an exclusive interview with

STEF RYBAK

Program Director
KC 101, New Haven
THE 3RD BIGGEST OPENING WEEKEND BOX OFFICE IN MOVIE HISTORY—OVER 26 MILLION!

TURTLE POWER!

COWABUNGA!
When Was The Last Time
An Underground Group
Had A Smash On Radio?

Huge
Street
Buzz!

Over
500,000
Shipped!

TEENAGE MUTANT NINJA TURTLES—THE ORIGINAL MOTION PICTURE SOUNDTRACK

The first single “Spin That Wheel” (Turtles Get Real)
by Hi Tek 3 featuring Ya Kid K.

HOT97 NYC
KJMR Dallas
POWER96 Miami

KTFM San Antonio
WHYT Detroit
KS104 Denver

KMLE San Francisco
Y95 Phoenix
ENERGY96.5 Houston

NEXT UP: “Turtle Power” by Partners In Kryme
is destined to become the “Turtle Anthem”
#1 Phones at Z100-NYC
“Huge phones in the morning” — Ross Britain—Z Morning Zoo.

GET READY TO GET GREEN!!
**BAUMGARTNER NAMED COLUMBIA VP, PROMOTION**

COLOMBIA Records VP of Singles Promotion Burt Baumgartner has been officially appointed Vice President, Promotion for the label, COLUMBIA Records President Don Lenner announced this week. Baumgartner replaces Marc Benesch, who left the label April 1.

Baumgartner will be responsible for overseeing all phases of Top40, Adult Contemporary, and Secondary Market Promotion for COLUMBIA, including supervision of the label’s field staff. At the same time, the duties of Paul Rappaport, Vice President of Album Promotion, will now encompass all activities of the album promotion department, and he will report directly to Lenner.

Baumgartner has been Vice President, Singles Promotion of COLUMBIA since 1988, and was Director of Album Promotion for two years before that. He first joined the label in 1978 as Local Promotion Manager in San Francisco. Prior to working in the record industry, Baumgartner’s extensive radio experience included being one of the parties who brought Sacramento’s FM102 on the air, and working as Program Director at KSJO in San Jose.

"Burt has played an extraordinary role in the events of the last year as COLUMBIA has reestablished its dominance at radio and broken out a roster of new and developing artists," said lenner. "His instincts for music and dealing with the heaviest national and local staff in existence today makes him number one in everybody’s book."

**Friesen Resigns A&M Presidency**

Jerry Moss, Chairman of the Board of A&M Records, announced April 2 that longtime label President Gil Friesen has resigned his post, effective immediately.

Moss also announced that he would be assuming the position of President of A&M, taking on the day-to-day duties of running the national and international business dealings of the label.

“(A&M Vice Chairman) Herb Alpert and I greatly value the immeasurable contributions made by Gil over the years, and we wish him well in his new endeavors,” stated Moss in making the announcement. “We are now looking forward to the new chapter and challenges that lie ahead.”

Friesen, who had been President of A&M for more than a decade, had been with the label for 25 of its 27 years of existence. A&M was purchased by Polygram Inc. in October of 1989.

**Maceko Resigns As POWER PIG VP/GM**

Dave Maceko resigned this week as Vice President and General Manager of Jacor Broadcasting’s WFLA-AM and WFLZ-FM (The Power Pig) in Tampa, and has been replaced by Dave Reinhardt, who previously served as Operations Manager at Jacor’s WLW-AM in Cincinnati.

Maceko, who came to WFLZ from Jacor’s WEBN in Cincinnati in the spring of 1988, told HITMAKERS that his decision to resign came after he and Jacor upper management failed to agree on structural changes Maceko felt were needed. Maceko said that after Jacor President Frank Woods resigned last month, he sat down with Jacor Executive VP of Programming Randy Michaels and Executive VP of Sales and Marketing Robert Lawrence to suggest changes, “but (See MACEJKO page 21)

**Ingram Exits B94**

In a move that stunned the industry, Clark Ingram resigned March 29 as Program Director of B94 in Pittsburgh, leaving Operations Manager Tex Meyer to begin preparations for an extensive manhunt for his replacement.

Both Meyer and Ingram agreed the split was “in the best interest of B94 and for the mutual benefit of both parties."

“I guess the best way to say it is that it didn’t work out as I had hoped,” Ingram told HITMAKERS. “I have nothing negative to say about Tex Meyer or B94.”

Meyer returned the sentiments, saying that he and Ingram “had a great working relationship while he was here at B94, and I wish him luck in whatever direction he chooses to follow.”

Ingram joined B94 in October of 1989 after spending two years at Tucson’s KROQ, where he ran up a string of number one books, dominating the Top-40 marketplace during his tenure. He also worked as Operations Manager at KZZP in Phoenix in 1986.

**Emmis Enters European Radio With French Purchase**

In a move that could trigger major repercussions in both the American and European radio industries, Emmis Broadcasting Corporation has reached an agreement in principle to purchase a minority interest in MAXXIMUM, a French FM station and network.

After final approval of the sale by French broadcast authorities, this will be the first participation by a U.S. radio broadcaster in the emerging French FM market.

The decision comes at the culmination of nearly a year’s worth of consulting by Emmis for MAXXIMUM and MAXXIMUM parent Compagnie Luxembourggoise de Telediffusion. Emmis will hold 20% of MAXXIMUM, which is the maximum amount allowed by French law.

Emmis President Steve Crane told HITMAKERS the venture was a “strategic alliance” through which Emmis has gained entry into “a totally undeveloped market that is very rich.”

Crane said the format for the station will be a “dance” (See EMMIES page 21)

**Bryan To Consult KUBE**

Gary Bryan, who resigned two weeks ago as Program Director of WPLO in New York, has taken a consulting position with Cook Inlet’s KUBE in Seattle, it was announced this week by Michael O’Shea, KUBE General Manager and Executive VP of Cook Inlet Radio Partners. Bryan had been KUBE’s PD until April of 1989, when he left the station to go to WPLO.

“Gary has agreed to serve as a consultant to KUBE and will probably begin here after the first weekend of (See BRYAN page 22)

**Griffiths Named CBS Sr. VP, West Coast**

Richard Griffiths has been appointed Senior Vice President, West Coast of CBS Records, it was announced this week by CBS Records President Tommy Mottola. Griffiths will work with Mottola, interacting with the various CBS label chiefs and undertaking creative and talent projects.

Griffiths formerly served as President of Virgin Music, having started the company in America in 1968. Under his guidance the company flourished, being named Number One Individual Publisher by Billboard and Number One Publisher of the Year by American Songwriter magazine in 1989. A myriad of pop fixtures flowered under his watchful eye, including ABC, Basia, Culture Club, Ozzy Osbourne and Tears For Fears.

"It will be a great experience working with Tommy Mottola, (EPIC Records President) Dave Glew and (COLUMBIA Records President) Donny Lenner in helping to raise the profile of the west coast office."

(See GRIFFITHS page 21)
KEITH NAFTALY, KEVIN WEATHERLY,

NIKKI

KMEL-San Francisco
"This slowjam packs the same emotional punch as the best of Prince, Michael Jackson, and George Michael. GRABS YOU IN ONE LISTEN!"

Q106-San Diego
"With all the ballads in current rotation, it's difficult to find a slot for another one. Nikki is THE exception. A ONE-LISTEN SMASH!!"

TAKE NOTICE

NIKKI "NOTICE ME"

THE NEW SINGLE FROM THE DEBUT ALBUM BATTLE

TAKE A LISTEN

Produced by Paul David Wilson for Herschel Commercial, Inc.
Co-Produced by Nikki
Remixed by Nikki and Phil Bonanno
Management: John Hartmann

GEFFEN
MADONNA ALL-TIME MOST ADDED RECORD IN HITMAKERS HISTORY! COLE PROVES BUZZ IS REAL... A CONFIRMED NATIONAL BREAKOUT!

MADONNA has left the music world breathless yet again, with the debut of her latest endeavor, *Vogue*. 265 out-of-the-box adds top even the first week on *Like A Prayer*, which pulled in 259 last March! *Vogue* received its strongest support yet, leading to a record-breaking week for the song.

"It's really amazing to see this kind of support," said Ward. "Randy really likes to give back to the industry for all the things it has given him, and my appointment is a reflection of that attitude."

Bliss said Ward "has been an integral part in the development of this station over the past three years, ever since the day he began hanging around my office begging to help with the music." Bliss also credited Ward with "playing a major role in the development of... (See WARD page 23)"

BRIDGMAN EXITS KIIS-FM: WILL PROGRAM KKYK

Brian Bridgman has resigned as Music Director of KIIS-FM in Los Angeles to take the Program Director's job at KKYK in Little Rock. KKYK General Manager Jim Grant announced this week that Bridgman has been selected to replace Greg Rolling, who recently left KKYK to become PD at 897 in New Orleans.

Grant told HITMAKERS that Bridgman will begin in Little Rock April 16, one day after Rolling departs for New Orleans.

"Brian is the ideal replacement due to his promotional flair and excellent music skills," said Grant. "We feel like KKYK is kind of a farm club for guys with top notch music and promotion skills who... (See BRIDGMAN page 22)"

WARD NAMED PD AT WZZG-CHARLOTTE

Dwayne Ward has been appointed Program Director at WZZG (Gorilla Radio) in Charlotte, it was announced this week by Operations Manager Randy Bliss. Ward, who has been Music Director for the past four years, takes over the PD slot from Bliss, who had been both OM and PD since CRB Broadcasting bought the station in 1987.

Ward told HITMAKERS that he was thinking about seeking a programming position after four years as MD, and Bliss gave him the promotion to keep him at the station.

"Working alongside Randy is a dream come true," said Ward. "Randy really likes to give back to the industry for all the things it has given him, and my appointment is a reflection of that attitude."

Bliss said Ward "has been an integral part in the development of this station over the past three years, ever since the day he began hanging around my office begging to help with the music." Bliss also credited Ward with "playing a major role in the development of... (See WARD page 23)"

DGC NAMES REGIONAL PROMOTION STAFF

With the label's first releases due out soon, David Geffen's newly formed DGC Records has set its regional promotion staff.

"We've got a great mix of tenacious cats and hungry rookies who don't know from fear, intimidation or rejection," said DGC General Manager Marko Babineau. "Couched with our national crew, confirmed last week, we've assembled an aggressive team and joined battle."

The staff assembled recently at the new label's Los Angeles headquarters for their first indoctrination.

The DGC promotion staff is: standing (L-R): Ed Green, Regional Promotion Manager/Philadelphia; Darin Seldes, Regional Promotion Manager/Atlanta; Alex Mayo, Regional Promotion Manager/Cleveland; Michael Sylvia, Regional Promotion Manager/San Francisco. Middle (L-R): Sharon White, Regional Promotion Manager/Los Angeles; Steve Leavitt, National Top 40 Promotion Director; Hugh Surratt, National AOR Promotion Director; Ed Rosenblatt, President; Marko Babineau, General Manager; Mark Kates, National Alternative Promotion Director; Loren Cornellius, Regional Promotion Manager/St. Louis. Front (L-R): Angela Jones, Regional Promotion Manager/Nashville; Susie Tennant, Regional Promotion Manager/Pacific Northwest; Sue O'Connell, Regional Promotion Manager/New England; Jim Gallis, Regional Promotion Manager/Midwest; Zak Phillips, Regional Promotion Manager/Denver; John Rosenfelder, Alternative Promotion Assistant; Mark Burger, Regional Promotion Manager/Dallas.}

White To Head Alternative Promotion At GEFFEN

Kim White has been appointed National Alternative Promotion Director for GEFFEN Records, it was announced this week by GEFFEN General Manager Al Coury. White comes to GEFFEN from EMI Records, where she held the same position.

"In the short time she's been here, Kim has already... (See WHITE page 22)"

BRIAN BRIDGMAN

PARKER RETURNS TO KKBQ

Ron Parker is returning home to 93Q (KKBQ) in Houston as afternoon drive jock, it was announced this week. Parker, who is a radio legend in Houston, has spent the last two years at KFFR in Phoenix.

"I'm excited about returning home, and I've got my work cut out for me because there's going to be one hell of a battle brewing in Houston," said Parker. "But then again, I'm used to battles and I love them."

Parker said that after meeting with KKBQ Program Director Bill Richards and General Manager Al Brady Law, "I realized that this is the programming team that is going to take KKBQ to the top." He added that he has had "great fun and tremendous success in Phoenix, but for personal reasons fate has dealt me a kind blow that has led me back to Houston."

MAC continued their strong comeback with 60 more adds this week for WARNER BROS., and A&M's JANET JACKSON was close behind with 59. EPIC's quality quartet BAD ENGLISH racked up an additional 46 this week, while COLUMBIA's Irish newcomers THE 4 OF US continue to make headlines with 45 new adds. ATLANTIC's LINEAR gets ready to head into the home stretch, picking up 43 more stations, and bay raper M.C. HAMMER landed CAPITOL 37 new adds. GLORIA ESTEFAN rounds off the list this week with a nifty 36.

White To Head Alternative Promotion At GEFFEN

Kim White has been appointed National Alternative Promotion Director for GEFFEN Records, it was announced this week by GEFFEN General Manager Al Coury. White comes to GEFFEN from EMI Records, where she held the same position. She will report to National AOR Promotion Director Mark Di Dia.

"Alternative and college music is a vital aspect of GEFFEN Records," said Coury. "We interviewed a lot of people because this is a very important position in our company, and Kim is simply the best person for the job."

Coury said White has a broad knowledge of music, having worked her way through the independent label ranks.

"In the short time she's been here, Kim has already... (See WHITE page 22)"
CHRIS REA

"THE ROAD"
SALES OVER 200,000 UNITS!
Over 2,200,000 In Europe!
TOP 5 AOR TRACK!
#2 MOST REQUESTED TRACK!

Early Top 40 Action:
CKOI Add 39

OK95 18-14
WQID Add
WZZU #19

KFMW Add
KZZU
WHHY

ZFUN
KOZE
and many more!

DON HENLEY

"THE HEART OF THE MATTER"
GRAMMY WINNER!
R&R CHR: 20*

Exploding At:
Y100 Add
Y95 Add
B4 30-26
WKTI 7-5 hot
WKBQ 5-3
WKQX 11-8 hot

OK95 18-14
WQID Add
WZZU #19

KFMW Add
KZZU
WHHY

ZFUN
KOZE
and many more!

CHER

"HEART OF STONE"

R&R CHR: 25*
Now On Tour!

Active At:
WBLI 30-25
WGH 5-4
WXKS 15-12

KISR 6-4
WQUT 7-5
WHHY 8-5
KNIN 12-8
WOMP 11-8

KBOZ 30-25
WAEB 31-26
WPST 34-30
WXCK Add
KOZ 35-30
WBBQ Deb 36

K106 Deb 37
G9 Deb 40

TESLA

"THE WAY IT IS"
The Follow-up To The Top 10 Gold Single, "Love Song"

Active At:
WPHR 28-22
KXXR 32-27
KMYZ 11-6 hot
OK95 9-7 hot

95XXX 37-28
WZZU 15 hot
WKFR 20-15
99WAYS 29-25

KBOZ 30-25
WAEB 31-26
WPST 34-30
WXCK Add
KOZ 35-30
WBBQ Deb 36

K106 Deb 37
G9 Deb 40

Sales Over 1,800,000 Units!
GO-GO's, HENLEY & CSNY SHINE IN SEPARATE SOUTHERN CAL. ENVIRONMENTAL BENEFITS

The California Environmental Protection Act did as much for rock ’n’ roll as it did for the environment last week in Southern Cal, reuniting the Go-Go’s for a one benefit show and bringing together Crosby, Stills, Nash and Young and Don Henley for another four days later.

The Go-Go’s reunion actually began March 27 at a warm-up show at the Whisky A Go Go on the Sunset Strip, but the real bash took place the following night at the Universal Amphitheatre in Universal City, where the concert for the environment came second to the concern over the skills and chemistry of the group. What would they sound like after a five-year hiatus?

Once the final chord of the group’s opening number, This Town, drifted into the void, the tumultuous response set the record straight in a hurry. Not only have the girls not lost the beat, they’ve aged like fine Celtic Cheese. The doubters spotting the hall were dispersed in a hurry as the girls ripped through an exhilarating set that re-raised the longstanding question: Why did these potent pop divas disband in the first place?

Belinda, Gina, Kathy, Jane and Charlotte all looked crisp and refreshed during the set. Carlisle, the only member of the group outside Los Angeles, scored multiple solo hits, looked scrumptious as she jiggled about the stage like a flag girl at a pep rally, at one point kicking her shoes into the crowd in an unbridled gesture of love and joy. With her macrobiotic diet and conditioning program, Carlisle scarcely resembled her starch-fed.

Don Henley moved the Santa Monica Civic Auditorium with an emotion-packed performance. The chemistry on stage glowed with rock lamp intensity and reaffirmed the group’s unique spirit.

Though the ladies will always be indelibly linked to the churlish pop snippets of their formative years, such as We Got The Beat, Our Lips Our Seated and Turn To You, the material of the latter years seemed to more

(See BENEFITS page 48)

NINJA TURTLES’ HAS TURNSTILES SPINNING AT RECORD PACE

This ain’t kids’ stuff anymore. America’s favorite heroes-with-a-hardshell-finish are packing ‘em in like sardines at theatres everywhere, pulling in the third highest opening weekend gross in the history of motion pictures - $25.3 million - with their debut film for New Line Cinema. And the story doesn’t stop at the silver screen.

Radio is reacting in a big way to Turtlemania, with a number of cut-ins from top ABC Radio network pull im media response in major markets from coast to coast. Some stations are reporting requests for soundtrack tunes before even playing them.

With Hi Tek 3 Spin That Wheel; pulling Hitters Disk-covery club mentions and 11 early adds at major market stations including Q105 in Tampa, WB9 in Chicago, and KJ103 in Oklahoma City, and Partners in Kyme Turtle Power fast becoming an anthem for fans of the sewer-dwelling avengers.

What makes the box office figures even more incredible is that more than half the audience is believed to be kids, who pay only half price.

Olympia Blocks Liggett’s Use of “KZRL”

Contending that the recent call letter change of Liggett Broadcasting’s Fresno property KCOQ to KZRL has “confused listeners,” Olympia Broadcasting has obtained a temporary restraining order, limiting the Z-Rock formatted station to the FCC-required single hourly call-letter mention.

In addition, the order requires that KZRL immediately discontinue the use of the call letters on advertising, bumper stickers, T-shirts, letterheads and sales material, and gives Liggett until April 9 to remove the calls from its television spots.

Olympia, the parent company of KMGX Inc. which

(See OLYMPIA page 23)

Acquaviva Promoted To ATLANTIC Publicity Director

Kathy Acquaviva has been promoted to the position of National Publicity for ATLANTIC Records, it was announced this week by ATLANTIC Vice President of Press and Publicity Pat Conte.

Acquaviva will be involved in the implementation of national press and media campaigns in support of various ATLANTIC and Associated Labels artists. She will be based in the label’s west coast offices, and will report to Conte.

Acquaviva first served as ATLANTIC’s West Coast Publicity Manager from 1978 to 1982. She then spent two years in studio relations at Paramount Pictures, before returning to ATLANTIC late 1984. She was promoted to the position of Associate Director of Media Relations/West Coast in January of 1986, and was named West Coast Director of Media Relations in June of 1988.

WIOQ Overhauls Airstaff; Allen Named New MD

WIOQ (Q102, Philadelphia) Operations Manager Mark Driscoll announced this week the appointment of Russ “The Hammer” Allen, former WPGC-Washington, D.C. assistant PD and Research Director, to the post of Music Director at WIOQ. Allen will also anchor the Late Night/airshift at the EZ Communications-owned station.

Driscoll also made several other changes in the station’s airtight, adding “P.J.,” another WPGC alum, during middays, and Bubble “The Original” Love Sponge, from B-96 in Chicago, for p.m. drive. Midday jock Valerie Vibes, p.m. driver Elvis Duran and late night jock Andy Gury are no longer with WIOQ.

Allen told HITMAKERS that as WIOQ’s new MD, he will use his research-intensive background to “closely monitor what music is breaking in the local dance clubs and will keep an ear to the street. That’s the key to knowing the sound contemporarily.”

Allen stated that “Q102 packs real energy and vitality, and we feel it has the potential to be the only station pop music lovers listen to in Philadelphia.”

“I had a great time at WPGC,” he added, “and I’ll always be thankful for the experience I gained from PD Dave Ferguson, Albie D., Jerry Clifton, and Ben Hill.”

April 6, 1990

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Olympia, the parent company of KMGX Inc. which

(See OLYMPIA page 23)
ALICE COOPER
"ONLY MY HEART TALKIN"

HITMAKERS HOT STATS:
ROCK & ROLL/40: 33-29
A HITBOUND!

KPLZ (Add) KATM (Add) OK95 (Add)
B94 (D#30) KKHT (Add) WDEK (Add)
KXXR (D#37) KKRC-FM (Add) WFLY (Add)
92X (Add) KPAT (Add) WHDQ (Add)
KSAQ (Add) KRZR (Add) WJZQ (Add)
WLRS (14-10) KTMT (Add) WNYP (Add)
KZBB (Add) KTRS (Add) WOMP-FM (Add)
KZZU (Add) WJZQ (Add) WOVO (Add)
WOMP-FM (Add) WPFM (Add)

WVKB (26-18) WWRB (31-26)
ZFUN106 (Add)
and more

ALICE

USUALLY LOVE HURTS...BUT IN THIS CASE, IT FEELS GREAT!

JOAN JETT

From the soon-to-be GOLD Epic/Associated release,
THE HIT LIST
Now On Tour With Aerosmith!
Big Requests On MTV!
ATLANTIC'S LINEAR EQUATION FOR TOP 40 SUCCESS

"We tried to cover all the bases formally on our new album," boasts Charlie Pennachio, the lovably rakish lead vocalist of Linear, in a locale brimming with the sophistication of a Bronx street cop. "We're not the least bit ashamed of it either. It was a calculated move."

So much for aesthetic principles. But Linear are about as subtle as Mike Tyson on a feeding frenzy, and have managed to cough out success as having with their musical chops. It's proving a formidable combination.

Despite their brazen attitudes and overpowering confidence, the three landlubbers that comprise the band are quite cautious. The group, who originally formed in Fort Lauderdale, Florida, are riding the coattails of their burgeoning single "Sending All My Love," a cut that packs hooks, attitude and craftsmanship into a brisk three-and-a-half-minute framework.

The tune has given programmers headaches, the kind that result from having to keep extra staff tied down answering the phones from inquiring females. "We don't want people to pigeonhole us into any one bag," says the musical pit-boss Pennachio, who manages to muffle his two colleagues with a lightning fast wit. "That's why we play so many different types of music on the album - rock, ballads, dance synths, pop - you name it."

Then there is the matter of the group's attire which, like their personalities, is anything but subtle. "We're going to wear some weird stuff on our video shoot," barks the irrepressible Charlie. "That's right," bolts percussionist Joey Restivo, finally able to get in a word over the protests of Pennachio. "I'm wearing nipple tassles and Charlie's got on a leopard skin G-string," adding jokingly, "We'll happily compromise our integrity if it'll score us a few more album sales."

But being a dedicated animal lover and not wishing to lose the verbal initiative, Charlie bursts forth: "Animal activists need not boycott the video though. It's imitation leopard skin." While Charlie's attire should enrage Tipper Gore, news of the ersatz fabric should placate Jane Fonda's minions - and heaven forbid that Linear alienate any potential record buyers. Charlie insists that despite the group's scandalous appearance, they live as straight life as their name implies.

"We may have polluted minds," assures Charlie, "but our bodies are clean. We don't take any drugs, nor do we indulge in alcohol. We chose the band name Linear (pronounced lin EAR) because it means a straight line. And that's where we're going - straight to the top."

Ah yes, the ever humble Charlie Pennachio strikes again. Perhaps his bravado is justified, as the skyrocketing sales of his group's new single and stunning self-titled album are at the root of his gallant air. Linear's success is not of the overnight variety - they began their journey on a small independent label called Futura International, formed by the group's producer Tolga Kates. Then, at an almost unprecedented rate, programmers south of the Mason Dixon Line began to hammer "Sending All My Love," and the buzz quickly soared to a crescendo.

Enter Marc Nathan, ATLANTIC Records' young A&R Turk, who sniffed out the source of the commotion and found three unabashed Floridian's heading for the stars in the most uncouth manner possible. He liked the possibilities, and signed the group. "It's funny, because (ATLANTIC Sr. VP and Assistant to the President) Tunc Ermin and Tolga are both Turkish," states Charlie P. "Tunc kidded with Tolga saying he didn't want anything to do with the band because there was no such thing as a musically talented Turk. They're a couple of hilarious mirth makers, those two guys."

If ever a band fused the whacky histronics of the Bowery Boys with pure pop smarts, it's Linear. At this juncture, it seems impossible to fathom the group not hitting paydirt. They're cute, bullish on themselves, and won't rest easy until their faces grace the fronts of Wheaties boxes from sea to shining sea. "We had to cut an entire album in about a week, but we're not slackening off the pace," says prime time pundit Pennachio. "We've had a chance to meet (ATLANTIC VP of Promotion) Andrea Ganis, who is incredible, and so far the situation at ATLANTIC has been too good to be true. The most valuable thing Marc Nathan did when he came down to Florida to see us play was place his trust in us. That's all we needed really. We'll take care of the rest."

The only remaining question is, What will the conservative housewives in Des Moines think when they get an eyeful of Charlie's imitation leopard skin G-string and Joey's nipple tassles? Tipper just died!

BATES CONTINUES LEGACY AS BRITAIN'S TOP A&R MAN

The name David Bates might not mean much to people west of the Falmouth Peninsula in England, but the volume of records his acquisitions have sold attest to his presence in the marketplace. The well-spoken VP of A&R for PHONOGRAPH Records in England has personally discovered and signed some of the rock kindom's most celebrated titans, among them Def Leppard and Tears For Fears. Bates was also one of the first to recognize the potential of Dire Straits, although he lost the race to sign the band to another A&R man of note, close friend John Stainz.

In terms of relative parallels, the trouble-headed Mr. Bates is to English A&R what GEFFEN's John Kalodner is to his American contemporaries — the man responsible for reaching the pinnacle of the profession. The affable Brit's latest signing is a rever-bunched quartet called House Of Love, who many experts feel will emerge as the first big alternative crossover group of the '90s. Anyone who has had the opportunity to soak up the dayglow snippets on the group's debut album would likely concur, as the LP manifests a riveting synthesis of psychedelic instrumentation and modern production. The mixture produces some of the most unique pop forays heard on the alterative charts in years.

Checking in from his posh headquarters in the exclusive Chiswick Green section of England, Bates briefed HITMAKERS on the aesthetic evolution of his two prime finds, Def Leppard and Tears For Fears.

"I got a call from a salesman in the North of England who said he had 'discovered' a new band called Def Leppard, and if I would like to come up and have a listen," reminisced Dave regarding his initial meeting with the celebrated Sheffielde five. "Unfortunately every other talent scout in Britain turned up as well. So much for his exclusive hot tip."

Little did Mr. Bates realize that out of the two dozen talent scouts and A&R sleuths in attendance, only one other peer saw anything commercial in the group. "At the conclusion of the show," relates Dave, "I expected a stampede of people running up to negotiate with the group. Fortunately most people headed for the exits."

Leppard released an album for PHONOGRAM that Dave states "did moderately well despite the fact that the group's management was undecided on which direction to take the band." In the nick of time two new managers surfaced, both of whom felt the group could make a mark in America. But friction resulted when Bates disagreed with the pair's preference on who should produce the pivotal second album. The managers, Peter Mensch and Cliff Bernstein, wanted Mutt Lange; Bates wanted, of all people, Todd Rundgren. Fortunately two heads prevailed, and Lange was chosen. The rest is history.

The Tears For Fears story is even stranger, as Bates recounts his needle-in-a-haystack detection of one of the most respected pioneers in the techno-pop genre. "I had a song hawkwer present me with a tape of songs he wanted me to listen to, to be covered by other acts on the label. I heard the tapes and said, 'I (See BATES page 23)
DAMN YANKEES

"COMING OF AGE"

THE NEW SINGLE
FROM THE NEW ALBUM DAMN YANKEES PRODUCED AND ENGINEERED BY RON NEVISON
DON'T MISS THE "COMING OF AGE" VIDEO IN STRESS ROTATION ON MTV

© 1990 WARNER BROS. RECORDS INC.
THE BIG FAMILY for a copy (704) 342-4102!

JERRY McKENNA, MD at WWKS-FM, Boston sez, "Check out LONIE GORDON Happening All Over Again! This is a GREAT import - a Stock Alktein Waterman formula with a House twist that really freshens up their sound! BELL BIV DEVOE Poison (MCA) is already a top five phone record with sales picking up! And be on the lookout for DEL AMIRI Kiss This Thing Goodbye (A&M)! This band is BIG in England and this tune should break them here! A GREAT adult tune!"

JOHN CHRISTIAN, Asst. PD/MD at HOT97.7, San Jose sez, "Check out NIKKI Notice Me! Thank you GEFFEN Records - my screams from last summer have been heard! Also, my #1 testing record belongs to a guy who needs a major label deal! The name of the song is Movies by BRANDON, so call me for a copy (415) 948-0977. It's good to see New Kids on the Block grown up to be PERFECT GENTLEMEN! Check out Ooh La La (COLUMBIA)! And check out CHARLES CHRISTOPHER Don't Step On My Feet (LRM), from the guy who brought you ooh, ooh I love you in Milli Vanilli Girl You Know It's True. This record defines the HOT format!"

RICK HAYES, PD/MD at KTFM, San Antonio sez, "SYBIL Crazy For You (NEXT PLATEAU) is a HOT tune that has a short rap done by Salt-N-Pepa. The Swing Beat Mix is the BEST! Also, a HOT followup for MICHELLE with Nicety (RUTHLESS/ATCO) - check it out!"

PAUL DONOVAN, MD at B96, Chicago sez, "Check out WHISTLE Always & Forever (SELECT)! It's very HOT! This one's worth three Disc-overs! LOUIE LOUIE Sittin' In The Lap Of Luxury (WTG) is GREAT! A double whammy, 'cause the girls will love the song and his looks too! MADONNA Vogue (SIRE/WARNER BROS.) is almost as obvious as Sinead O'Connor, but MADONNA has the name recognition as well! A MAJOR buzz on ANA & JORDAN KNIGHT Angel Of Love (EPIC), but if you play it you will get a cease and desist from EPIC Records! Lastly, JAY WILLIAMS Sweat (BIG BEAT) is HOT! Put it on and crank it up - you'll work up a sweat! A mid-'70s sound with a GREAT beat and a deep underlying political message to free South Africa!"

STEFFANIE GRAMM, MD at KITY, San Antonio sez, "ALE Stop Me If I Fall In Love (VENDETTA/A&M) is a GREAT song with a lot of potential! LOUIE LOUIE Sittin' In The Lap Of Luxury (WTG) is an out-and-out SMASH! Be on the lookout for SUNNI Why Did My Baby Get Over Me (ALPHA INT'L). This is a Dance/Pop record, and we edited the extended mix which is much better than the single! J.T. & THE BIG FAMILY Moments In Soul (import) is a GREAT novelty song that fits in perfectly with today's groove! It's GREAT to slip in every now and then. Lastly, with Teenage Mutant Ninja Turtles so HOT, everyone needs a little Turtle Power by PARTNERS IN KRYME off the SBK Records soundtrack!

DON O'NEAL, MD at WCKZ, Charlotte, NC sez, "SPUNKADELIC Take Me Like I Am (SBK) is in the Milli Vanilli vein and VERY GOOD! Check out the SBK Records soundtrack to Teenage Mutant Ninja Turtles for the Turtle Power song by PARTNERS IN KRYME! Top five requests in two days! Also, Vogue by MADONNA (SIRE/WARNER BROS.) has EXPLODED as expected! And check out a fun song called Me So Hungry by 2 LARGE CREW (JAM CITY)! It's a quality record - call me for a copy (704) 342-4102."}

MARK LABEL, MD at WBLI, Long Island sez, "MADONNA Vogue (SIRE/WARNER BROS.) is a #1 tune, and the video is incredible! Thanks to Al Carolan for braving a propane car derailment and a bomb scare in Long Island to get this to us and on the air! Top five after one day! JUDE COLE Baby, It's Tonight (REPRISE) has a neat, pretty sound! And check out PETER MURPHY Cuts You Up (RCA)! It didn't hit me at first, but the more I listen to it, the more I like it!"

BRETT DUMLER, PD/MD at Z99, Oklahoma City sez, "TYLER COLLINS Girls Nite Out (RCA) is a GREAT song! The mix that KICKS is called The Soul IV Seoul Bit! check it out NOW! ALE Stop Me If I Fall In Love (VENDETTA/A&M) is good - the remix is less Hispanic and has a better feel for this market! And we are playing Way Of The World by D'MOB (FRR/FPOLYDOR), and it SMOKES!"

BOB LABORDE, Asst. PD/MD at KCPC, Salt Lake City sez, "Check out TAYLOR DAYNE I'll Be Your Everything (ARISTA)! She shows her versatility on this one! It has that ever popular na-na na-na na-na hook that's easy to sing along with - simple and smooth! Also, another BIG teen record for THE COVER GIRLS with All That Glitters isn't Gold (CAPITOL)!

MICHAEL NEWMAN, MD at ENERGY96.5, Houston sez, "Check out NIKKI Notice Me (GEFFEN)! I'm impressed by this ballad, which is the first cut on the HITTERS CD Sampler Volume #3! PARIS BY AIR C'mon & Dance With Me (EPIC) is a GREAT Dance record and so are the new mixes on OINGO BOINGO Out Of Control (MCA)! The Power Mix takes the Rock edge of this song! If OINGO is HIP in your market, this is a MUST as a great image record!"

WILLY B, PD at KWOD, Sacramento sez, "M. C. HAMMER U Can't Touch This (CAPITOL) is through the roof with the JUDE COLE Baby's Got A Sister (MCA) will be a #1 record!"

AL TAVERA, Asst. PD/MD at POWER106, Los Angeles sez, "MADONNA Vogue (SIRE/WARNER BROS.) will be HUGE! LOUIE LOUIE Sittin' In The Lap Of Luxury (WTG) has an infectious hook that makes you want to move! And MICHELLE Nicey (RUTHLESS/ATCO) sounds like another HIT for this young lady!"

DWAYNE WARD, Asst. PD/MD at WWZG, Charlotte, NC sez, "MADONNA Vogue (SIRE/WARNER BROS.) will break all records! This song ranks among the top three of all her musical efforts! ELECTRONIC Getting Away With It All (WARNER BROS.) is very cool! Check it out! BELL BIV DEVOE Poison (MCA) will take off nicely in this market, and we are hip to a Swedish EMI import LP by a band called LILY & SUESSIE. An exchange student brought it to the station, and it's got some GREAT tracks including Let Us Dance A Little More and Girl With A Broken Heart!"

MARK JACKSON, Asst. PD/MD at WHYT, Detroit sez, "PARTNERS IN KRYME Turtle Power off the SBK Records Ninja Turtles soundtrack is kicking in well! B-Girls by YOUNG & RESTLESS (PANDISC) continues to pull requests, and likewise for WHISTLE Always & Forever (SELECT), which tests through the roof! We've been playing Touch Me by THE 49ERS (4TH & BWAY/ISLAND) for a while, and now it's beginning to rear its head as a real record! Give this one a listen!"

ANDREA PENTRACK, MD at FM102, Sacramento sez, "M. C. HAMMER This Is What We Do from the SBK Records Teenage Mutant Ninja Turtles soundtrack is classic HAMMER; A listening MUST! And A.C. KELLY Inside Your Love (COLUMBIA) is a GREAT ballad! Smooth and nice. Check it out!"

GARY MICHAELS, MD at KISN, Salt Lake City sez, "You'll definitely get lucky with the LITTLE RIVER BAND If I Get Lucky (MCA)! GREAT hook in this record! Also, check out the new ROXETTE It Must Have Been Love (EMI)! Look for this record to be another SMASH for them! Another obvious big record is MADONNA Vogue (SIRE/WARNER BROS.)!"

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April 6, 1990

HITMAKERS
The New Single From The Absolutely Unbeatable

B-52's!

* Comeback Of The Year: The B-52's  Rolling Stone Critics Poll
* Single Of The Year: “Love Shack”  Rolling Stone Readers Poll
* Over Two Million Albums Sold!
* Hot New Video Now In Heavy Rotation On MTV!

Produced by Nile Rodgers
From the album COSMIC THING
Management: Steven Jensen and Martin Kirkup
DIRECT MANAGEMENT GROUP
JEFF KAPUGI, MD at POWER Pig, Tampa, FL sez, "We have just started playing TOMMY PAGE with SA-FIRE Don't Give Up On Love (SIRE/WARNER BROS.) and we expect good things! LOUIE LOUIE Sittin' In The Lap Of Luxury (WTG) is a fantastic single, and check out PERFECT GENTLEMEN Do'n La La (COLUMBIA)! This is so HOT we had to play it off the cassette! A teen record that is crossing over NOW!"

TERRI WEBER, MD at KISS98.5, Houston sez, "Check out THE FAMILY STAND Ghetto Heaven (WARNER BROS.)! WHVE - I love this song! Remixed by the Soul II Soul team, put this bait on the air and reel in a winner with the hooks!

BEATS INTERNATIONAL Dub Be Good To Me (ELEKTRA) is a smooth remake already generating reaction! Lastly, check out LP cut Start The Party by SALT-N-PEPA (NEXT PLATEAU)! A GREAT night record with an attitude!"

JAY TAYLOR, Asst. PD/MD at KLUC, Las Vegas sez, "MADONNA's an obvious with Voice (SIRE/WARNER BROS.): THE COVER GIRLS All That Glitters Isn't Gold (CAPITOL) is pulling nice requests, and Niceley by MICHEL'LE (RUTHLESS/ATCO) is a strong followup! PERFECT GENTLEMEN Oo La La (COLUMBIA) is a cool tune, and so is TYLER COLLINS Girls Nite Out (RCA)"

DON PARKER, MD at KBSO, Fresno, CA sez, "Check out INNOCENCE Natural Thing (PROFILE)! The elevator mix is the one to play! AFTERSCHOOL Always Thinking Of You (VIRGIN) is definitely worth a listen, and check out WHISTLE Always & Forever (SELECT)! It's huge! - one of the biggest reaction records of the year! BELL BIV DEVOE Poison (MCA) is going to do well in the Fresno market, and PAULA ABDUL I Need You (VIRGIN) is getting good phones!"

TREVOR CAREY, MD at KKMG, Colorado Springs sez, "SIMON Let Me Be The One (CLUBHOUSE) is definitely HOT! If you have a mix show, throw it on! And here she comes again...MADONNA Vogue (SIRE/WARNER BROS.)! A definite play! KID CREOLE AND THE COCONUTS The Sex Of It (COLUMBIA) will be a summertime SMASH! This track was written by Prince and has the feel of his style!"

JIMMY EDWARDS, MD at KKYK, Little Rock, AR sez, "MADONNA Vogue (SIRE/WARNER BROS.) is going to be another GREAT track for her! THE 4 OF US Drag My Bad Name Down (COLUMBIA) is causing quite a BUZZ! It's a good single with more to come! KMC KRU Crazy For U (CURB) is very good! I think it'll happen! ELECTRONIC Getting Away With It (WARNER BROS.) is a HOT single! This one is gonna start picking up! Two others picking up steam are JIMMY SOMERVILLE You Make Me Feel (Mighty Real) (FFRR/POLYDOR) and THE 49ERS Touch Me (4TH & B'WAY/ISLAND)! Watch 'em work!

GREG GEARY, MD at KZOU, Little Rock, AR sez, "MADONNA Vogue (SIRE/WARNER BROS.) is a glamorous sounding record! Also, if you're don't Babyface, don't miss out on his brother AFTER 7 Ready Or Not (VIRGIN)! It's right there! JUDE COLE Baby, It's Tonight (REPRISE) is GREAT! In a time of heavy ballads this will add some SIZZLE! JIMMY SOMERVILLE You Make Me Feel (Mighty Real) (FFRR/POLYDOR) adds nice variety! It's an old record with a new sound! And one song to be sure to catch is BELL BIV DEVOE Poison (MCA)"

RICK PENDLETON, MD at WNYF, Ichaca, NY sez, "MADONNA Vogue (SIRE/WARNER BROS.) is going to be HUGE! It may take a little bit, but it'll getcha by the second listen! Also check out L.A. GUNS Ballad Of Jayne (POLYDOR) - don't let the name turn you off! Yeah, it's a ballad but it has KICK! GUN Better Days (A&M) deserves a second look! Don't let good music pass you by because of other reasons! And ALICE COOPER Only My Heart Talkin' (EPIC) is a perfect nighttime ballad! The background vocals of Steven Tyler make the song come alive!"

JIMMY JAM, MD at 2103, Tallahassee, FL sez, "MADONNA has another GREAT record with Vogue (SIRE/WARNER BROS.)! This will be HUGE!"

SCOTT ST. JOHN, PDMD at WPPR, Altoona, PA sez, "THE COVER GIRLS All That Glitters Isn't Gold (CAPITOL) is a BIG record here! Also check out JUDE COLE Baby, It's Tonight (REPRISE) This track did well in our song wars! Take a listen to PHIL COLLINS Something Happened On The Way To Heaven (ATLANTIC)! It's more upbeat than the last and a good male record!"

CLAYTON ALLEN, MD at KHF! Austin sez, "JIMMY SOMERVILLE You Make Me Feel (Mighty Real) (FFRR/POLYDOR) is incredibly HOT with a GREAT sound! Be on the lookout for ANYTHING BOX Jubilation (EPIC) - a GREAT next single! And LINEAR Sending All My Love (ATLANTIC) is working in this market!"

HOSH GURELI, MD at KML, San Francisco sez, "Check out Always & Forever by WHISTLE (SELECT) - both Keith and I have an affection for the original, but the sales and requests have opened our eyes to the fact that a whole new generation of listeners are ready for this record! I mentioned this next record two weeks ago and I want to stress again that The Power by SNAP (ARISTA) has already developed a major club base in New York, Los Angeles, San Francisco, the U.K. and Sweden! It looks like an international SMASH! And check out My Hooptie by SIR MIX-A-LOT (NASTYMIX)! They're certainly making a name for themselves on the West Coast! Hooptie in SIR MIX-A-LOT terms is the beat-up old Chevy that belongs to the kid next door because the B'Mer isn't exactly in his price range!"

KEVIN McCABE, MD at HFT97, New York sez, "LISA STANSFIELD Live Together (ARISTA) is a HIT! The CD single with four mixes is out in the U.K. already and if this is indeed the next track, it's excellent! Every song on the LP is choice, but Live Together truly stands out! Also check out GEORGE LAMOND Bad Of The Heart (COLUMBIA) Number three on the show week! It looks like this will be one of the BIGGEST Latin records in the history of HOT97!"

STEVE HELLER, MD at ZFUN106, Moscow, ID sez, "It's unbelievable! MADONNA Vogue (SIRE/WARNER BROS.) is the best tune from her in a long time! PRETTY BOY FLOYD I Wanna Be With You (MCA) is testing extremely well, and check out DEPECHE MODE Enjoy The Silence (SIRE/REPRISE)! Number two in sales last week and doing GREAT in requests!"

GARY DUNES, MD at 930, Syracuse sez, "JIMMY SOMERVILLE You Make Me Feel (Mighty Real) (FFRR/POLYDOR) is a GREAT nightime record! It has a real shot! Two other BIG records are MADONNA Vogue (SIRE/WARNER BROS.) and BAD ENGLISH Heaven Is A 4-Letter Word (EPIC)! Obvious smashes!"

DEANO, MD at SLY96, San Luis Obispo, CA sez, "Take a listen to JOE SATRIANI I Believe (RELATIVITY)! This guy can play and sing! Also, check out SPUNKADELIC Take Me Like I Am (SBK)! They're not just another Rap group! And of course MADONNA Vogue (SIRE/WARNER BROS.)! Need I say more?"

TIM LARSEN, MD at KLKY, Dubuque, IA sez, "A SMASH for MADONNA with Vogue (SIRE/WARNER BROS.); FLEETWOOD MAC Save Me (WARNER BROS.) and ROXETTE It Must Have Been Love (EMI) are BIG in a week for majors!"

BILL CATCHER, PD at WANS, Greenville, SC sez, "Everyone and his brother will be playing MADONNA Vogue (SIRE/WARNER BROS.)! And another HOT track is HEART All I Wanna Do Is Make Love To You (CAPITOL)!!"

JOHN WEIS, MD at WBNO, Bloomington, IL sez, "THE 4 OF US Drag My Bad Name Down (COLUMBIA) is reminiscent of INXS! Getting BIG curiosity calls! Also check out JUDE COLE Baby, It's Tonight (REPRISE)! This track has Midwest written all over it! Good balance record! Another good track is ELECTRONIC Getting Away With It (WARNER BROS.)."

LESLIE FRAM, PD at WCAP, Mobile, AL sez, "ROXETTE It Must Have Been Love (EMI) has GREAT hooks - this should be a BIG smash! Especially with the movie coming out! For a bad adult air and don't miss out on GIANT Tell Me In My Dreams (A&M)! It's a strong power ballad with BIG crossover into ALL dayparts! THE CURE Pictures Of You (ELEKTRA) is a HIP record! GREAT night airplay!"

DANNY B. MD at KZFM, Corpus Christi, TX sez, "D-MOB That's The Way Of The World (FFRR/POLYDOR) is a HOT tune! It has potential to take its previous single's spot on the charts! Also, a GREAT Dance record that demands play is HI TEX 3 Spin That Wheel (SBK)! Give a listen! Another listening MUST is DIGITAL UNDERGROUND The Humpty Dance (TONNY BOY) The perfect novelty song!"

ANGEL GONZALES, MD at KEZB, El Paso, TX sez, "Is there anyone not talking about this woman? MADONNA Vogue (SIRE/WARNER BROS.)! Is GREAT! A gimme for the charts! HI TEX 3 Spin That Wheel (SBK) is an excellent Dance record! It has a GREAT feel and mass appeal potential! EVERYTHING BUT THE GIRL Driving (ATLANTIC) is a GREAT midday single! It's very smooth - perfect A/C track!"

RICK McCASLIN, OM at WYCR, York, PA sez, "Check out MADONNA Vogue (SIRE/WARNER BROS.) and watch the video! M.C. HAMMER U Can't Touch This (CAPITOL) is a GREAT novelty! INSTANT familiarity! ROXETTE It Must Have Been Love (EMI) is just the hot pass up! GLORIA ESTEFAN Oye Mi Canto (Heat My Voice) (EPIC) is a KILLER uptempo song! Good female uptempo track!"

April 6, 1990

13
"Every Little Word"

IT SHOULD READ "FRESH FOR LULU"
THE FRESH ALTERNATIVE SOUND THAT IS:

ALREADY TOP TEN ALTERNATIVE!!
ALREADY TOP TWENTY DANCE!!
ALREADY HOT ON: KNRJ (17-13)!!
KSAQ (20-18)!!
KROQ (#28)!!
HOT 94.9!!
BILLY THE KID, MD at KJ103, Oklahoma City sez, "CHARLES CHRISTOPHER Don't Step On My Feet (LMR) is a SMASH! It has a Calloway/Johnny Kemp feel, that Urban/Pop male sound that's definitely missing in the system today! CANDY FLIP Strawberry Fields Forever (DEBUT) is definitely HIP! Another hip remix is THE CURE Pictures Of You (ELEKTRA) Normally THE CURE is very rowdy, but the remix, with that Soul II Soul groove that retains THE CURE signature edge, is HOT!"

MIKE MARTIN, Interim MD at KIIS-FM, Los Angeles sez, "MADONNA Vogue (SIRE/WARNER BROS.) is unavailable! We put SALT-N-PEPA Expression (NEXT PLATEAU) in and it got INSTANT reaction - Check it out! And EXPOSE Your Baby Never Looked Good In Blue (ARISTA) pulled immediate phoneos!"

GLEASON HICKS, MD at WVBS, Wilmington, NC sez, "SINEAD O'CONNOR Nothing Compares 2 U (CHRYSLISYS) is going right to the top! THE CURE Pictures Of You (ELEKTRA) is getting real strong young adult action! It's drawing HUGE phone action from college and above. And GORKY PARK Try To Find Me (MERCURY) is a real good record, and one of my personal faves. It's HOT and has great possibilities!"

TRACY AUSTIN, MD at KBTS, Austin, TX sez, "AFTER 7 Ready Or Not (VIRGIN) is going to be BIG! It's got a great mass appeal sound. Also, probably one of the biggest records of the year! MOTLEY CRUE's career is Without You (ELEKTRA)! It, the biggest off this album! ELECTRONIC Getting Away With It (WARNER BROS.) has a good Mainstream sound! Give it a listen! And another track that deserves a listen is DEPECHE MODE Enjoy The Silence (SIRE/REPRISE)! It could be a contender like Personal Jesus was!"

STEVE SMALL, PD at KSMB, Lafayette, LA sez, "Check out DEPECHE MODE Enjoy The Silence (SIRE/REPRISE)! It's had three weeks of play and is developing nicely. Also, THE CURE Pictures Of You (ELEKTRA) is a solid record after 3 p.m. And BIG night reaction with The Hanky Panky by K.J. and DA FELLAS (FORESIGHT)! It's been a nighttime battle winner eight nights in a row!"

DUANE BARNHART, PD at KBOZ, Bozeman, MT sez, "HI TEK 3 Spin That Wheel (SBK) has guaranteed sales from the soundtrack Teenage Mutant Ninja Turtles! And, many programmers might be psyched out by the members of DAMN YANKES, but when you listen to Coming Of Age (WARNER BROS.) you will just be PSYCHED!"

DAN STONE, PD at OK95, Tri-Cities, WA sez, "Just listen to L.A. GUNS Ballad Of Jayne (POLYDOR)! If you play it once, you'll play it again! Another KILLER power ballad is ALICE COOPER Only My Heart Talking (EPIC)! It's already number four on our Hot Ten at 101 also. DIVING FOR PEARLS New Moon (EPIC) has an Alternative edge that is accessible for commercial radio. And you'll be up all night listening to Slaughter Up All Night (CHRYSLISYS)! What a HOT song!"

AL BUNCH, PD at WZZU, Raleigh, NC sez, "Playing ERIC CLAPTON No Alibi (DUCK/REPRISE) in concert could be anything in this town! Also, JUDE COLE Baby, It's Tonight (REPRISE) has a different sound that's a welcome change! And don't forget MICHAEL PENN This And That (RCA)! It has an acoustic feel, with a good tempo which could out-do No Myth!"

JERRY PADDEN, MD at WKRZ, Wilkes-Barre, PA sez, "JUDE COLE Baby, It's Tonight (REPRISE) has a GREAT feel! If you were playin' Bryan Adams and are currently playin' Bad English, this fits right in! L.A. GUNS Ballad Of Jayne (POLYDOR) has no sophomore album problems here. This is a great track! Also, JIMMY SOMERVILLE You Make Me Feel (Mighty Real) (FFRR/POLYDOR) is movin' slow but it's going to catch. Watch out when it does! Last, but definitely not least, M.C. HAMMER U Can't Touch This (CAPITOL) is going to pick up the Biz Markie trailers! This could work as a novelty, but take nothing from M.C. - a GREAT song!"

DAVE NICHOLAS, MD at WKDD, Akron, OH sez, "ALICE COOPER Only My Heart Talking (EPIC) is a sure-shot for Top 10! And ROBERT PLANT Hurtin Kind (I've Got My Eyes On You) (ES PARANZA/ATLANTIC) is pulling some good initial call-out numbers!"

SCOTT BOHANNON, MD at WAPL, Birmingham, AL sez, "I like THE 4 OF US Drag My Bad Name Down (COLUMBIA). I don't know why I like it, I just do! GIANT I'll See You In My Dreams (A&M) is a good song! And, EXPOSE Your Baby Never Looked Good In Blue (ARISTA) is our #3 phone record after only one week!"

TOM MITCHELL, PD at WTCI-FM, Harford sez, "TOMMY PAGE Turn On The Radio (SIRE/WARNER BROS.) is getting early response after a few plays. Watch for it also, MICHELLE NICEY (RUTHLESS/ATCO) is already doing well in night play! And AFTER 7 Ready Or Not (VIRGIN) fits like a glove on 'TIC-FM!"

JOHN CLINE, MD at WNIC, Columbus, OH sez, "THE B-52's Deadbeat Club (REPRISE) was my favorite cut off the album eight months ago, and now that it's a single release, watch it FLY! A great record! GLORIA ESTEFAN, MD at WZZG, Chicago sez, "JUDY COLE Baby, It's Tonight (REPRISE) has what it takes! ICE-T The Girl Tried To Kill Me (WARNER BROS.) is getting GREAT phones and requests! Very active at night! Is there any question about ROXETTE It Must Have Been Love (EMI)?""

GREG WILLIAMS, MD at KKRD, Wichita, KS sez, "JUDY COLE Baby, It's Tonight (REPRISE) has what it takes! ICE-T The Girl Tried To Kill Me (WARNER BROS.) is getting GREAT phones and requests! Very active at night! Is there any question about ROXETTE It Must Have Been Love (EMI)?"

KEVIN MICHAELS, MD at KTXY, Jefferson City, MO sez, "L.A. GUNS Ballad Of Jayne (POLYDOR) is a really good Rock ballad; better than a lot of them out there right now! TIMMY T Time After Time (QUALITY/JAM CITY) has great Urban crossover potential! And BELL BIV DEVOE Poison (MCA) is a good song that sounds GREAT on the air!"

BILL SHAHAN, PD/MD at WSVR, Charleston, WV sez, "M.C. HAMMER U Can't Touch This (CAPITOL) is the HOTTEST request song out-of-the-box this year! You're crazy if you're not playing BELL BIV DEVOE Poison (MCA)! Also, ALICE COOPER Only My Heart Talking (EPIC) is a Rock Top40 MUST! And MADONNA Vogue (SIRE/WARNER BROS.) could go all the way!"

RICK ELLIOT, MD at WDBR, Springfield, IL sez, "THE 4 OF US Drag My Bad Name Down (COLUMBIA) is a short, sweet, get-to-the-point tune! MICHELLE NICEY (RUTHLESS/ATCO) is a really catchy record! And JUDE COLE Baby, It's Tonight (REPRISE) is different from the way Mainstream's going right now! It's just a good, SOLID song!"

BOB LEWIS, MD at KRNQ, Des Moines, IA sez, "BASIA Cruising For Brusing (EPIC) is already exploding at retail and should be a multi-format hit! Also, check out BELL BIV DEVOE Poison (MCA) It's smooth...different...and should be a HIT! TINA TURNER Look Me In The Heart (CAPITOL) is very adult and very, very, very good. And BEATS INTERNATIONAL Dub Be Good To Me (ELEKTRA) has that upper demo appeal that the audience is killing for! Check out the Rub-A-Dub-dub!"

TREY ALEXANDER, MD at WRQN, Toledo, OH sez, "Check out BASIA Cruising For Brusing (EPIC) It's a great midday record that's good with all demo females! Also, ELECTRONIC Getting Away With It (WARNER BROS.) is a GREAT tune! It's easy to listen to - play it right! And listen to THE B-52'S Deadbeat Club (REPRISE)! It's a GREAT followup to Room - another BIG hit!"

CHUCK FINLEY, PD at WYWS, Columbia, SC sez, "Check out JUDE COLE Baby, It's Tonight (REPRISE)! This track is a nice upbeat male rocker! MAJOR week for the majors - check out FLEETWOOD MAC Save Me (WARNER BROS.) and JANET JACKSON Alright (A&M) and don't forget about BAD ENGLISH Heaven Is  A 4-Letter Word (EPIC)!"

MIKE TINNES, MD at WKLO, Grand Rapids, MI sez, "ALICE COOPER Only My Heart Talking (EPIC) did well in our battle of the songs! Also, check out PRETTY BOY FLOYD I Wanna Be With You (MCA) These are two good male power ballads!"

JAY MURPHY, Asst. PD/MD at KOHT, Grand Folks, ND sez, "The new JUDE COLE Baby, It's Tonight (REPRISE) is HOT! There's not a bad track on the album! And look for THE SMITHEREENS Blues Before And After (CAPITOL)"

ANDY SHANE, MD at WKIZ, Chambersburg, PA sez, "JUDE COLE Baby, It's Tonight (REPRISE) is very mass appeal! It's a Pop SMASH!! And MADONNA Vogue (SIRE/WARNER BROS.) is her best work in years!"

STEVE CHASE, Asst. PD/MD at KOYE, Laredo, TX sez, "SPUNKADELCIC Take Me Like I Am (SKY) is lighting up the phones at night! A GREAT 90s Dance tune! From the movie Teenage Mutant Ninja Turtles, check out Turtle Power by PARTNERS IN KRYME (SBK)! It's blowing out the phones also, WHISTLE Always & Forever (SELECT) is a classic remake! And people should start playing THE CURE Pictures Of You (ELEKTRA) - GREAT for all dayparts!"

April 6, 1990

HIITMAKERS 15
"I'll See You In My Dreams"

HITMAKERS
HOT STATS:
ROCK & ROLL/40: 24-14
A HITBOUND!
A CRUSADE!

GUY BROUILLARD, MD-CKOI/Vancouver
"From the first listen it sounded like a hit! It combines power and drama in a way that separates it from the other power ballads out now."

BOB LaBORBE, Asst. PD/MD-KCPX/Salt Lake City
"It has the texture of old Foreigner or Journey songs that are strong oldies for KCPX. Giant gives us that sound in a current rotation."

BEAVER CLEAVER, MD-WNVZ/Norfolk
"A good power ballad with strong vocals. Very female oriented and a perfect balance for the dance product out there!"

DWAYNE WARD, PD-WZZG/Charlotte
"Out of the immense number of Rock-oriented ballads, this one stands out. Our audience perceives it as a much smoother record than the others."

PIRATE (D#21)
KKBQ (#21)
KBQ (37-33)
KXXR (25-20)
Q102 (21-14)
92X (#16)
KSAQ (35-29)
KISN (Add)
98PXY (Add)
WLRS (35-25)
WKZL (Add)
CKOI (Add)
93Q (39-33)
95SX (26-20)
99WGY (36-30)
FM104 (D#28)
KBTS (Add #40)
KELY (32-24)
KFBQ (25-22)
KFTZ (26-22)
KGGG (31-28)
KHTT (Add#33)
KIXY (D#39)
KKHT (28-24)
KKRC-FM (D#35)
KLYV (D#36)
KNEN (Add)
KNIN (40-37)
KPXR (31-26)
KQHT (Add)
KQKQ (Add)
KQKY-FM (D#31)
KRZG (28-23)
KSKG (39-29)
KSND (40-33)
KTMT (37-33)
KTR5 (D#40)
KTXY (Add)
KUB (D#36)
KVTI (Add)
KYYY (40-36)
KZ93 (29-23)
KZBB (29-23)
KZII (Add)
KZMC (39-30)
KZOU (36-30)
KZZU (36-31)
OK95 (4-3)
WBBQ (Add)
WBNQ (26-23)
WFLY (37-34)
WHHY (D#34)
WHTO (Add)
WIFC (33-25)
WJMX (24-20)
WJKZQ (D#34)
WKEE (21-17)
WKRZ (D#39)
WKSF (Add)
WLAN (Add #31)
WLRW (D#34)
WNYP (D#35)
WOKI (29-26)
WOMP-FM (Add)
WPBM (38-30)
WQCM (D#28)
WQUT (D#28)
WRTB (28-25)
WSPK (D#38)
WSPT (D#25)
WVKS (33-30)
WVKZ (18-15)
WVSF (D#33)
WWCK (Add)
WYYS (Add)
WZOK (32-28)
Y104 (D#36)
Y94 (D#29)
Z106 (Add)
Z93 (31-27)
ZFUN106 (24-18)
...AND MANY, MANY MORE!

PRODUCED BY TERRY THOMAS MANAGEMENT: BUD PRAGER FOR E.S.P.
RICK STONE, PD/MD at MIX105.1, Orlando sez, “Give a listen to JUDE Cole Baby's Tonight (REPRISE) This one will be a hit! Check out THE 4 OF US Drag My Bad Name Down (COLUMBIA) It's interesting rock. KID CREOLE & THE COCONUTS The Sex Of It (COLUMBIA) is a great dance record written by Frenchie that could break the band. And if you played New Kids with good reaction, play PERFECT GENTLEMAN Ooh La La (COLUMBIA) for instant phones.”

SCOTT LEIF, MD at WERZ, Exeter, NH sez, “LIGHTNING SEED Pure (MCA) is very intriguing techno pop. Also, a real surprisingly mainstream song is ELECTRONIC GETTING AWAY WITH IT (WARNER BROS) ROBERT PLANT Hurtin' Kind (ES PARANZA/ATLANTIC) is getting good sales. And anybody growing up listening to these guys will recognize DANNY YANKES Coming Of Age (WARNER BROS). It's a real familiar sound!”

RICH ANHORN, MD at KWSS, San Jose, CA sez, “SINEAD O’CONNER The Emperor’s New Clothes (CHRYSALIS) should be a strong uptempo followup! When New Kids meet The Boys out comes PERFECT GENTLEMAN Ooh La La (COLUMBIA), which doesn't take long to get requests! Also, THE 4 OF US Drag My Bad Name Down (COLUMBIA) has a rockish, Irish, Australian feel. Roll down your windows and get loose! And don't forget MADONNA Vogue (SIRE/WARNER BROS) She pegs what summer is all about!”

CHUCK LUCK, PD/MD at KZII, Lubbock, TX sez, “MADONNA Vogue (SIRE/WARNER BROS) is an instant smash! Listen to M.C. HAMMER U Can't Touch This (CAPITOL)! After two days of airplay we had instant phones! Also, FLEETWOOD MAC Save Me (WARNER BROS) is a great song for all demographics! And check out THE 4 OF US Drag My Bad Name Down (COLUMBIA)! This is a great new band with a great sound. It's good on the air!”

JOHN IVEY, Asst. OM at WZOK, Rockford, IL sez, “DANNY YANKES Coming Of Age (WARNER BROS) is a great talent combination with great rock 'n' roll! It's good for radio! Also, GORKY PARK Try To Find Me (MERCURY) is a great midyear record. And ROBERT PLANT Hurtin' Kind (ES PARANZA/ATLANTIC) is getting hot from the past!”

JEFF DAVIS, MD at WCIR, Beckley, WV sez, “DANNY YANKES Coming Of Age (WARNER BROS) is obviously a good rock 'n' roll sound! They're on a roll! Check out COWBOY JUNKIES Sun Comes Up (RCA)! The new album sounds real good! Also, ROXETTE It Must Have Been Love (EMI) is another solid song! After a few ballads it's good to see BAD ENGLISH rock again with Heaven Is A 4 Letter Word (EPIC)! And FLEETWOOD MAC had done well in the past, and Save Me (WARNER BROS) should be no exception!”

KEITH GREER, MD at KTUX, Shreveport, LA sez, “Check out GORKY PARK Try To Find Me (MERCURY)! These guys had to work extra hard, but they came out with a great ballad! Also, BONHAM Guilty (WTG) has that Zeppelin sound. We all know who influenced him! A great remix is THE CURE Pictures Of Me (ELEKTRA) And LINEAR Sending All My Love (ATLANTIC) has a different sound everyone should listen to!”

JERI BANTA, PD at WYKS, Gainesville, FL sez, “ROXETTE It Must Have Been Love (EMI) sounds like another huge record for them! Also Oye Mi Canto (Hear My Voice) (EPIC) should get GLORIA ESTEFAN back on her feet! And FLEETWOOD MAC Save Me (WARNER BROS) will complete the trilogy of smash hits!”

DANNY WAYNE, PD/MD at WPFR, Terre Haute, IN sez, “MADONNA Vogue (SIRE/WARNER BROS) is a massive record! Also FLEETWOOD MAC Save Me (WARNER BROS) is what you would expect from great musicians! And don't forget to watch for PERFECT GENTLEMAN Ooh La La (COLUMBIA)!”

TOM SCOTT, MD at X106, Birmingham, AL sez, “One of MADONNA's best works yet is Vogue (SIRE/WARNER BROS) And FLEETWOOD MAC Save Me (WARNER BROS) is a classic! Christine McVeil's vocals are great!”

SCOTT BURTON, MD at WRCK, Utica, NY sez, “Listen to PERFECT GENTLEMAN Ooh La La (COLUMBIA)! Maurice Starr has another hot property with these three young men! Also, D-MOB That's The Way Of The World (POLYDOR) is a great follow-up! A very accessible song is BEATS INTERNATIONAL Dub Be Good To Me (ELEKTRA)! It has that Soul II Soul feel! And check out MADONNA Vogue (SIRE/WARNER BROS)! It's better than anything off her last album. This will leave you breathless!”

CHUCK MCGEE, MD at WOMP-FM, Wheeling, WV sez, “L.A. GUNS Ballad Of Jayne (POLYDOR) got big phones early! Also, ALICE COOPER Only My Heart Talkin' (EPIC) could be another big hit for him! And ACE FREHLEY Da Ya (ATLANTIC) won 5 nights in our challenge, beating Roxette, Fleetwood Mac, Damn Yankees and The Cure!”

STEVE SPILLMAN, PD/MD at WZKX, Biloxi, MS sez, “MADONNA Vogue (SIRE/WARNER BROS) is an uptempo song with a good beat! A hot new song by a classic group is FLEETWOOD MAC Save Me (WARNER BROS)! Check out ROXETTE It Must Have Been Love (EMI)! Their musical talent and flexibility never cease to amaze me! And M.C. HAMMER U Can't Touch This (CAPITOL) is like another Wild Thing! It's gonna be big!”

JIM SCOTT, MD at KNIN, Wichita Falls, TX sez, “THE 4 OF US Drag My Bad Name Down (COLUMBIA) is a great rock 'n' roll pop song that everyone should play! Check out MADONNA Vogue (SIRE/WARNER BROS)! Forget about Lambada - this song is gonna be a smash! And ELECTRONIC Getting Away With It (WARNER BROS) is a great dance record! It should appeal to rock stations with an alternative edge!”

JOHN ANDERSON, PD at KQIZ, Amarillo, TX sez, “COVER GIRLS All That Glitters Isn't Gold (CAPITOL) is a great follow-up record! For a good rocker that everyone should play, listen to THE 4 OF US Drag My Bad Name Down (COLUMBIA)! You should definitely check out ELECTRONIC Getting Away With It (WARNER BROS)! Also, ROXETTE It Must Have Been Love (EMI) is a great ballad with instant phone response! And check out PETER CETERA No Explanation (EMI)! It's on the Pretty Woman soundtrack!”

MIKE STONE, MD at WPFM, Panama City, FL sez, “DANNY YANKES Coming Of Age (WARNER BROS) is a great summertime song, right up our alley for the beach! Also, GORKY PARK Try To Find Me (MERCURY) is a great song that deserves a listen! And ALICE COOPER Only My Heart Talkin' (EPIC) is my pick! It's the strongest song on the album!”

ELI MOLANO, PD/MD at KPPR, El Paso, TX sez, “MELICE Ninety (RUTHLESS/ATCO) is a great follow-up! It's too cool for words! For great phone reaction, AFTER 7 Feeds (Mat-Vik) is the hot new band that will do it for you! Also, MADONNA Vogue (SIRE/WARNER BROS) is the best thing she's done since Like A Prayer! Check out COVER GIRLS All That Glitters Isn't Gold (CAPITOL)! It should be a good mover! It's a great follow-up to We Can't Go Wrong! And ALE Stop Me If I Fall In Love (VENDINGA/A&M) is a great record that sounds good!”

MIKE KASPER, PD/MD at KFB5, Boise, ID sez, “MADONNA Vogue (SIRE/WARNER BROS) is HUGE! Also, ELECTRONIC Getting Away With It (WARNER BROS) has a smooth sound! And I encourage everyone to listen to THE BEE GEES Bodyguard (WARNER BROS). Give it a chance!”

GARY JACKSON, PD at WDLX, Washington, NC sez, “BASEAURAS FOR BRUISING (EPIC) is a great midday song! It's very smooth sailing! Another smooth one, originally done by Champagne is GRAYSON HUGH and BETTY WRIGHT How Bout Us (RC!) Also, TESLA The Way It Is (GEFFEN) is a great follow-up to Love Song! It's a good nighttime record. Check out PETER MURPHY Cuts You Up (RCA)! It's a great crossover from alternative to commercial! And L.A. GUNS Ballad Of Jayne (POLYDOR) has great potential to be a chart climber!”

KEVIN CHASE, MD at KMKO, Lewiston, ID sez, “The MAC is back! FLEETWOOD MAC Save Me (WARNER BROS) is a natural! ROXETTE It Must Have Been Love (EMI) is another smash! The hits from this duo never stop! And TIM FINN Not Even Close (CAPITOL) is fresh and smooth! It feels like a hit record!”

LEE MCCARD, MD at WCGQ, Columbus, GA sez, “I took an instant liking to THE 4 OF US Drag My Bad Name Down (COLUMBIA)! It could be another Calloway - a good summertime song!”

April 6, 1990

HITMAKERS
THAT'S THE WAY OF THE WORLD
(866 981-1)
The follow-up to their top 10 single C'mon And Get My Love
(866 799-1)

DMOB

From the stunning debut album A LITTLE BIT OF THIS A LITTLE BIT OF THAT
Now over 300,000 units!
Produced, arranged & mixed by Dancin' Danny D.

Management: U.S. Representation-Arma Ankon for

ffrr...music that moves you
KEITH LEMIRE, PD at WKPE, Cape Cod, MA sez, "BASIA Cruising For Brusuing" (EMI) is going to be a strong single here. Her last track, Time And Tide, did well for us. ROXETTE It Must Have Been Love (EMI) should be a big follow up to Dangerous. With the help of the movie it should take off. Two just added that are doing well here are JUDE COLE Baby It's Tonight (REPRISE) and EXPOSE Your Baby Never Looked Good In Blue (ARISTA). Are you playin' em? Why not?"

LARRY D., Asst. MD at XL106.7, Orlando sez, "If BELL BIV DEVOE Poison (MCA) crosses it will be Poison-ous! And SYBILL Walk On By (NEXT PLATEAU) has great crossover potential! It sounds real good on radio and is doing very well locally! M.C. HAMMER U Can't Touch This (CAPITOL) is the hottest rap record out right now! Some say it's novelty stuff, I say it's hot! And HI TEK 3 Spin That Wheel (SBK) has the potential of being another Pump Up The Jam"

CHELLE ROBINSON, MD at KWTX, Waco, TX sez, "L.A. GUNS Ballad Of Jane (POLYDOR) is gonna be a big record. You can play it in all dayparts and it will do well! Check out LITTLE RIVER BAND If I Get Lucky (MCA)! It has a good, sing-along type hook! Also, M.C. HAMMER U Can't Touch This is an absolute SMASH! Listen to JUDE COLE Baby, It's Tonight (REPRISE)! This song has an alternative edge, yet it keeps it simple. 49ERS Touch Me (4TH & B'WAY/ISSLAND) is a good dance record. And SOUL II SOUL Get A Life (VIRGIN) is the sound of rap".

LARRY HUGHES, PD/MD at 95XIL, Parkersburg, WV sez, "A song with definite potential is JUDE COLE Baby It's Tonight (REPRISE)! And I also like ROXETTE It Must Have Been Love (EMI)! It's a continuation of their great sound!"

WILLIE STEVENS, MD at KZBB, Ft. Smith, AR sez, "JUDE COLE Baby It's Tonight (REPRISE) is a SMASH! This artist is going to be tremendous! Perfect for the adult demos is FLEETWOOD MAC Save Me (WARNER BROS)! The sound is so smooth when Christine sings! Finally, DAMN YANKES Coming Of Age (WARNER BROS) kicked butt on our "Star Wars" battle"

JAMES STEWART, MD at CHED, Edmonton, Alberta sez, "A song that's been overlooked is MELISSA ETHERIDGE The Angels (ISLAND)! She proves to be a very strong artist, especially after you've seen her live! And TESLA The Way It Is (GEFFEN) is working very well for us. Love Song paved the way for this to become the big one!"

EFREN SIFUENTES, MD at KDON, Salinas, CA sez, "Get pumped with the remix import of TECHNO TRONIC This Beat Is Technotic (SBK)! It's happenin' and it's soon to be released domestically. Also, MR. LEE is a HOT club sensation with his second single release Pump That Body (JIVE/RCA). This is a serious groove - Hip-house style! Give YOUNG M.C.'s new single, Louie Louie (from an upcoming CYPRESS Records soundtrack) a spin! It's buggin' super-hyped! Check out the Whip Appeal remixes by BABYFACE! My favorite is the Ultimate Whip Mix (SOLAR/EPIC)! Very smooth - you might call it the "back-seat" mix! Listen to the LeVert remix of CHRISTOPHER WILLIAMS One Girl (GEFFEN)! Super-cool effort!"

ROGER SCOTT, MD at KRO, Tucson, AZ sez, "Check out WHISTLE Always And Forever (SELECT) I like the version even better than the original! It's crisp and clean - a great updated version! Also MICHELLE NIGGY (ATCO) will strengthen the name she has already made for herself. And to reiterate, SPUNKADELIC Take Like I Am (SBK) has all the ingredients of a hit - a D-Mob dance feel and lot's more!"

JAY RANDALL, MD at Q101, Meridian, MS sez, "JANET JACKSON Alright (A&M) is hot! This should be another big single for JANET. For a HOT Top40 rocker, listen to BAD ENGLISH Heaven Is A 4-Letter Word (EPIC)! This is going to be a strong Top40 track! Also, BASIA Cruising For Brusuing (EPIC) is a great ballad! Don't be afraid to give it a shot! Time And Tide is gone, but BASIA's back! And Rick James lives through M.C. HAMMER U Can't Touch This (CAPITOL) This one's gonna be tough to keep down! If you need a track for nights - this is it!"

ROGER GAITHER, PD at WKQB, Charleston, SC sez, "M.C. HAMMER U Can't Touch This (CAPITOL) - egos aside - it is HOT! Because of immediate familiarity, it's an automatic! A song worth looking into is LINEAR Sending All My Love (ATLANTIC)! It's starting to pick up a buzz here! Also GLORIA ESTEFAN Oye Mi Canto (Hear My Voice) (EPIC) is another hit! What can you say that hasn't been said! She's HOT! And GRAYSON HUGH and BETTY WRIGHT How Bout Us (RCA) has got a smooth sound and a great feel! If you're in need of good AC material - this is it!"

CRAIG ROBERTS, PD/MD at KCHX, Odessa, TX sez, "THE 4 OF US Drag My Bad Name Down (COLUMBIA) is HOT! Very good stuff! It has a good pop/reggae feel to it! Also, BAD ENGLISH Heaven Is A 4-Letter Word (EPIC) is a slammin' song! John Waite has great vocal talent and displays it on this track!

AFTER 7 Ready Or Not (VIRGIN) is a great ballad! It has a good uptempo feel so it's not so common. And one single that deserves a shot is THE CURE Pictures Of You (ELEKTRA)! Check it out!"

RANDY IEZZI, MD at 297 in Billings, MT sez, "HEART All I Wanna Do is Make Love To You (CAPITOL) is an all-d emo song! It gets the upper demo females during the day and the teens at night! Also, LINEAR Sending All My Love (ATLANTIC) has a fresh, clean sound! It's getting hot 18-34 phones! VOGUE (SIRE/WARNER BROS) is really good! It's different, it's MADONNA, and it's hot! And Your Baby Never Looked Good In Blue (ARISTA) is the best song on the EXPOSE album by far! We put it on our Hot 5 at 9 only one week after we added it!"

TRISH MEREO, Station Manager at WPST, Trenton, NJ sez, "MADONNA Vogue (SIRE/WARNER BROS) is another automatic add! It's great to have new material just in time for the Blond Ambition Tour! Another great sounding song that's very familiar is ELECTRONIC Getting Away With It (WARNER BROS)! You can use this in all dayparts! Can't beat the vocals of Neil Tennant and the hot Summer! Also check out DEPECHE MODE Enjoy The Silence (REPRISE)! These guys have never been hotter! We've been playing Personal Jesus forever, it's got to have something new!"

GARY DIXON, PD at KCOC, Cedar Rapids, IA sez, "MADONNA Vogue (SIRE) is a good record. The phones rang as soon as we played it! Also, I've heard a lot of buzz in the midst on JUDE COLE Baby, It's Tonight (REPRISE)! We're not on it yet, but it's definitely something to look at!"

FREDDY COLEMAN, MD at WHTH, Portland, ME sez, "I like HI TEK 3 Spin That Wheel (SBK). Even though it's members of Technotoric, it still has a personality of it's own! We tested ROXETTE It Must Have Been Love (EMI) one week, and has to put it in rotation! The phones are exploding! Also, RICHARD MARX Children Of The Night (EMI) is a good power ballad, better than Too Late To Say Goodbye! I can see why a lot of people are making such a big fuss over THE COVER GIRLS! All That Glitters Isn't Gold (CAPITOL) should put them right where they belong...hitbound!"

DUSTY HAYES, PD at KBFM, McAllen-Brownsville, TX sez, "WHISTLE Always And Forever (SELECT) is a classic, and some people who might not remember it, like it anyway! THE CURE Pictures Of You (ELEKTRA) is HOT! It sounds different! Also, THE BEE GEES Bodyguard (WARNER BROS) is an excellent record with good adult appeal! And you need to play GORKY PARK Try To Find Me (MERCURY)!

BEAU RICHARDS, PD/MD at WQJD, Biloxi, MS sez, "KID CREOLE AND THE COCONUTS The Sex Of It (ATLANTIC) looks pretty good! It's a funk-reggae mix with a snappy novelty sound! THE SMITHEREENS Blues Before And After (CAPITOL) is a good follow-up to the last single! In fact, it may be stronger than A Girl Like You! Also, MADONNA Vogue (SIRE/WARNER BROS) is a little more acceptable for people who are tired of that same old Madona sound, but...it's still Madonna!"

RAY KALUSA, PD/MD at KWNZ, Reno, NZ sez, "GIANT I'll See You In My Dreams (A&M) is reacting well in a midday and nighttime test rotation - check it out! Also, a solid record with great name recognition is FLEETWOOD MAC Save Me (WARNER BROS)!

SEAN MICHAELS, MD at KTRS, Casper, WY sez, "COVER GIRLS All That Glitters Isn't Gold (CAPITOL) is an excellent follow-up to We Can't Go Wrong! Check out BAD ENGLISH Heaven Is A 4-Letter Word (EPIC) (JOHN WAITE) is still pumpin' it out! This is a strong rock single but not overpowering! Also, L.A. GUNS Ballad Of Jayne (POLYDOR) is going to be a strong nightime ballad. From the L.A. streets to the top of the charts! And ROXETTE It Must Have Been Love (EMI) is one we just added and it's doing great! This is a MUST ballad!"

STEW SCHANTZ, PD at WSPK, Poughkeepsie, NY sez, "JUDE COLE Baby, It's Tonight (REPRISE)! is a good midday tune. Also, K-REX If You Were Mine (ENIGMA) is a perfect night song! And BASIA Cruising For Brusuing (EPIC) is the closest thing to Sade!"
JIM OWEN, WKLQ, PD
"The man knows his way around a fretboard! A guitar player's guitar player - this LP should open him up to a lot more ears. Nice early sales and anticipating success with the single!"

T. MORGAN, KIXR, PD/MD
"Already crossing well into all demos. Strong male and female requests! A proven artist based on his guitar work, and his vocals enhance his mass appeal. I foresee this as a top 20 HIT!"

WILL MARTIN, Y104, MD
"A beautiful ballad with a great hook from the guitar master! I believe in Satriani, and so do our female listeners!"

FLETCHER KEYES, Z104, MD
"This is definitely mass appeal. This tune cuts through the fog of today's Dance/Ballad overload like a beacon in the night!"

THE NEW SINGLE FROM THE GOLD ALBUM
"FLYING IN A BLUE DREAM"

PRODUCED BY JOE SATRIANI & JOHN CUNIBERTI
RE MIXED BY CHRIS LORD-ALGE
DIRECTION: BILL GRAHAM MANAGEMENT

R&R Album Track: 56-43*  R&R Album Chart: 40-31*
Monday Morning Replay New Comers: 45-41*  #1 New Comer Of The Week!
Album Network Album Track: 54-44*  Album Network Album Chart: 43-35*
NATIONALLY SOLD-OUT TOUR NOW UNDERWAY!
NIKKI  
Notice Me  
(GEFFEN)  

If the name sounds familiar, it's probably because NIKKI's debut single came out last summer and garnered immediate national attention. But radio was screaming for a different cut, a stunning ballad called Notice Me. GEFFEN Records once again responded to the needs of radio and now Notice Me is signed, sealed and delivered; it's on your desk now! If you haven't heard this phenomenal tune, pop in your last HITMAKERS CD sampler - it was the first cut on the disc. It definitely caught the attention of industry trendsetters KMEL and Q106, who gave it immediate adds this week. This is a secret weapon cut that is guaranteed to pull incredible phones.

AFTER 7  
Ready Or Not  
(VIRGIN)  

The time for AFTER 7 is definitely now. This talented trio, along with the help of family-related production team L.A. & Babyface, have delivered a phenomenal debut album that has already garnered national attention for the first single, Heat Of The Moment. This touching ballad is steadily gaining momentum with key adds each week. Despite an overload of ballads, AFTER 7 slices through the competition and slays the upper demo females you covet. The reaction is strong at such stations as KMEM, KJMJ, WXKS, Q106, WPGC, HOT105, KS104, KITY and Z99 as well as at new adds KHTK, POWER PIG, Y108, KROY, WTIC and WZZG.

WHISTLE  
Always And Forever  
(SELECT)  

A debut on Mainstream/50 at #42 and a healthy climb 31-21 on Urban/50 makes Always And Forever one of the most talked about and active records of the week. It's easy to discern why. Always And Forever is a timeless tune that tests as a recurrent through the roof, therefore the familiarity is built-in and instantaneous. Furthermore, WHISTLE does a tasteful job in this remake offering the charm of the original with a hi-gloss production. Add in the outstanding retail sales on the single and you've got the makings of a smash. Just added at B96, KRBE and Q106 with major action at KMEL, WHYT, KJMJ, WPGC, B104, KKFR, KOY95, KS104, Y108, KGGI, KITY, KTFM and more.

ELECTRONIC  
Getting Away With It  
(WARNER BROS.)  

You will not be able to hide from this song. The adds are building steadily and the buzz continues to be hot and heavy on this mega group that consists of a who's who of innovative, technopo pop music. Climbing 28-26 on Rock & Roll/40 30-27 on Urban/50, this tune is definitely multi-format in every sense of the word. Smooth enough for adults and hip enough for the younger demos, ELECTRONIC covers every angle for an all-around mass appeal smash. Hot key adds this week include KROQ, WPHR, KKFR, WGH, KCPX, KISN, MAJIC102, WZZG and CKOI. For a clean image record, Getting Away With It delivers.

DEPECHE MODE  
Enjoy The Silence  
(SIRE/REPRISE)  

First week out KIIS-FM in Los Angeles felt it was necessary to add Enjoy The Silence. Why? One listen will reveal its power. Enjoy The Silence has an incredibly smooth hook and mid-tempo melody with strong male vocals. With retail sales through the roof (the LP shipped gold), and requests from all demos, DEPECHE MODE has outgrown their alternative moniker. This group has developed Top40 credibility, with a string of platinum-plus albums replete with international hits. If you've never played DEPECHE MODE before, now is the perfect time to start. Non-offensive and totally mass appeal, Enjoy The Silence is a must play. Don't take our word for it, take your listeners'.

EMMIS (from page 3)  

- oriented "Top40, "much like (Emmis Los Angeles property) POWER106." He added that the station is presently about 80% English language, "although that is changing. We're getting a lot of product from other European countries."  

MAXXIMUM debuted its dance-oriented format in October of 1989, pulling a 2.3 cube (15+) after five weeks on the air.

Emmis owner Jeff Smulyan had indicated to HITMAKERS in December (see Issue 618) that he was "eyeing" both the European and Japanese markets.

Crane pointed out that the deal with CLT included an "informal" agreement to "show each other the FM stations that we stumble across," indicating that Emmis was open to further ventures in Europe. "The thing that must be remembered by Americans venturing into Europe is that you cannot achieve a control position."

GRIFFITHS (from page 3)  

Griffiths told HITMAKERS  

Motola called Griffiths "an excellent executive," and added that "He is well respected in the creative community and is noted for identifying talent at an early stage of development. I know that his presence at CBS will spawn good results."

Prior to joining CBS, Griffiths functioned as an A&R man for ISLAND Records, where he worked from 1976 to 1980. He left ISLAND as head of A&R to go into independent management for a brief time before joining Virgin Music in 1981. As Managing Director, he was responsible for overseeing the rise of Virgin Music from outside the top 10 to number one in market share. In 1986 Griffiths was asked to take control of Virgin Music's new label, 10 Records, and its affiliated publishing company, 10 Music. The success of 10 Music led to his appointment as President of the North American Operation.

MACEJKO (from page 3)  

we couldn't come to an agreement on the areas I felt needed the changes. I felt if we couldn't reach agreement, it would be better if I moved on."

Macejko said he would like to stay in the Tampa area, but is open to offers from all over the country.

Reinhart told HITMAKERS that his new job is "a dream position that hundreds of guys in the country would kill for," and he called THE POWER PIG "the hottest radio station in America." He said that his job is "to take the success of THE POWER PIG and make it even greater, and turn the ratings success into dollars for Jacor."

Reinhart said THE POWER PIG is "in the very capable hands of (Program Director) Marc Chase.

"He's running the ship and he's in firm control," said Reinhart. "Together we're going to prove that we're Tampa's new leading radio station."

April 6, 1990  
HITMAKERS  

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**THE 4 OF US**

**Drag My Bad Name Down**

(COLUMBIA)

Just try and pigeon-hole THE 4 OF US' *Drag My Bad Name Down*. It's a potent synthesis of textures with some hard rock and dance fusion thrown in for good measure. It's one of those rare cuts that sounds good on the first listen and continues to build stronger the more it's heard. Quirky enough to catch your listeners by surprise and impressive enough to keep them listening, *Drag My Bad Name Down* has all the ingredients of a hit record. One of the Most Added this week with 45 Top40 stations, including KROQ, WVNZ, 95XX, KCHX, KKHT, KMOK, KTMT, KZQ, WAEB-FM, WHHY-FM, WKLQ, Z106, WSKX, Z93 and many more. Don't let this one slip by you.

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**BASIA**

*Cruising For Bruising* (EPIC)

Another phenomenal week for this Polish princess at Top40 radio. BASIA has the support of Polly Anthony and the hierarchy at EPIC Records and has earned it through great, unusual sounding records like *Cruising For Bruising*. Adults will melt at the savoy strains of this tune that blends a Caribbean flavor with a modern approach. BASIA is one of the hottest and most versatile performers on the scene today. Your listeners want to expand their horizons and this tune serves that purpose without alienating your younger demoes. With hot new adds at HOT97, Q95, WAVA, ENERGY96.5, HOT102, WTIC-FM, XL106.7, Y107, KJ103 and WKZL this record can't lose.

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**GIANT**

*I'll See You In My Dreams* (A&M)

Charlie Minor is howling from the mountain tops about the stunning across-the-board appeal of *I'll See You In My Dreams*. GIANT is an apt name for this band as that is exactly what they are becoming. Stations from Los Angeles to Montreal, Canada are singing the praises of this record that combines intimacy and power for a can't miss combination.

Jumping 24-14 on Rock & Roll/40 with new adds this week at KISN, 98PX, WKZL, KKOI and more, this record warrants a test spin. Find out what all the commotion is about. You'll be instantly rewarded with all demo phone response and positive call-out research.

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**MICHEL'LE**

*Nicety* (RUTHLESS/ATCO)

A smashing followup to her sensational debut, *Nicety* has a cool groove and an infectious hook that will keep her newly won fans happy while broadening her appeal in a positive way. This young and talented lady features a unique vocal approach and she's making headlines nationwide with her dazzling musical pyrotechnics. Critics are wild about her exceptional live performances that never fail to please. A strong first week with adds at HOT97, KMET, KHTK, Q106, KKFK, KOY95, KS104, Y108, KKRZ, KROY, KITY, KTFM, KC101, Z99 and many more. If *No More Lies* was a hit for you, *Nicety* will continue the trend. The funky remixes makes this even more accessible.

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**BEATS INTERNATIONAL**

_Dub Be Good To Me_ (ELEKTRA)

This soulful, updated version of the SOS Band classic _Just Be Good To Me_ is cleverly retitled and re-packaged with a '90s sound. _Dub Be Good To Me_ fits in the groove of today's sound with a funky backbeat enhanced by crystal clear vocals. The combination has enticed and won over such key stations as B96 in Chicago, WMXQ in Detroit, WPGC in Washington, HOT105 in Miami, KQX in Phoenix, KS104 in Denver, KTFR in San Antonio and 102JMZ in Orlando this week. With this stellar array of stations just on this record, any Top40 programmer should be convinced that this record has true Top40 substance. A chart topper in the U.K. for the past two weeks and crossing the Atlantic now.

**DOROTHY**

_Fancy_ (ELEKTRA)

Dorothy is back with a bigger, better, classic Dorothy. This record has the same catchy, fun feel of her past songs, but with a modern twist. It's sure to become a hit on Top40 stations around the country.

**PETER MURPHY**

_Cuts You Up_ (RCA)

The RCA commitment continues on this artist who not only retails and requests tremendously, but sells out concert venues as well. An established alternative artist, MURPHY is now claiming his niche in Top40 radio with a tune that is delightfully pop and yet uniquely avant-garde. With more key adds this week at ENERGY96.5 in Houston and KXXR in Kansas City, programmers are opening their eyes to the benefits of playing this tune. Continued success is apparent at WXKS-FM, KKBQ, WNBZ, KSAQ, HOT49.4, KISN, Z99, CKOI and many more. If you're not hip to PETER MURPHY, chances are your audience is and you're missing out.

**GREAT EARLS**

_I fully intend to put them to good use._

**ROBERT PLANT**

_Hurting Kind (I've Got My Eyes On You)_ (ES PARANZA/ATLANTIC)

This veteran artist is a staple ingredient in the Top40 diet and _Hurting Kind (I've Got My Eyes On You)_ is no exception to the rule. Your audience should swallow this one and beg for more from the musician who gave you a _Tall Cool One_ in the recent past. PLANT excels in this latest musical endeavor and the result couples commercial clout and aesthetic appeal. Going 10-9 on Rock & Roll/40 this week with continued action at PIRATE RADIO in Los Angeles, along with KEGL, WPCHR, KXYQ, KXXR, 92X, KSAQ, WLRS and many more. If ROBERT PLANT has ever worked on your station, this is a must play record from a classic artist.

**OCEANIA**

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**THE COVER GIRLS**

_All That Glitters Isn't Gold_ (CAPITOL)

Debuting this week on Urban/50 at #32, THE COVER GIRLS are living up to their past success with this uptempo smash that showcases a hook that grabs and keeps the listener from bar one. Crossing Top40 now with key adds at X100, KKBQ, KUBE, KHTK, KZZP, HOT102, KWOT, WKSX, WTIC-FM this week and hot action THE POWER PIG, KBRE, HOT97, B96, KMLE, Q106, KFFR, HOT97.7, FM102, WZZG and many more.

This great followup to their ballad smash _We Can't Go Wrong_ should follow its predecessor to the top with ease. THE COVER GIRLS work in virtually every market they have been tested in, so this is a must play record.

**CRUSADIES**
HIT BOUNDS

RECORDS ARE LISTED IN ORDER OF ACTIVE REPORTS. AN ACTIVE REPORT IS AN ADD, A DEBUT, A TOP 15 REPORT, OR A 3 POINT OR MORE MOVE ELSEWHERE ON THE CHART. QUALITY- NOT QUANTITY. RECORDS EXCEEDING 100 ACTIVE REPORTS ARE NATIONAL BREAKOUTS.

NATIONAL BREAKOUTS

265 • MADONNA “Vogue” (WB)
100 • JUDE COLE “Baby, It’s Tonight” (REPRISE)
89 • ROBERT PLANT “Hurtin’...” (ES PARANZA/ATL)
80 • U-KREW “If U Were Mine” (ENIGMA)
79 • BASIA “Cruising For Bruising” (EPIC)
74 • REGINA BELLE “Make It Like It Was” (COLUMBIA)
71 • BAD ENGLISH “Heaven Is A 4 Letter Word” (EPIC)
66 • ELECTRONIC “Getting Away With It” (WB)
59 • LAURA BRANIGAN “Moonlight On...” (ATLANTIC)
58 • ELECTRONIC “Gettin’ Away With It” (WB)
57 • BAD ENGLISH “Heaven Is A 4 Letter Word” (EPIC)
56 • COVER GIRLS “All That Glitters Isn’t...” (CAPITOL)
51 • PETER MURPHY “Cuts You Up” (RCA)

49 • THE 4 OF US “Drag My Bad Name...” (COLUMBIA)
47 • AFTER 7 “Ready Or Not” (VINGIN)
46 • BONNIE RAFTT “Have A Heart” (CAPITOL)
43 • FASTER PUSSYCAT “House Of Pain” (ELEKTRA)
42 • BELL BIV DEVOE “Poison” (MCA)
40 • GRAYSON HUGH “How ‘Bout Us” (RCA)
38 • SALT-N-PEPA “Expression” (NEXT PLATEAU)
36 • PERFECT GENTLEMEN “Ooh La La” (COLUMBIA)
32 • MICHELLE “Nicety” (RUTHLESS/ATCO)
31 • DEPECHE MODE “Enjoy The Silence” (REPRISE)
29 • QUINCY JONES “The Secret Garden” (WB)
28 • TIMMY T “Time After Time” (QUALITY/JAM CITY)
27 • WHISTLE “Always And Forever” (SELECT)
26 • CURIO “Pictures Of You” (ELEKTRA)
25 • THE SMITHEREENS “Blues Before And...” (CAPITOL)
23 • DAMN JANKEES “Coming Of Age” (WP)
22 • HI TEK 3 “Spin That Wheel” (SBK)
21 • JOEY SOMERVILLE “You Make Me...” (POLYDOR)
20 • SMOKY ROBINSON “Everything You...” (MOTOWN)
19 • BEATS INTERNATIONAL “Dub Be...” (ELEKTRA)
18 • KAOMA “Lambada” (EPIC)

17 • GORKY PARK “Try To Find Me” (MERCURY)
16 • TILLY COLLINS “Girls Nite Out” (RCA)
15 • YOUNG MC “I Come Off” (DELICIOUS VINYL/ISLAND)
14 • SOUL II SOUL “Get A Life” (VIRGIN)
13 • EMNFF Z’NUFF “Fly High Michelle” (ATCO)
12 • JOAN JETT “Love Hurts” (BLACKHEART/EPIC)
11 • BRITNY FOX “Dream On” (COLUMBIA)
10 • CHURCH “Metropolis” (ARISTA)
9 • XYZ “What Keeps Me Loving You” (ENIGMA)
8 • HARRY “Breathe” (4TH & BROADWAY/ISLAND)
7 • PRETTY BOY FLOYD “I Wanna Be With You” (MCA)
6 • SONIA “You’ll Never Stop Me From...” (CHRYSLIS)
5 • SPUNKADELIC “Take Me Like I Am” (SBK)
4 • TIM FINN “Not Even Close” (CAPITOL)
3 • CHRIS REA “The Road” (GEFFEN)
2 • ERIC CLAPTON “No Albias” (REPRISE)

20 • KAOA “Lambada” (EPIC)

24 HITMAKERS

April 6, 1990

ARTIST SPOTLIGHT

AFTER 7

(VIRGIN)

Faith, perseverance and talent define success, and in this case AFTER 7 is success personified. Ready Or Not signals that this band is right on time with this touching ballad.

✓ Star quality runs in the two families responsible for the AFTER 7 trio. Melvin and Kevon Edmonds are the siblings of Babyface, one half of one of the industry’s most prolific production teams - L.A. & Babyface. Keith Mitchell is L.A.’s cousin. With the help of the dynamic duo, AFTER 7’s debut LP is truly a family affair.

✓ Working out of Indianapolis, L.A. & Babyface are responsible for producing some of the hottest talent on the market today, including Karyn White, The Deele, Paula Abdul, Bobby Brown and more. Their signature sound creates a hit formula with a guarantee. With AFTER 7, they shape and mold talent into pure genius, showing a full spectrum of creativity in the building of this new musical dynasty.

✓ Kevon and Keith attended Indiana University together, where they were part of the college choral ensemble. Although they were both business majors, their love of music progressed into more than a hobby. With the addition of Melvin to the choir - who had been doing background work for Shalamar and others - the circle of friendship was complete. With the support of musically inclined families, the trio approached a production/recording venture with a realistic outlook, keeping their 9-5 jobs until they were ready to go into the studio. AFTER 7 entered the musical business with level heads and unwavering commitments, and looking the risk of failure in the face, they created a beauty.

✓ AFTER 7 are an updated ‘90s version of such soulful, stylish groups as The Temptations and The Whispers. Funky mid-tempo grooves interspersed with smooth, sensual vocals and strong meaningful lyrics have caught the attention of a nation. Airtight performances complement their airtight commitment and spiritual unity - a unity built on family ties and years of working together. After the tremendous popularity of Heart Of The Moment, Ready Or Not makes for a dazzling followup: a provocative, sexy ballad, produced and written by the L.A. & Babyface team.

RADIO SEZ:

ELROY SMITH - PD, KJMZ - DALLAS
“Ready Or Not” reminds me of Two Occasions by The Deele. It’s top three in callout after two weeks and top five requests 25-34 females. A strong retail record with great callout and requests. All signs indicate a hit record!”

MARK SHANDS - PD, WCKZ-FM - CHARLOTTE
“If I were to rate the new records, I’d put AFTER 7 in the top 5!”

BRETT DUMLER - PD/MD, Z99 - OKLAHOMA CITY
“Top five phones after one week with 18-34 females!”
"I'll do this

and I'll do that

I'll be burning
canyons for you..."

-Michael Penn,

"This & That,

the next single

from the Album

"March"

Produced by John Beal

Management by Nick Wehebe & Associates
**MAINSTREAM/50**

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>1.00</td>
<td>JANET JACKSON</td>
<td>Alright (A&amp;M)</td>
<td></td>
</tr>
<tr>
<td>1.01</td>
<td>JANET JACKSON</td>
<td>All That Glitters Isn't Gold (CAP)</td>
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<td>1.02</td>
<td>JANET JACKSON</td>
<td>Alright (A&amp;M)</td>
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<tr>
<td>1.03</td>
<td>JANET JACKSON</td>
<td>Your Baby Never Looked... (ARISTA)</td>
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<td>1.04</td>
<td>WHISTLE</td>
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<td>1.05</td>
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<td>1.06</td>
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<td>1.07</td>
<td>THE COVER GIRLS</td>
<td>Ballad Of Jayne (POLYDOR)</td>
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<tr>
<td>1.08</td>
<td>HEART</td>
<td>All I Wanna Do Is Make... (CAP)</td>
<td></td>
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</tbody>
</table>

**HOTTEST SONGS THIS WEEK!**

**MAINSTREAM**

175% JANET JACKSON
Alright (A&M)

150% EXPOSE
Your Baby Never Looked... (ARISTA)

79% WHISTLE
Always & Forever (SELECT)

55% HEART
All I Wanna Do Is Make...

48% M.C. HAMMER
U Can't Touch This (CAPITOL)

**URBAN**

101% THE COVER GIRLS
All That Glitters Isn't Gold (CAP)

96% JANET JACKSON
Alright (A&M)

73% EXPOSE
Your Baby Never Looked... (ARISTA)

70% WHISTLE
Always & Forever (SELECT)

**ROCK & ROLL**

78% GIANT
I'll See You In My Dreams (A&M)

35% ALICE COOPER
Only My Heart Talkin' (EPIC)

30% L.A. GUNS
Ballad Of Jayne (POLYDOR)

28% HEART
All I Wanna Do Is Make...

(Continued on next page)
The charts are compiled from individual radio station reports we received this week. Chart position is based on a point system. The "hottest" up & coming songs shows the records with the greatest percentage increase in points this week over last week.

### Urban/50

<table>
<thead>
<tr>
<th>LW-TW</th>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-1</td>
<td>JANE CHILD</td>
<td>&quot;Don't Wanna Fall In Love&quot;</td>
<td>(WB)</td>
</tr>
<tr>
<td>13-2</td>
<td>SINEAD O'CONNOR</td>
<td>&quot;Nothing Compares...&quot;</td>
<td>(CHRY)</td>
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<tr>
<td>15-3</td>
<td>M.C. HAMMER</td>
<td>&quot;U Can't Touch This&quot;</td>
<td>(CAPITOL)</td>
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<tr>
<td>7-4</td>
<td>LINEAR</td>
<td>&quot;Sending All My Love&quot;</td>
<td>(ATLANTIC)</td>
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<tr>
<td>1-5</td>
<td>LISA STANSFIELD</td>
<td>&quot;All Around The World&quot;</td>
<td>(ARIS)</td>
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<td>6-6</td>
<td>CALLOWAY</td>
<td>&quot;I Wanna Be Rich&quot;</td>
<td>(SOLAR/EPIC)</td>
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<tr>
<td>8-7</td>
<td>SEDUCTION</td>
<td>&quot;Heartbeat&quot;</td>
<td>(VENDETTA/A&amp;M)</td>
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<td>2-8</td>
<td>TAYLOR DAYNE</td>
<td>&quot;Love Will Lead You Back&quot;</td>
<td>(ARIS)</td>
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<tr>
<td>12-9</td>
<td>AFTER 7</td>
<td>&quot;Ready Or Not&quot;</td>
<td>(VIRGIN)</td>
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<tr>
<td>11-10</td>
<td>QUINCY JONES</td>
<td>&quot;The Secret Garden&quot;</td>
<td>(WB)</td>
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<td>14-11</td>
<td>SWEET SENSATION</td>
<td>&quot;Love Child&quot;</td>
<td>(ATCO)</td>
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<td>4-12</td>
<td>BABYFACE</td>
<td>&quot;Whip Appeal&quot;</td>
<td>(SOLAR/EPIC)</td>
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<tr>
<td>16-13</td>
<td>DIGITAL UNDERGROUND</td>
<td>&quot;Humpty Dance&quot;</td>
<td>(TB)</td>
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<td>24-14</td>
<td>JANET JACKSON</td>
<td>&quot;Alright&quot;</td>
<td>(A&amp;M)</td>
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<td>21-15</td>
<td>BELL BIV DEVOE</td>
<td>&quot;Poison&quot;</td>
<td>(MCA)</td>
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<tr>
<td>18-16</td>
<td>SMOKEY ROBINSON</td>
<td>&quot;Everything...&quot;</td>
<td>(MOTOWN)</td>
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<tr>
<td>19-17</td>
<td>TIMMY T</td>
<td>&quot;Time After Time&quot;</td>
<td>(JAM CITY/QUALITY)</td>
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<tr>
<td>5-18</td>
<td>TOMMY PAGE</td>
<td>&quot;I'll Be Your Everything&quot;</td>
<td>(SIRE/WB)</td>
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<tr>
<td>9-19</td>
<td>MADONNA</td>
<td>&quot;Keep It Together&quot;</td>
<td>(SIRE)</td>
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<td>10-20</td>
<td>A'ME LORAIN</td>
<td>&quot;Whole Wide World&quot;</td>
<td>(RCA)</td>
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<td>31-21</td>
<td>WHISTLE</td>
<td>&quot;Always &amp; Forever&quot;</td>
<td>(SELECT)</td>
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<td>35-22</td>
<td>EXPOSE</td>
<td>&quot;Your Baby Never Looked...&quot;</td>
<td>(ARISTA)</td>
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<td>26-23</td>
<td>LUTHER VANROSS</td>
<td>&quot;Treat You Right&quot;</td>
<td>(EPIC)</td>
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<td>27-24</td>
<td>TROOP</td>
<td>&quot;Spread My Wings&quot;</td>
<td>(ATLANTIC)</td>
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<td>25-25</td>
<td>KOAMA</td>
<td>&quot;Lambada&quot;</td>
<td>(EPIC)</td>
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<td>17-26</td>
<td>JANET JACKSON</td>
<td>&quot;Escapade&quot;</td>
<td>(A&amp;M)</td>
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<td>30-27</td>
<td>ELECTRONIC</td>
<td>&quot;Getting Away With It&quot;</td>
<td>(WB)</td>
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<td>28-28</td>
<td>PAJAMA PARTY</td>
<td>&quot;Hide &amp; Seek&quot;</td>
<td>(ATLANTIC)</td>
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<td>32-29</td>
<td>MICHAEL BOLTON</td>
<td>&quot;How Can We Be...&quot;</td>
<td>(COL)</td>
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<td>NEW-30</td>
<td>MADONNA</td>
<td>&quot;Vogue&quot;</td>
<td>(SIRE/WB)</td>
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<td>20-31</td>
<td>INNER CITY</td>
<td>&quot;Watcha Gonna Do With...&quot;</td>
<td>(VIRGIN)</td>
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<td>NEW-32</td>
<td>COVER GIRLS</td>
<td>&quot;All That Glitters Isn't Gold&quot;</td>
<td>(CAP)</td>
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<td>NEW-33</td>
<td>SOUL II SOUL</td>
<td>&quot;Get A Life&quot;</td>
<td>(VIRGIN)</td>
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<td>34-36</td>
<td>GAP BAND</td>
<td>&quot;Addicted To Your Love&quot;</td>
<td>(CAPITOL)</td>
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<tr>
<td>37-35</td>
<td>YOUNG &amp; RESTLESS &quot;B. Girls&quot;</td>
<td>(PANDISC)</td>
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<tr>
<td>38-36</td>
<td>REGINA BELLE</td>
<td>&quot;Make It Like It Was&quot;</td>
<td>(COLUMBIA)</td>
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<tr>
<td>23-37</td>
<td>ANYTHING BOX</td>
<td>&quot;Living In Oblivion&quot;</td>
<td>(EPIC)</td>
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<tr>
<td>29-38</td>
<td>U-KREW</td>
<td>&quot;If U Were Mine&quot;</td>
<td>(ENIGMA)</td>
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<tr>
<td>40-39</td>
<td>LIVE CREW &quot;Funk Shop&quot;</td>
<td>(SKYYWALKER)</td>
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<tr>
<td>46-40</td>
<td>YOUNG MC</td>
<td>&quot;I Come Off&quot;</td>
<td>(DELICIOUS/ISLAND)</td>
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<tr>
<td>33-41</td>
<td>LEILA K</td>
<td>&quot;Got To Get&quot;</td>
<td>(ARISTA)</td>
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<tr>
<td>44-42</td>
<td>JODY WATLEY</td>
<td>&quot;Precious Love&quot;</td>
<td>(MCA)</td>
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<tr>
<td>NEW-43</td>
<td>TYLER COLLINS</td>
<td>&quot;Girls Nite Out&quot;</td>
<td>(RCA)</td>
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<td>47-44</td>
<td>ROD STEWART</td>
<td>&quot;This Old Heart Of Mine&quot;</td>
<td>(WB)</td>
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<tr>
<td>48-45</td>
<td>NATALIE COLE</td>
<td>&quot;Wild Women Do&quot;</td>
<td>(EMI)</td>
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<td>34-46</td>
<td>STEPHANIE MILLS</td>
<td>&quot;Comfort Of A Man&quot;</td>
<td>(MCA)</td>
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<tr>
<td>36-47</td>
<td>MICHELLE</td>
<td>&quot;No More Lies&quot;</td>
<td>(ATCO)</td>
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<tr>
<td>NEW-48</td>
<td>PERFECT GENTLEMEN</td>
<td>&quot;Ooh La La&quot;</td>
<td>(COLUMBIA)</td>
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<tr>
<td>39-49</td>
<td>THE BRAT PACK</td>
<td>&quot;You're The Only...&quot;</td>
<td>(VEN/A&amp;M)</td>
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<tr>
<td>NEW-50</td>
<td>JOHNNY GILL</td>
<td>&quot;Rub You The Right...&quot;</td>
<td>(MOTOWN)</td>
</tr>
</tbody>
</table>

### Rock & Roll/40

<table>
<thead>
<tr>
<th>LW-TW</th>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-1</td>
<td>KISS</td>
<td>&quot;Forever&quot;</td>
<td>(MERCURY)</td>
</tr>
<tr>
<td>2-2</td>
<td>MOTLEY CRUE</td>
<td>&quot;Without You&quot;</td>
<td>(ELEKTRA)</td>
</tr>
<tr>
<td>4-3</td>
<td>FASTER PUSSYCAT</td>
<td>&quot;House Of Pain&quot;</td>
<td>(ELEKTRA)</td>
</tr>
<tr>
<td>5-4</td>
<td>AEROSMITH</td>
<td>&quot;What It Takes&quot;</td>
<td>(GEFFEN)</td>
</tr>
<tr>
<td>7-5</td>
<td>DON HENLEY</td>
<td>&quot;The Heart Of The Matter&quot;</td>
<td>(GEF)</td>
</tr>
<tr>
<td>8-6</td>
<td>SINEAD O'CONNOR</td>
<td>&quot;Nothing Compares...&quot;</td>
<td>(CHRY)</td>
</tr>
<tr>
<td>3-7</td>
<td>PHIL COLLINS</td>
<td>&quot;I Wish It Would Rain Down&quot;</td>
<td>(ATL)</td>
</tr>
<tr>
<td>9-8</td>
<td>LOU GRAMM</td>
<td>&quot;True Blue Love&quot;</td>
<td>(ATLANTIC)</td>
</tr>
<tr>
<td>10-9</td>
<td>ROBERT PLANT</td>
<td>&quot;The Hurting...&quot;</td>
<td>(ES PARAN/ATL)</td>
</tr>
<tr>
<td>11-10</td>
<td>COREY HART</td>
<td>&quot;A Little Love&quot;</td>
<td>(EMI)</td>
</tr>
<tr>
<td>15-11</td>
<td>HEART</td>
<td>&quot;All I Wanna Do Is Make Love...&quot;</td>
<td>(CAP)</td>
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<tr>
<td>20-12</td>
<td>L.A. GUNS</td>
<td>&quot;Ballad Of Jayne&quot;</td>
<td>(POLYDOR)</td>
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<tr>
<td>6-13</td>
<td>ENUFF Z'NUFF</td>
<td>&quot;Fly High Michelle&quot;</td>
<td>(ATCO)</td>
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<tr>
<td>24-14</td>
<td>GIANT</td>
<td>&quot;I'll See You In My Dreams&quot;</td>
<td>(A&amp;M)</td>
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<tr>
<td>12-15</td>
<td>ALANNAH MYLES</td>
<td>&quot;Black Velvet&quot;</td>
<td>(ATLANTIC)</td>
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<tr>
<td>19-16</td>
<td>TELSA</td>
<td>&quot;The Way It Is&quot;</td>
<td>(GEFFEN)</td>
</tr>
<tr>
<td>21-17</td>
<td>MICHAEL BOLTON</td>
<td>&quot;How Can We Be...&quot;</td>
<td>(COL)</td>
</tr>
<tr>
<td>18-18</td>
<td>BRITNY FOX</td>
<td>&quot;Dream On&quot;</td>
<td>(COLUMBIA)</td>
</tr>
<tr>
<td>16-19</td>
<td>GREAT WHITE</td>
<td>&quot;House Of Broken Love&quot;</td>
<td>(CAP)</td>
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<tr>
<td>23-20</td>
<td>ADAM ANT</td>
<td>&quot;Room At The Top&quot;</td>
<td>(MCA)</td>
</tr>
<tr>
<td>13-21</td>
<td>MSG</td>
<td>&quot;Anytime&quot;</td>
<td>(CAPITOL)</td>
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<tr>
<td>14-22</td>
<td>TOM PETTY</td>
<td>&quot;A Face In The Crowd&quot;</td>
<td>(MCA)</td>
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<tr>
<td>26-23</td>
<td>DAMN YANKIES</td>
<td>&quot;Coming Of Age&quot;</td>
<td>(WB)</td>
</tr>
<tr>
<td>25-24</td>
<td>ROD STEWART</td>
<td>&quot;This Old Heart Of Mine&quot;</td>
<td>(WB)</td>
</tr>
<tr>
<td>27-25</td>
<td>JESUS &amp; MARY CHAIN</td>
<td>&quot;Head On&quot;</td>
<td>(WB)</td>
</tr>
<tr>
<td>28-26</td>
<td>ELECTRONIC</td>
<td>&quot;Getting Away With It&quot;</td>
<td>(WB)</td>
</tr>
<tr>
<td>29-27</td>
<td>GUN</td>
<td>&quot;Better Days&quot;</td>
<td>(A&amp;M)</td>
</tr>
<tr>
<td>31-28</td>
<td>SLAUGHTER</td>
<td>&quot;Up All Night&quot;</td>
<td>(CHRYSLIS)</td>
</tr>
<tr>
<td>33-29</td>
<td>ALICE COOPER</td>
<td>&quot;Only My Heart Talking&quot;</td>
<td>(EPIC)</td>
</tr>
<tr>
<td>17-30</td>
<td>KIX</td>
<td>&quot;Cold Blood&quot;</td>
<td>(ATLANTIC)</td>
</tr>
<tr>
<td>22-31</td>
<td>MICHAEL PENN</td>
<td>&quot;No Myth&quot;</td>
<td>(RCA)</td>
</tr>
<tr>
<td>NEW-32</td>
<td>BAD ENGLISH</td>
<td>&quot;Heaven Is A 4-Letter Word&quot;</td>
<td>(EPIC)</td>
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<tr>
<td>36-33</td>
<td>BLACK CROWES</td>
<td>&quot;Jealous Again&quot;</td>
<td>(DEF AM/GEF)</td>
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<tr>
<td>39-34</td>
<td>XYZ</td>
<td>&quot;What Keeps Me Loving You&quot;</td>
<td>(ENIGMA)</td>
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<tr>
<td>30-35</td>
<td>DEPECHE MODE</td>
<td>&quot;Personal Jesus&quot;</td>
<td>(SIRE/REP)</td>
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<tr>
<td>NEW-36</td>
<td>LONDON QUIREBOYS</td>
<td>&quot;7 O'Clock&quot;</td>
<td>(CAPITOL)</td>
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<tr>
<td>32-37</td>
<td>BAD ENGLISH</td>
<td>&quot;Price Of Love&quot;</td>
<td>(EPIC)</td>
</tr>
<tr>
<td>NEW-38</td>
<td>FLEETWOOD MAC</td>
<td>&quot;Save Me&quot;</td>
<td>(WB)</td>
</tr>
<tr>
<td>34-39</td>
<td>WARRANT</td>
<td>&quot;Sometimes She Cries&quot;</td>
<td>(COLUMBIA)</td>
</tr>
<tr>
<td>35-40</td>
<td>MIDNIGHT OIL</td>
<td>&quot;Blue Sky Mine&quot;</td>
<td>(COLUMBIA)</td>
</tr>
</tbody>
</table>
HEART
“All I Wanna Do Is Make Love To You”
CLOSED!
THE BEST HEART ALBUM EVER IS IN STORE THIS WEEK!

HITMAKERS
HOT STATS:
MAINSTREAM/50: 32-29
URBAN/50: 15-3

M.C. HAMMER
“U Can’t Touch This”
The HOTTEST Record On The Street!!!
From The Already Platinum Album PLEASE HAMMER DON’T HURT ’EM.

COVER GIRLS
Another MONSTER Add Week!!!

HOT97 (28-23)
B96 (#26)
KMEL (D#28)
X100 (Add)
KKBG (Add)
KUBE (Add)
KHTK (Add #30)
Q106 (28-25)
KKFR (D#26)
KZZP (Add)
WLUM (Add #39)
HOT97.7 (24-20)
FM102 (D#30)
KROY (30-25)
KWOD (Add #37)
KITY (32-22)
KTFM (D#30)
WKSS (Add)
WTIC (Add #40)
WCKZ (D#29)
WZZG (D#33)
Z99 (D#30)
WFLZ (39-33)
KRBE (D#23)

Top Ten AOR For A Month - #1 Alternative!
Their Best Video Ever Is Active at MTV!

Management:
Freddy DeMann and Burt Stein for
The DeMann Entertainment Co.
Produced by Ed Stasium

ENIGMA

THE SMITHEREENS
“Blues Before And After”
The Countdown To Gold Is At 451,184!!!
Last Week’s Sales Were 41,253!!!

This Week’s Adds At Radio Include:
WXKS-FM
KXXR
WGH
92X

99.9KHI (Add)
90WGY (Add)
G98 (Add)

KATM (29-25)
KAYI (22-19)
KJLS (Add)

KPAT (Add #50)
KQMT (Add)
KRZ (Add #30)

KTUX (Add)
KOQ (Add)
WDBR (Add)

WDEK (Add)
WKLO (Add)
WKR (Add)

WQID (Add)
WRTB (Add)
WKZ (Add)

WWHB (Add)
Y104 (Add)
and more

TINA TURNER
“Look Me In The Heart”
#1 A/C!!!
Don’t Overlook A HIT RECORD!

Capitol CDs, Cassettes and Records

TIM FINN
“Not Even Close”
We Are Committed To The Song!
We Are Committed To The Artist!
We WILL Break Tim Finn!

Added At: KFBQ, KSAQ, KSND, KTMT, KTRS, KUBE, OK95 and more
On March 24, KSSK in Honolulu had listeners come to a location to sign a gigantic 50-foot get well card for Gloria Estefan. KSSK sent the card on to Gloria, who’s recovering in New York from her automobile accident. KSSK Program Director Michael Shishido says: “This type of situation makes you realize how important some things are and how important life is.”

**193 PRESENTS GOVERNOR WITH “NEW CAR”**
Mykol McKirdy, morning man at XLR3 in Grand Forks, ND, delivered a car to North Dakota Governor George Sinner Friday morning, March 30. The 1969 Plymouth Valiant was purchased for Governor Sinner for one dollar. Governor Sinner’s 1988 Lincoln Town Car was auctioned off earlier in the week in Bismarck with 73 other state vehicles as part of an effort to cut $50 thousand in state travel costs. The 1969 Plymouth Valiant was “christened” by Grand Forks State Senator Jack Ingstad March 30 at the South Washington and Demers Harders Restaurant. Sinner received his “new car” later in the day near the Capitol steps.

**Q101 SPONSORS FIRST CHURCH OF ELVIS WEDDING**
Q101 in Chicago has given a lucky listener the opportunity to ask his bride to *Love Me Tender* at the First Church Of Elvis, a 24-hour coin-operated Elvis art gallery in Portland, OR. Ed Leis and Tenesia Spicoff of Lake Zurich, IL, sent in the most compelling entry to win the Murphy in The Morning Show’s unique promotion. Q101 flew the happy couple to the First Church Of Elvis to exchange their vows next to an Elvis impersonator and a coin-operated Elvis marriage certificate machine. The momentous wedding was broadcast live on Q101 on April 2 at 7:30 a.m. “We at Q101 feel privileged to be part of such an honorable event,” said morning show host Robert Murphy. “We value the sanctity of marriage and believe in the spirit of The King. Besides, where else can you get married for four quarters!”

**HOT 97 TO INVADE LONDON’S HIPPODROME**
On Saturday night, April 28, HOT97 in New York will broadcast its world famous Saturday Night Dance Party live via satellite from London’s premier nightclub, Hippodrome. Starting April 2, listeners will be told to listen for the “Hot Song.” When the hot song is played, the 97th caller will instantly win a trip for two to join HOT97’s Saturday Night Dance Party live from London, hotel and air fare included. The promotion, co-sponsored in part by VIRGIN/ATLANTIC Airways and Hippodrome, will run from April 2 through April 20. Trips will be given away all day, Monday through Friday, beginning at 7 a.m. with Howard Hoffman and Stephanie Miller, HOT97’s morning team.

**WZOK CONDUCTS "NON-CENSUS" POLL**
WZOK in Rockford, IL conducted a “Non-Census Poll” on March 30. The station’s van was on the corner of the busiest intersection in town from 6 to 9 a.m., asking listeners to drive by and be counted. At the end of the three-hour broadcast, morning sidekick The Doctor calculated the total population of Rockford. Listeners were asked to drive thru the intersection only once so as not to confuse The Doctor. They were also encouraged to give The Doctor a finger or fingers to show how many people were riding in their car. The estimated population of Rockford was about 12 million by the end of the broadcast.

**WPLJ SAYS GET WELL SOON, GLORIA!**
WPLJ in New York and its listeners are greatly concerned about the Gloria Estefan accident that occurred recently in Pennsylvania, and the station wants to send the message to Gloria to “Get On Her Feet” soon, by creating a huge 8x4 foot get well soon card, to be signed by all of New York! WPLJ’s Greg Thunder, afternoon drive personality, will be the first to wish her well by signing the card on the air, and he will then have listeners send their wishes and sign the card as well. The WPLJ production “Get Well Soon” card was at Penn Station on March 22 as commuters made their way home, at ‘PLJ’s POWER PARTY at Liberty in Iselin, New Jersey on Saturday night, March 24, and at both New Kids On The Block Concerts at the Meadowlands Arena March 25 and 26. The card was presented to Gloria with all of its signatures later that week.

**I-98 SENDS GLORIA GIANT CARD**
The listeners of I-98 (WIL) in Willimantic, CT got together to wish Gloria Estefan a speedy recovery from her recent accident. Over a thousand listeners faxed or mailed get well wishes, or came to the station’s weekend remote in order to be included on the 65-foot long card. The card included the message, “Your rhythm has got us, so here we stay. Get well. Get well.” From the state of Connecticut we’ve sent you this letter, get on your feet quickly, the sooner the better.”

**X100’S “PHONE NUMBER CASH PAY-OFF”**
On March 29, X100 in San Francisco began giving instant cash to listeners - $100 every 100 minutes from 7 a.m. to 7 p.m. The promotion also qualifies for fabulous grand prizes, such as vacations and thousands of dollars in cash. To win, all listeners need is a phone number or access to one. During game hours, X100 will announce three single digits. The first person who calls the contest lines from a phone with those three digits in the number wins the cash.

**SLY96 FOOLS LISTENERS ON APRIL FOOLS**
Listeners of SLY96 in San Luis Obispo got taken (well, a few of them anyway) on April Fools Day, which fell on a Sunday, when the weekday Breakfast Club showed up for work and acted as though it was Monday. Several confused listeners called the station with startled reactions, including a few asking, “Do you know what day it is?” and others admitting that “I thought I way overslept!”

**KQCR LISTENERS REACH OUT AND TOUCH RICHARD MARX**
KQCR recently ran a promotion combining an unlikely pair: Richard Marx and AT&T. Listeners called in to win the Q103-AT&T Richard Marx Jam Packs. Winners received posters, T-shirts, tickets and backstage passes to Marx’s March 30 concert in Cedar Rapids, and - of course - AT&T gift certificates and answering machines.

**100.3 JAMZ SPRINGS FORWARD**
100.3 JAMZ in Dallas set out to remind listeners to set their clocks forward with a Spring Forward Weekend. At the sound of the spring (metal, that is), listeners called in to win an exclusive 100.3 JAMZ wrist watch along with a Silky. JAMZ also went Gay last weekend…. as in Marvin Gaye. All day Sunday, April 1, JAMZ honored the late singer on his birthday with hourly tributes and music.

**WHAT’S INSIDE THE 92X BLACK BOX?**
For over a week, a huge black box with white question marks printed on it was suspended over Interstate 71 in Columbus. Motorists finally found out whom the box belonged to and what was in it when The New 92X claimed ownership and revealed that its contents were over ten thousand dollars in cash and prizes. Tom Kelly and Company kicked off the 92X Black Box giveaway April 2 with the first clue on the identity of the 12 items contained in it. 92X will release clues Monday through Friday from 6 a.m. to 12 midnight, until someone guesses the entire contents. That person, of course, wins every item in the box.

**WNCI’S “LISTENER’S STUNT WEEK” AND “PEOPLE’S CHOICE AWARDS”**
The WNCI morning zoo brought out the zanies in Central Ohio with WNCI’s “Listener Stunt Week.” Listeners won money by choosing from the stunts offered by the zoo and then picking whether the 12 item Silent Saints included chewing gum from under a table, letting a dog kick wig cream out of your mouth, eating Rocky Mountain oysters, changing underwear in public, and shaving one eyebrow! The crazy week coincided with WNCI’s first ever “People’s Choice Awards.” Categories included everything from “Local Celebrity You’d Most Like To See Nude” to “Favorite Local News Anchor.” Winners were brought in to do play-by-play for listener stunt week. All winners stopped by the zoo, including local TV anchors, the mayor of Columbus, and Jack Hanna, Director of the Columbus Zoo!

**PUT YOUR JOCKS ON STATION “BASEBALL CARDS”**
Until now, the only way to get on a baseball card was to make it to the major leagues. But now, thanks to Rich Stevens of 102JAMZ in Orlando, radio stations will be able to have their own “jock cards.” The cards include the station’s logo, a full color photo, and their own name of course. Each card costs less than 50 cents, which is less expensive than the usual 8x10 jock photo, and they can be used for appearances, on-air giveaways, and even product tie-ins. And with the baseball season upon us, the timing is perfect. The best thing about the cards is that they look exactly like major league baseball cards, so that lifetime fantasy seems almost real. Best of all, you don’t have to spend years trying to make the major leagues…just call Rich Stevens Productions at 212-967-7711, ext. 3404.

**KISN’S WEEKEND OF A THOUSAND WINNERS**
KISN in Salt Lake City spent a recent weekend cruising the town in their prize van looking for cars exhibiting the station’s window stickers. When stopped, a listener got to pick an envelope, in which there was anywhere from five to one hundred dollars. The station also recorded license numbers of sticker bearers who weren’t stopped, and when announced on the air, the owner of the car with that license number had 15 minutes to call in and win $1000.

**WPST’S SWEET SIXTEEN PARTY**
WPST in Trenton, NJ. had its 16th anniversary party March 28 at the Princeton Hyatt Ballroom, and what a bash it was! Over two thousand people were packed into the ballroom to see an incredible lineup of performers, including Tommy Page, Adam Ant, Gorky Park, Kevin Paige, Michelle‘le, Seduction, Tesla, and The U-Krew. Among the highlights were Page’s speech thanking WPST for being the first east coast station to play his song *Shoulder To Cry On*, and U-Krew’s dazzling performance, which won them many new fans. Adam Ant was a pretty popular guest that night and started the party with a couple of hours after the party to sign autographs, take pictures and walk with fans.

**KWIN’S RAW McCARTNEY PROMO**
On March 28, KWIN in Stockton, CA gave away a pair of Paul McCartney concert tickets to the person who was the most raw liver in their pants! The KWIN Breakfast Club hosted the event from their parking lot, and it was covered by two Sacramento TV stations. Rumor has it that the winner hasn’t changed or emptied their pants since the concert!

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**HOT RADIO PROMOTIONS**

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**HITMAKERS**

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April 6, 1990

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29
ROBERT PLANT
“HURTING KIND
(I’ve Got My Eyes On You)”
On Es Para

HITMAKERS HOT STATS: ROCK & ROLL/40: 10-9
PIRATE (#18)
KEGL (#19)
WPHR (31-28)
KXYQ (21-19)
KXXR (21-16)
92X (20-17)
KSAQ (34-32)
WZZG (Add)
WLRS (10-9)
KATM (21-17)

A CRUSADE!
WERZ (27-22)
WHNY (32-28)
WKLQ (21-15)
WNMK (28-25)
WOMP (D#40) & MORE!

LAURA BRANIGAN
“MOONLIGHT ON WATER”

HITMAKERS HOT STATS: A HITBOUND!
KKFR (Add)
PRO-FM (26-22)
KROY (D#28)
Q102 (35-31)
WGH (33-23)
KITY (Add)
KSQA (40-39)
XL106.7 (Add)
Z99 (15-14)
90Q (26-23)
KSTS (40-32)
KCAQ (36-33)
KCHX (Add)
KFTZ (Add)
KHKQ (20-14)
KHTT (37-21)
KIXY (Add)
KKMQ (26-21)
KKYK (D#29)
KNIN (33-28)
KQMQ (40-37)
KSND (Add)
KTMX (40-37)
KTRS (Add)
KTUX (23-20)
KZFM (Add)
KZIO (Add)
SL96 (25-22)
WAPE (19-16)
WBBQ (Add)
WHTO (D#36)
WPHM (33-27)
V9KZ (D#28)
V9KZ (39-28)
and MORE!

LINEAR
“SENDING ALL MY LOVE”

HITMAKERS HOT STATS: MAINSTREAM /50: 21-18
HOT97 (20-16)
WPJL (Add 31)
KXIS-FM (19-16)
PWR106 (#3)
BYQ (13-11)
KHEL (13-11)
X100 (DP27)
WIOQ (#11)
WDFX (21-18)
WHYT (8-7)
WMXO (#17)
WKKX (20-11)
WWZJ (64-31)
Q107 (Add 30)
KNNR (9-8)
KKBC (D#30)
KBRE (16-13)
PWR99 (24-20)
KUBE (Add)
KBQ (20-14)
KHTK (22-19)
WFLZ (24-13)
WPHR (Add)
KFFR (#4)
KHYE (9-8)
KZZP (#5)
KS104 (1-1)
Y105 (#4)
KJROZ (D#28)
HOT102 (26-22)
PRO-FM (#24)
KJIS (8-7)
WJSS (7-4)
FM102 (20-17)
KJWO (D#24)
WGH (29-24)
WNVZ (D#29)

EVERYTHING BUT THE GIRL
“DRIVING”

TROOP
“SPREAD MY WINGS”

On Atlantic Records, Cassettes and Compact Discs
© 1993 Atlantic Recording Corp. A Warner Communications Co.
I started at KC101 in January of 1982.

THAT'S QUITE A LENGTHY RECORD OF SERVICE FOR A TOP40 STATION.

The interesting thing is that in the eight years I've worked here, I've worked for three different companies and it has been in many respects like working at three different radio stations, because the companies were vastly different. When I came in 1982, the radio station was owned by an outfit called Kops-Monahan.

WHAT WERE THE RATINGS LIKE THEN?

Around an 8 share. In 1983 Kops-Monahan sold the radio station to a company called Eastern Broadcasting for somewhere in the vicinity of six and a half million dollars. In 1986, Eastern sold the facility to Noble Broadcasting for 30.5 million dollars. Noble has owned this place since December of 1986 and the corporation has been absolutely fantastic in their treatment of Stef Rybak and totally supportive of my decisions as program director. It's been very first rate, very major-market oriented, and very forward thinking. John Lynch is the president of Noble Broadcasting, and he is a no-holds barred, aggressive seeker of ultimate success. I like that philosophy very much.

GIVE US A BRIEF RUNDOWN OF YOUR RADIO HISTORY.

When I started here in 1982, the only opening that was available was as the number two man in a two-man copy department. I had worked at WWCO in Waterbury, Connecticut from '77-'81, in a variety of capacities. I was an air personality, but I got involved in as many other things as possible because I really wanted to pursue a behind-the-scenes career in broadcasting as opposed to an on-the-air career. When I decided to leave 'CO, the only opening they had at KC101 was as the assistant copy writer in the two-man copy department. I took the position because I wanted to work for KC101 very badly. It was a very successful station and it was just someplace that I wanted to be, so I took the position. In 1983 I became KC101s music director, in 1984 I became promotions director and in 1985 I became program director of our sister station, WAVZ-AM, which is a middle-of-the-road, nostalgia-based radio station. Of course I had no experience in nostalgia radio or full-service AM, but I took the position for two reasons: It gave me an opportunity to put two very important letters next to my name (PD), and even more importantly, it gave me an opportunity to expand my view of radio, which primarily had been with Top40-oriented programming. It gave me an opportunity to become more well-versed and more broad-based in terms of my radio experience. In February of 1986 I was appointed KC101 program director. Currently we have a 14.7 share, total week 12-plus, and that's the highest rating in the station's history by far.

DESCRIBE YOUR PROGRAMMING PHILOSOPHY.

The programming philosophy in general is to be as wildly successful as possible. You take that general philosophy, and you have to mold it with the programming goals of your particular station. With KC101, we're a broad-based, adult-oriented Mainstream Top40 radio station. The easiest way to classify KC101 is to call it a Top 40 radio station for adults. The target is 18-49 leaning female, but our success is so broad-based that we have incredible numbers both over 49 and below 18. This is a monstrously successful radio station, and I'm very proud of what we've accomplished here, and I'm very proud of the national stature that this radio station has.

WOULD YOU CONSIDER YOURSELF PART OF THE HARTFORD MARKET ALSO?

Many people think that Hartford and New Haven, because they are a 45 minute drive from each other, are very similar. The fact is, Hartford and New Haven are completely different radio markets. Let me put it this way - there's a great radio station up in Hartford by the name of WTIC-FM, and I would say they're a Rhythm-oriented Top40. KC101, a very successful radio station in New Haven, is a very Mainstream-oriented Top40. So we're both Top40 radio stations, but we're very different sounding Top40s.

DOES KC101 HAVE AN EFFECT IN HARTFORD?

We don't pursue Hartford as a market. Basically there is a line of demarcation in the state of Connecticut, virtually right across the middle of the state. In the middle there is a town called Meriden. Meriden and all points north belong to TIC-FM, and Meriden and all points south belong to KC101. We don't compete with TIC-FM and we don't seek to. TIC-FM doesn't compete with KC101 and they don't seek to either. They have monster shares up in Hartford and they do diddy-squat in New Haven. KC101 has basically a one share in Hartford and we have monster shares in New Haven. It's a very convenient arrangement, and we're very good friends.

GIVE US A PICTURE OF THE NEW HAVEN MARKET.

Believe it or not, the New Haven metro is only about ten percent black. I think the typical KC101 listener is 25-28 years old, female, is relatively newly married, has a family, both husband and wife work, and KC101 is a very major part of their active lifestyle. The station has a very exciting personality, with exciting personalities on the radio station. The radio station is a person. It's up, it's bright and it's very, very positive. It sizzles. It's electric. It's big.

WHAT IS THE MAIN INGREDIENT OF THE STATION? IS IT THE MUSIC?

Absolutely. We play the absolute best contemporary hit music available. The other key to our success is two-fold: keen attention to dayparting - programming music to the biggest sector of the available audience according to daytime, and very keen attention to music variety and song flow. If you broke each hour down into 20 minute segments, each 20 minutes would accurately give you an overall picture of all the different types of terrific music that we play. KC101 is very easy to listen to, and it's easy to listen to for long periods of time. In fact, the research that we're looking at and getting feedback on indicates that our time spent listening is very, very healhty and getting healthier.

IF I WERE A RECORD MAN, WHAT TYPES OF MUSIC SHOULD I BRING TO YOU?

First and foremost should you be bringing me tremendous smash hits by well-known superstar artists, or music that sounds like it could be a Mainstream mass-appeal smash by up-and-coming artists. On the one hand, we're very tight from a playlist standpoint, but we are also flexible to the new artists coming out; new artists that have appeal from a mass-appeal standpoint. We want our music to appeal, first and foremost, to that 18-49 year-old leaning female. With KC101, they're expecting the absolute best hit music available today, and they get it.

DO YOU DO A LOT OF RESEARCH?

I would say we do a considerable amount of research. Noble Broadcasting has given us a tremendous amount of support in terms of acquiring very expensive and very detailed market research. But, at the same time, while we do have access to the research, we don't become strangled by it. I believe a well-programmed radio station isn't solely based on research. One thing we never want to be is suffocated by analysis paralysis. I think a station has to be programmed considering the research, but with a full analysis of not only the research, but also the experience and professionalism picked up over the years of being in the business, and your own gut feeling. There has to be a human side. You don't want the station to sound like a computer - you want it to sound like it's real, warm, genuine, alive and breathing.

WHAT IS YOUR RELATIONSHIP LIKE WITH THE GENERAL MANAGER?

Our GM is Faith Zila, and our relationship is very open, very blunt, very honest and very up front. I try to express to her our programming needs and I try to gain from her as much of an understanding of what we need to accomplish in terms of sales. I'm very sales, I'm very much a businessman, and I love it when the log gets completely sold out. That means we're a successful business, and that means that advertisers have trust in our product. What we do on the air is show; what we do behind the scenes is business. We need the show to make the business happen, and we need the business to happen to pay for the show.
I'm frequently asked, during the course of a spring book, if it's good for their shows live from breakfast locations all over the country, I'll guarantee you that. It's definitely the most expensive morning show in the state of Connecticut. It's a lot of personality with lifestyle-oriented comedy. It's Chris Jenning on music, news, sports, and information. It's fast paced and energetic.

**SO WHAT KIND OF MORNING SHOW IS IT?**

It's certainly one of the most expensive morning shows in the country, I'll guarantee you that. It's definitely the most expensive morning show in the state of Connecticut. It's a lot of personality with lifestyle-oriented comedy. It's Chris Jenning on music, news, sports, and information. It's fast paced and energetic.

**SO YOU TRY TO KEEP IT FAST PANNED AND ADD VARIETY?**

Yes, on a regular basis we have the morning show do their show live from breakfast locations all over the listening area. Right now we're tied in with McDonald's to do a Friday morning breakfast show remote throughout the course of the spring book. It's great for McDonald's and good exposure for us. They do breakfast specials for $1.01, and that brings the people to McDonald's and it puts the morning show in a visible, easy to reach, high-traffic location. It allows the personalities and the audience to press the flesh, which adds further personality to the radio station. They can see us, talk to us, and touch us.

**LET'S CONTINUE WITH THE AIR STAFF.**

From 9 a.m. to 2 p.m. is Susan Sake, and her show is geared toward the office workers. We have a feature on the midday show called Midday Mind Exercise, which we've been using for a while, and it's been getting terrific response. It's very simple and very easy to execute - just a little bit of a different twist on the trivia game. The Trivia Question Contest. It's primarily geared to at-work listening, and we encourage people at work to be the prime participants. It features prizes that people in the entire offices can enjoy, like free lunches for their entire office. From 2 p.m. to 6 p.m. is Tom King. His real name is Poleman, and he is the Asst. PD/MD. He is very, very bright and in tune with Top 40 radio and Top 40 music, and I believe has a very big future in this business if he continues to work hard. Six p.m. to 11 p.m. is Kelly Nash, and overnight is handled by Paul DeFrancisco. His presentation is basically very short, sweet, and to the point. He's up, bright, positive and plays a lot of music. In the afternoons we pack up the pace for an enjoyable ride home. Kelly has a very enthusiastic presentation, which is primarily geared for Connecticut's energetic young adult population. With the new format and the new format, the evening shift is the Top Ten At Ten. Kelly does a lot of contesting and listener telephone interaction.

**IS IT IMPORTANT TO HAVE GOOD RELATIONSHIPS WITH THE DISC JOCKEYS?**

I think that's a two-sided question. I think there's a personal relationship and a professional relationship, and I think it's very important that we give each other the respect that one human being deserves from another. My goal is not to be the best friend on a personal level with each jock. I'm not here to win a popularity contest - I'm here to do a job for the company that's employing me. They need me to achieve the highest ratings possible, so my goal with my announcers is not necessarily to be the best, but to satisfy both our audience and the other morning jocks. If that happens as a result of everything else that we've accomplished, then that's terrific, but my main job as I see it is to keep them highly motivated and at the top of their game, day in and day out. A chief component of that is constant, regular critiquing. The morning jocks have regular weekly aircheck sessions with me. I think that's very important, and I see the continuous development of my talent as one of the most important functions of my job as program director.

**WHAT ARE YOUR CRITICIZING SESSIONS LIKE?**

A critiquing session with the morning show could last anywhere from 30 seconds to a couple of hours. It's a discussion of that day's show and how it fits in with what we're trying to accomplish with a morning show that's busy and includes a number of different elements. Critiquing sessions with the rest of the air staff involve them bringing in a cassette tape of what they feel is their best show from the previous week, and listening to it, break by break. Each jock receives a written critique of that week's session for their records and I keep a copy for myself.

**SO THERE IS A CONSTANT SENSE OF DEVELOPMENT AND TEAMWORK?**

Absolutely. We're all in this together. I'm a very big believer in teamwork. I think an excellent book to read in terms of teamwork and constant constructive critiquing is Showtime by Pat Riley, the coach of the Los Angeles Lakers. It deals with how Riley works on a daily basis with highly talented individuals and performers, and how he keeps them at the top of their game and how he keeps them motivated. He keeps them functioning as a team unit, and that's what makes the team consistently successful. It's not just a basketball book - the principles can be applied in any managerial situation.

**LET'S TALK A LITTLE ABOUT YOUR PHILOSOPHY OF CONTESTING AND PROMOTIONS. HOW DO YOU USE THEM TO SPICE UP THE MEAL?**

We'd like to do as many contests as possible. First and foremost, it has to have value to our customer, which is the listener, and it has to be worthy of presentation on Connecticut's hottest radio station. If and when it meets those criteria, then we look at it.

**DO YOU NECESSARILY HAVE TO SPEND BIG BUCKS TO HAVE GREAT RESULTS?**

Not at all. We have, in many respects, a very limited promotion budget in terms of actual dollars. That's where creativity and theater of the mind come into play. If we say it's the biggest, the best and the hottest and that it's the biggest, the best and the hottest, then our listeners will believe it's the biggest, the best and the hottest.

**GIVE US YOUR VIEWS ON RADIO'S FUTURE. IS MARKETING GOING TO BE ONE OF THE BIGGEST AREAS OF DEVELOPMENT?**

I'm very excited about the future of radio. I think marketing is going to be very, very key, but I also think that personality is making a major comeback in Mainstream radio. In the '60s and '70s, Top40 radio was very personality oriented. In the 1980s you had personality, but slick production really came to the forefront. I think as we evolve into the 1990s, we're going to see a very nice combination of genuine personality with real slick production.

**DO YOU THINK THERE OUGHT TO BE AN ASSOCIATION FOR DISC JOCKEYS RECOGNIZING THEIR TALENTS AS MORE OF AN ART FORM OR CRAFT?**

That sounds like an interesting idea. What I would like to see is more time and attention devoted on a regular basis to critiquing air talent, most especially up and coming talent. You would not believe how many tapes I get in every week from people in the business asking me to critique their air work. People are looking for attention and direction with respect to their talent. I've gotten so many requests to critique from all over the country that I have just opened a new business devoted strictly to that. The name of the business is Critique, and you will all be hearing about it shortly.

**SO YOU FEEL THAT ANNOUNCING IS MORE A CRAFT THAN A JOB?**

I tell my air talent that they're not disc jockeys, but they're artists. They are actors and actresses learning how to become well-crafted in their trade. I also tell my people that they have to consider themselves a marketable commodity and they need to do whatever it takes to make themselves the most valuable commodity possible. Learn to be well versed in a number of different areas of the business for your own knowledge, and also to increase your value and worth to a potential employer.

**WHAT WOULD THE TALENT SAY ABOUT STEF RYBAK IF I WENT AND ASKED THEM?**

I think they would say he's very demanding, he's a hard-ass, he's tough to please, yet he's very fair. He's always willing to listen, and he's got a good heart.

**AS A PARTING SHOT, IF YOU HAD ANYTHING TO SAY TO THE YOUNG PEOPLE WHO ARE JUST STARTING OUT AND ARE ASPIRING TO BE A PROGRAM DIRECTOR, WHAT'S THE ONE THING YOU COULD SAY TO THEM THAT WOULD HELP THEM OUT?**

Be willing to work the worst hours with the least amount of notice, the least amount of appreciation, for the least amount of money, yet maintain a sense of self respect. Be a self starter, be highly motivated, and continue reaching to be at a level that is your absolute best, even when everyone around you and every circumstance around you would make it easy for you to do otherwise. Accept nothing less than the ultimate best from yourself, from your career and from life.

**THANK YOU SO MUCH FOR SHARING WITH US IN THE HITMAKERS INTERVIEW.**
WHAT ARE SOME OF THE HOTTEST RADIO PROMOTIONS THAT YOUR STATIONS HAVE DONE RECENTLY?

DUNCAN PAYTON
Promotions Director, Power106, Los Angeles
Currently we're doing Powerhouse 9, which is the ninth of the series of concert/dance parties. The party itself has become so popular that the first day we announced Powerhouse 9 we actually had industry people on the phone asking about tickets, let alone listeners coming out of the woodwork. It's the thing we got hit up for most on the streets, and it'sringing our phones off the wall. Hopefully the contest increases people's listening time, and in turn they get a chance to celebrate with us and have a really good time at our biggest promotion of the year.

IS IT VERY EXPENSIVE?
The actual production costs behind Powerhouse can get somewhat expensive, but it depends on where we're doing it. This one is not as expensive as the fall production, which is a little more involved than the Spring Powerhouse. The Spring Powerhouse has fewer people and is a little more intimate, and from what I understand it's a little more fun because of the intimacy.

PETE COSENZA
Promotions Director, Q106, San Diego
We just finished something we call Club Q. It was simply a listener party, but it was a smashing success because we gave away every ticket. We had 1,000 people show up and we gave away 1,000 tickets. In concert at the party were Seduction, Technotronic, and D'Mob. It was a big dance party in a hotel ballroom, which was decorated like a club. There just wasn't a club in San Diego big enough, so we made our own club at the hotel ballroom. It was just a huge party, and the biggest thing was that people couldn't buy tickets - they had to win them. That's what made it so desirable. Everybody wanted to go to this party just because we said there is no way you can go unless you win a pair of tickets.

HOW WOULD YOU ASSESS THE RESULTS OF THIS PROMOTION?
If I had to give it a letter grade, it would be A++, because as people were leaving they were asking when the next Club Q would be. We could have done another one the next week, and we would have had another 1,000 people there. It's a way to image yourself as a real hip, street music-intensive radio station by having these artists perform not just at a concert, but especially for Q106.

DO YOU DO MOVIE PREMIERES?
Movie premieres are a great tie-in to have at your radio station, but we've got to fight for every premier we get. It's never an easy battle. I work with the advertising agencies, ticket companies, and in certain cases, such as with Touchstone, we deal directly with the studio. We've had some real neat things; Natalie Cole was a premier of Pretty Woman, because her song \textit{Wild Women Do} is in the movie. The hottest thing going now is \textit{Teenage Mutant Ninja Turtles}. Everybody's talking about it, and we've got the premier.

JOHN SCOTT
Promotions Director, B96, Chicago
Right now we're doing a promotion called Chicago's Concert Authority. Our two competitors are giving away money, and we just wanted something a little bit different. So we've given away 12 trips so far to concerts around the country. We've given front row tickets to Janet Jackson in Chicago, we've done Janet Jackson's first concert in Miami, Phil Collins in Berlin, Prince in Paris, and Madonna in Tokyo. We're doing Comic Relief in New York City, and we're sending someone to the tapings of the \textit{Arsenio Hall Show}. It makes us stick out, and it also gives us a positioning statement as "Chicago's Concert Authority."

HOW WOULD YOU GRADE THE CONTEST IN TERMS OF EFFECTIVENESS?
We've gotten reaction right away from the other stations. Even though they're involved in their money contests, they're still saying that they're the "real concert authority," and it kind of waters down anything else they're doing. Ours stands out as being different. I'd give it an A+

WHO PUTS TOGETHER THE TRIPS FOR YOU?
We've used outside sources on some of the trips, and some of them I've put together myself by finding out where concerts are going to be and putting together flights and hotel packages.

ERIC DAVIS
Promotions Director, Eagle106, Philadelphia
The hottest thing that we've been doing is a thousand dollar a day giveaway, which is an ongoing promotion. Rumble and Thrower, the new morning team players, play a song at 7:20 and announce what hour later that day it will be played. We promote it throughout the day with live and recorded teasers, and the 10th caller when the song is played wins $1000. We've been doing this every single day since late January, so it has taken quite a chunk of money to continue, but the response has been overwhelming. Coming up we will be inviting one of our listeners to produce a TV commercial. The listener goes on a set for a 30-second spot which will actually premier on TV. We will run the spot at least once, and we'll also give the winner some nice prizes.

WHAT'S THE PROMOTION CALLED?
We haven't really gotten a hook for it. "Make an Eagle106 TV Commercial" - it's real hard to call it anything else but that. But with the success of the TV home video programs, we decided to translate it to radio. Hopefully people will submit commercials for the station. We're leaving very little restrictions on it, because we want people to open up their minds and their creativity and come up with something out of left field.

WHEN YOU STRUCTURE A CONTEST DO YOU USUALLY HAVE A SPECIFIC OBJECTIVE IN MIND?
My personal objective is always image - we want to do something hip, something cool. There are always bi-products, such as forced listening and longer quarter hours and more sampling, but that stuff is what my PD wants out of promotion. What I want is for my listeners to have fun, and I want to give them prizes that they like and that are valuable. I want to be the station with the cool stuff and the cool contest, and if the numbers and the books increase, then it's a wonderful bi-product of what I'm doing.

HOWARD FRESHMAN
Promotions Director, X100, San Francisco
Right now the emphasis of the station is on superstar concerts in the Bay Area, such as Janet Jackson, Milli Vanilli and Billy Joel. There's a big Top40 battle going on here over who is the official Janet Jackson radio station. We were the first station to give away Janet Jackson tickets before they went on sale. We were the first station in the market to have a Janet Jackson Hot Line, a direct line where you can call and get official up-to-date Janet Jackson information. BASS tickets gave out bracelets for Janet tickets and we were the first station and the only station for about 24 hours that had the information on how the bracelets would work.

WHAT'S THE HOTTEST PROMOTION YOU'VE EVER DONE?
The one promotion that generated the most talk in the street and the most media was definitely the $25,000 "Outrageous Contest" we did up here in August '89. We went on the air and said, What would you do for $25,000? People either called or wrote in saying what they would do, and we selected 15 finalists. Nine of them went ahead and did their stunt, and the person who won was a 34-year-old woman who washed by hand every seat in Candlestick Park. It came out to about 64,000 seats, and it took her four and a half days using a sponge and a brush and lugging a bucket up and down the stands.

WHAT WERE SOME OF THE OTHER ENTRIES YOU GOT?
One woman washed her Mazda RX7 with her tongue. One guy filled up his Pontiac Fiero, which was in very good shape I might add, with water and goldfish and totally destroyed the inside of his car. He sat in the car wearing a wet suit and snorkel mask. Two women in San Jose smeared peanut butter all over their bodies, one using creamy and the other using crunchy, and they stood inside a supermarket during the evening rush hour and did a creamy vs. crunchy taste test. People got to lick the peanut butter right off their bodies, or they could use a cracker and scoop it off. I got to hug the contestants after the whole thing was over and my clothes were ruined. Anything for the cameras! The contest generated so much media attention and word of mouth that I consider it the best thing I've ever been involved with. We got a lot of mileage out of that contest - a lot more than
$25,000 worth, I can guarantee you that.

MARY NUCKLES
Promotions Director, WDFX, Detroit

We just started airing liners for the Nintendo World Championships that are coming to Detroit at the beginning of April. It's a huge championship, and there should be tons of people there, so it's a pretty big promotion. We're doing a mass mailing to our core audience, who can come to the championships and compete for prizes. It's basically for people who love to play these games, and there will be a lot of the new games that aren't out yet for people to come and look at.

IS THIS ONLY IN DETROIT, OR IS IT GOING TO BE IN EVERY MAJOR MARKET?

I know they did it in Dallas and I know that there are quite a few in the major markets. Ours is April 5-8. We'll have a huge booth and our inflatable, so we'll be real visible. We're the sponsoring station, and there are no other stations involved.

KAREN TOBIN
Director Of Marketing, KIS-FM, Los Angeles

Our hottest first quarter promotion is our $1000 Thursday, where we give $1000 every hour between 7 a.m. and 7 p.m. It's connected with the Free Money Song of the hour, so it lies back into the music. The objective is to keep them listening throughout the whole day, especially on Thursday. The Arbitron diary week begins on Thursday, and this helps us to draw in those diary keepers on the first day. Hopefully, with that top-of-mind awareness, we can keep them the entire week.

WHAT WOULD YOU SAY IS THE HOTTEST PROMOTION YOU'VE EVER DONE, YOUR HALL OF FAME PROMOTION?

That's a tough one. I would say the station promotion that we received the most publicity on was our Million Dollar Dash For Cash, in which we had somebody in a bank vault. For that we had every TV camera crew, wire services - it was a media haven. From that standpoint it was phenomenal, because we have to remember that marketing is not just promotion - it's publicity, promotion and advertising. When we did Walt Disney World, we gave away 260 trips in a month's time. We gave away over 1.2 million worth of trips. Nobody in the country had given that many away. Another one that was real successful and fun to do was the Miata promotion. They were the hottest car last year - you couldn't even buy one - and we were fortunate enough to give ten away in the fourth quarter. In the middle of all this we had the San Francisco Earthquake, and the next morning a listener who won a Miata on the Rick Dees Show wanted to donate the car to the Red Cross. That's something that's not planned, and it's incredible to see how somebody can show so much feeling. You couldn't buy the publicity we received for that - it was incredible.

SHELLEY MORGAN
Promotions Director, HOT96, Fresno

Right now we're doing a lot of vacations and trips, and this week we're doing a trip to New York City to see the world premier of the Teenage Mutant Ninja Turtles movie. For qualifying prizes we're giving away Teenage Mutant Ninja Turtle board games, so parents are calling up and trying to win for their kids.

WHAT WOULD YOU SAY IS THE HOTTEST PROMOTION YOU'VE EVER DONE?

The most publicity was from a promotion we did with Pringles last summer. It was called a "Chip And Dip" promotion. We gave away as qualifying prizes family four-packs of Pringles, and the culmination of the promotion was a swimming pool. We got all the qualifiers together, and we filled up a small inflatable swimming pool with sour cream, and people had to get in on their hands and knees and pull out a marble. If they pulled out the correct color marble they won the big swimming pool. We did it out in the parking lot of the radio station and all the TV stations were here. It was hysterical, and of course it came down to the absolute last qualifier. Everybody's arms and legs were covered in sour cream. We'll never do it again because it smelled up the parking lot for three months. The smell of rotting sour cream is...ugh! But it was great.

COLLEEN McCANN
Promotions Director, 92X, Columbus, OH

We were banned from a St. Patrick's Day parade for some unknown reason, and they gave another radio station exclusivity in the parade, so we countered by doing a "Where's 92X" banner contest. At the parade we asked listeners to make banners that were large and green and included "Where's 92X," and the best banner won $1000. Second place was $500 and third was $250. It was a smash! We had hundreds of banners lining the parade route, and we pulled our giant boom box into a private gas station and broadcasted live. It really showed the city that 92X could bring a lot of people to the parade, and in the end we kind of looked like the good guys.

WHAT IS THE HOTTEST PROMOTION YOU EVER DID?

This Dublin parade thing was one of the hottest things I've ever done. We also did a May Maserati Madness one time, when we gave away two Maseratis. Those are the ones that stick out the most, but there have been some really neat-concert promotions that we've done. When Chicago came into town we gave away a piano that they autographed. Recently we did Skid Row, where we had listeners write on the back of their car windows in car paint, "I want my Skid Row tickets from 92X." It was a kick driving around town seeing a lot of cars with our call letters on the back of them.

ED NICHOLLS
Promotions Director, KEGL, Dallas

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COLLEEN McCANN
Promotions Director, 92X, Columbus, OH

We were banned from a St. Patrick's Day parade for some unknown reason, and
NO QUESTION - WILLIAM HEIN HAS ENIGMA ON THE RISE

Since William and Wesley Hein "stumbled" upon Motley Crue back in the early '80s, ENIGMA Records has developed a solid reputation for discovering previously unsigned bands and nurturing them for the bigtime.

Today William Hein flies solo as the label's Chairman, and he is ready to pilot his ship to new heights. In an exclusive HITMAKERS interview, Hein tells how ENIGMA evolved from a small independent label into a competitive, full service operation.

YOU AND YOUR BROTHER WESLEY STARTED ENIGMA RECORDS. WHAT WAS YOUR INVOLVEMENT IN MUSIC BEFORE THAT?

As teenagers we would hit the record swap meets and used record stores, and over the course of a few years we managed to build up a pretty good-sized record collection. We both had a strong interest in import records, which was kind of an underground scene in the '70s. We also worked behind the counter at record stores. We both shared a genuine passion for music during our adolescent and teen years.

WHAT WAS YOUR FIRST VENTURE INTO THE MUSIC BUSINESS?

We formed a successful import distribution company called Greenworld, which made smart business sense because at the time we started it there was only one other record importer in the country, called JEM. They were similar to us in that they started out as a distributor and eventually evolved into a label. In our early years we kept a close eye on their development.

DID YOU BREAK ANY BANDS IN THE UNITED STATES THAT HAD HAD SUCCESS IN OTHER PARTS OF THE WORLD?

Not really. We catered mostly to hardcore European-record fanatic fans who were looking to get their hands on the latest progressive rock from the Iberian peninsula and exotic places like that. During our peak period we got up to about five million dollars a year, before selling out in 1984. ENIGMA was started as a division of Greenworld in 1982.

HAD YOU BEEN THINKING ABOUT STARTING A LABEL ALL ALONG?

It had been in the back of both Wesley's and my mind, but we needed a catalyst, something to set the wheels in motion. That came in the form of Motley Crue, whom we knew of but never had an opportunity to see perform.

WASN'T THE LOS ANGELES A&R COMMUNITY CLAMORING TO GET AT THE BAND?

As a matter of fact, the A&R community in Los Angeles thought they were a joke. The excuses we heard were, 'Oh they can't play,' or, 'They look funny and their songs are lousy.' But we liked their attitude and willingness to work hard. They proved their mettle to us by putting out their own record when no major label would pick them up and selling it at their shows. So we approached them and asked if we could buy five thousand of their records to distribute in the states, as we occasionally did that with Greenworld. We wound up selling those five thousand records in about two hours, and that tipped us off to what kind of potential the group had. We went up to the band to buy more records, and found out that they hadn't paid their bill with the printing company who pressed the records, so they couldn't give us any more copies. We said, Look, if we pay your bill at the printers, can we put out some more records? And they said, Sure. From there we offered them a one-shot record deal with an option for a second record, and the whole thing snowballed. At that point, Wesley looked at me and said, Hey, guess what? We're a record company! So I guess you could say that Motley Crue helped lay the cornerstone to ENIGMA Records.

YOUR NAME AND LOGO SEEM TO FIT YOUR MAVEROCK IMAGE QUITE WELL. HOW DID YOU COME UP WITH THEM?

The name was the product of a brainstorming session, and I forget what the hell we were going for. As for the logo, that was assembled from a poster. We had some art designer we knew put some cut-up pieces of a poster in a hat and pull them out. He closed his eyes, put them on a piece of white construction paper at random, and there was our 'Enigma.' It was kind of a Zen design. We wanted a logo that would reproduce well on album work and ads, and one that was easily recognizable.

AT SOME POINT ELEKTRA CAME IN AND BOUGHT OUT YOUR CONTRACT FOR MOTLEY CRUE. HOW DID THAT HAPPEN?

Quite simply, they got very interested in the band due to the commotion they had caused with their wild look and music, which were really controversial at the time. Sometime after we signed the group, people's attitudes in the music community changed; the same quality that scared away record people six months earlier had now begun to intrigue them. To this day we're very happy with the transaction we made with ELEKTRA. The money we made from that deal went a long way toward bankrolling ENIGMA Records. There was no outside money involved with launching the label. It all came from stumbling upon the Motley Crue record and getting bought out.

WHAT WAS NEXT IN THE ENIGMA EVOLUTION?

In 1983 we began actively signing bands, and we attracted some excellent talent to the label. We signed Berlin, who were later picked up by GEFFEN, as well as the Fibonaccis, one of most criminally underrated bands ever. At one point we had Michael Penn on the label with his first group, Doll Congress.

WHAT HAPPENED? HE'S SUCH AN OBVIOUS TALENT.

Yes, but at that time we didn't have anyone at the label who could sit down and dissect a group's personnel. There was no one to say, Uh, lose the drummer and tell Michael to ditch the acoustic guitar. We really liked the group just as they were. We released an EP that failed miserably, but that is not a reflection of the quality of the product at all. At that time we just had very little ability to promote records. We released them, and they either sold on their own or it was back to the drawing board. We did not have a huge field promotion staff or a big independent budget. There's a funny story about that period. When we were first starting to work the Motley Crue record, we got an old station list somewhere and began calling them, not knowing there was any set methodology to it all. My brother called up a station to tell the music director about the group, and he asked Wesley, "What track are you pushing? What's the cut you're focusing on?" Wesley, who hadn't had much experience in radio promotion, just sat there flustered and finally stammered, "UHHM, ALL OF THEM!" But that's how we progressed; we made mistakes and learned from the mistakes, and we tried not to make them again.

ANOTHER OF YOUR EARLY SIGNINGS THAT WENT ON TO HAVE CONSIDERABLE SUCCESS AFTER BEING PICKED UP BY A MAJOR LABEL WAS RATT. HOW DID YOU RUN ACROSS THEM?

They were brought to the label by Marshall Berle, who just showed up one day and said he had some tapes from a band he wanted us to check out. He'd had success with the Alley Cats, who we liked, so he had some credibility with us. Marshall had recorded the band on his own and it sounded good, so we put it out. This was in 1983 or '84, and RATT's album became our first Billboard charting record. It sold 190,000 units, which exceeded our greatest expectations.

RATT WAS THEN TAKEN BY A MAJOR LABEL. WAS THIS A CALCULATED MOVE?

No. We couldn't sign them to a multi-album deal, because we had no money for that kind of commitment. A big recording budget for us in those days was five or ten thousand dollars, and we had no promotion or marketing staffs to speak of. Our goal
was to approach the best bands we could find and say, Hey, we'll put out an album for you and you won't have to sign your life away. We'll create some excitement in the marketplace and then maybe you'll extend your deal with us or maybe you'll go somewhere else. But our philosophy was to sign the best bands possible, to short-term contracts if necessary. The alternative was to sign mediocre bands to long-term contracts, but that was out of the question to our way of thinking.

We've always paid our royalty checks and bills on time. We owe a lot of that to our President, Jim Martone, who came on board in 1983.

HOW DID HE COME INTO THE PICTURE?
He and Wesley met one another at a Pepperdine MBA class and hit it off right away. They were both about the same age, and we felt that Jim was the kind of talent we could utilize at our label. He spent hundreds of hours in the early years managing the company's business so we could make ends meet. Jim is a very dedicated individual.

THE THREE BANDS THAT GALVANIZED THE LABEL IN THE EARLY '80s WERE THE SMITHEREENS, STRYPER, AND POISON. HOW DID YOU RUN ACROSS THESE KEY ACTS?
John St. James tipped us off to Stryper. He's a producer and good friend who works with one of our important bands, Bardeaux, as well as Stacey O and Anything Box. One day John called us and said that a band named Rox Regime had rented a rehearsal space from him and that they were making some great tapes and had potential. In addition, they were willing to do whatever it took to make it. They brought their demo to us, and Wesley heard the music right away and put the word out to the company that this band was going to make a big noise.

I SUPPOSED THEY CHANGED THEIR NAME TO STRYPER WHEN THEY BECAME CHRISTIANS. HAD THEY CONVERTED TO CHRISTIANITY WHEN YOU SIGNED THEM?
They were just in the process of becoming Christian at the time, but it didn't worry us at all. In fact, we thought it could prove to be a bonus. After all there are millions of Christian people in the country, and we felt that there might be a substantial number of them who would like to hear something more meaty than Amy Grant. It turns out we were right. When we signed the group, we'd never had any commercial radio success at all. Occasionally KROQ would play one of our records, but when Stryper were signed, ENIGMA hadn't had any radio hits to speak of. We shipped out 4,000 albums initially, and the record kept on selling as the group's popularity grew. One thing that broke the band was the incredible word of mouth that the music and lyrics generated. All the Christians who liked rock made a total commitment to the group and really supported them. It was the most enthusiastic following I've ever seen, although I can't make a definitive claim to that because The New Kids aren't on ENIGMA.

POISON IS ONE OF THE MOST POPULAR ROCK BANDS IN THE COUNTRY RIGHT NOW. HOW DID YOU SIGN THEM?
I'm still asking myself that question. I don't know. We had some people around ENIGMA - not top level execs but people who worked here - who were avid supporters of the group and kept bugging me, asking, "Why are you going to sign Poison?" At first we kept putting it off, but finally some of these people came up and said, "Bill, we've arranged a meeting between you and the band. They're coming down here at such and such a time so be ready." I just shrugged and said Okay. The first thing that impressed me about them was that they were absolutely obsessed with making it in music and had no illusions as to the amount of work it took to make the cut. The last thing I want to hear from a band we sign is: "Where's my lime? Where's my groupies?" There was none of that attitude with Poison. They've been friends since childhood, they're all from mid-Pennsylvania, and they've had this dream, since they were little kids, to be rock stars. When we first met them, they were all living in a warehouse that wasn't even zoned for residential living - it was just a big industrial place. It looked like something you might see on an old rerun of The Monkees. Another thing I remember about those shows is that the audience was not just guys in torn denim and studs; there were actually girls who were dressed up. That tipped us off that they weren't an ordinary metal act.

AND THE SMITHEREENS?
Scott Vanderbilt, one of the people in our business affairs department who has been with us a long time, signed the group. He was a college DJ who remembered playing their records and believed in the band. Ironically enough, Scott never reallyabbled much in A&R after that, which is unusual because some longstanding A&R execs have never signed a band that are as successful as The Smittereens. But until recently that was the way we operated; everyone at the label contributed. It was an economic necessity - we didn't have the money for a fully loaded A&R staff. It's important to remember that most labels are launched with 10, 20, or 30 million dollars. We started this label for nothing. All the capital came from within these four walls.

"Our goal was to approach the best bands we could find and say, Hey, we'll put out an album for you and you won't have to sign your life away. Our philosophy was to sign the best bands possible, to short-term contracts if necessary. The alternative was to sign mediocre bands to long-term contracts, but that was out of the question to our way of thinking."  
- William Hein

YOU'VE DONE THE IMPOSSIBLE AT ENIGMA - YOU'VE TRANS-FORMED AN INDEPENDENT LABEL WITH NO OUTSIDE INVESTORS INTO A VERY COMPETITIVE, FULL SERVICE OPERATION. WHAT SUGGESTIONS DO YOU HAVE FOR ENTREPRENEURS WHO WOULD LIKE TO FOLLOW IN YOUR FOOTSTEPS? CAN IT STIL BE DONE TODAY?
Not as easily in this city, because it seems there are five thousand A&R guys roaming every club looking for bands. Back in 1984, when we just started to hit our stride, it wasn't that way. The competition was not nearly as severe. But yes, it can be done - provided you sign the best talent you can find, even if it means keeping the band for only one album. Try to sign bands not only on the strength of grandeur and who understand that the way to the top is with hard work and total dedication. If you can remember that and can stumble onto a Motley Crue, Poison or Stryper, you can make it happen. But it's good to have lady luck on your side, too.
At the Gavin Convention cocktail party (L-R): Ron Geslin, EMI National Promotion Director, Midwest; EMI Recording artist Corey Hart, Dave Robbins, PD/WNCI; Herb Rosen; Jack Satter, EMI Senior VP/Promotion.

Pictured here during the final days of recording CHARISMA Recording artist Brent Bourgeois' upcoming solo debut album are (L-R) CHRISMA Records President Phil Quartararo, Brent Bourgeois, Arnold Pustilnik, Bill Graham Mgmt.; Producer Danny Kortchmar.

AEROSMITH plays Portland, Oregon! (L-R): Jason Whittington, GEFFEN Reg. Sales; Michael Rowley, GEFFEN Promo., Seattle; Jim Ryan, PD/KXYQ, Portland; Steven Tyler, Tim Collin, Aerosmith Mgr.; Peter Napoliello, GEFFEN VP/Pop Promo.

MCA Music Entertainment Group hosted a celebration at Hollywood's Spice to welcome New York-based GRP Records. Al Teller, Chairman, MCA (third from left, standing) is joined by Larry Rosen, co-founder/President of GRP (center, cutting cake), Dave Grusin (fourth from left, standing), Richard Palmese, Exec. VP/GM, MCA (sixth from left, standing) and a host of artists including David Benoit (far left, leaning forward), Lee Ritenour (standing behind Benoit), Patti Austin (fourth from right, standing) and Don Grusin (second from right).

Shown at the WEA NARM Cocktail reception (L-R): Henry Droz, WEA President; VIRGIN Recording artist Paula Abdul, Bob Greenberg, HITMAKERS President.

ATLANTIC Recording artist Phil Collins stopped by POWER106 on a recent visit to Los Angeles. (L-R): Al Tavera, PWR106 Asst. PD/MD; Paul Sansone, PWR106 Mktg. Dir.; Phil Collins, Phil Newmark, PWR106 VP/GM; Duncan Payton, PWR106 Promotions Dir.; Jeff Wyatt, PWR106 VP/PD.
ARISTA RECORDS 15th ANNIVERSARY EXTRAVAGANZA!

ARISTA Records celebrated its 15th Anniversary with a spectacular concert at Radio City Music Hall, entitled "That's What Friends Are For." This party with a purpose raised almost $2 million for Gay Men's Health Crisis and other AIDS organizations. A pre-show bash took place at ARISTA President CLIVE DAVIS' penthouse apartment.


(L-R): Dionne Warwick, Clive Davis, Whitney Houston.

(L-R): Burt Bacharach, Lisa Stansfield, Barry Manilow, Clive Davis.

(L-R): Jennifer Holliday and Clive Davis.

(L-R): Jermaine Jackson, Lisa Stansfield, Clive Davis.

(L-R): L.A. Reid, Milli Vanilli Producer Frank Farian, Farian Associate Ingrid Siegrit, Clive Davis, Babyface.
FACES & PLACES

KIIS-FM Presents the L.A. Marathon Finish Line Concert! Performing for the Marathon masses were A&M's Nancy Martinez and ENIGMA's U-Krew. Gathered at the finish line are (L-R): Bruce Vidal, KIIS-FM; Kevin Morse, U-Krew; Wendi, KIIS-FM; Larry Bell, Hakim Muhammed, and Lavelle Alexander of U-Krew. Kneeling (L-R): James McClendon, U-Krew; Sam Kaiser, VP Promo, ENIGMA and Gwen Roberts, KISS-FM Asst. PD.

Accelarated Chart Movement and A.D. Muscolo Promotions open new offices in Canoga Park, CA. The gala event was hosted by Tony Muscolo, Rip Pelley, and Jack Ashton. Shown are (L-R): Ken Lane, SBK Records; Mike Lane, R&R; Jill Bauhs, R&R; Andy Allen, Island Records; Jean Johnson, E/P/A Records; Daniel Glass, SBK Records; Rip Pelley, A.C.M.; Steve Meyer, MCA Records; Jack Ashton, A.C.M.; Lisa Valasquez, Island Records; P.J. Olsen, WCOL Music Director and Mark Ratner, Reprise Records.

WTG/CBS recording artists JOHNNY CRASH having some fun during the shooting of their video for Hey Kid off their debut LP NEIGHBOURHOOD TREAT. Shown are (L-R): Drummer Punkes; Taylor 'the kid' in the video; and Johnny Crash Lead Vocalist Vickie James Wright.

POLYGRAM recording artists L.A. GUNS visit a young girl in the hospital while in Ottawa, Canada. The 14-year-old fan was critically wounded by a gunman in her parents' home last December. When her aunt heard L.A. Guns were coming to Ottawa, she telephoned a local radio station for autographs. The station with the help of Polygram Records in Montreal, arranged for the fan to meet her favorite band. Pictured are (L-R): Mick Cripps, L.A. Guns; Shawla Brown and Kelly Nickels.

Kiss meets Kiss! WKSE, Buffalo and WKS, Greensboro were found wolfing free food at a recent Kevin Paige concert. Shown are (L-R): Beth Ann McBride, WKSE Asst. PD; Kevin Paige; Ron Carter, Chrysalis S.E. Rep.; Greg Stevens, WKS Research/Music Dir. and at bottom Rick Roberts of the WKS morning show.

April 6, 1990
Since Hot 1-94 DJ Doug Lee recently emceed the Budweiser Hawaiian Cruiser’s Hot 1-94 bikini contest in Honolulu, he’s had a hard time convincing people that his job is really work!

New York rockers THE CYCLE SLUTS FROM HELL have signed with EPIC/CBS Associated Records. Shown are (L-R): Richard Grabel, attorney; Tony Martell, Sr. VP & GM, CBS Assoc.; Queen Vixen, Honey 1rer, Lord Roadkill, She-Fire and Venus Penis-Crusher, Cycle Sluts; Dave Grew, President, Epic Records; and Michael Schnapp, Epic Dir. Metal & Mkgt.

MCA recording artist Jill Sobule showcases her debut album THINGS HERE ARE DIFFERENT. Pictured are (L-R): Richard Palmese, MCA Records Executive VP & General Manager; Susan Dodes, MCA Records Director of A&R, East Coast; Al Teller, Chairman, MCA Music Entertainment Group; Jill Sobule; Jeff Jones, MCA Records VP Marketing, East Coast.

NARADA recording artist David Arkenstone personally delivers his new release Citizen Of Time to his home town station KTWV (The Wave) in Los Angeles. Shown are (L-R): Bob Reitman, NARADA Gen. Mgr.; Paul Goldstein, KTWV Dir. of Prog. Oper.; David Arkenstone; Talaya, KTWV air personality; Monica Logan, KTWV Music Director; Tom Miller KTWV Music Research Coord.; and Michael Reading, Dir. of Jazz, NAC Promo. for MCA Records.

Pirate Radio 1st Birthday Blowout at The Palace, Hollyweird, CA. Shown at the Birthday celebration (L-R): Vito Bratta, White Lion; Jerry Dixon, Warrant; Mike Tramp, White Lion; Don Dokken.
OVER 3,170,000 RECORDS SOLD!

SWEET SENSATION
"Love Child"

RUSS ALLEN/MD-WIOQ
"Looking strong with women 18-24 and 25-34. This tune is shaping up to be an all-demo smash!"

BEAVER CLEAVER/MD-WNVZ
"Burning up the phones with female requests. Excellent callout!"

HITMAKERS
HOT STATS:
MAINSTREAM/SO: 22-17
URBAN/SO: 14-11


TOP TEN REQUESTS AT:
KBEQ KPLZ KKRZ WLOL KUBE PRO-FM KITY KTFM HOT97 WDJX and more! R&R: 23-18

SALES
Single over 250,000
Album advance orders 200,000
In store Tuesday April 10

MICHEL'LE
"Nicely"
1st WEEK!

SALES
Album - GOLD!
Old single over 710,000
New single advance orders 110,000

HITMAKERS
HOT STATS:
SALES OVER 1.4 MILLION
COMING SOON...Just when you thought it was safe!

MARK CAPPs/PD-KKRZ
"A Great Top40 tune that jumps out of the radio at you."

STEFFANIE GRAMM/MD-KITY
"We've been on it for three weeks and it's already Top10 requests. A great follow-up for this artist."

SEE HER ON THE TONIGHT SHOW
THE WEEK OF APRIL 16TH!

COMING SOON...Just when you thought it was safe!
SALES OVER 1.4 MILLION
The new pop single. Exploding at R&B. Over 500,000 albums sold. From the album AFTER 7.

Produced by L.A. & Babyface.

URBAN/50: 12-9
A CRUSADE!
A HITBOUND!

HITMAKERS HOT STATS:

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A HITBOUND!

Produced by L.A. & Babyface.

URBAN/50: 12-9
A CRUSADE!
A HITBOUND!
"BABY, IT'S TONIGHT"

The New Single

The New Album

A VIEW FROM 3RD STREET

HITMAKERS

HOT STATS:

A National Breakout This Week with 100 Adds!

#2 DISC-OVERY CLUB! One of the Top Added with 68 Adds!

“ENJOY THE SILENCE”

From the Album

VIOGATOR

DEPECHE MODE
A'ME LORAIN

HOT97 (9-7)
WPLJ (10-9)
KIS-FM (17-15)
POWER106 (7-6)
B96 (#4)
Q101 (34-21)
KZ5 (D#23)
KML (#5)
X100 (8-3)
THE FOX (22-19)

WHYT (#10)
WXMD (7-6)
WXKS-FM (4-3)
WZOU (4-3)
ENERGY96.5 (#6)
KBBO (26-20)
KBEE (18-16)
POWER99 (5-3)
KFLZ (18-14)
KUBE (19-16)
KBQ (6-4)
KHTK (12-10)
Q106 (#12)
B94 (23-21)
POWER PIG (6-3)
Q105 (15-10)
KPHR (20-27)
KKFR (#8)
KOTY93 (13-12)
KZZP (#2)
KS104 (#13)
Y108 (#3)
KKRZ (10-8)
HOT102 (12-11)
KBQ (24-21)
PRO-FM (#12)
HOT97.7 (#2)
KW55 (8-7)
FMI02 (10-9)
KROY (17-15)
KWOD (15-14)
Q102 (#17)
WGJ (19-13)
WNVZ (#11)
WNCI (21-18)
KITY (#6)
KTPM (7-7)
HOT94.9 (#3)
KISN (14-10)
MAJIC102 (28-26)

PETER MURPHY

"Cuts You Up"

HITMAKERS

WHY (30-27)
100.3JAMZ (#26)
KBS (D#36)
Q105 (22-22)
WGH (Add #35)
WNVZ (Add)
WNCI (18-16)
KISN (34-26)
WTIC-FM (36-34)
WXKS (26-23)
KNRJ (Add)
KBQ (16-15)
XXXR (Add)
WNVZ (#28)
KSAQ (9-7)
HOT94.9 (6-4)
KISN (26-23)
Z99 (#27)
CKOI (17-12)
102QQ (28-25)
95XXX (D#36)
CHED (Add)
G98 (29-21)
KDWZ (28-23)
KFBD (26-23)
KFBG (33-30)
KFTZ (40-35)
KHHF (Add)
KIKX (Add)
KJLS (15-11)
KKRC-FM (23-20)
KMK (26-21)
KNIN (31-27)
KRRZ (20-17)
KTM (D#36)
KTIX (29-24)
KZ0Z (D#39)
KZBB (40-37)
KZU (25-22)
WAEB-FM (Add)
WBBQ (Add)
WEZ (Add)
WEZ (Add)
WHY (30-27)
WXJX (D#35)
WZIQ (39-35)
WKLQ (D#33)
WKID (15-9)
WNNK (Add #29)
WNYP (32-24)
WPST (37-33)
WRQK (D#21)
WRVQ (D#34)
WRRB (D#32)
WYCR (Add #34)
WZZU (Add #34)
Y104 (37-31)
Z106 (Add)
Z97 (Add)
ZF1UN06 (21-17)
and many more!

GRAYSON HUGH

"How 'Bout Us"

HITMAKERS

WMXD (14-14)
100.3JAMZ (Add)
KQ (D#36)
Q105 (22-22)
WGH (Add #35)
WNVZ (Add)
WNCI (18-16)
KISN (34-26)
WTIC-FM (36-34)
WXKS-FM (26-23)
KFBG (33-30)
KFTZ (40-35)
KHHF (Add)
KIKX (Add)
KJLS (15-11)
KKRC-FM (23-20)
KMK (26-21)
KNIN (31-27)
KRRZ (20-17)
KTM (D#36)
KTIX (29-24)
KZ0Z (D#39)
KZBB (40-37)
KZU (25-22)
WAEB-FM (Add)
WBBQ (Add)
WEZ (Add)
WEZ (Add)
KAGO (19-10)
KBOS (37-31)
KEZH (25-15)
KPR9S (Add #40)
KMKR (34-31)
KNOE (Add)
KQHT (26-22)
KWXX (Add)
KZBB (35-32)
WBBQ (23-18)
WBNQ (38-35)
WCIL-FM (Add)
WCR (30-27)
WHHY-FM (Add)
WHTK (38-34)
WPFM (35-28)
WQID (31-28)
WRVQ (30-25)
WVB (D#35)
WVKS (32-26)
WVSR (33-30)
and many more!

TYLER COLLINS

"Girls Nite Out"

HITMAKERS

WUSL (30-27)
100.3JAMZ (#26)
WPGC (24-22)
KISS98.5 (29-26)
Q106 (Add)
POWER PIG (Add)
KZSP (D#26)
HOT97.7 (Add)
KITY (Add)
102JAMZ (26-25)
Z99 (Add)
WJMJ (38-30)
102QQ (12-11)
KLUC (Add)
KOKZ (Add #39)
KROQ (Add)
KLIK (32-24)
KZFM (Add)
and many more!

R&R URBAN: 16-12
Opening with End Of The Innocence, Henley wasted no time in stirring the crowd, following with the title track from Heart Of The Matter. Surrounded by a ten-member supporting band, the instrumentalist Henley remained seated throughout his set, maintaining a rapport with the audience through witty banter and an occasional reference to possible future songwriting collaboration with ex-Eagles Glen Frey and Timothy B. Schmit. The introduction of Schmit for The Best Of My Love yielded a standing O, and after a rendition of Johnny Mercer and Harold Arlen’s Come Rain Or Come Shine, Henley came back with the most emotional song of his set, the heart-wrenching “A Nash.”

Neil Young opened up following the intermission with a four-song set packed with passion, highlighted by a stage-roaming Rockin’ In The Free World. Then the headliners came on, and although the show was executed in their usual unf slow-mo manner, each song, from CSN classic Was It On The Way and Change Partners to an excellent interpretation of the Beatles’ Blackbird, had the masses roaring. After playing as a trio for five songs, Crosby soldos of Guinevere and Almost Cut My Hair dedicated to his three kids, which was followed by a semi-Buffalo Springfield reunion of Stills and Young doing For What It’s Worth (you know, “Stop, hey, what’s that sound?”). A competent if uninspired Suite Judy Blue Eyes was followed with two more by the entire quartet. When Young exited for Wagon Wheel before returning to lead the way on Ohio, which was dedicated to the Chinese student seen on television being crushed by a tank in Tiananmen Square last year, Ohio was the largest reaction of the entire set, and was a fitting close to a worthwhile show.
MADEONNA "Vogue"

HIT97 (Add #25)
WPJ3 (Add #22)
Z100 (Add #24)
KIIS-FM (Add #24)
PWR106 (Add #29)
B96 (Add #25)
Q101 (Add #30)
KMEL (Add #26)
WEGX (Add #20)
WHYT (Add)
WMXD (Add)
KJZM (Add #15)
KEGL (Add)
Q95 (Add #21)
WXOU-FM (Add)
WZOU (Add #29)
Q107 (Add #27)
WAVA (Add #27)

HIT97 (Add #25)
WPJ3 (Add #22)
Z100 (Add #24)
KIIS-FM (Add #24)
PWR106 (Add #29)
B96 (Add #25)
Q101 (Add #30)
KMEL (Add #26)
WEGX (Add #20)
WHYT (Add)
WMXD (Add)
KJZM (Add #15)
KEGL (Add)
Q95 (Add #21)
WXOU-FM (Add)
WZOU (Add #29)
Q107 (Add #27)
WAVA (Add #27)

ELECTRONIC "Getting Away With It"

HITMAKERS HOT STATS:
#1 MOST DISCOVERED THIS WEEK WITH 265 ADDS!
MAINSTREAM: NEW34 URBAN: NEW30

FLEETWOOD MAC "Save Me"

HITMAKERS HOT STATS:
#7 MOST DISCOVERED THIS WEEK!
MAINSTREAM: 30-37 URBAN: 30-27 ROCK & ROLL: 28-26

"Sire"

RUSS ALLEN, MD-WIOQ/Philadelphia
'Sounds great on the air. With the Pet Shop Boys and New Order members, the combination of talent points to a hit.'
MARK CAPPS, PD-KRRZ/Portland
'A great Pet Shop Boys/New Order sound unlike anything else out there right now. Its unique flavoring stands out on the air and sold us on the record.'
GUY BROILAND, MD-KCOI/Vancouver
'A light and happy pop song that ignites the airwaves. Looking forward to an album soon...'
BOB LABORBE, Asst. PD-MC-KCPX/Salt Lake City
'You can't lose with the success of the Pet Shop Boys and New Order in one song. I hate to sound cliché, but this is a tacklebox - full of hooks.'
DWAYNE WARD, PD-WZZG/Charlotte
'Reminiscent of Shattered Dreams by Johnny Hates Jazz, and that went to #2. Imagine what this will do...
NEW RELEASES

THE B-52's "Deadbeat Club" (REPRISE)
BIZ MARKIE "Spring Again" (COLD CHILLIN' WB)
THE BLACK CROWES "Jealous Again" (GEFFEN)
BRENT BOURGEIS "Dare To Fall In Love" (CHARISMA)
JULEE CRUISE "Rockin' Back Inside My Heart" (WB)
DAMN YANKEES "Coming Of Age" (WB)
JASON DONOVAN "Sealed With A Kiss" (ATLANTIC)
D-MOB "That's The Way Of The World" (FFR/R POLYDOR)
EVERYTHING BUT THE GIRL "Driving" (ATLANTIC)
FLESH FOR LULU "Every Little Word" (CAPITAL)

BIZ MARKIE "Spring Again" (COOL C HILLIN'/WB)
JON JETT "Love Hurts" (BLACKHEART/EPIC)
ELTON JOHN "Club At The End Of The Street" (MCA)
MIKHAIL PENN "This And That" (RCA)
NIKKI "Notice Me" (GEFFEN)
PERFECT GENTLEMEN "Ooh La La" (COLUMBIA)

TUNA TALK

By now everybody knows just how BIG the Teenage Mutant Ninja Turtles movie is...Well, the soundtrack has EXPLODED as well! The HI TEK 3 Spin That Wheel! is doing well at TOP40 Radio - BUT - the PARTNERS IN KRYME Turtle Power cut is YOUR secret weapon song of the week!

Every "in the know" programmer is hitting this track and we HIGHLY URGE YOU to check it out if you aren't already into this phenomenon!

A Houston legend returns home! RON PARKER is the new afternoon drive personality at KKBO in Houston. Considering the one-two punch of JOHN LANDER in the morning and RON PARKER in the afternoons, BILL RICHARDS programming move is indeed a brilliant one! (See page 5 for more!)

HOT97.7 - San Jose's new afternoon driver is HOT97.7's old afternoon driver - DWAYNE LUNA - who returns from self-imposed exile at KTFM!

JOEL SALKOWITZ came back from London last week with the new Madonna single (legally purchased) and put it on the air two days before its scheduled American release, prompting SIRE/WARNER BROS to release it a day earlier!

COLUMBIA has a new AC-tion CAPTAIN!!! "Mr. New York" JERRY LEMBO will replace MIKE MARTUCCI to head up COLUMBIA's Adult Contemporary department. JERRY will shine!

Regarding the rumors about Jacor in Buffalo, HANK NEVINS sez, "RANDY MICHAELS and I are old friends going way back to WGR-AM in the early 70s. There may be some comparison because we run animal noises on the air from time to time, one of which is a pig grunting, but for the record he is not our consultant, we are not a Power Pig format and we are not being bought by Jacor!"

Wasn't that BURT, B.G. and all the boys in Orlando formulating plans for the new regime?

Great Trails Broadcasting may have some future openings! Send T&R to JEFF BALLENTINE, WGTZ, 717 East David Dr., Dayton, OH, 45459.

MIKE MARTIN is the interim Music Director at KIS-FM in Los Angeles. MIKE has two and a half years of experience starting out as an intern at KIIS, 8 months at PIRATE RADIO as Asst. MD (under our own STEVE HOFFMAN), then back to KIIS to do the mix show and to be BRIAN BRIDGMAN's assistant. HITMAN McKay, PD at 99.9kHz, Ocean City, MD ups KEVIN OCEAN to Asst. PD/MD along with his midday duties! TONY "Cue" FOX goes to afternoon drive from overnights, and NEIL GIMMONS is the new Promotions/Production person at 'KHi! HITMAN is still looking for the right overnight jock - send T&R to 2301 Coastal Hwy., Ocean City, MD, 21842. No calls please.

WLWX, Washington, NC MD BRIAN LANE is leaving April 19, to be replaced by DOUG MORELAND.

There will be opening for a Top40 PM drive person with production skills, six days a week, (starting Aug. 1) at WCIL-FM, Carbondale, IL! Send T&R to TONY WAITEKUS, 211 W. Main St., 62901.

DAVE SAMP, former GM at KWSS San Jose, will return to KRG in Tucson to be the new GM, replacing CLANCY WOODS, who is off to KNRR.

Our good buddy CRAIG POWERS at KEZY in Anaheim, CA has been promoted to OM! BOB WOOD, VP/GM sez, "CRAIG will oversee programming, promotion, research and marketing for KEZY, and one of his first assignments will be to hire a new PD."

HATS OFF to WHTK, Hilton Head Island, SC, as they will receive a special Public Service Award from the Emerson Radio Hall of Fame June 6th for their 10-day Hurricane Hugo Radiothon.

Congratulations to MORTY WIGGINS, 7-year veteran of the Bill Graham Management team in San Francisco, who has been named Director of the New York office of Bill Graham Management!

WAVA in Washington, D.C. is looking for a newsperson to complement their morning show! If you know of a strong newsperson, have them contact DAVE ELLIOTT at WAVA (703) 534-0320.

STEVE RIVERS seeks a HOT morning man with a loose cannon, handles the phones well, is funny, creative and topical! Must be able to join team with RON ENGELMAN to do the new morning show at WZOU, Boston.

Some good people are on the loose due to a format change to classic rock at HOT96, Fresno, CA. PD JOHN CLAY is available (209) 298-5984 and has vast experience including working for GARRY WALL at #106, San Diego! Morning man BOBBY MERCER can be reached at (209) 299-3570, and MD/afternoon guy KEVIN CARTER is at (209) 297-7528.

Will WGH soon be called WRAP-FM and will they go Urban/Rap? New owner GLENN MAHONE, who owns AM/FM combo WPZL in Richmond, just bought Norfolk's WGH from Susquehannock Broadcasting. Does this mean WMYK-Power94, the Urban/AC in Norfolk, might switch to Top40 to go up against top-rated WNZV?

I hear LINDA ENERGY got RAVE reviews from The New York Daily News and The Post for hosting the SKC New York Music Awards. The big winners were LENNY KRAVITZ, DEBBIE GIBSON, PAUL SHAFFER and Michael Bolton, who won 7 awards. WPLJ DJ DOMINO broadcast live from The China Club and caught each star as they left the stage!

A speedy recovery to Q102's MARK DRISCOLL.

CONGRATS TO JON BIRGE, VP New Music/Video Mktg, at CBS Records and wife MIRIAM on the birth of a son, SASHA!

JERRY CLIFTON and his partner, DALE MATTESSON, made an offer to buy several radio stations from Beasley Broadcasting, including 102JAMZ (WJMH) in Greensboro/Winston Salem and KISS102 (WCKZ) in Charlotte. It remains to be seen if Beasley will accept the offer.

...and how 'bout that L.A. GUNS Ballad Of Jayne! It's making big noise at PIRATE (number 2 phones after one week of play!), KXXR (#3 requests) and a bunch of others, and it sounds great. Watch it TAKE OFF this week!

92X SPORTS THEIR 'WEARS!'

When the temps reached 80 in Columbus, the new 92X morning show kept their promise that they would broadcast live in their underwear on the first warm day! Tom Kelly (left) and Scott McKenzie!
What is charisma?

A label that defies “labels.”

An attitude of integrity.

A belief in small and aggressive versus big and lazy.

Faith in the artist.

A promise to the artist.

And something indefinable yet undeniable...

Like music itself.
“Dare to fall in love” with Brent Bourgeois. The first single from the forthcoming album "Brent Bourgeois." Produced by Danny Kortchmar, Brent Bourgeois, and David Holman. Bill Graham Management.