

I N S I D E:

RADIO'S 'NEW WORLD ORDER'

Mike McVay details the ways LMAs, JOVs, and duopolies will change life for station personnel.
Page 25

REWARDING YOUR BIGGEST FANS

Pollack Media Group's Tommy Hedges explains how establishing a "frequent listeners' program" can improve your station's ratings and revenue.
Page 26



FUTURE GAMES

What's ahead for our industry in 1993? A distinguished panel of managers, programmers, consultants, and record reps takes the crystal ball challenge and attempts to predict the major trends and issues that will shape the next 12 months.
Begins Page 28

IN THE NEWS...

- Kathy Stinehour VP/GM at KBEQ/Kansas City
 - Tom Connolly, Tom Thon upped at Great American
 - Diane Cridland PD at KABC/L.A.
 - Chuck Goldmark VP/GM, Tad Griffin PD at WSOC/Charlotte
 - Mark Feather named PD at KXXR/Kansas City
- Page 3**
- WZRZ/Cincy goes Country
 - Deborah Parenti adds GM duties at Dayton LMA combo
 - Steve LaBeau new PD at WMXN/Norfolk
- Page 8**

Newsstand Price \$6.00



Sikes Sees Free Speech Double Standard

FCC chief says shock jocks not qualified for all First Amendment shields; declares \$600,000 fine against Infinity too lenient

In a broadcast interview last week, FCC Chairman Al Sikes suggested that Howard Stern and other commercial broadcast personalities who specialize in controversial entertainment may not be entitled to full protection under the First Amendment.

"[Some] people say, 'Well, these [controversial personalities] are merely, you know, exercising their First Amendment rights.' Well, the fact of the matter is . . . it's all commercial. It's trying to get market share. It's not speech in the sense of ideas, in the sense of political advocacy, in the sense of policy."

That distinction, Sikes said, is the foundation of the court rulings that have upheld the Commission's right to limit broadcast indecency, and provides justification for Congress's repeated attempts to crack down on such material.

Sikes made those remarks on CNN's "Moneyweek," one week after the FCC imposed a record-shattering \$600,000 indecency fine against Infinity Broadcasting for 12 segments of the Stern show that aired on Infinity's

FCC Approves Cook-Inlet Deal

The FCC's long-anticipated indecency action against Infinity Broadcasting morning man Howard Stern cleared the way for a prompt closing on Infinity's \$100 million acquisition of three Cook Inlet Radio Partners properties — WZGC/Atlanta, WUSN/Chicago, and WZLX/Boston.

Cook Inlet VP Steve Hillard said he expects the megadeal to close sometime in the next 45 days. "We're pleased the FCC has allowed the deal to go forward, and we're looking forward to closing as soon as the [FCC approval] becomes final."

The Infinity-Cook Inlet deal had been jeopardized by FCC Chairman Al Sikes's demand that Infinity be subjected to a hearing to determine whether

INFINITY-COOK/See Page 24

WXRK/New York, WYSP/Philadelphia, and WJFK/Washington. Sikes dissented from that decision, saying Infinity should

Greater Media Uses Survey To Rebut Indecency Fine

Report says Stern audience on KLSX virtually kid-free; ACLU brief defends station

A study commissioned by Greater Media Inc. concludes that virtually no children listen unsupervised to the Howard Stern program on the company's KLSX/Los Angeles.

That finding is at the heart of Greater Media's response to the FCC's notice that it intends to levy a \$105,000 indecency fine

FCC Fight

- Fewer than 1% of kids hear Stern unsupervised
- Youngsters' 'dial-grazing' disputed
- ACLU calls indecency standard unconstitutional

against the company for segments of Stern's show.

According to Greater Media, only two of the 916 L.A. area youngsters (ages 2-11) surveyed by an independent research group had ever listened to Stern without adult supervision. The listening habits of children between two and five years old were determined by interviews with their mothers. The survey was conducted by Schoenwald Group Inc., which specializes in child-oriented market research. "Those findings," said Greater Media, "critically undermine the Commission's presumption that its censorship of the Stern program is needed or

GREATER MEDIA/See Page 24

have been subjected to an even tougher penalty — a hearing to determine whether it's fit to be a Commission licensee.

Sikes also said he felt Infinity had repeatedly violated the indecency rules in a manner that said to the FCC, "To hell with you. We'll do what we please."

Indecent Pattern?

The same sentiment was echoed in the FCC's claim that the hefty fine against Infinity was justified by the company's "apparent pattern of indecent broadcasting." But that rationale has Infinity and others wondering aloud: What pattern?

Despite all the publicity and complaint letters generated by Stern's frequently risque humor, Infinity has never been finally judged guilty of broadcast indecency, nor has it paid any fine for airing indecent material.

In 1987, when the Commission changed its definition of indecency from the "seven dirty words" to the current broader definition, it dropped a pending indecency proceeding involving Stern and issued a "warning" to

FREE SPEECH/See Page 24

Race Begins For DAB Channels

Radio stations could face 639 new competitors, based on proposals by applicants seeking S-band DAB licenses from the FCC. All say they could be competing with terrestrial broadcasters before the end of the decade if the Commission acts quickly to license the new service.

Five companies met the FCC's December 15 satellite DAB application deadline and will be considered along with initial applicant Satellite CD Radio. Although the Commission only recently sought comments proposing rules for the satellite DAB service, it decided to process license applications at the same time.

Here's a summary of the new applicants:

- American Mobile Radio Corp. is a new subsidiary of Washington, DC-based American Mobile Satellite Corp., which is constructing a satellite to provide mobile telephone and data service throughout the U.S. Its primary stockholders are GM's Hughes Communications and McCaw Cellular. AMRC's proposed dual DAB satellites would offer 11 CD-quality

DAB CHANNELS/See Page 4

KZOK's Sign O' The Times



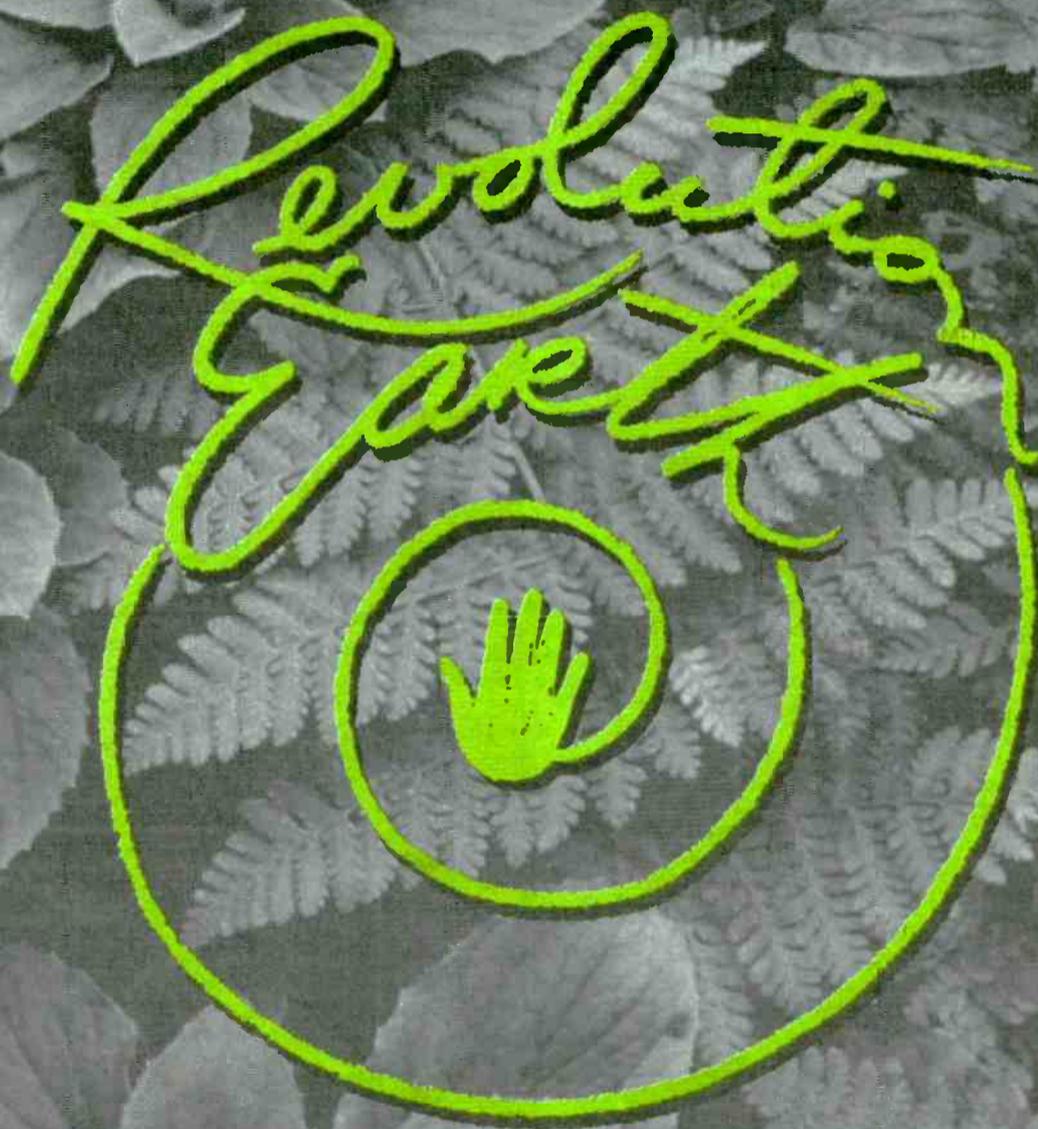
Classic Rock KZOK-FM/Seattle has shed new light on outdoor advertising — the Adams outlet has unveiled the nation's first programmable, electronic billboard. Via computer input and modem transmission, the unit displays a song's artist and title while it's being played on the air. It also flashes tri-color station messages during commercial breaks.

Complete '93 Industry Calendar

Page 10

IT'S A NEW YEAR AND THERE'S **REVOLUTION** IN THE AIR . . .

the **B-52's**



NEW SINGLE, NEW VIDEO, CLEAN CALENDARS, NEW ADMINISTRATION, CLEAN SLATE.
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PRODUCED BY NILE RODGERS DIRECT MANAGEMENT GROUP

AND THERE'S MORE! TOUR STARTS JAN. 7 IN TOLEDO, THEN GOES EAST, THEN NORTH, THEN SOUTH, THEN WEST, THEN . . .



© 1992 REPRIS RECORDS. EARTH: JUST ADD WATER AND IT MAKES ITS OWN SAUCE.

Stinehour Takes KBEQ VP/GM Post

KBEQ/Kansas City has hired crosstown KCFX Station Manager Kathy Stinehour as VP/GM. She replaces Bob Laurence, who returned to San Diego to explore other opportunities. Also, KBEQ GSM David Gorman has left the Noble CHR.



Stinehour

STINEHOUR/See Page 24

On The Frontlines



While covering the U.S. troops' arrival in Somalia, KGO/San Francisco and ABC Radio Networks correspondent Greg Jarrett posed with local children in the city of Baidoa.

Cridland, K. Head KABC Programming

KABC/Los Angeles Asst. Director/Operations Diane Cridland has been promoted to Director/Programming at the Capital Cities/ABC News/Talk outlet. Cridland replaces Michael Fox, who resigned late last year to join a programming syndicator.

In a related appointment, Bob K. has been named OM. He will report to Cridland and address many of the operational tasks she previously handled.

"My role is to create and oversee a new direction for KABC," said Cridland. "We're going through a

CRIDLAND/See Page 24

Two Execs Tapped At Great American

Great American bestowed holiday presents upon two of its longtime execs by promoting WKLS/Atlanta VP/GM Tom Connolly and WLVQ/Columbus, OH VP/GM Tom Thon to President/GM of their respective AOR outlets.



Thon

Great American President Dave Crowl commented, "Tom Connolly has contributed greatly to WKLS's success in achieving prominence as one of the great rock 'n' roll stations.

"WLVQ is one of the best long-term success stories in AOR. Tom Thon has played a major role in every step toward obtaining that success."

Connolly, who's been with GA for 18 years, has run WKLS since 1985. Prior to that, he was VP/GM at WDAF/Kansas City. Thon joined WLVQ in 1978 as an AE and was named VP/GM six years later.

Goldmark, Griffin Join EZ's WSOC

EZ Communications and Cox Enterprises have completed a station exchange in which Cox's Country WSOC/Charlotte was swapped for EZ's UC WHQT/Miami. As a result, WHQT VP/GM Chuck Goldmark heads to Charlotte as WSOC VP/GM. He'll also oversee EZ's Charlotte AC, WMXC. Robert Green, VP/GM of Cox's WIOD & WFLC, will assume similar duties at crosstown WHQT.

WSOC/See Page 24



Goldmark

Feather Lands At KXXR/Kansas City

Former WQXA/York, PA PD Mark Feather has been named PD at U.S. Radio's newly acquired CHR KXXR/Kansas City. He replaces Jack Alix, who exited in November.

KXXR VP/GM Steve Dinkel told R&R, "We're all looking forward to having Mark on board. His format experience and



Feather

FEATHER/See Page 24

JANUARY 1, 1993

JACOR DEAL MOVES AHEAD

The FCC has approved the first step of Zell/Chilmark's two-stage takeover of Jacor, clearing the way for a January 8 shareholders vote on the \$127 million deal. Details in Radio Business.

Page 4

FEATURES

RADIO BUSINESS	4
NEWSBREAKERS	8
OVERVIEW	
● MANAGEMENT: Nat'l Spot Scoreboard	12
● MEDIA: Top Ten Talk Topics	14
● TECHNOLOGY: Women heaviest computer users	15
STREET TALK: Pirate walks the plank	16
TIMELINE	22
PERSPECTIVES: Radio's 'new world order'	25
PERSPECTIVES: Rewarding P1 listeners	26
MUSIC	
● MUSIC DATEBOOK	27
● COMPACT DATA	27
MARKETPLACE	45
OPPORTUNITIES	46
● PROMOTIONAL SHOWCASE	9

FORMAT FORECASTS

UC	28
NAC/CONTEMPORARY JAZZ	29
CHR	30
GOLD	33
COUNTRY	34
Nashville This Week	37
AC	38
NEWS/TALK	39
NEW ROCK	40
AOR	42



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A weekly look back at meaningful and amusing events from R&R's archives

Stepping Stones To Stardom, Pt. II

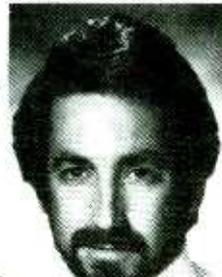
As promised, here's the second installment in our "early gigs of industry notables" series. Through the years R&R has chronicled the rise of the radio and music business's leaders; now we present some of their stops along the way ... plus suitably "nostalgic" photos.



Ted Utz



Sylvia Rhone



Steve Kingston

Year	Name	Gig At The Time	Current Gig
1980	Jheryl Busby	Casablanca VP/R&B Promo	Motown monarch
1981	Norm Schrutt	WBIE/Atlanta VP/GM	Cap Cities/ABC division chief
1982	Jeff Wyatt	WUSL/Philly PD	KIIS/L.A. PD
1983	Ted Utz	WHJY/Providence PD	consulting guru
1984	Steve Kingston	WBSB/Baltimore PD	Z100/NY PD
1985	Sylvia Rhone	Atlantic Dir./Black Promo	EastWest topper

Also Celebrating 20 Years Of Excellence:

Communication Graphics Inc

EIA Gets Five DAB Proposals; USA Digital To Sidelines

The Electronic Industries Association will proceed with its DAB testing schedule, but without the participation of USA Digital Radio. At least five other system developers are still in EIA's contest to select a U.S. DAB standard by the end of 1993.

"We're going to stand on the sidelines as the EIA and NAB decide what they're going to do," said Gannett VP/Finance Dan Ehrman, whose company formed USA Digital with CBS and Group W. The joint venture partners put EIA on hold after the manufacturers' trade group refused an NAB request to move DAB testing to a jointly administered National Radio Standards Committee proceeding. That plan would have first tested only in-band, on-channel systems (R&R 12/18/92). "As broadcasters, we still think that's the only way to go," Ehrman remarked.

To date, USA Digital is the only designer to propose an in-band, on-channel system. That approach, if successful, would be least disruptive to the current channel allocation scheme. The company is also



the only designer to propose an AM DAB system that doesn't require moving existing AM stations to new FM channels or a completely new band.

EIA Plans Unchanged

With or without USA Digital, EIA Group VP/Consumer Electronics Division Gary Shapiro said the group's testing plan will move

ahead, with hardware due from proponents by April. "Obviously, to do objective and unbiased testing, it's best to have all possible systems to test. We will go forward nonetheless."

The field of DAB test participants narrowed to five as the December 15 deadline to submit detailed system designs to EIA passed. AT&T/Bell Labs submitted one entry on its own and a second in tandem with Amati Communications. Other entries came from Eureka, General Instrument, and NASA/VOA. However, the deadline was flexible and EIA expected at least one more entry from a new satellite DAB applicant (see story, this page).

Even without EIA's testing deadlines, USA Digital has set a target date of April for a mobile demonstration of its FM DAB system at the NAB Convention in Las Vegas. It also expects to exhibit an improved version of its AM system, first demonstrated at last September's NAB Radio Show in New Orleans.

Race Begins For New DAB Channels

Continued from Page 1

lity, five FM-quality stereo, five FM-quality mono, and one data channel nationwide. AMRC would not offer its own programming, but would lease the channels to others. It said it expects most of the channels to be used for subscription services, although some would be advertiser-supported. AMRC's system would cost \$528 million, with projected annual revenues of \$148 million by its sixth year of operation.

• **Digital Satellite Broadcasting Corp.**, based in Seattle, is a new company primarily owned by executives of the **Walter Group**, a telecommunications consulting firm. It is the only applicant proposing service that would compete directly with local and regional broadcasters, using 31 spot beams to target individual markets with 16 CD-quality channels each. In addition, it would have 16 nationwide channels, for a total of 512 separate program channels.

DSBC's MusicStar Network subscription audio service would be programmed by **Broadcast Programming**, but the company expects to lease some channels to existing broadcasters. "They may be able to use the strength of the additional audience to collect higher advertising revenues," DSBC told the FCC. The company estimates its satellite DAB system would cost \$622 million, including \$88 million for a "complementary terrestrial network."

• **Primosphere Limited Partnership** is the brainchild of New York heavy metal managers **Clifford Burnstein** and **Peter Mensch** (Metallica, Def Leppard, Tesla, Queensryche). They own three California FMs, with a CP for another, making them the only broadcasters to apply. Primosphere is also the only applicant proposing a completely advertiser-supported satellite DAB service. It projects revenues of \$32 million in 1999, its first year of operation, rising to \$497 million by 2008. Construction and launch of its satellites are projected to cost \$373 million. Burnstein and Mensch have each pledged \$2 million and say the way they raise the rest will depend on what the FCC decides about licensing satellite DAB. They plan to oversee programming of all 23 CD-quality music channels and six non-music channels, all to be offered nationwide.

• **Loral Aerospace Holdings** is owned by New York-based **Loral Corporation**, a publicly traded company that was formerly **Ford's** aerospace subsidiary. It also has preferred stock owned by a series of **Shearson Lehman Brothers** partnerships. Loral, which has built many satellites for other companies, plans to operate the DAB satellite itself, but contract with "select third party programmers" to program the 32 CD-quality nationwide channels. Loral said its internally funded system would cost \$354 million; revenues would come from listener subscriptions.

• **Sky Highway Radio Corporation** VP/co-owner **David Drucker**

told R&R the Denver-based company proposes "at least 15" nationwide CD-quality channels. Although the company is a new venture, it's closely affiliated with **Echosphere**, a company that has announced plans to launch seven satellites for direct-to-home TV. **Drucker** is **Echosphere's** attorney and **Sky Highway Pres./co-owner Charlie Ergen** is one of the founders of **Echosphere**. Not surprisingly, **SHRC** hopes to incorporate S-band DAB into one of **Echosphere's** Ku-band TV satellites, holding their DAB-only costs to \$50 million. **Drucker** said it was "premature" to determine whether **Sky Highway** would program the DAB channels itself or lease them, but did say it's envisioned as a subscription audio service.

By meeting the FCC deadline, the five applicants will be considered with **Satellite CD Radio** in the first round of satellite DAB licensing, if and when the Commission approves the new service. It is likely that more than one would receive a license, and possible that all could be licensed.

SCDR and **DSBC** say the 2310-2360 MHz band can accommodate four nationwide satellite DAB services, but **Loral** insists there's room for six with proper engineering. Add **SCDR's** proposed 30 CD-quality subscription channels to the channels proposed by the five new entrants, and the potential total is 639 new signals, with at least 143 new competitors for broadcasters in even the most remote markets.



DC REPORT
PAT CLAWSON

FCC Gives Zell/Jacor Merger Initial OK

The FCC has approved the first step of Chicago tycoon **Sam Zell's** two-stage takeover of **Jacor Communications**. That clears the way for a January 8 shareholders vote on the \$127 million deal, despite objections from competitor **Paxson Broadcasting**.

FCC Chief/Audio Services Division **Larry Eads** said a review of **Jacor's** initial "short form" application to transfer control to a new board of directors — including **Zell** representatives (R&R 10/30/92) — failed to uncover "any substantial and material question of fact which would warrant further inquiry."

Eads rejected **Paxson's** argument that **Zell** will take control of **Jacor** when four of the company's five directors are replaced as part of the reorganization's first stage. Although two new directors are **Zell** representatives, including **Zell** himself, **Eads** noted the others will be longtime **Jacor** officials. Chairman **Terry Jacobs** is the only existing board member who will remain, while Exec. VPs/Co-CEOs **Randy Michaels** and **Robert Lawrence** will be new directors.

The FCC order allows **Zell/Chilmark L.P.** to buy 49.9% of **Jacor's** voting stock, but it can't exceed that limit until a pending "long form" transfer application is granted.

Meanwhile, **Jacor** urged the Commission to reject **Paxson's** second petition to deny, which accuses **Jacor** of sexual harassment of female employees (R&R 12/18/92). **Jacor's** latest SEC filing noted the petition could delay the second phase of the **Zell** takeover, but won't postpone the shareholders vote. **Michaels** told R&R **Jacor** will contend the claims were based on a pending lawsuit filed by a single former employee, rather than responding to each accusation of sexual harassment.

Saga Disputes Reported IRS Fines, Says Tax Talks Continue

Saga Communications VP/CFO **Norman McKee** said negotiations are continuing with the IRS to resolve a nearly \$1.5 million tax dispute.

McKee said R&R's recent report that the IRS had fined the company approximately \$1.5 million was erroneous, and the company has not been found guilty of any wrongdoing. He said the IRS has proposed "tax adjustments," but no fines have been levied while negotiations continue. The IRS has challenged the way **Saga** allocated station purchase prices between 1987 and 1990.

According to **Saga** attorney **Stephen Meredith**, the IRS has asked for back taxes totaling \$872,690, penalties of \$334,869, and \$275,441 in interest. "These proposed tax adjustments are just that — proposed — and by no means final."

Other market action this week:

• **Clear Channel Communications** CEO **Lowry Mays** could afford to celebrate the holidays in high style. He made a \$4.2 million profit after cashing in stock options. **Mays** wished to avoid higher personal income taxes and a limitation on the corporate deductibility of executive salaries expected under the **Clinton** administration. In **Mays's** case, the maneuver may yield a \$336,000 personal tax savings and a \$2.2 million tax benefit for **Clear Channel**.

• Veteran radio broker **Gordon Rice** has closed his **Hilton Head, SC** shop to join **MLM Inc.**, a business/real estate brokerage in nearby **Charleston**.

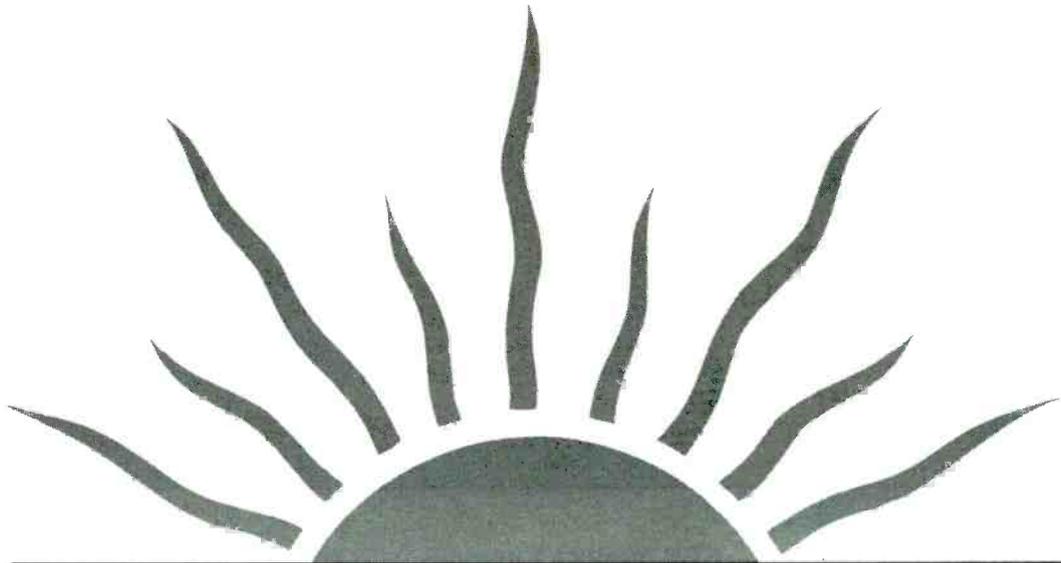
• **Capital Cities/ABC** has agreed to sell **WPRO-AM & FM/Providence** to **Tele-Media Corp. of Delaware** for an undisclosed sum. **TMC** operates nine radio stations, including **WLKW & WWLI/Providence**.

• **Stoner Broadcasting** reports it will buy AOR **WRMM-AM & FM/Rochester, NY** from **Atlantic Radio Corp.** for an undisclosed price. **Stoner** already operates **Country WCMF/Rochester**; VP/GM **Suzanne McDonald** will oversee all duopoly operations.

• At press time, **James Levin's Pilot Communications** was buying **WMME-AM & FM/Augusta, ME** from **Tri-Group** for \$950,000. Brokerage honors go to **Media Services** dealmakers **Mitt Younts** and **Kevin Cox**.

• **Jerry Atchley's Southern Skies Corp.** announced the first duopoly deal in the **Little Rock** market, with the acquisition of **Bridges Broadcasting's** **Nostalgia KAKI/Benton, AR** for an undisclosed price. The station recently received FCC approval to upgrade to 50kw with a new antenna on **Schinnall Mountain**. **Atchley** already owns **Country KSSN/Little Rock**.

• The FCC fined **KARO/Columbia, MO** \$4000 for EEO violations, but renewed its license despite a challenge by the **NAACP**. Another Missouri outlet, **KRJV/St. Louis**, was "admonished" for failing to consult minority recruitment sources.



THE DAWN OF A NEW SERVICE AT ASCAP

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TRANSACTIONS

Granum Doubles Up In Boston For \$18.5 Million

Duopoly deals dominate holiday trading action

Deal Of The Week

WSSH-FM/Lowell (Boston), MA

PRICE: \$18.5 million
TERMS: Duopoly deal; asset sale for cash
BUYER: Granum Communications Inc., headed by President Herb McCord. Principal investors include the Granite Capital Group and Kohlberg Kravis Roberts & Co. The company owns WBOS/Boston, KOAI & KCMZ/Dallas, and WMMO/Orlando.
SELLER: Noble Broadcast Group, owned by Chairman John Lynch. The company owns WSSH (AM)/Boston, WBAB-AM & FM/Long Island, WVKS/Toledo, KYOK & KMJQ/Houston, KBZR & KBEQ/Kansas City, KBCO-AM & FM/Denver, XTRA-AM & FM/San Diego, and KNDD/Seattle. The company has LMA agreements with KHYS/Houston and KWNK/Simi Valley (Los Angeles) and recently announced plans to acquire KATZ-AM & FM/St. Louis.
FREQUENCY: 99.5 MHz
POWER: 39kw at 550 feet
FORMAT: AC

FREQUENCY: 590 kHz; 104.1 MHz
POWER: 5kw; 55kw at 61 feet
FORMAT: AC; Country
BROKER: Chester Coleman of American Radio Brokers/SFO

BROKER: Kevin Cox and Robert Macchini of Media Services Group are to receive a \$7000 brokerage commission.

Georgia

WCNA/Augusta

PRICE: \$750,000
TERMS: Duopoly deal; asset sale
BUYER: GHB Broadcasting, owned by George Buck. The company also owns WKXC/Augusta; KURB-AM & FM/Little Rock; WYZE/Atlanta; WHVN/Charlotte; WDRV/Statesville, NC; WMGY/Montgomery, AL; WEAM/Columbus, GA; WNAP/Philadelphia; WOLS/Florence, SC; and WTOO/Asheville, NC.
SELLER: Wayne Farmer
FREQUENCY: 98.3 MHz
POWER: 2.38kw at 485 feet
FORMAT: AC
BROKER: Michael Bergner of Bergner & Co.
COMMENT: Arbitron reports a 4.8 12+ market share for WCNA and a 12.2 share for WKXC.

Nebraska

KTGL/Beatrice (Lincoln)

PRICE: \$2.2 million
TERMS: Duopoly deal; asset sale
BUYER: KTGL Corp., headed by C.T. "Terry" Robinson. He owns KZKX/Lincoln, NE; KVOR-KSPZ-KVUU & KSSS/Colorado Springs; KEYF-AM & FM and KKZX & KUDY/Spokane; KOTY & KTCR/Tri Cities, WA; and WAVH/Mobile.
SELLER: ERM Associates, owned by J. Taylor Monfort
FREQUENCY: 92.9 MHz
POWER: 100kw at 810 feet
FORMAT: CHR
BROKER: Neil Rockoff and Tony Rizzo of Blackburn & Co.

Tennessee

WIMZ-AM & FM/Knoxville

PRICE: \$3.5 million
TERMS: Asset sale
BUYER: South Central Communications Corp., headed by Steve Edwards. The company owns WEZK/Knoxville, WZEZ/Nashville, and WIKY-AM & FM/Evansville, IN.
SELLER: Stoner Broadcasting System, headed by Thomas Stoner. The company owns WMXZ/New Orleans; WYRK/Buffalo; WCMF/Rochester, NY; WWSN/Dayton; KGGO/Des Moines; WDJX-AM & FM/Louisville; and WNBK & WHWK/Binghamton, NY.
FREQUENCY: 1240 kHz; 103.5 MHz
POWER: 1kw; 100kw at 1723 feet
FORMAT: AOR
BROKER: Dick Blackburn of Blackburn & Co.

WPYR/Millington (Memphis)
PRICE: \$4.25 million
TERMS: Duopoly deal; asset sale
BUYER: Barnstable Broadcasting, headed by Al Kaneb and David Gingold. The company also owns WGKX/Memphis; WSLR & WKDD/Akron; WGNA-AM & FM/Albany; WHLI & WKJY/Hempstead, NY; WWKL/Harrisburg; and WHOM/Washington, NH.
SELLER: Diamond Broadcasting, headed by Daniel Lee. The company owns WSCR-WSBC & WXRT/Chicago and operates KOMA/Oklahoma City under an LMA.
FREQUENCY: 98.1 MHz
POWER: 100kw at 1240 feet
FORMAT: Gold
BROKER: Michael Bergner of Bergner & Co.
COMMENT: Arbitron reports WPYR has a 3.8 12+ share of the Memphis market, while WGKX has 11.1.

Massachusetts

WSPR/Springfield

PRICE: \$70,000
TERMS: Asset sale
BUYER: Edmund Dinis of New Bedford, MA. Phone: (508) 997-9436
SELLER: 138 Palmer/West Springfield Corp., headed by Peter Brestovan and Carlos Mello. Phone: (413) 789-1916
FREQUENCY: 1270 kHz
POWER: 5kw day/1kw night
FORMAT: The buyer plans a Spanish format.

Alaska

KHAR & KBRJ/Anchorage

PRICE: \$800,000
TERMS: Asset sale for cash
BUYER: Alaska Broadcast Communications Inc., owned by Roy Paschal. He also owns KJNO & KTKU/Juneau, AK; KTKN & KGTW/Ketchikan, AK; KIFW & KSBZ/Sitka, AK; and KMBQ/Wasilla, AK.
SELLER: Sourdough Broadcasters Inc., owned by Patricia Harpel

Scott K. Ginsburg
of
Evergreen Media Corp.
has entered into a time brokerage agreement
and has agreed to sell the assets
of
KODZ-FM,
Dallas, Texas
for
\$12,500,000
to
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TRANSACTIONS AT A GLANCE

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\$1,315,534,314
(Last Year: \$836,645,915)

Total Stations Traded This Year: 1324
(Last Year: 1100)

This Week's Action: \$33,870,000
(Last Year: \$15,880,614)

Total Stations Traded This Week: 10
(Last Year: 10)

• Deal Of The Week:

• WSSH-FM/Lowell (Boston), MA \$18.5 million

- KHAR & KBRJ/Anchorage, AK \$800,000
- WCNA/Augusta, GA \$750,000
- WSPR/Springfield, MA \$70,000
- KTGL/Beatrice (Lincoln), NE \$2.2 million
- WIMZ-AM & FM/Knoxville \$3.5 million
- WPYR/Millington (Memphis), TN \$4.25 million
- KSRR/San Antonio \$3.8 million

Texas

KSRR/San Antonio

PRICE: \$3.8 million
TERMS: Asset sale for cash plus assumption of liabilities
BUYER: Tichenor Media System Inc., headed by McHenry Tichenor Jr. The company owns KCOR/San Antonio; WIND & WOJO/Chicago; KBNA-AM & FM/EI Paso; KGBT & KIWW/Harlingen, TX; KLATI/Houston; KLTN/Port Arthur, TX; WADO/New York; WQBA-

AM & FM/Miami; KUNO/Corpus Christi, TX; and KSAB/Robstown, TX.
SELLER: Genesis Broadcasting Inc., headed by John Booth. The company also owns KONO (AM)/San Antonio and operates KONO-FM/Fredericksburg, TX pursuant to an LMA. Genesis also owns KSMJ & KSFM/Sacramento; KMJI/Denver; KRZN/Thornton, CO; and KMXX/Killeen, TX.
FREQUENCY: 92.9 MHz
POWER: 100kw at 1016 feet
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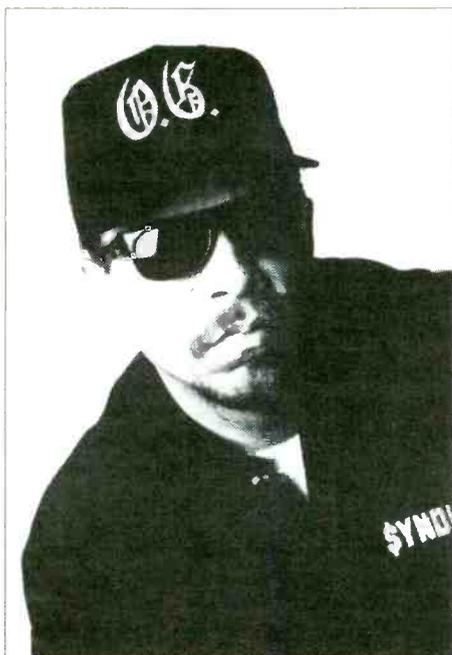
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January Issue



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THE YEAR IN REVIEW

1992 Album Review

Quotes Of '92

Faces of '92



NEIL YOUNG
"Making sure the
music comes first"

SEATTLE STEW
Was it real or
was it hype?

Young Country Y96 Makes Debut

"Young Country Y96" debuted in Cincinnati on Christmas Eve under an LMA between Reams Broadcasting and American Media, owner of crosstown Country WUBE-AM & FM. Patti Marshall, APD/evening personality at WUBE, has been named Y96 PD/MD/afternoon talent.

WUBE-AM & FM and Y96 OM Tim Closson commented, "Y96 will be the perfect complement to B105 [WUBE]. Y96 is a high-energy, up-tempo radio station — we call it 'turbo twang.' B105 will continue to be a trademark of personality, fun, and good times/great country."

New calls are in the offing for Y96, which became WZRZ upon signing on with Satellite Music Network's Z Rock format two years ago. It switched to SMN's Country Coast-To-Coast format as "The River" last August. Prior to that, it was Country as WBVE.

KHTX Cools Gold, Now Hot Country

Gold KHTX/Riverside-San Bernardino switched to Hot Country on December 23. Station VP/GM Jeff Salgo said the staff and calls will remain intact.

Salgo commented, "The hottest music today is country music. There was no station in our market that focused exclusively on the new country music of the '90s. Now, K-HITS is that station. Our slogan says it all: 'Today's hottest country hits.'"

The flip came five days before crosstown KCKC-FM dropped its album-oriented Hot Country mix to simulcast with new All Pro sister Urban KACE/Los Angeles. KCKC-FM's official launch was January 1. KCKC (AM) will remain Country under 27-year PD Bob Mitchell.

Last month, crosstown Country competitor KFRG announced it would take soon-to-be-purchased crosstown AC KQLH to a traditional Country format when the transaction was finalized.

Street Talk



Metro Traffic Control Director/Programming Joe Nolan (l) presented veteran New York traffic reporter Fred Feldman with a personalized street sign and MTC's Lifetime Service Award at NYC's Millennium Hotel.

WMXN/Norfolk Sets LaBeau As PD

Former KMXX (now KZON)/Phoenix PD Steve LaBeau has joined WMXN/Norfolk as PD. He succeeds Billy Shears, who recently left the Win Communications AC to program WLAC (FM)/Nashville (R&R 12/4/92).

WMXN VP/GM John Moen commented, "Steve comes to us with a wealth of experience and programming expertise. Norfolk is an ex-



LaBeau

tremely competitive market that requires the focus, discipline, and creative energy that Steve brings us."

According to LaBeau, "WMXN has made major gains in just two LaBEAU/See Page 24

Coy Takes PD Position At WNVZ/Norfolk

KEWB (B94.7)/Redding, CA PD/morning man Wayne Coy has been named to a similar post at Wilks/Schwartz CHR WNVZ (Z104)/Norfolk. He replaces veteran PD/morning host Chris Bailey, who joined WWMX/Baltimore as PD (R&R 12/18/92).

WNVZ VP/GM Kim Jones said, "I have great confidence in Wayne's ability to help us become



Coy

COY/See Page 24

Parenti Named To Head Dayton Trio

WWSN/Dayton VP/GM Deborah Parenti is set to take on additional GM duties at crosstown WONE & WTUE.

She'll succeed Don Schwartz on February 1, when Stoner Broadcasting assumes control of the Country/AOR combo from Summit Communications.

Parenti told R&R, "As we con-

PARENTI/See Page 24

EXECUTIVE ACTION

Rich To Join KJYK & KKLD/Tucson

Former KTZN/Tucson VP/Programming Bobby Rich will join crosstown KJYK & KKLD later this month as Director/Operations & Programming. He'll also handle KKLD's morning drive duties. Rich succeeds PD Alan McLaughlin, who has already exited the CHR/AC combo.

Behan Broadcasting President Laury Browning commented, "Bobby has experience, talent, and a tremendous concern for the community. We believe he will have a big impact on our operations."

Prior to KTZN, Rich was VP/GM of KIXI & KMG/Seattle.



Rich

McNamara To Helm WABC Sales

Stephanie McNamara has been named GSM of Capital Cities/ABC's News/Talk WABC/New York. McNamara, who was previously LSM, replaces Cynthia Newlin, who has joined the ABC Radio Networks.

McNamara came to WABC in 1989 as an AE, and was promoted to LSM less than a year later. Before coming to WABC, she was an AE at Eastman Radio. Her experience also includes stints as a time buyer at Time Buying Services and Lintas: New York.



McNamara

Haus GSM At WBZZ & WMXP

Prior to the LMA/purchase agreement of Signature CHR WMXP/Pittsburgh by crosstown EZ CHR WBZZ (B94), WMXP GSM Cassidy Haus was named to the same post at B94, in addition to her present duties. Haus succeeds Greg Ofiara, who exited.

WBZZ & WMXP VP/GM Tex Meyer told R&R, "This is a thrilling opportunity to have Cassidy — who is one of the best in the market — handling our sales efforts at this exciting new combo."

Goree New GSM At Memphis Combo

Jeffery Goree has been appointed GSM for Ragan Henry Broadcasting's WDIA & WHRK/Memphis. Goree replaces Kay Holman, who exited.

"Jeffery's marketing expertise and leadership abilities will help us fulfill our commitment to creating business growth opportunities," remarked WDIA & WHRK VP/GM Rick Caffey.

Previously, Goree was GSM at WKKV/Milwaukee. He also worked in sales at Chicago stations WKQX, WCLR, and WTMX.

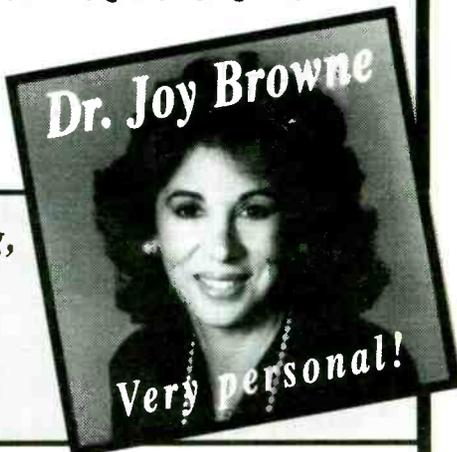
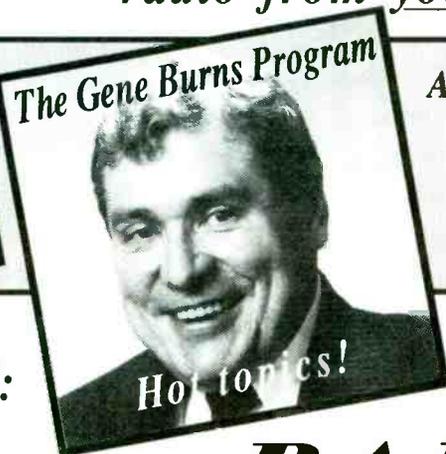


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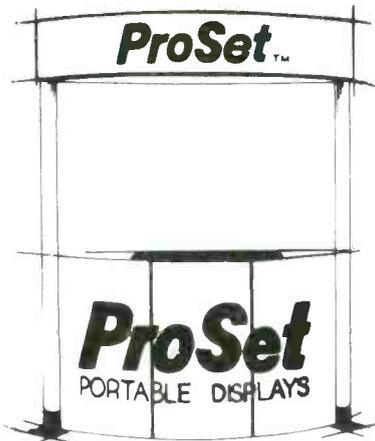
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1993 Industry Events Calendar

JANUARY

- **January 7-March 31** — Winter Arbitron.
- **January 18** — Martin Luther King's Birthday.
- **January 24-28** — MIDEM '93. Palais des Festivals, Cannes, France.
- **January 25** — 20th Annual American Music Awards. Shrine Auditorium, Los Angeles.
- **January 31** — Super Bowl XXVII. Rose Bowl, Pasadena, CA.

FEBRUARY

- **February 3-7** — Tenth Annual Pollack Media Group Programming/Management Conference. J.W. Marriott, Century City, CA.
- **February 4-7** — RAB Managing Sales Conference. Loews Anatole, Dallas.
- **February 11-13** — Gavin Convention. Westin St. Francis Hotel, San Francisco.
- **February 14** — Valentine's Day.
- **February 15** — Presidents Day.
- **February 20-21** — Dan O'Day's PD Grad School. Radisson Hotel & Suites, Dallas.
- **February 22-23** — NAB Radio Group Head Fly-In. J.W. Marriott, Washington, DC
- **February 24** — 35th Annual Grammy Awards. Shrine Auditorium, Los Angeles.

MARCH

- **March 3-6** — 24th Country Radio Seminar. Opryland, Nashville.
- **March 6-9** — 35th Annual NARM Convention. Marriott's Orlando World Center.
- **March 17** — St. Patrick's Day.

APRIL

- **April 1-June 23** — Spring Arbitron.
- **April 3-5** — College Basketball Final Four.

- **April 4** — Daylight Savings Time begins.
- **April 5** — Baseball opening day.
- **April 6** — First day of Passover.
- **April 11** — Easter Sunday.
- **April 19-22** — 71st Annual NAB Convention. Convention Center, Las Vegas.

MAY

- **May 9** — Mother's Day
- **May 11** — 28th Annual Academy of Country Music Awards. Universal Amphitheatre, Los Angeles.
- **May 19-23** — AWRT Convention. Walt Disney World, Orlando.
- **May 20-23** — T.J. Martell Rock 'N Charity Weekend. Los Angeles.
- **May 31** — Memorial Day.

JUNE

- **June 9** — Second Annual RAB Radio Creative Fund Mercury Awards. Waldorf Astoria, New York.
- **June 9-19** — NBA Finals.
- **June 13-16** — BPME & BDA Conference & Exposition. Walt Disney World, Orlando.
- **June 17-20** — National Association of Talk Show Hosts Convention, Chicago.
- **June 20** — Father's Day.
- **June 24-September 15** — Summer Arbitron.
- **June 24-26** — Bobby Poe Convention. Sheraton Premiere, Tysons Corner, VA.

JULY

- **July 4** — Independence Day.
- **July 13** — Baseball All-Star Game. Oriole Park at Camden Yards, Baltimore.
- **July 15-18** — Upper Midwest Conclave, Radisson Hotel South, Bloomington, MN.
- **July 20-24** — New Music Seminar. Sheraton Hotel, New York City.

AUGUST

- **August 12-15** — Jack The Rapper Convention. Marriott Marquis, Atlanta.

SEPTEMBER

- **September 5** — NFL season begins.
- **September 6** — Labor Day.
- **September 8-11** — NAB Radio Show. Convention Center, Dallas.
- **September 16** — First day of Rosh Hashanah.
- **September 23-December 15** — Fall Arbitron.
- **September 29** — CMA Awards. Grand Ole Opry, Nashville.
- **September 29-Oct. 2** — RTNDA 48th International Conference & Exhibition. Convention Center, Miami.

OCTOBER

- **October 5-12** — Baseball League Championship Series.
- **October 11** — Columbus Day.
- **October 16-26** — World Series.
- **October 31** — Daylight Savings Time ends.
- **October 31** — Halloween.

NOVEMBER

- **November 11** — Veterans Day.
- **November 25** — Thanksgiving Day.

DECEMBER

- **December 9** — First day of Hanukkah.
- **December 25** — Christmas Day.



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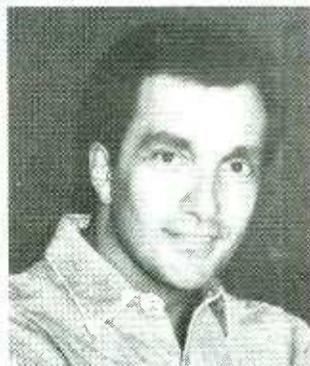
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the GAVIN REPORT

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Meetings Start Promptly At 10:00AM

EXPANDED FORMAT AGENDA!

Thursday, February 11

10:00AM Rap Jukebox Jury • 11:20AM Record Pools:
 The Power Of Record Pools • 12:40PM College & Mix
 Show Forum • 1:55PM Regional Rap Review • 2:00PM
 College Alternative Only • 2:30PM Women In Music •
 3:00PM Top 40 Small/Medium Markets • 4:00PM Jazz/
 Adult Alternative Keynote • 4:30PM Rap Open Forum
 • 4:30PM Alternative Juke Box Jury
 • 6:00PM Country Cocktail Kickoff Party

Friday, February 12

9:00AM Top 40 Breakfast • 9:30AM Jazz/Adult
 Alternative Session • 10:30AM Alternative Session
 Hosted By Mad Max Tolkoff • 12:00 Noon General
 Session TBA • 12:00NOON Urban Luncheon/Women
 In Black Music & Media • 3:00 A Special One-Time
 Keynote Performance: Spalding Gray at Theatre On
 The Square on Post Street (Located Directly Across
 The Street) Seating Is Limited. First Come, First
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 Followed By An Extra Special Performance TBA

Saturday, February 13

9:00AM A/C Format Breakfast • 9:00AM Country
 Format Session • 11:00AM Jazz/Adult Alternative
 Jukebox Jury • 11:00AM Top 40 Session With Special
 Guest Paul Drew • 12:00 Noon Commercial Alternative
 Breakout Sessions • 12:00 Noon College Alternative
 Breakout Sessions • 12:00 Noon Country New Artist
 Luncheon • 1:00PM Music Director 101 • 2:00PM
 Commercial Adult Alternative Session
 • 3:00PM Crossover Path Of Urban & Top 40
 • 5:30PM Awards Banquet Followed By An Extra
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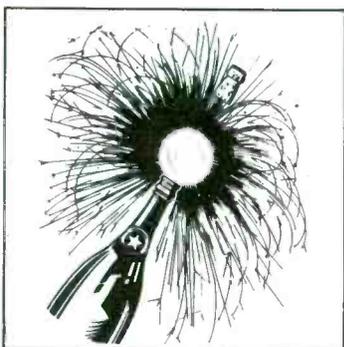


Where The Cultural Elite Meet...

MANAGEMENT

How To Benefit From New Year's Resolutions

Have you or your company made New Year's resolutions? According to Irvine, CA-based clinical psychologist Dr. Steven J. Hendlin, most resolutions fail because people push themselves to achieve unrealistic goals — resulting in a cycle of chronic dissatisfaction.



To break the cycle, Hendlin offers the following advice to make, keep, and benefit from your resolutions in '93:

Formulating Plans

Before stating your resolutions, consider the behavioral changes necessary to fulfill them. Visualize the results, and specify which resolutions are meaningful enough to warrant self-discipline.

Identify your ultimate goal. Make sure it's somehow related to your past successes — don't set yourself up for failure by choosing a goal you've never been able to attain.

Then, formulate realistic "sub-goals" as increments to your objec-

tive. Don't downplay these sub-goals — they're instrumental in helping you accomplish your end target.

Meanwhile, set time limits for your resolutions — lengthy or indefinite resolutions are destined to fail. Finally, determine whether you're willing to tolerate some discomfort to stick to your resolutions.

Sticking To It

Once your resolutions are in place, the most difficult part is

keeping them. Don't let pride keep you from asking others for help. Most important, allow room for mistakes — they're part of the learning process and will help you in the long run.

Meanwhile, reward yourself for small successes. Once you reach your final objective, reward yourself again. If you're up to it, renew the resolution. The second time around, however, make sure not to inflate your expectations — either moderately upgrade your program or stick to the original.

The Incredible Shrinking Fax

A faxed copy of a document may be smaller than the original by 6% or more, reports *Inbound/Outbound* editor Harry Newton. Sending a fax of a fax can compound the problem.

This phenomenon can affect the legibility of the transmitted document. It can also distort artwork or charts, which may cause problems if the graphics were created to a set scale.

Ask Open-Ended Questions

The key to eliciting the best responses from job candidates is to ask open-ended questions. James Jenks — author of "The Hiring, Firing (And Everything In Between) Personnel Forms Book" (Round Lake Publishing) — urges interviewers to avoid closed questions because they'll only evoke "yes" or "no" replies. For example:

Closed: "Do you find it easy to work with your current supervisor?"

Open: "In what ways do you and your current supervisor think alike? How do you differ?"

Closed: "Do you work well with people?"

Open: "How do you maintain important business relationships?"

Closed: "Are you pleased with your career so far?"

Open: "Where would you like to go from here in your career? How do you plan to accomplish your goals?"

Closed: "Can you take criticism?"

Open: "How do you react when someone criticizes you?"

Closed: "Can you learn complex material quickly?"

Open: "What kinds of material do you feel you learn best?"

Closed: "Can you make decisions?"

Open: "What do you do when you're faced with an important decision?"

Leadership = Inspiration

What is a leader? Somebody who's able to energize subordinates, according to Geoffrey M. Bellman's "Getting Things Done When You Are Not In Charge: How To Succeed From A Support Position" (Berrett-Koehler Publishers/\$27.95).

If you aren't able to inspire more energy in your workers than would be there in your absence, you aren't being a leader.

National Spot Radio Scoreboard

Total national spot radio expenditures for the month of November topped \$114 million — a 0.8% increase from 1991 figures.

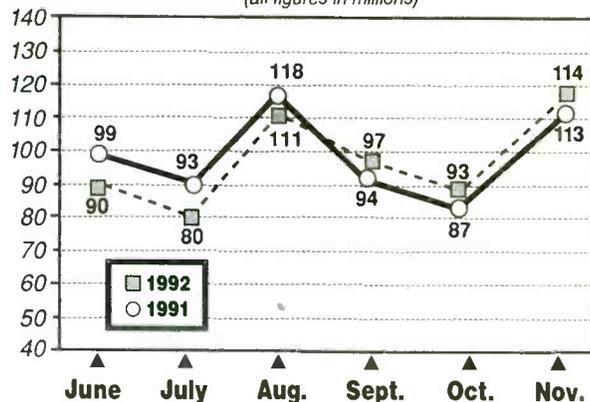
Note that there were four weeks in November 1991, as opposed to five weeks in November 1992. Thus, actual national spot radio expenditures were much lower in November 1991. All of the figures below, however, have been adjusted to reflect the true difference in national spot radio activity.

While the figures reflect total billings as reported by America's leading national rep organizations, they are not typical of any specific market. Furthermore, spot billing in individual markets, market groups, or geographic areas may differ substantially.

Source: Radio Expenditure Reports

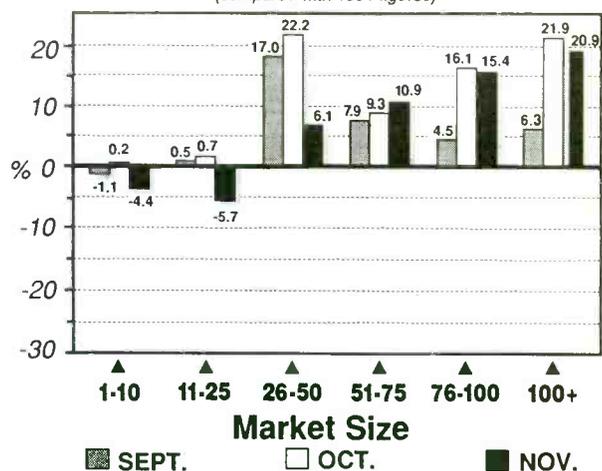
Total Spot Dollars Six-Month Trend

(all figures in millions)



Percentage Of Change Three-Month Trend

(compared with 1991 figures)



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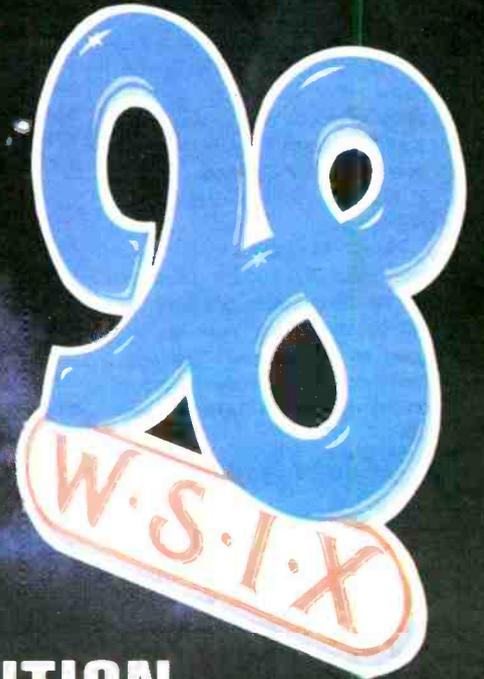
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MEDIA

'ZINE SCENE

'Star' Seers' '93 Predictions!

Among the *Star's* psychics' '93 predictions... **Madonna** will be arrested in Utah for skiing naked... **Paula Abdul** will ditch **Emilio Estevez** and elope with old flame **Arsenio Hall**... **Whitney Houston** will lose her voice in a freak skiing accident and become a dancer... and **Axl Rose** will marry and impregnate **Brooke Shields**!



REPRISE ARTIST — "A lot of people don't agree with some of the things I say, but hell, you can only live once... at a time, anyway" — **Neil Young** (Q).

Honor Roles

People says **Larry King**, **Billy Ray Cyrus**, and **Madonna** are among the 25 "most intriguing" of 1992. **Garth Brooks** is No. 5 among *Entertainment Weekly's* Entertainers of '92, followed by **Madonna** (8), **Vanessa Williams** (9), and the **Red Hot Chili Peppers** (10). **Arrested Development** and **Cyrus** are among *EW's* Rookies of the Year, while **AD** and **Tracy Lawrence** are on *Us's* Honor Roll '92.

The Entertainers

"We were able to communicate with a large number of people without changing, and we made a lot of money. Now I can take my friends out to eat whenever I want, and not have to skip out the back door. It's completely insane how one song can make such a difference" — **Red Hot Chili Peppers** bassist **Flea** reflects on "Under The Bridge" (*Entertainment Weekly*).

Billy Idol celebrated his 37th birthday with 37 strippers at a Hollywood club, then invited his favorites home with him afterwards (*Star*).

The Businessmen

"If 'brilliant' means knowing a lot of shit, then I don't qualify. But I do know about what I do, because that's what I do all the time — 24 hours" — **Rush Communications** honcho **Russell Simmons**, profiled in *New York's* "The Brilliance Of NY" issue.

Though **Metroplex** owner **Norman Wain** says he "lost a fortune" on the **Imagination Stations**, he still maintains kids' radio is "too good an idea to die." The comments come in *Newsweek's* article on the new **Radio AAHS/Minneapolis**.

The Essentials

"Music has always seemed streaks ahead of any other art form or any other form of social expression. After air, food, water, and fucking, I think maybe music is the next human necessity" — **Keith Richards** (*Playboy*).

The Exhibitionists

In a two-pronged approach, **McCall's** tries to explain "Why Madonna Can't Keep Her Clothes On" and "How To Protect Your Kids From Madonna" (parents should address the s-e-x issues honestly).

Entertainment Weekly devotes two pages to "Howard's End: A Stern Time Line."

Cover Me

The **Spin Doctors** make the cover of *Rolling Stone*. **Epic A&R** Assoc. Dir. **Franky LaRocka** notes, "There have been some complaints. They don't have any tattoos! They don't have any weird-colored hair!" People said, "Try to get them to dress up for 'Saturday Night Live.' They look like a bunch of ragamuffins!" My answer has been, "If it ain't broke, don't fix it."

Lunge To Grunge

"It's nice to know that a handful of rock bands can make a bunch of money for people who don't even buy our records," comments **Soundgarden** axeman **Kim Thayil** on the "Grunge" fashion trend. "One of the most patronizing aspects about it is having these rich fashion-show people slumming. They're dressing up like those quaint little guitar people from Seattle" (*Harper's Bazaar*).

"It's no wonder the young girls playing air guitar in front of their bedroom mirrors aren't dreaming of **Wilson Phillips** — but of the defiant, down-and-grungy, in-your-face resilience of **Kim Gordon**," breathes **Elle**, naming **Sonic Youth's** bassist one of 10 "Electric Women of 1992."

Hair Today...

The *Star* computer-imaged **Michael Bolton** with short hair because **Nicollette Sheridan** reportedly warned him, "The curls go or I go."

Tie Goes To The Runner

VP-elect **Al Gore** wears one of the ties based on **Grateful Dead** frontman **Jerry Garcia's** paintings (*National Enquirer*, *Forbes*).

TELEVISION

TOP TEN SHOWS DECEMBER 21-27

- 1 **60 Minutes**
- 2 **NFL Monday Night Football** (Cowboys vs. Falcons)
- 3 **Movie (Sunday)** ("Mrs. Arris Goes To Paris")
- 4 **Home Improvement**
- 5 **Roseanne**
- 6 **Murder, She Wrote**
- 7 **Dateline NBC**
- 8 **Evening Shade**
- 9 **Movie (Tuesday)** ("Parenthood")
- Coach (tie)

Source: Nielsen Media Research
All show times are EST/PST unless otherwise noted; subtract one hour for CST. Check listings for showings in the Mountain time zone. All listings subject to change.

COMING NEXT WEEK

Friday, 1/1

• **En Vogue** and **Arrested Development** perform on the 30-minute "ABC In Concert" (check local listings).

Monday, 1/4

• **K.D. Lang**, "The Arsenio Hall Show" (syndicated; check local listings).

• **Joe Satriani**, "The Tonight Show Starring Jay Leno" (NBC, 11:35pm).

Tuesday, 1/5

• **Carlos Santana**, "The Whoopi Goldberg Show" (syndicated; check local listings).

• **G.E. Smith**, "Jay Leno."

Wednesday, 1/6

• **Robbie Robertson**, "Whoopi Goldberg."

• **Kenny G**, "Jay Leno."
• **Arc Angels**, "Late Night With David Letterman" (NBC, 12:35am, Thursday).

Thursday, 1/7

• **Bobby Brown** performs on NBC's "Out All Night" (8pm).

• **Dixie Dregs**, "Jay Leno."

FILMS

WEEKEND BOX OFFICE DECEMBER 25-27

- 1 **A Few Good Men** \$13.60 (Columbia)
- 2 **Aladdin** \$13.38 (Buena Vista)
- 3 **Home Alone 2** \$9.11 (Fox)
- 4 **The Bodyguard** \$8.77 (WB)
- 5 **Forever Young** (WB) \$7.67
- 6 **Hoffa** (Fox) * \$6.40
- 7 **Trespass** \$5.01 (Universal) *
- 8 **The Distinguished Gentleman** (Buena Vista) \$4.26
- 9 **Leap Of Faith** \$4.05 (Paramount)
- 10 **Toys** (Fox) \$3.97

All figures in millions
*First week in release
Source: Exhibitor Relations Co.

COMING ATTRACTIONS:
No music-related movies opening this week.

Top Ten Talk Topics

December '92

What's on Americans' minds? Each month R&R conducts an exclusive survey of the nation's leading Talk radio stations to determine the 10 issues that have generated the greatest amount of listener phone response over the past four weeks. Following is a comparison of last month's and this month's hottest topics.

LM TM

- | | | |
|------|----|---------------------------------|
| — 1 | 1 | Somalia Relief/Media Coverage |
| 8 | 2 | Clinton's Cabinet |
| 2 | 3 | Gays In The Military/Gay Issues |
| — 4 | 4 | Packwood Harassment Charges |
| — 5 | 5 | Christmas |
| — 6 | 6 | Marge Schott's Racist Remarks |
| — 7 | 7 | UK Royalty |
| 6 | 8 | Economy |
| — 9 | 9 | AIDS |
| — 10 | 10 | Cable TV Rates |

The breakup of Charles and Di brought the UK royal family back to the chart after a three-month hiatus. AIDS returned after a six-month absence.

Reporting Stations: KING/Seattle, Steve Wexler; KIRO/Seattle, Andy Ludlum; KMOX/St. Louis, Tom Langmyer; KOA/Denver, Kris Olinger; KSDO/San Diego, Kelly Wheeler; KSTP/Minneapolis-St. Paul, Virginia Morris; WFLA/Tampa, Gabe Hobbs; WGST/Atlanta, Eric Seidel; WLS/Chicago, Drew Hayes; WWRC/Washington, WRKO/Boston, David Bernstein; WWDB/Philadelphia, Dave Rimmer; WXYT/Detroit, Michael Packer.

MUSIC & MOVIES

CURRENT

- **ALADDIN**
Single: A Whole New World (Aladdin's Theme)/Peabo Bryson & Regina Belle (Columbia)
- **HOME ALONE 2: LOST IN NEW YORK**
Single: All Alone On Christmas/Darlene Love (Fox/Arista)
- **THE BODYGUARD** (Arista)
Singles: I Will Always Love You/Whitney Houston
It's Gonna Be A Lovely Day/Soul System
Other Featured Artists: Lisa Stansfield, Curtis Stigers
- **TRESPASS** (Sire/WB)
Single: Trespass/Ice-T & Ice Cube
Other Featured Artists: Public Enemy, Sir Mix-A-Lot, Black Sheep
- **LEAP OF FAITH** (MCA)
Single: Paradise By The Dashboard Light/Meat Loaf
Other Featured Artists: Don Henley, Wynonna, Patti LaBelle
- **TOYS** (Geffen)
Single: The Closing Of The Year/Toys f/Wendy & Lisa
Other Featured Artists: Tori Amos, Enya, Thomas Dolby
- **PURE COUNTRY** (MCA)
Featured Artist: George Strait
- **SOUTH CENTRAL** (Hollywood)
Single: It's Alright/Classic Example
Other Featured Artists: Cameo, Boo-Yaa Tribe, Hi-C

VIDEO

NEW THIS WEEK

- **SMITHS: THE COMPLETE PICTURE** (Warner Reprise)
Fourteen songs, 50 minutes. Clip compilation includes "How Soon Is Now?," "Ask," "Girlfriend In A Coma," and others. The collection also showcases "The Queen Is Dead," a film by **Derek Jarman** featuring "Panic," "There Is A Light That Never Goes Out," and the title cut.
- **STAY TUNED** (WB)
Starring **John Ritter** and **Pam Dawber** as a couple trapped in an "alternative TV dimension," this feature film spawned a **Morgan Creek** soundtrack with **Salt-N-Pepa's** "Start Me Up" (which the group also performs on-screen), as well as tracks by **Black Sheep**, **Kool Moe Dee**, **X-Clan**, and others.
- **TWIN PEAKS: FIRE WALK WITH ME** (New Line)
In this feature film — a prequel to the ABC-TV program created by **David Lynch** and **Mark Frost** — **Sheryl Lee**, **Kyle MacLachlan**, and others reprise their TV roles while **David Bowie** and **Chris Isaak** co-star as FBI agents. The film's **Warner Bros.** soundtrack showcases music by **Angelo Badalamenti**, lyrics by Lynch, the singing of co-star **Julee Cruise** and **Jimmy Scott**, and more.
- **BUFFY THE VAMPIRE SLAYER** (Fox)
This feature film starring **Kristy Swanson** and **Luke Perry** spawned a **Columbia** soundtrack with cuts by **C&C Music Factory**, **Toad The Wet Sprocket**, **The Cult**, and others.

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.

TECHNOLOGY

Women Outnumber Men In Computer Use

Silicon tally finds gender gap in habits, attitudes

Women working on computers outnumber men on the machines by more than two to one, according to a survey conducted by Fremont, CA-based Logitech Inc.

In fact, 84% of females consider computers "fun," compared to 74% of males. Furthermore, 91% of women and 86% of men would work on a PC even if their jobs didn't require it. More women than men believe computers make their jobs easier (82% vs. 67%) and more satisfying (84% vs. 75%).

Nearly half (48%) of all female respondents are anxious about learning to use a computer — but only 26% of men make that claim. Even so, 77% of women and 56% of men rarely read computer magazines or technical articles.

All The Lonely People

However, more men than women — 54% vs. 29% — prefer computers they can enjoy a "sensory" ex-

perience and "talk" with (54% vs. 29%). Men also favor PCs that become extensions of themselves (60% vs. 46%) and respond to verbal commands (58% vs. 37%).

Incidentally, 98% of all respondents view their computers as

"personal companions" or "valuable aids" in the workplace. In fact, 9% have named their terminals, and 13% have given them personalities. In general, males are more inclined than females to personalize their PCs.

570 CHANNELS AND NOTHIN' ON?

Cable TV To Expand Options

Digital compression will allow cable TV systems to expand channel capacity by a factor of 10 next year, according to cable operator Tele-Communications Inc. That will give cable consumers who have access to the technology a choice of 500 or more different channels.

The system will emerge gradually, thanks to limited production

capacity. TCI hopes to make it available to 1 million of its 10 million subscribers within a year of the early 1994 rollout. Converter boxes incorporating the new digital technology are being built by AT&T and a subsidiary of General Instrument Corp.

What programming will fill so many channels? Pay-per-view movie services will likely account for many, while multiple versions of existing networks and additional niche nets should also find homes in the expanded lineup.

BYTE-ING HUMOR

Comedy For Computers

There are desktop computers, there are laptop computers, and now there are standup computers. To wit, humorous software packages designed to entertain you and spice up your documents are now available.

For example, "Just Joking" from Novato, CA-based Wordstar International Inc. (\$49) features 2800 cross-referenced jokes from a variety of well-known comedians.

Comedy Software Ltd. of Los Angeles takes the monogamous approach to one-liners, offering an

8500-joke collection of Milton Berle quips (\$29). Henny Youngman and Phyllis Diller versions are in the works.

New software from Scottsdale, AZ-based Programmer's Warehouse evokes laughs in subtler ways by adding sound effects to "Windows 3.1" commands. For instance, "Sound Explosion" (\$49.95), with more than 500 sounds in its arsenal, can provide the appropriate accompaniment when you push the "delete" button: a flushing toilet.

Newsweek Sets Interactive CD Magazine

This month, *Newsweek* and Novato, CA-based Software Toolworks Inc. will debut "Newsweek Interactive," a multimedia magazine on CD. At present, the disc will play only on Sony's new Multimedia Player, but versions for personal computers with CD-ROM capability will be available later next year.

The quarterly magazine's introductory edition will focus on environmental issues. Future discs will contain: archived text from the preceding three months of *Newsweek*, significant daily stories from the *Washington Post*, interview snippets from the *Newsweek/Associated Press "Newsweek On Air"* weekly radio show, and three or four CD-exclusive interactive articles based on current issues.

Interactive Ads

The interactive articles will incorporate text, audio, video, animation, and photos. Some of the articles may also allow the viewer to participate in simulations — as will some of the inevitable interactive advertisements.

The first disc will be given out free with the purchase of a Sony Multimedia unit. Beginning with the first quarterly edition in April '93, the CD magazine will be available at retail outlets (price tba) or via subscription (at an estimated \$80-\$100 per year). For more info, call the publication at (212) 350-4342.



High-Tech Computer/Telephone Offers Text, Data Applications

Combine the average telephone with the capabilities of a PC, and you've got the basis of the new "Enhanced Telephone" Philips has just introduced in the U.S. Using a five-inch LCD screen and a keyboard that slides out of the phone's body, the device is capable of numerous voice, text, and data applications.

This new technology is fully compatible with existing text telephone services, such as those offered to the hearing-impaired, but it also allows access to information services and electronic bulletin boards.

Automate Your Finances

The phone, which is capable of supporting up to four megabytes of RAM, will accept memory cards and "smart cards" capable of performing electronic transactions such as home banking, bill-paying, brokerage transactions, and making travel reservations. The device also offers most every other bell and whistle found on high-end phones, including a 500-number memory and new services like calling number display.

The Dutch company is distributing the units in North America through Atlanta-based Information Access Systems Inc. at a suggested price of \$639. For more information, call IAS at (404) 962-3517.

Digital Ambient Sounds Available

Radio production whizzes and air personalities alike can spruce up their presentations with "File Effects," a new 10-CD collection of digitally recorded and edited ambient sounds from Ft. Lauderdale-based PROMUSIC Inc.

The stereo compilation includes sounds of animals, industry, cities, weather, and other interior and exterior noises. Each track runs approximately three minutes.

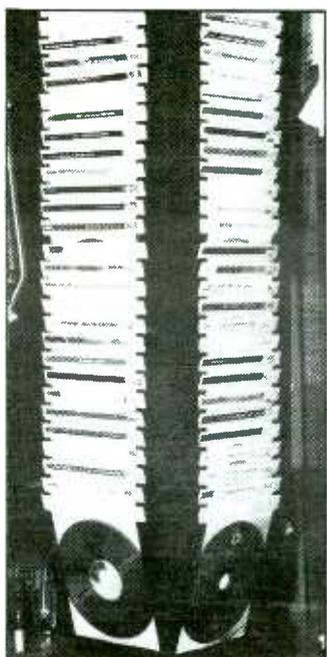
The complete set costs \$600, and individual CDs are \$79 each. For more info, call (305) 776-2070.

New CD Rack Saves Space

Univentre has introduced the "Jewelpak Rak," a new line of CD storage units that store discs in less than half the space of conventional jewel box storage racks.

Removed from their jewel boxes, discs are placed in protective sleeves, which are stacked almost vertically in modular racks. Each sleeve includes a back pocket to hold the disc's liner notes. The racks are available in 120-CD rotating desk units (pictured) and as wall-mounted fixtures that hold 15 CDs.

Suggested retail price for the desk units (including sleeves) is \$99.95, while wall-mounted racks (including sleeves) cost \$9.95. The Dublin, OH-based company is offering substantial discounts for radio stations. For info, call (614) 761-2669.



WHAT DO.....

KIIS, KROQ, KPWR, KQLZ, WRBQ, KOY, KMEL, KFOG, KNBR, KITS, KRQR, WNEW, WHTZ, WALK, WGN, WGCI, WBBM, WVAZ, WHYT, WWJ, WJR, WIOQ, WUSL, KSHE, WKBQ, KQRS, KLXK, KSTP, WMAL, WAVA, WBCN, WGST, WAPW, WBZZ, WMXP.....

And over 1,000 other stations.....

HAVE IN COMMON?

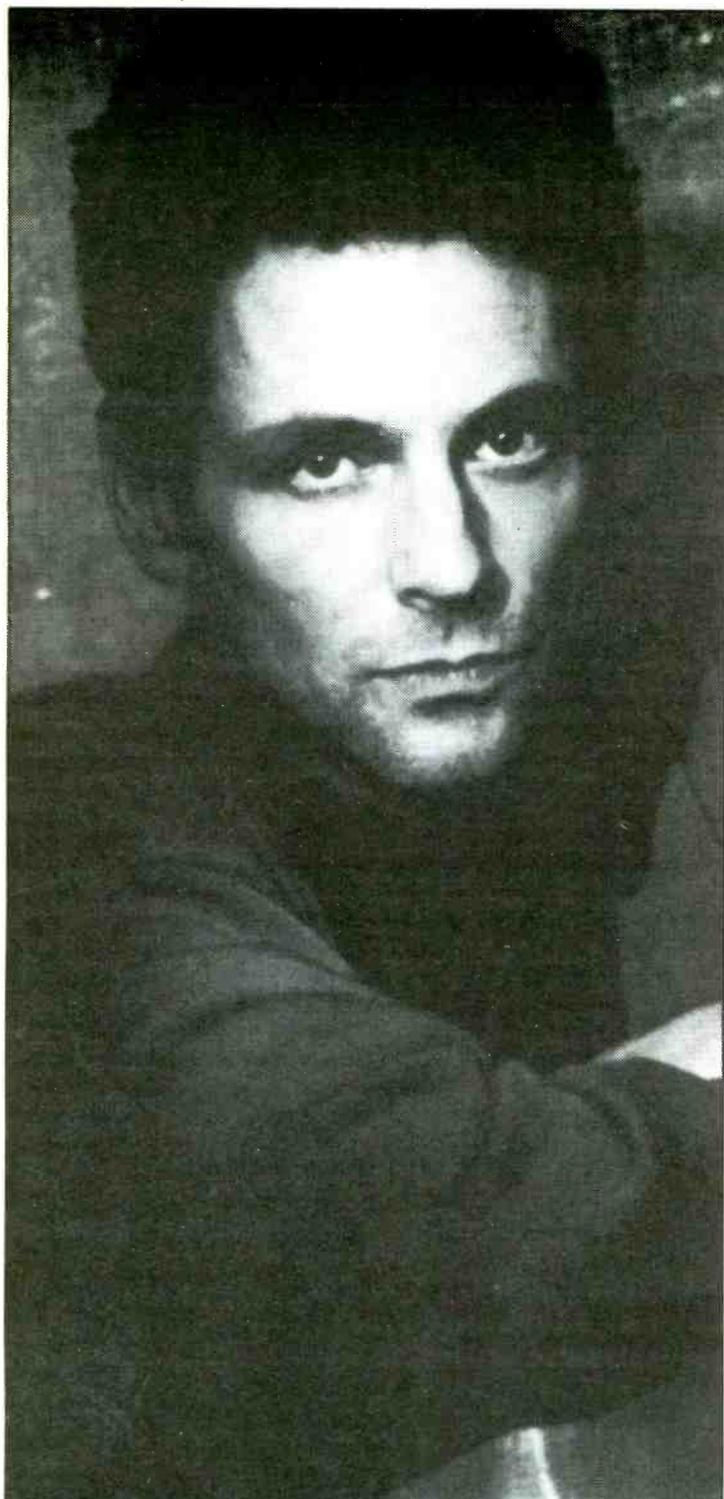
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K106	WOMP	KYYY
WQUT	WHTO	WBNQ
WHHY	WJMX	KLYV
KTUX	KISR	KMGZ
U93	KNOE	WZOQ
WIFC	KNIN	KPAT

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STREET TALK®

WWI Scuttles Pirate ID

After nearly four years as **Pirate Radio**, hard-rockin' **Westwood One AOR KQLZ/L.A.** buried its infamous handle at sea Monday (12/28) and shifted to a decidedly more alternative rock-leaning music mix as "100.3 FM." No staff changes accompanied the move, which is being orchestrated by **Joint Communications** consultant **Tom Barnes**.

While you can still hear **Guns N' Roses**, **Metallica**, and **Megadeth** in KQLZ's new mix, the bulk of the music — currents and gold — is guitar-oriented New Rock. Here's a snippet from Tuesday's midday shift:

- BLACK CROWES/She Talks To Angels
- SOUL ASYLUM/Grounded
- U2/Tomorrow
- LEMONHEADS/Mrs. Robinson
- CLASH/London Calling
- JANE'S ADDICTION/Mountain Song
- GIN BLOSSOMS/Hey Jealousy
- GUNS N' ROSES/Don't Cry
- BUFFALO TOM/Tailights Fade
- ALICE IN CHAINS/Rooster
- REPLACEMENTS/I'll Be You
- BLIND MELON/Tones Of Home
- MOTLEY CRUE/Dr. Feelgood

WW1/KQLZ honcho **Bob Moore** labelled the station's new direction "a marketing

revolution and a musical evolution — a mixture of the core hard-rock bands along with the best alternative rock." The Pirate moniker was deep-sixed, according to Moore, "because people have already decided what 'Pirate' is. We can't relaunch this under that name and hope to attract new cume."

Infinity Regrets

ST has obtained a copy of **Infinity** Prez/CEO **Mel Karmazin's** apology for **Howard Stern's** on-air prayer that **FCC** Chairman **Al Sikes's** prostate cancer would spread throughout his body.

In the brief note to Sikes, Karmazin expressed personal and corporate regret for Stern's "entirely inappropriate" remarks. The statements, Karmazin added, were "mean-spirited and not condoned by Infinity in any way. We earnestly apologize for Mr. Stern's comments."

In closing, Karmazin wished Sikes a speedy and full recovery. Despite being given several chances to do so, Stern has refused to make his own apology.

WOWF Puts On Polka Face

As ST went to press, CHR **WOWF/Detroit** was still in the midst of a format change, reportedly set for New Year's Eve. The **Alliance** station began a computer-voiced countdown on Christmas Eve, promising to come back as "a station the city had never heard before." And . . . when the countdown ended Tuesday (12/29), the station kept its promise: It began playing polka records, followed by a series of novelty and parody tunes separated by drop-ins of sound effects and movie clips.

Most pundits (including **WXYZ-TV**, which seemed sure of its facts as ST went to press) saw Country in 'OWF's future, noting that Alliance owns Young Country **KYNG/Dallas** and that the Motor City is currently a one-Country town (**WWWV**). However, other sources didn't discount News/Talk, citing unconfirmed reports of several recent station hirings, including former crosstown **WJR** newsmen **Bob Schuman**.

Shock! After five years, **WRVQ/Richmond** PD/midday personality **Steve Davis** exits to pursue other interests. Could his next destination be **KRXY/Denver**?

Continued on Page 19

Rumors

- What medium market has "Hot Hits" consultant **Mike Joseph** been researching? Will we see a January station debut to coincide with Joseph's 35th anniversary as a consultant?
- Is veteran fly-jock **Tom Joyner** exploring the possibility of a satellite-delivered morning show — once his deal with **K104/Dallas** and **WGCI/Chicago** is over?
- Is **Box** VP/Prog. **Les Garland** mulling over a key post with **Prince's Paisley Park** organization?
- Is the deal to name former **Elektra** Sr. VP/GM **Brad Hunt** to a similar post at **Hollywood** just about done? Bet on it.
- Will former **KWFM/Tucson** PD **Brian Chase** replace **Mark Lennartz** as PD at **KHYL (Kool 101.1)/Sacramento**? And what will be the fate of morning show consultant **Ken Cashan**?
- Will **Island A&R** exec **Kim Buie** exit and return to Music City as **Liberty** VP/A&R?
- **WERZ/Exeter, NH** MD **Steve McVie** resigns to become a PD at an as-yet-unnamed Cape Cod outlet. Will said station soon flip to CHR?
- Will consultants **Guy Zapoleon & Steve Perun** have some kinda say-so about **Z100/NY**? And what about those conversations with potential clients that took place in L.A. over the holidays?
- Will **KHKS/Dallas** become the flagship outlet for "U.S.A. Overnight"?

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CHARMED, I'M SURE.

"TWO PRINCES"



*"Already a strong buzz on the streets—this should be bigger than the last one."
—Z100 New York—
Frankie Blue, MD*

*"With explosive phones, retail and massive reaction on the streets, the Spin Doctors have quickly become one of our hottest bands. We've been playing Two Princes' for a couple of months now... It's huge for us!"
—WPST Trenton—
Michelle Stevens, PD*

*"'Little Miss Can't Be Wrong' was a very good record for us, but 'Two Princes' is twice as good. It's been the best testing record for 10 WEEKS."
—WENZ Cleveland—
Lyndon Abel, PD*

*"The Spin Doctors CD has been Top 10 in Boston FOREVER! 'Little Miss' was huge, this is probably bigger!"
—WXKS Boston—
Cadillac Jack, MD*

*"I like 'Two Princes'—You'll be rotating the Spin Doctors through springtime."
—WZPL Indianapolis—
Garrett Michaels, MD*

Produced by Spin Doctors,
Peter Denenberg, and
Frankie LaRocka.
Management:
David Sonenberg for D.A. 3.
Communications, Ltd.

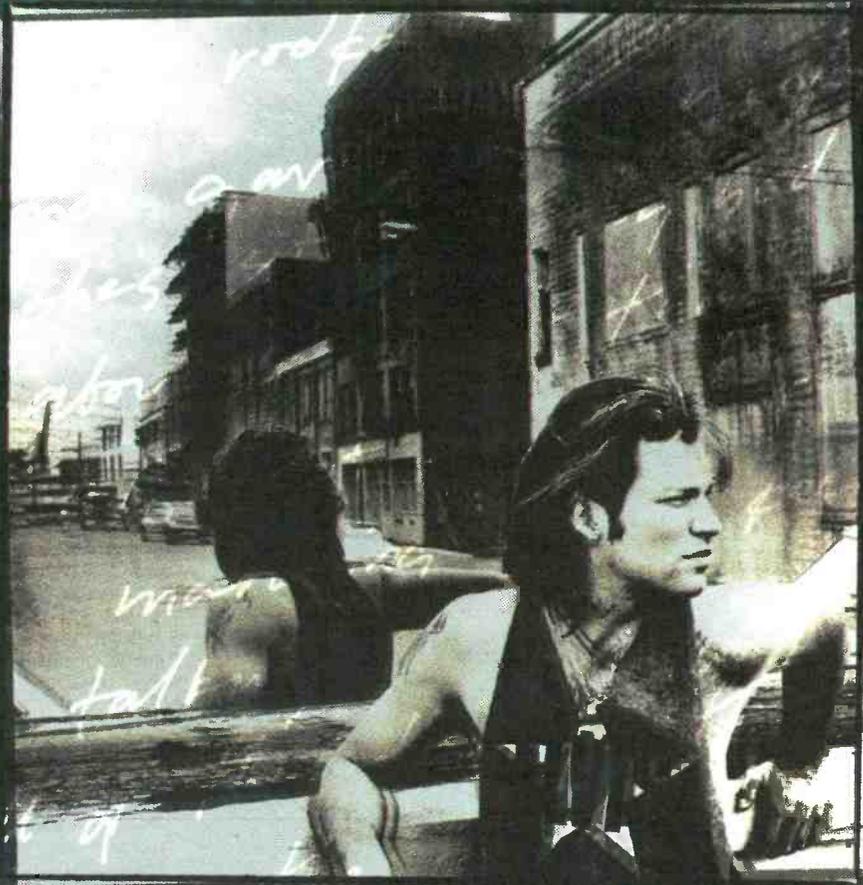


- "LITTLE MISS CAN'T BE WRONG": TOP-10 TOP 40
- SINGLE SALES OVER 300,000
- PLATINUM ALBUM: "POCKET FULL OF KRYPTONITE"
- ON TOUR FOREVER



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Bed of Roses

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TRACK FROM
THE ALBUM
KEEP THE FAITH

APPEARING ON
SATURDAY
NIGHT LIVE
ON JANUARY 9

PRODUCED BY BOB ROCK

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STREET TALK®

Continued from Page 16

Single Steeltown CHR?

In the wake of EZ CHR WBZZ (B94)/Pittsburgh's recent LMA-purchase agreement with crosstown Signature CHR WMXP (see Page 8), there's still no official word on the fate of 'MXP PD Rich Hawkins and his crew.

ST hears that few 'MXP staffers will survive the shakeup, among them GSM Cassidy Haus (see Page 8 again) and GM Chris Wegmann, who'll be license watchdog until the transfer to EZ is complete. Expect a format change as well, leaving B94 as Steeltown's lone CHR.

And . . . after more than 10 years as B94's morning co-host, Jim Quinn no longer will be teamed with Banana Don Jefferson. Quinn will continue at the station in an unspecified capacity once a new teammate for Jefferson is secured.

Wasn't that CHR indie promoter Jeff McCluskey seen looking at Nashville office space with former RCA/Nashville VP/Promo Eddie Mascolo this week?

And . . . if the McCluskey/Mascolo alliance comes down, what label promo honcho is contemplating joining them?

Legendary WNEW-FM/NY personality Scott Muni has been hospitalized since Tuesday (12/22), when he became ill in his office. No word on what's wrong, but the station expects him to be released shortly.

The Griffin Group names Robert Ausfeld VP/GM of Albany, NY outlets WTRY-AM & FM

and WPYX. Ausfeld has been COO at crosstown WABY & WKLI for the past 10 years.

Cody Chief Architect

BIG changes at Cody/Leach Broadcast Architecture, where general partner Owen Leach exits to pursue other interests. Parent Pyramid Broadcasting ups general partner Frank Cody to CEO, names KISS Limited Partnership general partner Brian Stone COO, and shortens the company's name to Broadcast Architecture.

Simel Cast In New Role

Beta Broadcasting COO Bruce Simel has been named Regional GM of parent Beasley Broadcasting. He'll oversee Ft. Myers, FL combo WWCN & WRXK and LMA partner WXKB. Meanwhile, Brad Beasley has been upped to PD at 'RXK. He's handled interim PD duties since Steve Downes took the WYNF/Tampa PD gig.

FCC Commissioner and Chairman wannabe Ervin Duggan spent New Year's weekend at a Hilton Head, SC gathering of the Renaissance Group, an invitation-only organization made up of prominent overachieving former class-president types. Among those Duggan partied with: Bill and Hillary Clinton.

However, wams a Duggan aide, don't read too much into the Commish's presence. Duggan was a member of the Renaissance Group long before it became Clinton-cool.

Where Will Leykis Land?

Former KFII/L.A. yakker Tom Leykis is keeping a busy holiday schedule. He's currently wrapping up two weeks of fill-in work at WRKO/Boston before heading to WLUP (AM)/Chicago, where he'll spend the week of January 4 subbing for afternoon driver Jonathon Brandmeier.

Elvis Duran has rejoined Z100/NY for afternoon drive. He replaces Chris Jagger, who is now co-hosting the nightly sex-talk "Lovephones" show. Meanwhile, what about those Morning Zoo rumors? Could WEGX/Philly morning maestro and Zoo pioneer John Lander fit in somewhere?

IRS Nat'l Secondaries Promo Mgr. Mare Jeffries exits. Look for her to land at Chameleon's West Coast office for soon-to-be-announced promo duties. Look for IRS VP/Administration Richard Whitmore to exit for parts unknown as well.

Continued on Page 20

Rumbles

- Veteran DC morning men Paul Harris & Dave "The Predictor" will replace the L.A.-bound Greaseman at DC101.

- Look for WYAY & WYAI/Atlanta PD Russ Schell to leave the stations in January.

- CHR WZYP/Huntsville, AL hires WJQI/Norfolk morning man Cat Thomas to its PD post.

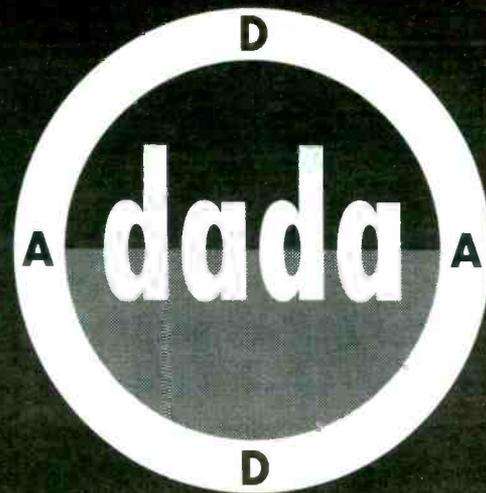
- Q102/Cincy late-nighter Downtown Billy Brown shifts to 7pm-midnight and the new *nom de aire* Race Taylor.

- In the wake of KEWB/Redding, CA PD Wayne Coy's exit for the PD post at WNVZ/Norfolk (see Page 8), KEWB MD James Baker becomes interim PD and odds-on favorite to fill the position.

- WJMO-FM/Cleveland flips handles from "Jammin' 92" to "Cleveland's Hottest Hits."

- WBXX/Battle Creek will have flipped from Gold to Hot AC under new PD Sean Stevens — just in from WJFM/Grand Rapids — by the time you've finished reading this sentence.

- Talk WLS-AM & FM/Chicago will pair former Chi-town alderman Edward "Fast Eddie" Vrdolyak (ST's *nom de aire* o' the week) with African-American talker Ty Wansley for afternoon drive, beginning January 11. Catherine Johns moves to evenings.



"DIZZ KNEE LAND"

A song that received Top 5 phones at

New Rock and AOR is NOW

New, Active and Reacting at CHR.

For over a month Top 3 Requested

It's Selling. Charted on Billboard

Heatseekers.

Top 10 New Rock and a
Top 25 AOR Track.



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“La sensualité, on a ça dans la peau ou pas!”

BE MY BABY
on January 25th.



NENEH CHERRY

"homebrew"

#1 Most Requested Record
Alternative for 2 Weeks

#1 at KROQ

#1 at 99X/Atlanta

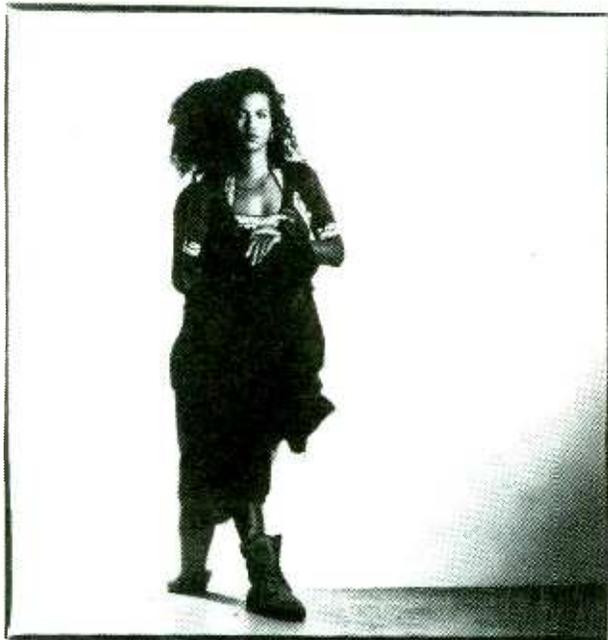
#1 Phones at KDGE/DALLAS

#1 Phones at
WHFS/Washington, DC

Unbelievable 5-Star Press
Coverage Virtually Everywhere

Great Sex Education
Message For Your Community

92Q	KZFM	KQIZ
99X HOT	G105	KMCK
WNVZ HOT	WAPE	KISR
WENZ	WDJX	WBPR
KOY-FM	WRVQ	WFHT
KWOD	KJ103	KMGZ
999KHI	KQKQ	KFRX
WPST	KSND	WDBR
WBBQ	KYRK	KPXR
WFMF	KWNZ	KFBQ
K106 HOT	KRQ	B94.7
195	WZYQ	OK95



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STREET TALK®

Continued from Page 19

KMJQ (102 Jamz)/Houston swiped crosstown KBXX morning personality T.C. Bandit for its morning show. KBXX Chief Engineer Dave Rowland made the switch as well. Are there more KBXXits on the horizon? And . . . will KMJQ afternooner Smokin' Tony Richards wind up riding shotgun with the Bandit in morning drive?

ST's neighborhood watch committee hears former KIIS/L.A. PD Bill Richards has sold his house. Can we expect an announcement about him becoming a GM soon?

KKBE/SLC owner Garrett Haston has filed for Chapter 11 bankruptcy protection. The station remains on the air.

◀ KGIL Strikes Up The Bands ▶

Suburban L.A. outlet KGIL/San Fernando jettisoned its News/Talk format on Christmas Eve. The L.A. Daily News reports that the station will simulcast sister AC KMGX until early January, then will go dark for a short period after the sale to Mount Wilson FM Broadcasters closes. The station's expected to debut on or around January 15 with new calls and a Big Band format. Former KMPC/L.A. PD Chuck Southcott will be at the helm. The new station will simulcast with sister KJQI/Hesperia.

The B97/New Orleans PD derby promises to be a heated contest, with a veritable bonanza of Fed-Ex packages deluging GM

Rumbles, Pt. II

- WVOI/Toledo Dir./Public Affairs Terry Guy becomes APD/MD.
- WEAT-FM (Sunny 104.3)/West Palm Beach hires Metro Traffic reporter Pam Triolo as morning co-host.
- KHAK-AM & FM/Cedar Rapids PD Tim Roberts segues to OM for KGA & KDRK/Spokane. KHAK MD Jeff Winfield becomes acting PD.
- Ron Woodward becomes OM at new Country KHSL-AM & FM/Chico, CA.
- Veteran Y107/Nashville afternoon talent Gary Jeff Walker exits. He's replaced by 99X/Atlanta production whiz/middayer "Downtown" Billy Brown, who's not the Downtown Billy Brown/Race Taylor mentioned earlier.
- KYSR/L.A. morning man Craig Roberts and evening talent Tommy Jaxson switch shifts.
- WFNX/Boston feature contributor and long-time Beantown personage Henry Santoro becomes News & Features Dir., replacing John Kelly.
- Former WAMX/Ann Arbor PD J.P. Collins joins WWCD/Columbus, OH for middays. He replaces Bonnie Gough, who moves to afternoons at WWSW/Pittsburgh. And . . . Lou Griffith rejoins WCD for parttime/swing.
- Ex-KKSS/Albuquerque swingmeister Brandon Scott surfaces doing similar work at KKMGI/Colorado Springs.



Refusing to be cowed by the cheesy holiday release schedule, the lo-fat cats 'n' kittens at Virgin Records creamed the milquetoast competition for Promo Item O' The Week honors, buttering up selected programmers by churning out 20-ounce milk cartons designed to whip up enthusiasm for Jellyfish's forthcoming "Spilt Milk" album.

Inside the custom-printed cardboard cartons, you'll find the milk of human kindness in the form of an advance cassette of the entire LP and — on the udder hand — a set of portable stereo headphones, complete with 2 1/2-inch plastic carrying case.

Marc Leunissen's desk. First names to light up the ST "fun-fone" were ex-WAVA/DC PD Chuck Beck, WZPL/Indy APD/MD Garett Michaels, erstwhile KXKT/Omaha PD Brian DeGeus, former WCKZ/Charlotte PD Lisa Tonacci, and ex-WKBQ/St. Louis PD Mark Todd. Look for Leunissen to take his time choosing.

Stanley Hubbard, founder of Hubbard Broadcasting, which owns KSTP-AM & FM/Minneapolis; died Tuesday (12/29) at the age of 95.

Continued on Page 22

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Stop the world

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III SIDES TO EVERY STORY

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Management: Arma Andon, assisted by Scott Bernstein for Andon Artists Inc.
in association with Louis Levin for Louis Levin Management

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Continued from Page 20

Sad also to report the passing of restaurateur **Sal Marino**, 61, owner of Hollywood's legendary industry hangout, Martoni's Restaurant. He died of multiple heart attacks on Christmas Day. Sal's unique personality touched many of us in this industry. He'll be missed by those of us who were fortunate enough to know him.

KBEQ/KC is gearing up for its 20th anniversary blowout, set for January 18. Former staffers should contact PD **Mike Kennedy** at (816) 531-2535.

Looking for a politically correct novelty? Try "President's Party: The Arkansas Twist" by the **American Allstars**, produced by **Ron Jordan & Doyle Nelson**. Call (501) 735-0049 or (501) 732-5886 for your free copy.

Rush Limbaugh is the subject of an unauthorized bio currently being penned by *Newsday* scribe **Paul Colford** for *St. Martin's Press*. Look for the epic tome in late 1993 or early '94.

Records

- **PLG Sr. VP Johnny Barbis** gets the boost to Exec. VP/GM.
- In other PLG news, VP/Mktg. **Jeff Jones** resigns to join *Elektra* in a similar capacity.
- **MCA Nat'l Dir./AC Promo Donnie Cohen** shifts to Dir./Nat'l Secondaries.
- Meanwhile, MCA Boston regional rep **Paul Barrette** is upped to Nat'l Promo Dir., based in Beantown.
- **Gary Overton** joins *BNA Entertainment* as Dir./A&R. And . . . *WCUZ/Grand Rapids* air personality **Joe Devine** becomes BNA's new Mgr./North Central Regional Promo.
- **Morgan Creek West Coast regional promo rep Nina Kent** exits.
- Nashville promo round-up: *RCA Promo Coordinator Theresa Durst* crosses to *Mercury* to do secondary promo. **Retta Harvey** joins *Mercury* as Mgr./Video Coordination. Former *RCA Dir./Nat'l Promo Mike Sirls* goes indie.

RADIO & RECORDS



1

- **Birch/Scarborough** ends ratings service.
- **Cap Cities/ABC Group II President Norm Schrott** adds *WKHX-AM & FM/Atlanta* President/GM duties.
- **Steve Godofsky** named *Heritage Broadcasting Group* President.
- **Gregg Cassidy** returns to *WLUM/Milwaukee* as PD.

5

- **Frank Cody** and **Owen Leach** form *Cody/Leach* consultancy.
- **Marc Guild** promoted to *Interep* President.
- **Bob Roof** raised to *WDVE/Pittsburgh* GM.
- **Pat Still** elevated to *WRIF/Detroit* PD.
- **Mike Osborne** lands *WPRO-AM & FM/Providence* programming gig.

10

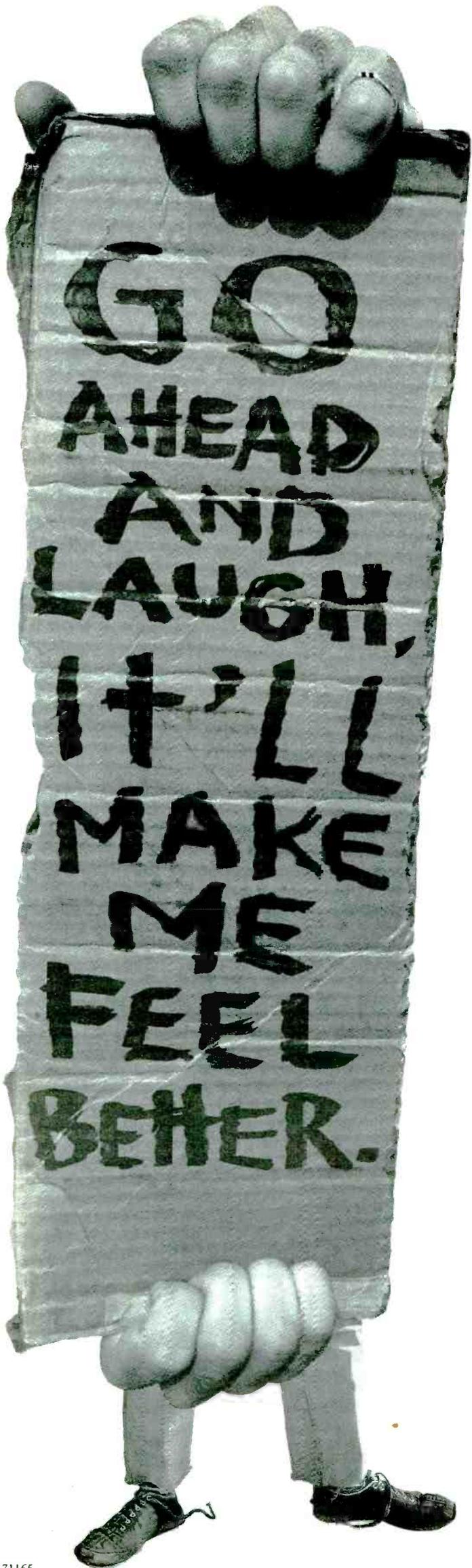
- **Dick Yankus** appointed *WHND & WMJC/Detroit* GM.
- **Jay Thomas** becomes *WKTU/NY* morning man.
- **Al Casey** named *KOGO & KPRI/SD* OM.
- **Dave Gariano** rolls into *WLLZ/Detroit* PD gig.

15

- **Stephen Godofsky** selected *WHLI/Long Island, NY* PD/MD.
- **Michael Picozzi** named *WHCN/Hartford* PD.

Arista Sweeps The Big Five

The last Back Page chart of the year saw **Arista** carve out a niche in history, becoming the first label ever to hold down the No. 1 position on the five major charts: AC, AOR Tracks, CHR, Country, and Urban Contemporary. Congrats to all Arista staffers on a mind-boggling achievement!



71165



Billy Crystal, Whoopi Goldberg, Robin

Williams and RHINO are giving part of the take from the CDs, Cassettes, & Videos to health care for homeless people.



KLOS BREAKS FOR NON-AOR STARS — What do Dwight Yoakam, Barry Manilow, and Tony Curtis have in common? They were among the unlikely group of stars who performed at *KLOS/L.A.* morning men Mark & Brian's fifth annual Christmas show. Eddie Money, *Manhattan Transfer*, *Dada*, *Jose Feliciano*, and at least a dozen other artists of wildly varying backgrounds also participated in the event. Seen at the scene are listener *Pamela Holt* joining *Manilow* for "Baby It's Cold Outside," *Yoakam* making his AOR crossover, and *Curtis* reading "The Night Before Christmas."

Louie Louie Louie
Louie Louie Louie

"the thought of it"

coming soon . . .

Produced by Howie Hersh for Wicked Productions
Management: Kahane Entertainment



©1993 The Hardback Recording Company Ltd. If it's Louie, Louie (Louie) on the label, label, (label), you will love it, love it, (love it) on your turn-table, table, (table). Or CD player.

Greater Media

Continued from Page 1

welcome to help parents protect their children."

No 'Scintilla Of Evidence'

The company also dismissed the FCC's contention that unsupervised kids might stumble across Stern while "grazing" along the dial. According to Greater Media, Stern's adult-oriented, all-Talk format does not appeal to young listeners — who turn to radio primarily for music.

Greater Media insisted that "Mr. Stern's rambling manner of presentation, the pace of conversation, the heavy use of euphemism and double entendre, and the continual ellipses in the speech of Stern and others on the program . . . make it exceedingly difficult for children to even follow the conversations."

Greater Media also argued that the FCC's use of a national community standard for determining whether broadcast material is patently offensive violates the established legal precedent that local standards must be applied when judging whether speech is permissible.

The group added that the FCC "does not offer a scintilla of evidence" that the material in question is patently offensive by Los Angeles community standards. Indeed, the company added, by acting upon a single listener complaint and ignoring Stern's ratings success, the Commission is relying on "the norms of a relatively small segment of society, rather than those of the general community," to determine what is unacceptable. Greater Media also said the FCC's definition of indecency is overly vague. While admitting that some of the cited remarks were "crude and vulgar enough so it appears very likely that they are part of the language to which the Commission objects," the company argued it "cannot be certain . . . just which portions" of the material meet the FCC's definition of indecency.

Greater Media declared, "KLSX respectfully submits that given the size of this forfeiture, the Commission should do more than photocopy transcripts and staple them to a form letter as a substitute for detailed findings and analysis."

ACLU Shows Support

Meanwhile the American Civil Liberties Union of Southern California has sided with KLSX and called on the FCC to drop the fine against Greater Media.

"Our involvement in this issue has its foundations on one of the ACLU's bedrock issues — a commitment to the principle that free speech in a free society often may offend, often may enrage, and often may dismay its audience," stated ACLU Exec. Director Ramona Ripston. "However, speech may not be inhibited or penalized without creating an unacceptable precedent for censorship that deprives artists, entertainers, and the public of their most fundamental liberties."

The brief, which was also sent to Clinton Transition Team member Sally Ride, further suggested that the FCC's indecency standard is "unconstitutionally vague."

Free Speech

Continued from Page 1

Infinity.

In 1990, the Mass Media Bureau fined Infinity \$6000 for a December 1988 segment of the Stern show. That penalty was upheld by the Bureau last October, but is still under appeal. And a pending indecency action against WBCN/Boston for a portion of the Charles Laquidara show has not been resolved.

Infinity President Mel Karmazin remarked, "The only black mark we have against us is the [\$6000] notice of apparent liability that is still pending, and therefore — by the Commission's own admission — [it] can't be used against us."

Another source close to the proceeding dismissed the pattern of indecency argument with a snarl: "A warning in '87 and a pending Notice of Apparent Liability that's under reconsideration by the Mass Media Bureau — that's the pattern. That's a pattern?"

The failure to establish the alleged pattern of behavior will likely form part of Infinity's argument for reversal or reduction of the fine. But Media Access Project Exec. Director Andrew Schwartzman said the law may see things the Commission's way. "When you look at things the way the courts do, Infinity was warned."

WSOC

Continued from Page 3

Goldmark told R&R, "This is an incredible opportunity to make a huge success out of a viable duopoly. WSOC is a powerhouse facility we want to maintain, grow, and stabilize. The awesome opportunity is to take WMXC back to the top of the heap."

Goldmark's first order of business was naming WKHK/Richmond PD Tad Griffin as WSOC PD. That post had been vacant since Gerry McCracken exited for a similar position at WDSY/Pittsburgh last month.

EZ Regional VP/Programming Doug McGuire told R&R, "Tad's a great hire. He's proven his programming abilities by building WKHK into the dominant ratings leader in Richmond. He's also a lucky man because he's inheriting a staff of winners at WSOC."

Goldmark had managed WHQT for nearly 10 years during two separate stints. He served as WRKO/Boston VP/GM from 1979-82.

Griffin joined WKHK as PD four years ago, following a four-year stint as PD at KELT/McAllen-Brownsville.

Feather

Continued from Page 3

great ratings results with only the basics impressed me. We are gearing up for a good fight, and we feel he's the up-and-coming PD to help us win."

Feather, who will also do an air-shift, told R&R, "Not only are we going to keep KXXR in the CHR format, but it'll be done correctly. I look forward to the challenge."

Feather's background also includes on-air work at WERQ (92Q)/Baltimore and WYCR/York.

Stinehour

Continued from Page 3

Noble Chairman & CEO John Lynch told R&R, "After attempting to sell KBEQ, Noble has decided to make a total and complete commitment to win in Kansas City. [Kathy] and I have been business associates and friends for over 15 years. She's tough, intelligent, and has outstanding leadership skills."

Stinehour commented to R&R, "I'm very excited to be here. KBEQ still has a lot of cume. We just need to fine-tune things, and focus on our audience. I'm not inclined to give up a 20-year heritage in a knee-jerk reaction to ratings or rumors." Stinehour was responding to persistent rumors that KBEQ would change formats.

Prior to KCFX, Stinehour was GSM at WLUP-AM & FM/Chicago for five years.

Cridland

Continued from Page 3

growing period. We've redefined ourselves, and we're moving forward in an attempt to attract a younger audience — while not alienating everybody over 50. We want to be a contemporary radio station."

KABC President/GM George Green commented, "Diane knows where we want to go and how to get us there."

Prior to joining KABC in 1989, Cridland was OM/PD at WOKV/Jacksonville. She has also held television news positions in Springfield, MO and Indianapolis.

Bob K. had been Operations/Program Manager at KKOB/Albuquerque. He has also served as GM at KING (AM)/Seattle, PD at WCAU/Philadelphia, and Program Manager at KOA & KOAQ/Denver.

LaBeau

Continued from Page 8

years. I feel we have a great opportunity to dominate contemporary adult listenership in the Norfolk market."

LaBeau has programmed KUDL/Kansas City, KESZ/Phoenix, KENO/Las Vegas, and Los Angeles stations KFI and KLAC.

Parenti

Continued from Page 8

solidate, it's going to be very important to maintain the individual identities of all three stations. Another big challenge will be to maintain each station's integrity. At the same time, though, some marvelous opportunities will be afforded to us."

Before joining WWSN's sales staff seven years ago, Parenti spent 12 years at crosstown WING & WJAI, where she rose to Assistant GM.

Coy

Continued from Page 8

America's top-rated CHR." Coy told R&R, "The opportunity to join forces with the staff and management of Z104 is a great one. The station has tremendous potential. Kim and I both believe CHR is going to get very healthy in 1993."

Prior to KEWB, Coy was PD at WIXX/Green Bay, WI and WTBX/Hibbing, MN.

Infinity-Cook

Continued from Page 1

Stern's ribald antics and repeated run-ins with the agency make the company unfit to be a licensee.

In the end, the Commission decided against such a proceeding and simply fined Infinity \$600,000 for 12 segments of Stern's show. Three commissioners — James Quello, Ervin Duggan, and Andrew Barrett — said they had opposed any enforcement action that would have harmed Cook Inlet, an innocent party, by killing the sale of its stations to Infinity.

Sen. Jesse Helms (R-NC) withdrew his informal objection to the sale for similar reasons after obtaining a note from Karmazin to Hillard in which Karmazin reiterated that Infinity does not plan to air Stern on the Cook Inlet stations.

It is not clear how Helms obtained that correspondence. Karmazin flatly denies that it was written to mollify Helms or the FCC. The Commission, Karmazin noted, has no authority to weigh the planned programming of a buyer when determining whether to approve a sale.

PROS ON THE LOOSE

John Anthony — Overnights WMXP/Pittsburgh (412) 661-6488

Steve Davis — PD/middays WRVQ/Richmond (804) 353-2786

Billy "Slam" Duncan — PD/mornings KTSR/Bryan-College Station, TX (512) 377-3130

Tony Q. Foxx — Afternoons WMXP/Pittsburgh (412) 367-4903

Rich Hawkins — PD WMXP/Pittsburgh 412-934-0636

Nina Kent — Morgan Creek West Coast Promo. Mgr. (213) 656-5848

Bob Laurence — VP/GM KBEQ/Kansas City (619) 592-9871

Lorraine Rinaldi — Mornings WMXP/Pittsburgh (412) 343-3259

Shelli Sexton — Mornings WRDH/Poughkeepsie, NY (914) 485-4764

Jay Silvers — Mornings/production WMXP/Pittsburgh (412) 766-1215

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Radio's 'New World Order'

How LMAs, JOVs, and duopolies will change life for station personnel

By Mike McVay

The advent of local marketing agreements (LMAs) and joint operating ventures (JOVs), along with FCC rule changes allowing duopolies, has created quite a stir within the radio industry.

Much of the concern is centered around the changes that will occur within newly paired stations. Will cost-cutting send employees scurrying to printers for new resumes? What will the sales implications be? Will onetime competitors be forced to cooperate... even co-habitate? In which markets and conditions will owners find LMAs/JOVs and duopolies advantageous?

Realigning Staff

The question of job duplication looms largest for many of us. One investment banker shared with me an insightful list showing the way bankers and brokers are viewing personnel and policies in radio's "new order":

- **General Manager:** This position requires only one individual to oversee all radio properties. The GM will be responsible for the stations' licenses, sales efforts, administration, overall aspects of programming and promotion, and supervision of the stations' technical arenas.



This 'New Order' — with all of its new rules and ramifications — is an integral part of today's radio reality. I'm not saying it'll be a better world, just a different one.



- **Office Manager/Bookkeeper:** Most stations will need only one individual in this position, but may require an assistant depending on the stations' commercial activity.

(As you consider consolidation of positions, keep in mind that individuals' workloads will not directly double.)

- **Traffic:** This department will require one fulltime Traffic Director and one parttimer.

- **Secretary/Receptionist:** More and more stations are combining the two functions in a single position.

- **Salary freezes:** Many stations will impose a 12-month moratorium on pay increases. Raises after the first 12 months will be based solely on merit; no longer will stations automatically grant fixed-percentage increases.



The sales picture is probably the most promising when the purchase of more than one station in a market is involved. The combo numbers make it more difficult for individuals to buy around you.



- **Payroll taxes:** These decrease proportionally when positions are eliminated. The cost of health insurance, parking, and other benefits will likewise shrink.

- **Travel and entertainment:** Stations will utilize trade whenever possible and eliminate needless sales trips, programming journeys, etc.

- **Office space:** When two properties are combined, it may be more fiscally efficient to move your facility to that of the one being purchased.

- **Group discounts:** Adding another station may result in better rates for music services, computer scheduling, consultants, promotions, and rating services.

Programming Shifts

- **Rework airshifts** from six shifts per day to five:

Mornings — 5:30-10am
 Middays — 10am-3pm
 Afternoons — 3-7pm
 Evenings — 7pm-midnight
 Overnights — Midnight-5:30am

- The FM PD may need to do an airshift. There will still be off-air programmers in many larger markets, but a number of stations in smaller markets have already moved their PDs back into the air chair. (The implementation of the above changes will allow, in many cases, the elimination of two full-time announcers.)

- Give production director duties to an air personality. This may be a weekender or swing personality.

- The promotion director may also function as a programming assistant. This actually forces the PD and promotion director to work more closely. However, promotion directors in larger markets who are, in fact, marketing managers should retain their stature in the organizational chart, equal to PDs'.

Sales Structuring

- **Rework the GSM and LSM structure** so one manager oversees all stations. GSMs will carry lists, which will likely eliminate the need for an LSM. National sales will be handled by GMs, while some stations may utilize regional sales managers.

- Nearly half of the total sales force will be eliminated when stations LMA/JOV or create duopolies. Many owners will keep only the best from each sales department.

- Expect AE commission rates to decrease as sales reps are given higher cumulative ratings shares to sell. Increased available inventory enables them to sell more advertising in the same amount of time, so a lower commission rate would not be unduly harsh.

- The elimination of a sales assistant or secretary may also be possible as the teams combine.

Technically Speaking

- Use one chief engineer to oversee all facilities.



Nearly half of the total sales force will be eliminated when stations LMA/JOV or create duopolies. Many owners will keep only the best from each sales department.



- Equipment purchases may actually decrease as the combination of stations may allow for physical improvement of your facilities. In its truest sense, the LMA/JOV or purchase of a sister station should be nothing more than the addition of another studio with a different format. We already have AM/FM combos in the same building. Now there will be an additional FM and/or AM.

Choose Your Combo

When programming their stations, owners will be able to assess how their properties fit together in



In its truest sense, the LMA/JOV or purchase of a sister station should be nothing more than the addition of another studio with a different format.



the market. When the pieces of the puzzle are put together, they may show significant overlap in programming. Some may opt to keep that programming overlap for larger overall numbers (i.e., two AC stations owning "the total AC pie").

However, it shouldn't be out of the question to consider altering the programming slightly to gain a greater demographic and lifestyle spread. A Hot AC may move more toward the middle of the spectrum, while a CHR station slides slightly more adult.

There will also be those who choose to adopt an attack stance to protect total shares. A Country station with a 20 share may purchase a low-rated station and alter its format in favor of a different Country variation to increase the combined stations' share of the format pie — and discourage others from competing against them.

Strategic Planning

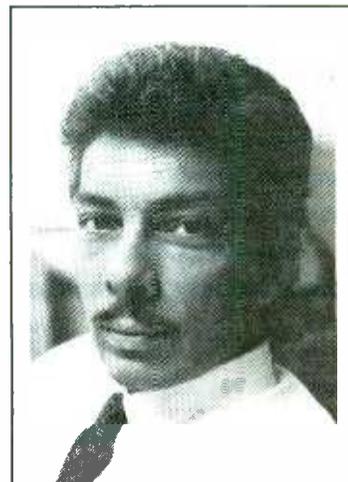
The sales picture is probably the most promising when the purchase of more than one station in a market is involved. The combo numbers make it more difficult for individuals to buy around you. The fact that you should be able to lower your overhead enables you to use one radio station (if you so desire) as a loss leader to cut a competitor's supply line.

For instance, let's say your primary FM is a Full-Service AC. Your property is in a heated battle with a heritage CHR. It could be wise to flip your new station to CHR and attack the heritage CHR. Involve the latter acquisition in a number of free promotions for sponsors as well as putting low-priced sales packages on the street. It cuts the supply line of the heritage CHR by affecting its sales and better positions your property.

Most importantly, realize that the LMA/JOV/duopoly rule changes will mean more radio owners will look within their own markets before venturing elsewhere. Rest assured that CEOs of major companies are sitting in boardrooms at this moment, playing with a U.S. map and moving radio stations from one market to another as if they were large chess pieces. They're trying to determine the tax benefits and liabilities of moving properties from one owner to another and "swapping" stations.

A group operator with radio stations in Los Angeles and New York may link up with another operator with stations in the same markets. Operator one says to operator two, "Give me your L.A. station and I'll give you my New York station." The deal is consummated, the axes are sharpened as jobs are pared, and programmers begin sweating while researchers and consultants lick their chops, preparing to determine what format opportunities exist for these new joint ventures.

This "New Order" — with all of its new rules and ramifications — is an integral part of today's radio reality. I'm not saying it'll be a better world, just a different one.



Mike McVay is President of **McVay Media**, a full-service consultancy serving AC, Oldies, Country, and CHR stations. He can be reached at (216) 892-910.

A Question Of Service

Another concern prompted by the arrival of LMAs, JOVs, and duopolies is the effect they'll have on communities.

The FCC grants licenses to broadcasters to serve their communities. But will these communities be served properly when several of a market's stations have a single owner?

Let's hope this will become a non-issue. Responsible broadcasters will devote the necessary time and energy to programming, community service, and events that allow locals to have a voice. If anything, broadcasters should be sensitized to doing a better job of serving the community once a single owner controls so many voices.

Keeping Your Customers Satisfied

All about establishing a frequent listeners' program for your P-1 fans

By Tommy Hedges

As anyone who's made the pilgrimage to Laurel, MD to examine their Arbitron diaries can attest, nothing quite matches the exhilaration of discovering a diary completed by someone who considers your outlet their "favorite radio station." In this column, you'll learn how you can reward these heavy users and increase your ties to them.

These so-called "P-1" users loyally report listening to no other station, so their diary entries rapidly mount up to a sizable number of quarter-hours. These in turn help build your station's overall market share. In fact, since these P-1 listeners concern themselves only with their *one* favorite station, for them diarykeeping represents nothing more than simply reconstructing the times that they listened to the radio at all.

This is a far cry from the *occasional* user, who is forced to divide his precious TSL among several stations, thus yielding far less reported listening to any one signal. So it's not surprising that P-1 "favorite station" reports typically represent the majority of any station's listenership, although their numbers (in respect to the total cume audience) are relatively small.

The reality for American broadcasters at the moment is that, until we find a truly accurate means of measuring radio listening, the *perception* of listening to a station is far more important than the station's *actual* listening levels. These considerations explain the considerable efforts being made to identify and satisfy the most loyal users of our products.

In-Air Loyalty

In another industry, for example, airlines have spent millions developing programs that isolate and reward the relatively small minority of flyers who use their airline. In fact, the competition between these "frequent flyer" programs has become so intense that

If you haven't yet begun [a frequent listener program], you're vulnerable to your competition, at the very least. At worst, you're ignoring a potential defense against future competitive threats.

they are now being used as a means of defending market share, rather than to attract flyers from other airlines — their original purpose.

For now, the airlines that don't offer such plans find themselves at a disadvantage. These programs have rapidly extended into other areas — such as hotels, car rental companies, credit card firms, vid-

eal product user, a recent study by the J. Walter Thompson advertising agency suggests broadcasters may face an uphill battle. For example, this study found that even among the weekly television series that enjoy the most viewer loyalty (CBS's "Murphy Brown," NBC's "Cheers" and "L.A. Law," and Fox's "The Simpsons," for example), only about 25% of viewers see three or four of the four episodes in a month, while approximately 25% see two episodes per month, and about 50% watch once a month.

With newer and less popular shows, the loyalty falls even further: Only 15% of viewers of CBS's "Brooklyn Bridge" watched three or four episodes per month, while 67% saw just one show. A similar situation exists for Fox's "Parker Lewis," with 11% of viewers watching three or four episodes per month and 66% seeing only one. (These figures were based on the relatively narrow but extremely attractive audience target of adults 25-54 in houses with \$40,000+ income, based on four original episodes of these shows during last year's November sweeps.)

While it is difficult to draw a direct correlation between televi-

sion and radio usage, these figures mark a significant erosion of shows commanding "appointment" status, even among TV's most popular offerings. The trend indicates the difficulty of establishing and maintaining habitual usage patterns for any product, radio or otherwise, in today's highly competitive marketplace.

Invest In An Edge

These days, with so much attention being given to encouraging and rewarding frequent users of a product, it is typical to find at least some stations in virtually every market introducing some kind of "frequent listener" or "loyal listener" marketing programs. In fact, if you *haven't* yet begun this kind of activity, you're vulnerable to your competition, at the very least. At worst, you're ignoring a potential defense against future competitive threats.

While the details of listener loyalty programs diverge widely, the key attribute lies in first identifying your core (i.e., "P-1" or "favorite station") listeners and then establishing *regular* and *positive* contact with these "VIPs." In setting up such a program, you'll find that the cost of each individual contact may be relatively high (requiring at

least the cost of postage and printing).

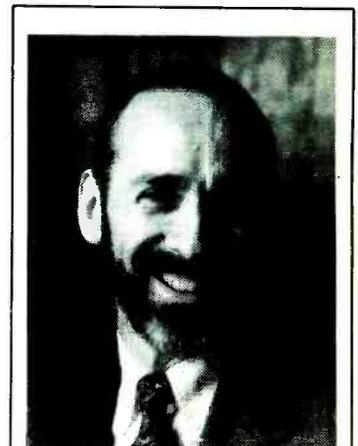
These contacts are well worth the investment, however, because each link is with someone who's truly motivated to listen to your station. By diverting at least a portion of your overall mass marketing budget to this kind of tightly targeted advertising activity, you help ensure that your most important customers get the attention they deserve.

In the final analysis, anything you can do to enhance the positive feelings for your station among listeners can help to provide the "edge" that will result in your station being given the benefit of the doubt when it comes to reconstructing listening. To maximize your ratings potential, you need to do everything possible to make your listeners want to "vote" for you when participating in a ratings survey.

Considering the great variety of radio signals you compete with, of-

Offering your listeners something extra through a frequent listener scheme can be just the thing to take your station to the next ratings level.

fering your listeners something extra through a frequent listener scheme can be just the thing to take your station to the next ratings level. It's certainly not a replacement for good programming, dynamic personalities, exciting production, or effective contesting, but it *can* separate you from your competitors in the crowded minds of the listeners.



Tommy Hedges is President of Pollack Media Group (310-459-8556), an international programming advisory firm consulting all radio formats in nine countries.

By diverting at least a portion of your mass marketing budget to this kind of tightly targeted advertising activity, you help ensure that your most important customers get the attention they deserve.

eo tape rentals, restaurants, etc. — as various businesses come to recognize the advantages of offering special attention and courtesies to their most frequent customers.

Eroding Loyalties

In the face of this pervasive preoccupation with courting the

CHECKLIST OF CHAMPIONS

Mapping A Successful Campaign

In planning a campaign for your station, consider the following checklist:

Target Selectively

Contest entries or any other mail received from the public are the easiest sources for names and addresses of people interested in your station. However, to ensure that each name is worth pursuing, we suggest doing an initial mailing list that announces your frequent listener club and describes the advantages of joining, along with a reply card that must be returned to the station.

By requiring a definite response to your offer, you'll avoid including names of people who aren't really that interested in your station. Your total database will be smaller, but you'll be targeting the people likeliest to be passionate users of your station.

Maintain Top Quality

Everything about your contact with program participants should reflect the care and quality you put into the rest of your station's activities. For example, all mailing should be by first class mail, which will hasten delivery and also provide you with address corrections and forwarding. These will help you keep in touch with listeners who move and let you know when they leave the area.

If you decide to provide membership cards, make sure the plastic used is at least as thick as a typical bank credit card. Likewise, any printing should feature at least two colors (if not full-process four-color or color photocopying) on a thick and glossy paper. If your mailings look cheap, even the best writing and offers won't receive the attention they deserve.

Plan Ahead

When you first set up your program, it's very important to have at least the first six months of mailings and activities already planned. Don't start with a flurry of activity and then slowly slip into a pattern of fewer and fewer contacts with your participants. If you honestly can't assign sufficient money, time, and people to sustain continued activity, don't even start the program.

After all, nothing's worse than building up the expectations of these heavy station users, only to disappoint them later. You certainly don't want one of these special people to look in his wallet a few months down the line and wonder why he ever started carrying your frequent listener card around in

the first place. When he tosses that card, you've lost the passion for a once-loyal listener.

Diversify Contacts

Certain basic activities, like sending out birthday cards signed by your staff, are simple yet effective people-pleasers — as long as you remember to ask for their birth date on your reply cards. Monthly newsletters are also very useful for describing special programs or helping to familiarize participants with the station's personalities and activities.

Off-air contesting aimed at your frequent listeners offers some of the best long-term opportunities for encouraging additional listening. You should also consider doing special mailings to give these special people prizes, including everything from tickets to special movie screenings to T-shirts.

Value-Added Sales

These programs also allow you to provide advertisers with additional avenues of communication without having to clutter up your on-air sound with extra promos. By making short-term, but significant, discounts for cardholders part of your normal frequent listener activities, you can satisfy both your core listeners and your key advertisers.

Living Colour Sets 'Stain'

Though "Stain" is Living Colour's third LP, it's the band's first with new bassist Doug Wimbish and their first with producer Ron St. Germain (Soundgarden, Sonic Youth). The instrumental "WTFF" sports co-writing and co-production by Andre Betts, who worked on Madonna's current LP.

The other 12 tunes include "Ignorance Is Bliss," "Bi," "Hemp," and "This Little Pig." The track "Leave It Alone" goes to radio February 16. The Epic LP arrives March 2.

Naughty Come Back

Naughty By Nature return with a self-produced sophomore outing, "19 Naughty III." Guest stars on the Tommy Boy disc include Heavy D, Queen Latifah, and Freddy Foxx. Selections include "Pop Was The Block," "Hot Potato," and "Hip Hop Hooray," the last of which goes to radio the first of the year. (Spike Lee directed the video.) The LP hits the streets at the beginning of March.

Arcade Of Stars

The self-titled debut of Arcade — the new quintet featuring ex-Ratt singer Stephen Percy, ex-Cinderella drummer Fred Coury, and ex-Sea Hags axeman Frankie Wilsec (R&R 3/27/92) — is due from Epic in late March. Among the dozen



tunes are "Calm Before The Storm," "Screamin' S.O.S.," "Never Goin' Home," and "Dancin' With Angels." "Nothin' To Lose" comes to radio in early March.

Allman Joins Gillis

On the eve of Night Ranger's reunion tour, guitarist Brad Gillis is releasing his self-produced solo debut, "Gilrock Ranch." Gregg Allman contributed vocals to two tunes — "If Looks Could Kill" and the lead track, "Honest To God," which goes to radio February 2.

Also featured on the 10-song set, the remainder of which is instrumentals, are drummer Carmen Appice, Damn Yankees drummer Michael Cartellone, and Night Ranger's Kelly Keagy (drums) and Gary Moon (bass). Titles include "Opus Winfrus," "Slow Blow," and "Monster Breath." Look for the Guitar Recordings disc to arrive February 9.

R.I.P.

Condolences to the family, friends, and fans of blues guitarist/vocalist Albert King, who died of a heart attack in Memphis on December 21. Perhaps best-known for his original recording of "Born Under A Bad Sign," King came to prominence via his late-'60s records for Stax, which included "Crosscut Saw," "Laundromat Blues," "Oh, Pretty Woman" (recently revived by Gary Moore), and "Personal Manager," the solo from which Eric Clapton copied note-for-note on Cream's "Strange Brew."

King — whose trademark was playing a right-handed Gibson "Flying V" model left-handed — was a major influence on Jimi Hendrix, Stevie Ray Vaughan, and countless other black and white bluesmen. He was 69.

BOOK BEAT

Three Air Talents = Three New Almanacs

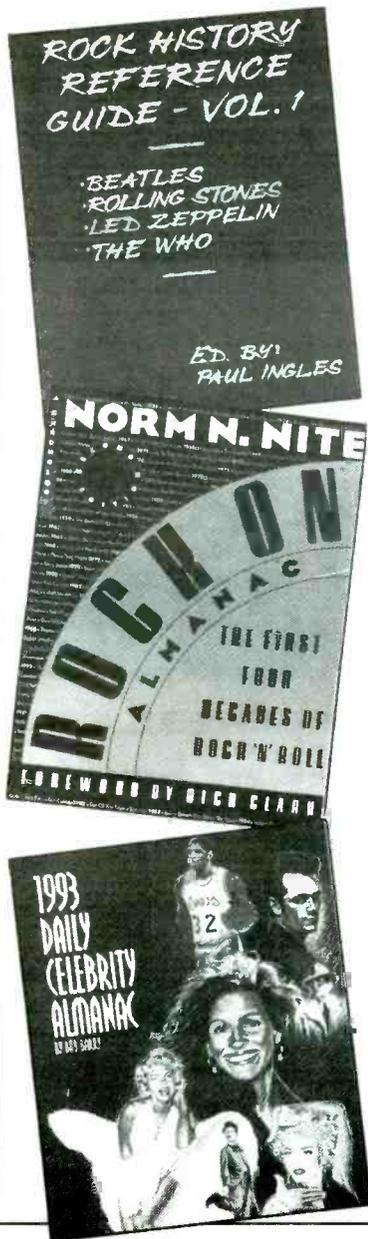
Air personalities looking to improve their on-air presentation and mastery of trivia have three new softcover sources to consult — all written by longtime jocks who presumably know what their peers need and how best to organize it.

Four-Star Reference

Paul Ingles, currently on-air at Albuquerque Classic Rocker KLSK and News/Talk KQEO, came up with the idea for his self-published "Rock History Reference Guide" while PD at WNCX/Cleveland a couple years back. The first in a planned four-book series, this volume is designed primarily for AOR and Classic Rock stations, because it covers just four acts: the Beatles, the Rolling Stones, Led Zeppelin, and the Who.

Ingles's book is tailored for ease of on-air use, breaking factoids down into key dates, band info, member info, familiar tracks for radio, and song info (the bulk of the material). Ingles suggests various uses for each type of trivia in the extensive preface. The book's 246 pages are spiral-bound, and spaces are provided next to the trivia items — which are pre-digested into rip 'n' readable bits — for jocks to note when the item was used.

The second volume will cover Eric Clapton, the Doors, Jimi Hendrix, and Pink Floyd, while the following book will feature David Bowie, Creedence Clearwater Revival, Fleetwood Mac, and Bruce Springsteen. The last of the series will focus on the Eagles, Lynyrd Skynyrd, Elton John, and U2. The



\$50 books, to be released quarterly through 1993, are available singly or by subscription. For details, phone (505) 256-3724.

Rock On II

In his "Rock On Almanac Second Edition: The First Four Decades Of Rock 'N' Roll, A Chronology" (HarperPerennial/\$20), Norm N. Nite offers a wide array of rock-related trivia. Nite — who's heard on WCBS-FM/New York and WMJL Cleveland — has packed the book with such material as the top hits of the month and year, each year's news, sports, and music highlights, major debuts, noteworthy new artists, Grammy winners, top music films, Oscar winners, and top TV shows. The 582-page book boasts more than 400 black and white photos. For more info, call Amy Cohen at (212) 207-7729.

A Page A Day

In his "1993 Daily Celebrity Almanac" (B&B Publishing/\$29.95), "Beatle Bob" Barry devotes a single page to each day of the year. In that space, Barry (last heard on-air at WZTR [Star 95]/Milwaukee) notes which celebrities were born that day and where, plus brief biographical notes and short items on world history ("Facts From The Past"). The 444-page book also provides regular almanac-type info, such as holidays and special designations (September is "Chicken Month" and January 18 is "Clean Off Your Desk Day.") For more information, call Laura Thon at (800) 325-6125.

SCREEN SCENE

'Body Of Evidence' ST Due

Madonna's all over the screen but not the soundtrack of "Body Of Evidence," the erotic thriller she stars in with Willem Dafoe. Dino DeLaurentiis ("King Kong") produced and Uli Edel ("Last Exit To Brooklyn") directed the forthcoming film, in which Madonna plays a woman accused of murdering her lover. Dafoe is the married lawyer who falls under her spell while working on her case.

The Milan soundtrack consists primarily of a score by Graeme Revell ("The Hand That Rocks The Cradle"), although Novus/RCA saxophonist Warren Hill is heard on "The Passion Theme," currently at NAC radio. Look for the complete soundtrack in stores January 12, three days before the MGM film opens.

WDIA Movie In Works?

Working Title Films, of "Bob Roberts" and "My Beautiful Laundrette" fame, has optioned the movie rights to Louis Cantor's book, "Wheelin' On Beale." The book tells the true tale of WDIA/Memphis, which revolutionized the airwaves — and turned its sagging fortunes around — by being the first station to give the South's black community a voice. Currently a college professor, Cantor was a board op at WDIA in its heyday, when it launched the careers of air talents-turned-recording artists E.B. King, Rufus Thomas, and countless other black radio heavies.

Moon Biopic Soon?

Former Who lead singer Roger Daltrey is reportedly writing a screenplay about the band's late drummer, the legendary Keith Moon.

MUSIC DATEBOOK

MONDAY, JANUARY 11

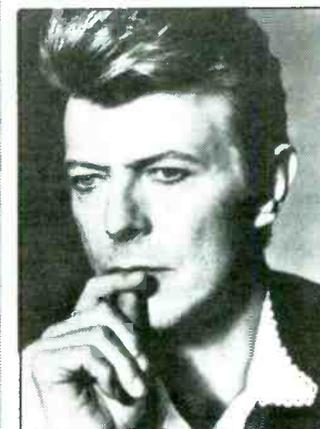
1969/Jethro Tull release their first album, "This Was."
1980/The Pretenders release their self-titled debut LP.
1984/Michael Jackson receives a record 12 Grammy nominations.
Born: Clarence Clemons 1942, Naomi Judd 1946

TUESDAY, JANUARY 12

1968/The Supremes portray three nuns on an episode of "Tarzan."
1979/The Bee Gees are awarded a star on the Hollywood Walk of Fame.
Born: George Duke 1946

WEDNESDAY, JANUARY 13

1958/Little Richard releases "Good Golly, Miss Molly."
1964/Bob Dylan releases his "The Times They Are A-Changin'" album.
1979/Donny Hathaway, 33, falls to his death from a 15-story NYC hotel window.



David Bowie (nee Jones) — *Ballad Of A Thin White Duke?*

THURSDAY, JANUARY 14

1966/David Jones changes his name to David Bowie to avoid confusion with Monkees member Davy Jones.

1969/D.A. Pennebaker's "Monterey Pop" documentary opens in L.A.
1973/Evis Presley's "Live From Hawaii" special garners the largest TV audience in history — until somebody shoots "J.R."
1978/The Sex Pistols play their final show at Winterland in S.F.
Born: T Bone Burnett 1948, Geoff Tate (Queensryche) 1959

FRIDAY, JANUARY 15

1967/The Rolling Stones perform "Let's Spend Some Time Together" on "The Ed Sullivan Show."
1985/Sheena Easton marries agent Rob Light
1992/Bobby Blue Bland, Booker T & The MG's, Johnny Cash, Bill Graham, Jimi Hendrix, the Isley Brothers, Sam & Dave, and the Yardbirds are inducted into the Rock & Roll Hall Of Fame.
Born: The late Ronnie Van Zant (Lynyrd Skynyrd) 1948, Lisa Lisa 1967

SATURDAY, JANUARY 16

1957/The Cavern Club opens in Liverpool.
1965/The Temptations release "My Girl."
1976/Peter Frampton releases the "Frampton Comes Alive" album.
Born: Sade 1960, Maxine Waters (En Vogue) 1967

SUNDAY, JANUARY 17

1970/Soul giant Billy Stewart dies in a car crash.
1981/Vince Neil joins Motley Crue.
1990/Hank Ballard, the Four Seasons, Four Tops, Kinks, Simon & Garfunkel, the Platters, and the Who are inducted into the Rock & Roll Hall Of Fame.
Born: Mick Taylor (ex-Rolling Stones) 1948, Cheryl Bentyne (Manhattan Transfer) 1954, Steve Earle 1955, Paul Young 1955, Susanna Hoffs 1957

—Paul Colbert



WALT LOVE

UC

URBAN CONTEMPORARY

Targeting The Future

Prognosticators look forward to new year with cautious optimism

This time last year, I asked industry experts for their views about Urban's future for the coming year (R&R 1/3/92). Now that 1992 has come and gone, it's time to follow up on those predictions — and go on the record with several new ones for the year ahead.

**Ray Harris, Sr. VP
WB/Reprise**

"My '92 predictions were somewhat on target. Black music held its own, overall record sales remained flat, and Urban radio gained in listenership.

"In 1993, African-American music will continue to be strong, with modest growth. Rap and hip-hop will continue to grow, following current musical and lifestyle trends. Urban radio will face the challenge of programming for the 25+ audience in order to attract advertisers. Active/passive listeners and buyers will be discussed more, putting pressure on research to maintain growth and keep advertisers. Marketing and promotion will become more of a challenge for [record companies] in 1993, but we'll prevail."

**Eric Faison, PD
WBLK/Buffalo**

Last year, Faison predicted more musical and racial polarization, saying a number of CHR's would "retreat from black music to try and regain some lost audience that's been 'danced out' or 'urbaned out.'" With the benefit of hindsight, he remarks, "The handwriting was on the wall prior to my statement. From the rumblings of some consultants and perceptive CHR programmers, they were concentrating too much on one style of music. CHR's whole premise is to present the best of all styles to the public.

"As far as racial polarization was concerned, that was pretty accurate. There was no way to foresee what was going to happen in Los Angeles a few months after I



made that statement. Considering the administration in the White House at the time, that climate was pretty prevalent. Now that we have a new administration, it's a whole new ballgame for all of us. But I still think radio is a mirror — when things happen in society, radio reflects that.



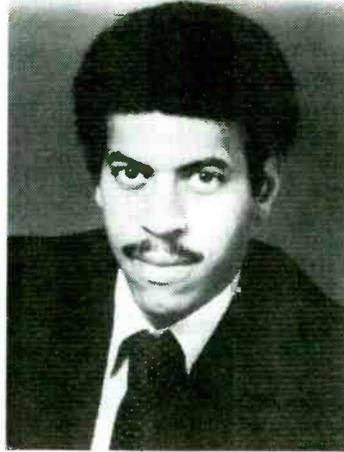
Ray Harris

"I don't see it happening yet, but I'd like to see more regionalization of urban music in the coming year. I'd also like to see Black radio have features like news and public affairs, elements that'll make the public aware of what's going on around them. Things have to become more local — that's where the format's future is."

**Jim Brewer II, VP/GM
WJTT/Chattanooga**

"Urban's going to continue to be in good shape. Locally, our share of revenue has gone up to the point where it's beginning to match our ratings, and we're getting our share of national advertising dollars.

"When you look at CHR, you'll notice that in some of the country's largest markets, there's no true CHR as we knew it five or seven years ago. That's where Urban continues to be firm in terms of



Sam Weaver

ranking. It's taken positions some people wouldn't have thought possible. And Urban will continue to have more personality in 1993."

**Sam Weaver, Asst. PD/MD
WYLD-FM/New Orleans**

"I like looking for patterns and listening to what people have to say, then putting a little thought into what it means to us. Just pay attention to people and the economics of our industry.

"In '93, there's going to have to be more diversification for rap. My safest prediction is that we're going to see more singers emerge. I've been saying the Milli Vanilli thing was very good for the industry, and it's proven to be true. Now there are more real singers making an impact with consumers (e.g., Shai, Jodeci, Boyz II Men, En Vogue, etc.). I also see record companies increasingly picking up finished product for one-shot deals and acting as distributors. I see them taking that quick cash flow and putting it back into artist development.

"Look for more black LMA deals, including some strange bedfellows. Large broadcasting organizations are going to continue to consume smaller ones. I don't



Jim Brewer II

Coming Attractions

- LMAs, duopolies benefit stations but will lead to fewer jobs
- More pressure to win in 25+ demos
- Popularity of format, music will keep growing
- Record companies will adopt conservative signing policies

think we're going to see a reflection of [Clinton administration economic policies] until the latter part of '93 or the first part of '94. But there are going to be some things that will benefit Urban radio."

J.C. Floyd, Consultant

"Basically, I see the beginning of '93 as having an up side and a down side for Urban radio.

"On the up side, business should be better. When you look at all the companies working together now, trying to maximize and attract more advertising dollars for LMAs and duopolies, those situations should be a positive for the format. Those companies will be in a position to work smarter and find more ways to attract buyers and put those ad dollars where they should be.

"On the down side, we'll see fewer jobs overall at Urban radio as well as lower salaries. With LMAs and duopolies, ownership won't need to duplicate jobs. If they have three stations in one market, why have three PDs, three production people, or three promotion di-



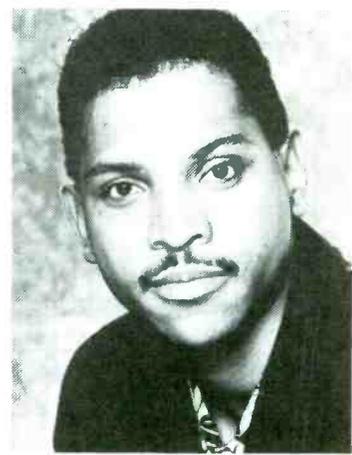
J.C. Floyd

coming weaker. Atlanta is a prime example. We don't have any straight-ahead CHR in this market, and I think it'll benefit us — at least I hope so."

**Merlin Bobb, Sr. VP/A&R
EastWest Records**

"EastWest is maintaining a 'less is more' philosophy in '93. I think we're going to see a lot of other major labels follow the same philosophy. From an A&R perspective, there'll be far fewer signings in '93 and maybe in years to come. That way, labels can maintain a small, manageable roster so they'll have time to be more attentive to artist development. That's most important these days, because you definitely need more time to set things up in a market that's flooded with so much product.

"The price of [signing] artists has doubled and tripled over the last few years. Plus, sales have declined in the last few years. All of that makes a company look at the total number of signings it's going to have throughout a year."



Merlin Bobb

rectors? We're going to face a lot of change in '93; we've got to learn to deal with it. It won't be business as usual."

**Mike Roberts, PD
WVEE/Atlanta**

"Urban radio nationwide will become involved in LMAs to a much heavier degree than we've seen in the last couple of years — largely to protect their market shares and also to take advantage of the rules. The other thing that'll happen is that mainstream Urban stations are going to become more dominant in markets where CHRs are be-



Mike Roberts



Eric Faison

PROPHET SHARING

Fast-Forward For Two Formats

What's the prognosis for NAC and Jazz in '93? I posed this question to luminaries from both formats. Their ruminations are sure to rejuvenate brain cells still recovering from too much seasonal celebration.

New Adult Contemplation

Frank Cody, general partner of Cody/Leach Broadcast Architecture — "When executed properly, NAC delivers desirable demos and superb qualitative. Rather than languish as a third CHR or AC, some operators will choose NAC to set themselves apart from megabuck marketing battles.

"To succeed in NAC in 1993, precise music testing and micro-dayparting are necessary. Successful NACs have identified and consistently satisfied a loyal core, broadening the base without collapsing their TSL. But without a clear strategy executed by means of accurate music testing, NAC, like any other format, is vulnerable.

"Last year, we predicted NAC growth primarily in major markets. Today, look at New York, San Francisco, San Diego, Miami, Chicago, and particularly Dallas, where Granum opted to pick up a 3.6 12+ share rather than continue with Classic Rock. That says a lot."

Lawrence Tanter, PD at JAZZ-FM 103.1/Los Angeles — "One of the major things I see developing is variation among NACs: Some lean New Age, some lean AOR, and some lean Jazz. If every NAC sounded the same, the format would stagnate and burn out. Tailoring it to a specific market makes the music more mainstream, increasing rates and ratings.

"Programming is dictated by the direction of the product available and the vision of the programmers. As more Contemporary Jazz product flows — as opposed to New Age — the programming follows."

Ralph Stewart, MD at KTWV (The Wave)/Los Angeles — "NAC was built on the premise that there was a lot of great music not getting played on the radio. We've always been led by the music, and when the next musical thing comes, that's where we go. If you try to predict, you're missing the opportunity to capitalize on what's out there.

"You need population to make NAC work — it's not a primary color, it's a hue between formats. Even without great numbers, it's a great qualitative. Other formats continually struggle to define why they're different, but we don't. That's useful, to be able to clearly state your differences to an advertiser or to an audience."

Bernie Kimball, PD at WNWV/Cleveland — "Our success has come from being accessible and melodic without being elevator music or distractingly uptempo.



NAC will continue to target listeners at work to fill their days with bright, cheery music.

"Awareness of the format continues to be a problem, and some labels don't support NAC to the degree they should. We don't sell as many records as a [station playing] Madonna or Alice In Chains, but we do have a very consistent sell-through."

Shirley Maldonado PD at WQCD (CD 101.9)/New York — "NAC will continue to see steady growth. We're getting better at researching the product. We've done great with the music, but we need to develop a specific audience profile: Who they are and what they expect. NAC will continue to offer the dream demo — 30-45-year-olds with high-quality tastes and disposable incomes to match.

Coming Soon To A Jazz Station Near You

- New audio delivery systems create more outlets
- Shift toward a younger demographic
- Labels will increase promotion, marketing
- More NAC music blends into the mix
- Stronger listener/artist relationship

"Promoting, marketing, and selling the format will continue to be a challenge. As we carve out more ratings and revenues, owners will begin to see NAC as a viable option."

Steve Feinstein, PD of KKSJ/San Francisco — "Rather than predict the future," he says, "Let's just hope it brings:

• "An NAC in major markets where it's likely to prosper (such

as Philadelphia), and a second chance in markets where it didn't succeed;

• "Programmers being more discriminating in song-to-song selection and sequencing, with less homogeneity and faceless fusion;

• "More artists who enhance — rather than just fit — the format . . . artists who stand out, like Enya, Ottmar Liebert, and Ronny Jordan. And more vocals — please."

Cliff Gorov, President/founder of All That Jazz Consulting & Marketing — "When owners stand behind and market their stations, NAC will grow stronger. The economic recovery will affect NAC positively in terms of advertising revenues and bottom-line profits.

"NAC will continue to break and cross new artists into mass appeal formats. I see two camps forming — Contemporary Jazz-leaning stations and Adult AORs. Instrumental artists who cross over to both of these, like Pat Metheny or Peter White, will enjoy the biggest overall NAC success."

Ricky Schultz, VP/GM of Jazz & Progressive Music at Warner Bros. — "Fragmentation will continue. This is a double-edged sword: It makes it difficult for artists to attain 100% saturation, but on the other hand, one of the format's strongest assets is that it provides an umbrella for many different kinds of music.

"NAC settled back toward its core strength in '92 — 'Smooth Jazz.' In '93, 'Smooth Jazz' will have a sophisticated flavor as the audience ages. Artists are reaching toward orchestrations and components of a somewhat more classic nature, both in repertoire and approach."

On The Jazz Side

Schultz, who also handles the Contemporary Jazz arena, introduces the discussion of that format.

New Adult Conjectures

- Continued fragmentation
- More ACs and CHRs will switch to NAC
- Importance of marketing increases
- Less homogeneity/more sophisticated musical flavor
- Focus on precise music testing and micro-dayparting

He notes, "Given the price of broadcast properties and the debt service involved, it's not likely that niche or specialty formats will show noticeable growth on commercial radio. Jazz will start to become more widely available, but in a slightly different form. New Jazz outlets will likely appear on new audio delivery systems which offer broad menus of uninterrupted music."

Tony Sisti, PD at KSDS/San Diego — "I see a shift toward a younger demographic. Our core is 25-54, not 35-64. Younger listeners with more disposable income are being turned on by young artists playing straight-ahead jazz — what we call 'Modern Mainstream' — not standards, but original compositions. People who were once attracted to NAC are starting to come around to this form of jazz.

"Jazz radio becoming more mass appeal requires massive listener education. I don't think Jazz is a money-maker, but a good mix of mainstream and contemporary jazz music could work if done right. Vocals are the key to making Jazz more mass appeal; instrumentals and constant solos tend to wear on people."

Thurston Briscoe, PD at WBGO/Newark — "Labels are moving toward promoting jazz the way they promote pop or rock: Advertising in magazines, using posters and promotional products, and more live performances.

"Public radio is the major outlet for jazz, and the labels need to figure out how to use us. Persuading the labels to pay as much attention to jazz as they pay to Bobby Brown or Whitney Houston is key for the upcoming year. I'm not talking about the same budget figures — that wouldn't be realistic — but the same approach."

Keith Antone, PD at KATZ/St. Louis — "Commercial radio will have more success blending NAC and CJ. We're moving away from jazz because NAC offers a bigger selection of music and more room for growth.

"People prefer to see jazz performed live rather than listen to it on the radio. We can capture a bigger share of the pie with NAC and gain more listeners who'll listen longer. Three or four college stations are doing straight-ahead jazz here. They can afford to simply put

on an album and play it. We've got to try to gain audience share and sell advertising."

Bill Clark, PD at WRTI/Philadelphia — "Stations will continue to attempt to identify themselves clearly. Philadelphia has a strong jazz tradition, so we'll continue to play mainstream jazz as our centerpiece. Other stations rely more on the crossover jazz artists, but all Jazz stations are going to have to define themselves better to control an audience.

"Evolution is the key to survival. We're changing our logo and imaging to 'Jazz-FM' to reflect the fact that we have auxiliary transmitters in Mount Pocono and Harrisburg, with repeater stations getting ready to take us into Eastern Pennsylvania, Central New Jersey, and Delaware. We'll be taking jazz into communities that didn't have it before."

Gary Vercelli, PD at KXJZ/Sacramento — "NPR and non-commercial radio will continue to be the primary outlets for jazz. Imaginative sets and fluid music continuity will continue to be essential for success in Jazz radio. Jazz isn't personality radio — it requires distinct, intelligent, low-key commentary about the music and its makers.

"NAC and mainstream Jazz can coexist peacefully in the same market, and schematic sets with selective NAC elements will continue to be usefully programmed. But it's dangerous to assume that if you listen to enough Kenny G you'll evolve into a John Coltrane fan."

Kevin Gore, Director/Jazz Promotion & Marketing at Columbia — "Ninety-nine times out of 100, Jazz radio means public radio. We see a lot of opportunities in the public arena, like corporate underwriting programs. This helps us get the word out on Columbia artists.

"We all hang so much on the word 'commercial,' but the music is out there on public outlets. I'm more concerned about developing an audience that will be listening to jazz for the next 20-50 years than I am about where they find it on the radio dial. Chart numbers are great, but establishing a relationship between the listener and artist is something we need to do more. Live performances and live in-studio broadcasts help."

—Geoff Schackert



JOEL DENVER

THE YEAR AHEAD

Charting The Format's Future

This week, 10 industry execs share their forecasts for the radio and record industries in 1993.

Curing The 'Disease'

WHTZ (Z100)/New York and Malrite VP/Programming Steve Kingston notes, "It's been interesting to observe CHR's musical indecisiveness. In '93, we'll see a general mainstreaming of the format.

"Early indicators show the economy is coming back, [which will prompt] the revenues to do so as well. If we commit to the format, CHR's '25-54 disease' could end individually or with an unwired network. Either way, we must get together and make money by being the only CHR in the market and dominating key youth demos."



CHR will become even more song-driven as the audience makes judgments based on records, not artists.
—Rick Cummings

Fragmentation Persists

Emmis VP/Programming and KPWR (Power 106)/Los Angeles PD Rick Cummings envisions, "CHR will continue to be regional in terms of market dictates, making differences between crossover markets and broad-based smaller markets more pronounced. CHR will rediscover the mainstream hole in just about every market.

"Its success is dependent upon whether one station can dominate. CHR will become more song-driven as the audience makes judgments based on records, not artists."

Longterm Effects

KQKS (KS104)/Denver PD Stacy Cantrell is concerned about



Stacy Cantrell Marc Chase

the new ownership rules' longterm consequences. "When we get to the point where we're targeting 23-year-old females with freckles on the left sides of their faces, we're



putting together a sales package instead of an entertainment package. Our LMA with [Sports Talk] KBYG takes care of the male upper demos, so we can continue to be a 12-34 female station.

"Musically, PDs determined that all rap wasn't bad. Alternative music within the format will continue to grow from both the dance and rock sides, but it will be more listener-driven and adventurous."

More Topicality

WFLZ (Power Pig)/Tampa Dir./Operations Marc Chase says, "We were pretty danced out for a long time. This year, CHR



Jimmy Steal Dave Robbins

shouldn't really niche out — unless the market demands it. With duopolies, the second CHR in a market may go away. But I think the format is due to cycle back around; people can only stand so much rock, country, and gold. If CHR starts to build in some places, people will jump on the bandwagon in a heartbeat.

"TV is chasing younger demos, and I applaud what [consultant] Garry Wall is doing with his national sales coalition for CHR. It's a matter of finding the clients who like the format and proving our stations bring results."

Exceeding Expectations

WKRR (Q102)/Cincinnati PD Jimmy Steal admits, "Trying to [build CHR] with the music hasn't worked — clearly, more is called for. CHR will take lessons from other media and apply them in terms of building image and marketing.



Steve Kingston Rick Cummings

"With the proliferation of media choices, we must use every tool to make our product compelling and have enough substance to lock people in. We not only have to reflect what the audience is asking for, we have to exceed their image expectations in '93."

Recouping Losses

WNCI/Columbus and Nationwide Group PD Dave Robbins hints even his own company — which has been less than bullish on CHR in recent years — may look at the format in a better light this year. "People will return to the basic concept of CHR being capable of delivering 12-34s as the primary target. I'm not sure many of these 25+ stations will be considered CHR in 1993.

"I can't help but believe that we're poised to pull some mainstream artists back into the fold and recoup some of the losses [caused by] CHR's fragmentation.



Alternative music within the format will continue to grow from both the dance and rock sides, but it will be more listener-driven and adventurous.
—Stacy Cantrell

If not overly challenged by too many direct format competitors in a market, CHR revenues will improve. As Nationwide expands into new markets and duopoly ownership, it will re-examine CHR as a viable option."

New Approaches

"I feel really good about the future," says WKCI (KC101)/New Haven PD Pete Cosenza. "To make CHR a winning format again, we must change our music and marketing approaches. Music

Continued on Page 32



Bruce Tenenbaum Rick Bisceglia Billy Brill

Records On Radio

Fragmentation and tight budgets put the symbiotic relationship between radio stations and record labels to the test in 1992.

This year, advances in electronic technology — specifically "R&R ONLINE" — will give both sides a better understanding of the other's business.

• **MCA Sr. VP/Promo Bruce Tenenbaum:** "The concept of CHR is a strong one — the problem has become more financial than formatic. If we can unify and train advertisers on the strength of CHR as a 12-34 format, things will brighten in 1993. Fox and MTV have done a great job in this arena. But instead of selling time, CHR — which is naturally strong with lower demos — has its 'for sale' sign hanging out.

"In '92, record companies made the mistake of supplying radio with what it was looking for, and we ended up with too many ballads. We must keep looking for the most adventurous music. We chase radio, they wimp out, and we follow. The scariest thing is that radio isn't playing what sells. There's something wrong when you're not playing the number one record in town."

• **Arista Sr. VP/Promotion Rick Bisceglia:** "Record people are obsessed with CHR because CHR should be obsessed with exposing music. When there's a better variety of active songs, the format seems to have stronger growth. Radio tends to be critical of our songs, but I ask them to be more open.

"This format was based on variety. Whether it's Kenny G or Nirvana, why should programmers always say 'It doesn't fit our sound' when we're talking about a hit record? I understand that radio has to deal with demos, but it should be open and drop its preconceived notions about music. Your perceptions shouldn't become reality — it will hurt your stations and the format."

• **Interscope National Promo Exec. Billy Brill:** "Alternative will become stronger and more popular than ever before when CHR relearns to play the best music of all genres. Some metal and older bands will become passe. Mass appeal rap will return to CHR — radio has got to realize it's big, and many white suburban kids love it.

"This year, another CHR will sign on in Chicago. Adult CHR will go away since it's a format programmed for ad agencies, not listeners. Unfortunately, the ad agencies won't wake up by themselves, and managers and PDs will have to go directly to advertisers to prove the viability of CHR as a 12-34 format.

"Adult CHR isn't working at KIIS/Los Angeles or at Q106 [KKLQ]/San Diego, for example, because people are used to hearing new music on these stations. When they don't, they go elsewhere. It's a matter of perception that PDs have forgotten people like new music. A lot of these formatic walls will be coming down for techno-pop, rap, and alternative music in 1993."

Randy & Randy On Radio

They may share the same first name, but when it comes to CHR, Vallie Consulting's Randy Lane and Alan Burns & Associates consultant Randy Kabrich don't see eye to eye.

Lane is bullish on CHR's younger end in 1993. "We're observing signs of mainstream CHR's return. CHR plays a variety of hits in the format's conventional sense, depending on market dynamics. It's a mistake to believe CHR is only rhythmic. This type of music has its place, [but] CHR has splintered in markets where it wasn't necessary.

"The format will rebound if PDs play the right music with a contemporary presentation — a bit less hyped and jive-sounding, and



Randy Lane Randy Kabrich

a bit more socially conscious. The 25+ frenzy has shifted the momen-

Continued on Page 32

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CHR

Charting The Format's Future

Continued from Page 30

is taking on more variety, and PDs need to be less afraid to take chances.

"When things are going wrong in as many markets as in recent history, we've got to look at things differently. We'll see more CHRs concentrating on the younger demos as they make internal commitments to be dominant 12-34 and make money. But that leadership must start at the top."



People will return to the basic concept of CHR being capable of delivering 12-34s as the primary target.
—Dave Robbins



Pete Cosenza Bill Cahill

Important Music

WDGC (G105)/Durham-Raleigh PD Bill Cahill predicts, "CHR's playing music that's important to people will win; those that don't, won't. Too many stations are playing the wrong songs for promotions. While many don't have promo budgets, you can't rely on the labels. You need to know who your audience is and what they want in terms of music — not more contests.

"I worry about the revenue picture in 1993. Instead of changing the format, it may come down to

hiring better salespeople to squeeze extra dollars out of the economy. Duopolies will help CHRs if they're paired with a 25+ winner. Then CHRs won't need to concern themselves with upper demos."

Back To Basics

WENZ (The End)/Cleveland PD Lyndon Abell — who's experimenting with New Rock-leaning CHR — is worried about the format's future. "If 12-34 can't be a viable target demo for mainstream CHR, it will have a hard time surviving. The inability to break new music will have longterm effects on the music industry — and the medium of radio itself.



Lyndon Abell Tony Waitekus

Randy & Randy On Radio

Continued from Page 30

tum away from CHR. But you have to ask yourself if you want to be one of the 10 stations chasing 25+ demos or the only strong one in 18-34 and 18-49 demos. This year will be like the early '80s — when people suddenly woke up and discovered the format worked."

Adult Education

Meanwhile, Kabrich advocates the adult side of CHR. He forecasts, "Since CHR has almost completely driven away those listeners who don't like rap and dance, the falling ratings of the past several years will level out. This leads to a possibility of increased ratings down the road. Furthermore, the declining number of 25-year-old Americans will hit rock bottom and trend up in '93. If we can take the 18-24s who like CHR and [mold] them into the older 25+ demos, the numbers should begin to rise slowly.

"The current group of 18-29s is the second largest in U.S. history and has annual spending power of \$125 billion, according to the Roper Organization. This demo is referred to as 'Generation X' or 'Busters' [as opposed to Boomers]. They're critical to the success of CHR in 1993, yet most PDs know nothing about them.

"Busters respond to sexy advertising but are repelled by anything that smacks of sexism. Anheuser-Busch dumped ads with bouncing bimbos in favor of a granny teaching a rocker to play guitar. [It worked because] Busters listen to such rockers as Guns N' Roses, Nirvana, and the Red Hot Chili Peppers. So if your CHR is still doing bikini, wet T-shirt, or so-called flesh contests in bars and nightclubs, you're turning off the Busters — a critical portion of your

audience. Those types of promotions will disappear from winning CHRs in 1993."

Kabrich also predicts:

- CHR will become a market-exclusive format, with some rare exceptions.
- Most markets will have an adult CHR.
- Traditional CHRs won't win adults without a longterm, six- or seven-figure budget to market themselves away from dance and rap music.
- Big money for CHR talent will continue to dwindle.
- CHRs will LMA or merge with ACs and AORs to relieve pressure for 25+ numbers.

Kabrich concludes, "1993 will force an answer to whether rock can be played on a rhythmic CHR. Busters demand rock, but CHR rebels against it. Without rock, CHR will allow Busters to be controlled by Young AORs such as Chicago's *Blaze* and *WXTB/Tampa*, or New Rockers like *KROQ/Los Angeles*."

"Personality will make a comeback, but not in the age-old CHR form. Losing the 'bad-ass' attitude and communicating effectively with listeners in a fun and enthusiastic manner will be the way to fly in '93. Our worst ratings occur when we fail to fulfill the basics — identifying music, giving the time and temperature, etc. If we don't cover these basics, we're no longer the listener's friend."

'Tug Of War'

Longtime WCIL-FM/Carbonale, IL PD Tony Waitekus foresees "more CHR basics and an increase in mainstream music. The tug of war between management and programming will continue. There will be fewer jobs, and a lot of nonbroadcasters will continue to control the purse strings.

"If the music changes and PDs realize they've got to start using their heads instead of jumping on the next format bandwagon, CHR can rebound. When enough mainstream CHRs start becoming truly successful this year, more CHRs will be allowed to do what's needed."



EVERYBODY SMILE NOW — Martha Wash got together with some friends to celebrate the completion of her first solo album. Flashing the pearly whites are (l-r) KKXX/Bakersfield PD Steve Wall, RCA's Michelle Santosuosso and Gary Richards, Wash, the label's Terry Anzaldo, Carmen Cacciatore, and (kneeling) Barry Pinlac.

Telling Format Fortunes

Bright economic future, increased fragmentation and expansion anticipated

By Mike Kinoshian

Nine leading format consultants assume fortune-teller duties this week by sharing their predictions for 1993.

Lee Bayley & Associates President Lee Bayley anticipates a bright economic future. "This year will be better than '92. Gold and Gold-based ACs will [sell well] because they appeal to most agency people. Gold will be a very good option for LMA operations."

However, his outlook isn't as encouraging for '50s-based Oldies stations. "They're a thing of the past. Excluding highly specialized programming, the music will be based in the late '60s and early '70s."

Besides a live morning show — which Bayley predicts will be done by PDs — stations are expected to round out the day with satellite feeds. Still, Bayley warns, "Satellite-fed formats must improve."

Breathe life into the same old songs by emphasizing forefront personalities, strong promotions, and aggressive production style.
—Jeff Pollack

Bolton Research Corporation honcho Ted Bolton predicts the format will be split into 40-54 and 30-45 targets. "The division occurs between the lead-edge boomers and the older, pre-Beatles, non-boomer population.

"Oldies for 25-34s is currently viable as a contemporary AC and Rock AC. It's the segment to keep an eye on because it's the single largest demo cell in the '90s. The format will live forever — and it's only just begun in terms of its musical content, style, and marketing."

Facing The Challenge

E. Alvin Davis & Associates President E. Alvin Davis repeats a prediction he made two years ago: "Look for more markets to gain a second Gold FM station. We call this group of new challengers 'second-wave Oldies stations.'"

Citing KPSN/Phoenix and KBZS/San Diego as examples, Davis comments, "These stations correctly evaluated that the incumbent could be beaten. In both instances, [incumbents KOOL-FM/Phoenix and KCBQ-FM/San Diego] were overtaken in about two ratings books. The success of KPSN and KBZS should be a wake-up call for Gold stations resting on their laurels and relying strictly on an exclusive music franchise to carry them.

"In many instances, Gold outlets are successful because they were the first and only station in the for-



mat — not because of personalities, promotion, marketing, community involvement, or any other traditional qualities that make superb radio stations. Many original FM Gold stations are marginal facilities with minimal financial resources. Many are jukeboxes — and often, they're poorly programmed jukeboxes."

Urging existing Gold stations to be proactive, Davis notes, "Heal thyself before a new competitor exploits your vulnerabilities. While it's true that 'the meek shall inherit the earth,' it's also likely that the strong will come along and take it away again."

Jay Mitchell Associates owner Jay Mitchell expects 1993 to be a good year for the format, but cautions, "With the proliferation of dupolies and LMAs, we're likely to see more stations in the format and a corresponding decline for individual station shares."

He jokes, "If two Gold stations in the same market are owned by the

same company, would that be a 'Doo-Wop-oly'?"

Mitchell advises Gold stations to be lifestyle-oriented and to "stress fun and involvement, while maintaining a sense of excitement about the music."

Strike A Balance

Tim Moore & Associates President Tim Moore explains key ways to take advantage of being a Gold station in '93: "Keep a perfect balance between a hip, fun, and 'today' presentation and playing the right songs from the '60s and '70s. Look for opportunities to seize the moment. Oldies stations insisting on recapturing a 'Happy Days' attitude will find it difficult to engage new cumers."

To attract new entry-level 25-34 listeners, the format needs to shift its music focus to the '70s and '80s, and have a sprinkling of '60s music.
—Paul Ward

Pollack Media Group Chairman/CEO Jeff Pollack says Gold stations will need to choose between the 35-44 and 45-54 targets. "The '70s-based stations will have strong appeal to 35-44s. However, these

A GM's PERSPECTIVE

The Greatest Format On Earth

Impressive ratings, a dramatic billings boost, and the addition of legendary market personalities Robert W. Morgan and "The Real" Don Steele were among the milestones marked by longtime Oldies powerhouse KRTH (K-Earth)/Los Angeles in 1992.

VP/GM Pat Duffy is optimistic about K-Earth's continued success in '93. "This is a great format because of the percentage of people in the primary [25-54] target demographic. Most Oldies stations have 80% or more of their audience in that demo. That high percentage of 25-54s delivers value, which bodes well for Oldies stations."

In addition to snaring morning man Morgan from crosstown KMPC and afternoon Steele from format foe KCBS-FM, Duffy also coaxed veteran KRLA personality Johnny Hayes into switching. "When you turn an Oldies station into a personality station, you can generate additional premium retail dollars. These guys have been the top dogs in this market. They

When you turn an Oldies station into a personality station, you can generate additional premium retail dollars.

—Pat Duffy

were their day's Rick Dees, Howard Stern, and Mark & Brian."

The market's 16th best biller in 1991, K-Earth zoomed to fifth in '92. "That's the kind of move you can make with the numbers this format

Great Expectations

Gold programmers should expect the following in 1993:

- Increased satellite delivery
- More "second wave" stations
- Lifestyle-oriented and contemporary presentations
- Emergence of "Country Gold"

stations will face strong Classic Rock competition on the male side and Gold-based AC competition on the female side. In markets with more than one Gold outlet, a station concentrating on '50s and '60s music will carve out a distinctive audience niche."

Pollack says successful Gold outlets' presentation should be contemporary, not nostalgic. "Breathe life into the same old songs by emphasizing forefront personalities, strong promotions, and aggressive production style.

"Gold stations must win the song-for-song battle by playing the hits. Any attempts to actively demonstrate the station's musical depth by including too many secondary or tertiary cuts will only result in an unfamiliar sound. This won't sufficiently keep the station's promise to play the 'greatest hits of all time.' From both music and contest standpoints, instant gratification will become the true key to success."

Technology Transfer

According to Salant Broadcast Consulting President Pete Salant, 1993 will bring some technological

improvements. "Gold stations will turn to the cutting-edge technology of computer/CD automation. Satellite-fed Gold stations will switch to computer automation to allow greater flexibility with commercial avails and to localize control over the music they play."

Oldies stations insisting on recapturing a 'Happy Days' attitude will find it difficult to engage new cumers.
—Tim Moore

Supporting Lee Bayley's predictions, Salant forecasts, "Fully live Gold stations will learn this year that they can drastically cut expenses by diverting talent salary budgets to the morning show and production. They can run their stations unattended on nights and weekends, without sacrificing localization or lively sound."

Kris Erik Stevens, President of Kris Stevens Enterprises, anticipates a fragmented format this year. "I'm sure we'll hear of more and more Country Gold stations in '93. Some Gold stations will develop the '70s or '80s sound in a particular market.

"Gold represents the musical heart of a generation. It's the only format that emotionally tugs at radio's largest population base. Baby boomers have taken control. If you need further evidence, look at [who'll soon be] running the store at 1600 Pennsylvania Avenue."

Far West Communications President Paul Ward credits some of Gold's recent success to AC's problems. "There's a continuing limited supply of good new AC product. Currents don't turn around as quickly as they did in the '80s. Today, they become mired in the Top 30 and burn out."

As the decade progresses, Ward predicts that "'60s-based Gold stations will garner loyal 40+ audiences. To attract new entry-level 25-34 listeners, the format needs to shift its music focus to the '70s and '80s, and have a sprinkling of '60s music."



LON HELTON

On The Horizon: Increased Revenues, Fewer Jobs, 'AOC'

It's time to begin the new year with the prognostications of a few intrepid souls brave enough to commit their forecasts to paper for all to see.

Fiercer Competition

• **Gerry Boehme, Sr. VP & Dir./Research, Katz Radio Research:** "There are a lot more Country stations on the way in 1993. There are still numerous markets with one or two Country stations, and many will start to look like Dallas, where there are four Country FMs. As more owners and managers explore secondary options, they'll take on the leader, but do it differently. Many will challenge with end-around attacks.

"LMAs and duopolies will hit Country strongly in '93. There are a lot of situations where the dominant station is Country, but hasn't hit the 25-share cap. These stations will LMA or buy another outlet, not only to block a possible format competitor but to expand the Country share and cover all of the Country options. This movement will also extend to smaller markets.

"Country shares will expand further. Much as we've seen in the past couple of years, the second or third Country outlet in a market doesn't get its shares entirely from the [Country] market leader. What's happened is the Country stations end up one-two in the market. This will happen often in '93, especially in markets where there's currently a single Country FM."

'Need Thick Skins'

• **Steve Hicks, President, Capstar Communications:** "1993 will be a stellar year for Country radio. Revenues will be up 8 1/2%, well ahead of the rest of the industry. By the end of the year, there will be duopolies in each of the Top 100 markets. This will create many 'flanker' Country formats similar to what we're seeing in Dallas.



Gerry Boehme Steve Hicks

"And yes, there is a Santa Claus — [WSIX/Nashville's] Gerry House will be available to do mornings coast-to-coast."

• **Bob Moody, WPOC/Baltimore PD & Nationwide Regional Dir./Programming:** "We're going to need thick skins in 1993. The amazing amount of coverage given to a



ridiculous 'study' suggesting a link between country music and suicide rates illustrates the jealousy toward our good fortune. In addition, some critics have developed a sudden, heretofore unexpressed affection for Loretta Lynn and Roy Acuff. They've begun to lament the 'commercialization' of country music.

"And then there was the idiotic accusation that Country radio was guilty of bigotry in regard to Garth



Bob Moody Ed Salamon

Brooks's 'We Shall Be Free.' Expect the 'holier-than-thou' and 'more-Country-than-thou' forces to be even more shrill this coming year."

Wealth Of Talent

• **Ed Salamon, President, Unistar Networks:** "Most of us who produce network programs and satellite-distributed formats had a lot

to brag about in 1992. Our Hot Country format has been one of Country's biggest success stories. The growth of 24-hour satellite formats, as well as the use of national personalities in prime dayparts, has disproved the conventional wisdom that local is better — even in major markets. In 1993, smart stations will be rethinking their strategies and making more creative use of the resources networks are offering.

"We're looking forward to the anticipated recovery of national advertising business. We can profit from Country's increased audience and reinvest in our industry by expanding programming.

"Country radio has been blessed with a wealth of talent. Those of us who've known Garth Brooks from the beginning may be too close to realize it, but he's most certainly the Elvis or Beatles of our generation. He's done for country what Elvis did for rock and roll, and Brooks's impact on country is comparable to how the Beatles led the British Invasion. His platinum sales encouraged record companies to invest more resources in country talent. As a result, more — and better — writers and performers are being attracted to country. This will ensure an even better supply of product — if one can imagine it — in 1993.

"The slogan for next year's Country Radio Seminar says it all: 'We Got What's Hot.'"

Control Of Boomers

• **Rick Torcasso, VP/Ops., Alliance Broadcasting:** "We'll see a plethora of radio stations become the victims of LMAs. More people than ever will be out of work in this industry.

"A new set of philosophies will emerge, a culture of new thinking. This culture won't enjoy a great profile until later in the decade, but the beginning will be evident for those observant enough to notice it.

What's Ahead

- LMAs, duopolies will play key role
- More stations, higher shares
- National morning show on horizon
- Flank attacks will increase
- Country music embraced by more people
- Album Oriented Country next hot format

"I get disgusted when I see the state of radio programming. Research companies and consultants have succeeded in whitewashing what can be a wonderful artistic form of entertainment. They continually place things on a low conceptual level for managers who don't have the programming and marketing background to know any better. There's a new breed on the way.

"Whereas other Country peak periods have had three or four superstars carrying the format, we now have 12-15 'almost superstars' supporting the format as well. Country has more valid artists — in the truest sense of the term — than we've ever had before. Thus, we'll continue to see Country ratings success in '93. It may not continue to explode, but it will maintain."



Rick Torcasso

Rusty Walker

Steve Warren

"Country music will continue to take control of the boomers. These artists are recording songs that touch base with people's lifestyles. Country music has style and substance, and we'll see country music adopted by more people than ever before."

Music Of America?

• **Rusty Walker, Consultant:** "1993 will be the most interesting year in the history of country music. It's the year we'll find out whether country is really the music of America we've suspected it's becoming. The new artists who have quickly found success over the last couple of years are no longer new; '93 will be a year of maturation for them. The potential for more new acts to break through remains, but it'll be harder because of those emerging artists' continued success.

'CHR-Style Country'

• **Steve Warren, Consultant:** "In 1993, fragmentation will set in. There's too much great product — and American tastes are too diverse — for Country to be contained in a single mainstream format. CHR-style Country will catch fire as stations chase younger demos. Traditional country music should again become a valuable element in the mix at some stations, mostly in the South and Southwest. But the style that will have the most long-term impact and staying power will be 'AOC' — Album Oriented Country.

"That phrase conjures up odd images in the heads of radio people. Their first thought of what it might be and what it actually will be are often quite different. But the audience is ready for it. AOC will be current-intensive. These stations won't see the need to wait for the single; they'll be playing the best songs from the hot new albums today. They'll be the first to jump on odd records like Marty Stuart's 'Me and Hank and Jumpin' Jack Flash'. They'll play strong songs that weren't released as singles, like Garth Brooks's 'In Lonesome Dove.'

"The length and content of the gold libraries the pioneers use will be quite dissimilar from station to station. Some will use a tight gold list, others will be wide and diverse. Still, gold and recurrent content will probably be 30% or less. This format will sell a lot of records and break new acts. And once programmers learn how to do it, it should be the No. 1 format in its field of play."



SQUARE DEAL — Reba McEntire and Brooks & Dunn team up backstage after one of two performances together at Radio City Music Hall. One of the concerts was broadcast on the Sony Jumbotron screen in Times Square and simulcast on WYNY. Shown taking a bite out of the Big Apple are (l-r) Arista/Nashville VP/Promotion Allen Butler, Kix Brooks, McEntire, Ronnie Dunn, and MCA/Nashville President Bruce Hinton.

Bobbie Cryner Joe Diffie Dixiana
Darryl & Don Ellis Gibson/Miller Band
Patty Loveless Ken Mellons Collin
Raye Ricky Skaggs Doug Stone
Tammy Wynette Bobbie Cryner Joe
Diffie Dixiana Darryl & Don Ellis

Thanks For A Hit-Filled '92



Gibson/Miller Band Patty Loveless
Ken Mellons Collin Raye Ricky
Skaggs Doug Stone Tammy Wynette
Bobbie Cryner Joe Diffie Dixiana
Darryl & Don Ellis Gibson/Miller Band
Patty Loveless Ken Mellons Collin

Our Best Wishes For An Epic '93



Raye Ricky Skaggs Doug Stone
Tammy Wynette Bobbie Cryner Joe
Diffie Dixiana Darryl & Don Ellis
Gibson/Miller Band Patty Loveless
Ken Mellons Collin Raye Ricky
Skaggs Doug Stone Tammy Wynette
Bobbie Cryner Joe Diffie Dixiana



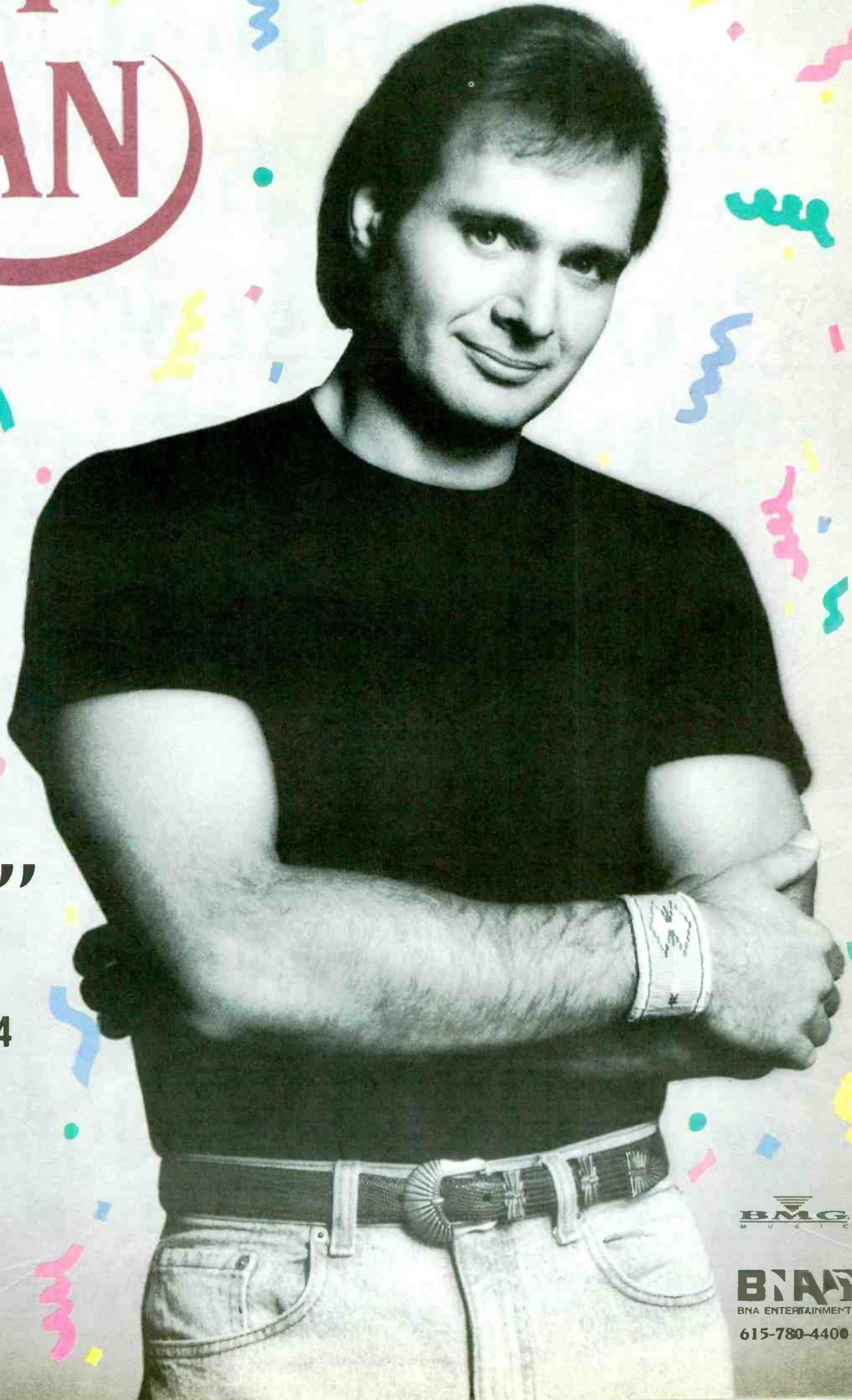
Diffie Dixiana Darryl & Don Ellis
Gibson/Miller Band Patty Loveless
Ken Mellons Collin Raye Ricky
Skaggs Doug Stone Tammy Wynette

E p i c / N a s h v i l l e

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Ring In The New Year With

TIM RYAN



"Idle Hands"

Add Date: January 4

*Produced by Richard Landis for
Outlandis Productions*

Management:
Bill Carter
615-327-1270

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New Year Brings New Challenges

As the new year begins, can Country hold its newly gained ground while catering to its mainstay fan base? Will the window for new artists remain open? Several Music Row execs answer these questions and offer some predictions of their own:

• **MCA/Nashville President Bruce Hinton:** "We finished 1992 70% ahead of 1991's record year. We expect '93 to be even stronger. Our superstars hit new sales levels in '92, and our new and mid-level acts are well-positioned to move into gold and platinum status this year."

"Overall, the industry is very healthy. I wouldn't be surprised if sales increased 15%. However, I question whether the Country-based, pop-sounding, multiformat records will make much of a beachhead in '93. The trick will be to serve the core Country listeners, while making music that's meaningful to new Country fans."

• **RCA/Nashville VP/Operations Thom Schuyler:** "As a former member of this town's songwriting community — and as a current part of RCA's team — I believe



Bruce Hinton Thom Schuyler

great songs sung by great, personable artists are the essentials for success. The audience needs to feel a kinship with both. This isn't profound, but in the midst of all the fiery hoops we jump through to stay ahead of the competition, it must remain the beacon of our endeavors.

"The dust should begin settling on all the 'new highs' the musical community has reached. I'm not predicting a downturn for country



music — I believe Nashville has all the goods to sustain its position on top of the mountain. We're in unexplored waters right now, and 1993 will be the year when we begin determining the depth of our success.

"By next Christmas, if our main priority is anything other than continuing the great musical legacy of this community, we will have lost our first love. If people can't turn to our format for words and music — and for heart and soul — then God bless us, everyone!"

• **Asylum Records Exec. VP/GM Kyle Lehning:** "We'll see a different breed of artist whose music will have more depth, artistry, integrity, and grit. Asylum hopes to contribute to that."

• **Producer Allen Reynolds:** "If we all do our work, the audience will keep growing. I hope the chain of people and organizations involved won't be too conservative and will try to give customers value for their dollars."

• **Liberty Records President - Jimmy Bowen:** "The Solid Gold Dancers will learn how to do a line dance fully clothed, and [RCA Records President] Joe Galante won't return to Nashville because he's afraid Thom Schuyler might fire him."

AMA Action

The talent lineup for the 20th annual "American Music Awards" — co-hosted by Wynonna and set to air January 25 on ABC-TV — is scheduled to include nominees Billy Ray Cyrus, Reba McEntire, and Vince Gill. Cyrus earned four nominations for Favorite Male Artist, Single, Album, and New Artist. Gill and McEntire garnered two each for Favorite Male Artist and Single, and Favorite Female Artist and Album, respectively. Other country artists nominated include:

• **Favorite Male Artist:** Garth Brooks and Alan Jackson

• **Favorite Female Artist:** Lorrie Morgan, Tanya Tucker, and Wynonna

• **Favorite Band, Duo, or Group:** Alabama, Brooks & Dunn, and Sawyer Brown

• **Favorite Single:** "The River" (Garth Brooks)

• **Favorite Album:** "The Chase" (Garth Brooks)

• **Favorite New Artist:** Brooks & Dunn and Wynonna.



Kyle Lehning Jimmy Bowen

So Long, Farewell

Larry Gatlin & The Gatlin Brothers ended their 17-year touring career with an appearance in Asheville, NC on December 18. They won't stay idle for long, however: In February, Larry will play the lead in the "Will Rogers Follies." He'll replace Mac Davis in the Broadway show, which also stars Marla Maples, Nancy Ringham, and Robert Fitch. The Gatlins are also working on a joint venture to develop their own



A LOT ABOUT PLATINUM — Alan Jackson may know a little 'bout love, but he knows a lot about platinum records. Celebrating at a surprise party honoring his five million+ sales are (l-r) ASCAP's Shelby Kennedy, Arista/Nashville Sr. VP/GM Tim DuBois, Jackson, and manager Barry Coburn.

theatre in Branson, where they hope to headline late next year.

ACE-ing It

"The Judds: The Final Concert" was nominated for Best Music Special by the National Academy of Cable Programming. The show's director, Louis Horvitz, also received a nomination for Directing a Music Special or Series. TNN's "American Music Shop" was nominated in the Music Series category. Winners will be announced January 17 on Lifetime's 14th annual "CableACE Awards."

Bits & Pieces

Travis Tritt has been named National Chairman of the 1993 Department of Veterans Affairs National Salute to Hospitalized Veterans. The National Salute program will be held the week of February 14 at 171 hospitals and veterans' homes nationwide. . . Highway 101's Cactus Moser won the Roper Apparel/National Cutting Horse Association Celebrity Cutting Championship on December 11, beating out such competitors as Tanya Tucker, Bob Kingsley, Michael Keaton, and Linda Blair. . . Arkansas native Tracy Lawrence recently taped some spots for the Arkansas Department of Tourism. Lawrence is currently wrapping production on

his sophomore Atlantic/Nashville effort, scheduled for a March release. . . Eddie Rabbitt will headline halftime ceremonies at Memphis's Liberty Bowl game on December 31. Rabbitt will join a 1000-member choir and band in a salute to the January 8 introduction of Elvis Presley's postal stamp.

— Lorie Hollabaugh

COUNTRY FLASHBACK

1 YEAR AGO

• No. 1: No chart the first week of January

5 YEARS AGO

• No. 1: "Goin' Gone" — Kathy Mattea

10 YEARS AGO

• No. 1: "Like Nothing Ever Happened" — Sylvia

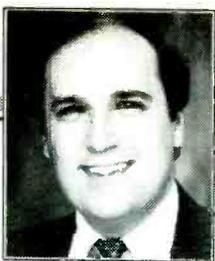
15 YEARS AGO

• No. 1: No chart the first week of January

Coming Soon...

The Future!





MIKE KINOSHIAN

AC

ADULT CONTEMPORARY

CONSULTANTS CORNER

Will The Fragmentation Continue?

Wonder what's brewing for AC in '93? Several leading consultants offer insights, feelings, thoughts, and predictions for the new year. But be warned — not all of what follows is rosy.

Cake Walk

Berkowitz Broadcast Consulting head Gary Berkowitz offers two thoughts about on-air talent in the new year. "Some of the better AC morning shows will be syndicated. Personality [announcers] will be in demand for shifts other than morning drive.

"Many ACs will realize they need more than just music. Some will realize there's too much frosting and not enough cake."

If CHR's reliance on rap music persists, AC may benefit, continues Berkowitz. "We'll continue seeing an influx of 18-34s. Hot AC will continue to evolve, becoming a stronger [part] of AC. Current music heard on ACs will evolve with popular music tastes. Look for Country crossovers to play an even larger role in AC's music mix."

Cracking The Code

Broadcast Architecture CEO Frank Cody sounds ominous notes for AC in '93 and '94. "The trouble comes from the confluence of two trends: the emergence of liner notes as the highest form of 'brain-dead' radio and CHR's failure to hand off a large enough base of mainstream megahits to AC."



Hot AC Heats Up

This year, we can expect more CHR's to flip to Hot AC, says Coleman Research President Jon Coleman. "Compatibility studies reveal 'pop' music is more compatible with AC than CHR. CHR's can remain in the format and be more rhythmic, or change to AC and play 'pop' hits of the '80s and today."

Coleman envisions tough times for Soft ACs: "Many have maintained the same average era for many years. Listeners perceive them as too old. Efforts to contemporize them will be slow, because the old 'mushy-sound' images will linger.

"Marketing and positioning Mainstream ACs — which are neither the softest nor the most up-

spice — the quickest way to differentiate your station from the competition."

Stern Talk

While McVay Media President Mike McVay doesn't anticipate the introduction of a major new format this year, he opines, "I wouldn't be surprised to see the return of 'Love Songs.' Individual stations like KHMV/Houston will continue to focus on Hot AC, while others — like WHPT/Tampa and WMMO/Orlando — will focus on Soft AOR. We may also see more FM News/Talk stations."

He reminds us that fragmentation continues to haunt the format: "AC's overall share continues to show it's the most listened-to format in the country. But fewer ACs are posting No. 1 25-54 shares in markets, because there are three and four ACs in large markets and the same number in some smaller markets."

McVay envisions a bright future for Soft AC. "It's today's Easy Listening. Soft AC's the most suitable format for at-work listening. It appeals nicely to 35-44s — the country's largest demographic cell. Radio people dislike this format because they see it as lackluster and not fun. But the only thing that matters is that listeners seem to like it."

McVay also predicts that multi-market morning sensation Howard Stern will be in "75% of the Top 25 markets by year's end."

Less '60s Music

"Heads-up AC PDs have placed a decreasing emphasis on '60s and early-'70s titles," notes Peterson Media Services President/Unistar Radio Networks affiliate consultant Al Peterson. "A large percentage of people in AC's target have no real emotional attachment to that era. Smart programmers will emphasize higher-scoring '80s and '90s songs."

Peterson foresees a two-way format split. "The choice is really between a brighter, personality-oriented presentation and a soft approach with limited on-air promotion and low-key announcers. Musically speaking, these AC variations will be quite similar, with mostly '80s and '90s-based libraries."

Mainstream Troubles

Jack Taddeo Communications chief Jack Taddeo takes exception to McVay's opinion of Soft AC. "Soft ACs that aren't continuing to grow with their audience's changing tastes will be in trouble within the next year. It was 1983 when Soft AC first debuted in the Top 3 markets. It replaced B/EZ for relaxing and at-work usage.

"Ten years later, it's in danger of being replaced — at least in the 25-

Taddeo's predictions, noting, " '60s, '70s, '80s, and '90s ACs have become too broad for most major and fragmented markets." He also predicts a new demo target for some within the format. "More AC operators will find it profitable to

40 age group — by today's '80s-based hotter ACs. The old staples of Soft AC no longer carry as much weight with the target demo."

Taddeo also sees problems for some Mainstream ACs. "Say goodbye to '60s, '70s, '80s, and '90s



Bob Lowry



Mike McVay



Al Peterson

ACs," he forecasts. "Mainstream and 'Mix ACs' that play everything from Frankie Valli and the Supremes to Bryan Adams and Paula Abdul will have no place in markets with good Gold, Hot AC, and Soft AC stations. Listeners want the best variety within their tastes — not the widest variety on the planet."

The Move To 35-64s

Vallie Consulting honcho Dan Vallie concurs with at least one of

target 35-64s instead of 25-54s — particularly in fragmented markets."

In reference to Soft AC, he remarks, "We'll see more splintering with the development of Contemporary Soft AC and Soft Older AC in the same market. AC in general will continue to fragment as a format of choice, even to the point of ignoring other options. When done well, AC should thrive as a format in the target demo. One of the keys will be differentiation."

'92 Prognostications Revisited

Elsewhere on this page you'll find brave predictions for '93 from eight top radio consultants. But how did last year's panel of experts perform? Here are some quotes from last year's forecast column (R&R 1/3/92).

"The switch by the No. 3 AC to the No. 2 Country has great potential . . . Three or four stations doing similar AC formats in the same market can't survive limited ad budgets" — Lee Bayley & Associates President Lee Bayley.

"The misguided concept that CHR is a 12-24 format will open a wide field for Hot AC. Most CHRs are overproduced and underhumanized" — Larry Berger, then President of Berger Broadcast Consultants.

"Don't be surprised if NAC continues steady growth in key markets such as Chicago, New York, and San Francisco" — Cody/Leach Broadcast Architecture general partner Frank Cody.

"To attract newfound promotion dollars, stations' marketing efforts

will be creatively packaged to include the needs of local retailers and manufacturers" — Fairwest CEO Reg Johns.

"Rock AC will begin popping up in markets across the country . . . I don't hold too much hope for Hot AC. It will work in some highly fragmented larger markets, but won't garner huge mass appeal numbers in some smaller markets" — McVay Media President Mike McVay.

"Unless CHR responds wisely, Hot AC will be the CHR of the early '90s" — Vallie Consulting's Dan Vallie.

"Currents will not be the panacea for ailing ACs. They should stick to familiarity" — Adult Contemporary Concepts President Tom Watson.



Gary Berkowitz



Frank Cody



Jon Coleman

He offers several solutions. "One or more losing ACs per market will switch to Country or New Rock, leaving the survivors with a few more bones. Workplace ACs will crack the code and build truly competitive morning shows. 'More music in the morning' won't cut it."

Some new AC forms may be waiting in the wings; Cody describes two such offshoots: "Micro-dayparted stations that focus on more things to do for the audience as the hours roll by — all within a single music format idea. Another form will superserve specific moods and feelings, such as happiness, melancholy, reverie, relaxation, and fun."

tempo and contemporary — will be a real challenge in 1993."

The Country Factor

Lowry & Company President Bob Lowry believes AC PDs will rely on outside sources for programming help. "Morning drive personalities will become more important, even on Soft ACs which downplay personalities. ACs will look to formats like Country to find fresh talent, but AC will continue to lose ground to Country as an adult format."

So-called "safe" music lists should be carefully scrutinized. "They will become dangerous," Lowry warns. "Stations will begin creating uniqueness with musical



RANDALL BLOOMQUIST

EXECUTIVE ROUNDTABLE

Mood Check: Cautious Optimism

What does the new year hold for the Talk format? Some good things, actually, according to several format executives.

Among their predictions: slightly higher revenues, more syndicated program offerings, and lots of listener interest sparked by this month's change of White House occupants.

'Rechanneling Resources'

Jack Swanson, VP/GM, KING-AM & FM/Seattle: "Because of the increasing availability of syndicated product, I think we're going to see an increase in the number of Talk stations in the Top 20 markets in 1993 and 1994. The [Rush] Limbaugh and [Howard] Stern phenomena have given operators increased confidence: If they have a struggling AM it's just as easy, and perhaps more successful, to automate Talk than it is to automate a music format."

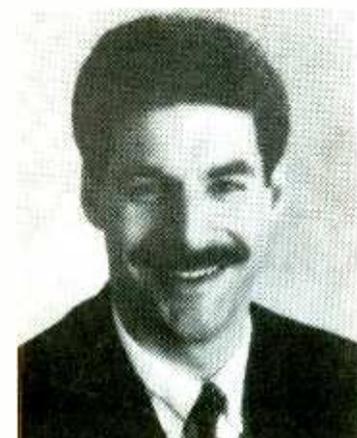
"I don't think we're going to see an increase in the number of tradi-



Jack Swanson

tional Talk stations with local staffs. It's just going to be a case of throwing the switch.

"Business for existing Talk stations will be no better in 1993, but certainly no worse than the entire radio industry. We're going to see growth on a slow, but continuous basis throughout the year. In healthy markets, local revenue will increase between 3%-5%. On the



Ron St. Pierre



national level, business will remain flat.

"Talk stations will be hurt because the airlines are in trouble and bleeding money. Airlines have traditionally been important advertisers on Talk stations that are attracting an upscale audience.

Talk stations that are delivering the right kind of qualitative au-

“I also think people are a little more optimistic. The country demanded change, and voted [Bill Clinton] into the White House. Now the public is going to be reacting to that change with positive and negative thoughts. It's going to be a very refreshing year for Talk radio.”

Talk stations that are delivering the right kind of qualitative audience have a chance to fare better than radio as a whole.

—Jack Swanson

“There aren't any plans for sweeping budget cuts. It will be more of a rechanneling of resources; we have to be a little bit smarter about how we spend our money. We will be a little more aggressive in promotion than we were in 1992 — it's nice to see that come back.”

“I feel good about being in the Talk format. Our last two trends showed significant growth in all dayparts. We carry Rush Limbaugh, and I think he has some good grist for the next four years.”

“I also think people are a little more optimistic. The country demanded change, and voted [Bill Clinton] into the White House. Now the public is going to be reacting to that change with positive and negative thoughts. It's going to be a very refreshing year for Talk radio.”



Rich Wood

audience have a chance to fare better than radio as a whole. As advertisers start watching their budgets more closely, we'll see more qualitative buys and fewer 25-54 buys.”

Ron St. Pierre, President/GM, WPRO/Providence: "Local business here is doing great; We've

projected that the [local] market will be up in 1993, but just slightly. National business is still slow.

“There aren't any plans for sweeping budget cuts. It will be more of a rechanneling of resources; we have to be a little bit smarter about how we spend our money. We will be a little more aggressive in promotion than we were in 1992 — it's nice to see that come back.”

“I feel good about being in the Talk format. Our last two trends showed significant growth in all dayparts. We carry Rush Limbaugh, and I think he has some good grist for the next four years.”



Jim Meltzer

“I also think people are a little more optimistic. The country demanded change, and voted [Bill Clinton] into the White House. Now the public is going to be reacting to that change with positive and negative thoughts. It's going to be a very refreshing year for Talk radio.”

Niche Programming

Rich Wood, Director, WOR Network: "The future of syndicated Talk will be in small networks. The huge guys who can't move quickly won't be the force in Talk. What we'll find are networks that don't need to make the huge bottom-line figures of an ABC, CBS, or NBC."

"I see niche talk programming as being very important. They're the only people who can compete against Rush Limbaugh because they are absolute counterprogramming."

"Niche sales will also be important. The more you go after the same advertisers as ABC, CBS, and NBC, the less you're going to get. If you do niche programming, you've got somewhere else to go. While we go after some mainline advertisers, with the Dolans [financial show] as being very important. They're the only people who can compete against Rush Limbaugh because they are absolute counterprogramming."

"Those networks that deal only in general interest Talk are going to have some serious problems."

“

The future of syndicated Talk will be in small networks. The huge guys who can't move quickly won't be the force in Talk.

—Rich Wood

The question is how many networks are going to be here a year from now?"

Jim Meltzer, GM, WGR/Buffalo: "I definitely see a major increase in sales in 1993 for the Talk format. People are realizing this is a format that can sell merchandise. We're looking at a 70% overall increase in revenue in '93. That's because we're two years into the format, and we're still in a growth curve."

"In the coming year more programmers are going to be working to make sure their stations are 'not your father's Talk station anymore.' The competition is not necessarily the other AM in town. We want to be competitive with the music stations. We're after anybody who listens to radio, and we have to give those listeners a compelling reason to switch in for information — or for the entertainment programming."

Charles Schwartz, President, WWDB/Philadelphia: "We expect sales to be better than in 1992. Last year was better than '91, which

“

It looks like there's a trend toward oversupply of network-supplied Talk.

—Bob Neil

“

was better than '90. So we've shown that a strong Talk station can thrive in a weak economy."

"There will be more Talk programming from small networks. Howard Stern is a mini-network unto himself that may grow — if you're not concerned about the fines that might go with it. Infinity Broadcasting seems committed to the concept, based on its hiring of the Greaseman and the rumbles about putting [WJFK/Washington middayer] G. Gordon Liddy up on the bird. If that happens, the larger



Charles Schwartz

networks will find it less profitable [to do Talk]."

Oversupply Of Talk?

Bob Neil, Exec. VP/Radio, Cox Enterprises: "The general consensus is that sales will be a little bet-



Bob Neil

ter in 1993. I don't think anybody is predicting explosive growth. If national just stays flat and local is up a couple of percentage points, I think people would be happy."

"On the programming side, between Larry King getting into the [daytime] fray and rumors about WLUP/Chicago looking to syndicate some of their programming, it looks like there's a trend toward oversupply of network-supplied Talk. It's going to be very interesting. I think a number of [the newcomers] won't make it."

Ed McLaughlin, Chairman, EFM Media: "We had a very good '92, and we have an ambitious plan for 1993. We've had a return of advertisers who were on in '91 and '92. They're coming back at reasonable increases that reflect growth."

"Rush Limbaugh's TV show will increase his radio audience because there are people seeing him on TV for the first time who are not radio listeners, but could easily become listeners. I think a 4 million AQH [up from the current 3.4 million] is something we could accomplish."

"I don't expect the radio network business to grow a lot — if at all. I don't know if it will ever return to the days of 1986, '87, and '88."



Ed McLaughlin



SHAWN ALEXANDER

New Year's Predictions

Five format luminaries foretell the future

New Rock experienced significant growth in 1992. Will that trend continue in the next 12 months? What will be the year's key musical developments? How will New Rock-oriented CHRs affect this format? Five leading lights hold forth on what we can expect in 1993.

Richard Sands
KITS/San Francisco

KITS (Live 105)/San Francisco OM/PD Richard Sands sees modest growth for New Rock in 1993. "I think we'll have a minimum net gain of five stations next year. I wouldn't be surprised to see a new station in Chicago. But I don't necessarily believe all the new stations will be successful. Like any format, it takes special people to pull it off. You need the right air talent, promotional savvy, and a budget."



As far as the current growth of New Rock-leaning CHRs, Sands points out, "It's difficult to be on the fence, because the people who like New Rock don't want CHR or that format's repetition. The CHR/New Rock stations are not going to satisfy the hardcore people. Unless you satisfy these people, you probably won't be successful in the long run."

Some of the bands to watch for in '93, according to Sands, are Suede, Adorable, the Family Cat, and the Lemon Trees. "Also, look for James to really break through in the U.S. The next superstars will be the bands that have been toiling in relative obscurity for a number of years. They suddenly will be appointed 'overnight sensations.'"

Kevin Stapleford
XTRA/San Diego

"LMAs and duopolies will have the biggest impact on the format in '93," predicts XTRA-FM (91X)/San Diego VP/Programming (and



Kevin Stapleford

KNDD/Seattle consultant) Kevin Stapleford. "The new rules will help the format, because they'll give more owners and markets a better opportunity to give this format a realistic chance. It will allow a new sign-on the time it needs to develop an audience.

"What I'm hearing in my own company [Noble] is stations will try and own certain chunks of demographics in their market. I think we'll see a lot of New Rock stations pop up, because it makes sense if you tie the format in with a mainstream AOR or CHR. There will be a lot more fragmentation in terms of what AOR and CHR are all about."

Which markets can we expect changes in next year? "If an automated AM station in Portland [KBBT] is able to survive, it's only a matter of time before an FM station starts up. Other possibilities are Houston, New York, Honolulu, any market with college communities or influxes of military personnel, and any market with three AORs."

Which artists will break through in '93? "I think the harder-edge bands - Helmet, Ministry, Nine Inch Nails - are going to continue to grow for the format," Stapleford says. "I expect the techno sound to become more popular. There's definitely a demand for bands like Messiah and the Utah Saints."

Ronald Morey
Jarad Broadcasting

Ronald Morey, a principal at Jarad Broadcasting (owner of WDRE/Long Island and operator of suburban Philadelphia New Rock WIBF/Jenkintown), anticipates significant growth in the format in 1993. "We will witness an ever-expanding base to markets of all sizes. The key, of course, is to recognize that you can't simply clone the format and expect it to work in every market."

Will more owners take a chance on the format? "Nothing breeds success like success. As more New Rock stations perform well, you will naturally see the format blossom."

Unlike Stapleford, Morey doesn't feel the relaxation of the duopoly

FLASHBACK

Sands On Shifting Times

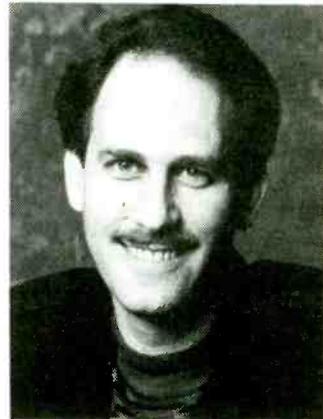
Last year, KITS (Live 105)/San Francisco OM/PD Richard Sands predicted an oldies trend would continue to emerge within the format. "There's a wing of this format that, like Classic Rock and AOR, speaks in the past."

One year later, Sands says, "Look for an overall trend away from the New Rock 'heavyweights.' As the format matures and succeeds, there's more pressure to rely on superstars like U2, R.E.M., INXS, the Cure, etc. But what makes New Rock listeners so special is they don't want to get locked into the past. They'll demand more variety and a continual search for the new and different."

New Sign-ons

Last year, Sands pointed out, "It's important for new stations to do a good job, stay true to the format, and be a success for others to emulate."

One year later, he notes, "The sign-ons proved to be a success, for the most part. More and more managers are going to look at the format as a possibility when they



Richard Sands

recognize they're having trouble as the market's fourth AC or third AOR. In the next five years, there should be a New Rock-leaning station in every Top 50 market."



Based on Jarad's success, I'd say that you'll see an expansion of the format through simulcasting with O&Os, LMAs, and syndication.
—Ronald Morey



Explaining how the duopoly rule might affect the format, Sands says, "AOR, Classic Rock, and New Rock stations will team up in certain markets. It'll enable you to own the rock spectrum."

in '92 will still play a part in the format. New Rock broke that genre."

Max Tolkoff
WFNX/Boston

WFNX/Boston OM/PD Max Tolkoff is skeptical when it comes to predictions about New Rock's acceptance. "It will be a struggle until there's a viable New Rock station in every major market in the country. There are still major markets where people haven't heard this music. When they hear it, we'll see a different perspective on the part of the audience, a different acceptance level on the music, and increased sales figures for many artists.

"Something needs to create a critical mass for this format to be seen as the next big thing. Until the format has a big Top 10 success story, it won't open enough eyes. KROQ/Los Angeles needs to get a five share before people wake up and take notice."

"The music will continue to center around guitars," predicts Tolkoff. "Based on the success of Nirvana, look for record labels to try and sign the next Nirvana clone band. We're waiting for the perfect crossover techno record - one that crosses from the clubs to radio. It won't happen in '93, unless the artists cater more to the masses."



Jon Leshay

rule will have a big affect on the format: "No more than on any other format. Marketplace economies guide the decision-makers. Based on Jarad's success, I'd say that you'll see an expansion of the format through simulcasting with O&Os, LMAs, and syndication."

Jon Leshay
Elektra

"I foresee a lot of success with major market New Rock-leaning CHR stations," predicts Elektra VP/Alternative Music & Video Promotion Jon Leshay. "We're going to see more of these stations in '93, and the competition for New Rock stations is primarily going to come from CHR, not AOR. This is a business, and some New Rock stations will have to establish a more mainstream approach to survive.

"There's a definite need for new music in CHR. New Rock stations have proven they can win. The bottom line is the more stations that play New Rock, the more people we'll reach, and the more records we'll sell."

Leshay believes New Rock will continue to embrace a whole range of musical genres. "More people will open up to the more cutting-edge, hip-hop/rap bands like Arrested Development and Me Phi Me. In addition, some of the retro rock 'n' roll that started to happen



Max Tolkoff

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FLOWERHEAD

snagglepuss

NEW ROCK DEBUT — 29

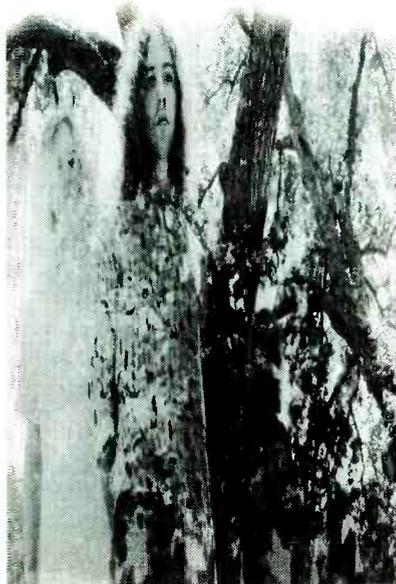
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- January 19 PHILADELPHIA Theatre of the Living Arts
- January 20 TRENTON City Gardens

MORE DATES TO FOLLOW...



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HARVEY KOJAN

CRYSTAL BALL PERSUASION

What Will Be In '93

What's in store for AOR in 1993? Once again, I invited industry luminaries to take the crystal ball challenge and predict the future.

Participants were free to prognosticate on any topic. I suggested a few key issues, including the economy, duopoly, fragmentation, technological advances, and Howard Stern.



Ted Utz

“**Advertising revenue will rebound slightly. Local spot money will be your best performer; the national arena will be like a month-to-month roller coaster.**”
—Ted Utz

'93 will be a little better. There's already some upfront activity, but nothing like 1990. Buyers will be looking for quality; there'll be little room for fluff, and cost per points will stay low.

Because of our lack of faith in this injured economy, radio will

They Said It...

Here's what some of last year's crystal ball participants predicted for 1992:

• **B/D & A's Greg Gillispie:** "AOR is fascinated with trying to reach the 35-44-year-olds without sacrificing the 18-24-year-olds. The format has stretched the demographic boundaries so far that many are playing the ends against a middle that may soon collapse."

• **Consultant Al Peterson:** "Short of a miracle, the general recession will continue to have a negative impact on revenues for the next 12-18 months."

• **Kelly Research's Tom Kelly:** "Anyone who believes '92 will be a recovery year was probably told so by the Tooth Fairy."

will venture into this arena. This group has an annual spending power of \$125 billion, according to the Roper organization. Instead of more programming consultants, how about hiring sales consultants who understand this demo's strength?

CHR will gain strength only when its tired, boring, and obnoxious morning shows are replaced by talent who understand that 18-34 women aren't interested in wearing underwear on their heads or listening to 25-year-old jocks with ego problems. These morning shows — not the music — killed the format.

Duopoly, which is supposed to help broadcasters, will put many out of business. Large groups or well-funded medium and small groups will take advantage by doubling up in their markets. But what will struggling owners do? If you're an AOR, your competitor is AOR, and they buy another station and squeeze you, you die. The big will get bigger; the little guys will go broke. It's especially bad for minority broadcasters. Once again, the FCC will hurt those they were supposed to help.

Ted Utz
Harris/Utz & Associates

Interest rates will remain near their current lows, but banks will be stubborn. Have you tried to get a loan recently? It won't be any easier for most of 1993. For this reason alone, economic growth will be sluggish. The new leaner and meaner corporate America will show better profits, fueling the mini-rally on Wall Street — especially with select smaller companies. However, real unemployment will remain high.

Radio advertising revenue will rebound slightly. Local spot money will be your best performer; the national arena will be like a month-to-month roller coaster. By year's end, you'll see only marginal growth. Rep firms will continue to consolidate. After a nonexistent year for networks and syndication,

Mary Catherine Sneed
Summit Communications

The economy will be better, but the Northeast and California will continue to struggle. Station budgets will be tight and slashed further if revenue doesn't come in. No one has money and banks still aren't lending, so station buying or trading probably won't pick up for anyone except large companies.

Don Imus and Stern will kiss and make up before another woman gets a major market programming job. Meanwhile, Stern will be No. 1 in every market he enters. Other personalities will try to duplicate



Mary Catherine Sneed

“**Don Imus and Howard Stern will kiss and make up before another woman gets a major market programming job.**”

—Mary Catherine Sneed

his success — and fail . . . unless they're on a station where Howard's doing morning drive.

Mainstream AOR is over except for small market stations with no competition. Low-end AOR is viable, but until agencies realize the buying power of 18-29-year-olds (all 46 million of them), few operators

Tomorrow's Headlines Today

- Alternative Formats Grow
- Economy Still Sluggish
- Revenues Up . . . Barely
- Mainstream AOR Under Attack
- Broadcast Companies Consolidate
- Banks Still Not Lending

continue to look for ways to cut back, although not as much as we've seen. Aggressive companies like Infinity and Evergreen will be the exception. Most — especially big companies with other interests — will be slow to move forward.

You'll see more duopolies, although not as many as you might think. Most existing LMAs haven't been profitable. Too many companies overpaid going in and will have nothing at the end of their terms. Agreements will be more difficult to reach.

You'll see more format fragmentation. Low-end AOR will be popular but tough to sell. Heritage AOR will maintain its hold on 25-44s, but must be managed properly. Classic Rock will continue to be strong but should remain the "me too" format against the big AORs . . . unless you're up against Stern. I don't see Howard turning back in '93. Initially, I thought the recent fines would stunt his affiliate growth, but broadcasters aren't overly concerned. The FCC's indecency definition is too vague and must be updated. Mel Karmazin will push this all the way to the Supreme Court. In the meantime, Stern's list will grow.

AOR's new challenge in '93 will be Adult Alternative — on the coasts in particular, as well as major Midwest and Southwest markets. Listeners are looking for an intelligent alternative to rock music . . . and not everyone is driving pickups.

Harvey Leeds
Epic

Look to your left and your right — half of us won't be here by mid-decade. Meanwhile:

Electronic publishing will vie heavily for everyone's attention over printed weekly trade publications . . . Larry Moffitt will exit his programming position in Kansas City . . . Jeff Pollack will personally move further away from day-to-day radio consultation and attempt to enter the Mike Ovitz world . . . Lee Abrams will fly his Bonanza back into the mainstream.

A major female rock star will emerge and dominate album radio . . . Meatloaf and Jim Steinman will make a musical comeback . . . Audience-based issue shows will be simulcast on television and radio by Stern imitators.

LMAs will become obsolete. A slew of kamikaze "tripoles" will cause bloodshed for stations pitted against them . . . To survive, radio must de-emphasize Arbitron and

its inaccuracies to its advertisers and campaign for a more sophisticated methodology. Enter Accuratings.

Sony's MiniDisc will make DCC look like eight-track . . . The shrinking of music software packages will have a major impact on the collectability of pop culture art. Clear a space on your wall.

Larry Campbell
The Research Group

The key to economic recovery in 1993 is increased consumer confidence. There's been some recent improvement in retail sales trends, gross domestic product figures, and credit card charge volume trends. Unfortunately, the employment picture isn't so positive. More jobs will be lost this year through layoffs and employee attrition. President-elect Clinton's impact remains to be seen.

Station trading won't pick up until lending institutions get behind the financing of worthy transactions. Credit will remain difficult — if not impossible — to come by. Expense management at rock stations will be very rigorous and heavy-handed. In most cases, duopoly rules will reduce the number of station employees from the top down.

Competition in the rock format in 1993 and beyond will become more

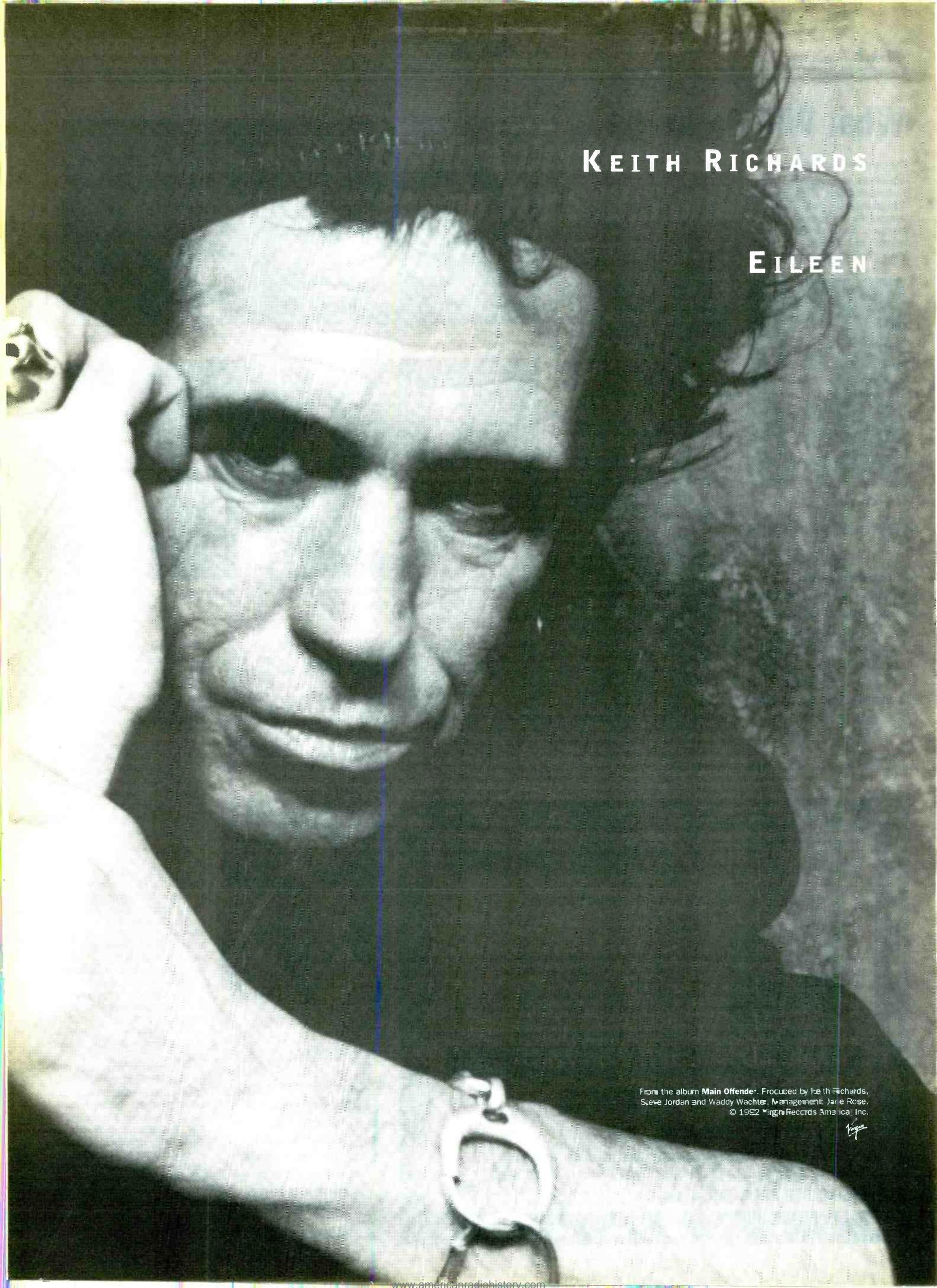
Continued on Page 44



Harvey Leeds

“**A major female rock star will emerge and dominate album radio.**”

—Harvey Leeds



KEITH RICHARDS

EILEEN

From the album **Main Offender**. Produced by Keith Richards,
Steve Jordan and Waddy Wachtel. Management: Jare Rose.
© 1982 Virgin Records America, Inc.



What Will Be In '93

Continued from Page 42

intense as segmentation and specialization affect more markets. Fragmentation will make it tougher for mainstream AOR to prosper. Sophisticated format search and format alternative studies will become critically im-

portant. These will enable owners and operators to know if their mainstream stations can successfully defend audience shares, how much erosion increased competition will cause, what music alternatives offer the highest opportunities for success, and whether shifting to a narrowly focused rock segment makes sense.

Technological advances will probably have little, if any, effect on radio over the next 12 months. However, direct broadcast, increased music television specialization, music video on home computers, etc., should be considered serious potential competition for rock listeners' time and attention through the latter part of this decade.

Look for increased syndication of top air talents like Stern and the GreaseMan. We may see a more relaxed attitude toward indecency in 1993 and beyond, supported by the causes of free speech and freedom of expression, which are generally cherished by the Democratic party.



Larry Campbell

66

Expense management . . . will be very rigorous and heavy-handed. In most cases, duopoly rules will reduce the number of station employees from the top down.
—Larry Campbell

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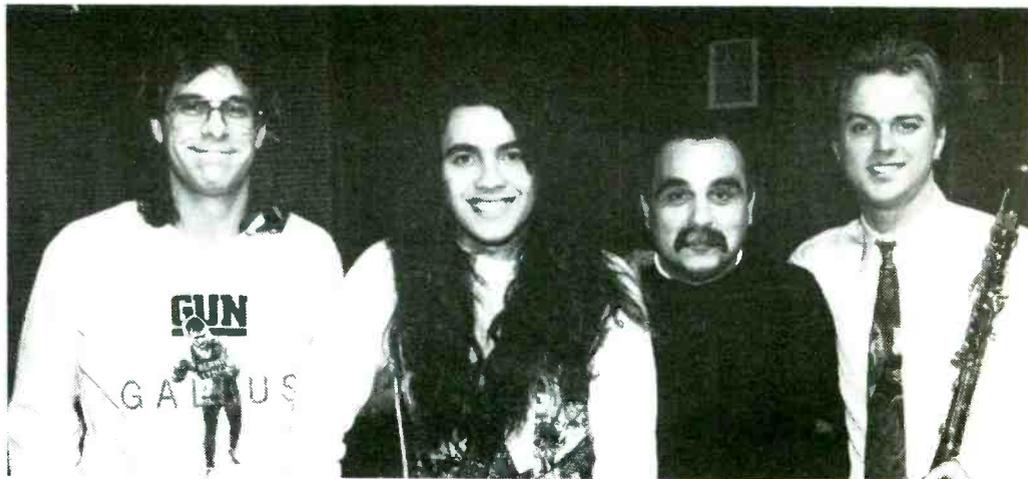
Tom Owens WEBN/Cincinnati

Without question, one of radio's greatest challenges will be successfully managing technology. To appreciate the ramifications of failing to do so, one only need review the recent history of the television networks.

Fifteen years ago, the three networks commanded a gross 90 share of the market, with \$800 million in cumulative profits. Today, fractured by cable, VCRs, satellite services, and additional UHF licenses, network market share is off nearly 40% — and profits are zero. Unfortunately for them, the introduction of fiber optic and dig-



DREAM PHOTO — KILO/Colorado Springs APD/MD Alan White (c) is flanked by Dream Theatre's John Petrucci, James LaBrie, Mike Portnoy, and John Myung.



TEMPTED — JRS duo Acosta-Russell visit WDHA/Dover, NJ; (l-r) PD Vic Porcelli, John Acosta, JRS VP/Promo Billy Cataldo, and James Russell.

ital compression technology will multiply cable capacity by 10.

Radio's challenge will be digital broadcasting, which could make 1984's 31% 80-90 docket FM signal explosion appear insignificant in retrospect. A digital broadcast standard creating equal sonic integrity and coverage patterns for all would more than double the competitive signals in each market

immediately, and that's before factoring in additional digital licenses, direct broadcast satellites, or the pay-per-listen subscription services evolving from cable's need to fill its expanded capacities.

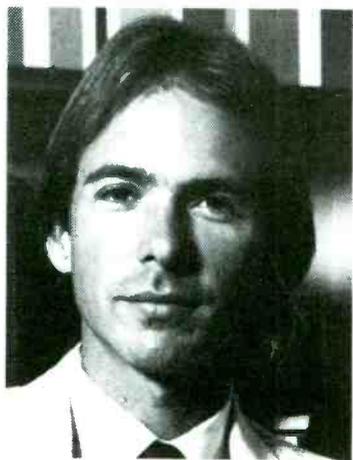
While the digital issue will be postponed — more by politics than hardware — a number of things seem apparent for the immediate future.

Broadcast companies will continue to consolidate resources, determining which markets are priorities and doubling up to dominate them. Contrary to most early anti-duopoly arguments, the two-dimensional opportunity will breed diversity — not monotony. Non-mainstream formats which were not viable as overpriced stand-alones will become feasible within merged machinery. The first companies in will benefit for years to come as their moves define the remaining opportunities.

While we've seen second stations primarily used as overlapping product strategies — pairing 25-plus and low-end AOR, or traditional and young Country — some operators will utilize more direct "line extension" and simply use two transmitters to program one cohesive identity. Clearly, having two FM signals per market is just not going to get it done.

The development of passive listener audience measurement systems will realign much conventional marketing wisdom. Certainly, any rating service that eliminates manual participation while increasing sample size and accelerating return rates will be well received. However, such methodology will eliminate the traditional top-of-mind advantages enjoyed by tenured products, shifting reported listening from recall to reality.

As the competitive matrix becomes more sophisticated, a number of elements will become more decisive: heightened product focus, distinguishing features (personality, service, attitude, or other unique selling propositions), actionable intelligence, relationship marketing, and other forms of data-based communications.



Tom Owens

66

Contrary to most early anti-duopoly arguments, the two-dimensional opportunity will breed diversity — not monotony.
—Tom Owens

99

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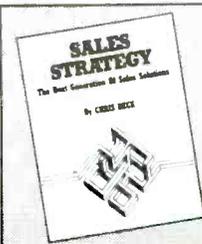
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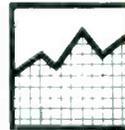
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Ameron Broadcasting

Ameron Broadcasting is searching for dedicated radio professionals for future opportunities with our company. If you are a seasoned professional with talent, drive, and the will to win, come join our team!

We are looking for professionals in the areas of **MARKETING, ON AIR, and PROGRAMMING.**

Send your materials to:
John P. Jenkins
Vice President/Programming
Ameron Broadcasting, Inc.
530 Beacon Parkway West
Suite 600
Birmingham, Alabama 35209
AMERON BROADCASTING IS AN EQUAL OPPORTUNITY EMPLOYER

Position open for on-air PD at medium market heritage CHR. Prefer someone with large market experience seeking first PD position. Must have talent, ability and motivation to achieve excellence in a competitive environment. Radio & Records, 1930 Century Park West, #784, Los Angeles, CA 90067. EOE

MIDWEST

WMT seeking on-air evening personality, 6-11pm shift. Some weekends. Commercial radio experience mandatory. T&R: WMT, Randy Lee, Box 2147, Cedar Rapids, IA 52406. (1/1) EOE

Morning drive personality for medium market FM. Heavy promotional experience. No calls. T&R: WYUR, Art Beaulieu, Box 156, Ripon, WI 54971. (1/1) EOE

Heritage classic rocker KCFX Kansas City seeks 7-midnight talent. Production skills important. T&R: KCFX, Beau Raines, 10800 Farley, Ste. 310, Overland Park, KS 66210. (1/1) EOE

New FM Oldies station seeks midday talent yesterday. T&R: WCVS, Stu Allen, 3055 South 4th, Springfield, IL 62703. (1/1) EOE

Energetic replacement sought for female announcer of top Country station in Northern Minnesota. T&R: WAVC, Pat. 1001 E 9th St., Duluth, MN 55805. (1/1) EOE

KQDS seeking production wiz to do afternoons at top-rated AOR. Production director's hat is waiting for the right person. T&R: KQDS, Mike Keller, 2001 London Road, Duluth, MN 55812. (12/18) EOE

PLACEMENT MAKES "STREET TALK" 12/4

BUT we urgently NEED TALENT for small and medium markets! Seriously looking should call now for information. Last year we placed those with limited experience as well as DEES' former side-kick, with only one of our placements in a position that had been advertised!

SAME STAFF SINCE 1989

NETWORK Orlando FL
(407) 679 8090

OPENINGS

NEWS DIRECTOR/ TALK SHOW HOST

Top-rated news/talk station currently seeking a take charge news director who can also handle a daily live talk show segment. Send your best news and talk show samples to: Radio & Records, 1930 Century Park West, #776, Los Angeles, CA 90067. EOE

GREAT EMPIRE BROADCASTING, INC.

America's premier Country music group is seeking a stable, career oriented program manager for its growing full service Country operation. Candidates should be team players with a deep appreciation for Country music and a knowledge of full service programming. Send resume and air check to: Don Paul, Corporate Program Manager, KTTS, P.O. Box 2180, Springfield, MO 65801.

MORNING DRIVE IN A TOP FIVE MARKET

High energy rocker looking to round out its morning team.

We are NOT looking for someone to provide typical background laughter. We ARE looking for a strong presence.

Must be able to read news...The ability to be creative and spontaneous is an ABSOLUTE MUST!!

Standards & demands are high...so are possible rewards!!

Must also be willing to work in a non-smoking environment.

Send T&R: Radio & Records, 1930 Century Park West, #781, Los Angeles, CA 90067. EOE

MAJOR MARKET ISSUE TALKER WANTED

Send tape, resume and salary requirements to: Radio & Records, 1930 Century Park West, #786, Los Angeles, CA 90067. EOE

Top 30 midwest market looking for CHR/Hot AC styled morning personality. Loves to have fun with an adult audience on the air, on the phones & on the streets. That's you? Send your best! Radio & Records, 1930 Century Park West, #787, Los Angeles, CA 90067. EOE

Milwaukee soft AC seeks personality. Friendly and relatable presentation within music intensive environment. T&R to: Fred Heller, WEZW, 735 W. Wisconsin, Milwaukee, WI 53233-2464. WEZW is an equal opportunity employer.



WANTED

Production wizard for one of America's leading Oldies stations. Must be able to work for large, aggressive, satanic sales staff, produce major market commercials and promos, and sound great on air. Attitude and ability to play chutes and ladders required. Women and minorities encouraged. Send tapes and resumes to:

Michael W. Kay
WODJ, 2610 Horizon Dr., Ste. F
Grand Rapids, Michigan 49546
If you don't call, you don't get the job!
1-616-956-3323

OPENINGS

Adult Communicator for exciting 50,000 watt rock station between Chicago/Milwaukee. Fun, stable environment for team players. Females/minorities encouraged. No calls or beginners. T&R: WIIL, Randy McCarten, Box 659, Kenosha, WI 53141. EOE

WEST

EUGENE

DUOPOLY NOW STAFFING
FOR A NEW COUNTRY STATION:

PROGRAM DIRECTOR
MORNING SHOW HOST
AND CO-HOST

Also Evenings and Overnights

We're serious about having a winner. We're backing up our air talent with the very best research and consulting support:

THE RESEARCH GROUP
RUSTY WALKER PROGRAMMING
And, Eugene is a GREAT place to live.
EOE. Send resume and tape to:

John Tilson
President
KMGE (FM)/KSND (FM)
Suite 200
925 Country Club Road
Eugene, Oregon 97401.

EOE. Minorities and females encouraged.

KMJI/Denver has an immediate opening for a morning drive host. We are looking for someone who can sound bright, and be relatable in a more music morning show. Send T&R to Dave Ward, 5350 S. Roslyn St., #210, Englewood, CO 80111. EOE



News pro/midday air personality! Hot Country K-HITS-FM has two openings. Must have a minimum of five years experience and network style delivery for news, and a warm major market personality for midday! K-HITS-FM is owned by Henry Broadcasting. Work and play in Southern California's fastest growing area, minutes from snow skiing in the winter, and less than two hours from the beaches in summer! Send tapes and resumes to: Jan Jefferies, Director of Programming and Operations, KHTX K-HITS-FM, P.O. Box 50005, San Bernardino, California 92412. EOE

POSITIONS SOUGHT



#1 18-34 station in Las Vegas seeks experienced PD. Someone in the Demo. modern rock format, must be a strong air talent for midday or afternoon shift. Send tapes and resume to: The Edge 103.5, Attn: Dax Tobin, 1455 E. Tropicana Ave. #650, Las Vegas, NV 89119

*Source: Summer 1992 Arbitron 18-34, Mon.-Sun. 6am-12mid



MORNING PERSONALITY SOUGHT

Seeking medium market morning show personality or team that's ready to make the move to a major market adult-targeted station. My client needs someone who can be creative and have fun with listeners. Having a sense of humor is more important than being a standup comic. Send tapes and resume to: Patrick Programming Services, 1730 Minor Ave., Suite 1270, Seattle, WA 98101. No phone calls please.

POSITIONS SOUGHT

What good are killer pipes if no brain is attached? Quality AT seeks AOR/AC/Oldies out west. ZACK: (803) 946-9501. (1/1)

PD/personality on-air in major California market seeking fulltime challenge. 16 years' experience in all formats. Production, promotions, continuity. MARK: (408) 688-5604. (1/1)

Talk radio host. Super, ultra, deluxe, gourmet, new and improved. Bright, articulate, informed, funny, funny and fearless. WALTER: (805) 245-9258. (1/1)

Sportscaster with college and professional PBP experience seeks position in small or medium market. JAMES: (717) 626-1388. (1/1)

Very knowledgeable sportscaster who wears many hats. GREG: (717) 626-1388. (1/1)

Retired pro seeking to return to broadcasting production and creative copy specialist. 10 years' experience. CHR/AC/Oldies/Classic rock. BOBBY: (502) 231-3989. (1/1)

The only reason I went through college was so I could be a Country music air personality. Over two years parttime. Seeking FT. Washington State. MARTY: (206) 734-3143. (1/1)

Pro newswoman available. Twenty years' experience, degree, some network exposure. References, T&R on request. DICK: (513) 421-6532. (1/1)

Three Cios. 14 Addys. 22 years' experience. Creative director/PD/OM/promotions director seeking new challenge. MIKE: (715) 832-7752. (1/1)

Tampa Bay area. Talk, Country, Big Band and Oldies. Ready to start work now. BOB: (813) 736-1333. (1/1)

97 ZOK's loss can be your gain! Evenings on your CHR or hot AC is my goal. RICH: (815) 395-8214. (1/1)

Great ratings! Great stations! Great attitude! AT/PD/OM. Strong presentation. Tons of air management experience. Oldies, Country, AC. JOHN: (619) 325-3563. (1/1)

Seasoned air personality. Seven years' experience. Any format Southern California area. Team player. Excellent references. AMY: (619) 940-2297. (1/1)

Female announcer with 12 years' experience seeking a morning show co-host or midday position. Ready to relocate immediately. WANDA: (205) 830-2874. (1/1)

Seeking anything PT/FT within driving distance of Dallas. Was production director in Boston and Philly. Assistant PD/AT in Tulsa, small market PD. BRYAN: (214) 402-8360. (1/1)

Hungry, tenacious, ratings grabbing production nut seeking to work in the Chicago area. Creative genius. TIM: (312) 545-4791. (1/1)

Highly motivated, air talent/production. Seeking to relocate. All formats ok. Recent graduate seeks small/medium market. JIM: (313) 949-0925. (1/1)

Female CR/AOR AT with experience in NY and LA fringe markets seeks top fulltime gig. CALL: (818) 247-1742 or (310) 840-4238. (1/1)

Highly motivated, parttime working air talent seeks fulltime position. Seeking to relocate. Small/medium/large market. JIM: (313) 949-0925. (1/1)

Experienced AT seeks fulltime airshift at southeastern AC, Country or Oldies outlet. Local, topical, listener interactive. JACK: (919) 628-9338. (1/1)

POSITIONS SOUGHT

Experienced PD/talent, highly motivated, seeking stable position in AC/adult CHR. RICH: (312) 975-7603. (1/1)

I'll grab and hold your upper demos! Proven wholesome adult personality plus. Very creative team player. FS/talk/Country/Oldies. STEVE: (507) 457-3417. (1/1)

Experienced radio pro seeking medium market programming and/or talk show opportunity. Computer literate, detail oriented, seeking challenge. Southwest would be right! CL: (713) 868-7512. (1/1)

New anchor, host, co-host. 15 years' radio. Top references. Very good sound. Major or medium. DED: (619) 426-7925. (1/1)

Top 50 high energy talk entertainer ready to move now! GARY: (716) 741-2414. (1/1)

Team player, great attitude, loves remotes professional believes quality of life is more important than quantity of cash. MIKE: (410) 766-9376. (1/1)

** HIRE A WINNING TEAM **

Top 50 market GM, GSM, PD currently employed, producing excellent results. Have produced large increases in sales, and bottom line while defending against class C format competitor. Available as team or individually. Current owner financially strapped, LMA possible pending. Our professional approach and teamwork concept produces great results. Oldies, AC, CHR, Country. Radio & Records, 1930 Century Park West, #788, Los Angeles, CA 90067. EOE

R&R Opportunities Display Advertising

	1X	2X
Display	\$85/inch	\$60/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 1/2 inch (\$38 for 1X, \$30 for 2X).

	1X	2X
Blind Box	\$100/inch	\$75/inch

Rates are per week (maximum 35 words per inch including heading, box number and R&R's address). If custom border or larger heading is required, add 1/2 inch (\$50 for 1X, \$38 for 2X). Rate includes generic border, box number, and postage/handling.

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 Angeles, 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 companies 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 1/2" x 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Address all 20-word ads to R&R Free Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.

STARCLUB HARD TO GET

The debut single from **STARCLUB**, "Hard To Get" is impossible to forget.

From their debut album.

Produced by Chris Hughes.

PLAY HARD TO GET



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