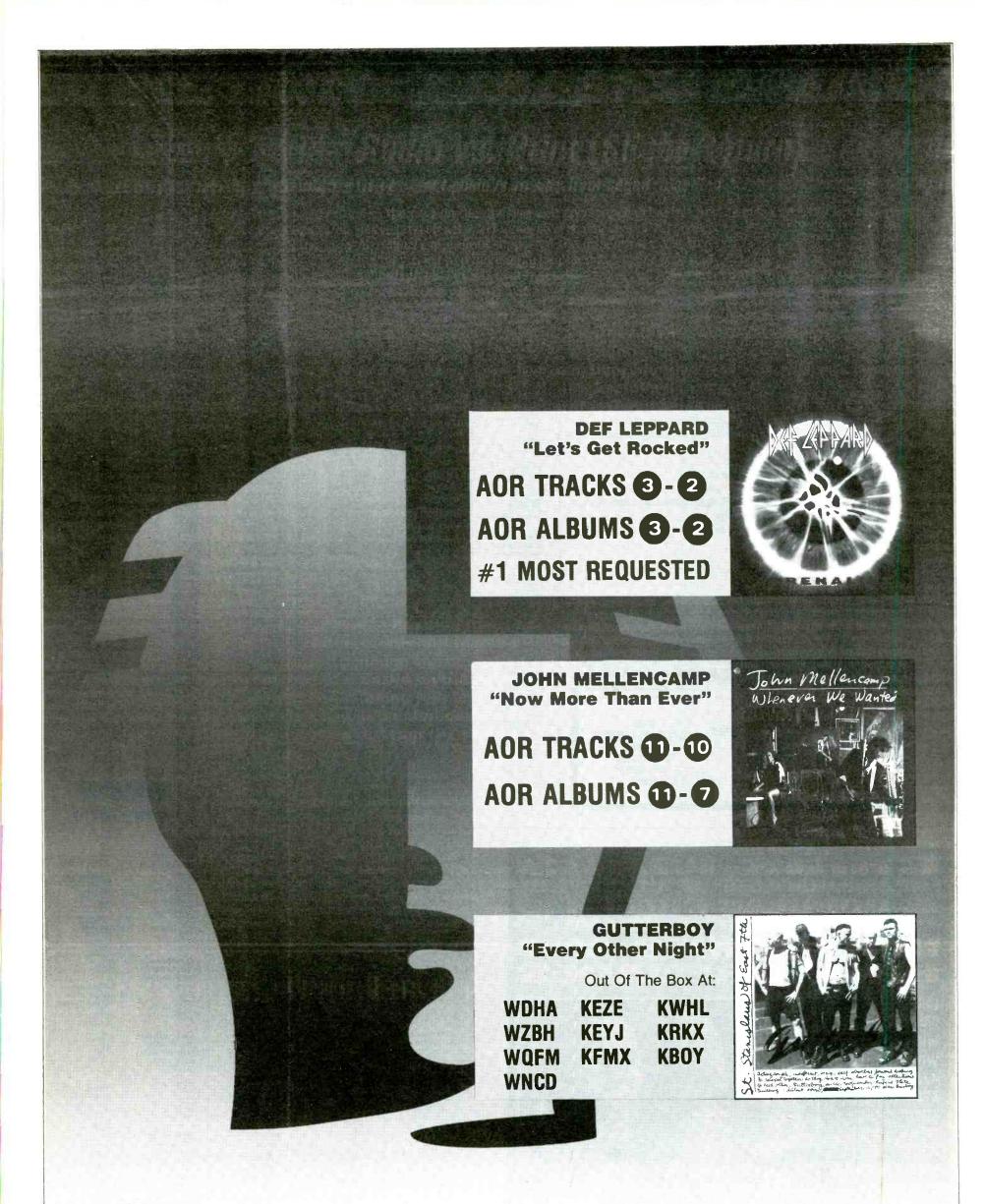




	3 WK			W TW	165 REPORTERS	Reports/Adds	Heavy	Medium
	4	2	1	0	U2/One (Island/PLG)	155-/0	134+	19-
	_	5	3		DEFINITION AND A VIEW AND A VIEW	161 = /0	103+	44 -
	3	4	4	3		145-/1	98 =	
	7	6	6	4		152+/5	80 +	43-
1	1	1	2	5		133-/0	109-	
	13	10	8	6	ERIC CLAPTON/Help Me Up (Reprise)	131+/1	 88 +	41-
	14	11	10	0	TOM COCHRANE/Life Is A Highway (Capitol)	136-/1	84+	42 -
	9	8	7			140-/1	61+	57-
Ľ	10	9	9	9	MELISSA ETHERIDGE/Ain't it Heavy (Island/PLG)	135-/1	66+	64 -
	28	20	11	10	JOHN MELLENCAMP/Now More Than Ever (Mercury)	130+/8	55+	70
	2	3	5		VAN HALEN/The Dream is Over (WB)	109-/0	63 -	41-
	18	14	13	E	GARY MOORE/Cold Day In Hell (Charisma)	122+/3	41+	63-
	20	18	14		MSG/When I'm Gone (Impact)	119+/3	<b>23</b> +	71+
	45	32	24	1ª	) RED HOT CHILI PEPPERS/Under The Bridge (WB)	<i>117+/30</i>	25+	57+
	19	16	15		FOUR HORSEMEN/Tired Wings (Def American/Reprise)	117-/0	18+	70
	24	22	20			120+/7	17+	56 -
	21	21	19		RUSH/Bravado (Atlantic)	104 + /6	25+	65 -
	25	23	21	-	GUNS N' ROSES/Pretty Tied Up (Geffen)	118+/5	11+	<b>48</b> +
	12	12	12	_		<b>76</b> – / <b>0</b>	<b>43</b> -	28 -
	42	28	23	_		110+/8	7=	<b>49</b> +
	_	_	25		ZZ TOP/Viva Las Vegas (WB)	95 + /9	14+	57+
	35	30	28		SOCIAL DISTORTION/Bad Luck (Epic)	105 + /5	4+	<b>36</b> +
	11	19		23	OZZY OSBOURNE/Mama, I'm Coming Home (Epic Associated)	54 - /0	32 -	14 -
	34	29	27	-			17+	45 -
	6	13 40	34	25 26		66 - /0	25 –	23-
	51 26	40 27	26		SASS JORDAN/Make You A Believer (Impact) MITCH MALLOY/Anything At All (RCA)	84 +/15	8+	<b>46</b> +
	20	45	36	28		78 - /0	12 =	50 =
	37	34	32	Ä		79+/15	10+	43+
	40	38	33	Ā		77+/6 85+/6	9+ 2	46+ 25 ·
		57	40	ð		85+/8 79+/28	2- 6+	25+
	_	_	45	32	BRUCE SPRINGSTEEN/Roll Of The Dice (Columbia)	66+/33	7+	32 + 42 +
	36	31	29	33		75 - /0	8=	36+
	17	15	16	34	LITTLE VILLAGE/She Runs Hot (Reprise)	54-/0	15-	30 -
	50	43	39	35	MATTHEW SWEET/Girlfriend (700) *Keeps build due to	52+/8	10+	29+
	5	7	18	36	BRUCE SPRINGSTEEN/Better Days (Columbia)	51 - /0	14 -	25 -
	_		52		OUTFIELD/Closer To Me (MCA)	52+/17	6+	<b>30</b> +
	56	49	41		CURE/High (Fiction/Elektra)	55+/4	3+	23+
	_	_	46		PEARL JAM/Even Flow (Epic Associated)	53+/14	3=	14+
	_	52	44		BLACK SABBATH/Time Machine (Reprise)	52+/8	3=	<b>9</b> =
		17	30		QUEENSRYCHE/Anybody Listening? (EMI/ERG)	37-/0	17 -	11 -
	22		38	42	STEVIE RAY VAUGHAN & DOUBLE, TROUBLE/Empty Arms (Epic)		17=	9-
r	23 DEB	_	31	43	GENESIS/Jesus He Knows Me (Atlantic)	36 - /0	15 -	18-
L			_	Ä	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Little Wing (Epic) LOVE ON ICE/Don't Leave Me (Interscope)	43+/33	2+	<b>29</b> +
					BONNIE RAITT/Not The Only One (Capitol)	44 + /6	0=	16+
		51	47 58		BRUCE SPRINGSTEEN/57 Channels (And Nothin' On) (Columbia)	39+/4 22 - /12	6=	24+
	15	24			L.A. GUNS/It's Over Now (Polydor/PLG)	32+/13 36-/0	4 = 0	18 + 1 0
			53		SOUNDGARDEN/Rusty Cage (A&M)	38-/0 48+/6	8 - 1 =	18 - 4 +
		_	56		STAGE DOLLS/Love Don't Bother Me (Polydor/PLG)	43 +/0 42 +/12	0 =	4+ 14+
	_	_	57		ASPHALT BALLET/Tuesday's Rain (Virgin)	35+/7	1 =	6+
	38	37	37		SHOTGUN MESSIAH/Heartbreak Blvd. (Relativity)	35 - /1	5-	11 -
	31	39	43		PEARL JAM/Alive (Epic Associated)	22-/0	9-	10+
	16	25	42	54	JOHN MELLENCAMP/Again Tonight (Mercury)	23-/0	10-	8-
	DEBI	JT			DEF LEPPARD/Stand Up (Kick Love Into Motion) (Mercury)	24+/13	6+	<b>9</b> +
	-		60	63	BRUCE SPRINGSTEEN/All Or Nothin' At All (Columbia)	26+/10	4+	13+
	DEB				LEON RUSSELL/No Man's Land (Virgin)	27+/24	3+	16+
ļ					EDDIE MONEY/Another Nice Day In L.A. (Columbia)	30 + /8	2 =	13+
L	DEB		5	69 60	DELBERT McCLINTON/Every Time I Roll The Dice (Curb)	32 +/20	1 =	15+
L	510	<u>v</u> 1		w.	DEF LEPPARD/Heaven Is (Mercury)	21+/11	1 =	13+



**RED HOT CHILI PEPPERS** Under The Bridge (WB) 71% of our reporters on it.





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# NEW ROCK

NATIONAL AIRPLAY®

LWI TW		21	WWCD/Columbus (614) 444-9923 Teuber/Thompson	IAN MECULLOCH TRACKER HAPPYHEAD E SIDE	KITS/San Francisco (415) 512-1053 Richard Sands	TEENAGE FANCLU THEY MIGHT BE TEARS FOR FEAR TSH
CURE/High (Track) (Fiction/Elektra)		LISTS	Heavy BRUCE SPRINGSTEEN	JAMES PETER MURPHY RED HOT CHILL PEP	Heavy	E 9ED HOT CHILI PETER CASE MC 9 XOFT JESUS
2 2 SUGARCUBES/Slick Around For Joy (Elektra)			CHURCH CONCRETE BLONDE DAVID BYRNE	SARAH MCLACHLAN Medium APGHAN WHIGS PETER CASE	12 NIRVANA JAMES	<pre>#ATERLILLIES "URVE ENSELESS THING</pre>
3 3 U2/Achtung Baby (Island/PLG)	WFNX/Boston	WBRU/Providence	FRIC CLAPTON MATTHEW SWEET MELISSA FTHERIOGE	ROLLINS BAND COWBOY JUNKIES	TAN MCCULLOCH THARLATANS U.K.	a SOUP DRAGONS FETER MUPPHY PUBLIC IMAGE L
4 4 SARAH McLACHLAN/Solace (Nettwerk/Arista)	(617) 595-6200 Kurt St. Thomas	(401) 272-9550 Michael Osborne	MELISSA ETHERIDGE RED HOT CHILI POP SABAH MCLACHLAN SUGARCUBES	HEAL PEOPLE TAH WOBBLE'S INVA MIRACLE LEGION	"HURCH HAPPYHEAD JAVID BYRNE "RACKER	RFAL PEOPLE
<ul> <li>IAN MCCULLOCH/Mysterio (Sire/Reprise)</li> <li>DAVID BYRNE/Uh-Oh (Luaka Bop/Sire/WB)</li> </ul>	Heavy	Heavy	112 Hedium BRUCE COCKBURN	JURVE JAZZ BUTCHER JESUS & MARY CHAI	a SPENT POETS	a DAAMABAMA a BEAUTIFUL SOUTH a YOTHU YINDI
7 7 CONCRETE BLONDE/Walking In London (IRS)	JURE MIGHTY MIGHTY BOS	U2 RED HOT CHILI PEP MATTHEW SWFET	a BRUCE SPRINGSTEEN COWBOY JUNKIES	TFENAGE FANCLUB ORIGIN WATEBLILLIES	SARAH MCLAUHLAN DE	a dig cap
6 8 CHURCH/Priest = Aura (Arista)	UBACKER NIRVANA S%GARCUBES	SOCIAL DISTORTION SUGARCUBES	CRASH TEST DUMMIE CURF CRACKER	CAVEDOGS GHOST OF AN AMERI VENSELESS THINGS		
JAMES/Seven (Fontana/Mercury)	U2 TEENAGE FANCLUB CLIFFS OF DOONEEN	FEARL JAM SARAH MCLACHLAN CURE	DEVONSQUARE E FVYA	THEY MIGHT BE GIA A HOWARD JONES		2
13 <b>W</b> RED HDT CHILI PEPPERS/Blood Sugar Sex Magik (WB)	LAN MCCULLOCH CONCRETE BLONDE TEARS FOR FEARS	LIVE CONCRETE BLONDE PUBLIC DMAGE LIMI	JARY MOORE HAPPYHEAD HOWARD JONES	a SOLF DRAGONS Light a MACHINES OF LOVIN		and the second second
14 <b>O CRACKER</b> /Cracker (Virgin)	MATTHEW SWEET CHURCH BLUB	HAPPYHEAD Medium TEENAGE FANCLUB	JOHN LEE HOOKER JOHN MELLENCAMP . ITTLE VILLAGE	# MACHINES OF LOVIN YOTHU YINDI A CHRIS MARS	ADDS &	HOTE
8 12 LIGHTNING SEEDS/Sense (MCA)	SARAH MCLACHLAN DAVID BYRNE	NIRVANA LIGHTNING SEEDS LUSH	LYLE LOVETT POI DOG PONDERING	KUKQ/Phoenix		
12 13 PUBLIC IMAGE LIMITED/That What Is Not (Virgin)	LIVE BEAL PEOPLE LUKA BLOOM	IAN MCCULLOCH JAMES	a TOAD THE WET SPRO TORI AMOS TEARS FOR FEARS	(602) 838-0400 Jonathan L. Rosen	WEQX/Albany	KNNC/Austin (512) 863-369
17 CHARLATANS U.K./Weirdo (Track) (Beggars Banquel/RCA) 15 NIRVANA/Nevermind (DGC)	JAH WOBBLE'S INVA TRIBE LUSH	CHURCH CURVE DAVID BYRNE	Light a K.D. LANG a LEON RUSSELL	Heavy	(802) 362-4800 McGuinn/Gray	Biff Raffe
13 HAPPYHEAD/Give Happyhead (Atco/EastWest)	CAVEDOGS PUBLIC IMAGE LIMI JAMES	RIDE CHARLATANS U.K. MIRACLE LEGION	a SEAL a SOPHIE B. HAWKINS	SOCIAL DISTORTION SUGARCUBES CURE	THEY MIGHT BE GIA CHRIS WHITLEY PETER MURPHY	SOUP DRAGONS TOAC THE WET SPI Hottest:
10 17 SOCIAL DISTORTION/Somewhere Between Heaven And Hell (Epic)	HAPPYHEAD CHARLATANS U.K.	SOPHIE B. HAWKINS PETER MURPHY MC 900FT JESUS	CIMX/Windsor-	NIRVANA RED HOT CHILI PEP	MIRACLE LEGION CHRIS MARS LEON RISSELL	CURE IAN MCCULLOCH NIRVANA
20 13 E/A Man Called E (Polydor/PLG)	Medium JUDYBATS ORIGIN	CRACKER E a SOUP DRACONS	Detroit (313) 961-9811	LIGHTNING SEEDS CONCRETE BLONDE REAL PEOPLE	Hottest: MATTHEN SWEET	SUGA ROUBES CHACKER
26 DETER MURPHY/The Sweetest Drop (Track) (Beggars Banquet/RCA)	PEARL JAM THEY MIGHT BE GIA COWBOY JUNKIES	a GHOST OF AN AMERI	(FROZEN)	SARAH MCLACHLAN DRAMARAMA	RED HOT CHILI PEP SPIN DOCTORS CURE	WVGO/Richm (804) 330-310
16 20 TEARS FDR FEARS/Tears Roll Down (Greatest Hits 82-92) (Fontana/Mercury)	SLONDIVE PIXIES JULES SHEAR	WHFS/Washington	Heavy U2	EAN MCCULLOCH E JAMES	MELISSA ETHERIDGE	Dal Hunter PETER HURPHY
19 21 LUSH/Spooky (4AD/Reprise)	RED HOT CHILI PEP GRAPES OF WRATH	(301) 306-0991 Robert Benjamin	CURE SARAH MCLACHLAN PEARL JAM	CRACKER CHURCH HAPPYHEAD	WHTG/Asbury Park (908) 542-1410	LYLE LOVETT LEON RUSSELL JAMES
23 29 RIDE/Going Blank Again (Sire/Reprise)	E LOU REED a SOUP DRAGONS PETTER MIREDUX	Heavy CURE	DAVID BYRNE RED HOT CHILI PEP SUGARCUBES	CHARLATANS U.K.	Butscher/Pinfield	JEFFREY GAINES Hottest: CURE
21 23 TEENAGE FANCLUB/Bandwagonesque (DGC) 24 29 THEY MIGHT BE GIANTS/Apollo 18 (Elektra)	a PETER MURPHY SOCIAL DISTORTION Light	E LIGHTWING SEEDS	SMITHEREENS CRURCH LIGHTNING SEEDS	TEARS FOR FEARS Medium PETER MURPHY	KHEDM STEVE WYNN	MELISSA ETHERIDO RED HOT CHILI PER
<ol> <li>24 29 THEY MIGHT BE GIANTS/Apollo 18 (Elektra)</li> <li>25 29 JAH WOBBLE'S INVADERS OF THE HEART/Rising Above Bedlam (Atlantic)</li> </ol>	△ CHRIS MARS a STEVE WYNN a HOWARD JONES	MIRACLE LEGION NIRVANA RED MOT CHILI PEP	NIBVANA SOCIAL DISTORTION	CUNVE BEAUTIFUL SOUTH MIRACLE LEGION	CHRIS MARS ARMY OF LOVERS YOUNG GODS	BRUCE SPRINCSTEEL CONCRETE FLONDE
30 <b>PETER CASE</b> /Six Pack Of Love (Geffen)	a DEAD MILKMEN a WATERLILLIES a LIGHTNING SEEDS	SOCIAL DISTORTION SUGARCUBES U2	IAN MCCULLOCH CONCRETE BLONDE TEARS FOR FEARS	ROLLINS BAND a TANITA TIKARAM GHOST OF AN AMERI	A HOUSE HUHAN DRAMA UNCLE GREEN	KBBT/Portiano (503) 222-1011
22 27 COWBOY JUNKIES/Black Eyed Man (RCA)		JAN WOBBLE'S INVA TORI ANDS DAVID BURNE	"Medium JAH WOBBLE'S INVA RIDE	a JESUS & MARY CHAI a SOUP DRAGORS a AFGHAN WHIGS	Hottest: CURE CRACKER	Michelle Dode
28 20 CURVE/Doppleganger (Charisma)	WDRE/Long Island (516) 832-9400	Medium PETER CASE	MATTHEW SWEET CHARLATANS U.K. HILT	a DEAD MILKMEN	PETER MURPHY RED HOT CHILI PEP	Hottest: SUGARCUBES TAN MCCULLOCH
29 😨 LIVE/Mental Jewelry (Radioactive)	Tom Calderone	CHARLATANS U.K. CHURCH CONCRETE BLONDE	TOH PETTY & THE H SEAL BIG AUDIO DYNAMIT	a CHRIS MARS a TEENAGE FANCLUB	WDOTAN	CURE HAPPYHEAL PUBLIC THAGE I IM
JT 🕨 😨 JESUS & MARY CHAIN/Honey's Dead (Def American/Reprise)	Heavy 72 RED HOT CHILL PEP	COMBOY JUNKIES CRACKER DRAMARAMA	TEENAGE FANCLUB TWENTY POUR GONE	KJJO/Minneepoils (612) 941-5774	WDST/Woodstock (914) 679-7266	KRZQ/Reno
	NIRVANA SUGARCUHES	HAPPYHEAD JAMES LITTLE VILLAGE JUDYBATS	JAMES NEIL YOUNG & CRAZ LUSH	Tony Powers	Jeanne Atwood POI DOG PONDERING	(702) 827-096 Biaze/Volume
	CURE LUSH PUBLIC IMAGE LIMI	JUDYBATS LUSH IAN MCCULLOCH	THEY MIGHT BE GIA PUBLIC IMAGE LIMI KERRI ANDERSON	iteavy U2	ZULU SPEAR CHRIS MARS TANITA TIKARAM	MIGHTY MIGHTY BOS INFECTIOUS GROOVE CHRIS MARS
	DAVID BYRNE CHARLATANS U.K. IAN MCCULLOCH	I AN ARUDILLOR SARAH MCLACHLAN PETER MURPHY CRCHESTRA JB	RRUCE COCKBURN CRACKER	SUGARCUBES SARAH MELACHLAN TAN MCCULLOCH	LEON RUSSELL STEVE WYNN JMCLE GREEN	CHRIS MARS SXIP DRAGONS Hottest:
New Rock chart information is reported by a carefully selected	HOWARD JONES MC GOOFT JESUS MEGA CITY FOUR	* /BLIC IMAGE LIMI MATTHEW SWEFT	E ROLLINS BAND SHOST OF AN AMERI	JAMES UHURCH	MICHELLE SHOCKED SOUP DRAGONS Hotcest:	CURE SOCIAL DISTORTION SUGARCUBES RED HOT CHILI PEP
group of radio's most musically adventurous stations.	JAMES SOCIAL DISTORTION	TEENAGE FANCLUB THEY MIGHT BE GIA YOTHU YINDI	LITTLE VILLAGE CONBOY JUNKIES BOOTSAUCE	CURE CRACKER DAVID BIRNE	SUGARCIBES DURE UIGHTNING SEEDS	RED HOT CHILI PEP CONCRETE BLONDE PETER MURPHY
MOST HOTTEST MOST	E CRACKER TEENAGE FANCLUB	Light A AFGHAN WHIGS A BEAUTIFUL SOUTH	TOM COCHRANE FETER MURPHY BEAUTIFUL SOUTH	CHARLATANS U.K. RED HOT CHILI PEP PUBLIC IMAGE LIMI	CLIGHTNING SEEDS CHARLATANS U.K. SOUP DRAGONS	KBAC/Santa F
ADDED RECUEST	CONCRETE BLONDE Medium SARAH MCLACHLAN	a BEAUTIFUL SOUTH a SDUP DRAGONS	PETER CASE Light	HAPPYHEAD E Medium	WOXY/Cincinnati (513) 523-4114	Albuquerqu (505) 471-7110
	COWBOY JUNKIES HAPPYHEAC WATERLILLIES	WXRT/Chicago	KDGE/Dallas	ORIGIN TEARS FOR FEARS CAVEDOGS	Phil Manning CHPIS MARS	BIII Evans TANITA TIKABAM SREGG ALEXANDER
	THEY MIGHT BE GIA JESUS & MARY CHAI CUNVE	(312) 777-1700 Norm Winer	(214) 580-9400 Larry Nielson	MIRACLE LEGION LIGHTNING SEEDS	SOUP LEAGONS BUDY COUNT	SOUP DRAGONS DEAD MILKMEN
SOUP DRAGDNS RED HOT CHILL PEPPERS RED HOT CHILL REDREPS	SENSELESS THINGS HIRACLE LEGION	Heavy U2	Heavy	NIRVANA CHICRETE BLONDE LUKA BLOOM	BIG CAR STEVE WYNN Rotlest:	CHRIS MARS STEVE WYNN Pottest:
CUDIC MADE HED HOT CHILL PEPPERS	REAL PEOPLE	LITTLE VILLAGE	VIRVANA	JESUS & MARY CHAY	CIBE	12
UNAUKER	RIDE BIG AUDIO DYNAMIT	DAVID BYRNE MELISSA ETHERIDGE	J2 PEARL JAM	LUSH PLEASURE THIEVES	RED HOT CHILI PEP CHARLATANS U.K.	LITTLE VILLAGE SURE
STEVE WYNN SUGARCUBES SUGARCUBES	BIG AUDIO DYNAMIY TRIBE TOPI AMOS PETER MURPHY	DAVID BYRNE MELISSA CTHERIDGE JAN MCCULLOCH LOU REED	J2 PEARL JAM MATTHEN SWEET JVE SUGARCUBES	LUSH PLEASURE THIEVES "OWBOY JUNKIES RIDE JAH WOBBLE'S INVA	BED HOT CHILI FEP CHARLATANS U.K. CRACKER TOGI AMDS	CURE
STEVE WYNN SUGARCUBES SUGARCUBES PETER MURPHY U2 TORI AMDS	BIG AUDIO DYNAMIY TRIBE TOPI ANDS PETER MURPHY LICHTNING SEEDS BEAUTIFUL SOUTH & SOUP DRAGONS	DAVID BYRNE MELISSA ETHERIDGE JAN MCCULLOCH LOU REED MIRVANA BRUCE SPRINGSTEEN CURE	12 PEARL JAM MATTHEN SWEET JUGARQUBES SOCTAL DISTORTION LIGHTNING SEEDS CONCRETE BLONDE	USH PLEASURE THIEVES "DWBOY JUNKIES RIDE JAH WOBBLE'S INVA BIG CAR PTER MURPHY THEY MIGHT BE GIA	CHARLATANS U.K. THACKER	CURE
STEVE WYNN SUGARCUBES SUGARCUBES	BIG AUDIO DYNAMIT TRIBE TOPI ANDS PETER MURPHY LIGHTMING SEEDS HEAUTEPUL SOUTH a SOUP PRACOMS a CHRIS MARS a LIVE CHRICO	DAVID SYNNE MEJISA ETVIENIDGE JAN NCCULLOCH UOV RED VISVANA BPYCE SPIINGSTEEN CURE CHARLATANS U.K. POL DOG POMDERING CONCRETE BLOMDE	J2 PEARL JAM MATTHON SWEET VE SUCIACUPES SUCIAL DISTORTION LIGHTNING SEEDS CONCRETE BLORDE CONCRETE BLORDE CHARLATAMS U.K. CHE	UUSH PLEASURE THIEVES "INBOY JUNKIES RIDE JAH WOBELR'S INVA BITCA FOR MUNT BE GIA JUNKIS MARS a SOMP PAROMS	CHARLATANS U.K. "RACKER TOYL AMOS	CURE
STEVE WYNN SUGARCUBES SUGARCUBES PETER MURPHY U2 TORI AMDS	BIG AUDIO DYNANT TRIBE TOPI AMDS PETER WJPHY LIGHTNING SEEDS BAUTELU SOUTH & GUP DRACMS & GHIS MAIS & THE SASE VETER GASE VETER GASE VETER GASE	DATED STARE MELISSA ETVERIDOE JAN HOCULLOCH LOU REDD MURE SPAINGSTEEN CURE CRAINER IN K. CURE CRAINER IN K. COMERCIES BADDELING DATERES MATTHEN SPEET SUGARDISES	12 PEAR, JAH MATTHEN SWEET TRE SUCKARCUBES SOCIAL DISTURTION LIDHTNING SEENS COMMETER SURVE WHETTANG U.K. SARAH MELACHLAN PED HOT CHILL PRP TEDNING FANCUB	LUSH PLEASHE THLEVES THEOL JUNKIES HAIT OBERTS INVA BID CAR FETER MURPHY THEY HIGHT BE GIA ZHAY & SAUP PRACENTION SOUP DRACENTION SOUP DRACENTION A TOWN THE MET SPRO	CHARATANS 9.X. RACCER TOYL ANDS	JURE HARCH POI DOG PONDERING
STEVE WYNN SUGARCUBES SUGARCUBES PETER MURPHY U2 TORI AMDS	BIG AUDIO DYNAMIT TRIBE TOPI ANDS PETER MURPHY LIGHTNING SEEDS BEAUTEPUL SOUTH & SOUP ORAGONS & COLF ORAGONS CRIRCH PETER CASE	NATE STARE MELISSA CTEREDOE LAN HOCULLOCH LAN HERD YIFWAMA TRASTERN CUPE CHARLATANS U.K. POI DOG NUDERING CONCRETE BLONDE JAMES MATTHEN SWEET SUGACHERD SUGACHERD A MALL BELD ESIC CLAPTOR	12 PEARL JAH MATTHON SWEET ITENDERS SCRIAL DISTURY LIGHTING SEEDS CONCRETE BLONGE CARLARS U.K. CUBE SARAH HILACILLA FENALE FAILLIB PSYNCE FAILLIB PSYNCE FAILLIB PSYNCE FAILLIB INFORMANIS	USM PLEASHE THIEVES "DWROT JUBRIES RIDE JAH #OBELE'S INVA EIG CAR FETER MURPHY THEY HOUT BE GIA 2 OUT PARAMES SOUT PARAMES SOUT PARAMES SOUT PARAMES	CHARLATANS U.K. "RACKER TOYL AMOS	JURE HARCH POI DOG PONDERING
STEVE WYNN SUGARCUBES SUGARCUBES PETER MURPHY U2 TORI AMDS	BIG AUDIO DYNANT TRIBE TOPI AMDS PETER WJPHY LIGHTNING SEEDS BAUTELU SOUTH & GUP DRACMS & GHIS MAIS & THE SASE VETER GASE VETER GASE VETER GASE	DAVID STARE MELISSA CTERIDOE 1AN MCDULLOCH 1AN MCDULLOCH 1AN MCDULLOCH 1AN MCDULCH WITH MC CURE CHREATING UK. POLIDO FONDERING COMMERCE BLONDE MATTER MC STANSSTER CHARLANS UK. CHARLANS BEEL CHARLANS BEEL CHARLANS MELLA CHARLANS AND STANSSTERN ENIC. CLAFTON ENIC. CLAFTON ENIC. CLAFTON ENIC. CLAFTON ENIC. CLAFTON ENIC. CLAFTON ENIC. CLAFTON ENIC. CLAFTON ENIC. CLAFTON	12 PEARL JAM MATTEND SWEET USTARACIDES SOCIAL DISTORTION LIGHTING SEEDS CONCRETE BLANDE CONCRETE BLANDE CONCRETE BLANDE CONCRETE BLANDE PECHOEPURAPUS PECHOEPURAPUS PECHOEPURAPUS PECHOEPURAPUS BLIC INAGE LIMI THEI MICHT RE GLA BLIC INAGE LIMI CHOICE RE CAN BLIC INAGE LIMI	LUSH PLEASHE THLEVES THE JUNKLES THE JUNKLES THE JUNKLES JAH OBERTS INVA BIO CAR PTER MORPHY THEY HOLT BE GIA JUNT NATES SOLIA DISTORTION LADIT TOAD THE MET SPRO & STOTE WINK SEALING LOUTH XTRA/San Diego	CHARATANS 9.X. RACCER TOYL ANDS	JURE HARCH POI DOG PONDERING
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STEVE WYNN PETER MURPHY U2 CHACKEH SUGARCUBES U2 TORI AMDS JAMES	BIG AUDIO DYNAMIT TRIBE TODEL MACS PETSLA MACS PETSLA MACS BEAUTIFAUL SOUTH BEAUTIFAUL SOUTH A SOUP PRACMS A CHRIS MARS A LIVE CHE N CHE N MARS MARS MARS MARS MARS MARS MARS MARS	PAVID STARE MELISA ETKENDE LA MEDULOCH VINAMA PHOLE SPINSTERN OURE SPINSTERN OURE THIS U.K. CHARTING PROBENUS CONCRETE BLOODE JONES MATTERN SWEET SIGNACIES MATTERN SWEET SIGNACIES MATTERN SWEET SIGNACIES MATTERN SWEET SIGNACIES MATTERN SWEET VICTOR PREAS VICTOR PROBENS VICTOR PROS VICTOR PROS VICTOR VICTOR PROS VICTOR	12 PEARL JAM MICHA SWEET SUCARADRES SOCIAL DISTORTION LIGHTING SEEDS CONCRETE BLONGE SAMAH MCLACHLAN RET HOT CHILL PRP TERNAGE FANCLAGH NET HOT CHILL PRP TERNAGE FANCLAGH ORIGIN FOR CHILL PRP TERNAGE FANCLAGH CALCOCK AN HOLILICH CALCOCK SAMA MICHAELACHLAN CONCILLOCH CALCOCK SAMA MICHAELACHLAN SAMAN	LUSH "LEAKNE THIEVES "LISH UNKIES "FIGE UNKIES UAH JOBEL'S INVA BIG CAR PTEE MORPHY THEVE OF BE GIAL SAUD PRACONS SOLIA DISTORTION A UDAL THE MET SPRO 4 TOAL THE MET SPRO 5 STORE JUSTORTION 2 STORE JUSTORTION 5 STORE JUSTORTION 5 STORE JUSTORTION 5 STORE JUSTORTION 5 STORE JUSTORTION 5 STORE JUSTORTION 5 STORE JUSTORTION 1	CHARATANS 9.X. NACCES TOLLADS	URE DARCH RUI DOG FONDERING RUI DOG FONDERING RUINE RUINE RUINE RUINE RUINE RUINE RUINE RUINE RUINE RUINE RUINE RUINE
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STEVE WYNN PETER MURPHY SUGARCUBES U2 CHACKEH SUGARCUBES TORIAMDS JAMES CHARCES INCLUDE: FROIVI HIS DEBUT SOLO RELEASE IDRSESHOES AND FROIVI HIS DEBUT SOLO RELEASE IDRSESHOES AND AND GRENAD NUY POPULAR EPS INCLUDE: INX WOXY ORE KR2Q JO KBAC CL WBNY KQ KACV GX WRAS ITG WFIT IST KUNV Most Added	BIG AUGO DYNAHT TRIBE TOY NA PAPIY LIGHT AUPHY BEATTARUE STORE BEATTARUE STORE BEATTARUE STORE BEATTARUE STORE BEATTARUE BEATTARUE CORRECT CORRECT BEATTARUE	NATE STARE MELTSA ETVENTOR LA RECOLLOCH VARIANA PURCE SPILASSTERM CURE CURE CURE CURE CURE CURE CURE CURE	μ2         PEARL JAM         PARLA JAM         PARLA JAM         PARLA JAM         PARLA JAM         SECIAL DISTURTION         LIGHTMIK SEEDS         CONCRTE BLONDE	LUSS PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES SOLID LISTOTICS CHAIN MARS SOLID SUBJECT TO THE HET SAND STORE THE HET SAND STORE THIN BEAUTIFUL SOLTH THE HET SAND STORE THIN BEAUTIFUL SOLTH THE AUGUST PLEASANE PLEAS	CHARLY TAIS 2.X. TACCER TOSI ANS CONTACT ACCER ACCOST ACCOST ACCES ACCOST ACCES ACCOST ACCES ACCOST ACCES ACCOST ACCES	ARE BUSINESS OF PORDERING PARTY OF PORDERING COMPANY OF PORDERIN
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STEVE WYNN PETER MURPHY SUGARCUBES U2 SIGARCUBES U2 SIGARCUBES U2 SIGARCUBES U2 SIGARCUBES U2 SIGARCUBES U2 SIGARCUBES U2 SIGARCUBES U2 SIGARCUBES U2 SIGARCUBES U2 SIGARCUBES U2 SIGARCUBES U2 SIGARCU U2 SIGARCUBES U2 SIGARCU U2 SIGARCUBES U2 SIGARCUBES SIGARCU U2 SIGARCUBES SIGARCU U2 SIGARCUBES SIGARCU U2 SIGARCUBES	BIG AUGO DYNAHT TRIBE TOY NA PAPIY LIGHT AUPHY BEATTARUE STORE BEATTARUE STORE BEATTARUE STORE BEATTARUE STORE BEATTARUE BEATTARUE CORRECT CORRECT BEATTARUE	NATD STARE MELISA ETKENDE LIA KCRLLOH WINANA BYRUE SPILASTERN OWE SPILASTERN OWE MAN A WINANA BYRUE SPILASTERN OWE SPILE CONCERTE BLONG DUMOS CONCERTE BLONG DUMOS PRICE CLAPTON PRICE CLAPTON PRICE CLAPTON PRICE SPILASTERN OWENES FARST POP FEAS STARESTERN THAN STOP FEAS STARESTERN THE MOOT STARESTERN THE MOOT STARESTERN THE MOOT STARESTERN THE MOOT STARESTERN STA	J2 PEARL JAM MATERIA JAM MATERIA JAM STATUS SEETS CONCRETE BLONDERS SOCIAL DISTORTION LIGHTING SEEDS CONCRETE BLONDE DIE AND AND AND AND AND STATUS JAMES CONCRETE BLONDE DIE AND AND AND AND AND STATUS JAMES AND AND AND STATUS JAMES AND AND AND STATUS JAMES AND AND AND STATUS JAMES AND	LUSS PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES PLEASANE THEVES ALL DISTORTION A TORE THE ATT SAND A CHRIST MARS A CHRIST A CHR	CHARLY TAIS 2.X. ACCES TORI ANS WBNY/Buffaic (716) 878-3080 Mile Parish YONG COS LST PACE STATUSEN WINY/Buffaic (716) 878-3080 Mile Parish YONG COS LST PACE STATUSEN WORK COS STATUSEN PACE STATUSEN WORK COS STATUSEN WARNA WINI INFO PACE STATUSEN WXPN/Philadelphia (215) 889-6677 Michael Morrison WEY/INSE WXPN/Philadelphia (215) 889-6677 Michael Morrison WEY/INSE WEEK/Rochester (716) 381-4353 Andrew Chinnici PROTI LIGHT LIGHT WEEK/Rochester (716) 381-4353 Andrew Chinnici PROTI LIGHT LIGHT STATUS K. KACV/Amarillo (806) 371-5227 Jamey Karr PROTI LIGHT SZ Current Reporter 28 Current Papilists Calied In Frozen Place Did Not Report, Place	CURE CURE CURE CURE CURE CURE CURE CURE

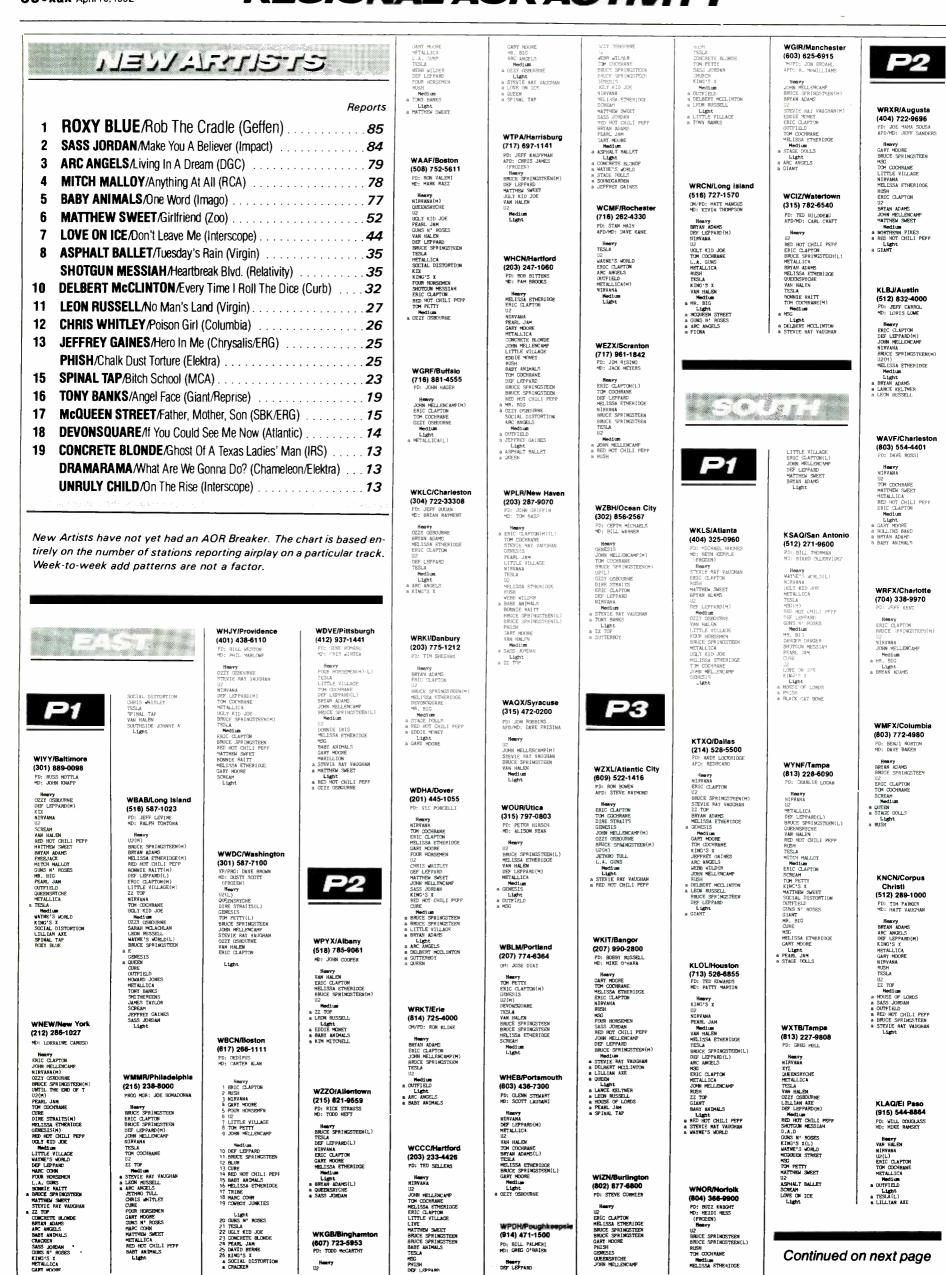
# SOGIAL DISTORTION COLD FREENING

ANDTHER FUCKING SMASE.



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# **REGIONAL AOR ACTIVITY**



PD: BILL PALMERI MD: GREG O'BRIEN

Heavy DEF LEPPARD

Heavy

BRUCE SPRINGSTEE RUSH TOM COCHRANE Modium MELLISSA ETHERIDO

Continued on next page

# **REGIONAL AOR ACTIVITY**

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SOUTH Continued)	BRICE SPRINGSTEEN(M) Hedium Light a WAINE'S WORLD	U2 MELLSSA ETHERIDGE ERIC CLAPTON Medium Light JESE STRANGE	WWWV/Charlottes- ville (804) 971-4057 PD: VINNE KICS	a ZZ TOP a RED HOT CHILI PEPP Light a ROX" BLUE	MST GUNS N' ROSES MELISSA ETHERIDGE RED HOT CHILI PEPH MATTHEN SWEET METALUCA	HAPPY RHODES HOWARD JONES JAMES REYNE JEFFREY GAINES JOUN PRIME JULES SHEAR	a BUTFIELD Light a MR. BIG a ROXY BLUE a LIVE	a HOUSE OF LORDS a FIONA a DELBERT MCCLINTON a CONTFIELD a TONY BANKS a TESLA	P3
/RCQ/Fayetteville	WKQQ/Lexington	a QUEEN	MD: DEBBIE GILBERT Heavy VAN HALEN BRYAN ADAMS BRUCE SPRINGSTEEN(M)	WKZQ/Myrtle Beach (803) 448-4739 PD/ND: JOHNNY DIAZ	ERIC CLAPTON RUSH KING'S X U2 BRUCE SPRINGSTEEN(M GART MOORE	HATTHEN SWEET POI DOG PONDERLNG RICK VLTU STEVIF RAY VAUGHAN TEXAS TOAD THE MET SPROC	WAZU/Dayton	a GUN	KRNA/Cedar Rap
19) 484-2107	(606) 252-6694 PD: PETER DELLORO	(601) 982-1067 PD: DRU LABORDE	BRUCE SPRINGSTEEN(M) ERIC CLAPTON LITTLE VILLAGE	Harvy TESLA FOUR HORSEMEN	SASS JORDAN JOHN MELLENCAMP DEF LEPPARD	U2 ERIC CLAPTON WARREN ZEVON	(5t3) 223-9445 APD/MD: BRAD HARDIN	WWCT/Peoria (309) 674-2000	(319) 351-9300 PD: MARK VMS MD: ROGEN THE LODGER
: ED MCCONBGHY Heavy UR HORSEMEN	MD: TONY TILFORD Heavy U2(M)	MD: PAM RIVERS Hoavy DEF LEPPARD	MELISSA ETHERIDGE TOM COCHRANE U2 BONNIE RAITT	NIRVANA TUM COCHRANE MR. BIG BRYAN ADAMS	Medium Light a VINNIF MOORE a WEBB WILDER	PETER CASE Light a KERRI ANDERSON	Heavy DEF LEPPARD METALLICA	PD: RICK HIRSCHMANN MD: JAMIE MARKLEY Hemvy	Heavy BRUCE SPR DIGSTEEN
UR HURSEMEN REAM G SLA	U2(H) TESLA JOHN MELLENCAMP(L) RUSH(L)	U2 MELISSA ETHERIDGE TOM COCHRANE	BOWNLE KALTT SMITHEREDENS RUSH JOHN MELLENCAMP	VAN HALEN SCREAM	a DELBERT MCCLINTON a NORTHERN PIKES		NIRVANA TESLA UGLY KID JOE	BRYAN ADAMS SMITHEREERS TOM COCHRANE	U2 BRYAN ADAMS NIRVANA
M COCHRANF NG'S X	JENESIS(M) ERIC CLAPTON METALLICA	BRUCE SPRINGSTEEN Nedium Light	TOM PETTY Medium a LEON RUSSELL				L.A. GUNS MSG QUEENSRYCHE RED HOT CHI',I PEPP	U2 DEF LEPPARD VAN HALEN	MR. BIG TESLA METALLICA VAN HALEN
SH RVANA RY MOORE	NIRVANA BRUCE SPRINGSTEEN(L) Hedium Light	a PEART, JAM a CRACKER a STEVIE RAY VAUGHAN a LEON RUSSELL,	Light a DELBERT MCCLINTON			KSHE/St. Louis	SHOTGUN MESSIAH U2 VAN HALEN(M)	ERIC CLAPTON BRUCE SPRINGSTEEN(M) Hedium a PONNIE RAITT	MELISSA ETHERIDGE TOM COCHRANE DEF LEPPAND
HN MELLENCAMP IC CLAPTON F LEPPARD LISSA ETHERIDGE	a BLACK CAT BONE(L)	a DELEGRT MCCLINTON a LILLIAN AXE a ASPHALT BALLFT				(314) 621-0095 PD: JIM OWEN APD: AL HOFER	Medium a PEARL JAM Light	Light	GARY MOORI KING'S X Medium
Medium Light NCE SPRINGSTREN		WRDU/Raleigh	WVRK/Columbus (404) 576-3000			Heavy JOHN MELLENCAMP(M) U2(M)			a JOHN HELLZNCAMP a RED HOT CILL PEPP Light a GUN
ITHEN SAFET	KMJX/Little Rock (501) 224-6500	(919) 876-1061 PD: BOB WALTON	PD: TODD HOLMAN MD: BRIAN GREATHOUSE			METALLICA(M) UGLY KIO JOE OZZY OSBOURNE	KGGO/Des Moines	WAOR/South Bend (616) 683-6123	a GUN a ARC ANGELS a LANCE KELITNER a EDDIE MONEY
	PD: TOM WOOD MD: DAVID A. ROSS Heavy	HD: TOM GUILD Heavy	Heavy BRYAN ADAMS ERIC CLAPTON			Medium Stevie Ray Vaughan Queensryche	(515) 265-6181 PD: PHIL WILSON MD: JACK EMERSON	PD: JOHN VANCE OM/MD: SUE FREY Heavy	
RXK/Ft. Myers 13) 332-3696	TESLA NIHVANA U2	NIRVANA FOUR HORSEMEN TOM COCHRANE MELISSA FIMERIDGE	DEF LEPPARD OZZY OSBOURNE U2 UGLY KID JOE	a hard and hard a		VAN HALEN MELISSA ETHERIDGE NIRVANA TOM COCHRANE	Heavy BRUCE SPRINCSTEEN(M)	ERIC CLAPTON(L) TOM COCHRANE DEF LEPPARD	
: STEVE DOWNES : ARVETTE	DEF LEPPARD ERIC CLAPTON TOM COCHRANE	RUSH U2 ERIC CLAPTON	Medium Light			RICK VITO GARY MOORE RUSH	VAN HALEN ERIC (CLAPTON U2 Medium	METALLICA GARY MOORE U2	WZNF/Champai (217) 367-1195
Heavy RVANA UCE SPRINGSTEEN(M)	MFTALLICA GARY MOORE JOHN MELLENCAMP KING'S X	BRUCE SPRINGSTEEN(L) DEF LEPPARD a JOHN MELLENCAMP			a RED HOT CHILI PEPP Light	DEF LEPPARD(L) MSC Light	Light B GIANT	VAN HALEN BRUCE SPRINGSTEEN(L) Modium	PD- GREG FARBER APD/MD: KEN DAVIS
TALLICA F LEPPARD LISSA ETHERIDDE	RED HOT CHILL PEPP GUNS Nº ROSES MELISSA ETHERIDGE	Medium Light a LEON RUSSELL	KKEG/Fayetteville (501) 521-5566	$P_{1}$	a ARC ANGELS a STAGE DOLLS	a RED HOT CHILI PEPP		a DELBERT MCCLINTON(L) a OUTFIELD a LEON RUSSELL Light	HORVY DEF LEPHARD NIRVANA
ISLA RIC CLAPTON	Medium a MATTHEN SWEET a STEVIF RAY VAUGHAN	a MATTHEW SWEET a ROXY BLUF	PD: DAVE JACKSON Heevy Van Halen		WRIF/Detroit			a ARC AMGELS a HOUSE OF LORDS	BRUCE SPRINGSTEEN METALLICA Medium
RYAN ADAMS DHN MELLENCAMP RY MOORE Medium	a LEON RUSSELL Light a SOUNDGARDEN a STAGE DOLLS	WRXL/Richmond	VAN HALEN NERVANA TESLA BRICE SPRINGSTEEN	WWBZ/Chicago	(313) 827-9505 PT: JIM PEMBERTON MD: STEVE KOSTAN		WXKE/Ft. Wayne (219) 484-0580 PD: RICK WEST		a AFC ANGELS a EDDIE MONEY Light a SCINDGARDEN
EVIE RAY VAUTHAN Light ISS JORDAN	a CANCE KELTNER	(804) 756-6400 PD: BILL POGH MD: PAUL SHIGRUE	U2 LITTLE VILLAGE BRYAN ADAMS	(312) 861-8100 VP/PROG: JOHN EDWARDS APD/ND: KEVIN LEWIS	Heavy BRUCE SPRINGSTEEM(L) NIRVANA		Heavy ERIC CLAPTON	KXUS/Springfield (417) 831-9700	Second and American
YNE'S WORLD		(FROZEN) Heavy TOM PETTY(M)	ERIC CLAPTON DEF LEPPARD BABY ANIMALS	Heavy DEF LEPPARD	U2 ERIC CLAPTON JOHN MELLENCAMP	D0	DEF LEPPARD U2 NIRVANA	PD: T.K.O. GRADY MD: KRIS LINDSAY	
	WQMF/Louisville (502) 896-4400	STEVIE RAY VAUGHAN ERIC CLAPTON BRUCE SPRINGSTEEN(M)	Medium a ARC ANGELS a TOM PETTY a GIANT	GLANT GUN HOUSE OF LORDS	DEF LEPPARD(L) TOM COCHRANE TESLA		JOHN MELLENCAMP TOM PETTY Medium	Heavy BRYAN ADAMS DEF LEPPARD(%) NIRVANA	KFMZ/Columbia (314) 874-3000
ZZR/Ft. Pierce, FL 07) 335-9300	OM: BILL MAY MD: DUKF MEYER Heavy	CHRIS WHITLEY LITTLE VILLAGE U2 SMITHEREENS	Light a SOCIAL DISTORTION a RED HOT CHILI PEPP	a JESSE STRANGE a LIXX ARRAY L A. GUNS METALLICA	Medium BRYAN ADAMS GARY MOORE MELISSA ETHERIDDE		Light a OUTFIELD a QUEEN	NIRVANA BRUCE SPRINGSTEEN(M) U2 TOM COCHRANE	PD: CHEIS KELLOOG APD: SHAN MICHAELS
D: RICH DICKERSON D: MIRE LEF	TESLA ERIC CLAPTON METALLICA	DEF LEPPARD TOM COCHRANE JOHN MELLENCAMP	a CURE	MITCH MALLOY M3G NIRVANA	GUNS N° ROSES FOUR HORSEMEN LAW	WONE/Akron	WKLQ/Grand Rapids	KING'S X TESLA UGLY KID JOE	Heavs MELLISSA ETHERIDGE U2 0727 OSROURNE
ABY AN DEALS ILLIAN AXE DXY BUUE	JOHN MELLENCAMP(H) U2(M) DENESIS	Medium Light	KZKZ/Ft. Smith (501) 646-6700	OZZY OSBOURNE TESLA UELY KID JOE	RUSH SHOTGUN MESSIAH a 72 TOP Light	(216) 869-9800 PD: HARVE ALAN APD/MD: J.D.	(616) 774-8461 PD: TOM MARSHALL	VAN HALEN Medium a MR. BIG a JOHN MELLENCAMP	BRUCE BPRINGSTEEN L.A. GIRNS SMITHEREENS
ARC HONILLA IRULY CHILD LANT	PEARL JAM NIRVANA BRUCE SPAINGSTEEN(M) DEF LEPPARD(M)(L)	WROV/Roanoke	PD: MARK MORGAN Heavy	UNRULY CHILD	Light a RED HOT CHILT PEPP	Hemvy U2 BRUCE SPRINGSTEEN(M)	APD/MD: MIKE TINNES Heavy DEF LEPPARD(M)	a JOHN MELLENCAMP Light a LOVE ON ICE a RED HOT CHILI PEPP	TOM COETHRANE MITCH MALLOY Nedlan
E' LEPPARD ITCH MALLOY ARY MOORE	BEF LEPPARD(M)(L) Hedium a HRUCE SPRINGSTEEN a HELISSA ETHERIOGE	(703) 343-4444 PD: MIKE BELL	METALLICA TESLA GARY MOORE	WLUP/Chicago		BRUCE SPRINGSTEEN(M) BRYAN ADAMS UGLY KID JOE DEF LEPPARD	DEF LEPPARD(M) NIRVANA U2 VAN HALEN		a DELBEFT MCCLINTON Light a ASPHALF BALLET
TTFLELD JSH ICHLE SAMBURA RUCF SPRINGSTEEN	Light a ARC ANGELS	APD/MD: ELLEN FLAHERTY Heavy	MELISSA ETHERIDÆ TOM COCHANE ERIC (LAPTON	(312) 440-5270 PD: RICK BALIS	WLLZ/Detroit (313) 855-5100	OZZY OSBOURNE NIRVANA VAN HALEN	MELLISSA ETHERIDGE FOUR HORSEMEN METALLICA		a PEARL JAM
2 ETALLICA ESIA		TOM COCHRANE GARY MOORE JOHN MELLENCAMP BRUCE SPRINGSTEEN(M)	KING'S X JOHN MELLENCAMP ARC ANGELS	MD: DAVE BENSON Heavy JOHN MELLENCAMP	PD: CHUCK SANTORI Heavy	TOM COCHRANE TOM PETTY METALLICA	MSC QUEENSRYCHE RUSH	WIOT/Toledo (419) 248-3377	KQDS/Duluth
Medium RYAN ADAMS ED HOT CHILI PEPP	WKDF/Nashville	MELISSA ETHERIDGE ERIC CLAPTON U2	RABY ANIMALS Medium a STEVIE RAY VANGHAN a MR. BTG	U2 SRIC CLAPTON(M) STEVIE RAY VAUGHAN	OZZY OSBOURNE VAN HALEN BRUCE SPRINGSTEEN(M	L.A. GURS MITCH MALLOY RUSH GIANT	BRUCE SPRINGSTEEN(M) TESLA Medium	PD: LYN CASYE MD: MICHAEL YOUNG	(218) 728-6421 APD/MG: MARK OLSON
TFVIS HAY VAUGHAN Light TAGE POLLS HIGH	(615) 244-9532	Hedium a DELBERT MCCLINTON a RED HOT CHILI PEPP Light	a MR. BIG a LEON RUSSELL Light a NORTHERN PIKES	BRUCE SPRINGSTEEN(M) Medium TOM COCHHANE	U2 Medium LITTLE VILLAGE	TESLA MR. BIG ERIC CLAPTON(M)	Light a ARC ANGELS a SASS JORDAN a LOVE ON ICE	Heavy DEF LEPPARD(M) JOHN MELLENCAMP	Honvey BRUCE 'SPRINGSTEEN BRUCE 'SPRINGSTEEN
alik Toxic	MEI: JOHN NAGARYA <b>Heavy</b>	Lignt	a ASPHALT RALLET a DELBERT MCCLINTON	MELISSA ETHERIDGE BRYAN ADAMS GARY MOORE SASS JORDAN	TOM COCHRANE GARY MOORE NIRVANA MELISSA ETHERIDGE	a RED HOT CHILI PEPP a JOHN MELLENCAMP Heddum		NIRVANA 112 Van Haj En	NIRVADA U2 GUNS N' ROSES JOHN NELLENCAMP
	BRYAN ADAMS JOHN MELLENCAMP(M DEF LEPPARD(L) GENESIS	KTAL/Shreveport	WRUF/Gainesville	SHOS JUNDAR	SASS JORDAN RUSH DEF LEPPARD	Light		Hedium a MR. BIG • Light a SOCIAL DISTORTION	DEF LEPPARD VAN HOLEN ZZ TOR
VROQ/Greenville 803) 242-0101	NTRJANA UZZY OSBOURNE QUEENSRYCHE	(318) 425-2422 PD: JOHN SHERMAN MD: TOM MICHAELS	(904) 392-0771 PD: HARRY GUSCOTT	WEBN/Cincinnati	TOM PETTY JOHN MEULENCAM <sup>®</sup> UAYNE''S WORLD		WIBA/Madison (608) 274-5450		Medium Light
D: LEE ROGERS D: BILL WALKER Heavy	UP(M) VAN HALEN(M) STEVIE RAY VAUCHAN(M) <b>Medium</b>	Heavy BRYAN ADAMS	MD: KRISTI CLARK Heavy	(513) 621-9326 PD: TOM OWERS	ERIC CLAPTON a RED HOT CHILI PEPP Light a GIANT	WiQB/Ann Arbor (313) 662-2881	PD: VAN EDWARDS MD: JACK MITCHELL		
GLY KID JOE RUCF JPRINGSTEFN 20M)	a MATTHEW SWEET Light a GUNS N' ROSES	L.A. GUNS STEVIE RAY VAUGHAN GUNS N° ROSES	BRUCE SPRINGSTEEN(M)(L DEF LEPPARD NIRVANA	MD: TONY TOLLIVER Heavy	a ARC ANGELS	PD: JOE URBIEL MD: REID PAXTON Heavy	Heavy TOM COCHANE BRUCE SPRINGSTEEN(L) U2(M)	KMOD/Tuisa (918) 664-2810	KQWB/Fargo (218) 236-7900
AN HALEN AN MORRISON IRYAN ADAMS OM COCHRANE	a KING'S X	MSG MR. BIG QUEENSRYCHE NIEVANA	VAN HALEN ERIC CLAPTON TOM COCHRANE	ERIC CLAPTON U2 METALLICA JOHN MELLENCAMP(M)		VAN HALEN NIRVANA BRYAN ADAMS	STEVIE RAY VAUGHAN VAN HALEN Medium	PD: PHIL STONE MD: PAUL WELCH	OM: MARK NICHOLLS MD: TY BANKS
ARY MOORF OM PETTY IELISSA STHERIDGE		U2(M) BRUCE SPRINGSTEEN FOUR HORSEMEN	Medium Light a PEARL JAM a SASS JORDAN	TESLA DEF LEPPARD(M)(L) OZZY OSBOURNE		BRUCE SPRINGSTEEN(L) TOM COCHRANE MELISSA ETHERIDGE	Light a TOM PETTY	Heavy ERIC CLAPTON LEON RUSSELL	Henvy METALLICA DEF LEPPARD
RIJ CLAPTON(M) ED HOT CHILI PEPP TEVIE HAY VAUGHAN(M)	WQBZ/Macon	TESLA METALLICA GENESIS ERIC CLAPTON	a ARC ANGELS a DELBERT MCCLINTON	GENESIS(M) BRUCE SPRINGSTEEN(L) Hedium BRUCE SPRINGSTEEN(L)	WFBQ/indianapolis	TESLA DEF LEPPARD U2 METALLICA		BRUCE SPRINGSTEEN BRUCE SPRINGSTEEN TOM PETTY	TOM COCHRANE GARY MOORE MELLISSA ETHERIDGE
USP(M) ITTLE VILLAGE Medium ATTMEM SWEET(L)	(912) 781-6558 PD: NATHAN HALE	DEF LEPPARD RED HOT CHILI PEPP Medium		PEARL JAM RUSH NIRVANA	(317) 257-7565 OM/PD: MARTY BENDER MD: ACE COSBY	Medium a MR. BIG Light	WQFM/Milwaukee (414) 276-2040	Medium a RUSH Light	Hedium a TONY BANKS a BRUCE SPRINGSTEEN
Light OCIAL DISTORTION LACK DAT HONE	Heavy DEF LEPPARD(M) BRUCE SPRINGSTEEN(M)	a KING'S X	KFMX/Lubbock (806) 747-1224	D.A.D VAN HALEN Light	Heavy DEF LEPPARD(L)		PD: J.T. STEVENS MD: JOHN MORRILL		a LEON RUSSELL a BONNIE RAITT a TESHA
	U2 NIRVANA BRYAN ADAMS VAN HALEN		PD: WES NESSMAN MD: KID MANNING		U2 TOM COCHRANE JOHN MELLENCAMP(L)		Heavy BRYAN ADAMS(L) ERIC CLAPTON(L)	KRZZ/Wichita	Laght a MR. BIG a ARC ANGELS a WAYNE'S WORLD
/TKX/Pensacola	TESLA TOM COCHRANE UCLY KID JOE	P3	Heavy ERIC CLAPTON DEF LEPPARD	WMMS/Cleveland	TESLA NIRVANA OZZY OSBOURNE BRUCE SPRINGSTEEN	WAPL/Appleton- Green Bay	DEF LEPPARD BRUCE SPRINGSTEEN U2(L) Mediuss	(316) 832-9600 PD: SHERMAN COHEN	
04) 438-7543 D: MIKE ONDAYKO	METALLICA Medium a RED HOT CHILI PEPP a JOHN MELLIENCAMP		MELISSA ETHERIDGE JOHN MELLENCAMP NIRVANA BRUCE SPRINGSTEEN	(216) 781-9667 PD: MICHAEL LUCZAK MD: BRAD HANSON	TOM PETTY VAN HALEN METALLICA	(414) 734-9226 PD: GARRETT HART HD: BOB BARON	Light a TONY BANKS(L) a GIANT	MD: TRENT TYLER Honvy Gary Moore	KJKJ/Grand Fo
D: STRUMMER Honvy RYAN ADAMS	a JOHN HELLEHLANP Light a SASS JORDAN a MR. BIG	KEYJ/Abilene (915) 677-7225	TESLA U2 KING'S X	Heavy VAN HALEN	STEVIE RAY VAUGHAN ERIC CLAPTON SMITHEREENS Nodium	Heavy Eric Clapton Metallica	a URBAN SYMPHONY a RED HOT CHILI PEPP a RUSH a STAGE DOLLS	U2 GENESIS BRUCE SPRINGSTEEN(M)	(701) 746-1417 PD: MICHAEL CROSS MD: SCOTT ANDREMS
EF LEPPARD(M) ELISSA ETHERIDGE IFVANA		PD: RANDY JONES MD: MIKE WILLIAMS	TOM COCHRANE Medius a MR. BIG a OUEEN	OZZY OSBOURNE STEVIE RAY VAUGHAN SARAH MCLACHLAN DONNIE IRIS	GARY MOORE DUKE TUMATOE L.A. GUNS	TESLA UZ DEF LEPPARD	a STARE DOLLS a JESSE STRANGE	ERIC CLAPTON JOHN MELLENCAMP Modium a STEVIE RAY VAUGHAN	Bioavy U2
RUCE SPRINGSTEEN(M) ESLA 2 Z TOP	WEGR/Memphis (901) 578-1103	Hoory U2 DEF LEPPARD	a NORTHERN PIKES Light a GUTTERBOY	MELISSA ETHERIDGE ALTERED STATE U2	SHADOW KING MELISSA ETHERIDGE CRACKER	TOM PETTY BRUCE SPRINGSTEEN(L) MSG MELISSA ETHERIDGE	WJXQ/Lansing		DEI LEPPARD(H) MSE TOT COCHRANE
Hedium JEEN DNNIE RAITT	PD: DRAKE HALL MD: ZEKE LOGAN Heavy	ARC ANGELS MITCH MALLOY ERIC CLAPTON	A LILLIAN AXE	RED HOT CHILI PEPP MITCH MALLOY NIRVANA	GIANT MSC ZZ TOP GUNS N' ROSES	TOM COCHRANE OUTFIELD Medium	(517) 699-0111 PD: MARK STEVENS	KICT/Wichita	MILCH MALLOY BRINCE SPRINGSTEEN MELISSA ETHERIDGE KIZIG'S X(H)
Light WE ON ICE(L) 3D HOT CHILI PEPP	JOHN MELLENCAMP(M) DEF LEPPARD(M) NIRVANA	GARY MOORE TOM COCHRANE Medium a LEON RUSSELL	KBAT/Odessa	JOHN MELLENCAMP E MATTHEN SWEET GENESIS	MITCH MALLOY a MR. BIG a PEARL JAM	Light a STAGE DOLLS a LEON RUSSELL a WAYNE'S WORLD	HORVY BRUCE SPRINGSTEEN(L) METALLICA TOM COCHRANE	(316) 722-5600 PD: RON ERIC TAYLOR	ERIC CLAPTON SCHEAM Hedium
NEVIE RAY VAUGHAN	TON PETTY ROXY BLUE(M) BRUCE SPRINGSTEEN(M) TOM COCHRANE	a STEVIE RAY VAUGHAN Light a LANCE KELTNER	(915) 563-2121 PD: RIC ELLIOTT MD: DREW DAWSON	TOM PETTY ZZ TOP TEARS FOR FEARS	a RED HOT CHILI PEPP Light a LOVE ON ICE	a WAINE'S WORLD a KIM MITCHELL a ARC ANGELS	DEF LEPPARD ZZ TOP Medium	MD: SHERRY MOKINNON Heavy UGLY KID JOE	a BRTAN ADAMS Light a RED HOT CHILI PEP a QUEEN
	GARY MOORE U2 Medium	a GUTTERBOY a HOUSE OF LORDS a SOUNDGARDEN	Heavy BRYAN ADAMS	SASS JORDAN a TONY BANKS Hedium BORNE RAITT			a SASS JORDAN Light a ROXY BLUE	NIRVANA METALLICA U2	a JEFFREY GAINES a PHISH a GUN
VIMZ/Knoxville 815) 525-6000 D: BLAKE WATSON	a ARC ANGELS a LEON RUSSELL Light a HOUSE OF LORDS		ERIC CLAPTON TOM COCHRANE DEF LEPPARD MELISSA ETHERIOGE	SOCIAL DISTORTION a LEON RUSSELL Light a PEARL JAH		WXLP/Davenport (319) 326-2541	KATT/Oklahoma City	DEF LEPPARD(L) TESLA BRUCE SPRINGSTEEN(L)	a BLACK CAT BONE a DIRLBERT MCCLINTON
D: BILL KIDD Heavy	a RED HOT CHILI PEPP		METALLICA NIRVANA BRUCE SPRINGSTEEN(M)	a PEARL JAM a QUEEN	KTCZ/Minneapolis	PD: GUY PERRY ND: STEVE GUNNER Henvy	(405) 848-0100 MD: BRAD COPELAND	Hedium Light a SOCIAL DISTORTION a ASPHALT BALLET	KFMQ/Lincoln (402) 489-6500
GLY KÌD JOE ELISSA ETHERIDGE ZZY OSBOURNE	WGCX/Mobile	KATP/Amarillo (806) 359-5999	TESLA U2 VAN HALEN MITCH MALLOY		(612) 339-0000 APD/MD: J. FREDERICKSON	Heavy TESLA METALLICA(M) U2(M)	Heavy U2 JOHN MELLENCAMP	in a second large t	PI: JON TERRY
IRVANA 2 DUR HORSEMEN RIC CLAPTON	(205) 626-9600 PD: LORI DuBOSE MD: CHARLIE OCEAN	PD/ND: DALE MILLER Heavy	GARY MOORE JOHN HELLENCAMP Medium	WLVQ/Columbus	Heavy BONNIE RAITT BRUCE SPRINGSTEEN	OZŻY OSODUKNE STEVIE RAY VAUGHAN(M) Medium	JOHN MELLENCAMP OZZY OSBOURNE QUEENSRYCHE VAN HALEN	WNCD/Youngstown (216) 652-0106	Heavy VAN HALEN GUNESIS BRYAN ADAMS
ESLA Z TOP DHN MELLENCAMP	Heavy ozzy osbourne	ZZ TOP DEF LEPPARD TOM COCHRANE ERIC CLAPTON	a GUNS N' ROSES a OUTFIELD a STEVIE RAY VAUGHAN	(614) 488-9696 PD: BOB NEUMANN MD: JO ROBINSON	BUCKWEAT ZYDECO CONCRETE BLONDE CONBOY JUNKIES DAVID BYRNE	a GENESIS(L) Light a BRUCE SPRINGSTEEN a WAYNE'S WORLD	TESLA NIRVANA TOM COCHRANE	(216) 652-0106 PD: GARY JAY MD: FRED WOAK	EDIC CLAPTON JNHN MELLENCAMP OXZY OSBOURNE MELLISSA ETHERIDGE
RUCE SPRINGSTEEN(L) Medium Light JRE	NIRVANA UGLY KID JOE U∠ BRYAN ADAMS	DELBERT MCCLINTON BRUCE SPRINGSTEEN(H) U2	a DELBERT MCCLINTON a WEBB WILDER Light a SPINAL TAP	Heavy STEVIE RAY VAUGHAN RUSH	GARY MOORE GENESIS JOHN MELLENCAMP	. a write of WURLD	BRUCE SPRINGSTEEN(L) BRUCE SPRINGSTEEN(L) DEF LEPPARD(L) Hedium	Heavy BRUCE SPHINGSTEEN TESLA	TIZSLA BRUCE SPRINGSTEEN BAINNIE RAITT
JRE EON RUSSELL	ERIC CLAPTON MELISSA ETHERIDGE Hedium	TESLA MELISSA ETHERIDGE BRYAN ADAMS	a SPINAL TAP a BANGALORE CHOIR a PHISH a BLACK CAT BONE	THUNDER NIRVANA TOM COCHRANE	LEVEL 42 LITTLE VILLAGE LOU REED	WTUE/Dayton	Hedium Light a PEARL JAM a SASS JORDAN	DEF LEPPARD(L) VAN HALEN U2	DITTLE VILLAGE DEF LEPPARD TIM COCHRANE
FYV/Jacksonville	a SASS JORDAN Light a REP HOT CHILI PEPP	GARY MOORE MSG JOHIN MELLENCAMP BABY AN IMALS		TOM PETTY VAN HALEN TESLA 22 TOP	a LYLE LOVETT MELISSA ETMERIDGE SARAH MCLACHLAN STEVE FORBERT	(513) 224-1501 PD: TOM CARROLL		Medium Light a OZZY OSBOURNE a DEL BERT MCCLINTON	Z. TOP Hedium a STEVIE RAY WAUGHAN Light
FYV/Jacksonville 04) 642-1055 RALPH CIPOLLA	WDIZ/Oriando	RUSH GIANT TOM PETTY	WGLF/Tallahassee (904) 878-1104	WEBB WILDER Medium JOHN MELLENCAMP	TEARS FOR FEARS Medium ANIMAL LOGIC	APD/MD: JOHN BEAULIEU Heavy U2	KEZO/Omaha (402) 592-5300	a DELBERT MCCLINTON a HOUSE OF LORDS a GUTTERBOY	a MATTHEN SWEET a BCBY ANIMALS
: JOHN LEARD Heavy	(407) 682-7676 PD: NEAL MIRSKY	FOUR HORSEMEN Medium a WEBB WILDER	PD: VINCE MERTZ MD: PAUL DAVIS	ERIC CLAPTON KING'S X MELISSA ETHERIDGE	B.B. KING BRUCE COCKBURN BRUCE SPRINGSTEEN	U2 BRUCE SPRINGSTEEN(M) DEF LEPPARD(M) VAN HALSN	PD: RANDY CHAMBERS MD: BECCA GOODMAN		_
N HALEN(M) SH	MD: LEE RANDALL Heavy	a STEVIE RAY VAUGHAN a OUTFIELD a LANCE KELTNER Light	Henvy VAN HALEN ERIC CLAPTON	BRUCE SPRINGSTEEN MARILLION DEF LEPPARD GIANT	CHRIS WHITLEY CROWDED HOUSE DEVONSQUARE DIRE STRAITS	JOHN MELLENCAMP TESLA TOM PETTY	Heavy RED HOT CHILI PEPP JOHN MELLENCAMP	Continuind	on next page
RVANA	NIRVANA	a LILLIAN AXE	NIRVANA			MSC	TOM COCHRANE		

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# **REGIONAL AOR ACTIVITY**

MIDWEST (Continued) KSQY/Rapid City (605) 348-9877 PP: ACK bHTELS HE: JIM KALLAS HERY HINVAN TESLA WHIC CASHAILE HINVAN TESLA CARTON TOCORBAILE METALLCA CART MOORE MELISSA ETHRIDOE	WYMG/Springfield (217) 546-8000 PD: BRIW JEPPRIES MERCE FULCHAM Herry DF LEPFAND(L) OF LEPFAND(L) OF LEPFAND(L) OF LEPFAND(L) OF LEPFAND(L) WIGHT Light a RUSR WZZQ/Terre Haute (812) 232-5034 PD: MER HerlLICHS APD: DAWY WATHE	KOKB/Phoenix (62) 897-9300 PD: JOHN McCRAE MP: JACK GREEN (PROZEN) URKEY JOHN MELLENCAP(N) REST JOHN MELLENCAP(N) REST STATE GAT YAUGHAN BRICE GATTON BRICE GATTON DIRE STRAITS TOM PETT(L) REX VITO REX VITO REX VITO REX VITO LIGHT	NR. BIG HETALLICA L.A. GUNS INFECTIONS GROOVE NUMBER STREET SOCIAL DISTORTION LOVE ON ICE BARGLONG CHOIR SMEET F.A. ROX YELLE LINT'S & GASS JORDAN PEARL JAM UNBILY CHILD SLIK TOXIC a RE ANRELS IC LINT A SONREGARDEN a SLACK CAT BONE	QUEENSRYCHE FREEJACK U2 STOVIERAY VAUGHAN WATNE'S WORLD DEFIEPERAD BRUCE SPINGSTEEN(L) DIRE STRAITS LOVE ON ICE NGS ON INLEN LOVE ON ICE LOVE ON ICE LIGH A MEN A PANTERA	KATM/Colorado Springs (719) 548-1528 PD: HARK BLAKE ND: JENNTFER BELL Heavy TOM COCHANNE DBT LEPANOL(1) NBT HELLERARY JORN HELLERARY HELLERARY HELLERARY HELLERARY BUT FILD a QUEEN	WAYNE'S WORLD(N)(L) PEARL JAM(N) SOUNDCAMDON ASTALT BULLET SOLAD SKID ROW GUINS N' ROSES BANGLORE CNOIR(L) VAN HALEN(N) L.A. GUNS LOGNI	NTEVANA UZ BRUCE SPRINSTEEM(L) TESLA WELLSK ETHEROOG TOH RETT BRUC CLAPTON TOH COCRAME JOHN RELLDRAMP BRTAN ADA'S HETALLICA.UT HETALLIC	KRKX/Billings (406) 245-5000 PC: TENRI KETS Revy SASS JORONI(L) ERIC CLAPTON MELISAS THERICOR GATI MOORE DE LEPPAR JOIN HELLBRATCH BURGHT MCLINTON LEGRT MCLINTON LEGRT MCLINTON LEGRT MCLINTON LEGRT MCLINTON	KTYD/Santa Barbara (805) 967-4511 PC: DOUG INGOLD MD: BRICE REMAIL Harry BRICE SPEINSITED TRIS PICTURE DAMARAMA TOM COORAME CORE MAGE OF ANNO CORE NOT ANNO A HAR MARLS Light A HISH A CUNS N' ROSES
U2 BRUCE SPRINGSTEEN(M) NGG HIGH WELLENCAMP DF LEPTABD(L) FOR HONSBNEN GLAM MEDIA a ZT TOP Light A BCD HOT CHILI PEPP a PEARL JAN TOP CITES A PHILE KSEZ/SIOLUX City (712) 258-6740 PD: GLEN HILLER MD: TIM HARRISON BRUCE SPRINGSTEEN(M) JOHN NELLEN BRUCE SPRINGSTEEN(M) JOHN NELLENCAMP CZT OSOURHE U2 DOCH NELENCAMP	Heavy UZ SHITHEREDAS BRITAL ADANS TON COOPLANE DEF LEPARD PRIC CLAPTON BRUCE SAFINISTEEN BRUCE SAFINISTEEN 22 TOP Light a CANT MOORE a BOINISE RAITT WKLT/Traverse City (616) 947-0003 PD: DAVE FORMEY MD: DAVE FORMEY ND: DAV	KGOM/Portiand (503) 223-1441 PD: DICK SHEETZ MD: BOB ANCHETA Heavy BRICC CLAPTON DEC LEPPARD METALLICA QUEENSRYCHE GAT MORE METALLICA QUEENSRYCHE GAT MORE METALLICA MARC BOILLICA TOM COOLMARE HEALISSA ETHERITOR FOUR HOSSMEN GIANT KINYS X JOHN BOST COMMANDE COMMANDE HEALISSA ETHERITOR FOUR HOSSMEN GIANT KINYS X JOHN BOST METALLINCAMP HED: HOT CHILLI POPP RUSH	KROR/San Francisco (415) 765-4097 PD: LARH SHIDER MB: ZOB NORRIS BRUCE SPRINGSTREN(L) TESLA ENIC CLARTON HELISSA ETMETIORE JON SOLDENAMP TO REPARTLO TO PETTY VAN HALON MEDIA DEF LEPARDLO TO PETTY VAN HALON MEDIA STEVIE GAINES MP, BIO STEVIE GAINES MP, BIO	KZRR/Albuquerque (505) 765-5400 PD: FRANK JAKON MD: FRIL MANDERY MENCE SELINASTEEN(M) DRUCE SELINASTEEN(M) DRUCE SELINASTEEN(M) DRUCE SELINASTEEN(M) TRYANA NAN RALEN WEN RALEN WEN RALEN MELISSA ETHERIOE DEFLEPARD(M) TESLA MENIN	KILO/Colorado Springs (719) 634-4896 STA MOIR: RICH HAAK MO: CREIC KOBHN Heavy DEF LEPPARC(L) VAN HALEN METALLICA MIERYAN TESLA SUTOTON MESSIAH Meduum a Arc: ANGELS Light a QUEEN KRZR/Fresho (209) 252-8994 EXEC CHEME U FUNCTION	KDJK/Modesto- Stockton (209) 847-9510 PO: BEAVER BROAN DE: JEFF RIEBLI Maxwell DEF LEPARD(L) FOR HORSDEN MCLISA ETHENDOR MCLISA ETHENDOR MCLISA ETHENDOR MCLISA ETHENDOR MCLISA ETHENDOR MCLISA ETHENDOR MCLISA ETHENDOR MCLISA ETHENDOR MCLISA MCDARDON AN ALLEN NIRVANA TESLA MCLOBELS & MR. BIG	KLPX/Tucson (602) 622-6711 PD: LARRY MILES MD: SCARY LARRY STEWAR BRUCE SPRINGSTEEN(L) U2 TOM COCHANE ENIC CLARTON MECLU a S. SLIGHAY VAUGHAN A RD: MOT CHILL PEPP A CIDE A ROXY SLUE	KQDI/Great Falls (406) 761-2800 PP: CONF VELLS HD: LANCE FALAGI Heavy ZZ TOP ZZ TOP TOM COCHRANE GATY HOOM EXTERN RENC CLAPTON HELLISSA ETHERICOE HOILINE Light GUEN GUEN GUEN B CIN B LEON RUSSELL	KCQR/Santa Barbar (805) 964-7670 P: RICK WILLIAMS MARY BRICC SPRINCSTEDN(H) U2 RIC CLAPTON LITTLE VILLAGE MELISSA ETHERICOE COMESIS TOM COCHARME MELISSA ETHERICOE COMESIS TOM COCHARME MELISSA ETHERICOE SISSIS TOM COCHARME A SERVICE RAY VAUCHAN
NITCH HALLOT TESLA NETALICA Media a LANCE KELINER(L) Light A ARC ANGELS	NIAWAAA BRUCE SPRINCSTEEN(M) DEE LEPPARD(M) Medium * STEVIE RAY VAUDHAN Light * KING'S X	SCREAM BRUCE SPRINGSTEEN a STAGE DOLLS TESLA a STAGE DOLLS U2 a STAGE DOLLS Light A PEARL JAM KUFO/Portland (503) 222-1011 PD: MICHELLS DOOD HE'N WICHELLS DOOD HE'N WICHELLS DOOD HE'N PARD WITHLICA HE'SLA	STARE POLS LITTLE YILLAGE HETALLICA LIGHT A PHISH KOME/San Jose (408) 985-9800 PD: RON NEXNI MD: STEPREN PAGE HENYY HETRYYN KIRYYNORE VAN HULEN	A ATC ANCELS a STOLES a TONY BARKS LUPP DATES a UNFILE CHILD NO TRIPS NO Cars No Mont		KMBY/Monterey (408) 758-5400 PC: HAR STEVEN HS: HILAN ALMAS Heavy NIFRARK STEVEN BETIC CLAYDON HOT LEAPHON HOT LEAPHON MALISA ETHERIDOE BRTAN ADMS VAN KALEN TOT OCCHANE UZ HSIA HGLON A SON HELLENCAMP A PHILSH	KWHL/Anchorage (907) 344-9622 FD: RADIO PHILL PD: LORED IDKNN Beavy	KBOY/Mectford (503) 779-2244 STA OR: TOM CANNES MD: NATT ROBERTS Heavy WELISSA ETHERIDOE J2 ISSA ETHERIDOE GART HOORE GART HOORE BODGEN NOCHANE A LEON RUSSELL Medium a STRVIE RAY VAUGHAN a CUEEN LEORE RAY VAUGHAN a CUEEN DEGEN POLLINTON a CUTERROY	KATS/Yakima (509) 457-8115 PD: DARREN JORISON APD: DAVE NUSSON WERSON NEWANA U2 EALC CLAPTON TOM COORANE BRICE SPRINGSTEDI(M) HR. BLO Medium Light a TESLA
KBCO/Denver (303) 444-5600 FD: DOUG CLIFTON MC: GINZER HINATOON HOLLSON FTHERIOCE LITTLY VILLACE DAVID BTINE UZE USE INISTICEN HOLLSON HINASTEEN GARE DOOS CONCERTE BLODE	KQLZ/LOS Angeles (213) 204-2000 PD: CAREY CARELOP HD: MARCIA LOWGO HENYY GUIS N* ROSES NETWARA(M) QUENSRYCHE METALLICAL RED HOT CHLL PRPP VAN INAE/S MORLD HTEL SCIAL DISTORTION HECK SKUTUCH MESSIAH ALTERED STATE L.A. GUIS RED HOT IDE PEAR. JAM LUGT	0221 0280/RNE           021 0280/RNE           021 0300           0200000000000000000000000000000000000	U2 BRUCE SPRINTSTEEN DO' LEPPARD TESLA Median Helias Erheride Eric CLAFTON KIN2'S K TON PETTY MS3 METALLICA ROSI METALLICA ROSI METALLICA ROSI METALLICA ROSI METALLICA NOT FIELD Light Light A ARC ANGLIS & EDDIE MONEY KSJO/San Jose		USIC.	KCLB/Paim Springs (619) 398-2171 Pr: KATE WILLTS Heary BEIG SAFTON WETALLICA WETALLICA WETALLICA WETALLICA NON PETTY RUSH TESLA U2 Media U2 Media U2 Media U2 Media U2 Media U2 Media U2 Media U3 SPRINGS(L) & KNNTE MODRE & LONG BRICE SPRINGSTEDN	BART ARTMALS BORNER BAITT BRICE SPRINGTEEN BAYEL SPRINGTEEN DOTE STRAITS DRIE STRAITS DRIE GLAFTON FOUR HORSDEEN GART MOORE JOHN HELLENGAME LEON NOSEL HELLENGAME HELLENGAME HELLENGAME HELLENGAME HELLENGAME HELLENGAME HELLENGAME HELLENGAME HELLENGAME HELLENGAME HELLENGAME HELLENGAME HELLENGAME HELLENGAME HELLEN HELEN HELLEN	167 Current Repo 161 Current Play Called in Frozen	lists
Contrast Banance Medium Medium Sarah MCLARICA Carre ANDREAS VOLLENNEID CARRON ANDREAS VOLLENNEID CARRON DELENNEID MORITH MCLARINE NORTH MORITH ANDREAD MICHAEL	a CIN a LILLIAN AKE KLOS/LOS Angeles (213) 840-4836 PD: KEN ANTHONY ME: RITA 41UPE HERALICA RESH NIRVARA U2 BRICE SPRINGSTEEN(L) DRAMAMANA DERLES SPRINGSTEEN(L) DRAMAMANA U2 DRAMAMANA DERLES SPRINGSTEEN(L) DRAMAMANA U2 DRAMAMANANA DRAMAMANA DRAMAMANA DRAMAMANANA DRAMAMANANA DRAMAMANANA DRAMAMANANA DRAMAMANANA DRAMAMANANA DRAMAMANANA DRAMAMANANA DRAMAMANANA DRAMAMANANA DRAMAMANANANANANA DRAMANANANANANANANANANANANANANANANANANANA	HD: PARELA ROBERTS HB: YAPELA ROBERTS DEF LEPPARD(H) GUNS M' ROSES METALICA NITWAN METALICA NITWAN BRICE SPRINSTEEN(H) TESLA U2 VAN HALEN U4LY KID JOE Heditsen BRICE SPRINSTEEN(H) TC COORBANE HDI CLAPTON TC COORBANE HDI SSEPN KIDG'S X MITCH HALLOY JOHN HELLONCAPP GY BLUE SCIAL JOTOFELD SCIAL JOTOFELD BRICE SPRINSTEEN CHILS # NITLEY Z TOP B ARE NITLES 4 ONTFILED	(408) 453-5400 PD: DANA JANG BET LEPPARD(H) HIYVONA BRACE SPRINGSTEDN(H) TESLA UZ VAN HALEN Medium ERIC CLAPTON ERIC CLAPTON TOLLISA ETHERIDOE HULSS ETHERIDOE HULSS ETHERIDOE BRANA ADAG POUR HOTSDEN CLAPTON EDIE IE NINT CARY HOORE TON HELLOKAMP HITOH HALLOY EDDE IE NINT CARY HOORE TON FETTY HUSH EDIE E NINT CARY HOORE LIGHT MORE LIGHT MORE LIGHT MORE LIGHT MORE LIGHT MORE LIGHT MORE LIGHT MORE LIGHT MORE LIGHT MORE LIGHT SA JORDAN	KUOT REAL SAUTRES     PD: CHRIS SOUTRES     MORE RELIT CLODE     MERTY     DEF LEPARD     U2     WATKE'S WORLD     RED HOT CHLI PEPP     TESLA     UCL KILJOR     WHALLICH     MMALLICH     MMALLICH     MALLICH     KJOT/Boise     (208) 344-3511     PD: BRYAN GREDORY     MO: CHRIT CALDMELL     Nerry     DEF LEPARD     MSY     DEFERARD     LIANT     U2     GART MOORE     KING'S X     TAN ARLSH     BRYAN ARMS	US MILEAN TY MORPHATE U2 MELISA ETHERIDE Medium Light a U2EM AUEN	KXFX/Senta Ross (707) 523-1389 APD: CHRIS MITE Heavy TOM COCOMARE U2 BRICE CLAPTON(H) BRICE SPRINGTEDN Medium Light KEZE/Spokane (S09) 448-8888 PD: CART ALLEN APD: CURT CARTIER Beavy DEF LEPPARD	KFMF/Chico (916) 343-8461 PD: HARTY ORIFFIN BRUCE SPRINGSTEEN(H) DEPE LEPARD(H) DEPE LEPARD(H) DEPE LEPARD(H) DEPE LEPARD(H) DEPE LEPARD(H) DEPE LEPARD(H) DEPE LEPARD(H) DEPE LEPARD(H) DEPE LEPARD(H) DEPE LEPARD(H) DEPERDENT a CODE KOMEY a STEVIE RAT VAUGHAN DETEILD LEAL LEAL A STEVIE RAT VAUGHAN	KDKB/Phoenix WTPA/Harrisburg WWDC/Washingt Did Not Report, F WKLS/Atlanta WNOR/Norfolk WRXL/Richmond	) on Maylist Frozen (3):
KAZY/Denver (303) 759-5600 PD: STYFE KOSSMU Wei LOIS TOOD Weivy VAI HALEN(H)(L) 0227 (SSDUMHC(L) NITWAMA U2(L) POUR INRESPEN Mediam Med	a DDIE (FOREY Light a SASS JORDAN a ROXY BLUE KUPD/Phoenix (602) 838-3062 PD: CURTISS JOHNCON APD: J.D. HCURES Heny BRICE SPRIMSTEEM UP: LEPPARD(M) MELISSA ETHERIDOC(M) CRESIS BRITAN ADMS RED HOT CHILL FEEP COMSTANT ANDMS RED HOT CHILL FEEP COMSTANT ANDMS	KBER/Sait Lake City (801) 322-3311 PD: CORY DRAPER HERV DEF LEPPARO GLANT HERALICA HR: BIC CORY ORBOURNE TESLA UNHOLY CITLD A X72 LISA SHOTUN HESSIAH	KXRX/Seattle (206) 283-5979 PD: BRM HCM8LS HD: DEAN CARLSON Heavy PEARL JAM(H) HIRVANA CZZ: GOSUGNE USAN HEALLISCA(H) BRICE SPRINSTEDEN(L) HEALLISCA(H) HEALLISCA(H) HEALLISCA(H) HEALLISCA(H) HEALLISCA(H) HEALLISCA JOHN HELLISCA JOHN HELLISCA HEALISS ETHERIDOE HIGH SOUNICARDEN(L) RUSH DIRE STRAITS DIRE STRAITS DIRE STRAITS DIRE STRAITS DIRE STRAITS HIGHSDEN YOM HALEN WAN HALEN	BITAN AJAKS BITAN AJAKS BITAN AJAKS BITAN AJAKS BITAN AJAKS BITAN AJAKS HILLING HILLING HILLING ARED HOT CALLI PEPP A ARC AAGELS ARC AAGELS ARC AAGELS ARC AAGELS ARC AAGELS KLCX/Eugene (503) 345-8888 PD: ERIC AORDEN HOUSE OF LORDS PD: ERIC AORDEN HEVANA TELA TELA TELA TELA TELA HEVANA HEVANA HEVANA TELA HEVANA	KOMP/Las Vegas (702) 876-1460           PD: RICHARD REED           HD: BIC MARTY           Harry           Harry           NOT REPARD(M)           DEF LEPARD(M)           NITRVANA           OZY OSOURHE           UZ           NOT VILI PEPP           RRUCE SPRINSTEEN           LUght           TOM COCKRAME           KCAL/RIVERSIDE           San Bernardino           (714) 793-3554           PER RICK SHAW	rotation that a ple, if tracks and medium, For all s adds to the medium rota Symbol 'a' — A (M); (L rotations (m A ''froz received, and	any of their album from the same alb the artist will app stations, light rotati rotation this wee tion is condensed	s tracks is report our are reported ear in heavy. ion is condensed ik. For P-2 and in the same mar newly reported. from that albur that a current r that a current r	ted. For exam- in both heavy to include only P-3 stations, mer. m are in those report was not ed in the data
KBPI/Denver (303) 534-6200 Pro: ettl. BETTS Beavy HETALLICA(H) NOT SEQUENC(H) NOT SEQUENC(H) NESLA(H) NESLA(H) NESLA(H) PELSPARD PATS NAMEND DF LEPPARD PATS NAMEND NOT ET CRUE QUENCINCE ENSIGNCY Light	BART AS INGLE INGT NESDEARP JORN REDEARP DEMAGRAMA PERIC CLAPTON PEARL JAM B CORRETE BLANDE B CORRETE BLANDE B CORRETE BLANDE CUTTIELD SCHIDCARPON SCHID S	KIOZ/San Diego (619) 560-5464 PD: CREZ STEVENS HO: POL FOLARD Heavy ASMALT BALLET(M) CURAS N: ROSES FOR NORSHEN WATHE'S NORLOW) NITIO RON OZIT OSBORNE SHOTON MESSIAH TESLA VAN HALDN DE LEPEARD DI LEPEARD WALLY KID JOE	KISW/Seattle Light a DELBERT HCCLINTON KISW/Seattle (206) 285-7625 FD: STEVE YOUR CONTRACTOR HENRY TON COORANE METALICA METALICA METALICA METALICA METALICA METALICA METALICA METALICA	KKDJ/Fresno (209) 226-5991 Po: WILLOREE Harv DRICC PPLINCTEEN(L) DRICC PPLINCTEEN(L) VM HALS HELISSA ETHERIDOE U2 HETALLICA TON COCRAME U2 HETALLICA HELISSA ETHERIDOE U2 HETALLICA HELISA ETHERIDOE U2 HETALLICA HELISA ETHERIDOE U2 HETALLICA HELISA HELISA HELISA HELISA HELISA HELISA HELISA HELISA HELISA HELISA HELISA	ND: H.J. HATTHERS Heavy BNUCE SPRINCSTEEN(L) HOUSENSKICHE HETALLICA(H) HOUSENSKICHE HETALLICA(H) HOUSENSKICHE KINAC/LOS Angeles (213) 437-0365 PD: GREGG STEELE Heavy HETALLICA(H)	do not contr <b>PARALLELS</b> Arbitron's M Parallel Parallel Parallels Stations	ibute any data to te — Stations arrang SA population figu One: 1,000,000 + Two: 200,000 - 1 s Three: under 200 at a significant etitor are assigned	his week's chart ed by market size res. ,000,000. 0,000. ratings disadvant	s. e, according to tage to an in-

# CHR P1 PLAYLISTS

April 10, 1992 R&R • 89



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90 - R&R April 10, 1992

# CHR P1 PLAYLISTS



# CHR P1 PLAYLISTS

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### 92 • RaR April 10, 1992

# CHR ADDS & HOTS

-

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WSSX/Charles Roger Gaither

WCKZ/Charlotte, NC Tonacci/Bradley

WNOK/Columbia, SC Rush/McKay

ROD STEMART SHANICE SOPHIE B. HAWKINS Hottest: MANIAH CAREY 3-1 MINT CONDITION 9-7 QUEEN 19-12 TLC 22-15 KRIS KROSS D-30

RRIS KROSS GOOD 2 GO MR. BIG (dp) CELINE DION (dp) TLC (dp) QUEEN (dp) Hottest:

Hottest: MARIAH CAREY 6-2 SALT-N-PEPA 3-3 MR. BIG 4-4 JOE PUBLIC 8-5 DAVID D 21-13

G105/Durham-Ra

GOOD 2 GO TEVIN CAMPBELL CELINE DION KATHY TROCCOLI SHANICE

Y102/Reeding, PA Burke/Frank BOSS97/A EAST CRD STEWART CELINE DICM DONNIE RAITT MITCH NALLOY (dp) MR. BIG HOLLSTE ERIC CLAFTON 2-1 KATHY TROCCOLI 6-4 RICHARD MARX 7-5 STACY EARL 8-6 DION & BRYSON 9-7 GEOFFREY W CELINE DIO RIGHT SAID PRINCE REDHEAD KI SGH W/MOCC Hottest: VANESSA WI BLACK SHEE KRIS KROSS LIDELL TOW EN VOGUE 2 MOST ADDED PWR92/Johnstown, PA AMY GRANT ROD STEMART (dp) JON SECADA HOMARD JONES CELINE DION JOR FUBLIC LIGHTNING SEEDS HOTLESI: ERIC CLAFTON 2-1 BATLAH LARKT 3-2 BATLAH JONESTEN 13-6 QUEEN 20-10 CELINE DION (26) ROD STEWART (22) AMY GRANT (20) KRIS KROSS (10) 98PXY/Rochester, NY Ivev/Collins WWFX/Ban Cooper/Kel ANY GRANT SOPHIE B. HAMKINS ROD STEMART (dp) ROD HOT CHLI FP2 (dp) HotLest: ERIC CLAPTON 2-1 KATHY TROCOLL 4-2 DION & BRYSON 3-3 JODY WATLEY 7-4 MARIAH CAREY 5-5 RED HOT CHIL CAUSE & EFI MR. BIG COLOURHAUS MITCH HALLA LUTHER VANI Hottest: ERIC CLAPTY MARIAH CAR STACY EARL UGLY KID J QUEEN 24-1; PEPPERS (10) BREAKOUTS WLAN/Lancaster, PA Michaels/Bastian CHAKA KHAN (6) MicheelarBastian TLC (dp) ZZ TOP (dp) HSG TROB STEMART JDH JAKISON CHEFF (D)CN (dp) CHEFF (D)CN (dp) CHEFF (D)CN (dp) JULIAN LEDRON (dp) AMC GRANT HOLLENT: NARIAH CAREY 7-1 RADIAH CAREY 7-1 SOUETR 2-2 JON SECADA 3-22 THINTOTOCOLI 5-4 JON SECADA 3-22 93Q/Syracuse, NY Edwards/Meech SOPHIE B. HAWKINS BORNIE RITT GEOFFREY WILLIAMS RED HOT CHILI PEP KRIS KROSS (dp) Hotlest: VAMESSA WILLIAMS 1-1 ATLANTIC STARR 2-2 UGLY KID JOE 18-4 QUEEN 30-10 JODY WATLEY 21-11 103CIR/Bec Hovenski/D CELINE DIO AMY GRANT UGLY KID JJ RED HOT CH ROD STEWAR HOTLESI: VANESSA WI ERIC CLAPT KATHY TROC MARIAH CAR U2 12-7 P2 FLY92/Alberty, NY WPST/Trenton, NJ Dave Hoeffel Morgan/Scott RIFF (dp) KRIS KROSS (dp) AMY GRANT PRINCE (dp) CART WRIGHT CELINE DION HOLLESL: VANESSA WILLIAMS 3-1 KATHY TROCOLI 9-6 CECE PENISTON 11-7 JODT WALE: 16-9 QUEEN 23-18 ROD STEWART ROD STEWART JODY WATLEY CELINE DIOM NR. BIG NOTESI: DANCER DANCER 9-7 RED HOT CHLLI PEP 13-8 BRUCE SPRIMSSTEDN 21-10 DIF LEPPARD 21-15 FUN107/New Bedford, MA 95XXX/Bur Ben Hamilt LUTERING Weiner TLC AMY GRANT ROD STEWART HR. BLG CELINE DIOM NED MOT CHLI PEP Hottest: ERIC CLAPTON 3-1 HANIAH CAREY 4-2 KATHY THOCCOLI 10-7 QUEEN 20-16 TLC D-29 SOPHIE B. ROD STEWAR CURE BONNIE RAI EN VOGUE Hottest: VANESSA WII MARIAH CARI ERIC CLAPTO DION & BRYS QUEEN 16-13 WRCK/Utics. NY Reltz/Burton WAEB/Allentown, PA Check/CadHlec Jack WKPE/Cap Keith Lemi NOSTRUMENT NOSTRUMENT BONIES NITT HED INE NITH HED INE NICH TIL (40) ANY GRANT HOLLESSA WILLIAMS 1-1 RICHARD MARK 8-5 KATHY TROCCOLI 9-6 UGEEN 25-16 UGLY KID JOE 24-19 KC101/New Haven, CT Scott/Wilson CELINE DION (dp) KRIS KROSS (dp) ANY GRANT CELINE DIOK SOPHIE B. F ROD STEWARD BONNIE RAID HOTTESSA WI HR. BIG HOTTESSA WI ERIC CLAPTT KATHY TROCC QUEEN 24-12 UGLY KID JO RRIS KROSS RED HOT CHILI PEP EN VOCUE CELINE DION HOLDERST VANESSA WILLIAMS 3-1 UGLY KID JOE 13-7 QUEEN 15-9 NIRVANA 17-13 KRIS KROSS D-21 Hottest: VANESSA WILLIAMS 2-1 DION & BRYSON 5-4 UGLY KID JOE 10-8 JODY WATLEY 16-12 BRYAN ADAMS 18-13 WAAL/Binghamton, NY Morgan/Orzel CELINE DION ROD STEWART AMT GRANT Hottest: ERIC CLAFTON 2-1 DEF LEPPARD 21-15 QUEED 27-16 NIRVANA 23-17 BONNIE RAITT 26-21 WKRZ/Wilkes-Barre, PA Medel/Padden WQGN/New Lone Devis/Jorden WNYP/thac Tom Sherm, AMY GRANT CELINE DIOU COLOURHAUS HOWARD JONN ROD STEMAR Hottest: UGLY KID J DEF LEPPAR RED HOT CH GBOFFREY W PRINCE 34-GENESIS MR. BIG AMY GRANT RED HOT CHILI PEP ROD STEWAT (dp) CELINE DION (dp) AMY GRANT KRIS KROSS (dp) MSG (dp) TESLA (dp) Hottest: Hottest: VAN HALEN 6-1 ERIC CLAPTON 9-5 BRYAN ADAMS 19-15 UGLY KID JOE 31-27 DEF LEPPARD 37-33 WKSE/Buffalo, NY Hottest: QUEEN 11-7 JOE PUBLIC 18-14 DEF LEPPARD 25-18 JODY WATLEY 26-22 RED HOT CHILI PEP D-33 UGLY KID JOE PAULA AEDUL TLC KRIS KROSS RIGHT SALD FRED HOLTES: VAMESSA WILLIAMS 1-1 ANT GRANT 2-2 ERIC GLAPTON 4-3 DION & BRISON 5-4 MARLAH CAREY 6-5 WSTW/Wilmington, DE Tony Rogers Tony Rogers GEOFFREY WILLIAMS MR. BIG SOPHLE B. HANKINS SUGARCUBES UGLY KID JOE CLIME OION CAUSE & DFFECT HOTLESL: KATHY THOCCOLI 1-1 U2 8-4 PRINCE 15-11 LICHTNING SEEDS 25-19 BONNIE RAITT 29-21 WYCBYYZE BA 999KHI/Ocean City, MD Hitman/Kalley Hitman/Keley ROD\_STRAKT HITCH HULLOT (dp) CSLIKE DION AN GRANT HITCH HULLOT (dp) CSLIKE DION HITCH SHAFTCE SHA WVSR/Charleston, WV Shahan/Allen AMY GRANT CELINE DION ROD STEMART NGS (dp) Hottest: ERIC CLAPTON 2-1 MARIAH CAREY 3-2 STACY EARL 4-3 KATMY TROCOLI 5-4 U2 15-9 WYCR/York, PA McCauslin/Crockett AMY GRANT JON SECADA Hottest: VANESA WILLIAMS 1-1 QUEEN 17-13 TOM COCHTANE 22-17 DEF LEFPARD 25-20 RED HOT CHILI PEP 27-23 WSPK/Poughkeepsle, NY Schantz/Richards SCHARLUPHCHAFGE REP HOT CHLLI PEP (dp) SCPHIE B. HAWKINS KREKNOSS (dp) SHANICE FOR STEMART (dp) HOLLEAS: VANESSA WILLIAWS VANESSA WILLIAWS I-1 LAURA PNEA 16-13 QUEEN 19-13 EN VOCHE 28-21 DEF LEPPARD 35-28 HAMPLY BMACHAESSA JET-FM/Erie, PA Cook/Sherpe MSG Hottest: ERIC CLAPTON 1-1 DZIY OSBOURNE 3-2 RUSH 6-4 UGLY KID JOE 8-5 BRUCE SPRINCSTEEN 11-8 P3 WERZ/Exeter, NH Falconi/McVie WPRR/Altoona, PA Dave McCall JON SECADA TORI AMOS (dp) AMT GRAMI JULIAN LEWNON HOTLENT VAMESSA WILLIAMS 1-1 ERIC CLAPTON 2-2 ATLANTIC STARR 3-3 U2 10-8 DION & BRYSON 16-10 WWKX/Providence, RI Bill O'Brien ANY GRANT (dp) ZZ TOP HOMARD JONES JON SECADA HOLLEST: KATHY TROCOLLI 1-1 MARIAH CAREY 5-2 BHYOAN ADAMS 10-5 ENCICE SPRINGSTEEM 12-9 U2 14-10 BH O'Breen CHAKA KHAN SOPHIE B. HAMKINS PARLS RED K.M.C. KRU 2HD II NONE CURE NOT HOLE 2-2 JOE PUBLIC 5-3 TKA 22-12 KRIS KROSS D-13 WNNK/Harrisburg, PA O'Dea/Shaw JODY WATLEY CALSE & EPPECT GART WRIGHT Hottest: KATHY TROCOLLI 3-1 VANESSA WILLIAMS 5-2 OZZY CSEOURME 10-6 NIRVANA 11-7 QUEEN 20-13 WKSS/Hartford, CT Jones/Klutch RIGHT SAID FRED (dp) CELINE DION (dp) Hottest: VANESSA WILLIAMS 1--1 LIDELL TOWNSELL 8-2 DION & BRYSON 9-3 MARIAH CAREY 10-4 TLC 24-19

Songs in New & Active have been reported by at least 50 CHR reporters in the current week. Songs in Significant Action have been reported by 10 or more CHR reporters but fewer than 50. Below the "artist/title (label)" designation, following the word Reports, is the total number of stations reporting the song this week. Moves are designated as Up (upward chart movement), Same (same chart position as last week or continued uncharted airplay), and Down (downward chart movement). Finally, following the word Adds, the total number of stations adding the record this week is listed, followed by a sampling of individual station activity on the song. Complete airplay activity can be found in the Parallels.

Breakers have achieved 60% CHR airplay for the first time. Records not yet achieving Breaker status may accumulate sufficient chart points from high chart positions on stations reporting them to debut on the CHR National Airplay/40.

TIC-FM/Hartford, CT Mitchell/Lundon

CELINE DION BLACK SHEEP T.P.E. (dp) TRACIE SPENCER (dp) Hotter

Hottest: VANESSA WILLIAMS 5-1 GIGGLES 3-3 ERIC CLAPTON 7-4 TLC 22-18 EN VOGUE 28-23

WKEE/Huniington, WV McFadden/Miller

PAULA ABDUL SOPHIE B. HAWKINS CELINE DION (dp) RED HOT CHILI PEP (dp)

Hol Hol Chill FE (G Hottest: VANESSA WILLIAMS 2-1 RICHARD MARX 3-2 QUEEN 14-8 BRYAN ADAMS 18-13 UGLY KID JOE 25-22

CHR Rotation Criteria
Fulltime Adds and/or Ons: four plays in a 24-hour period, three of them before midnight.

• Dayparted Adds and/or Ons: one-two plays in a 24-hour period, both before midnight.

**Breakouts** are records not included in the regional Most Added listings that are receiving concentrated regional airplay. They have fewer than 50 reports nationally but have five or more adds in the region listed.

RA	4 V D ) D
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	4
llantic City, NJ ke	50
ILLIAMS	50
DN DFRED (dp)	
INGPIN (dp) CASOUL (dp)	
ILLIAMS 1-1	MOST ADDED
SP 13-3 S 29-9 INSELL 19-11	CELINE DION (35)
28-20	AMY GRANT (35) ROD STEWART (22)
ngor, ME Ity	MR. BIG (19) SDPHIE B,
FFECT	HAWKINS (18)
S JOY NDROSS (dp)	
	BREAKOUTS
CON 1-1 REY 3-3	MSG (7)
JOE 15-9	GARY WRIGHT (7) GOOD 2 GO (6)
ckley, WV	JIM JAMISON (6)
)avia	SHANICE (6)
90 (dp)	
IDE (dp) HILI PEP T	M-286032200022
ILLIAMS 6-1	
CON 5-3 COLI 10-5 REY 11-6	P2
tington, VT Ion	WBBQ/Augusta, GA
HAWKINS	Bruce Stevens
TT	CELINE DION AMY GRANT
	COLOURHAUS PAULA ABDUL BOYZ II MEN
LLIAMS 1-1 IEY 2-2 YON 3-3 ISON 12-10	
UN 3-3 SON 12-10	HOU SIEMAN Hottest: ERIC CLAPTON 2-1 UGLY KID JOE 18-8 QUEEN 26-16 EN VOCUE 28-18 EN VOCUE 28-18
e Cod, MA	QUEEN 26-16 EN VOGUE 28-18 RED HOT CHILI PEP 29-19
19	B93/Austin, TX
N (dp) HAWKINS	Duran/Austin
T TT	ERIC CLAPTON GOOD 2 GO CHAKA KHAN
LLIAMS 1-1	2PAC (dp) Hottest:
ON 2-2 COLI 4-3	KATHY TROCCOLI 7-4
2 0E 17-15	TLC 15-10 LIDELL TOWNSELL 18-11 EN VOGUE 28-20
ce, NY Jan	KHFVAustin, TX
M (dp)	Allen/Harris
i IES	TEARS FOR FEARS JOE PUBLIC ANY GRANT
7T (dp) NOE 18—13	HOWARD JONES
NE 18-13 ND 24-17 NILI PEP 28-20 VILLIAMS 31-25 -26	Hottest: VANESSA WILLIAMS 1-1 UGLY KID JOE 13-8
/ILLIAMS 31-25 -26	UGLY KID JOE 13-8 QUEEN 15-12 CURE 28-23
ersburg, WV Irin	SOPHIE B. HAWKINS 35-29 WFMF/Baton Rouge, LA
EX .	Johnny A./Lovett
TION	UGLY KID JOE HOWARD JONES
1-1	HOWARD JONES CELINE DION LIGHTWING SEEDS (dp)
-2 10N 4-4 3 6-6	Hottest: ERIC CLAPTON 3-1 MARIAH CAREY 2-2
starr 7-7	KATHY TROCCOLI 6-3 MINT CONDITION 11-7
it	ROXETTE 15-10
or	K106/Beaumont, TX Landis/Pace
π	ROD STEWART (dp) AMY GRANT TLC (dp)
ILLIAMS 3-1	MITCH MALLOY (dp)
TON 7-2 REY 10-4 BADD 13-9	BELIEVERS (dp) KRIS KROSS (dp) Hottest:
INGSTEEN 16-10	HOTEST: RED HOT CHILI PEP 13-5 NIRVANA 15-9 UGLY KID JOE 20-12
iamsport, PA	UGLY KID JOE 20-12

13-5 NIRVANA 15-9 UGLY KID JOE 20-12 QUEEN 26-14 U2 21-16 195/Birmingham, Al St. John/Bohannon ROD STEWART AMY GRANT CELINE DION PAULA ABDUL Hottest: VANESSA WILLIAMS ERIC CLAPTON 2-2 DEF LEPPARD 15-6 GARY WRIGHT 10-7 KATHY TROCCOLI 24

KPRR/El Paso, TX Eli Molano SHANICE Hottest: VAMESSA WILLIAMS 1-1 JOE PUBLIC 16-12 EN VOGUE 22-17 R. KELLY 24-20 TLC 30-28 5-29 WMXF/Fayetteville, NC Sammy Simpson GARY WRIGHT PAULA ABOUL MR. BIG ZZ TOP KRIS KROSS (dp) TLC (dp) RIGHT SAID FRED (dp) CELINE DION (dp) HOLLEN: Hottest: ERIC CLAFTON 1-1 VANESSA WILLIAMS 2-2 MARIAH CAREY 9-4 U2 15-11 ERYAN ADAMS 19-15 WKSI/Greensboro, NC Balley/Roberts\* PAULA ABDUL HOMARD JONES MR. BIG Hottest: MRIAH CAREY 3-2 ERIC CLAPTON 6-4 RICHARD MARX 8-5 STACY EARL 9-6 KATHY TROCCOLI 12-8 WKSI/Greensboro, NC Belley/Meadows Belley/Meadows ANY GRANT (dp) KRISK ROSS (dp) CRLINE DLOM (dp) SUNYCOLADA (dp) SUNYCOLADA (dp) SUNYCOLADA (dp) COLOMINALIS (dp) HOLTESIL ERIC CLAFYON 2-1 HARLAH CAREY 3-2 KATHY TROCOCLI 6-5 MUNY CONDITION 9-6 MUNY CONDITION 9-6 MUNY CONDITION 9-6 WRHT/Greenville, NC Deve Mack RED HOT CHILI PEP 22 TOP COLORHAUS JON SECADA HOTLESS: WILLIAMS 3-2 WHILAH CAREY 7-3 HERICE 12-7 BRUCE SPRIMSTEEN 13-10 QUEEN 27-19 WZYP/Huntsville, AL Chris Andrews ROD STEWART GARY WRICHT CELINE DION MITCH WALLOY AMY GRANT SOPHIE B. HAWKINS BELIEVERS MSG MSG Hottest: ERIC CLAPTON 2-1 MARIAH CAREY 4-2 OZZY OSBOURNE 5-3 BRYAN ADAMS 12-10 QUEEN 22-18

895.5/Jackson, MS Dru Laborde ROD STEWART RIGHT SAID FRED DEF LEPPARD SCPHIE B. HAWKINS HOTLESISA WILLIAMS 1 MARIAH CAREY 2-2 SMITHEREENS 4-3 ROXETTE 7-4 STACY EARL 10-5

WAPE/Jacksonville, FL Jeff McCartney BOYZ II MEN SOPHIE B. HAWKINS MITCH MALLOY HITCH MALLOL Hottest: VANESSA WILLIAMS 1-1 ERIC CLAPTON 2-2 MARIAH CAREY 9-3 RICHARD MARX 5-5 UGLY KID JOE 16-6 AMY GRANT CELINE DION JOE PUBLIC (dp) Hottest: VANESSA WILLIAMS 2-1 ROXETTE 4-3 KATHY TROCCOLI 12-8 BRUCE SFRINGSTEEN 14-9 LISA STANSFIELD 19-11 WQUY/Johnson City, TN Hurt/Mann Harrowann Mar Grant De Life Dion De Life Dion CLOURHAUS HOD STEMART COLOURHAUS HOD STEMART HOD STEMART HOTLASSELL CARY WAICHT HOTLASSEL BRTAN ADAMS 10-7 UGLY KID 06 16-11 DFF LEPPARD 25-17 QUEDR 23-18 ZZ TOP D-25 SHANICE Hottest: MARIAH CAREY 6-1 TLC 7-5 JOE PUBLIC 10-8 KRIS KROSS 13-9 LISA STANSFIELD 26-15

WOKVKnozville, TN Gish/Pirkle HOWARD JONES Hottest: ERIC CLAPTON 1-1 DZZY GSBOURNE 2-2 VANESSA WILLIAMS 4-3 UGLY KID JOE 11-4 QUIEN 18-7 KKYK/Little Rock, AR Bill/Presiey

CHIPTURERY ROD STEMART SCHILE B. HAMKINS LIGHTNING SEEDS PAULA ABDUL Hottest: VANESSA WILLIAMS 3-1 BYTAN ADARS 11-8 EN VOGUE 9-9 CAUSE & DEFECT 14-11 U2 17-14 KZFM/Corpus Christi, TX Danny B. Jammin'/Baird WDJX/Louisville, KY Shehei/Meyer

> CURE (dp) RED HOT CHILI PEP JULIAN LENNON SOPHTE B. HAWRINS Hottest: VANESSA WILLIAMS 1-1 ERIC CLAPTON 5-5 CAUSE & EFFECT 12-9 QUEEN 27-6 UGLY KID JOE 22-17 FM100/Memphis, TN Conley/Pendarvis

CabliMHart ROD STEMART JODY WATLEY COLLOWRAUS ANT GRANT WHISICROSS (dp) HOLLOST VANESSA WILLIAMS 1-1 STACY EAR 13-8 UKGLY KID JOE 22-17 QUEEN 23-18 DEF LEPPARD 34-23 MR. BIG JON SECADA EN VOCUE NOO STEMART HOLVESI: ERIC CLAFTON 1-1 MARIAH CAREY 3-2 ATLANTIC STARR N-3 RICHARD MARK 6-4 BRYAN ADAMS 12-7 WABB/Mobile, AL Hayes/Geronimo

PAULA ABDUL GEOFFREY WILLIAMS (dp) RED HOT CHILI PEP (dp) MITCH MALLOY CURE (dp)

Hottest: Hottest: VANESSA WILLIAMS 1-1 ERIC CLAPTON 2-2 QUEEN 28-17 UGLY KID JOE 24-18 EN VOGUE D-21 WHHY/Montgomery, AL Stevens/Van Dyke

Stevena/Van Dyke CELINE DION ANT GRANT HOWARD JONES BOZZ II HEN (dp) JON SCRAPA (dp) BOZZ II HEN (dp) JON SCRAPA (dp) HOLLERT: HILLINES (dp) HOLERT: HILLINES MARTIC RECOLL 5-4 DION & BIRSTON 13-7 KEMUCA HIER BOOMSON 15-4 KINCC, KEU (dp) REF (dp) GODD 2 GO HOLLERT: FL

Hottest: MC LUSCIOUS 5-1 GIGGLES 10-7 DAVID D 17-9 REDHEAD KINCPIN 22-13 KRIS KROSS 38-25

Y107/Nashville, TN Kapian/Peece K Aparan/Pacco RIFF BOTZ HIMEN BOTZ HILOY ANT GRANT HH. BIG CELINE DION HOLLSI ERIC GLAPTON 2-1 VANESSA WILLIARS 3-2-1 VANESSA WILLIARS 3-2-1 CHRIS MALKER 20-16 EN WOOLE 23-20

B97/New Orleana, LA Thomas/Glovingo

AMY GRANT TLC (dp) JON SECADA (dp) Hotest: VANESSA WILLIAMS 1-1 MVP 2-2 QUEEN 11-5 UGLY KID JOE 8-7 CAUSE & EFFECT 15-10

XL1067/Orlando, FL Cook/Larry D.

MR. BIG SOPHIE B. HANKINS GEOFFREY WILLIAMS AMY GRANT HOLLESS: ERIC GLAPTON 2-1 CAUSE & EFFECT 5-4 RICHARD MARK 7-6 QUEEN 20-12

WRVQ/Richmond, VA Davis/McKay

ww.americanradiohistory.com

TLC (dp) SOPHIE B. HAWKINS EN VOCUE JOK SECLAR GARY WRIGHT Hottest: ERIC CLAPTON 1-1 VANESSA WILLIAMS 6-2 QUEEN 13-6 SWITHEREENS 20-15 DEF LEPPARD 23-19

K92/Roenoke, VA Brown/Michaels Brown/Michaels ROD STEMART HOMARD JONES EN VOCUE HR. BIG RIGHT SAID FRED ANT GRANT Hottest: ERIC CLAPTON 1-1 VANESSA WILLIAMS 3-2 DEF LEPPARD 20-14 PRINCE 29-19 ROD STEMART D-29 7107/STEMART D-29 Z102/Savannah, GA Wimmer/Allen MR. BLO ANT GRANT COLUMHAUS CELLINE DION GARY WRIGHT Notleast: UGLY KID JOE 12-7 QUEEN 17-11 EN VOCUE 25-16 DEP LEPPENS 30-24 RED HOT CHILI PEP D-29

19-19 کیلی ہے۔ WOVV/West Paim Beach, FL Denver/Hudson

EN WOGUE AYY GRANN CELINE DION (dp) TLC (dp) CURE (dp) CURE (dp) CHEIS MALKER 25-11 QUEEN 16-14 UGLY KID JOE 20-16

P3

KFQX/Abilene, TX Jay Shannon

JEY STAENDON AMY GRANT WR. BIG CELINE DION JOE PUBLIC (dp) TRACLE SPENCER (dp) JODY WATLES NOD STEWART (dp) HOLTEST: MARIAH CAREY 2-1 BEYAN ADARS 12-1 GEDEFREY WILLIAMS 20-15

KQIZ/Amarillo, TX Stu Smoke

CELINE DION ANY GRANT (dp) ZZ TOP (dp) COLOURHAUS (dp) Hottest: STACY EARL 8-5 MINT CONDITION 24-12 CECE PENISTON 26-13 NIRVANA 27-23 UGLY KID JOE 31-24

WKSF/Asheville, NC Maloney/Trent

EN VOGUE RED HOT CHILI PEP (dp) Hottest: ERIC CLAPTON 2-1 KATHY TROCOLL 13-7 UGLY KID JOE 20-12 BITAN RDANKS 19-17 QUEEN 29-19

WJAD/Albany-Bainbridge, GA John Dawson

CELINE DION AMY GRANT ORCHESTRA JB SOPHIE B. HAWKINS JDM JAMISON SUGARCUBES Hottest:

Hottest: MARIAH CAREY 2-1 COLOR ME BADD 3-2 MINT CONDITION 8-5 ERIC CLAPTON 11-8 PAULA ABDUL 27-17

WZKX/Biloxi, MS Spillman/Rhodes

OPERMENTRANCES DEF LEPPARD SOPHIE 8. HANKINS AMT GRAAT ROD STEMART CELIDE DION HOLTON HOLTON

KRIS KROSS MITCH MALLOY CELINE DION HOUARD JONES HOULDSI BACE SPRINGSTEEN 5-3 U2 8-4 UCLY KID JOE 7-6 QUEEN 28-17

KTUX/Shreveport, LA Shepherd/Davis WJMX/Florence, SC Miller/Atlan None Hottest: ERIC CLAPTON 1-1 BIG AUDIO DYNAMIT 2-2 KATHY TROCCOLI 10-10 DION & BRYSON 11-11 LISA STANSFIELD 19-19

CAUSE & EFFECT ROD STEMART COLINE DION AMT GRANT SCREAM (dp) HotLost: MARIAH CAREY 3-2 RICHARD MARX 4-3 U2 9-4 BRTAN ADAMS 12-8 QUEEN 21-11

WCGQ/Columbus, GA Davis/McCard

Devinificand Ant GRANT CELINE DON SOPHIE 8. HAMKINS SOPHIE 8. HAMKINS SOPHIE 8. HAMKINS MOT CHLI PEP (dp) HSC SCHEAM HSC ACTOR 100 HSC ACTOR 1

KMCK/Fayet Mike Chase

KISR/Ft. Smith, AR Baker/Grady

 Baker/Gredy

 CSLINE DION

 RIGHT SAID FRED (dp)

 NITCH MALLOY (dp)

 NTCO STBMART (dp)

 MR EdG (dp)

 MRG CAPL

 NSG (dp)

 HOLTEST:

 DERUCE SPRINSTEEN 16 

 NETALICA 20-15

 DEFLEPPARD 27-20

WMMZ/Gainesville, FL McCown/Cawley

ERIS KROSS AMY GRANT ROD STEMART CELINE DION Hottest: QUEEN 2-1 ERIC CLAPTON 3-2 MARIAH CAREY 4-3 RATHY TROCCOLI 8-5 DION & BRYSON 12-9

WYKS/Gainesville, FL Bente/Fox

KSMB/Lafayette, LA Waldon/Nelson

SOPHIE B. HAWKINS DEF LEPPARD (dp) MR. DIG CELINE DION HOMARD JONES Hottest:

HORTEST: Hottest: ERIC CLAPTON 2-1 KATHY TROCCOLI 9-7 U2 17-13 EN VOGUE 32-25 QUEEN 35-26

KZN/Lubbock, TX Luck/Scott

Q101/Meridian, MS Anthony/Yarbrough

Anthony/Varbrough ZZ TOP (dp) MR. BIG NOD STEMART HOMAND JONES ANY GRANT STEMART B. HAWKINS HOTLES: ERIC CLAPTON 1-1 MARIAH CART 2-2 KATHT TROCOLL 3-3 RICHARD MARK 4-4 STACT EARL 6-5

JOOD SHARNON OUTFIELD MITCH MALLOY (dp) MITCH MALLOY (dp) MR. BIC MR. BIC JDH JAHISON (dp) KEITH SHEAT (dp) HOLTEST: L.A. GUNS 8-6 GUEED 28-16 GUEED 28-16 CURE 29-24 OUTFIELD D-36 KIXY/San Angelo, TX Snipes/Elfman

SnipewEitmen PAULA ABDUL MR. BIG UTON MALLDY (dp) CELINE DION AMY ORANT METALLICA (dp) HOLDESI: MAILAH CAREY 3-1 ERIC CLAPTON 4-2 ERIC CLAPTON 4-2 BANCE SPH NESTED: 1 NIRVANA 24-22

KCHX/Midland-Odesse, TX Randy Street TORI LMDS MDMRD JORES MGS (dp) ANY GRANT JDH JAHTSON CELINE DION MR. BIG MITCH MALLOY HOLTEAT: RICHARD MARK 6-5 STACY EAR. 7-6 RUETHE 14-11 QUEEN 25-22 NITWIAN 28-24

KNOE/Monroe. Mitchell/Redde

WITCHWIMAGGAN KRIS KROSS RED STBART AMT GRANT CELIME DIAN MITCH MALLOY JILAN LENNON (dp) MIT JALEN LENNON (dp)

WBPR/Myrtia Ber Bender/Kiloo

KRIS KROSS MY GRANT MR. BLG HOARD JONES GEOFFREY WILLIAMS (dp) HOTLEST: MARIAH CAREY 3-1 KATHY TROCCOLI 4-3 BRYAN ADAMS 14-8 PRINCE 20-17 QUEEN 28-23

WILN/Panama City, FL Todd Shannon

RIGHTSAID FRED KTIS KROSS CELINE DION TSSLA SOPHIE B. HAWKINS Hottest: U2 17-10 QUEEN 19-14 UGLY KID JOE 21-15 NIRVANA 24-17 EN VOGUE D-31 WFHT/Taliahassee, FL Reynolds/Austin

Reynolds/Austh KRIS KROSS (dp) CELIME DION (dp) AMT GRANT (dp) MR. BIG XZ TOP (dp) Hottest: VAMESSA LT (dp) Hottest: Hottest: VAMESSA LT (dp) Hottest: KWTX/Waco, TX Christopher/Rose

ROD STEWART (dp) PAULA ABDUL (dp) EN VOCUE (dp) HOUCUSE (dp) ERIC CLARTON 4-1 XATHY TROCOLI 9-4 VANESSA WILLIAMS 13-6 UGLY KID JOE 12-8 NIRVANA 15-11

KNIN/Wichita Falls, TX J.J. McKay LUCK/SCON CELINE DION ANT GRANT (dp) NOA REDUCK HITCH HALLOY (dp) CULOTHAUS (dp) HITCH HALLOY (dp) CULOTHAUS (dp) HITCH CONDITION 5-3 MINT CONDITION 13-7 CHRIS CUEVAS 12-8 UKLT KID JOE 16-12

RCD STEMART (dp) GARY WRIGHT JDH JAMISON (dp) ANY GRANT MSG (dp) Hottest: U2 7-6 BRUCE SPRIMSSTEPN 12-9 QUEEN 19-10 UGLY KID JOE 16-12 NIRVANA 18-14

WVBS/Wilmington, NC Casey/Hoover

CARGENTATION SOFTLE B. HAMICING LITHER VANDROSS HOLIND DYNS HOLIND DYNS YON SECADA TLC (dp) ROS STEDART AVT GRANT HOLLENT: ERIC CLAFTON Z-1 RICHARD MARX 5-4 QUEEN 30-27 SIR MIX-A-LOT 34-30 PAULA ABDUL 39-31

# 228 Current Reporters 225 Current Playiists

Called in Frozen Playlist (1): WRQK/Canton

Did Not Report, Playilst Frozen (2): KTUX/Shreveport KQKQ/Omsha

Note: Power 94.5 (WLAP)/Lexington, KY has flipped to Hot AC and is no longer a reporter. Hot 95.5/Jackson is now known as B95.5.

# PRINCE 34-95XIL/Park Hughes/Va AMY GRANT JODY WATLE MINT CONDI JOE PUBLIC HOTLBST: VAN HALEN GENESIS 2-ERIC CLAPT PAUL YOUNG ATLANTIC S ATLANTIC SI WONP/Whe Bonds/Petif COLOURHAUS MITCH MALLA JON SECADA ANY GRANT HOTLEST: VANESSA WII ERIC CLAPTU MARIAH CARI COLOR ME BJ BRUCE SPRII WHTO/Williams; Williams; ROD STEWART PAULA ABDUL AMY GRANT GARY WRIGHT JTM JAMISON JULIAN LENNON HOLLAST: ort, PA Hottest: ERIC CLAPTON 2-1 DION & BRYSON 4-2 RICHARD MARX 6-3 KATHY TROCCOLI 8-4 MARIAH CAREY 11-5 WQXA/York, PA Feather/Taylor CHAKA KHAN GOOD 2 GOOD 2 GO HOTED BROTHERS (dp) HOTEDEL LIDELL TOWNSELL 7-2 TLC 21-15 MC LUSCIOUS 23-19 KRIS KROSS D-26 SIR MIX-A-LOT 32-29

# CHR ADDS & HOTS

KPAT/Sioux Falls, SD Scott McGuire

K107/Tulsa, ÖK Michael Ring

ANY GRANT JON SECADA ROD STEMART CELINE DION LIGHTINO SEEDS HOLTEST: RICHARD MARX 3-1 BRICE SPHINGSTEEN 8-3 ERIC CLATCON 9-4 MARIAH CAREY 15-7 NIRVANA D-27

KFMW/Waterloo, IA Mark Hansen

JIM VAL MSG Hottest: OZZY OSBOURNE 2-1 UGLY KID JOE 3-2 NIRVANA 7-5 BRYAN ADAMS 9-7 U2 10-8

KIKX/Colorado Springs, CO Swisher/Anderson

MSG Hottest: KATHY TROCCOLI 2-1 ERIC CLAPTON 5-2 U2 6-5 MINT COMDITION 7-6 CHRIS WALKER 11-7

KKMG/Colorade Springs, CO Stevens/Cruise

Stevens/Cruise KRIS KROSS BOTZ II MEN CELINE DION JON SECADA CHUKA KHAN HOLTESI VANESSA WILLIAMS 1-1 TLC 9-6 JOE PUBLIC 11-8 JOE PUBLIC 11-8 SIR MIX-ALOT 20-14 EN VOQUE 25-18

KSND/Eugene, OR Ruh/Stone

AMY GRANT (dp) MITCH MALLOY RRIS KROSS (dp) CELINE DION (dp) Hottest: MARIAH CAREY 7-3 ERIC CLAPTON 11-9 U2 16-12

B95/Fresno, CA Don Parker

GOOD 2 GO CHAKA KHAN (dp) COLLEGE BOYZ (dp) HOTLESE: JODECI 2-1 AARON HALL 4-2 TLC 7-4 KRIS KROSS 20-17 SHANICE 30-22

PWR102/Fresno, CA Davis/Roberts

U2 16-12 BRUCE SPRINGSTEEN 21-15 CHRIS WALKER 22-16

SWIEDER/ADD ROD STEWART CELINE DION AMY GRANT JIM JAMISON GARY WRIGHT MSG Hottest:

JIM JAMISON MSG

KQHT/Grand Forks, ND Mumhy/Williams

AMY GRANT EDDIE MONET CELINE DIOW TLC (dp) KRIS KROSS (dp) HotLest:

Hottest: VANESSA WILLIAMS 1-1 PAULA ABDUL 21-4 KATHY TROCCOLI 17-9 DEF LEPPAPD 23-19 JOE PUBLIC 27-20

### CK105/Flint, MI St. Michaels/Larson MOST ADDED AMY GRANT (27) CELINE DION (26) HOWARD JONES (14) RED HDT CHILI HOWARD JONES CELINE DION JULIAN LENNON test: C CLAPTON 2-1 PEPPERS (14) ROD STEWART (13) ERIC CLAPTON 2-1 QUEEN 7-3 EN VOGUE 19-9 MINT CONDITION 14-10 UGLY KID JOE 23-13 WMEE/Ft. Wayne, IN BREAKOUTS AMY GRANT RED HOT CHILI PEP (dp) JIM JAMISON (6) NED HOT CHILI PEP (dp Hottest: VANESSA WILLIAMS 1-1 ERIC CLAPTON 3-2 MARIAH CAREY 5-3 MSG (6) JULIAN LENNON (5)

MIGMEST

# P2

WKDD/Akron, OH Nell Sullivan

# ren guinvan RDD STEWART (dp) AMY GRANT CELINE DION (dp) HGWARD JONES SOFHIE B. HAWKINS SOFHIE B. HAWKINS NIRVANA (dp) RED HOT CHLLI FEP (dp) MR. BIO DEF LE2PARD (dp) Hittast:

Kevin Gossett Ary CPANT MARTINA RICHARD MARK CELINE DION METALLICA (dp) Hottast: MICHAEL BOLTON 4-1 MICHAEL BOLTON 4-1 BIG ALDIO DYNAMIT 23-19 EHIC JLAPTON 36-2 CECE PERISTON 36-28 Hottest: VANESSA WILLIAMS 3-1 OZZY OSBOURNE 5-4 BRYAN ADAMS 11-7 BRUCE SPRINGSTEEN 17-14 SMITHEREENS 20-16

EN 22-15 Y KID JOE 27-2

Hottest: KATHY TROCCOLI 7-4 VANESSA WILLIAMS 18-5 NIRVANA 11-10

WGRD/Grand Rapids, MI Kevin Gossett

2 14-12 GLY KID JOE 23-17

WIXX/Green Bay, WI Stone/Ross

AMY GRANT JOE PIBLIC BONNIS RAITT EN VOSUE (dp) COLOURHAUS

Hottest: RICHARD MARX 5-3 BRYAN ADAMS 13-10 U2 14-11 PAULA ABDUL 22-13 QUEEN 26-22

Z104/Madison, Wi Ed Lambert

Ed Lambert CLLINE DION BRYAN ADACK JOE PUBLIC (dp) JODY WATLEY Hottest: ERIC CLAPTON 1-1 MARIAH CAREY 3-2 QUEEN 9-3 KATHY THOCCOLI 6-4 DION & BRYSON 8-6

KJ103/Oklehome City, OK McCoy/Kidd

BCLOWING EN VOCUE CELIME DION LIGHTNING SEEDS ANY GRANT HOLLASI: VANESSA HILLIAMS 2-1 ERIC CLAPTON 4-3 QUEEN 5-4 DION & BRYSON 10-7 UGLY KID JOE 35-26

KQKQ/Omaha, NE Ken Benson

NONE HOLLEST: ERIC CLAPTON 1-1 ERIC CLAPTON 1-1 VANESSA WILLIANS 2-2 RICHARD MARK 6-6 QUEEN 17-17 RED HOT CHILI PEP 24-24 KXKT/Omaha, NE DeGeut/Scott

B106/Ft. Wayne, IN O'Rourke/Alexander

CAUSE # EFFECT TLC HOWARD JONES (dp)

WRQK/Canton, OH Nicholas/Vincent

none Hottest: U2 1-1 QUEEN 3-3 OZZY OSBOURNE 4-4 SRYAN ADAMS 8-8 BRUCE SPRINGSTEEN 12-12 WPXR/Davenport, IA Mark Elliott

JODY WATLEY CHRIS WALKER EN VOGUE PRINCE PAULA ABDUL HOTLESI: MARIAH CAREY 2-1 ERIC CLAPTON 3-2 STACY EARL 6-5 U2 13-7 BHYAN ADAMS 14-8

WGTZ/Deyton, OH Kenney/Roberts RED HOT CHILI PEP KRIS KROSS (dp) AMY GRANT HOMARD JONES HOLTEST: KATHY TROCODLI 10-5 BRUCE SPRIMCSTEEN 11-7 ROKETTE 11-7 UGLY KID JOE 32-18

KRNG/Des Moines, IA McCann/Weis

ROD STEWART COLOURHAUS Hotlest: ERIC CLAPTON 2-1 VANESSA WILLIAMS 4-3 ATLANTIC STARR 17-8 QUEEN 19-10 DION & BRYSON 24-17

96STO/Evensville, IN WITHERSPOONTWERE ZZ TOP (dp) HOMRD JONES PAULA ABDUL COLOMRAIS COLOMRAIS COLOMRAIS COLOMRAIS COLOMRAIS COLOMRAIS PAULA PRIC CLATTON 2-1 QUEEN 6-3 VANESSA WILLIANS 1N-5 UGLY KIL JOE 23-15 DEF LEPPARD 30-24

HOWARD JONES SOPHIE B. HAWKINS COLOURHAUS (dp) ORCHESTRA JB MR. BIG BONNIE RAITT (dp) TOAD THE WET SPRO (dp) Hottest Hottest: BIG AUDIO DYNAMIT 2-1 NIRVANA 4-3 U2 7-4 RED HOT CHILI PEP 8-6 CJRE 19-10

WMGV/Oshkosh, WI AMY GRANT EN VOGUE RIGHT SAID FRED Hottest: ATLANTIC STARR 4-1 ROXETTE 7-4 NATURAL SELECTION 15-9 HOWARD JONES 18-15 STACY EARL 27-16 KZ93/Peoria, IL RED HOT CHILL PEP CAUSE & EFFECT BORNIE RAITT (dp) Hottest: ERIC CLAPTON 3-1 VANESSA WILLIAMS 7-2 ATLANTIC STARR 5-4 BRYAN ADAMS 9-6 OLEEN 24-10 WZOK/Rockford, IL Phillips/Kelley SOPHIE B. HAWKINS MR. BIG METALLICA RED HOT CHILI PEP HOTLEST:

Hottest: MR. BIG 1-1 GENESIS 2-2 ERIC CLAPTON 3-3 MARIAH CAREY 11-7 BRUCE SPRINGSTEEN 17-13 WIOG/Saginaw, MI Rick Belcher Rick Beicher VANESSA WILLIAMS AMY GRANT MITCH MALLOY Hottest: 0ZZY 05BOURNE 1-1 ERIC CLAPTON 4-2 DANGER DANGER 3-3 UGLY KID JOE 5-1 QUEENSRYCHE 6-5

KKHT/Springlield. MO Alexander/Thiessen

APC ORANT CELINE DION CAUSE & PEPECT (dp) RED HOT CHLL PEP (dp) ROWRD JONES (dp) HOTLESS: ERIC CLAPTON 3-2 RICHARD MARX 7-3 U 222-12 BRUCE SPRINGSTEEN 17-13 KTXY/Columbia. MO Steele/Knight AMY GRANT

WBNQ/Bloomington, IL Robbins/Laughlin

Hottest: ERIC CLAPTON 1-1 VANESSA WILLIAMS 2-2 KATHY TROCCOLI 7-4 DION & BRYSON 10-6 BRYAN ADAMS 14-10

EDDIE MONEY Hottest: ERIC CLAPTON 6-1 OZZY OSBOURNE 3-3 VAN HALEN 4-4 NIRVANA 15-10 QUEEN 22-15

KKRD/Wichite, KS Robbins/Williams HOWARD JONES ROD STEWART ANY GRANT CELINE DION HOLLESI: RICHARD MARX 3-2 ERIC CLAPTON 15-7 JOE PUBLIC 22-18 DEF LEPPARD 34-29

KMYZ/Tulss, OK Myers/Smith

WHOT/Youngstown, OH Dick Thompson

NSG MITCH MALLOY HOTLEST: U2 5-1 BRUCE SPRINGSTEEN 2-2 NIRVANA 6-5 QUEEN 7-6 DEF LEPPARD 10-8

P3

CAUSE & EFFECT ANY GRANT HOMARD JONES MR. BIG CELINE DION Hottest: VANESSA WILLIAMS 4-2 RICHARD MARX 6-4 MARIAH CAREY 10-6 L.A. GUNS 12-8 DEF LEPPARD 27-17

KYYY/Bismarck, ND Beck/Kelly

ANY GRANT CELINE DION JIM JAHLSON BELIEVERS HOLLENT: UGLY KID JOE 2-1 UGLY KID JOE 2-1 QHEEN 10-6 NIFWANA 22-17 NIFOH MALLOY 30-20 RED HOT CHILI PEP 31-22

COCOMMELENGING CELINE DION GARY WHIGHT ANT CRANT FISLA (dp) JIM JANISON Hottest: FRICLARTON 3-3 BRUCE SPRIMOSTED 14-7 BRUCE SPRIMOSTED 14-7 BRIAN DAMAS 15-8 L.A. GINS 15-9 WKFR/Kalamazoo, MI Britain/Dillon WCIL/Carbondale, IL Tony Waitekus ROD STEMART CELINE DICK JLM JAMISON MGG (dp) HOLTEST: ERIC CLARTON 1-1 OZYY OSBOLINE 1-2 ROKITE 5-3 BRICE SPHINGSTEEN 18-10 DEF LEPFARD 36-24 MAZYI AGOLINE 1-1 GARY WRIGHT BONNIE RAITT ROD STEWART ROD STEMART Hottest: VANESSA WILLIAMS 1-1 ERIC CLAPTON 2-2 UGLY KID JOE 3-3 EN VOGUE 17-9 NIRVANA 16-10 WLRW/Champaign, IL Blakemore/Cox WAZY/Latayette, IN Stacy/Kenyon JODY WATLEY AMY GRANT ROD STEWART CELINE DION BOMNIE KAITT (dp) RED HOT CHILI PEP (dp) HOTLEAI: VANESSA VILLIAMS 2-1 MARIAH CAREY 5-3 BYTAN ADAMS 8-7 QUEEN 26-1 DEF LEPPARD 27-19 Nottest: ERIC CLAPTON 2-1 RICHARD MARX 5-4 ATLANTIC STARR 13-8 BRYAN ADAMS 11-9 CHRIS WALKER 18-15 KCMQ/Columbia, MO Hanson/Colt KMGZ/Lawton, OK Keily/Stalker PAULA ABUL CELINE DION AMY GRANT HOMARD JONES RED HOT CHILI PEP (dp) Hottest: STACY EARL 8-3 UCLY KID JOE 24-16 QUESN 29-19 DEF LEPPARD 35-29 BELIEVENS (dp) MATTHEW SWEET (dp) JIM JAMISON BOYZ II MEN CELINE ETON SHANA KHAN (dp) CELINE ETON SHANICE CHARA KRAN (dp) R. KELLN (dp) Hottest: KATHY THOCCOLI 5-5 UGLY KIN JOE 21-16 EN VOQUE 27-21 QUEEN 37-22 NIRVANA 3<sup>20</sup>-29 CURE SOPHIE B. HAWKINS (dp) HOWARD JONES Hottest: KFRX/Lincoln, NE Sonny Valentine Sonny Valentine CELINE DION (dp) SOPHIE B. HANKINS ROD STEGART (dp) HETALLICA (dp) HETALLICA (dp) HETALLICA (dp) HETALLICA (dp) ROLLESS WILLIAMS 3-1 ERIC CLAPTON 5-2 RICHARC MARX 4-3 OZYY OSBOURNE 20-13 UCLY KID JOE 23-19 KLYV/Dubuque, IA Doug Collins CELINE DION AYY GRANT PAULA ABDUL NSG (dp) Hottest: VANESSA VILLIAMS 1-1 BRIAN ADAMS 18-12 PRINCE 32-22 COLOURHADS D-32 DEF LEPPARD D-34 WSNX/Muskegon, Mi Richerds/McGill none Hottest: ERIC CLAPTON 21-5 VANESSA WILLIAMS 13-7 ATLANTIC STARR 23-8 RICHARD WARX 25-9 WILLIAMS BROTHERS 26-13 KZIO/Duluth, MN Michaels/Tommy B HOWARD JONES TORI AMOS (dp) LICHTWING SEEDS RED HOT CHILI PEP (dp) JULIAN LENNON KGGQ/Rapid City, SD Kieley/Steele RED HOT CHILI PEP MR. BIG GARY WRIGHT CURE Hottest: ERIC CLAPTON 1-1 BRUCE SPRINGSTEEN 15-9 OZZY OSBOURNE 13-10 CURE Hottest: VANESSA WILLIAMS 1-1 ERIC CLAPTON 2-2 BRUCE SPRINGSTEEN 13-6 QUEEN 25-15 DEF LEPPARD 27-21 OZZY OSBOURNE 13-1 QUEEN 22-17 DEF LEPPARD 35-24 WBIZ/Eau Claire, WI Lee/Johnson AMY GRANT ROD STEMART COLOURHAUS (dp) Hottest: UGLY KID JOE 17-14 U2 23-16 QUEEN 29-20 DEF LSPPARD 30-21 NIRVANA 26-24 (ROC/Rochester, MN Ackerman/Davis COLOURHAUS SOPHIE B. HAWKINS HOWARD JONES RED HOT CHILI PEP (dp) Y94/Fargo, ND Jack Lundy

KG95/Sioux City, IA Crain/Quinn MR. BIG AMY GRANT JODY WATLEY ROD STEWART (dp) CELINE DION (dp)

Hottest: ERIC CLAPTON 1-1 WILLIAMS BROTHERS 3-3 VANESSA WILLIAMS 4-4 UCLY KID JOE 23-17 PAULA AEDUL 28-22

AMY GRANT SOPHIE B. HAWKINS UGLY KID JOE ZZ TOP (dp) CAUSE & EFFECT (dp) Hottest: MARIAH CAREY 3-1 BRYAN ADAMS 14-9 PRINCE 17-11 DEF LEPPARD 20-14 DION & BRYSON 28-20 WDBR/Springfield, IL Moore/Lacey AMY GRANT ROD STEWART GARY WRIGHT JIM JAMISON MSG MSG CELINE DION CAUSF & EFFECT Hottest: ERIC CLAPTON 1-1 OZZY OSBOURNE 2-2 NIRVANA 18-14 DEF LEPPARD 21-16 UGLY KID JOE 20-17 S. S. S. MOST ADDED CELINE DION (24) AMY GRANT (19) KRISS KROSS (16) ROD STEWART (16) BOYZ II MEN (6) SOPHIE B. HAWKINS (6) PRINCE & N.P.G. (6) PRINCE & N.P.G. (6) RIGHT SAID FRED (6) BREAKOUTS G000 2 G0 (5) MSG (5) SHANICE (5) 2

Jaynes/Morgan PAULA ABDUL KRIS KROSS K.M.C. KRU TRACTE SPENCER AARON HALL BOUT II MEN HOLLAS: CLASTION 20-3 NC LUSCIONS 5-A EN WOOLE 13-7 JODY WATLEY 24-12 KKXX/Bekersfield, CA Wall/Davideon SHANICE PRINCE PRINCE COD 2 CO (dp) HotLest: JOE PUBLIC 3-1 LISA STANSFIELD 10-8 EN VOCUE 12-10 REDHEAD KINCPIN 13-12 K.H.C. KRU 24-17 KF95/Bolse, ID Stone/Arthur

americanradiohistory cor

 StoneAkthur

 CELINE DION

 Ard GRANT

 ROD STEWART

 NOS TEWART

 SCPRIE B., HAWKINS

 MGC (dp)

 27A4 (dp)

 27A5 (dp)

 27A6 (dp)

 27A7 (dp)

 27A6 (dp)

 27A7 (dp)

 <

Devis/Roberts RIGHT SAIO FRED GOOD 2 GO COLLEDE BOYZ KYN SDPS AMY GRANT CELINE DION HOTLENT: MARLAN CANEY 2-1 SALT-N-PEPA 7-4 EN VOCUE 11-6 SIR MIX-A-LOT 19-13 KRIS KROSS 29-24

KLUC/Las Vegas, NV Dean/Thomas KRIS KROSS EN VOGUE PRINCE Hottest: VANESSA WILLIAMS 2-2 COLGR ME BADD 4-3 MINT CONDITION 5-4 RED HOT CHILL PEP 14-7 KRIS KROSS D-25 FM 104/Modesto-Stockton, CA DeMaroney/Hoffe

Demarchney/Homman HorardD JORES CHRIS WALKER UGLY KID JOE (dp) Hottest: VAN2SSA WILLIAMS 1-1 ROKETTE 7-5 ERIC CLAPTON 9-7 BRYAN ADAMS 15-8 JODY WATLEY 16-9

HOT194/Honolulu. Hi Jeff Hunter

PRINCE SHANICE KRIS KROSS (dp) Hottest: NKOTB 4-3 DION & BRYSON 10-4 EN VOGUE 13-8 BOYZ II MEN 21-16 PRINCE D-20

KQMQ/Honolulu, HI Akane/Hart

CELINE DION RICHARD MARX SHANICE ROD STEWART (dp) KRIS KROSS (dp)

Hottest: MARIAH CAREY 5-1 ERIC CLAPTON 12-2 EN VOGUE 17-7 KATHY TROCCOLI 11-'0 DAN HILL 13-11

TLC PRINCE

KCAQ/Oxnard-Ventura, CA Rhodes/Sage KID FROST (dp) SOPHIE B. HAWKINS SHANICE HARLEE Hottest: VANESSA WILLIAMS 1-1 SIR MIX-A-LOT 22-14 EN VOGUE 21-16 TLC 39-30 KRIS KROSS D-36

KPSI/Palm Springs, CA Clark/Douglas PAULA ABDUL TRACIE SPENCER KRIS KROSS (dp) Hottest: MINT CONDITION 4-2 COLOR ME BADD 5-3 MARIAH CAREY 6-4 EVIC CLAPTON 19-8 QUEEN 27-17

KWNZ/Reno, NV Kelusa/Mackert KRIS KROSS ROD STBMART (dp) MITCH MALLOY (dp) HotLast: UGLY KID JOE 5-1 VARESA WILLIAMS 8-3 METALLICA 21-16 RIGHT SAID FRED 29-18 KRIS KROSS D-30

KDON/Salinas-Monterey, CA Newman/Wilde

Newman/Wikde PRINCE KRIS (ROOSS (dp) HotLeat: VANESSA WILLIAMS 1-1 STACY EARL 5-2 MARIAH CAREY 8-3 KATMY TROCCOLI 7-5 CHRIS WALKER 11-8

KZHT/Salt Lake City, UT Robert Maher ANY GRANT PRINCE ERIC CLAPTON ORCHESTRA JB R. KELLY HOLTENIC BHOCE SPRINSTEEN 15-11 QUEDN 23-12 KRIS KROSS 24-13 TLC D-17

Now!

Compact Discs

Custom

Gary Marthall Ant GRANT CELINE DICM HED HOT CHLL PEP QUEEN (dp) JCM SECADA NOD STEMART TRACE SPEAKER Hottest: BRICE SPENKESTEEN 11-7 PRINCE 13-10 UCA, CHNS-1-13 UCA, CHNS-1-13 UCA, CHNS-2-24 PAILLA ABDUL 33-24

Mark Murphy PAULA ABDUL CELINE DION SCPHIE B. HAWKINS KRIS KROSS (dp) AMY GRANT ROD STEWART BOWNIE RAITT HOLTESI: U2 14-10 BRUCE SPEINUSTEEN 1 JOE PUBLIC 21-16 BRUCE SPEINUSTEEN 1 JOE PUBLIC 21-16 CHRIS WALKER 28-20 KPXR/Anchorage, AK Palmer/Dwyer Palmer/Dwyer JOE PUBLIC CELIME DION ROD STEMART HR. BIG ERTS KNOSS HOTLEAST: FOR CALIFICATION FILS KNOSS HOTLEAST: FOR CALIFICATION FILS KNOSS HOTLEAST: PORT SC-10 EN VOOLS 20-10 EN VOOLS 20-10 EN VOOLS 20-10

Z97/Billings, MT St. John/Sullivan

KTRS/Casper, WY Gary Marshall

OK95/Tri-C:ties, WA Paul Welker

NOD STEMATT MSG COLOWRHAUS AMT GRANT (dp) JOHN O'KAWE HOOLOSIE NIRVANA 15-12 QUEEN 22-12 UGEN 22-12 BED HOT CALLI PEP 30-25 DEP LEPPAND 33-26

KFFM/Yakima, WA Greg Adems

ANY GRANT CELINE DION MR. BIG RED HOT CHILI PEP (dp) HOTLAN CLREY 2-1 JOE PUREL (2 18-12 CHEEN 19-13 UGLY KID JOE 28-18 DEF LEPPARD 35-27

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KFBQ/Cheyenne,WY

m, CO

KQIX/Grand Juncti Charlie Michaels

PRINCE CELINE DION (dp) JOE PUBLIC (dp) ROD STEWART (dp) EN VOGUE HOTLENST (dp) ERIC CLAFTON 1-1 VANESSA WILLIAMS 4-3 BYYAN ADAMS 12-7 DFF \_EPPAR 18-14 QUEEN 17-15 TLC ROD STEWART CELINE DION AMY GRANT JIM JAMISON K.M.C. KRU (dp) MITCH MALLOY (dp) Hottest: RICHARD MARX 2-2 QUEEN 26-17 UGLY KID JOE 23-19 NIRVANA 24-22 DEF LEPPARD 32-26

KWIN/Stockton, CA Bob Lewis KCHH/Chico, CA Kara Franklyn DEF LEPPARD KRIS KROSS (dp) AMY GRANT HOMARD JONES JON SECADA HOLLES JON SECADA MINT CONDITION 12-6 DION & BRISON 25-17 EN VOCUE 30-25 DEF LEPPARD L-29

2PAC SHARICE ARRESTED DEVELOPM LIDELL TOWNSELL CAUSE & EPPECT GOOD 2 GO Hoteest: MARIAH CAREY A-3 JOE PUBLIC 6-5 CHRIS WALKER 8-7 EN VOGUE 17-10 KRIS KROSS 34-18

KZZU/Spokene, WA

KRQ/Tucson, AZ Peake/Davis

QUEEN SIR MIX-A-LOT (dp) RIGHT SAID FRED (dp) HIGHT SALD FRED (dp) Hottest: ERIC CLAPTON 4-1 REDHEAD KINGPIN 7-2 EN VOGUE 23-18 REC HOT CHILI PEP 29-23 KRIS KROSS D-24

KGOT/Anchorage, AK Mark Murphy

Charles Michaeds Charles Michaeds Hight Salt FFED (dp) Hight Sa **P**3 KTMT/Medford, OR R, Charles Sn∦der

n. JHEITES SALGOF HOMARD JONES MR. BIG SOPHIE B. HAWKINS ZZ TOP ROD STEWART AWT GRANT MSG (dp) JORN O'KANE (dp) CELINE DION TRACE SPENER (dp) HATTHEN SWETT (dp) TRACE SPENER (dp)

Hottest: ERIC CLAPTOR 1-1 OZZY OSBOURNE 5-3 UGLY KID JOL 23-10 NIRVANA 20-'1 DEF LEPPARD D-25 894.7/Redding, CA Coy/Baker

Coyfelser NED HOT CHILI PEP (dp) HITCH MALLY (dp) ANT GRANT ANT GRANT DO STDHAF (dp) JULIAN LENNON CELIME DION JOEN LENNON CELIME DION JOEN LENNON CAUSE & EFTECT 6-4 CAUSE & EFTECT 6-4 DEF LEPPARD 19-13 UEL PPARD 19-13 UEL YEL DIP 25-19

Y97/Senta Berbara, C/ Meade/Suave

St. John/Sullivan AMY GRANT BONNIE RAITT (dp) ROD STEWART (dp) CELINE DION (dp) JON SECADA (dp) EN VOOLE (dp) HOLTEAL: VANESSA WILLIAMS 1-1 QUEEN 21-14 UCLY KID JOE 20-15 DEF LEPFARD 29-24 MR. BLG D-31 KTBS/CEDER: WY

Mesde/Suare KRIS KROSS (dp) HOMARD JONES SOPHLE B. MANKINS BAS MOIR HOLLESL: VANESSA WILLIAMS 1-1 MARIAH CAMEY 3-2 ERIC CLAPTIN 9-6 DION & BRISON 16-13 PRINCE 22-15

ROD STEWART

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24 13

EAST

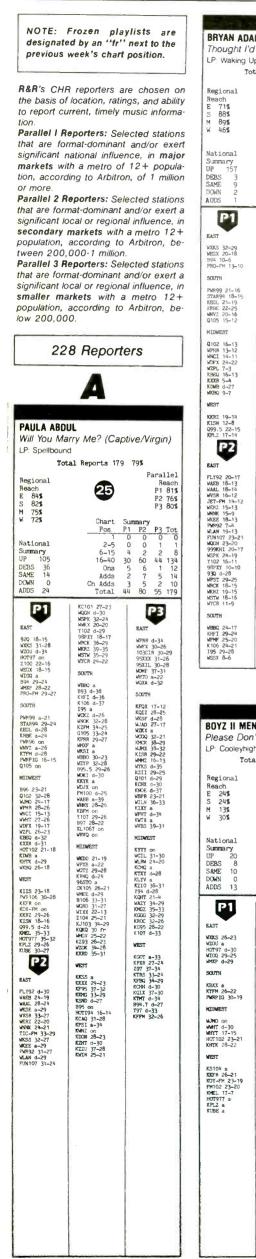
SOUTH

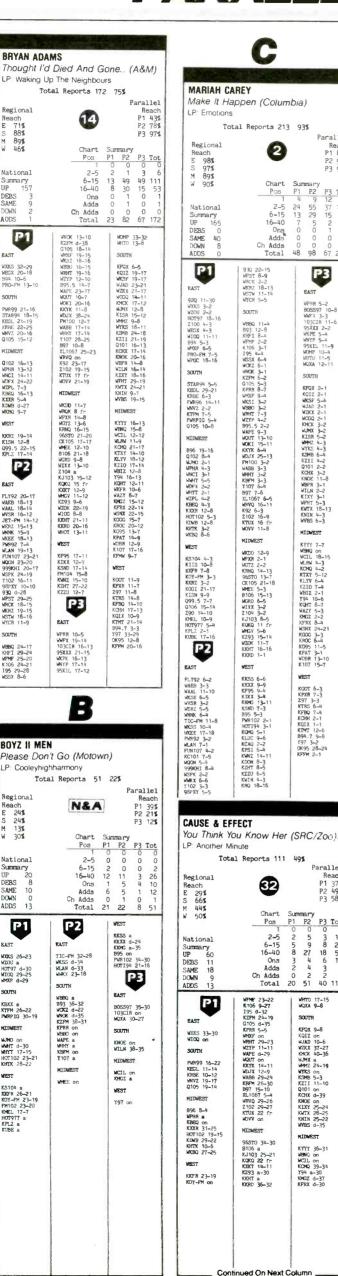
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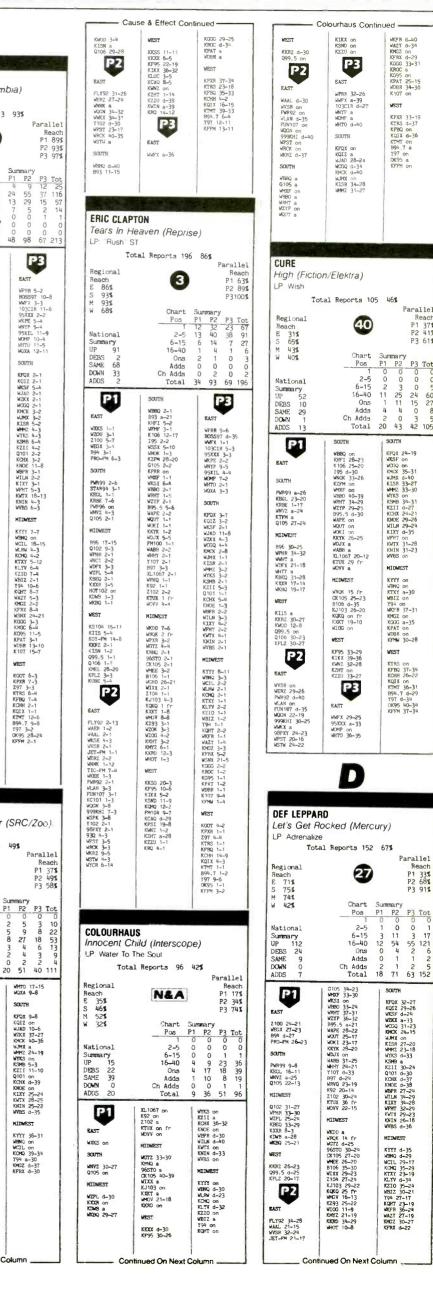
WEST

SOUTH

MIDWEST







reach P1 37% P2 41% P3 61%

P3 Tot

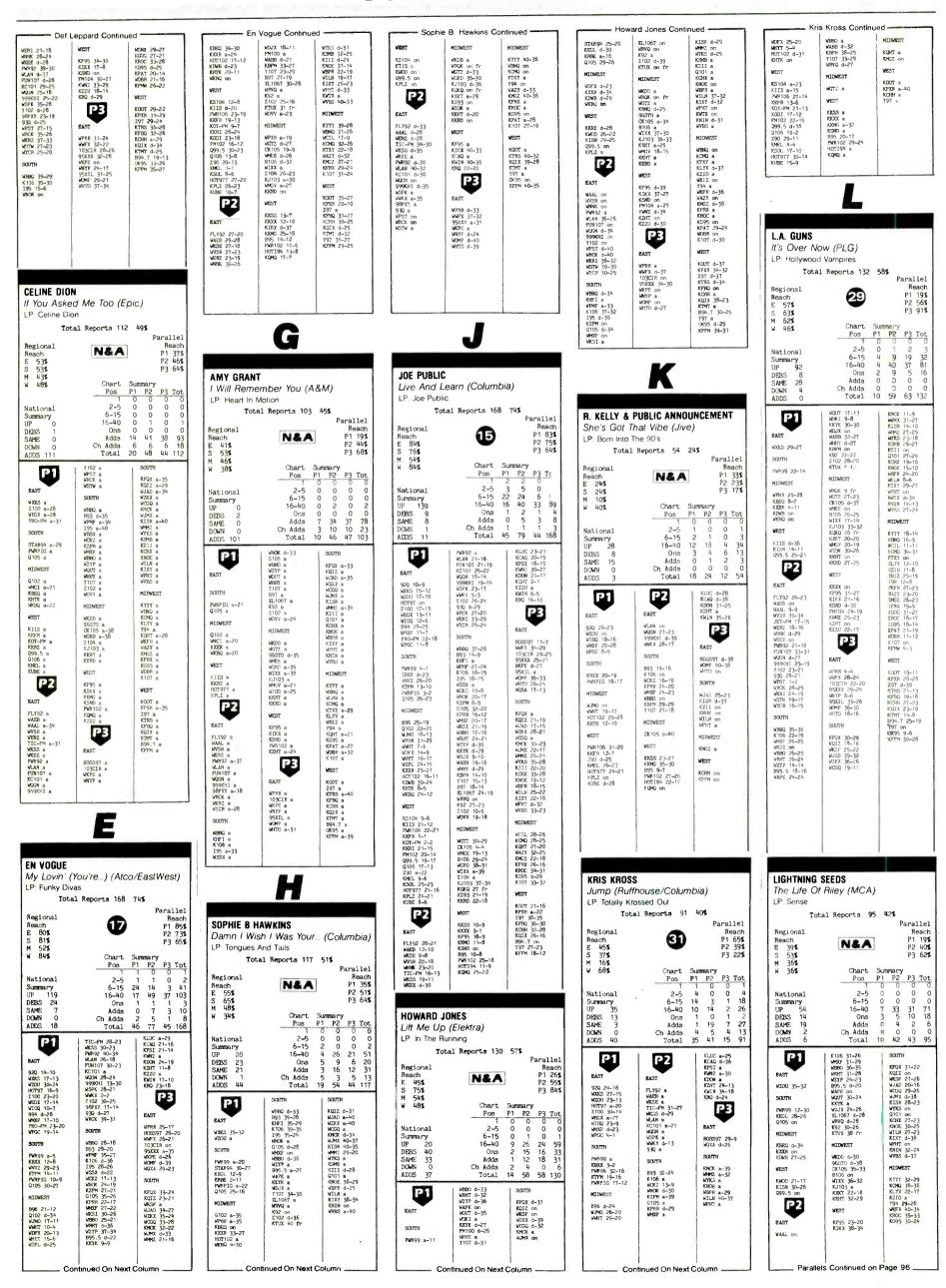
Reach P1 33% P2 68% P3 91%

P3 Tot

03552

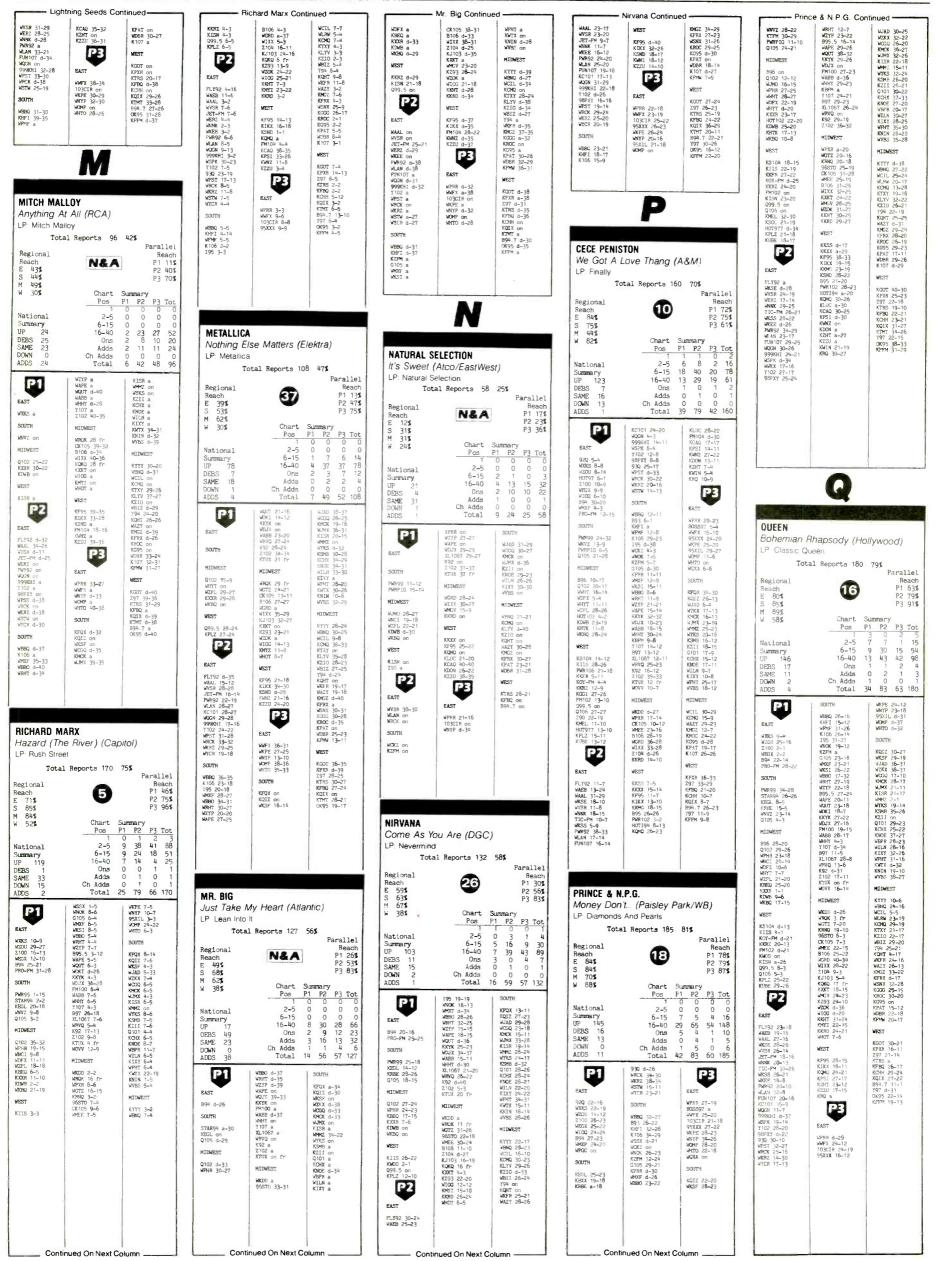
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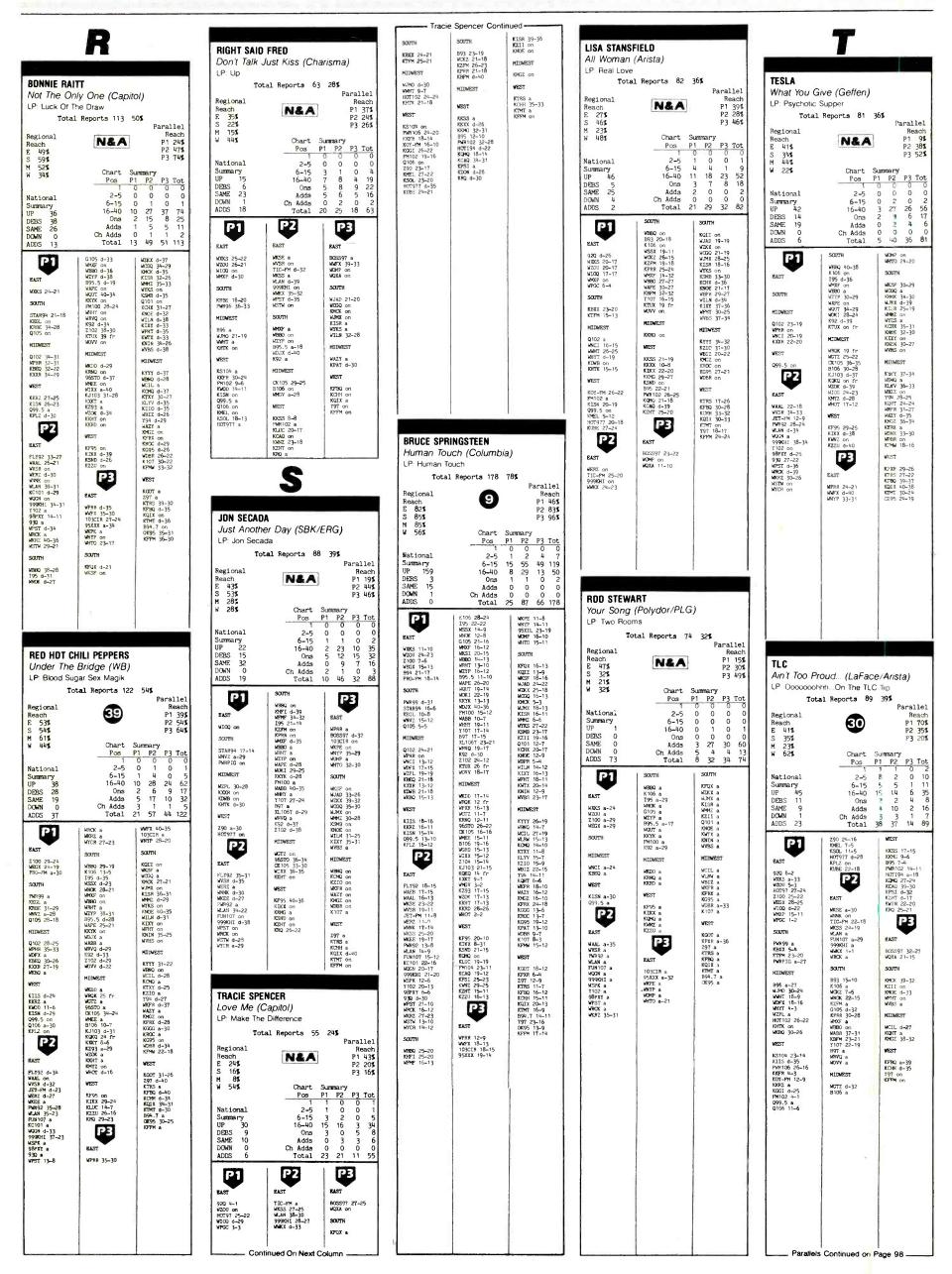
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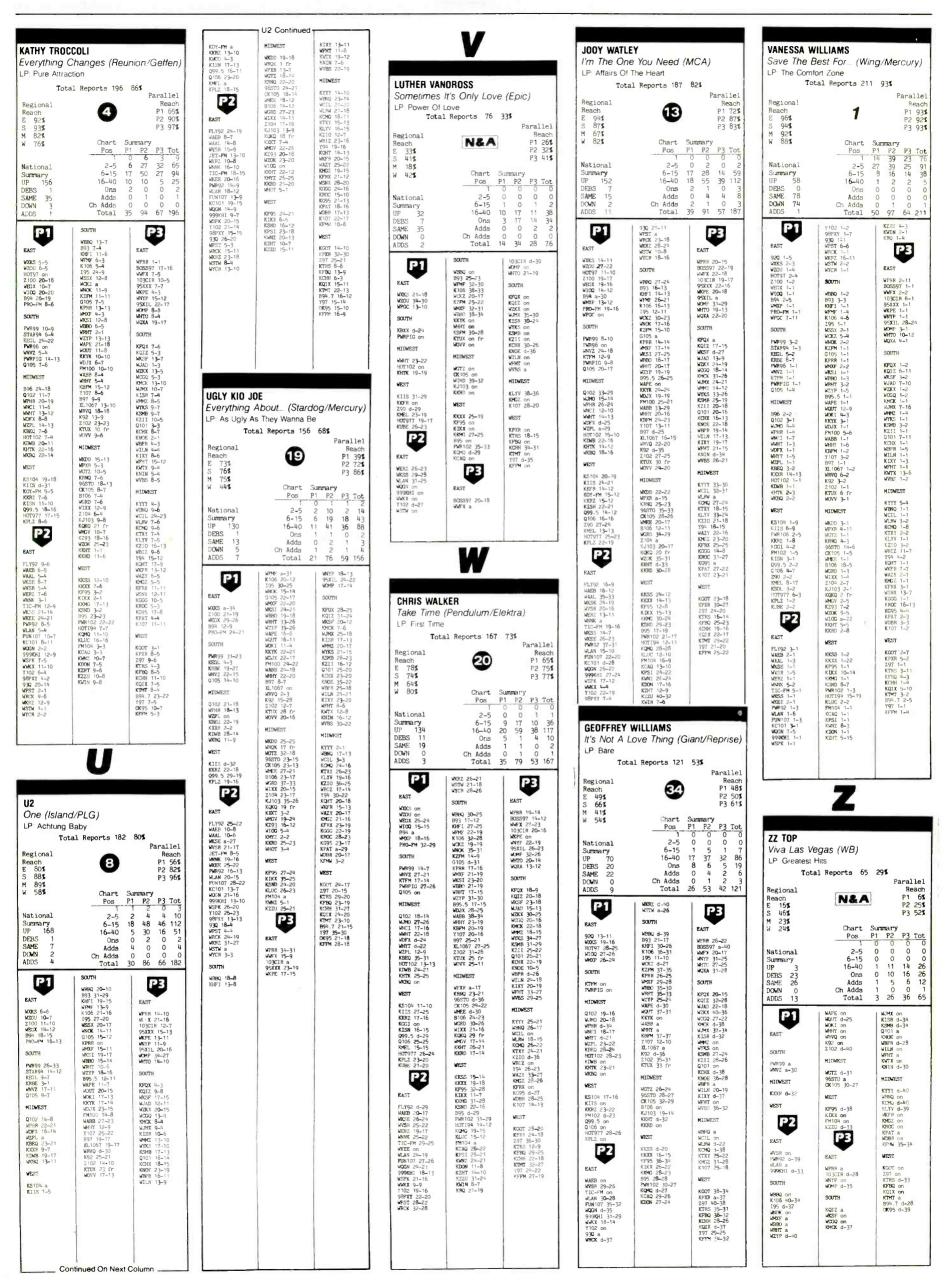
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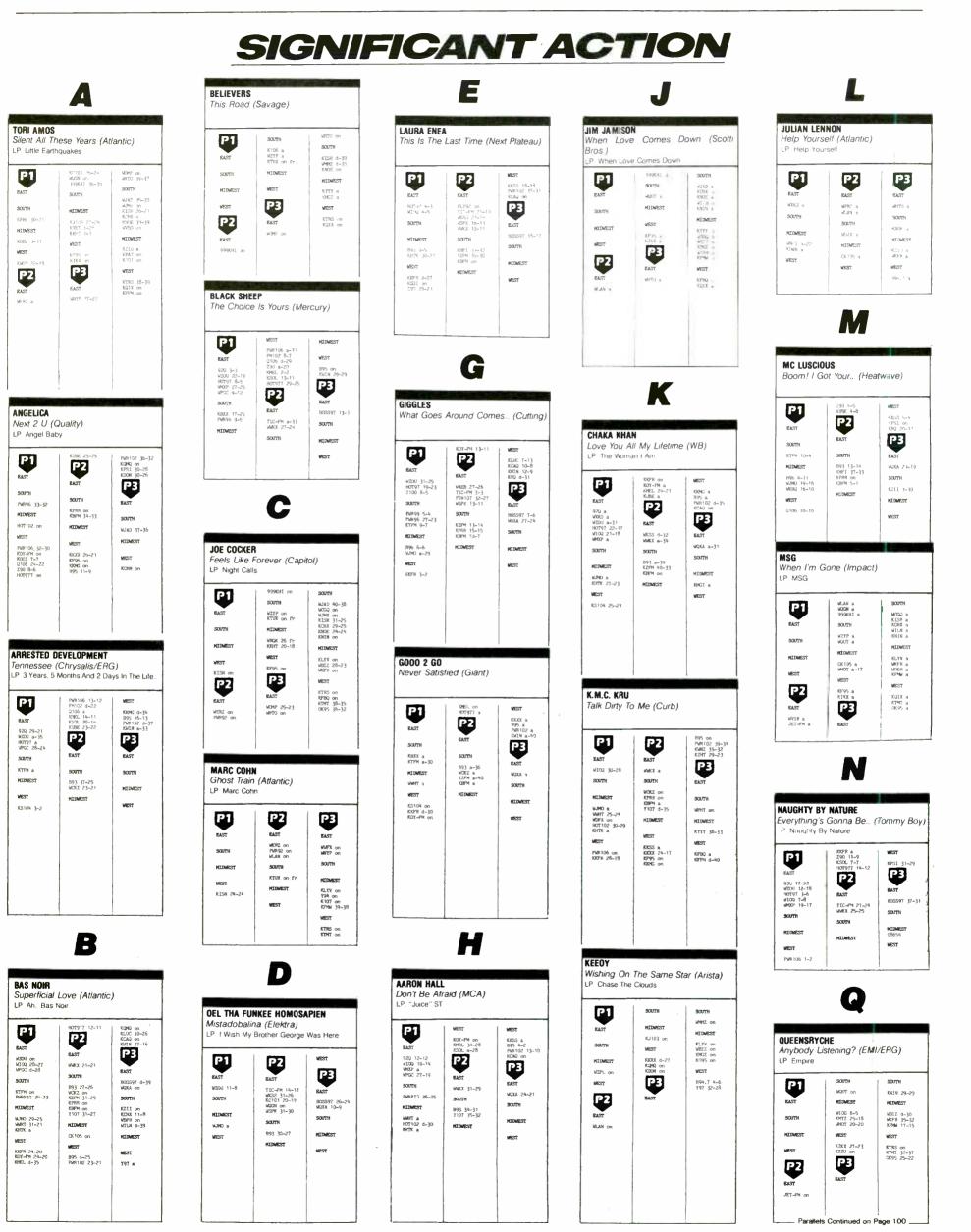


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WEST

P3 EAST

SOUTH

MIDWEST

WEST

MIDWEST

KKSS 14=13 KKMG on PWR102 d-39 KCAQ on KZHT on KWIN a-35

P3 EAST

SOUTH

KIDVEST

KKXX on KF95 a B95 on PWR102 40-36 HOT194 on KWIN a-25

BOSS97 33-25

RMCK 25-20

WDBR 27-31 KFMW 38-37

MIDWEST

WEST

KTMT on

P3 EAST

wrto a

SOUTH

WKSF on KNIN a

MIDWEST

WBNQ a WCIL a KOGG a-33 KPAT 26-25 WDBR a KPMM d-40

WEST OK95 d-38

FLY92 a

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P3 EAST

SOUTH

MIDWEST

WEST

WEST

BOSS97 19-11 WQXA 7-2

WEST

# CHR REPORTER INDEX

# SIGNIFICANT ACTION

SHANICE

PJ

WXKS 30-25 WZOU 33-26 HOT97 d-28 WPGC a

KBXX 16-15 KTFM d-19 PWRPIG a-29

₩НΥТ a H07102 d-27

KS104 24-20 KKFR 20-16 KGG1 12-6

LP Mack Daddy

P1 EAST

SOUTH

PWR99 35-34 KBXX 1-1 PWR96 22-18 KTFM on

MIDWEST

WJMO on WMMT a WMYT d=13 WKBQ on

KS104 10-7

WEST

Girlf

EAST

SOUTH

MIDWEST

WEST

KMOC

P2 EAST

WPST 37-31

SUGARCUBES

Hit (Elektra)

**P1** EAST

SOUTH

KTTM

WEST

KHOU 9-7

P2

WAN 29-24

LIST

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RBXX 22-16 KTFM 21-18 PWRPIG 29-2

HJHO a HHT d-29 HOT 102 25-25 KHTK 29-26

KIIS 30-28

MIDWEST

MEST

SOUTH

PMR99 a-35 KEGL 27-25 KRBE 37-32 Q105 on

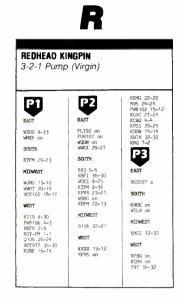
KHEO 27-25

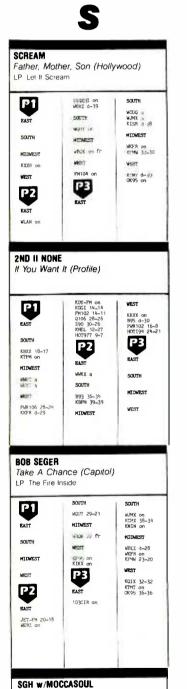
MIDWEST

WEST

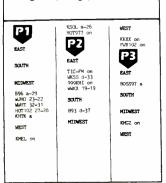
SOUTH

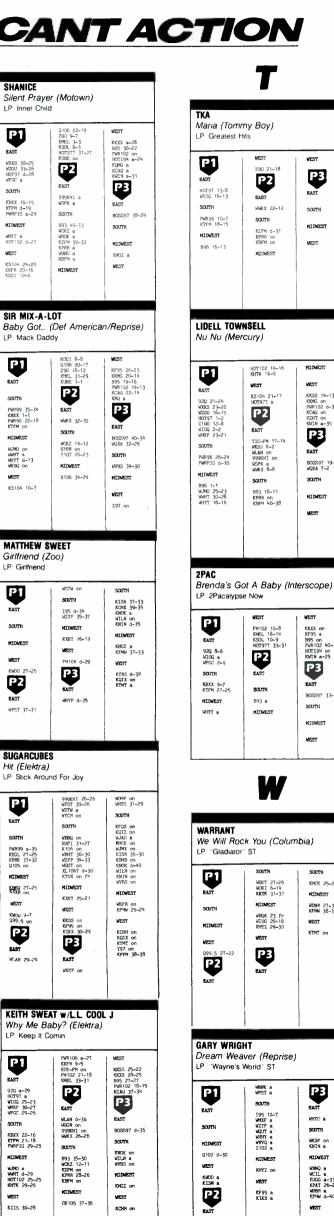
LP: Inner Child





Losing You (Savage)





# P1 EAST 920 (WERQ)/Ballimore, ND B54 (WB22)/Pittsburgh, PA H0197 (WGHT)/Rev York, NY PRI-JHI (WRD)/Providence, F WEGX/Philadelphia, PA WID0/Philadelphia, PA WID0/Philadelphia, PA WID2/Missergh, PA WPSC/Washington, DC WXKSR/deston, MA Z100 (WHT2)/Riew York, NY e. Al SOUTH KEGL/Dellas-FL Worth, TX KBX/Mouston, TX KRBE/Mouston, TX KTEM/San Antonio, TX PWRPIG (WFL2)/Tampa, FL PWR96 (WPOW)/Milami, FL PWR99 (WAPW)/Atlanta, FL O165 (WR00)/Tampa, FL STAR94 (WSTR)/Atlanta, GA WNV2/Mortolk, VA WEST MIDWEST B96 (WBBM-FM)Chicago, R. H0T102 (WLUM)/Mihwaekae, Wi KBQ/Kanasa Chy, MO KDWB/Min naapeka, MN KHTK/SL Lowis, MD KXXR/Kanasa Chy, MO Q102 (WKRQ)/Cincinanti, OH WDFX/Oetroit, MI WMFX/Oetroit, MI WMFX/Celvoland, OH WKBQ/SL Louis, MO WEST FM182 (KSFM)/Sacramenio, C H07977 (KH01)/San Josa, CA KG8I/Riverside, CA KIIS-FM/Los Angeles, CA KIIS-FM/Los Angeles, CA KISI/San Lake Chy, UT KKF2/Portland, DR KME/Losan Francisco, CA KME/Losan Francisco, CA KMEL/San Francisco, CA KOY-FM/Phoenix, A2 KP12/Saattis, WA KS104 (KOKS)/Donver, CO KSOL/San Francisco, CA KUBC/Saattis, WA KWOD/Sacramenta, CA PWR106 (KFWR)/Los Angeles, CA 096.5 (KUTG)/Satt Late City, UT 0106 (KKLQ)/San Olego, CA 250 (XHTZ)/San Olego, CA FAST P2SOUTH EAST EAST S3Q (WNTQ)/Syracuss, NY 987XY (WPXY)/Rochester, NY 996XHI (WKHI)/Oceas Chy, MD FLY2G (WFLY)/Albany, NY FUNITOT (WFHI)/New Bedford, MA KC101 (WKCI)/Mew Baven, CT FWR92 (WGLU)/Johnstown, PA KC101 (WKCI)/Mew Haven, CT WAAL/Singhamton, NY WAES /Alentown, PA WFE7/Exeter, NH WKE2-FM WINEs-Barry, PA WFE7/Exeter, NH WKE3-FM WINEs-Barry, PA WKS3/Airtofd, CT WLAM-FM /Lancaster, PA WMIKK/airtiburg, PA WMST/Chilas, NY WGCK/Mika, NY WGCK/MI SOUTH SUUTH BS3 (KBTS)/Austin, TX B97 (WEZB)/New Orleans, LA FM 108 (WHCE/M)/Monphis, TK G105 (WOCG)/Derham-Raingh, NC H07965 (WOCH)/Jackson, MS 165 (WATH)/Jackson, MS 165 (WATH)/Jackson, AL K22 (WXLK)/Resmoke, TX K106 (KICO/Resmithed, TX K106 (KICO/Resmithed, TX KHF/Austin, TX KKTK/Litts Rock, AR KPRAcI Pasa, TX KTUX/Shrevsport, LA KZEM/Compute Christ, TX WARE/dobies, AL WAFE/dobies/Min. FL WBEO/Greenville, SC WASS/Mobile, AL WAFE/Jacksonville, SC WBBO/Resoville, SC WBBO/Resoville, SC WBBO/Resoville, KA WCRZ/Charlette, KC WDL/CAssiville, KC WHMF/Raten Rauge, LA WHMY/Alloutgemery, AL WKSJ/Rresolatorn, KC WMXF/Feyelleville, TK WMXF/Feyelleville, TK WEST WHOK-FRI/Columbia, SC WOKI/Kasaville, TN WOVV/West Palm Beach, FL WQUT/Johnson City, TH WRHT/Greenville, NC

WRVQ/Richmond, VA WSSX/Charlestee, SC WZYP/Aluntsville, AL XL1067 (WXXL-FM)/Orlando, Y187/Rizshville, TN Z182 (WZAT)/Savannah, GA ulo. FL MIDWEST

MIDWEST 965T0 (W5T0)/Evassville, IN 6106 (W028)/FL wayne, IN CK105 (W0K)/Filat, IN KK107/Apringflaid, M0 KKR0/Arbita, K5 KM02/Talsa, OK KKR0/Arbita, K5 KM12/Talsa, OK KKR0/Arbita, K5 KM27/Talsa, OK KKR0/Arbita, K5 WGR0/Grand Rapids, M1 WGR0/Grand Rapids, M1 WGR0/Grand, DH WH07/Rospeton-Oshkosh, W1 WM27R/Orenport, IA WR0K/Gaton, OH WD0/Arbita, OH WFXR/Orenport, IA WR0K/Gaton, OH W20K/Rocktord, H. Z104 (WZEE)/Madison, W1 WEST Chy, OK

WE31 B95 (K805)/Freane, CA FM104 (KH0P)/Modeste, CA H01794 (KIMI)/Monobak, HI KCA/Oxnard-Yantura, CA KD0M/Selinkas, CA KF95 (KFXD)/Bolse, ID KIKX/Colorade Springs, CD KK85/Abuquarqua, NM KXX/Kakarsheld, CA KLUC/Las Vegas, MV KUX/Asharsheld, CA KLUC/Las Vegas, MV KP3/Palm Springs, CA KUM/Abuckien, CA KWIM/Stockien, CA KWIM/Stockien, CA KWIM/Stockien, CA KWIM/Stockien, CA KWIM/Stockien, CA KWIM/Stockien, WA PWR102 (KQQPW)/Fream, CA

SXIL (WXIL)/Parkersburg, WV SXXX (WXXX)/Burlington, VT 183CIR (WCIR)/Seckley, WV B08387 (WB88)/Atlantic City, NJ WHXT) Atlantic DA WHTO/Williamsport, P WKPE/Cape Cod, MA WNYP/Ibaca, NY WOMP/Wheeling, WV WPRR/A Noeas, PA WQXA/York, PA WWFX/Banger, ME

P3

SOUTH KCHX Midland-Odessa, TX KFQX,Abione, TX KIRAFC, Sarrib, AR KIXYSan Angelo, TX KINCK-Foreitwille, AR KINCK-Foreitwille, AR KINGX-Maeritwille, TX KIMA-artsystle, LA KWTX/Waco, TX KZIIA.ubbock, TX C101 (WJDQ)/Meridian, M3 WDP/Myttle Basch, SC WCB0.columbus, GA WFR/T/Tallensseo, FL WILM/Panama City, FL WIAMX-forenset, SC WKSF/Auboville, NC WMBX/Salabesville, FL WYRX/Salabesville, FL WYRX/Salabesville, FL

MIDWEST

WIDWEST K187 (KAYI)/Tuisa, OK KCMO/Columbia, MO KFMW/Waterioa, IA KFRW/KALincola, NE KR86 (KBL)/Jikhux CHy, SD KQHT/Airand Forka, ND KLYV/Jubuqua, IA KNG2/Javata, ND KUY/Jubuqua, IA KNG2/Javata, ND KTXY/Columbia, MO KTX/Columbia, MO KTX/Columbia, MO KTY/Columbia, MO KTX/Columbia, MI WBZ/Cascolator, IL WDBZ/Ess Clairs, WI WBZ/Cascolator, IL WDBZ/Ess, IL WER/Calamazao, MI VIRW/Champaign, IL WIRW/Airaskagon, MI VS4 (WDAY)/Fergo, ND WEST

BS4.7 (KEWB)/Rodding, C/ KCHH/Chice, CA KFBQ/Cheyeane, WY KFFM//rakima, WA KGOT/Ancherage, AK KQK/Ancherage, AK KQK/Ancherage, AK KTHT/Medical, OR KTRS/Casper, WY OKSS (KIOK)/rf-Clika, WT 287/Santis Barbara, CA 287 (KZLS)/6Hillings, MT dding, CA



# PARALLEL CHART ANALYSIS

CHR NATIONAL AIRPLAY®

LW       TW         1       VANESSA WILLIAMS/Save The (Wing/Mercury)         2       MARIAH CAREY/Make II Happen (Columbia)         3       JDE PUBLIC/Live And Learn (Columbia)         4       MARIAH CAREY/Make II Happen (Oclumbia)         5       JDE PUBLIC/Live And Learn (Columbia)         6       EN VOGUE/My Lovin' (You're Never Gonna) (Atco/EastWest)         5       MINT CONDITIOM Breaking My Heart (Perspective/A&M)         7       ERIC CLAPTON/Tears In Heaven (Reprise)         7       CECE PENISTON/WE Got A Love Thang (A&M)         8       CELINE DION & PEABO BRYSON/Beauty And The Beast (Epic)         9       JDDY WATLEY/I'm The One You Need (MCA)         9       JDDY WATLEY/I'm The One You Need (MCA)         9       DUZ-GN (Island/PLG)         9       TLC/Amit 2 Proud 2 Beg (LaFace/Arista)         17       BUZO: DPRINCE & N.P.G. /Money Don't Matter 2 Night (Paisley Park/WB)         19       TLC/Amit 2 Proud 2 Beg (LaFace/Arista)         19       UZ-One (Island/PLG)         10       WRIS KROSS/Jump (Rufthouse/Columbia)         20       PAULA MADUL/Will You Marry Me? (Captive/Virgin)         21       CDLO ME BADD/Thinkin Back (Giant/Reprise)         23       STACY EARL (THE WILD PAIR/Romeo And Juliet (RCA)         2	Secondary     Secondary	A (Wing/Mercury)       1         ise)       3         ymbia)       2         as (Reunion/Geffen)       4         Capitol)       5         eo And Juliet (RCA)       11         uty And The Beast (Epic)       10         (Columbia)       8         e)       9         Gone To (A&M)       12         (MCA)       7         g (A&M)       16         (Perspective/A&M)       16         ()       20         Stardog/Mercury)       18         (RG)       22         )       6         //Reprise)       27         2 (Paisley Park/WB)       26         Onna) (Atco/EastWest)       25         ury)       14         26       26         ury)       14         26       27         ury)       14         27       28         ury)       14         26       27         ury)       14         26       26         ury)       14         26       27         ury)       14         26<	ERIC CLAPTON/Te MARIAH CAREY/Make VANESSA WILLIAMS/A RICHARO MARX/Hazar KATHY TROCCOLI/Eve BRUCE SPRINGSTEEN BRYAN ADAMS/Though U2/One (Island/PLG) ROXETTE/Church Of YO STACY EARL f/THE W OZZY OSBOURNE/Man ATLANTIC STARR/Mass UGLY KID JOE/Everythi CELINE OION & PEABO QUEEN/Bohemian Rhaps L.A. GUNS/It'S OVEN NO JODY WATLEY/I'm The GENESIS/I Can't Dance PRINCE & N.P.G./More NIRVANA/Come AS YOU DEF LEPPARD/Let'S Ge CHRIS WALKER/Take I CECE PENISTON/WE G MINT CONDITION/Brea SMITHEREENS/Too Mu COLOR ME BAOO/Thin PAULA ABDUL/WIII YOU JOE PUBLIC/Live And L METALLICA/Nothing EIS EN VOGUE/MY LOVIN' (' WILLIAMS BROTHERS CAUSE & EFFECT/YOU BONNIE RAITT/NOT The GEOFFREY WILLIAMS LIGHTNING SEEDS/THE MR. BIG/JUST Take MY LISA STANSFIELO/AII CUE/AIGH (Fiction/Elekt TESLA/What YOU Give (' REO HOT CHILI PEPPI	Save The Best For Last (Wing/Mercury) d (The River) (Capitol) rything Changes (Reunion/Geffen) /Human Touch (Columbia) t I'd Died And Gone To (A&M) ur Heart (EMI/ERG) <b>ILO PAIR</b> /Romeo And Juliet (RCA) na, I'm Coming Home (Epic A:sociated) terpiece (Reprise) ing About You (Stardog/Mercury) <b>D BRYSON</b> /Beauty And The Beast (Epic) sody (Hollywood) w (Polydor/PLG) : One You Need (MCA) (Atlantic) y Don't Matter 2 Night (Paisley Park/WB) Are (DGC) t Rocked (Mercury) Time (Pendulum/Elektra) ot A Love Thang (A&M) king My Heart (Perspective:/A&M) ch Passion (Capitol) kin' Back (Giant/Reprise) J Marry Me? (Captive/Virgin) earn (Columbia) we Matters (Elektra) /ou're Never Gonna) (Atco.EastWest) i/Can't Cry Hard Enough (WB) Think You Know Her (SRC/Zoo) Only One (Capitol) /It's Not A Love Thing (Giant/Reprise) a Life Of Riley (MCA) Heart (Atlantic) Woman (Arista) ra) Geffen) <b>ERS/Junder The Bridge (WE)</b> <b>DATERES</b>
54 REPORTERS	DEBUT CHIRAL LIGHTNING SEEDS/The Life Of Riley	MCA) DEBUT 🖉	RED HOT CHILI PEPPI 69 REPC	ERS/Under The Bridge (WE)
CELINE DION (20)KRIS KROSS (26)AMY GRANT (10)UEEN (23)SOPHIE B. HAWKINS (8)ERIC CLAPTON (20)RED HOT CHILI PEPPERS (8)EN VOGUE (18)ROO STEWART (8)VANESSA WILLIAMS (17)	CELINE DION (47) AMY GRANT (44) ROD STEWART (31) KRIS KROSS (24) MARIA	LAPTON (55) AM WILLIAMS (47) CE EEN (46) HOW I CAREY (31) SOPHII	MY GRANT (47)         *           LINE DION (44)         *           D STEWART (34)         *           VARO JONES (18)         *           E B. HAWKINS (17)         *           MR. BIG (17)         *	ERIC CLAPTON (32) QUEEN (28) UGLY KIO JOE (28) MARIAH CAREY (25) VANESSA WILLIAMS (23)

# PERFORMING WHERE PLAYED

Artist/Song/Label	Reports	Report %	Conversion %	Top 15 9
NIRVANA/Come As You Are (DGC)	132	58%	94%	28%
1UWARU JUNES/Lift Me Un (Elektra)	130	57%	51%	2%
<b>nk. Blu</b> /Just Lake My Heart (Atlantic)	127	56%	57%	0%
EU HUT CHILI PEPPERS/Under The Bridge (VB)	122	54%	60%	8%
EOFFREY WILLIAMS/It's Not A Love Thing (Giant/Reprise)	121	53%	79%	7%
UPHIE B. HAWKINS/Damn   Wish   Was Your Lover (Columbia)	117	51%	56%	3%
UNNIE KATT/Not The Only One (Capitol)	113	50%	68%	19
RUJE & EFFEUT/YOU Think You Know Her (SRC/Zoo)	111	49%	80%	36%
ETALLIGA/Nothing Else Matters (Elektra)	108	47%	85%	15%
LINE / FUOD / EICTION / EICKIRA)	105	46%	67%	79
HIGH MALLUT/ANVINING ALAH (HCA)	96	42%	54%	0%
GRINING SEEUS/The Life Of Hiley (MCA)	95	42%	75%	0%
HIS KRUSS/Jumo (Rutthouse/Columbia)	91	40%	68%	37%
C/Ain't 2 Proud 2 Beg (LaFace/Arista)	89	39%	73%	35%
an a fanarielu/ali woman (Arista)	82	36%	76%	
SLA/What You Give (Geffen)	81	36%	70%	16%
JINCN VANUMUSS/Sometimes it's Univ Love (Foir)	76	33%	52%	3%
ACIE SPENCER/Love Me (Cabitol)	55	24%	<i>5∡ 7</i> 6 75%	2%
KELLY & PUBLIC ANNOUNCEMENT/She's Got That Vibe (Jive)	54	24%	75% 70%	179
DYZ II MEN/Please Don't Go (Motown)	51	22%	57%	119
EDHEAD KINGPIN/3-2-1 Pump (Virgin)	43	19%		7%
EITH SWEAT w/L.L. COOL J/Why Me Baby (Elektra)	39	17%	74%	38%
IANICE/Silent Prayer (Motown)	39		69%	11%
DELL TOWNSELL/NU Nu (Mercury)		16%	61%	23%
AS NOIR/Superficial Love (Atlantic)	34	15%	76%	50%
R MIX-A-LOT/Baby Got Back (Def American/Reprise)	33	14%	61%	1%
ORI AMOS/Silent All These Years (Atlantic)	29	13%	76%	45%
with him was one at a line active (Addate)	27	12%	52%	0%

**Note**: See Parallels 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.

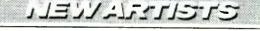
**PERFORMING WHERE PLAYED** is a weekly listing of records in New & Active and Significant Action with:

April 10, 1992 • **101** 

• 25 or more reports

• Chart positions at 50% or more of stations reporting them.

- No more than five fewer total reports than the previous week's.
- See Parallels for a complete picture of all station activity.



	Reports
1	<b>RED HOT CHILI PEPPERS</b> /Under The Bridge (WB) 122
2	<b>GEOFFREY WILLIAMS</b> /It's Not A Love (Giant/Reprise) 121
3	SOPHIE B. HAWKINS/Damn   Wish   Was Your (Columbia) 117
4	CAUSE & EFFECT/You Think You Know Her (SRC/Zoo) 111
5	METALLICA/Nothing Else Matters (Elektra)
6	COLOURHAUS/Innocent Child (Interscope)
	MITCH MALLOY/Anything At All (RCA)
8	LIGHTNING SEEDS/The Life Of Riley (MCA)
9	KRIS KROSS/Jump (Ruffhouse/Columbia)
10	TLC/Ain't 2 Proud 2 Beg (LaFace/Arista)

New artists have not yet had a CHR Breaker.



# NATIONAL AIRPLAY®

# BREAKERS

No Records Qualified For **Breaker Status This Week** 



### NIRVANA "Come As You Are" (DGC)

 Moves: Up 103, Debuts 11, Same 15, Down 2, Adds 1, WKDD, B94 20-16, PWR99 25-18, Q105 18-15, KXXR
 KPLZ 12-10, WAAL 23-17, JET-FM 9-7, WNNK 11-7, K106 15-9, WRHT 32-25, WYKS 24-17, See Parallels, 7-6 KWOE

### L.A. GUNS "It's Over Now" (Polydor/PLG)

LA: BUNS 113 OVER NUM (FU)JUDI/FLG) Reports 132 Moves Up 92 Debuis 8. Same 28. Down 4, Adds 0. PWR99 22-14, KBEQ 8-7, 999KHI 23-19. WKRZ 24-19. K106 22-19, WQUT 17-13, WABB 32-27, Z102 28-20, FM104 24-19, KNOE 15-10. See Parallels, moves 32-29 on the CHR

HOWARD JONES "Lift Me Up" (Elektra) Reports 130. Moves Up 20, Debuts 40, Same 33, Down 0, Adds 37 including PWR99, KRBE, KPLZ, PWR92, KHFI, WKSI, WOKI, K92, WGTZ, B106, KXKT, STAR94 25-20, KWOD 26-22, WLAN 36-26, WSTW 39-30.

MR. BIG "Just Take My Heart" (Atlantic) Reports 127 Moves: Up 17, Debuts 49, Same 23, Down 0, Adds 38 including STAR94, WDFX, KBEQ, KDWB, Y102, G105, FM100, Y107, XL1067, K92, WZOK, WKPE, WPHR 30-27, WQUT 39-33, CK105 38-31.

RED HOT CHILI PEPPERS "Under The Bridge" (WB)

Reports: 122. Moves: Up 38, Debuts 28, Same 19, Down 0, Adds 37 including PRO-FM, PWR99, KEGL, WNVZ, WDFX, WKBQ, KKRZ, Q106, WKEE, 98PXY, WDJX, WKDD, WEGX 24-19, Q105 28-18, KXXR 27-19, KWOD 11-6, WPST 13-8. See Parallels, debuts at number 39 on the CHR chart. Parallels, debuts at number 39 on the CHR chart. GEOFFREY WILLIAMS "It's Not A Love Thing" (Giant/Reprise)

Reports 121. Moves Up 70, Debuts 20, Same 22, Down 0, Adds 9 including 930, WSTW, WABB, WHHY, XL1067, BOSS97, WBPR, WXKS 19-16, HOT97 28-25, Q102 19-16, KHFI 30-26, K106 36-31, I95 11-10, WQUT 37-31, Y107 12-10. See CHR ct

SOPHIE B. HAWKINS "Damn I Wish I Was Your Lover" (Columbia) Reports: 117. Moves: Up 28. Debuts 23, Same 21, Down 1, Adds 44 including WZOU, PWR99, PWRPIG, Q102, WPHR, HOT102, WKBQ, KIIS, KEGL 12-9, Q105 25-16, KXXR 33-27, TIC-FM 34-30, WLAN 40-32, B93 39-28, KHFI 35-29, I95

### BONNIE RAITT "Not The Only One" (Capitol)

BUNNIE HAITI "Not The Univ Une" (Lapitol) Reports 113. Moves. Up 36. Debuts 38. Same 26. Down 0, Adds 13 including Q99.5, Y102, 93Q, WRCK. KXKT. KZ93. WKPE: WCIL. KRBE 34-28. KBEQ 32-22. KXXR 34-29, WAAL 26-21, WSTW 29-21, WBBQ 38-28. Z102 38-30. CELINE DION "If You Asked Me To" (Epic) Reports: 112. Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 111 including WXKS, Z100. WEGX, PRO-FM, STAR94. PWRPIG, Q105, Q102. WNCI, KBEQ, KHTK, WKBQ, KIIS, KKFR, KOY-FM, KKRZ, Q99.5, Q106. KMEL, KUBE

CAUSE & EFFECT 'You Think You Know Her'' (SRC/Zoo) Reports 111. Moves: Up 60. Debuts 11. Same 18. Down 9, Adds 13 including WPHR, KISN, WNNK, WSTW, B106, KZ93, KKHT, WWEX, Q105 19-14, B96 8-4, KXXR 31-25, HOT102 19-15, KHTK 10-6, KKFR 23-19, WPST 23-17, KZEM 24-19, WDJX 12-9. See Parallels, moves 34-32 on the CHR chart.

METALLICA "Nothing Else Matters" (Elektra) Reports: 108. Moves Up 78, Debuts 7, Same 18, Down 1, Adds 4, WGRD, WZOK, KIXY, KFRX, Q102 15-9, Q99.5 28-24, PWR92 22-19, WKRZ 29-25, WQUT 21-16, WIXX 35-29, KMYZ 11-8, WHOT 8-7. See Parallels, moves 40-37 on the CHR

### CURE "High" (Fiction/Elektra)

Reports: 105. Moves: Up 52, Debuts 10, Same 29, Down 1, Adds 13 including PWR99, WNVZ, KTFM, WWHT, WHYT, KIIS, WWKX, WDJX, WABB, WOVV, B96 30-25, KWOD 12-8, Q106 30-23, WPST 20-16, KHFI 28-23, WRHT 34-29. See Parallels, debuts at number 40 on the CHR chart.

AMY GRANT "I Will Remember You" (A&M) Reports: 103. Moves: Up 0, Debuts 2, Same 0, Down 0, Adds 101 including PWRPIG, Q105, Q102, WNCI. KXXR, WKBQ. KIIS. KKRZ, HOT977, KPLZ, WNOK d-33, 96STO d-35.

# MITCH MALLOY "Anything At All" (RCA)

me 23, Down 0, Adds.24 including WXKS, KISN, 999KHI, Y102, K106, WZYP, Q102 25-22, KXXR 30-22, WAAL 34-26, CK105 39-32, KIKX 33-28, KYYY 30-20. s: Up 24, Debuts 25, Sa 7, WIOG, WHOT, KSND, WAPE, WABB, Y107, WIOG, WHOT, National Strength Collourney (Information Collourney Line) (Information College) (Information Colleg

KRNU, KXK1, KF95 30/20, WFND 32/20, NIGD 34/20, NIGD 3

KNOD 21-17, WKR 31-29, WAR 33-21, WSIW 25-19, KHPI 39-35, WART 30-24, KPGX 31-22, KRIS KROSS ''Jump'' (Ruffhouse/Columbia) Reports 91 Moves: Up 35, Debuts 13, Same 3, Down 0, Adds 40 including HOT97, WEGX, PWR99, KS104, KIIS, WKSE, KC101, 93Q, K106, G105, 92Q 24-18, WXKS 27-15, WZOU 23-13, Z100 30-14, WIOQ 23-9, WPGC 4-1, PWR96 32-16, PWR106 27-14, KKFR 13-6, Q106 19-2, See Parallels, debuts at number 31 on the CHR chart.

### TLC "Ain't 2 Proud 2 Beg" (LaFace/Arista)

PTOUD 2 Beg" (LaPade/Artista) ves: Up 45, Debuts 11, Same 9, Down 1, Adds 23 including WXKS, PWR99, PWRPIG, B96, WZPL, KKRZ, vRCK, WMXF, B97, WRVQ, WOVV. See Parallels, moves 38-30 on the CHR chart.

JON SECADA "Just Another Day" (SBK/ERG) Reports 88. Moves: Up 22. Debuts 15, Same 32. Down 0, Adds 19 including WNVZ, Z90, WERZ, WBBO, WRHT, FM100, B97, WRVQ, WLAN 34-22. I95 21-14, WNYP 35-29.

LISA STANSFIELD "All Woman" (Arista) Reports. 82. Moves. Up. 46. Debuts 5. Same 25. Down 4. Adds 2. Q102, FM102, WXKS 20-17, WZOU 20-17, WPGC 6-4 KBXX 23-20, KOY-FM 26-22, TIC-FM 25-20, WSSX 19-11, WCKZ 26-15, KKXX 10-8, KQMQ 21-18. KBXX 23-20. KOY-FM 26-22. TIC-FM 25-2 TESLA "What You Give" (Geffen)

TESLA "What You Give" (Genen) Reports: 81. Moves: Up 42, Debuts 14, Same 19, Down 0, Adds 6, WQGN, WBBO, WCGQ, WYKS, WBNQ, KFRX, Q102 23-19, WAAL 22-18, JET-FM 12-9, PWR92 28-24, 999KHI 38-34, 93Q 27-22, WQUT 34-29, WHOT 17-12. LUTHER VANDROSS "Sometimes It's Only Love" (Epic) Reports: 76. Moves: Up 32, Debuts 7, Same 35, Down 0, Adds 2, WWFX, WVBS, WZOU 34-30, WPGC 13-10, KMEL 23-19. WLAN 31-25, K106 38-33, WBBO 38-34, WGRD 39-32, KKXX 25-19.

ROD STEWART "Your Song" (Polydor/PLG) Reports: 74. Moves, Up 1, Debuts 0, Same 0, Down 0, Adds 73 including WXKS, WZOU, Z100, WEGX, WNCI, KBEQ, KISN, 099 5, PWR92, FUN107, Y102, WBBQ, 195, B95.5, WKRZ 35-31. 77, TOP, With Loo, Mence 11, WRD.

ZZ TOP "Viva Las Vegas" (WB)

aS Vegas'' (WD) Up 3, Debuts 23, Same 26, Down 0, Adds 13 including PWR99, WNVZ, WLAN, WMXF, WBBO, WRHT, 92 d-39, K106 40-34, WZYP d-40, WAPE on, WQUT d-25, CK105 30-27.

RIGHT SAID FRED "Don't Talk Just Kiss" (Charisma) Reports: 63. Moves: Up 15. Debuts 6, Same 23. Down 1, Adds 18 including B96, WWHT, KS104, Q99 5, HOT977, WKSE, B95.5, K92, WMGV, KRQ, WZOU 26-21, KKFR 30-24, FM102 9-6, KWOD 14-11, KSOL 18-13, KWNZ 23-18, WWFX 39-33

Basis, Kaz, Wildy, Kind, W200 2021, Kind 3024, Hillog 3-0, Kind 2014, Hillog 3-0, Kind 2014, Kind 2 TRACIE SPENCER "Love Me" (Capitol)

Reports. 55. Moves: Up 30. Debuts 9. Same 10. Down 0. Adds 6, TIC-FM, KKSS, KPSI. KFQX, KTRS, KTMT, 92Q 4-1, WWHT 9-7. PWR106 24-20. KKFR 18-14, KQY-FM 16-10, KGGI 26-22, Z90 23-17, KMEL 27-22. WLAN 38-30, B93 23-19. **R. KELLY & PUBLIC ANNOUNCEMENT "She's Got That Vibe" (Jive)** Reports. 54. Moves. Up 28, Debuts 8, Same 15, Down 0, Adds 3, KZHT, WFHT, KMGZ, 92Q 28-23, WPGC 8-5, KHTK 12-10, KKFR 12-7, WWKX 28-17, KPRR 24-20, B95 9-7, HOT194 22-17 **PUT**. IMEN "Disconcement" Control (Control (Cont

NDED 12-7, WWRA 20-17, NPRH 24-20, 893 9-7, HV1194 22-17 BOYZ II MEN "Please Don't Go'' (Motown) Reports: 51: Moves: Up 20, Debuts 8, Same 10, Down 0, Adds 13 including WZOU, KBXX, KS104, HOT977, KPLZ, KUBE, WBBQ, WAPE, WHHY, Y107, KTEM 26-22, PWRPIG 30-19, KKER 26-21, KOY-FM 23-19, KMEL 17-7, WWKX 23-18, KZFM 38-31.

# SIGNIFICANT ACTION

SUGARCUBES "Hit" (Elektra) Reports: 46. Moves: Up 14. Debuts 2, Same 27, Down 0, Adds 3, PWR99, WSTW, WJAD, KRBE 37-32, Q105 on, KWOD 9-7, WLAN 29-24, WPST 30-26, WBBQ on, KHFI 31-27, KISR 35-30. REDHEAD KINGPIN "3-2-1 Pump" (Virgin) Reports 43 Moves: Up 22, Debuts 4, Same 15, Down 1, Adds 1, BOSS97, WZOU d-33, KTFM 29-23, WJMO 13-10 PWR106 4-3, KOY-FM 1-1, HOT977 34-30, KHFI 36-30, KBFM 22-13, KRQ 7-2.

d-33 893 d-3 MC LUSCIOUS ''Boom! I Got Your Boyfriend'' (Avenue) Reports: 16. Moves: Up 8. Debuts 1, Same 3, Down 4, Adds 0, KTFM 10-4, WJMO 19-16, WKBQ 16-10, KHFI 37-33, KPRR on-dp, KBFM 5-1, KKSS 5-4, KPSI on-dp, KRQ 20-17, WQXA 23-19, KZII d-30. BOILOD, ROFINI SHI, RRSS SHI, RPSI OFFOD, RRG 20-17, WGXA 23-19, K2ll 0-30. BOB SEGER & SILVER BULLET BAND "Take A Chance" (Capitol) Reports: 16. Moves: Up 4, Debuts 1, Same 11, Down 0, Adds 0, JET-FM 20-18, WQUT 29-21, KF95 on, KIKX on, 103CIR on, KCHX 38-34, WBIZ d-28, KFMW 23-20. SCREAM "Enther Mathem Com" SCREAM "Father, Mother, Son" (Hollywood) Reports: 14, Moves: Up 1, Debuts 3, Same 8, Down 0, Adds 2, WCGO, WJMX, KXXR on, 999KHI on, WKRZ d-39, KISR d-38, NIMI G-39, UKBS ON. NAUGHTY BY NATURE "Everything's Gonna Be Alright" (Tommy Boy) Reports: 14. Moves. Up 6, Debuts 0, Same 2, Down 5, Adds 1, KKFR, Z90 11-9, TIC-FM 27-24, KPSI 31-29; BOSS97 37-31. Reports: 14. Moves: Up 6, Debuts 0, Same 2, Down 5, Adds 1, NHFR, 230 11-9, 110-FM 27-24, NP3131-29, B0339737-31 QUEENSRYCHE: "Anybody Listening?" (EMI/ERG) Reports: 14. Moves: Up 6, Debuts 1, Same 7, Down 0, Adds 0, JET-FM on, WQUT on-dp, WIOG 6-5, KMYZ 25-18, KIKX ok95 25-22. 27-23, Wolz, 0-50, HNR 1, 52 - 24 BELIEVERS "This Road" (Savage) Recede: 13, Moves: Up 0, Debuts 2, Same 7, Down 0, Adds 4, K106, WZYP, KYYY, KMGZ, 999KHI on, KTUX on, WOMP on, 3. Moves: Up 0, Debuts 2, Same WMMZ d-35, KTRS on, KQIX o

KIŠR d-39, WMMZ d-35, KTRS on, KUIA on, MARC COHN "Ghost Train" (Atlantic) Reports: 13, Moves: Up 1, Debuts 0, Same 12, Down 0, Adds 0, WERZ on-dp, PWR92 on-dp, WLAN on, KTUX on, WWFX on-dp, WNVP on-dp, KLYV on, Y94 on, K107 on-dp, KEEDY

"Wishing On The Same Star" (Arista) 13. Moves: Up 1, Debuts 1, Same 10, Down 1, Adds 0, WZPL on, WLAN on, KJ103 on, KKXX d-27, KQMQ on-dp. 1, Debuts 1, Sam IZ on, Y97 32-28

JULIAN LENNON "Help Yourseti" (Atlantic) Reports 12, Moves, Up 0, Debuts 0, Same 0, Down 0, Adds 12, WXKS, WNCI, KDWB, WERZ, WLAN, WDJX, CK105, WHTO, WKER 894 7

WARRANT "We Will Rock You" (Columbia) Reports: 11. Moves: Up 5. Debuts 0, Same 3, Down 3, Adds 0, Q99.5 27-22. WQUT 27-26, WIOG 20-16. KMCK 25-20.

DEL THA FUNKEE HOMOSAPIEN "Mistadobalina" (Elektra) WZOU 11-8, TIC-FM 14-12, WKSS 31-26, KC101 Moves: Up 8, Debuts 0, Same 1, Down 0, Adds 1, WJMO, WZ/ N on-dp, WSPK 31-30, B93 30-27, BOSS97 26-24, WQXA 10-9

TKA "Maria" (Tommy Boy)

Reports: 10. Moves: Up 7. Debuts 1, Same 2, Down 0, Adds 0, HOT97 13-8, WIQQ 16-13, PWR96 10-7, KTFM 18-15, B96 16-13, Z90 21-18, WWKX 22-12, KZFM d-37, KPRR on, KBFM on

CELINE DION (111) AMY GRANT (101) **ROD STEWART (73)** SOPHIE B. HAWKINS (44) KRIS KROSS (40) MR. BIG (38) HOWARD JONES (37) **RED HOT CHILI PEPPERS (37)** PAULA ABDUL (24) MITCH MALLOY (24)

バンフティンクリョク



HOTTEST

# KEITH SWEAT w/L.L. COOL J "Why Me Baby" (Elektra) Reports: 39. Moves: Up 19, Debuts 3, Same 12, Down 0, Adds 5, 920, HOT97, WJMO, PWR106, WILN, WMXP 30-27, WPGC 29-26, KBXX 22-16, KTFM 21-18, KKFR 9-5, B93 35-30, KKXX 28-25.

SHANICE "Silent Prayer" (Motown)

C. Diletil Frayet, (muluwii) 36. Moves: Up 14. Debuis 3. Same 3. Down 0, Adds 16 including WPGC, PWRPIG, WHYT, 999KHI, WSPK, WCKZ. KXX, HOT194, KQMQ, KCAQ, WZOU 33-26, KS104.24-20, KKFR 20-16, KGGI 12-6, Z90.9-7, KSOL 6-3.

LIDELL TOWNSELL "Nu Nu" (Mercury) Reports 34. Moves: Up 17, Debuts 2, Same 9, Down 3, Adds 3, HOT977, WSPK, KWIN, WXKS 23-20, Z100 12-8, PWR96 28-24, B96 1-1, KHTK 16-9, WKSS 8-2, B93 18-11.

28-24, B96 1-1, KHIK 16-9, WKSO 6-2, D50 10-11. BAS NOIR "Superficial Love" (Atlantic) Reports: 33. Moves: Up 14, Debuts 5, Same 12, Down 0, Adds 2, KHTK, Y97, WJMO 29-25, WWHT 31-21, KKFR 24-20. KOY-FM 24-20, Y107 31-27, KWIN 27-16.

SIR MIX-A-LOT 'Baby Got Back'' (Def American/Reprise) Reports: 29. Moves: Up 18. Debuts 1, Same 8, Down 0, Adds 2, WWHT, KRO, KBXX 1-1, PWR96 22-18. KS104 10-7. Z90 18-12, KUBE 1-1, B106 34-29, KKMG 20-14, PWR102 19-13, KCAQ 22-14, BOSS97 40-34.

TORI AMOS "Silent All These Years" (Atlantic) Reports: 27. Moves: UP 8. Debuts 3. Same 12, Down 1, Adds 3, WERZ, KCHX, KZIO, KRBE 30-21, KWOD 22-18, KJ103 27-24, WNYP 27-22, WJAD 35-30, KISR 26-21.

Reports: 26. Moves: Up 2, Debuts 3, Same 2, Down 0, Adds 19 including KWOD, KISN, FLY92, WNNK, WPST, WMXF, WZYP, WQUT, WHHY, WRVQ, KIKX, WBNO, Q102 d-30, I95 10-7. K.M.C. KRU "Talk Dirty To Me" (Curb) Reports: 25. Moves: Up 8, Dobuts 2, Same 2, Down 10, Adds 19 including KWOD, KISN, FLY92, WNNK, WPST, WMXF, WZYP, WQT, WHHY, WRVQ, KIKX, WBNO, Q102 d-30, I95 10-7.

0 - Тайк Dirty To me - (Guld) Moves: Up 8. Debuts 2. Same 9. Down 0. Adds 6. WJMO, КНТК, WWKX, КВГМ, KKSS. КГВО, ККХХ 24-17, 34. КWNZ 35-32, КZНТ 29-23, КҮҮҮ 38-33, КГГМ 0-40.

JOE COCKER "Feels Like Forever" (Capitol) Reports: 25 Moves: Up 8, Debuts 0, Same 17, Down 0, Adds 0, WERZ on, 999KHI on, WZYP on, KISR 31-25, KCHX 29-25. oves: Up 8 TMT 38-3

CHAKA KHAN "Love You All My Lifetime" (WB)

5 24 Moves: Up 6, Debuts 2, Same 3, Down 0, Adds 13 including 92Q, WXKS, WZOU, WJMO, KOY-FM, KUBE, B93, B95, KMGZ, HOT97 22-17, WIOQ 21-18, KHTK 27-23, KZFM 40-33, PWR102 d-35.

MSG "When I'm Gone" (Impact) Reports: 23. Moves: Up 0, Debuts 0, Sam WHOT, KIKX, KCHX, WILN, WDBR, KOIX me 0, Down 0, Adds 23 including WVSR, JET-FM, WLAN, 999KHI, WZYP, CK105.

WHOT, KIKX, KCHX, WILN, WDBR, KQIX. GIGGLES "What Goes Around Comes Around" (Cutting) Contract Up 15, Debuts 1, Same 3, Down 3, Adds 1, WJMO, WZOU 31-25, Z100 8-5, PWR99 5-4, KTFM 9-7. Reports: 23. Moves: Up 15, Debuts 1, Same 3, Down 3, Adds 1, WJMO, WZOU 31-25, Z100 8-5, PWR99 5-4, KTFM 9-7. KKFR 3-2, FUN107 32-27, KBFM 10-7, KCAO 10-8, KWIN 12-9 ANGELICA "Next 2 U" (Quality) Reports: 21. Moves: Up 11, Debuts 0, Same 10, Down 0, Adds 0, HOT102 on-dp, KOY-FM on-dp, Z90 8-6, HOT977 on-dp, KKXX 26-21, B95 11-9, PWR102 36-32, KDON 30-26.

2ND II NONE "If You Want It" (Profile) Reports: 20. Moves: Up 9, Debuts 2, Same 5, Down 1, Adds 3, WWHT, WHYT, WWKX, PWR106 28-24, KKFR d-29, FM102 14-11, Q106 28-26, Z90 30-26, HOT977 9-7, PWR102 16-8, HOT194 24-21

JJM JAMISON "When Love Comes Down" (Scotti Bros.) Reports 19. Moves: Up 0. Debuts 0, Same 0. Down 0, Adds 19. including WLAN, 999KHI, WQUT, KF95. KIKX, WHTO. KCHX.

KNOE, WBNO, KFBO AARON HALL "Don't Be Afraid" (MCA) Reports: 19. Moves: Up 10, Debuts 1, Same 3, Down 0, Adds 5, WMXP, WWHT, KHTK, KSOL, KKSS, WIOQ 19-14, WPGC 27-19. KMEL 34-28. B95 4-2, PWR102 13-10

27-19. KMEL 34-28. 895 4-2, FIRENOL 1919 BLACK SHEEP "The Choice Is Yours" (Mercury) The Choice Is Yours (Mercury) (

LAURA ENEA "This Is The Last Time" (Next Plateau) Reports: 19. Moves: Up 12, Debuis 1, Same 5, Down 1, Ados 0, HOT97 4-3, B96 9-5, KHTK 30-27, KKFR d-27, Z90 28-23, TIC-FM 21-19, WKSS 22-15, WSPK 16-13, KZFM 35-30, PWR102 37-31.

ZPAC "Brenda's Got A Baby" (Interscope) Reports: 18. Moves: Up 9. Debuts 0, Same 3, Down 1, Adds 5, WIOO, WHYT, B93, KF95, KWIN, 92O 8-6, KBXX 9-7, FM102 10-8, KMEL 18-14, KSOL 10-9, PWR102 40-36, BOSS97 33-28

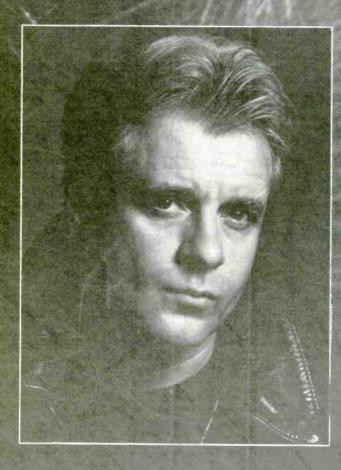
Reports: 18. MOVes. 00.01, 0000, PWR102 40-36. BOSS97 33-28. 10-8. KMEL 18-14, KSOL 10-9. PWR102 40-36. BOSS97 33-28. ARRESTED DEVELOPMENT "Tennessee" (Chrysalis/ERG) ARRESTED DEVELOPMENT "S. Same 0, Down 0, Adds 5, WZOU, HOT97, KTFM, Q106, KWIN, 92Q 29-21, WPGC , Same 0, Down 0, Adds 5, WZ0 L 20-14, B93 37-25, B95 16-13.

28-24, KS104 3-2; FM102 0-22, KS0L 20-14, B93 37-25, B95 16-13. MATTHEW SWEET "Girlfriend" (Zoo) Reports: 18 Moves: Up 7, Debuts 5, Same 3, Down 0, Adds 3, KNOE, KMGZ, KTMT, WPST 37-31, 195 d-34, KXKT 26-19, KISR 37-33, KCHX 39-35, KNIN d-35, KFMW 37-33. GOOD 2 GO "Never Satisfied" (Giant/Reprise)

Gatterieu (utalit/httpf150) 0. Debuts 1, Same 3, Down 0, Adds 13 including KBXX, KTFM, WWHT, HOT977, B93, WCKZ, KZFM, 04 on-dp, KKFR d-30, KOY-FM on.

SGH w/MOCCASOUL "Losing You" (Savage) Reports: 17. Moves: Up 3, Debuts 2, Same 8, Down 0, Adds 4, B96, KHTK, KSOL, BOSS97, KMEL on, HOT977 on-dp, TIC-

# eddie money "Fall In Love Again"



The Special Acoustic Version of "Fall In Love Again". Original version is found on the Columbia album **RIGHT HERE** 

**Produced By Monty Byrom & Eddie Money** Direction: Bill Grabam Management

# THE BACK PAGE®

# NATIONAL AIRPLAY OVERVIEW

ş	3	er 1	-		
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		Sand	and the second		

# 3 2 WKS WKS LW TW

WKS	WKS	LW	TW	
1	t	1	1	VANESSA WILLIAMS/Save (Wing/Mercury)
4	3	2	0	MARIAH CAREY/Make It Happen (Columbia)
6	4	3	0	ERIC CLAPTON/Tears In Heaven (Reprise)
10	6	4	0	KATHY TROCCOLI/Everything Changes (Reunion/Geffen)
14	11	9	6	RICHARD MARX/Hazard (The River) (Capitol)
16	10	6	6	CELINE OION & PEABO BRYSON/Beauty And (Epic)
2	2	5	7	ATLANTIC STARR/Masterpiece (Reprise)
22	18	13	0	U2/One (Island/PLG)
26	20	14	9	BRUCE SPRINGSTEEN/Human Touch (Columbia)
20	14	11	Ð	CECE PENISTON/We Got A Love Thang (A&M)
15	12	10	11	MINT CONDITION/Breaking My Heart (Perspective/A&M)
11	8	7	12	STACY EARL f/THE WILD PAIR/Romeo And Juliet (RCA)
30	23	17	€	JODY WATLEY/I'm The One You Need (MCA)
29	22	16	Ø	BRYAN ADAMS/Thought I'd Died And Gone To (A&M)
33	26	18	Ð	JOE PUBLIC/Live And Learn (Columbia)
_	33	20	Ð	QUEEN/Bohemian Rhapsody (Hollywood)
_	36	25	Ð	EN VOGUE/My Lovin' (You're Never) (Atco/EastWest)
	34	26	Ð	PRINCE & N.P.G. /Money Don't Matter (Paisley Park/WB)
37	30	23	Ø	UGLY KID JOE/Everything About You (Stardog/Mercury)
35	29	24	Ž	CHRIS WALKER/Take Time (Pendulum/Elektra)
19	16	15	21	ROXETTE/Church Of Your Heart (EMI/ERG)
7	5	8	22	COLOR ME BADD/Thinkin' Back (Giant/Reprise)
27	25	21	23	OZZY OSBOURNE/Mama, I'm Coming (Epic Associated)
5	7	12	24	GENESISA Can't Dance (Atlantic)
_	_	35	Ð	PAULA ABDUL/Will You Marry Me? (Captive/Virgin)
36	32	29	20	NIRVANA/Come As You Are (DGC)
		36	Ð	<b>DEF LEPPARD</b> /Let's Get Rocked (Mercury)
18	17	19	28	SMITHEREENS/Too Much Passion (Capitol)
38	35	32	29	L.A. GUNS/It's Over Now (Polydor/PLG)
_		38	30	TLC/Ain't 2 Proud 2 Beg (LaFace/Arista)
DE	BUT	▶	3	KRIS KROSS/Jump (Ruffhouse/Columbia)
40	37	34	3	CAUSE & EFFECT/You Think You Know Her (SRC/Zoo)
3	9	22	33	MICHAEL JACKSON/Remember The Time (Epic)
	_	39	3	GEOFFREY WILLIAMS/It's Not A Love (Giant/Reprise)
12	21	33	35	MR. BIG/To Be With You (Atlantic)
25	24	27	36	WILLIAMS BROTHERS/Can't Cry Hard Enough (WB)
_		40	Ð	METALLICA/Nothing Else Matters (Elektra)
9	15	30	38	AMY GRANT/Good For Me (A&M)
DEI	BUT	▶	39	RED HOT CHILI PEPPERS/Under The Bridge (WB)
DE	BUT	€	•	CURE/High (Fiction/Elektra)
_				

# N&A Pg. 102; Playlists Pg. 89; Parallels Pg. 94; Parallel Chart Analysis Pg. 101

# LIDULT CONTRENIE OFLIGY

	WKS		_	EDIO CLARTON (Tease In Manuar (Denvice)
4	2	1	0	ERIC CLAPTON/Tears In Heaven (Reprise)
3	3	3	-	ATLANTIC STARR/Masterpiece (Reprise)
8	5	4	0	
1	1	2	4	VANESSA WILLIAMS/Save The Best (Wing/Mercury)
9	6	5	6	
12	9	6	0	KATHY TROCCOLI/Everything Changes (Reunion/Geffen)
13	12	8	0	
17	14	9	8	
22	20	12	9	BONNIE RAITT/Not The Only One (Capitol)
2	4	7	10	MICHAEL BOLTDN/Missing You Now (Columbia)
20	17	13	0	
15	15	14	Ð	CURTIS STIGERS/You're All That Matters (Arista)
16	16	15	Ð	DESMDND CHILD/Obsession (Elektra)
21	19	17	Ð	LUTHER VANDROSS/Sometimes It's Only Love (Epic)
19	18	16	Ð	MARIAH CAREY/Make It Happen (Columbia)
6	8	10	16	AMY GRANT/Good For Me (A&M)
25	24	21	Ð	BETTE MIDLER/In My Life (Atlantic)
5	7	11	18	EDDIE MONEY/I'll Get By (Columbia)
10	13	19	19	PAUL YOUNG/What Becomes Of The Brokenhearted (MCA
30	27	23	30	LISA STANSFIELD/All Woman (Arista)
	28	25	3	ROXETTE/Church Of Your Heart (EMI/ERG)
-	-	30	2	PAULA ABDUL/Will You Marry Me? (Captive/Virgin)
E.	K	R	2	HOWARD JONES/Lift Me Up (Elektra)
27	25	24	20	ENYA/Caribbean Blue (Reprise)
11	11	20	25	MR. BIG/To Be With You (Atlantic)
7	10	18	26	SIMPLY RED/Stars (Atco/EastWest)
18	22	27	27	C. DION & P. BRYSON/Beauty And The Beast (Epic)
	30	28	20	NATALIE COLE/The Very Thought Of You (Elektra)
23	23	22	29	MICHAEL DAMIAN/ (There'll Never Be) Another (A&M)
DE	BUT	▶	30	CELINE DIDN/If You Asked Me To (Epic)
				New & Active Pg. 76

Adds & Hots Pg. 77 Associate Reporters Pg. 78

# UREAN CONTREMPORATIN 3 2

WKS	WKS	L₩	TW	
14	6	5	0	TEVIN CAMPBELL/Goodbye (Qwest/WB)
7	4	4	0	AARON HALL/Don't Be Afraid (MCA)
5	3	3	0	GLENN JONES/Here   Go Again (Atlantic)
13	10	7	0	KEITH SWEAT w/L.L. COOL J/Why Me Baby (Elektra)
16	12	10	6	MARIAH CAREY/Make It Happen (Columbia)
12	9	9	6	JOE PUBLIC/Live And Learn (Columbia)
11	8	8	Õ	BEBE & CECE WINANS/It's O.K. (Capitol)
4	2	1	8	ATLANTIC STARR/Masterpiece (Reprise)
19	16	12	9	LISA STANSFIELD/All Woman (Arista)
15	13	11	O	TLC/Ain't 2 Proud 2 Beg (LaFace/Arista)
36	22	16	Ð	EN VOGUE/My Lovin' (You're Never) (Atco/EastWest)
20	19	13	Ð	SKYY/Up And Over (Atlantic)
22	18	14	Ð	TRACIE SPENCER/Love Me (Capitol)
24	20	15	Ð	SHANICE/I'm Cryin' (Motown)
2	1	2	15	VANESSA WILLIAMS/Save The Best (Wing/Mercury)
27	21	18	Ø	LUTHER VANDROSS/Sometimes It's Only Love (Epic)
32	27	20	Ð	BOYZ II MEN/Please Don't Go (Motown)
38	29	22	Ð	JODECI/Come & Talk To Me (Uptown/MCA)
29	23	21	Ð	ALYSON WILLIAMS/Can't Have My Man (OBR/Columbia)
28	24	23	20	JODY WATLEY/I'm The One You Need (MCA)
	_	27	9	CHAKA KHAN/Love You All My Lifetime (WB)
-	37	31	2	MELI'SA MORGAN/Still In Love (Pendulum/Elektra)
-	36	26	3	R. KELLY & PUBLIC ANNOUNCEMENT/Honey Love (Jive)
26	25	24	24	CHERRELLE/Tears Of Joy (Tabu/A&M)
6	5	6	25	CHRIS WALKER/Take Time (Pendulum/Elektra)
33	32	25	20	BROTHERHOOD CREED/Helluva (Gasoline Alley/MCA)*
-	34	29	Ð	KARYN WHITE/Walkin' The Dog (WB)
-	40	36	20	JERMAINE JACKSON/I Dream, I Dream (LaFace/Arista)
_	-	38	æ	KRIS KROSS/Jump (Ruffhouse/Columbia)
	39	33	0	GARY BROWN/Don't Make Me Beg Tonight (Capitol)
	-	34	0	BIG DADOY KANE/The Lover In (Cold Chillin'/Reprise)
_	-	39	Ð	KATHY SLEDGE/Take Me Back To Love Again (Epic)
DE	BUT		3	GERALO LEVERT/School Me (Atco/EastWest)
	-	37	0	LISA TAYLOR/Secrets Of The Heart (Giant/Reprise)
39	38	35	35	SMOOVE/(Meanwhile) Back At The Ranch (Atco/EastWest)
	BUT	•	0	BAS NOIR/Superficial Love (Atlantic)
18	17	17	37	HAMMER/Do Not Pass Me By (Capitol)
	BUT		3	DAMIAN DAME/Gotta Learn My Rhythm (LaFace/Arista)
1	7	19	39	PATTI LABELLE/Somebody Loves You Baby (MCA)
RE/	UC.	-R	•	MODEST FOK/Love Or The Single Life (Atco/EastWest) *Keeps bullet due to continued growth.

### New & Active.

BF

9 14

3	A state	Nev rock
LW 1 2 3 4 5 9 7 6 11 13	™ <b>1</b> 234 987 890	CURE/High (Track) (Fiction/Elektra) SUGARCUBES/Stick Around For Joy (Elektra) U2/Achtung Baby (Island/PLG) SARAH McLACHLAN/Solace (Nettwerk/Arista) IAN McCULLOCH/Mysterio (Sire/Reprise) DAVID BYRNE/Uh-Oh (Luaka Bop/Sire/WB) CONCRETE BLONDE/Walking In London (IRS) CHURCH/Priest = Aura (Arista) JAMES/Seven (Fontana/Mercury) RED HOT CHILI PEPPERS/Blood Sugar Sex Magik (WB) Complete TOP 30 New Rock Chart Pg. 84
		NAG
LW	TW	
1 5 3 4 2 6 8 9 13 11		PETER WHITE/Excusez-Moi (Sin-Drome) TDM GRANT/In My Wildest Dreams (Verve Forecast/PolyGram) STEVE LAURY/Passion (Denon) GREGG KARUKAS/Sound Of Emotions (Positive Music) KILAUEA/Tropical Pleasures (Brainchild) ANDREAS VOLLENWEIDER/Book Of Roses (Columbia) SKYWALK/Larger Than Life (Bluemoon) WILLIAM AURA & FRIENDS/Every Act Of Love (Higher Octave) YANNI/Dare To Dream (Private Music) SPECIAL EFX/Global Village (GRP)
		Complete TOP 30 NAC Chart Pg. 79
		CULL ASSAND OF THE OFTEN THE
LW 1 3 2 4 8 7 6 11	™ 1004000	ELLIS MARSALIS/Heart Of Gold (Columbia) BOBBY McFERRIN & CHICK COREA/Play (Blue Note) JUST FRIENDS/A Gathering in Tribute To Ernily (Justice)* BRIAN BROMBERG/It's About Time (Nova) MARCUS ROBERTS/As Serenity Approaches (Novus/RCA) JDE HENDERSON/Lush Life (Verve/PolyGram) JACK McDUFF/Another Real Good Un (Muse)* STAN GETZ & KENNY BARRON/People Time (Verve/PolyGram)

TOP 10 Recurrents Pg. 68	Con			TO	
ny rock			S.H.		
(Treal) (Fistion (Fistor)	3	2 WKS		714	
(Track) (Fiction/Elektra)	WKS			TW	
S/Stick Around For Joy (Elektra) aby (Island/PLG)	4	3	2	Q	
CHLAN/Solace (Nettwerk/Arista)	9	4	3	0	
OCH /Mysterio (Sire/Reprise)	11	9	5	0	
E/Uh-Oh (Luaka Bop/Sire/WB)	10	7	4	0	
LONDE/Walking In London (IRS)	15	10	6	6	
st = Aura (Arista)	14	11	7	0	
(Fontana/Mercury) ILI PEPPERS/Blood Sugar Sex Magik (WB)	18	12	9	Ō	
<b>3 3 ( )</b>	20	14	11	8	
OP 30 New Rock Chart Pg. 84	16	13	10	Ø	
N/AC THE REAL PROPERTY AND	5.	2	1	10	
MAG	21	15	13	Đ	
	22	16	12	ē	
ITE/Excusez-Moi (Sin-Drome)	30	19	16	ē	
In My Wildest Dreams (Verve Forecast/PolyGram)	26	18	15	Ō	
Passion (Denon)	24	20	18	Ē	
KAS/Sound Of Emotions (Positive Music)	29	24	19	Ö	
ical Pleasures (Brainchild)	36		22	Ð	
LLENWEIDER/Book Of Roses (Columbia)	37		23	0	
rger Than Life (Bluemoon) A & FRIENDS/Every Act Of Love (Higher Octave)					
D Dream (Private Music)	27		20	93	
/Global Village (GRP)	28	23	21	9	
TOP 30 NAC Chart Pg. 79	BREA BREA			-	

# CONFEDERATE RAILROAD/She Took It Like... (Atlantic) DEBUT S BILLY RAY CYRUS/Achy Breaky Heart (Mercury) DEBUT JOE DIFFIE/Ships That Don't Come In (Epic) JOHN ANDERSON/When It Come In (Epic)

BREAKERS PAM TILLIS/Blue Rose Is (Arista)

BRIAN BROMBERG/It's About Time (Nova)
MARCHIS ROBERTS /As Serenity Annroaches (Novus/RCA)

- STAN GETZ & KENNY BARRON/People Time (Verve/Polyd HOLLY COLE TRIO/Blame It On My Youth (Manhattan) STEFAN KARLSSON/The Road Not Taken (Justice) 900

\*Keeps builet due to continued growth. Complete TOP 30 Contemporary Jazz Chart Pg. 79

# באבוצוריזונוב

3

3 WKS	2 WKS	LW	TW	
			-	112/One (Island/PLC)
4	2	1	0	U2/One (Island/PLG)
-	5	3	2	
3	4	4		NIRVANA/Come As You Are (DGC)
7	6	6	-	TESLA/What You Give (Geffen)
1	1	2	5	BRUCE SPRINGSTEEN/Human Touch (Columbia)
13	10	8	0	ERIC CLAPTON/Help Me Up (Reprise)
14	11	10	Ø	TOM COCHRANE/Life Is A Highway (Capitol)
9	8	7	0	METALLICA/Nothing Else Matters (Elektra)*
10	9	9	0	
28	20	11	0	JOHN MELLENCAMP/Now More Than Ever (Mercury)
2	3	5	11 1	VAN HALEN/The Dream is Over (WB) GARY MOORE/Cold Day In Hell (Charisma)
18	14	13		<b>MSG</b> /When I'm Gone (Impact)
20	18	14	-	
			<pre>B</pre>	REO HOT CHILI PEPPERS/Under The Bridge (WB) FOUR HORSEMEN/Tired Wings (Def American/Reprise)
19	16	15	6	KING'S X/Black Flag (Atlantic)
24	22	20	Ξ.	RUSH/Bravado (Atlantic)
21	21 23	19		GUNS N' ROSES/Pretty Tied Up (Geffen)
25 12	23	21 12	19	BRYAN ADAMS/Thought I'd Died And Gone (A&M)
42	12 28	23	3	GIANT/Chained (Epic)
42	28	23 25	0	ZZ TOP/Viva Las Vegas (WB)
35	30	25 28	00	SOCIAL DISTORTION/Bad Luck (Epic)
35 11	30 19	28	23	OZZY OSBOURNE/Mama, I'm Coming (Epic Associated)
34	29	27	2	TOM PETTY & THE/Makin' Some Noise (MCA)
6	13	17	25	UGLY KID JOE/Everything About You (Stardog/Mercury)
51	40	34	20	SASS JORDAN/Make You A Believer (Impact)
26	27	26	27	MITCH MALLOY/Anything At All (RCA)
20	45	36	20	MR. BIG/Just Take My Heart (Atlantic)
37	34	32	0	BABY ANIMALS/One Word (imago)
40	38	33	30	ROXY BLUE/Rob The Cradle (Geffen)
	57	40	õ	ARC ANGELS/Living In A Dream (DGC)
_		45	Ð	BRUCE SPRINGSTEEN/Roll Of The Dice (Columbia)
36	31	29	33	SCREAM/Father, Mother Son (Hollywood)
17	15	16	34	LITTLE VILLAGE/She Runs Hot (Reprise)
50	43	39	39	MATTHEW SWEET/Girlfriend (Zoo)
5	7	18	36	BRUCE SPRINGSTEEN/Better Days (Columbia)
	_	52	T	OUTFIELD/Closer To Me (MCA)
56	49	41	3	CURE/High (Fiction/Elektra)
# x	<u>n</u> v	46	39	PEARL JAM/Even Flow (Epic Associated)
-	52	44	•	BLACK SABBATH/Time Machine (Reprise)
				*Keeps builet due to continued growth.
Con	nple	te	TOP	60 Tracks Chart Pg. 82; LP Chart Pg. 81
				SOUNTERY
3 · · ·				
3 WKS	2 WKS	LW	TW	
4	3	2	-	VINCE GILL/Take Your Memory With (MCA)
9	4	3		AARON TIPPIN/There Ain't Nothin' Wrong With (RCA)
11	9	5		TRACY LAWRENCE/Today's Lonely Fool (Atlantic)
10	7	4		TANYA TUCKER/Some Kind Of Trouble (Liberty)
15	10	6		HAL KETCHUM/Past The Point Of Rescue (Curb)
14	11	7		MARTY STUART/Burn Me Down (MCA)
18	12	9		BROOKS & DUNN/Neon Moon (Arista)
20	14	11	ē	GARTH BRODKS/Papa Loved Mama (Liberty)
16	13	10		MARK CHESNUTT/Old Flames Have New Names (MCA)
5 -	2	1	10	STEVE WARINER/The Tips Of My Fingers (Arista)
21	15	13	1	SAWYER BROWN/Some Girls Do (Curh/Capitol)

	JOE DIFFIE/Ships That Don't Come In (Epic)
•	JOHN ANDERSON/When It Comes (BNA Entertainment)

SAWYER BROWN/Some Girls Do (Curb/Capitol) SAMMY KERSHAW/Don't Go Near The Water (Mercury) TRAVIS TRITT/Nothing Short Of Dying (WB) COLLIN RAYE/Every Second (Epic) LITTLE TEXAS/First Time For Everything (WB) RODNEY CROWELL/Lovin' All Night (Columbia) RICKY VAN SHELTON/Backroads (Columbia) DDUG STONE/Come In Out Of The Pain (Epic) PIRATES OF THE MISSISSIPPI/Till I'm... (Liberty) CLINTON GREGORY/Play, Ruby, Play (SOR)

Complete TOP 50 Country Chart Pg. 70; Country Song Information Index Pg. 74

# MAY 15, 1992

# THE INDUSTRY'S NEWSPAPER

# **ISSUE NUMBER 941**

# INSIDE:

# FCC TO APPROVE NEW HOAX RULE

The FCC is expected to unveil a plan this week to fine stations that knowingly air bogus broadcasts that result in "substantial public harm." A licensee will be held responsible even if the hoax is made without management's knowledge.

Page 4

### 10 QUESTIONS WITH GORDON HASTINGS



"We have to create more pressure against radio's inventory." says new Katz Radio Group Prez Gordon Hastings, who explains how the mega rep firm

plans to overcome the current advertising stump.

Page 28

### BOWEN'S NOT GOIN'

Ending weeks of Intense speculation, Liberty chief Jimmy Bowen has decided to remain at the Nashville labet.

Page 3

# DID VEGAS STATION PLAY BY THE RULES?

Country KWNRI/Las Vegas's stunning upset of rival KFMS is clouded by an Arbitron-related controversy. The key question: Did a KWNR newspaper ad soliciting past diarykeepers distort the ratings?

Page 48

### IN THE NEWS ...

- NABOB urges FCC to drop ownership proposals
- Ken Lane VP/Promo at ERG
   Bonnie Dashev named Exec.
- VP at Maverick • David Linton VP/R&B Promo at PLG
- Charley Lake VP/Pop Promo at Motown

Page 3

Newsstand Price \$5.00

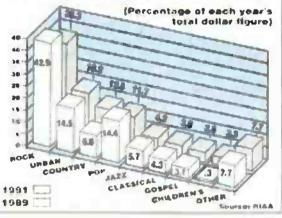


# **Country Sales Swing Up**

O any perfuses to an increasing number of cider record buyers, sales of country music nearly doubled in the last twoe years, according to figures completed by the Record ing Industry Association of America (RIAA). Country recordings accounted for any 6.8% of doler sales in 1969, but recordings accounted for any 6.8% at doler sales in 1969, but recordings accounted for any 6.8% at doler sales in 1969, but recordings accounted for any 6.8% to a sales in 1969, but recording 1989 sales to 36.3% total year. The lasted growing format chil drein in records, which movied from 0.3% to 3.3% in three years.

The RIAA figures also to volated that 56 8% of toat year's music commitmers were 25 years or older, compared to 49 8% in 1989. Seles in record stores sloped from 21 7% to 54.4% during the three year period, while sales in decount and department stores man from 15.8% to 20,7%

### **Prerecorded Music Profile**



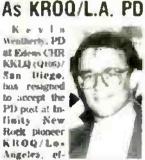
# London To Head A&M Black Div.

Longtime adustry executive Miller Londan has joined AAM Revords as Sr VP/GM of the block's tirban Music Dept file will direct all the ban market-

ing and pro- London motion efforts on behalf of A&M and its Peropectish and Tabu subsidiaries

"Miller's vast experience and sense of tearnwork are essential to our success. Fits thrilled to have him with us," remarket A&M. President/CEO. At Chfarts.

London (diserved, "I bad a close vantage point from which to watch and appreciate A&M during the years I spent working Motown through the inde-



With the nartnership of Per-

spective and Take, A&M has

Weatherly Reigns

LONDON See Page 30

factive line I. Weatherly He replaces Anty Schum, who was named VP/Promotion at MTV. WEATHERLY/See Page 30

www.americanradiohistory.com

UPI Auctioned Off To Pat Robertson For \$6 Million Evangelist the only bidder for entire

# organization; promises editorial freedom

TV evangetist and former Republicate presidential hopeful Pat References wan a bankruppcy coart auction of 4 nited Press International, hidding 56 million for the wite service network, and other assets

"Basiness goes on as usual, UPI Managing Editor Boh Kierkhefer told BAR late Tuesday (5/12) after lawyers for UPI and its excitors commitee accepted the hid from Robertson's U.S. Media Corp. U.S. Baskruptcy Judge Francis Concad planned a hearing the dext lay to certify the agreement

Robertson is to provide \$150,000 on May 19 and another \$150,000 on May 26 to keep cash strapped (1P) operating. Under terms of the agreement, Hobertson will forfeit that \$100,000 ft he backs out of the deal by in June (1) deadline or lowers that bid after taking a closer look at UPP's books.

Despite reports from UPI management that away firms had sought information, only four bids were submatted and Robertson's was the only one seeking to buy all of UPI. The other bidders offered only \$12,000 to \$125,000 for various pieces of the company UPI's

# Group W Seeks Common Claus KFWB VP GM manages KTWV; Chlowitz exits

KFWB/Lus Angeles VP/GM theis thans has been given additional duties as VP/GM of neighboring asker throup W NAC autiet KTWV (The Wilve). He success /veleran radio executive Allan Chlowlitz, who lenves the Sation.

Chains told It&R. "Westing house Breathclusting aimply decided to consolidate the two stations. It's our goal to put KFWB & KTWV under one rust as quickly as possible. We're hegenning that process now

"At the same time, Group W fell if was appropriate to create one GM predicts for the two stations. We've made a similar consolidation in Boston: [N/T] WBZ tradin and WBZ-TV are now under the direction of one GM. The Wave's been successhal with its unique format, and we have no other plans to [charge] the station."

Regarding Chlowitz, Claus remarked, "The company has good feelings about what he decomplished, I know he'll land somewhere appropriate "

Claus said the company is exploring the possibility of moving the Wave from its Sanset Bivit CLAUS See Page 30 creditors, owed approximately \$60 million, would receive about 10 cents on the dollar from Robertion's bid

Although he didn't spell cut specific plans for the company, Robertson listed the radio network and international repurting among its meet desirable assets. He called the domestic newspaper operation UPI's weakest link, but duar't nay whether he intended to shut it down "I dua't interfere in the editorial policies of our stations. Robertson told reporters outside the court hearurg in Rutland, VT.

UPI Exec VP steve Geimann said he had oo idea what Robertson had in mind for the company, "UPI has had no discuisions with Robertson or any of his people."

UPI See Page 30



Be sure not to miss these organit sessions

Redio On Radio

- Rich Beisbeugh CEO/ Pyramid Broadcesibhg
   Jey Cook, President
- Gannett Radio Distant • Mai Romazin President
- CEQ, Infinity Broadcasting

### ONLY 4 WEEKS TO GO

# Merketing Music In The '90e

Friday (6.12) 1 30pm

Idee pucked session for Promodian, marketing, sakes and product development sales. R&R Sates & Marketing columnist Chris Beck will show you how to generate befor sales with on-air and other promobons, working with radio sales managers, and by maximum advertising and new retail markhaling options.

For complete Convention registration and schedule details, see Page 8.

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Quarterly Earnings Reports