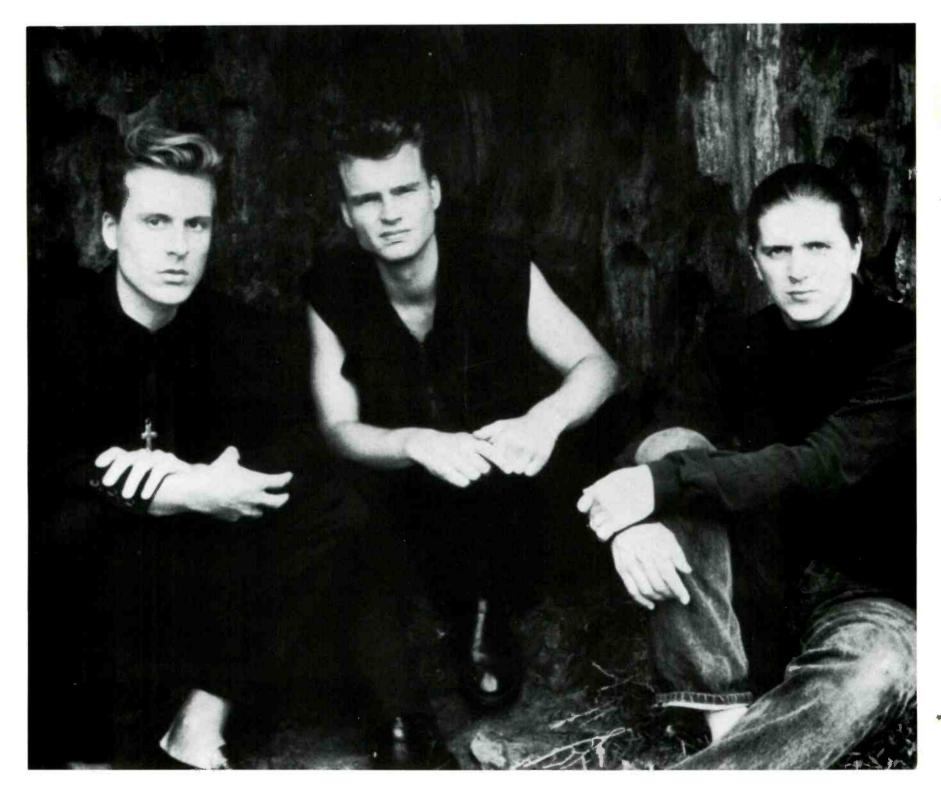
ISSUE 651 \$5.00

an exclusive interview with

AUGUST 17, 1990

BREATHE "say a prayer"

the new single.



Your prayers are answered.

Breathe's gold debut album **All That Jazz** delivered three Top 10 singles, two #1 AC tracks, and songwriters David Glasper and Marcus Lillington jumped onto **Billboard's** list of Top Songwriters of 1989.

"Say A Prayer" is the first single from Breathe's much-anticipated new album **Peace Of Mind**.

Produced by Bob Sargeant and Breathe Additional Production and Remix by Daniel Abraham for White Falcon Productions Management: Jonny Too Bad and Paul King

MOST ADDED IN AMERICA with 123 ADDS! A NATIONAL BREAKOUT!



EDGE LEADERSHIP FOR TODAY'S CUTTING **MUSIC RADIO** Mainstream Top40 - Crossover Top40 - Rock - Alternative - Clubs/Imports - Retail

Nationwide Broadcasting's WNCI in Columbus and

KZZP in Phoenix, are among an ever-growing number of radio outlets rallying their listeners in an effort to show support for our nation's GIs that have been thrust into the middle of the Kuwait crisis, where they are under the threat of madman Saddam Hussein and his penchant for chemical warfare.

WNCI Promotions Director Dan Bowen told HITMAKERS that his station is interspersing taped wishes from the community over the instrumental passages of Lee Greenwood's <u>God Bless The</u> U.S.A., and the song is garnering avid phone response in every daypart they've tried it. According to KZZP Marketing Director Bill Knoop, a similar repsonse is building in Phoenix, where he says many relatives of people who work at the station are themselves in the service and heading for the troubled waters of the Middle East.

"One of our air talent's brothers is a serviceman who is going overseas, and that really brings the issue home in a hurry," he said, before adding that Greenwood's song is really touching people in Phoenix, just as it is in Columbus. "We're going to put

all the people's comments on cassettes and mail them to the Middle East to a hospital ship, as well as our primary bases in the Middle East. We want to let our servicemen know we're behind them all the way.

In Riverside, Cal. KGGI has not only rallied their listeners, but organized a nationwide boycott of gas on August 16, when participants are being asked by over 40 stations in 30 markets to drive with their headlights on. "We are trying to make our mark upon not only the conscience of Riverside, but of all America," said KGGI's Promotions Director Kimberly Martinez. "Going to war over oil is madness, and we're not going to tolerate it."

Archer Named VP/Special Projects, MCA Black Music

Jamie Archer has

been appointed to the

newly created position of

Vice President of Special

Records' Black Music

announced this week by

Black

Division President Ernie

for

it.

MCA

was

Music

Projects

Division,

Singleton.

MCA



JAMIE ARCHER

Archer will serve as a direct liaison between Black Music Division senior executives and the administration, A&R, marketing (See ARCHER page 41)

VP/CREATIVE SERV POLYGRAM UPS BAYS TO

Michael Bays has been named Vice President of Creative Services for POLYGRAM Records, it was announced this week by **POLYGRAM Executive** VP of Talent & Creative Affairs Ed Eckstine.

Bays joined POLY-GRAM in 1987 as Director of Creative

Services, and since then he has created and developed an in-house creative department that now consists of over 30 full-time and freelance



MICHAEL BAYS

employees. In addition Bays was responsible for working with artists and designers to coordinate album covers for the Pop, Urban, Jazz, Country and Classical divisions of POLYGRAM, and directing all of the print advertising.

As Vice President, Bays will be responsible for budget controls, overseeing the advertising and merchandising managers, and the overall impact of all creative artwork.

"We are all extremely enthusiastic about Michael's promotion," commented Eckstine. "We expect to share many great successes with him as POLYGRAM grows into the '90s.'

ELEKTRA Names Heidelmeier Nat'l Director, AOR Promo

Mardin To Stay On As ATLANTIC Staff Producer

ATLANTIC Records Vice President Arif Mardin has signed a long term contract to continue his work as staff producer for the label, it was announced this week by ATLANTIC Chairman/CEO Ahmet M. Ertegun and President/COO Doug Morris

"Ever since Arif began working with us in 1963, he has brought that rarest of commodities to his productions - taste and class," commented Ertegun. "From his earliest arranging work, up through his production of such artists as Aretha Franklin, Roberta Flack and Donny Hathaway, to his current albums with Bette Midler, his contributions to our success at ATLANTIC have been invaluable and incalcuable."

Mardin's most recent successes have been with Bette Midler, for whom he produced the double platinum album BEACHES. Included on that album was the single Wind Beneath My Wings, which won the 1989 Grammy for Record of the Year. Mardin's latest production is Midler's SOME PEOPLE'S LIVES, scheduled for a September 25 release

"Arif Mardin is one of the most talneted producers in the history of the music buisness," said Morris. "His

Features:	
Rantin' & Ravin'	page 6
Hot Radio Promotion	
Faces & Places	
New Releases	
Ear To The Ground	

productions embrace three decades of musical stylings, but always remain current. He has always been an important musical sounding board for me personally, and I am extremely pleased that he is continuing his long association with ATLANTIC.

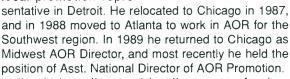


Shown at ATLANTIC's New York headquarters are: (L-R) ATLANTIC Senior Vice President/Chief Financial Officer Mel Lewinter; Arif Mardin; and ATLANTIC President/COO Doug Morris.

Charts:	
Mainstream Top40	page 17
Crossover Top40	page 28
Rock Radio	page 35
Alternative	
Clubs	
Retail	

Louis Heidelmeier has been named Senior Director of National AOR Promotion for ELEKTRA Entertainment, it was announced this week by **ELEKTRA Senior Vice** President/General Manager Brad Hunt.

Heidelmeier joined ELEKTRA in 1983 as a LOUIS HEIDELMEIER local promotion repre-



"Louis is well-versed in all aspects of sales, promotion and distribution," commented Hunt. "He's got a firm grasp of the specific demands of regional markets, and he is plugged into an overview of the national picture. Having watched his work, I believe he's the ideal man for the position.

The HITMAKERS Interview: Keith Naftaly, PD, KMEL-San Francisco Page 9

Radio Forum: How do you structure an effective stop set? page 30





FEGARS BECCARS DE LA ROLET

HITMAKERS ROCK RADIO: 13-10 A CRUSADE! ALTERNATIVE CHART: 1-1

PIRATE: "#11 in Requests!!!"

WPST: "Top 5 phones since it went on the air!"

KSAQ: "GLJ has a new line-up, a new sound, and <u>Jealous</u> is a great record! Check it out!"

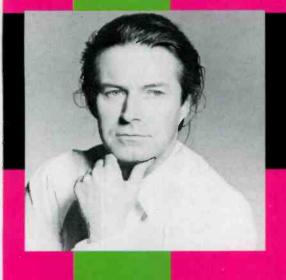
Already on over 60 Top40 Stations:

WGH 20 KSAQ 25 PIRATE 16 KATM D27 hot KRZR 20-13 WZZU 25-19

Z100 (#27)

WOKI D30 195 28-22 ZFUN 33-25 KZZU 40-35 Q104 Deb30 KNIN Deb37 OK95 Deb37 WKRZ Deb 39 KFBQ Deb39 99WAYS add KTUX add WZYP add WAEB add WKZL add 30 WWFX add KQIZ add WJMX add 99KG add WKFR add KKHT add KZOZ add

Stress Rotation on 📝 - 9 Weeks!!!





WGH (#21)



HITMAKERS NATIONAL ALBUM SALES: #39

KBQ (13-11)

Early Action: Y108 On Y107 On HOT94.9 On KKMG add KMON add WHHY-FM add

WLAN-FM add 99WGY on WAEB on 99.9KHI on KF95 on KCAQ on KCHX on



A HITBOUND!

WJRZ (Add)



MCA TO MARKET AND DISTRIBUTE S.O.U.L.

MCA Music Entertainment Group Chairman Al Teller announced this week that MCA Becords will market and distribute S.O.U.L. (Sound of Urban Listeners) Records, a newly formed New York-based label directed by former DEF JAM Records Vice President Bill Stephney and veteran producer/remixer Hank Shocklee.

Stephney and Shocklee are widely regarded as key figures in the rise of rap and hip-hop during the second half of the '80s. They played an integral part in the formation of Public Enemy, and have remained

active participants in that group's subsequent work. Stephney was also instrumental in building the careers of the Beastie Boys and LL Cool J, while sparking the evolution of DEF JAM as a commercial and cultural entity during his three years with the label. Shocklee has established himself as one of the industries most in-demand producers and remixers, lending his talents to the likes of Bell Biv DeVoe, Jody Watley, LL Cool J, Ziggy Marley and Paula Abdul.

ETTA DISBANDS SIG

VENDETTA Records President Larry Yasgar, who launched the label and helped sign and develop such notable dance crossover acts such as Brat Pack. Bang and Seduction, has resigned from his post due to what he termed "mutual differences" between himself and the label's parent company, A&M Records. With the resignation of Yasgar, who started VENDETTA as a joint venture with A&M, the label was scheduled to close down operations as of Friday, August 17.

"I'm leaving to pursue outside interests," Yasgar told HITMAKERS. He added that he would always

Former MCA Mktg. Exec. To Head Scoop Marketing

Larry Solters and Ticketmaster CEO Fred Rosen this week announced the formation of Scoop Marketing, a joint venture full-service contemporary marketing, promotion and publicity company serving both the entertainment and business communities.

Solters will head the company, whose initial clients include Azoff Entertainment Group, Ticketmaster and Fatburger Corporation. Solters previously worked for MCA Music Entertainment Group, where he oversaw the creative marketing efforts of MCA Records and other divisions. He was also responsible for the creation of the "Tiffany Mall Tour," which resulted in sales of more than six million records for the teen artist. Solters is also a former vice president of Front Line Management.

"Larry's extensive background, creativity and experience in all facets of the music industry make him the perfect leader for this venture with Ticketmaster marketing," said Rosen.

Solters said Ticketmaster's annual targeted demographic base of over 31 million ticket buyers "is the perfect complement for the innovative marketing and promotions Scoop will develop and implement.

"We're looking forward to working closely with record labels, film and television studios, and allied industries to devise specialized promotions to individual needs," said Solters.

look upon the acts that he signed at VENDETTA "as my children, and I will always look out for their best interests '

In addition to distributing VENDETTA's acts, A&M also took care of the sales, promotion and marketing for the label. Yasgar said that VENDETTA has flourished in its association with A&M and that he wished all parties concerned "the best of luck in the future.'

Several of VENDETTA's artists will be absorbed into A&M's regular roster, said Yasgar.

Bonaduce Joins KKFR Former Partridge Family cut-up Danny Bonaduce, who once quipped his way into the hearts of Philadelphia as an evening jock at EAGLE106, is preparing to embark for Phoenix, where he will attempt to recreate his magic for PD Steve Smith and the Morning Zoo at KKFR.

Smith told HITMAKERS Bonaduce will be a part of (See BONADUCE page 41)

Henley Crusading To Save Walden Pond A lot of people who

appreciate the gritty balladeering of pop pundit Don Henley would be shocked to note that the ex-Eagle received much of his early inspiration from a nineteenth century philosopher/writer named Henry David Thoreau.

Now that Walden Pond - the outback, rustic site that inspired much of Thoreau's most endearing prose - is

HENLEY: Leading the campaign to save home of Henry David Thoreau.

being sized up for condominium and business park development, and Henley is seeing red. Kathi Anderson, a spokesperson for The Walden Woods Project - an organization bent on halting proposed development of the historic location - says Henley has taken it upon himself to rally his friends in the entertainment community to stop this heinous violation of American culture.

"In April Don held two charity concerts in the area that generated enough income to get the ball rolling in this crusade," said Anderson. "He's enlisted the help of some very visible entertainers who are also determined to nip this problem in the bud, including Ed Begley Jr., Dana Delaney, Don Johnson.

(See HENLEY page 29)

The New Kids On The Block have made the news for more than just their music as of late, with three separate incidents in the last two weeks threatening to tarnish the group's squeaky clean image and perhaps causing them to "alter their public lifestyle." The incidents were termed "unfortunate" by the New Kids' attorney, Barry Rosenthal, who released a statement this week explaining the circumstances surrounding the incidents.

The first incident took place at a nightclub in Quincy, Mass., just south of the group's home base of Boston, where New Kid Joe McIntyre became involved in a scuffle that started between his older brother, Thomas, and another patron of the club, according to the New Kids' publicity firm, Rogers & Cowan.

The second incident was a verbal exchange between New Kid Donnie Wahlberg and students on the campus of Georgia Tech University, and later that same night, an altercation occured at a nightclub near Atlanta between a customer of the club and a

bodyguard of New Kid Jordan Knight. The New Kids were in Atlanta to perform a sold-out concert at Grant Field

"Unfortunately, these things sometimes happen when celebrities are out in public," said Rosenthal. "They are regretable, and steps have been taken to prevent a repetition, which may include altering their public lifestyle."

Rosenthal called the members of the group "responsible young men," and said that they regret the incidents.

The New Kids are currently in the midst of a soldout North American tour, and are riding the tide of their mega-huge LP STEP BY STEP

Hot Sheet Publishing, Inc. 22222 Sherman Way, Suite 205, Canoga Park, CA 91303. Phone: 818-887-3440 FAX: 818-883-1097 Publisher: BARRY FIEDEL President: BOB GREENBERG

Wheeler, London Make Moves Within RCA Sales Dept.

RCA Records Executive Vice President/General Manager Rick Dobbis and new label President Joe Galante have announced two major changes in the RCA Sales Department, with current VP of Sales Dave Wheeler becoming Vice President of National DAVE WHEELER: Accounts and Miller London, RCA's Vice



Becomes VP/Nat'l Accts.

President of Product Development, Black Music, assuming the duties of Vice President of Sales.



MILLER LONDON: Takes over as VP/Sales

throughout the country. Wheeler's move will allow

Wheeler returns to Nashville after a threeyear stint in New York, and will also serve as Vice President of Sales for RCA's new country label. His new position comes about in response the continuing in music changes retailing resulting in many major accounts operating in markets

(See RCA page 41)

VP/Administrator: KATHY FIEDEL VP/Business Affairs: ANNE GREENBERG The BIG TUNA : JOHN ANTOON **VP/Editor: RICHARD PASTORE** VP/Director Of Rock/

Alternative Radio: STEVE HOFFMAN VP/Director Of Music Research: PAMELA JOUAN VP/Print Coordinator: PAULA PREMER Director Of Retail: DEB FLANAGAN

Associates: BARBARA NEIMAN, KRIS SMITH ure Editor: OSKAR SCOTTI Associate Editor: BRUCE MATZKIM tant To The Publisher: AMI QLASSOCK arch Staff: ANDREW COOPER SUSAN SCHIFTER EDDY MURRAY uction Assistant: CAROL DAVIS uction Assistant:: LEO RANDALL, JR.

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⁽See S.O.U.L. RECORDS page 29)

HITMAKERS FACE-OFF **IS THE GROWING 25+ DEMO CHANGING THE FACE OF TOP40?** If the adults are in

Rantin' & Ravis

The broadcasting world rased a collective eyebrow at the results of the last Arbitron poll. For what had first started out as a trickle of discontent at the Top40 radio level was beginning to spiral into ever greater proportions. The tumbling ratings may have less to do with programming than birth statistics; lating costs of trying

to raise even a small family.

The fact is that there are a lot less 12 to 24-year-olds around today than there were in the '60s, Top40's heyday. The advertising pundits on Madison Avenue have taken notice of the sudden aging of America, as have a rising stable of shrewd programming minds, such as Gary Berkowitz, Guy Zapoleon and Clancy Woods. Another longtime supporter of adult oriented pop radio is B104-Baltimore's Steve Perun, who is confident that the same recipe of thirtysomething music coupled with energetic albeit non-bombastic - air talents is the way to go for his flagship. At the same time,

BILL TANNER: "With STEVE PERUN: "What youger demos you get may be incredibly reacafter all, anyone greater visibility in the tive to a 16-year-old will

starting a family marketplace, as well as often cause a negative during the last 15 a more aggressive atti- reaction in an older years has shud- tude towards promo- demo. We seek records dered at the esca- tions in the community" that appeal to both." another radio legend of sorts

Bill Tanner of Power96 in Miami - contends there are still plenty of teens to go around, provided they are not being overserved in the marketplace. Catering to adults drastically dilutes the excitement of the format, claims Tanner.

"Look at the positive turnaround at KIIS-FM in Los Angeles when they started targeting the younger demos again," says Tanner with more than a touch of passion. "With younger demos you get much greater visibility in the marketplace, as well as a more aggressive attitude towards promotions in the community. Adults tend to lay back and observe as opposed to actively participating."

fact keeping a low profile, they may constitute a real silent majority in the Perun situation. says it needs to be viewed as a marketby-market situation; what may work perfectly in Baltimore might prove disastrous somewhere else. "I certainly think it would be crazy for Bill Tanner to tamper with the winning franchise he has im Miami," Perun says. He also hints that the lack of smash records works to his advan-

standpoint. "There are only really five to ten real hits each week, and that favors an adult approach," he points out, echoing a sentiment shared by many around the country. "It doesn't make sense to pound away at a bunch of mediocre material. with a lot of emphasis on edgy rap that chases away your over-25 listenership." Statistics show an increasing number of over-25 listeners with each passing year, and with the birth rate declining, a glaring deficiency in younger demos.

tage from a programming

"What may be incredibly reactive to a 16-year-old will (See FACE-OFF page 54)

THE WEEKLY MAGAZINE by OSKAR SCOT TI JOHNNY GILL RUBBING **RADIO THE RIGHT WAY** TOWN Records can

afford to gloat a little. After all, they've secured the services of Johnny Gill, a budding superstar who packs a lot of weaponry in his musical arsenal. On his self-titled debut album for the legendary label, the Washington D.C. dynamo showcases a sinewy vocal range that packs emotion into every note and a suave demeanor that drives girls wild and inspires adulation in the guys.

No doubt about it, Johnny Gill is ready to make his mark on the music world. Unlike his ex-colleagues from New Edition, with whom the smooth talking Gill first refined his chops and mustered his confidence Gill had experienced a fair amount of success prior to joining the Maurice Starr-orchestrated quintet.

"I owe a lot of my initial success to Stacy Lattislaw. who is a friend of mine who brought me to the attention of the President of her record label when I was first starting out," he says, the bustle of a trio of photographers shuffling anxiously about behind him. "Eventually I met (MOTOWN President/CEO) Jheryl



Busby, who was with MCA at the time, and that began the great relationship we have today."

Johnny eventually went on to record an album with Lattislaw which was fittingly called PERFECT COMBI-NATION, and which really turned a lot of people's heads, among them those of New Edition. "I was enjoying being a solo artist, but when the guys in New Edition called, I jumped at the chance," Gill says, excitement rising in his still youthful voice. In a very short time Gill rose in stature to the point where ace producer L.A. Reid deemed him the "greatest singer I've ever worked with."

On his new LP Gill shines like a beacon, and bears out that unflinching faith Busby (See JOHNNY GILL page 54)

Deb Flanagan's Retail Rap Retail, Radio On Same Team When It Comes To Bottom Line

After years of being at the cutting edge of retail in many aspects, coming to work for HITMAKERS has been quite a learning experience! Learning in more depth the fields of radio and publishing has been an overwhelming, but informative, venture. But one disturbing observation that I have made from my new perspective is that it appears that more than ever, the gap is growing between radio and retail.

Teamwork has been, in my experience, the most effective way to accomplish goals. So why does Mellowman Ace sell so well with no airplay while radio scratches their brows wondering why? Some say that the trust has disappeared; some say that radio and retail are separate entities; still others say that the emphasis on format changes has widened the gap! This disparity in the perception of the

relationship between radio and retail is in itself an example of the lack of communication that has grown between the two entities like a virus in the '80s.

The glut of product - hit quality and otherwise - that is released for public consumption is scarv. Retailers have learned that they can't solely depend on radio to garner sales. The '70s brought us many stars, but the '80s brought us a few superstars and many one-hit wonders. What is the Bottom Line? The labels release product in order to sell it, no matter how this is accomplished. Radio plays an extremely important role in selling music, but with the limited number of adds available each week, other avenues need to be explored. This realization raises some food for thought: Do we really (See RETAIL RAP page 29)

Do Hometown MDs Have A Programming Edge?

There's nothing like a little home cooking to keep things exciting.

Do programmers who toil in the markets they grew up in have a decided advantage over their competition, being able, as they are, to more readily discern the nuances and subtleties of their respective marketplaces? One of those privileged insiders. Brian Douglas of Q102 in Cincinnati, claims that getting to know where the coolest ice cream parlors and hottest chili eateries in town are gives him some valuable insights on that parochial flavor.

"I feel that I have a distinct advantage over someone who has been in the Cincinnati marketplace for just a year or so," said Douglas. "I have invested my lifetime into Cincinnati market research. The lone fact that I grew up here doesn't make me a great music director for this market. but Cincinnati does possess a few quirks that I am aware of from growing up here, and I factor them into my decisions daily.'

At the same time, Music Director Stephanie Mondello of Rock Radio legend KLOS in Los Angeles believes that programming a station in a gargantuan metropolis hometown or not - can pose a different set of problems.

"Growing up here you really realize the mammoth dimensions of the place and the huge responsibility that comes with each decision. said Mondello. When asked if

a smaller market would provide certain benefits, she heartily agreed that it would. "In a smaller market, where the dollar signs aren't so overwhelming, you can afford to experiment with the music a bit," she said. Mondello admitted that the stiff competition furnished by PIRATE Radio, KROQ and KLSX also help keep KLOS on a straight and narrow tack. "We have to stay pretty focused for a number of reasons," she explained, "but I'm also confident we'll be able to expand our musical palate and dabble with groups like Faith No More, Social Distortion and Gene Loves Jezebel. The hard part is keeping our core audience (See HOMETOWN page 54)

HITMAKERS

TM © 1990 NBC

Was Made For

They've just moved in and all hell is about to break loose. With a debut album, a powerful new single and a much anticipated television series, these Guys won't be satisfied until they've turned America and all of Top 40 topsy turvy.

The collision course is set. When talent this explosive meets head-on with an unprecedented avalanche of media and marketing be prepared for a release of blockbuster proportions.

Guys Next Door. There goes the neighborhood.

"I Was Made For You," the hard-hitting debut single and video from the forthcoming SBK Records album *Guys Next Door.*

> Guys Next Door premiere in primetime on NBC Monday August 27th at 8:30 p.m.

> Guys Next Door regularly scheduled NBC
> series begins on Saturday morning September 8th 11:30 E.S.T., 10:30 C.S.T. and P.S.T.

Early	Adds:
93QID	KTXY
KBOS	PWR98
KFBD	WGOR
KIQY	WHDQ
KISR	WOVO
KJLS	WPFR
KQIZ	and
KRRG	more

SBK Records

N* E* L* S* O* N "Love And Affection"



HITMAKERS

Mainstream Chart: 30-25 Rock Radio: 22-19 National Single Sales: 24-18 National Album Sales: 26-25

WPLJ (28-23)	B94 (17-13)
PIRATE (7-6)	WPHR (7-6)
Z95 (#26)	KZZP (29-23)
THE FOX (13-8)	Y108 (29-26)
Y95 (27-25)	KXYQ (12-8)
MIX96.5 (25-20)	KBEQ (D#26)
PWR99(Add #29)	KWSS (8-5)
KPLZ (#20)	Q102 (3-2)
KUBE (20-15)	WGH (13-8)
KBQ (1-1)	WNVZ (30-28)

92X (15-13) B97 (Add #30) KSAQ (13-11) WZPL (D#29) KCPX (11-9) KISN (20-11) KC101 (13-11) WZZG (Add) XL106.7 (21-18) WJRZ (22-20)

98PXY (Add) Y107 (34-28) WGTZ (21-18) WKZL (D#19) And more



DAVID GEFFEN COMPANY

INTERVIEW

KEITH NAFTALY Program Director, KMEL, San Francisco

As early as age eight, Keith Naftaly sensed he had a knack for picking hit records. "Even at parties in junior high," recalls the native San Franciscan, "I was always the deejay, playing all those 45s and finding out what people liked."

That early infatuation with music led to his start in radio as a researcher at San Francisco's Top40 powerhouse KFRC-AM in 1980. As his ties to radio grew, that infatuation grew into a passion, and Naftaly - who by then had broadened his musical horizons to include Elvis Costello, Joe Jackson, The Jam, English Beat - realized radio was his ideal career.

After exiting KFRC, Naftaly contacted incoming KMEL PD Nick Bazoo, who was prepping to take the AOR station Top40. Naftaly was convincing enough to land the music coordinator post under Bazoo, alongside Music Director Jack Silver. With Silver's move to KIIS-FM in 1985, Naftaly was named MD.

"I was so excited about being officially named MD that it never dawned on me that there was a fierce ratngs battle going on," recalls Naftaly. "Nick and I were playing about 1300 records, having the world's largest jukebox party, and the station was stuck in the low twos."

That all changed when Steve Rivers took over for Bazoo, and KMEL started becoming sensitive to Hispanics. "We were doing what POWER106 and HOT97 are doing before those stations ever existed," states Naftaly, rattling off a list of breakthrough artists and records that forged the early successes of KMEL: Sweet Sensation's <u>Hooked On You</u> on NEXT PLATEAU Records; <u>Summergirls</u> by Dino; the earliest hits from the Cover Girls and Sa-Fire; <u>Party</u> <u>Your Body</u> by Stevie B.; and "every Miami freestyle record in existence.

"We were considered an absolute freak of nature to play anything like this," muses Naftaly, but the numbers started to rise. Rivers accepted the PD post at KIIS-FM, and legendary urban programmer Lee Michaels took the reins for a brief period before heading back to Chicago for what Naftaly describes as "some amazing offer."

It was at that point that Naftaly decided to go for the PD chair himself. "I had had enough of training star PDs from other markets on the nuances of San Francisco, only to have them leave," he states matter of factly.

Naftaly was named PD in June of 1987. KMEL was at a 3.9 12+, and it has been a rocket ride ever since.

WHO WERE YOUR GREATEST PROGRAMMING INFLUENCES?

I'd have to say Steve Rivers was one. What Steve taught me was discipline, the fact that there really *was* a ratings war going on and that we had to force listening, and all the basics of programming - clocks, formatics, consistency - really smart programming tactics. It's kind of ironic that Steve is now programming against Sunny Joe White, who has been my other major influence. While Steve taught me tight formatics, Sunny showed me the importance of that show-biz gloss. When I first heard WXKS I knew that was the way a station should be. They owned the streets, which I think is a reflection of Sunny's personality. I've tried to utilize everything I've learned from both Steve and Sunny.

WHAT ADJUSTMENTS DID YOU MAKE WHEN YOU TOOK OVER AS PD?

When I took over we were playing a great deal of

Hispanic dance music, a lot of mainstream R&B, and we were still playing a lot of pop and modern dance music. I still felt that we needed to streamline our sound and pick a direction, so I phased out all rock product and became very selective on the modern crossovers, concentrating on the mainstream R&B and the Hispanic dance. We still played the "pop schmaltz" - the generic pop stuff - because that, as far as I was concerned, made us Top40.

SO IT WAS YOUR STREET SENSE THAT TOLD YOU THE ROCK RECORDS SHOULD BE THE ONES TO GO?

Absolutely. Mainstream R&B was and still is considered hit music in San Francisco, and I knew that we were trying to do too many things for too many people. We also had a completely unfocused, stale-sounding urban competitor across town just begging for some competition on the street. Toward that end we did a few things to give the station much more of a raw sound. We started running continuous mix programs at 8 and 11 o'clock every night, which was really unheard of on Top40 radio. We started doing a Love Lines show at 9 with Evan Luck, which became a very controversial program, full of innuendo. People call in to say they're just getting out of prison, or rehab, or they're pregnant and they don't know what to do.

WHAT DO YOU THINK MAKES THE PEOPLE FEEL SO CLOSE TO HIM THAT THEY OPEN UP LIKE THIS?

The fact that that's how they feel about the station. We get calls like this 24 hours a day. When you really position yourself as a station that cares about the community, a lot of these people have nowhere else to turn.

DO YOU THINK KMEL WAS THE MODEL FOR WHAT WE NOW CALL CROSSOVER TOP40?

Yes, although it was nothing that I was striving to create. I've taken things one day at a time since I became PD. I didn't sit down and decide to start a whole new format. I just wanted to give the station a sense of controversy - some overt sex-appeal - as well as reflect the liberal climate surrounding the San Francisco area. I envisioned KMEL as a lifestyle station, full of attitude - a way of life. I felt like we could create a new way of communicating, a new language - kind of a whole new secret world, where all cool people who love dance music are invited.

WITH ALL OF THESE INNOVATIONS, HOW CAN YOU STILL CONSIDER KMEL A TOP40 STATION?

Let me put it this way - if Top40 means high-profile, attitude jocks rotating the market's best-testing, mass-appeal currents and oldies, then yes, KMEL is Top40. If Top40 is hyped-up jocks rotating the back page of *R&R*, then I'd have to confess that we are not a Top40 radio station. What seems to have caused the most confusion in the industry is the undeniable funkiness of mass-appeal music here. Those people who label KMEL a Black station don't realize that KMEL's ethnic composition is closer to that of KIIS-FM than to 'GCI in Chicago, or even 'PGC in Washington or JAMZ in Dallas. You can stash us in the convenient compartment of your choice, but in the minds of our listeners we're the people's station, and that works for me.

by Rich Pastore

HOW DO YOU STAY IN TOUCH WITH THE STREETS?

Off the air we're very high-profile. I don't want to sound generic, but we've got the van out there. We've not personalities out at all the nightclubs. We do all the right things to constantly be in everyone's face. One of the things we've found that works is putting the listeners on the air. Instead of having Mitch Craig's "God" voice on all our sweepers, we've replaced some of them with listeners from all ethnic backgrounds and age groups saying the various KMEL positioning statements, because they sound so much more natural and sincere. I'm not down on Mitch - he's amazing - but it's so much more convincing to hear listeners say "KMEL - they got it goin' on with an attitude." We've also done some sweepers with this whole "Peace On The Streets" anti-gang movement in mind. We are positioning KMEL as leading the movement, and it's having a great impact on the loyalty from the street. We have sweepers that relate to all the concerns of the streets. You'll hear Mitch Craig asking, "What station says Peace in the Community?," "What station says Free Speech?," "What station says Find A Cure?, and we follow that up with a listener saying, "KMEL, they care about the community," or "KMEL, that's my station." We have people calling in to be guest DJs on our Slammin' 7 at Seven, and these are aggressive teens, signing off their intros with "Peace!" I mean, that has a lot of street appeal, don't you think?

SHOULD A RADIO STATION REFLECT THE PERSONALITY OF ITS PROGRAMMER?

It depends on your programmer. A lot of PDs come from an on-air background, so they act and talk like DJs. In that particular case, I'd say no, but that's a very subjective question.

IS KMEL A REFLECTION OF KEITH NAFTALY?

Just about every element of the KMEL programming is a reflection of something that's inside of me, and that's why I'm so passionate about it and so protective of it. I just can't deal with a lot of the bullshit things people say about the station, because they just don't know.

WHAT ARE THE KEY FACETS OF YOUR PERSONALITY THAT YOU HAVE GIVEN THE STATION?

Off-center; completely passionate about music; and obsessed with the star-making process. Another big part of it is the fact that we're very cause-oriented, very charity oriented, and we are very concerned about the individual needs of our listeners. We are not only passionate but compassionate, and that is definitely a reflection of my personality.

HAS YOUR PASSION AND PROTECTIVE NATURE AFFECTED YOUR RELATIONSHIPS IN THE INDUSTRY?

I have some very special relationships with some record people who I feel understand KMEL and what we stand for. Sometimes with other business acquaintances I get frazzled by all of the politics and insincerity.

(See **KEITH NAFTALY** page 11)

August 17, 1990



9

DEBUT R&R 37*

"Can't Stop'

MAINSTREAM TOP40 CHART: NEW #42 CROSSOVER TOP40 CHART: 11-8 National SINGLE SALES: 40-37 A HITBOUND! A CRUSADE!

<u>JOHN CHRISTIAN, Asst PD/MD, HOT97.7</u> - "This song sounds better and better every time we play it! My gut tells me it is going to be hella-mega-bigtime-fierce!" <u>ROSS KNIGHT, MD, KTFM</u> - "A very good, mid-tempo record that's got a great summertime feel to it! Best AFTER 7 record yet!"

HOT97 (35-32)Q105 (23-20)KTFM (29-27)KIIS-FM (D#29)WPHR (Add)KISN (Add)POWER106 (34-30)KKFR (31-27)MAJIC102 (29-27)KMEL (9-7)KOY95 (17-15)WKSE (#21)X100 (22-20)KZZP (28-25)WTIC-FM (28-25)WIOQ (#29)KS104 (14-7)WCKZ-FM (17-15)WUSL (#21)Y108 (D#27)102JAMZ (#10)100.3JAMZ (9-6)HOT102 (16-14)Y107 (22-17)WAVA (26-22)KXXR (23-17)KJ103 (23-20)WPGC (18-13)PRO-FM (#26)Z99 (15-9)KISS98.5 (#7)HOT97.7 (28-17)WJMH (10-9)HOT105 (#5)FM102 (15-11)99.9KHI (D#37)POWER99 (30-26)KROY (10-7)99WGY (37-27)KHTK (22-19)KWOD (16-9)K106 (31-21)Q106 (30-27)Q102 (Add #33)KAGO (37-33)WLOL-FM (D#34)KGGI (D#17)KBOS (27-24)WMXP (#6)WNCI (#28)KBOZ (Add)POWER PIG (12-7)KITY (25-14)KBTS (Add #34)	KF95 (38-35) KG95 (D#33) KGWY (Add) KHTT (Add #38) KJJG (Add #40) KNIN (37-33) KPRR (26-23) KVTI (37-34) KYRK (D#29) KZFM (30-23) KZOZ (33-30) Q104 (D#31) WAYS (D#34) WBBQ (28-23) WBEC-FM (26-23) WBNQ (Add) WCIL-FM (Add)	WFMF (31-25) WGOR (D#34) WHDQ (39-34) WHHY-FM (D#34) WHTE (15-6) WMGV (Add) WPFM (38-32) WQXA (24-21) WRCK (D#40) WSPK (Add) WVKS (D#30) WYYS (Add) and more
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KEITH NAFTALY

(from page 9)

MANY WOULD SAY THAT IS A SIGN OF IMMATURITY.

Dealing with insincerity and manipulative people in this business seems to be considered a sign of maturity, but it's not something that I have to like. I've grown to accept it, but I could never operate that way myself, and I don't have much respect for people who do. But I will put the interests of the station before my own personal morals and ethics, and I will deal with people accordingly. I have had to grow up and adjust in that respect.

IS IT DIFFICULT FOR PEOPLE WHO DON'T ALREADY KNOW YOU TO FORM A RELATIONSHIP WITH YOU?

I don't think that I'm nearly as self-absorbed and full of pre-determined attitude as many people think. I admit that in the past I haven't always been the best when it comes to returning calls. No question, everyone who calls me deserves the courtesy of a callback, but I'll tell you right now, if I did that, I'd lose my mind and KMEL would sink. I have to prioritize constantly. I don't want anyone to feel that I'm full of attitude and unapproachable, 'cause that's not what I'm like at all. I'd say that I'm very shy overall, and I think most people confuse my low key demeanor for attitude and conceit. That's the greatest misconception of all.

WHAT DO YOU SAY TO SOMEONE WHO TELLS YOU YOU'RE MAKING A MESS OF THE ENTIRE PROCESS?

I'm sure there are a lot of people who say that behind my back, but so far no one has had the nerve to say it to my face. If we're doing something that they don't understand, I invite them to come to the market and listen to the station and reevaluate their position. We are a mass-appeal station for San Francisco, but to programmers who listen to airchecks and don't really understand the market, I can understand their confusion.

IF YOU WERE BLOWN OUT TOMORROW, WHAT WOULD PEOPLE SAY ABOUT YOU?

That I'm a workaholic. That I'm very focused. That I'm both full of myself and insecure. I don't know. That I'm neurotic and moody. That I've got great ears and an eye for talent. That I've got a pretty good handle on trends and style.

YOU'RE ABSOLUTELY SURE YOU KNOW WHAT'S RIGHT FOR SAN FRANCISCO?

I think the ratings speak for themselves.

DO YOU THINK TOP40 HAS A RESPONSIBILITY TO DEVELOP AND PROMOTE ARTISTS TO THE AUDIENCE?

There has to be something more than just playing records. I think for a format to thrive, it has to break artists and give more than just the standard 'Here's the latest from...' routine. You've got to give the listener something to care about. Sure, they want to hear the record, but they also want to relate to the artist - to know a liitle about their life beyond the music. We can't be music machines. If Top40 isn't developing superstar artists with name recognition, then it's in deep trouble. A lot of programmers are saying the audience doesn't care; that they just want to hear what's hot. That's true to a certain extent, but it's that kind of thinking that can kill this format.



Keith Naftaly at age six.

SO WHAT CAN YOU DO TO DEVELOP ARTIST ASSOCIATION AMONG YOUR LISTENERS?

This year for Summer Jam, we put together 17 or 18 individual "celebrity spotlights" that talked about the background of the artists and about how their records were doing in Northern California. We related each artist's success to the Northern California story, which helps position us as a station that not only cares about the music but also helps each individual artist develop some sort of story and profile.

WHAT ARE SOME OF THE ACTS YOU'VE BROKEN, AND HOW DID YOU DO IT?

Probably the biggest was Paula Abdul. We received a VIRGIN compilation CD, and this was when VIRGIN was relatively new, and on that CD was Knocked Out. At the time my music director was Kevin Weatherly, and we were both into the song and put it on the air immediately. It basically exploded. We told VIRGIN that they had a hit and they were pretty excited. Basically, because of all the hype we were causing in San Francisco around who was then known as Janet Jackson's choreographer, they had Paula rush into the studio and put together an album. Knocked Out became a huge hit for KMEL. Then we told VIRGIN that we were playing this cut called Straight Up and it was an absolute smash. When VIRGIN tells the story it's so funny. They say "a few influential stations found Knocked Out off the CD and then those same stations started screaming that Straight Up was a hit." Those few influential stations was KMEL. Anyway, they had to make a difficult decision, because they had a whole marketing strategy and game plan for The Way That You Love Me, and dropping the ball on that pop and completely starting over with Straight Up was a complete risk. But they trusted us, and it definitely launched a superstar career, which is very exciting. I'm not trying to pat myself on the back, but Paula is an incredible, dynamic talent and one of the nicest people on earth, and I'm so psyched to have been there from the start.

DID YOU GO FURTHER THAN THE LABEL? DID YOU NETWORK WITH OTHER RADIO PEOPLE SAYING "WE HAVE A STAR ON OUR HANDS?"

Anyone will tell you that when I get excited about an individual record and do a little research and find out that this artist has the goods, I will jump up and down

INTERVIEW

screaming and will network out of control to spread the word. With so much disposable, one-hit artist music out there, we've got to worry about our future and make this industry as healthy as possible. You can't just live for the moment - you have to think about the future.

WHAT ARE A FEW OTHER ARTISTS YOU'VE HELPED LAUNCH BESIDES PAULA?

If you go back to 1984, we were the first Top40 station ever to play Depeche Mode. People Are People was an underground college record and it was something that I thought had Top40 potential. If you check your records, we were the first station to ever add *People Are People*, and that went on to be pretty sizable. With Babyface, a lot of people don't even realize that this is his second album. We played two cuts from his debut album that worked very well, and I think I was very instrumental in spreading the word. Also, M.C. Hammer had several smash records on KMEL before U Can't Touch This was ever released. We played rap music when it was considered sinful. We were also the first Top40 station on Kenny G Songbird when people were laughing at that. Lisa Stansfield, Soul II Soul - I'd say we were the Top40 leaders as far as acknowledging the new soul movement coming from England this year. Talk about networking, we were screaming about that. Most recently we were the first in the country to add Mariah Carey.

I CAME UP WITH A TERM FOR KMEL - ALBUM ORIENTED DANCE.

I don't know if I'd go that far, but that does bring up a good point. It bothers me that a lot of people complain about a lack of good product out there. It doesn't hurt to find the artists that work the best for you and track their albums to find the cuts that will work for you. You just have to be careful. It's really frustrating to have the rest of the country finally discover something that you've burnt out six months ago. You can't really enjoy the success of the record even though you once believed in it so strongly. I've learned that as much as I've considered myself a rebel and a maverick, there's a game and a system and there are positive ways to deviate from it and destructive ways. Generally the record companies have a pretty good feel for how they want to market projects. If they don't, then I have no problem speaking up. I tend to play by the rules more than I have in the past, and I think it works out better for everybody.

WOULD YOU CONFRONT A LABEL IF YOU THOUGHT THEIR PLAN WAS WRONG?

I will always confront a label, especially since we might be so ahead, we may know something that the label doesn't already know, and at times they will change their marketing direction accordingly. I also know at the same time that their marketing goes so far beyond radio and there are so many other factors that make or break a hit record or artist, that sometimes it's just not worth messing with the overall game plan. But if I think that a record company is going to hurt the artist by not following the course that I see most fit, then I will be more than outspoken.

DO THEY APPRECIATE THE INPUT?

I just know that I've been honest with them for so long, and they know that my interest in music is so sincere and is not even remotely self-serving that they always listen to what I have to say. Right now, as far as LP cuts go, we're all over the Mariah Carey album, Bell Biv Devoe, Keith Sweat, Lisa Stansfield, Johnny Gill. You just have to make sure that the unfamiliar tracks are surrounded by smashes.

(See KEITH NAFTALY page 13)



MES

HOSH GURELI, MD, KMEL "A hit's a HIT. Add at #29!"

MICHELLE SANTOSUOSSO, MD, Q106 "One of those songs with lyrics that grab you and pulls you in...and this record has pulled in great female calls since its first day on the air! It definitely has the potential to follow in the footsteps of monster ballads like <u>Ready Or</u> <u>Not</u> and <u>Shower Me With Your Love</u>."

A NATIONAL BREAKOUT! One Of The MOST ADDED With 41 Adds! MAINSTREAM CHART: NEW #35 **CROSSOVER CHART: NEW #48**

Just Added:	KJ103	KXYQ (28-24)
KMEL (#29)	WDJX	HOT102 (31-29)
KEGL	Active At:	WKTI (D#24)
WZOU	WPLJ (35-31)	KBEQ (D#33)
KRBE	Q95 (17-15)	FM102 (26-24)
POWER99	MIX96.5 (18-16)	KROY (23-15)
KPLZ	HOT105 (#34)	KWOD (33-31)
KUBE	Y100 (15-12)	WNCI (8-6)
KHTK Z90 (#33)	STAR94 (#18)	B97 (25-21)
B104	WBLI (27-23)	KSAQ (#32)
Q105 (#27)	B100 (4-3)	KISN (D#38)
Q102 (#34)	Q106 (D#29)	KC101 (D#29)
KTFM (#29)	KZZP (20-17)	FM100 (20-16)
KISN	KS104 (18-15)	WJLK-FM (#2)
MAJIC102 (#30)	Y108 (D#25)	WKZL (D#32)

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THE NEW SINGLE

Produced by THOM BELL (for Bellboy Productions) and JAMES INGRAM (for James Gang Productions) From The Album IT'S REAL



© 1990 Warner Bros. Records Inc.





INTERVIEW

KEITH NAFTALY

(from page 11)

ISN'T THAT THE MENTALITY OF AOR, AND COULDN'T CROSSOVER STATIONS BE PROMOTED WITH THE SAME APPROACH - THE "EMPHASIS TRACK" APPROACH?

I'd rather play two Johnny Gill album cuts that I know are one hundred percent smashes than some sort of marginal generic sounding dance record that may be climbing up the pop charts. That may be a priority, but will have no future on the station or sell any records.

DO YOU THINK THERE SHOULD BE A CROSSOVER PROMOTION DEPARTMENT FOR EACH LABEL?

I think that may make sense for radio, but I think it might cause absolute havoc within the record companies, and I'm not really in a position to dictate what will work for them. But, it's something that they might want to consider. I know some record companies are definitely developing crossover promotion techniques, such as VIRGIN.

HOW DO YOU FIND DEALING WITH THEM?

VIRGIN is such a together company overall. It just seems to be a company dedicated to innovative music and innovative ways of promotion.

DO YOU THINK YOUR STYLE OF PROGRAMMING WOULD WORK OUTSIDE SAN FRANCISCO?

Absolutely.

DO YOU SOMETIMES LISTEN TO RADIO STATIONS IN OTHER MARKETS AND SAY "GOD, WHAT I COULD DO WITH THIS STATION"?

Yes, especially in New York and Los Angeles. I also think that a lot of smaller and medium markets could benefit from a little more attitude. There could be more of a street vibe, especially with this whole movement for peace on the streets and for saying no to drugs. There's a whole positive movement of this nature going on with youth across America, and it's so easy to tie in with that and become the local community hero. It's so much more worthwhile to talk about that than to come up with an innovative new promotion for Doritos.

DO YOU THINK IT WOULD MAKE MORE SENSE FOR EACH MARKET TO HAVE SOMEONE WHO WAS BORN IN THE CITY, CAME UP THROUGH THE STREETS, AND NURTURE THAT PERSON TO BE THEIR OWN KEITH NAFTALY, RATHER THAN BRING IN A PROGRAM DIRECTOR FROM ANOTHER MARKET BECAUSE HE HAD A GOOD BOOK?

I agree with you 100% in that area. I think there's a lot of undiscovered, unsung, potential programming heroes who just don't have the experience at this point but are completely plugged into their community, and that is a quality that is crucial to progressive, smart programming. You just can't do generic formula radio and expect to win. I can't comment on people who move from market to market to market; I've been very lucky and haven't had to do that but I'm the exception to the rule. I know that if I went to any other market, I would surround myself with complete veterans of that market, whether they were emptying the trash, answering the phones or running the sales department.

IS KMEL INVULNERABLE IN YOUR EYES?

Historically it has been very difficult for people to come in, and there have been many that have blatantly come right at our throats. That's included verbal abuse on the air, and a lot of really ugly, ugly tactics, and we've remained stable, solid and strong and healthy. I am by no means cocky and comfortable with our success, nor am I even remotely coming close to becoming lazy. I'm always in pursuit of fresh, innovative, creative ways to position the station that will result in us becoming even stronger, and distance us even more from any potential threat. What's real difficult for people coming into town is that, as we've already established, San Francisco is a pretty unique market, so it takes people a long time to adjust to that. By the time they do that, that gives us the opportunity to assess what we feel their attack is going to be. Then we are able to strategize accordingly. We work with a lot of really cool research people, specificaly The Research Group and Strategic Radio Research, and working with them ensures that we always remain on our toes and cover our ass. I've learned that even if your gut instincts are always right on, research is important if you know how to use it. I've always been into numbers and statistics, so breaking down the research and planning strategy is fun for me. I'm kind of a freak like that. Learn the science, then you can have as much fun as you want. If you can combine the science and the street, you're officially a winner in this business.

"Just about every element of the KMEL programming is a reflection of something that's inside of me, and that's why I'm so passionate and protective of it. I just can't deal with the bullshit things people say about KMEL, because they just don't know." - Keith Naftaly

IS COMPETITION A HELP TO YOU? DO YOU SEE IT AS A HELP WHEN SOMEONE POINTS OUT YOUR WEAKNESSES?

Competition is a help in that - you know the proverbial statement - "It makes me a better programmer" because it doesn't allow me to get comfortable or locked into any comfort zone, which makes for better radio, which makes for increased listener loyalty. I'm always more nervous than confident when it comes to programming and life in general. I've never kicked back with my feet on my desk, although I look forward to maybe having the opportunity to do that someday.

WHAT'S YOUR GREATEST FEAR?

I think one of my biggest fears is that all the people within the music industry whom I trust the most are my friends only because I'm in a position to help them, and if that were to ever go away, so would their support and guidance. I know that's definitely the case with a lot of business acquaintances, but I'd like to think that I've developed a few special friendships with individual promotion people, artists, managers and other radio people that have grown beyond just trivial, convenient, pat business relationships. I just get really scared because of the artificiality factor, that maybe I'm just the biggest sucker of all.

IF YOU LOST ALL YOUR FRIENDS IN THE BUSINESS, WOULD YOU STILL HAVE CLOSE FRIENDS? Yes, thank God. Thank God for those people who have stuck with me throughout this whole little roller coaster ride, the long hours....

EVEN WHEN THEY PROBABLY DIDN'T UNDERSTAND?

Yeah. All the mood swings. My family's been the best. I have a close family, and they're very proud of me and my accomplishments, but if I told them tomorrow that I was losing my mind and wanted to work in an ice cream store or something, they would support that as well.

WHAT'S ON TAP FOR MR. KEITH NAFTALY?

First of all I want to go on record saying that I think that I'm very, very lucky to be in the position that I am today, very fortunate, very blessed. I've worked very hard, but by the same token there are a lot of people who work very hard but just don't get the right breaks. I'm grateful to be where I am, and I absolutely love my job and what I'm doing, and the thought of doing something else is a depressing thought. But so many people have asked me lately, You've never worked in a market outside of San Francisco - what's in the future for you?" And I started to think about who in the industry I really admire. I mean granted, I'm an absolute radio geek, I'm completely obsessed with radio, but even more so I think that I'm obsessed with the whole entertainment industry at large. I asked myself who the people I really admire are, and I started thinking of people like Jheryl Busby and Clive Davis, Ed Eckstine, Tommy Mottola, Russell Simmons, Tom Silverman. These are all power people who love music - they sign artists, they position, image, guide and market the artists. They're the real starmakers out there. They're brilliant businessmen who haven't lost touch with the streets, and are completely driven by music. What's also cool is they get to explore the world looking for all this talent, and I imagine make lots of money at the same time. I think ultimately in my career, if given the opportunity, I could really make my mark on society, in a position of that caliber.

HOW WOULD YOU BREAK INTO THAT? DO YOU THINK AN A&R POSITION IS A POSSIBILITY FOR YOU?

Well that's funny because when any programmer in the business starts to get on a roll and realize that he or she has the knack for picking hits, A&R always becomes like, "Well, if I didn't do this I would do A&R for a record company." The idea of having an entry level A&R position in a record company, having 75 cassettes on my desk and going to see every garage band out there, while it might be fun, I don't think that with all the management ability that I've acquired over the years and all of the polish...

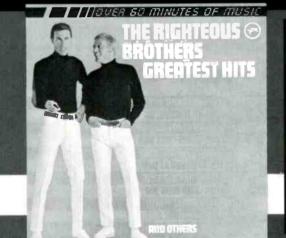
...YOUR FIRST STEP WOULD BE KEITH RECORDS?

My first step wouldn't be Keith Records, but I think it would have to be something pretty serious, and I don't even know if anything like that is feasible. If it's not, if I'm the PD of KMEL in San Francisco for the next ten years, and if I keep coming up with challenges and keep developing the roster of stars that I have on my own staff, and if I keep coming up with challenging innovative ways of programming and keep achieving more and more ratings success, that would be exciting for me too. I could also see myself programming in L.A. or New York, or being national VP for a group of stations. But still, I think that I could be a killer label chief. Then I'd buy a couple of radio stations, break all my acts, and kick some ass.

(For pictures of KMEL's All Star Summer Jam 1990, see page 15.)

HITMAKERS

"UNCHAINED MELODY" The Unforgettable Song Used In The Movie Ghost Included On THE RIGHTEOUS BROTHERS GREATEST HITS Package On VERVE/ Doived Records 823119-2



HITMAKERS CROSSOVER TOP40: NEW #50 One of the MOST ADDED with 35 Adds! A Crusade! A Hitbound! #4 Disc-overy Club!

FRANKIE BLUE, MD, Z100 - "Don't even think about it! August 1990 SMASH for Z100! #1 phones across-the-board!" MICHAEL MARTIN, MD, KIIS-FM - "A perfect and welcomed KIIS record! Immediate familiarity with upper demos and instant reaction with teens due to the success of the movie."

JIMMY STEAL, Asst. PD/MD, KEGL - "No matter which way you lean, you should be playing this record. Requests range from teens to people who remember the original!"

MICHAEL NEWMAN, MD, MIX96.5 - "The requests from the movie are too hot! Play this song - it will be one of your hottest tools for keeping in tune with your market! It might sound weird, but it's different enough to fit in!"

<u>MICHELLE SANTOSUOSSO, MD, Q106</u> - "After three days on the air it went to #1 phones across-the-board. Enough said!" <u>STEPHANIE GRAMM, MD, KITY</u> - "We have had phones blowing out for this song - even 13-year olds calling at night for the *Ghost* theme. Expect this one to be HUGE!"

JOEY GIOVINGO, MD, B97 - "The Righteous Brothers record is getting instant phone reaction, scoring 90% positive in our 'Make It Or Break It.' Teens love this great 'new' song!"

Just Added At: WPLJ #18 Z100 #23 KEGL Y95 #30 WZOU KKBQ #33 MIX96.5 #24 Y100 #18 KPLZ #30 KUBE #30 B100 #16 Q106 #24	B104 #24 B94 Q105 KWOD KGGI B97 KITY #19 WCKZ #25 MIX105.1 WJLK #28 KJ103 #29 WKZL	KKSS-FM #26 KKYK KZ93 #30 KZII WANS WAPE WCIL-FM WCIR #20 WIKZ WPST WYCR #34 and more	Early Action: KIIS-FM (17-13) POWER96 (27-15) KOY95 (D#28) KWSS (D#23) and more
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KMEL SUMMER JAM '90 RAISES \$200,000 FOR PEACE IN THE STREETS!



KMEL PD Keith Naftaly (far left) hangs with (L-R): COLUMBIA's newest vision Mariah Carey, CAPITOL rapper MC Hammer and KMEL MD Hosh Gureli.



INTERVIEW

MOTOWN's rising recording artist **Johnny Gill** (left) relaxes with MOTOWN's Nat'l. Dir./Pop Promo. **Michael Williams** and **Hosh**.



KMEL VP/GM **Paulette Williams** (center) captures a smiling moment with **MC Hammer** (left) and **Hosh** (right).

Fifteen of the nation's hottest pop, rap and dance artists gathered to raise money to aid the fight against street violence and drug abuse at the fourth annual KMEL Summer Jam recently. The event, produced by KMEL radio, featured live performances by MC Hammer, Bell Biv Devoe, Mariah Carey, Michel'le, Troop, En Vogue, After 7, Tony! Toni! Tone!, Howard Hewett, Whistle, Paris, Tyler Collins, Rodney O & Joe Cooley, Mellow Man Ace and Snap, in front of a sold-out crowd of 22,000. Paula Abdul and Johnny Gill made surprise appearances as special quest emcees, and Babyface and Keith Sweat donated video performances and messages custom made for Summer Jam. It is estimated that Summer Jam raised close to \$200,000 for local charities.



Keith shares a laugh with VIRGIN recording artist Paula Abdul.



MCA Records' **Billy Brill** (second from left) proudly poses with new MCA sensation **Bell Biv DeVoe** and **Keith** (far right).



CAPITOL recording group **WHISTLE** surrounds KMEL Morning Zoo's **Renel** (sitting, second from left) and **John London** (sitting, far right).

"I'D RATHER GO BLIND"

20

One of HITMAKERS TOP ADDED this week with 43 Adds! #3 Disc-overy Club! A Crusade! A Hitbound!

- 33



record for females 18+. I know this will be a big single for Q106!"

JOHN CHRISTIAN, Asst. PD/MD, HOT97.7 - "Sydney Youngblood is about to follow in the footsteps of Lisa Stansfield and other English superstars with a perfect ballad record for the HOT one!"

STEPHANIE GRAMM, MD, KITY - "A great Pop record with an adult lean that's perfect for middays! It's always good to support local talent!"

ROSS KNIGHT, MD, KTFM - "Nice and smooth, this will be a BIG record for this San Antonio native!"

ERIK BRADLEY, MD, WCKZ - "Reminiscent of Terrence Trent D'Arby's <u>Wishing Well</u>, start if off in middays and afternoons and watch it explode! Should be a HUGE summer hit!"

ROD LAUDERDALE, MD, XL106.7 - "An instant reaction record with a GREAT hook. If you're looking for an adult smash, look no further 'cause this is it!"

WPGC KRBE PWR99 #28 Q106 Q105 #29 HOT97.7	KROY KITY #29 KTFM HOT94.9 WTIC WCKZ #27 XL106.7	99.9KHI 99WGY K106 K92 KBFM KBOS KKRD KKSS-FM KLUC KMOK	KQIZ KRQ KRRG KSMB KSND KTMT KTUX KZFM KZII PWR94.5	Q104 SLY96 WANS WAPI #29 WAYS WBBQ WHHY-FM WHTE WPFM WQXA and more

MARSTREAM TOP40

LW-TW 2-1 JANET JACKSON "Come Back To Me" (A&M) WILSON PHILLIPS "Release Me" (SBK) 4-2 SWEET SENSATION "If Wishes Came..." (ATCO) 3-3 5-4 M.C. HAMMER "Have You Seen Her" (CAPITOL) 1-5 MARIAH CAREY "Vision Of Love" (COLUMBIA) 9-6 NEW KIDS ON THE BLOCK "Tonight" (COLUMBIA) 10-7 POISON "Unskinny Bop" (ENIGMA/CAPITOL) SEDUCTION "Could This Be ... " (VENDETTA/A&M) 8-8 11-9 THE TIME "Jerk Out" (REPRISE) 16-10 JON BON JOVI "Blaze Of Glory" (MERCURY) 6-11 GO WEST "King Of Wishful Thinking" (EMI) BILLY IDOL "Cradle Of Love" (CHRYSALIS) 7-12 PHIL COLLINS "Something..." (ATLANTIC) 20-13 17-14 BELL BIV DEVOE "Do Me" (MCA) 21-15 PRINCE "Thieves In The Temple" (WARNER BROS) 19-16 STEVIE B "Love And Emotion" (LMR/RCA) 18-17 KEITH SWEAT "Make You Sweat" (ELEKTRA) 25-18 CHEAP TRICK "Can't Stop Falling Into..." (EPIC) 12-19 JOHNNY GILL "Rub You The Right..." (MOTOWN) 14-20 BRUCE HORNSBY "Across The River" (RCA) 27-21 MAXI PRIEST "Close To You" (CHARISMA) 24-22 FAITH NO MORE "Epic" (SLASH/REPRISE) 32-23 PAUL YOUNG "Oh Girl" (COLUMBIA) BROTHER BEYOND "The Girl I Used To ... " (EMI) 26-24 30-25 NELSON "Love And Affection" (DGC) 13-26 SNAP "The Power" (ARISTA) 15-27 BAD ENGLISH "Possession" (EPIC) TAYLOR DAYNE "Heart Of Stone" (ARISTA) 35-28 22-29 HEART "I Didn't Want To Need You" (CAPITOL) 23-30 AEROSMITH "The Other Side" (GEFFEN) 29-31 GLENN MEDEIROS f./Bobby Brown "She..." (MCA) 36-32 KYPER "Tic Tac Toe" (ATLANTIC) TYLER COLLINS "Girls Nite Out" (RCA) 28-33 31-34 MICHAEL BOLTON "When I'm ... " (COLUMBIA) NEW-35 JAMES INGRAM "I Don't Have The Heart" (WB) 42-36 DEPECHE MODE "Policy Of..." (SIRE/REPRISE) 50-37 DINO "Romeo" (ISLAND) 33-38 BABYFACE "My Kinda Girl" (SOLAR/EPIC) 34-39 DEPECHE MODE "Enjoy The..." (SIRE/REPRISE) 39-40 GLORIA ESTEFAN "Cuts Both Ways" (EPIC) **NEW-41** DON HENLEY "How Bad Do You..." (GEFFEN) NEW-42 AFTER 7 "Can't Stop" (VIRGIN) 43-43 ST. PAUL "Stranger To Love" (ATLANTIC) W-44 JOHNNY GILL "My, My, My" (MOTOWN) NEW-44 NEW-45 INDECENT OBSESSION "Tell Me..." (MCA) EN VOGUE "Hold On" (ATLANTIC) 37-46 NEW-47 LISA STANSFIELD "This Is The Right..." (ARISTA) 44-48 ANITA BAKER "Talk To Me" (ELEKTRA) **NEW-49** JUDE COLE "Time For Letting Go" (REPRISE) 49-50 ROXETTE "It Must Have Been Love" (EMI) **CHART EXTRAS** THE ADV. OF STEVIE V. "Dirty Cash" (MERCURY)

MOST ADDED

- 123 BREATHE "Say A Prayer" (A&M)
- 116 MICHAEL BOLTON "Georgia On My Mind" (COLUMBIA)
- 69 PEBBLES "Giving You The Benefit" (MCA)
- 68 LISA STANSFIELD "This Is The Right Time" (ARISTA)
- 54 DEPECHE MODE "Policy Of Truth" (SIRE/REPRISE)
- 46 DURAN DURAN "Violence Of Summer" (CAPITOL)
- 43 SYDNEY YOUNGBLOOD "I'd Rather Go Blind" (ARISTA)
- 41 JAMES INGRAM "I Don't Have The Heart" (WB)
- 35 THE RIGHTEOUS BROS. "Unchained..." (VERVE/PLDR)
- 31 MS. ADVENTURES "Undeniable" (ATCO)

HITBOUNDS

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.



HITMAKERS

<section-header><text></text></section-header>	LP Nearing Platinum! 23 Out-of-the-box including these majors: KMEL (16-13) KKFR (D#30) KROY (25-17) WTIC (Add#38) KITY (D#18) HOT97.7 FM102 (Add#19 hot) WPGC KGGI (D#20) KIKI Q106 (26-23) KLUC and more PWR PIG (35-30)	
WINGER "Can't Get Enuff"	MTV Heavy Rotation! Top 5 Requests Dial MTV! On Major Summer-Fall Tour! LP Sales Gold Plus!	
HITMAKERS ROCK RADIO: 5-2	Early Major Market Believers:	
NATIONAL ALBUM SALES: #15	B94 WDFX PIRATE WZPL WKBQ 92X	
A CRUSADE! A HITBOUND!	WHYT KXYQ KSAQ	
	Plus 2 Average Move! 55 Actives!	
KMOK-Keith Havens: "Lots of requests on this record, it seems we can't play it enough!" (32-27) KFTZ-Rich Summers: "Top 5 phones, our top adult requested song, both male and female!" (25-20 hot) KWSS-Rich Anhorn: "After a couple of weeks of play it's getting good upper demo requests with both	ALANNAH MYLES "Lover Of Mine"	
females and teens!" (29-25)	Guaranteed Upper Demo	
KZZU-Ken Hopkins: "Strong phone response, excellent upper demo adult requests. A real solid record!" (35-32)	Female Phones!	
HITMAKERS ALTERNATIVE CHART: 13-11 CLUB CHART: 28-9 A HITBOUND!	CANDY FLIP	
Put it on the air and watch it react!	"Strawberry Fields Forever"	
KJ103 (#4) KZZB (35-29)	Single Sales Over 100,000!	
WDFX (10-9) WCKZ (36-30) Y95 (19-17) WXKS (D#34)	From the forthcoming album MADSTOCK	
KSAQ (21-20) HOT97 (Add)		
	-1 • 1	

on your desk this week... LAURA BRANGAN "Never In A Million Years"



DISC-OVERY CLUB®

LIGHTNING BOLT-ON STRIKES AGAIN; BREATHE CLOSE BEHIND!

THE MOST DISC-OVERED (65 Programmers)		
1. MICHAEL BOLTON "Georgia On My Mind" (COLUMBIA)	23	
2. BREATHE "Say A Prayer" (A&M)	18	
3. SYDNEY YOUNGBLOOD "I'd Rather Go Blind" (ARISTA)	14	
4. THE RIGHTEOUS BROTHERS "Unchained" (VERVE/PLDR)	11	
5. DEPECHE MODE "Policy Of Truth" (SIRE/REPRISE)	10	
6. DURAN DURAN "Violence Of Summer" (CAPITOL)	9	
7. GUYS NEXT DOOR "I Was Made For You" (SBK)	8	

MICHAEL POWERS, MD at WZPL, Indianapolis sez, "Check out **MICHAEL BOLTON** <u>Georgia On My Mind</u> (COLUMBIA)! It's a definite SMASH! Also, it's no fib, **EN VOGUE** <u>Lies</u> (ATLANTIC) is GREAT! And **LISA STANSFIELD** <u>This Is The Right Time</u> (ARISTA) is the biggest **STANSFIELD** song yet!"

HAWK HARRISON, MD at Y107, Nashville sez, "**MICHAEL BOLTON** <u>Georgia On My Mind</u> (COLUMBIA) - hey it's MICHAEL! You'll feel happy when you hear **TONY! TON!! TONE!** <u>Feels Good</u> (WING/POLYDOR)! And **JANET JACKSON** <u>Black Cat</u> (A&M) is a song that can be played everywhere! What a twist!"

TOM POLEMAN, MD at KC101, New Haven sez, "JAMES INGRAM <u>I</u> <u>Didn't Have The Heart</u> (WARNER BROS.) will reach your adult listeners and draw that midday phone reaction. Don't wait for fall to roll around; you're missing a MAJOR record! **DEPECHE MODE** <u>Policy Of Truth</u> (SIRE/REPRISE) is on the way! We've gotten good initial phone reaction and expect it to keep increasing! **BREATHE** <u>Say A Prayer</u> (A&M) is a GREAT adult sounding record! Check out mixes two and three - personally I feel they're the strongest! **MICHAEL BOLTON** <u>Georgia On My Mind</u> (COLUMBIA) is a GREAT cover! **MICHAEL** is a core artist here in New Haven - he got started in Connecticut and he's got a loyal audience. This is a GREAT adult record that will draw strong response! You owe it to your listeners!"

ROD LAUDERDALE, MD at XL106.7, Orlando sez, "Keep an eye on SYDNEY YOUNGBLOOD <u>I'd Rather Go Blind</u> (ARISTA). SYDNEY is an up-andcoming artist, so expect more to come! **BREATHE** has returned with a longawaited followup record - <u>Say A Prayer</u> (A&M) has a very appealing sound and should do very well! Put it on! It doesn't get any HOTTER than JANET JACKSON <u>Black Cat</u> (A&M)!!! With the assistance of Nuno Bettencourt and Paul Geary, guitarist and drummer of Extreme, the song just SHREDS! Urban to Rock crossover - JANET? Hmmm..."

RIKKO OLLERVIDEZ, MD at KSAQ, San Antonio sez, "**SLAUGHTER** *Fly To The Angels* (CHRYSALIS) is an excellent ballad followup to the SMASH Rock radio single and HOT MTV video for *Up All Night*. This is the track to make the album! If you're not playing *Joey* from **CONCRETE BLONDE** (I.R.S.), it's nobody's fault but your own! DO IT! Check out a new group called **HEARTTHROBS**! Their single *Dreamtime* (ELEKTRA) has some KILLER vocals! An overall good tune - give it a spin!"

MICHELLE SANTOSUOSSO, MD at Q106, San Diego sez, "Definitely look out for **MS. ADVENTURES** <u>Undeniable</u> (ATCO), a very FRESH jam which features a rap by one of the most talented, up-and-coming rapper/producers out there - Doug Lazy...watch him go! **L.L. COOL J** is back with <u>The Boomin' System</u> (DEF JAM)! This is the most serious cut he's had since <u>I'm Bad</u>. Talk about a dirty grind rhythm track...he's got it! It'll massively explode on the street - to crossover! I think it's one of the coolest songs out there!"

CHRIS WALSH, MD at WKSS, Hartford sez, "Check out **BEATS INTERNATIONAL** <u>Won't Talk About It</u> (ELEKTRA)! It could cross over and do really well! Also, a great rap that's buzzing in the clubs is **KWAME** <u>Ownlee Ewe</u> (ATLANTIC). For a good spice record, play **THE RIGHTEOUS BROTHERS** <u>Unchained Melody</u> (VERVE/POLYDOR) Bug your A&M Records rep for a song called <u>Tom's Diner</u> by **DNA feat. Suzanne Vega**. Phones went nuts with this one!!!" As if it weren't obvious, MICHAEL BOLTON is off and running with another hot song in only its first week out. Back on the scene after more than a year hiatus, BREATHE delivers a beaut, and our PDs and MDs tend to agree. Also back with a fresh sound is DURAN DURAN - with a few new members. Watch this one EXPLODE! THE RIGHTEOUS BROS. look poised to enjoy a hit a second time around - jump on this tune and watch your phones get busy! And if you need a fresh but subtle edge for middays, our Disc-overers strongly recommend SYDNEY YOUNGBLOOD. Also keep an eye on SBK's new talent THE GUYS NEXT DOOR - the buzz is building... Next week The Disc-overy Club anticipates a major week for EN VOGUE and BEATS INTERNATIONAL's latest. Keep watching VIXEN, SLAUGHTER and STRYPER.

RICK STONE, MD AT MIX105.1, Orlando sez, "**THE RIGHTEOUS BROTHERS** <u>Unchained Melody</u> (VERVE/POLYDOR) is getting instant reaction and phones! Also, **MICHAEL BOLTON** <u>Georgia On My Mind</u> (COLUMBIA) is a beautiful remake of a classic song. Another good remake is **BILLY IDOL** <u>L.A.</u> <u>Woman</u> (CHRYSALIS)! And **BREATHE** <u>Say A Prayer</u> (A&M) adds a new flavor!"

TERRI WEBER, MD at KISS98.5, Houston sez, "**RED BANDIT** <u>Please</u> <u>Don't Cry</u> (MOTOWN) feat. Ricky Bell is a smooth, slow rap already getting some reaction at night. **MARIAH CAREY** <u>Love Takes Time</u> (COLUMBIA) is a HOT record already working well in some markets - I LOVE IT! It deserves airplay. Check out **SYDNEY YOUNGBLOOD** <u>I'd Rather Go Blind</u> (ARISTA)! It's a FRESH sound and a cool summer record - this is top ten all the way! INSTANT smash for **QUINCY JONES** feat. **SIEDAH GARRETT** <u>I Don't Go For That</u> (QWEST/WARNER BROS.) with mixes for any market! Lastly, check out **BEATS INTERNATIONAL** <u>Won't Talk About It</u> (ELEKTRA)! It's a great group that deserves attention! I'd hate for it to be pushed aside, so put your ear to it!"

EDDIE NELSON, MD at KSMB, Lafayette, LA sez, "**MICHAEL BOLTON** *Georgia On My Mind* (COLUMBIA) is a #1 song. Also, **SYDNEY YOUNGBLOOD** *I'd Rather Go Blind* (ARISTA) will work during the day. A top five record for sure is **DEPECHE MODE** *Policy Of Truth* (SIRE/REPRISE). How about **THE RIGHTEOUS BROTHERS** *Unchained Melody* (VERVE/POLYDOR) - here we go again! Also, **WAS (NOT WAS)** *Papa Was A Rollin' Stone* (CHRYSALIS) is GREAT for upper demos and hip enough for younger demos! And **BILLY IDOL** *L.A. Woman* (CHRYSALIS) speaks for itself!"

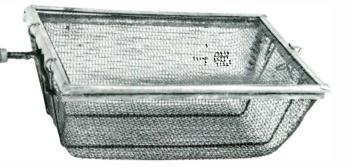
STANTON JAY, MD at Z102, Savannah, GA sez, "**PEBBLES** <u>Giving You</u> <u>The Benefit</u> (MCA) is a song that everyone should play! **GUYS NEXT DOOR** <u>I</u> <u>Was Made For You</u> (SBK) is gonna be BIG! Everyone should play **JUDE COLE** <u>Time For Letting Go</u> (REPRISE) - it's a good followup! And **DEPECHE MODE** <u>Policy Of Truth</u> (SIRE/REPRISE) is a good followup to <u>Enjoy The Silence</u>."

JIM FOX, MD at WYKS, Gainesville, FL sez, "**BREATHE** <u>Say A Prayer</u> (A&M) is destined to climb the charts! Also, **DURAN DURAN** <u>Violence Of Summer</u> (CAPITOL) won our battle three nights in a row. **NIKKI** <u>If You Wanna</u> (GEFFEN) is a GREAT followup to <u>Notice Me</u>. A song that's getting calls and isn't even on the air yet is **GENE LOVES JEZEBEL** <u>Jealous</u> (GEFFEN). Check out **VIXEN** <u>How Much Love</u> (EMI)! It's better than their older stuff! And **BLACK BOX** <u>Everybody Everybody</u> (RCA) jams on our night rotation!"

KEVIN CHASE, Asst. PD/MD at KMOK, Lewiston, ID sez, "Check out **DEBBIE LYNTON LLOYD** <u>We're Good Together</u> (CURB)! It's not just your typical Dance female record; it has definite Mainstream Pop appeal. <u>Violence Of Summer</u> by **DURAN DURAN** (CAPITOL) is a summertime SMASH - and I thought the weather was hot! **JANET JACKSON** <u>Black Cat</u> (A&M) is an out-and-out SMASH! Watch out for **ADRIAN BELEW** <u>Not Alone Anymore</u> (ATLANTIC) - it could be a sleeper! Lastly, no one does a cover better than **MICHAEL BOLTON** with <u>Georgia On My Mind</u> (COLUMBIA) - can we say another #1?"

HOLLYWOOD HAZE, MD at KKSS, Albuquerque, NM sez, "SYDNEY YOUNGBLOOD <u>I'd Rather Go Blind</u> (ARISTA) is a GREAT radio song! If you like Marvin Gaye you'll LOVE this song. SYDNEY is a HIT artist of the future! If your listeners saw *Ghost* (and who didn't?) they'll love, <u>Unchained Melody</u> (VERVE/POLYDOR) from THE RIGHTEOUS BROTHERS. This is another <u>Stand</u> <u>By Me</u>. Watch it work! TRICIA LEIGH FISHER <u>Empty Beach</u> (ATCO) is a GREAT tune! It has a good Top40 sound overall! Not too Dance, not too Pop...just right! DEPECHE MODE <u>Policy Of Truth</u> (SIRE/REPRISE) has a GREAT sound and could possibly be bigger than their last!"

CANCELED CORN COOKER



popcorn popper × päp-ko(.) päp-or × n (1836) 1: utensil in which an Indian corn is exposed to heat until the kernel bursts open to form a white starchy mass. 2: the first tool of it's kind. James Brown sang its praises in his 1969 hit. "Mother Popcorn." 3: yet another striking example of an object in use in 1950 and now largely obsolete.

PERMANENTLY PERFECT POP



880 days to go DAN QUAYLE COUNTDOWN:

The answers to last week's riddles: I. Hob Dylan 2.Paul Butterfield Blues Band 3. Serport

3. What Elektra band was comprised of two sungwrilers from songone, Scotland? (Hangone, Scotland?)

2. Mhat Elektra artist s first musical grap was called the Singing Socialists?

вгіта перія 1 пр. 1 пр.

RIDDLES OF THE RUBAIYAT •

HITMAKERS CLUB CHART: 51-44 A HITBOUND! KMEL (13-12) HOT94.9 (Add) Y107 (Add)) Y95 (Add)

KWIEL (13-12)	- KU
X100 (Add)	KS
WPGC (Add)	Y 1
Q106 (24-21)	KX
Z90 (12-11)	HO
WFLZ (Add #39)	KR
Q105 (Add #30)	KTI

B94 Add#24!!!

HOT97 (9-8) Z100 (20-14)

Z95 (28-22)

KMEL (3-2)

KJMZ (3-2)

WZOU (26-23)

104 (Add) 108 (28-23) Z99 (Add) (XR (Add) K106 (Add) KLUC (Add) (Add) 197.7 OY (Add) and more 'FM (Add)



BEATS INTERNATIONAL 'Won't Talk About It" the new single and video from the album LET THEM EAT BINGO

MAINSTREAM TOP40 CHART: 18-17 **Top 15 SINGLE SALES Nationally** National ALBUM SALES: #6

KKRZ (16-12)

KXXR (#2)

KROY (#2)

0 102 (34-31)

WGH (31-27)

WNVZ (18-14)

KGGI (5-4)

Q107 (8-6) WPGC (10-5) KKBQ (17-14) PWR 106 (16-12) KUBE (12-8) Q105 (12-11) WPHR (27-22) KKFR (1-1) KS104 (3-2)

WKSE (6-5) HOT102 (11-10) KC101 (28-24) WTIC (18-13) XL106.7 (27-22) Y107 (4-2) Z99 (11-10) WKSI (25-19) and more



KEITH SWEAT 'Make You Sweat' the first single and video from the PLATINUM AND A HALF album *I'LL GIVE ALL* MY LOVE TO YOU

/,

ON YOUR DESK NOW!



LINDA RONSTADT 'Adios"

the new single from the DOUBLE PLATINUM album CRY LIKE A RAINSTORM HOWL LIKE THE WIND

DISC-OVERY CLUB®

JIM CERONE, MD at WBWB, Bloomington, ID sez, "**JOHNNY VAN ZANDT** <u>Brickyard Road</u> (ATLANTIC) could be a major Crossover record! It has a very appealing sound and should do well across the board! **BREATHE** is back with some quality music! <u>Say A Prayer</u> (A&M) will fit any Top40 playlist and any time slot! **SYDNEY YOUNGBLOOD** is making a slow but consistent come on! <u>I'd</u> <u>Rather Be Blind</u> (ARISTA) is something you should consider!"

TED BRANDY, MD at WLAN, Lancaster, PA sez, "DEPECHE MODE has bridged that gap between Top40 and Alternative radio, and they're pleasing listeners from both sides! The band has a new palatable release for your listening pleasure - <u>Policy Of Truth</u> (SIRE/REPRISE)! Check out these good records for the summer/fall season that should do very well: **SYDNEY YOUNGBLOOD** <u>I'd</u> <u>Rather Be Blind</u> and **LISA STANSFIELD** <u>This Is The Right Time</u>, both on ARISTA Records! They will work at any station in almost any time slot! The phone response has been strong on both and the sales keep increasing! Give them a listen!"

MARC KATRI, Asst. MD at K106, Beaumont, TX sez, "GUYS NEXT DOOR <u>I Was Made For You</u> (SBK) will be big, especially with TV exposure! Check out SYDNEY YOUNGBLOOD <u>I'd Rather Be Blind</u> (ARISTA)! Also, TYLER COLLINS <u>Second Chance</u> (RCA) is hot! Don't be afraid of the AOR sound of ASIA <u>Days</u> <u>Like These</u> (GEFFEN)! If The Cure worked well for you then RAILWAY CHILDREN <u>With Every Beat Of The Heart</u> (VIRGIN) will work just as well! And M.C. HAMMER <u>Pray</u> (CAPITOL) will be a monster smash!"

TERRY KNIGHT, MD at 93QID, Alexandria, LA sez, "Check out the newest from **MICHAEL BOLTON** called <u>Georgia On My Mind</u> (COLUMBIA)! This record is an incredible, DYNAMITE, sensational song that we put on out-of-the-box! **TKA** <u>*I* Won't Give Up On You</u> (TOMMY BOY/WARNER BROS.) has a really good sound! Also, a song with a really good hook is **BLACK BOX** <u>Everybody</u>. <u>Everybody</u> (RCA)! Listen up... **JAMES INGRAM** <u>*I* Don't Have The Heart</u> (WARNER BROS.) is a song suitable for all formats and is great for 18-34 adults! And lastly, **DURAN DURAN** <u>Violence Of Summer</u> (CAPITOL) got phones even before I played it!"

MICHAEL BERRY, PD/MD at KGWY-FM, Gillette, WY sez, "Grab a slice of great music! **SLYCE** <u>Just In Love</u> (4PM) is very HOT! INSTANT phones! Adults LOVE it! WE love it! In this day of Dance this and Dance that, <u>Just In Love</u> is a refreshing add to the mix!!!"

SONNY VALENTINE, MD at KFRX, Lincoln, NE sez, "MICHAEL BOLTON <u>Georgia On My Mind</u> (COLUMBIA) is a great rendition of the Ray Charles classic! Watch out for GUYS NEXT DOOR <u>I Was Made For You</u> (SBK)! Also, JAMES INGRAM <u>I Don't Have The Heart</u> (WARNER BROS) - if it's lying on your shelf, play it! It'll come alive on the radio! And a perfect uptempo Pop record is BREATHE <u>Say A Prayer</u> (A&M)!"

SEAN MICHAELS, MD at KTRS, Casper, WY sez, "EVERYDAY PEOPLE <u>Headline News</u> (SBK) needs to be heard! Take a listen to it - it's a good uptempo balance record perfect for Top40 radio! CONCRETE BLONDE is doing well with <u>Joey</u> (I.R.S.)! It has a good upper demo sound and adds variety to your playlist! **MICHAEL BOLTON** is hot! **MICHAEL** is the most soulful caucasion I've ever heard! As they say, "The proof is in the pie!" Check out <u>Georgia On My Mind</u> (COLUMBIA)! Wooooow! And **BEATS INTERNATIONAL** <u>Won't Talk About It</u> (ELEKTRA) has a great sound! Give it a listen!"

JAY RANDALL, MD at WJDQ, Meridian, MS sez, "The movie *Ghost* is rolling, and it's soundtrack is right with it! The sales are smoking for <u>Unchained</u> <u>Melody</u> (VERVE/POLYDOR) from **THE RIGHTEOUS BROTHERS**! Yes, it's the old version, but it's working! **LISA STANSFIELD** is going to cause people to listen! Her newest single <u>This Is The Right Time</u> (ARISTA) should do as well if not better than her two previous singles! <u>Georgia On My Mind</u> (COLUMBIA) by **MICHAEL BOLTON** is great! Whooda thought anyone could do it as well as Ray Charles? **MICHAEL** has, and Ray should be flattered! One final note to you programmers...**SYDNEY YOUNGBLOOD** <u>I'd Rather Be Blind</u> (ARISTA) needs to be heard! Don't miss it!"

LEE McCARD, MD at WCGQ, Columbus, GA sez, "VIXEN <u>How Much Love</u> (EMI) should be a strong summer hit! And **STRYPER** <u>Shining Star</u> (ENIGMA) is one to check out!" **KANDY KLUTCH**, MD at KKYK, Little Rock, AK sez, "Give a listen to **KYPER** <u>*Tic Tac Toe*</u> (ATLANTIC)!!! It is building a good teen base! Personally I love it! If you have the opportunity to put it on...do it! You won't believe the response! **MAXI PRIEST** <u>*Close To You*</u> (CHARISMA) is a solid Top40 record! From the response it's been drawing it should grow into a top 15 record! Check it out! <u>*My. My. My*</u> (MOTOWN) by **JOHNNY GILL** is going to be a big followup to <u>*Rub You The Right Way*</u>! It's smooth and should appeal to the majority of your listeners!"

RON WEST, MD at KLBQ, El Dorado, AK sez, "STRYPER <u>Shining Star</u> (ENIGMA) has just kicked butt in test! Phone response has been monstrous and the song is ROCKING over the air! Check it out! <u>L.A. Woman</u> (CHRYSALIS), the next track on the way from **BILLY IDOL**, sounds like a record to be reckoned with! Have you heard the new release from **GEORGE LAMOND**? <u>Look Into My</u> <u>Eyes</u> (MCA) should be a good reaction record! **GEORGE** has great vocals and this single is a good example! And **SYDNEY YOUNGBLOOD** <u>I'd Rather Be Blind</u> (ARISTA) needs to be HEARD!"

DAVY CROCKETT, PD/MD at WYCR, York, PA sez, "I've been talking about **SYDNEY YOUNGBLOOD** for about a month now, but the word just doesn't seem to be getting around. All you programmers out there are missing a serious record here! <u>I'd Rather Be Blind</u> (ARISTA) is HOT for Top40! DO IT! Another record programmers must be missing is **JAMES INGRAM** <u>I Didn't Have The</u> <u>Heart</u> (WARNER BROS)! **JAMES** has a smooth sound and an AC appeal, but if you'd give it a shot you'll be quite surprised by the response you'll receive! **LISA STANSFIELD** has another HIT record on her hands with <u>This Is The Right Time</u> (ARISTA). <u>All Around</u> did very well and we expect much of the same from this track!"

JAN DEAN, PD/MD at KAYI, Tulsa, OK sez, "*Brickyard Road* by **JOHNNY VAN ZANDT** (ATLANTIC) is a HOT record! It should be a strong single for Top40 radio! If you haven't heard it, you MUST!!! **ALIAS** <u>Haunted Heart</u> (EMI) is a BIG female record. The former members of Heart and Sheriff team up nicely and bring this record to a boil! **MICHAEL BOLTON** <u>Georgia On My Mind</u> (COLUMBIA) is a good female response record. Not only that, it's GREAT sex music! **MICHAEL** has great talent and does Ray Charles' original justice! Check it out!"

ANDY TAYLOR, MD at WGOR, Lansing, MI sez, "Check out **THE FAMILY STAND** <u>In Summer I Fall</u> (ATLANTIC)! This is one smooth tune! This band displays amazing talent! Also, are we ready for the **GUYS NEXT DOOR**? <u>I Was</u> <u>Made For You</u> (SBK) has a VERY good groove! Also on SBK Records is <u>Rockin'</u> <u>Over The Beat</u> by **TECHNOTRONIC**! They are not over - it bridges the gap between <u>Get Up!</u> and <u>This Beat Is...</u> The next LP release is scheduled for the fall!"

EFREN SIFUENTES, MD at KDON, Salinas, CA sez, "If you're ready to get busy with a seriously groovy thang, try out **CLUBLAND** feat. Quartz <u>Let's</u> <u>Get Busy</u> (GEFFEN). The Snap remixes are HOT! Ooh! The radio edit it suitable for Crossover Top40 radio! LEILA K <u>Just For Fun</u> (ARISTA) is a cool track and a good followup to <u>Got To Get</u>. KIPPER JONES <u>Shock Wave</u> (VIRGIN) is a sleeper cut! GREAT use of samples from Bart Simpson to The Barkays' classic <u>Holy</u> <u>Ghost</u>. Word! The remixes on **TRACIE SPENCER**'s <u>Save Your Love</u> (CAPITOL) are nasty! Give them a spin! **THE BRAT PACK** have a cool ballad on their hands with <u>Everytime The Rain Starts To Fall</u> (VENDETTA/A&M)! GREAT production with an instantaneous hook that comes right at'cha! They're great to hang out with too! Peace!"

JOHN IVEY, OM at WZOK, Rockford, IL sez, "**MICHAEL BOLTON** <u>Georgia</u> <u>On My Mind</u> (COLUMBIA) will be huge! Also, **BREATHE** <u>Say A Prayer</u> (A&M) is a surprising change of pace! And a huge response record is **THE RIGHTEOUS BROTHERS** <u>Unchained Melody</u> (POLYDOR)!"

DAVE NORTH, PD/MD at WPFR, Terre Haute, IN sez, "Listen to **MICHAEL BOLTON's** <u>Georgia On My Mind</u> (COLUMBIA)!!! This is typical **BOLTON**! Also, **LISA STANSFIELD** <u>This Is The Right Time</u> (ARISTA) is the best thing off the album so far! For a good STRONG ballad try the newest song by **LITA FORD** <u>Lisa</u> (RCA)! The next teenybopper monster is **GUYS NEXT DOOR** <u>/ Was Made</u> <u>For You</u> (SBK)! And a song getting MAJOR phones is **STRYPER** <u>Shining Star</u> (ENIGMA)!" every beat of the heart

the

7



video in medium rotation on **mtv**

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CRAIG ROBERTS, PD/MD at KCHX, Odessa, TX sez, "**SLAUGHTER** *Fly To The Angels* (CHRYSALIS) is a hot radio power ballad. This track should work for Mark and crew much like *Heaven* did for Warrant. This is the single that will take the album to its next plateau! **DURAN DURAN** is back and will be heard! *Violence Of Summer* (CAPITOL) is working for Rock Radio (yes, Rock Radio) and will kick for Top40 listeners. Check it out! Here's a record bound to make a come on...**BREATHE** *Say A Prayer* (A&M). It has a great sound, and for all you **BREATHE** fans, they didn't let you down. Give it a listen. *Georgia On My Mind* (COLUMBIA) in its original state was very cool. Now it's been covered by **MICHAEL BOLTON**, and it's going to shock some and please all! **MICHAEL** does Ray Charles as well as Ray Charles himself."

ANGEL GONZALES, MD at KEZB, El Paso, TX sez, "**PHIL COLLINS** <u>Something Happened On The Way To Heaven</u> (ATLANTIC) is big! For Urban or Urban-leaning Top40 check out the dance import. It'll surprise ya. **MELLOW MAN ACE** <u>If You Were Mine</u> (CAPITOL), which samples <u>Summer Madness</u> from Kool And The Gang, is getting requests already. If early response tells the tale, this record is going to be hot! **BLACK BOX** <u>Everybody</u> Everybody (RCA) is a big dance crossover record that needs to be heard. **WHITEBREAD** <u>Sweat</u> (RADITUDE) is a great song that's hot and happening. Put it in your mix and watch the phones explode!"

LOLITA VELEZ, MD at KSND, Eugene, OR sez, "**MICHAEL BOLTON** <u>Georgia On My Mind</u> (COLUMBIA) is as good as the orignal version by Ray Charles. One listen and you won't put it down. Give a listen to **JOHNNY VAN ZANDT** <u>Brickyard Road</u> (ATLANTIC) and you'll be pleasantly surprised. It has a Jeff Healey-meets-Bruce Springsteen sound that's sure to appeal to your listeners. What's going on out there with **EVERYDAY PEOPLE** <u>Headline News</u> (SBK)? You programmers who aren't giving this killer song the airplay it deserves, are missing out on a hot act. Check the response - it won't disappoint. Keep an eye on the latest release from **BEATS INTERNATIONAL**, <u>Won't Talk About It</u> (ELEKTRA). It has a good sound and a fresh feel for radio. If you had good response to <u>Dub Be Good To Me</u>, give this one a shot."

MELISSA O'KELLEY, MD at 95XIL, Parkersburg, WV sez, "The new **TOMMY PAGE** has some great barking music that will appeal to all ages, and **TOMMY's** vocals are a sure draw for the teen ladies. *Turn On The Radio* (WARNER BROS.) should do as well as his previous hits. Another WARNER BROS. artist destined to make listeners take heed is **JANE CHILD**, whose new single *I've Got News For You* (WARNER BROS.) will wake up your ears. **VIXEN** is kicking up dust at both Rock and Top40 with *How Much Love* (EMI). Start it at night and watch it work into all dayparts. **PEBBLES** *Giving You The Benefit* (MCA) is going to be a monster. Don't pass this one up!"

DAVE CHRISTOPHER, PD/MD at KWTX, Waco, TX sez, "**DURAN DURAN** <u>Violence Of Summer</u> (CAPITOL) is our current battle of the hits champion. Also, **MICHAEL BOLTON** does a great remake with <u>Georgia On My</u> <u>Mind</u> (COLUMBIA). And watch out for **BREATHE** <u>Say A Prayer</u> (A&M)."

ERIC STRYKER, MD at HOT99.9, Allentown, PA sez, "GUYS NEXT DOOR <u>I Was Made For You</u> (SBK) could be another New Kids, but they also appeal to older teens. A song that helps break down the dance sound is **TRICIA LEIGH FISHER** <u>Empty Beach</u> (ATCO), and **JANE CHILD** <u>I Got News For You</u> (WARNER BROS.) could develop into something big. **THE PARTY** <u>Summer Vacation</u> (HOLLYWOOD) is doing great; it's getting early reaction at night."

RAY KALUSA, PD at KWNZ, Reno, NV sez, "Check out **JANET JACKSON** <u>Black Cat</u> (A&M) - it's neat to see her do a song with some elements of rock. **M.C. HAMMER** <u>Pray</u> (CAPITOL) is getting phone reaction from nighttime play."

ANNIE SAGE, MD at KCAQ, Oxnard, CA sez, "**REAL LIFE** <u>(*If I Was*) God</u> <u>*Tonight*</u> (CURB) - if you need an alternative sound, this is it. Also, **JANET JACKSON** <u>*Black Cat*</u> (A&M) rocks! A fun song that's catchy is **SNAP** <u>*Ooopps Up*</u> (ARISTA). Listen to the new remix of **EN VOGUE** <u>*Lies*</u> (ATLANTIC)."

KEITH GREER, MD at KTUX, Shreveport, LA sez, "**THE RIGHTEOUS BROTHERS** <u>Unchained Melody</u> (POLYDOR) is my all-time favorite. **WORLD PARTY** <u>Put The Message In The Box</u> (CHRYSALIS) has a unique sound worth checking out. I'm real impressed with **PRIVATE LIFE**'s cover of the old Van Morrison song <u>Domino</u> (WARNER BROS.) **MICHAEL BOLTON** <u>Georgia On My</u> <u>Mind</u> (COLUMBIA) can do no wrong, and **INDECENT OBSESSION** <u>Tell Me</u> <u>Something</u> (MCA) is a cool song." **JIM GRADY**, Asst. MD at KISR, Fort Smith, AR sez, "**MICHAEL BOLTON** <u>Georgia On My Mind</u> (COLUMBIA) is a beautiful song. A song that only took one listen is **REAL LIFE** (<u>If I Was</u>) <u>God Tonight</u> (CURB). For immediate response play **GUYS NEXT DOOR** <u>I Was Made For You</u> (SBK). And it's about time **JOHN HIATT** got some response from his new song, <u>Child Of The Wild Blue Yonder</u> (A&M)."

JIM SCOTT, Asst. PD/MD at KNIN, Wichita Falls, TX sez, "GUYS NEXT DOOR <u>I Was Made For You</u> (SBK) will be huge. For big phones play SLAUGHTER <u>Fly To The Angels</u> (CHRYSALIS). An obvious hit is **DURAN DURAN** <u>Violence Of Summer</u> (CAPITOL), and **BREATHE** <u>Say A Prayer</u> (A&M) is also a hit. For something that will sound different than anything else on your station, play **THE SMITHEREENS** <u>Blue Period</u> (CAPITOL)."

RAY MILLER, MD at WZKX, Biloxi, MS sez, "NIKKI <u>If You Wanna</u> (GEFFEN) is a good uptempo followup. Tone Loc's buddy **CANDYMAN** is just as hot as Tone Loc himself and <u>Knockin' Boots</u> (EPIC) proves it! Listen to **LIZ TORRES'** album on SIRE Records - it's hot. One listen says smash for **BREATHE** <u>Say A Prayer</u> (A&M)."

JIM MEECH, MD at WNYP, Ithaca, NY sez, "**SLAUGHTER** <u>*Fly To The*</u> <u>*Angels*</u> (CHRYSALIS) is one of the hottest tracks off the album <u>STICK IT TO YA</u>. Mark and the boys are charming 'em all across the nation, so check it out. <u>*Shining Star*</u> (ENIGMA) by **STRYPER** is an excellent remake, and it's doing serious damage on the phones. We've been working it in our Power Playoff, and it's blowing away everybody from Pop to Rock. **BABYLON A.D.** <u>*Desperate*</u> (ARISTA) has a great sound - it's a solid power ballad that could stir some interest and get this group off the ground. If you're on the search for some good commercial rock n' roll that'll draw response from all demos, check out <u>*How*</u> <u>*Much Love*</u> (EMI) from **VIXEN**. The ladies are back and smoking, so give a listen."

JEFF DAVIS, MD at WCIR, Beckley, WV sez, "TOMMY PAGE <u>Turn Up The</u> <u>Radio</u> (WARNER BROS.) is winning our battle of the hits at night. **BREATHE** <u>Say A Prayer</u> (A&M) will be big. **MICHAEL BOLTON** <u>Georgia On My Mind</u> (COLUMBIA) is an instant smash and a great upper demo record. Another upper demo smash is **THE RIGHTEOUS BROTHERS** <u>Unchained Melody</u> (POLYDOR)."

MAD MAX, MD at KF95, Boise, ID sez, "SYDNEY YOUNGBLOOD <u>I'd Rather</u> <u>Go Blind</u> (ARISTA) will work. A great ballad is JAMES INGRAM <u>I Don't Have The</u> <u>Heart</u> (WARNER BROS.). And **DURAN DURAN** <u>Violence Of Summer</u> (CAPITOL) is a smash."

KIP TAYLOR, MD at WQXA, York, PA sez, "Attention all club jocks: check out the house instrumental of **RAUL ORELLANA** <u>The Real Wild House</u> (VIRGIN). Also, **MS. ADVENTURES** <u>Undeniable</u> (ATCO) is a great upbeat song. **TYLER COLLINS** <u>Second Chance</u> (RCA) is a great followup. **EN VOGUE** <u>Lies</u> (ATLANTIC) is hot, hot, hot! Don't forget to check out **SYDNEY YOUNGBLOOD** <u>I'd Rather Be Blind</u> (ARISTA). And a hot tune to check out is **CLUBLAND f/Quartz** <u>Lets Get Busy</u> (GEFFEN)."

JIM REITZ, PD at WRCK, Utica, NY sez, "**JAMES INGRAM** <u>*I Don't Have The*</u> <u>*Heart*</u> (WARNER BROS.) is a good adult Top40 song that's very solid. **EN VOGUE** <u>*Lies*</u> (ATLANTIC) should be just as big as <u>*Hold On*</u>, and **DEPECHE MODE** <u>*Policy Of Truth*</u> (REPRISE) is even stronger than <u>*Enjoy The Silence*</u>. A good jazzy sounding song is **BREATHE** <u>*Say A Prayer*</u> (A&M)."

DAVE COLLINS, MD at KFBQ, Cheyenne, WY sez, "**LISA STANSFIELD** <u>This Is The Right Time</u> (ARISTA) will be big. **PEBBLES** <u>Giving You The Benefit</u> (MCA) really shows her true talent. **THE LIGHTNING SEEDS** <u>All I Want</u> (MCA) will do great. **MICHAEL BOLTON** <u>Georgia On My Mind</u> (COLUMBIA) is an absolute classic."

SCOTT TYLER, MD at 99WAYS, Macon, GA sez, "**BREATHE** <u>Say A Prayer</u> (A&M) is a good adult record. **GENE LOVES JEZEBEL** <u>Jealous</u> (GEFFEN) is good, solid rock n' roll."

PAUL WALKER, PD at OK95, Tri Cities, WA sez, "GENE LOVES JEZEBEL <u>Jealous</u> (GEFFEN) is a unique sounding record which will catch on. DEPECHE MODE <u>Policy Of Truth</u> (REPRISE) will be the biggest one yet for this band."



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JERRY McKENNA, Asst. PD/MD at WXKS-FM, Boston sez, "NAYOBE <u>I</u> <u>Love The Way You Love Me</u> (WTG/EPIC) is produced by Teddy Riley, and it sounds refreshing since it's been awhile since his last project. Already has good phones! Check out the new HUMAN LEAGUE <u>Hot Like A Wheel</u> (A&M), which you can find on a compilation cassette from the label. It should re-establish the band, as it sounds like their earlier stuff! Major phones on <u>Tom's Diner</u> by DNA feat. Suzanne Vega (A&M)! It's an earlier SUZANNE track put to a Soul II Soul beat! And check out BANANARAMA <u>Only Your Love</u> (LONDON/POLYDOR)! It incorporates licks from the <u>Sympathy For The Devil</u> track, and it's real good!"

CAT COLLINS, MD at 98PXY, Rochester sez, "SYDNEY YOUNGBLOOD <u>I'd Rather Be Blind</u> (ARISTA) is a number one record! A must listen for all programmers! CHARISMA Records is coming back at radio with **PROPAGANDA** <u>Heaven Give Me Words</u>! The time is right for this record to take off! Check out the latest release from TYLER COLLINS, <u>Second Chance</u> (RCA)! This will be a strong response record that will work throughout the day! Give it a listen!"

MIKE SNOW, MD at KKBQ, Houston sez, "**BETTY BOO** <u>Where Are You</u> <u>Baby</u> (WARNER BROS) smokes! **MICHAEL BOLTON** <u>Georgia On My Mind</u> (COLUMBIA) is another top ten HIT for him! **OLETA ADAMS** <u>Rhythm Of Life</u> (MERCURY) is a good midday groove record! If you're Alternative leaning then play **SOUP DRAGON** <u>I'm Free</u> (BIG LIFE)!"

TONY RICHARDS, PD at WMEE, Ft. Wayne, IN sez, "MICHAEL BOLTON, <u>Georgia On My Mind</u> (COLUMBIA) is riding the BOLTON wave of womens' desire! THE RIGHTEOUS BROTHERS <u>Unchained Melody</u> (POLYDOR) is also getting a huge female response! And DEPECHE MODE <u>Policy Of Truth</u> (REPRISE) will be bigger than <u>Enjoy The Silence</u>!"

MINDY KARY, MD at KFTZ, Idaho Falls, ID sez, "**MICHAEL BOLTON** <u>Georgia On My Mind</u> (COLUMBIA) is a great remake! **TOMMY PAGE** <u>Turn Up</u> <u>The Radio</u> (WARNER BROS) is good for the teenage girls! A nice uptempo fresh change is **BREATHE** <u>Say A Prayer</u> (A&M)!"

ELI MOLANO, PD/MD at KPRR, El Paso, TX sez, "**PEBBLES** <u>Giving You</u> <u>The Benefit</u> (MCA) will give her the benefit of a HIT! And **MS. ADVENTURES** <u>Undeniable</u> (ATCO) makes me dizzy!"

RON NEWMAN, MD at KOKZ, Waterloo, IA sez "THE BOYS <u>Crazy</u> (MOTOWN) is testing well, not only with young demos, but also adult demos! Watch out for LITA FORD <u>Lisa</u> (RCA) - it's a big female song! KYPER <u>Tic Tac</u> <u>Toe</u> (ATLANTIC) really takes off at night! If you're not on it, give it a listen! And PEBBLES <u>Giving You The Benefit</u> (MCA) is hot!"

MIKE STONE, MD at WPFM, Panama City, FL sez, "**BREATHE** <u>Say A</u> <u>Prayer</u> (A&M) is a hit! **DURAN DURAN** <u>Violence Of Summer</u> (CAPITOL) is a great fresh song that'll be big! And **SYDNEY YOUNGBLOOD** <u>I'd Rather Be Blind</u> (A&M) is a smash!"

KEN SPALDING, MD at WERZ, Exeter, NH sez, "**TRICIA LEIGH FISHER** <u>*Empty Beach*</u> (ATCO) is performing well and getting a positive response! Also, look for BIG things with **THE RIGHTEOUS BROTHERS** <u>*Unchained Melody*</u> (POLYDOR)! Rock-leaning stations should play **JOHN HIATT** <u>*Child In The Wild*</u> <u>*Blue Yonder* (A&M)! It sounds great on the air!"</u>

MIKE ABRAMS, MD at X102, Reno, NV sez, "If you haven't already, check out **PEBBLES** <u>Giving You The Benefit Of The Doubt</u> (MCA)! This is not a soundalike dance record - it has feasability in all dayparts! Also, **MARIAH CAREY** <u>Love</u> <u>Takes Time</u> (COLUMBIA) will be a smash just like the first one! And **CONCRETE BLONDE** <u>Joey</u> (I.R.S.) is a perfect song for any post-modern leaning station! When in Reno, give the folks at X102 a call!"

MARTY LEGERE, MD at 99WGY, Schenectedy, NY sez, "Check out BLACK BOX <u>Everybody</u> (RCA)! This is a record with a good hip-hop, be-bop sound! **DURAN DURAN** <u>Violence Of Summer</u> (CAPITOL) is a GREAT sound from the new lineup! Also, **BREATHE** <u>Say A Prayer</u> (A&M) has a familiar but fresh sound! And **THE RIGHTEOUS BROTHERS** <u>Unchained Melody</u> (POLYDOR) will appeal to adults because it's familiar and teenagers because it's FRESH!"

RANDY IEZZI, MD at Z97, Billings, MT sez, "INDECENT OBSESSION <u>Tell</u> <u>Me Something</u> (MCA) has a nice sound! Also, <u>Policy Of Truth</u> (REPRISE) is another big hit for **DEPECHE MODE**! And **JOHNNY GILL** <u>My, My, My</u> (MOTOWN) is a huge, huge, ballad!"

GREG WILLIAMS, MD at KKRD, Witchita, KS sez, "Check out **TKA** <u>*I*</u> <u>*Won't Give Up On You*</u> (TOMMY BOY)! This song has great horns and GREAT rhythm! If enough programmers jump on it, it could do something! I think it's hot! Also, **BREATHE** <u>Say A Prayer</u> (A&M) is so HOT I can't hold it in my hands! This will be a MAJOR record! Check out **EN VOGUE** <u>*Lies*</u> (ATLANTIC) and **WHISPERS** <u>Innocent</u> (CAPITOL)! These are two quality radio records! Also, **JOHNNY GILL** <u>My. My</u> (MOTOWN) will have the ladies screamin' "My, my, my!" Finally, **DEPECHE MODE** <u>Policy Of Truth</u> (SIRE/REPRISE) is great! These guys have proven themselves time and time again! This one is proof that they're awesome!"



August 17, 1990

HITMAKERS





TOP 15 AC SMASH! READY TO CROSS TO TOP4O!

Early Action: WJLK-FM (27-21) CKOI (28-39) KAGO (36-28)

Production by: Chris Hughes and Ian Stanley U.S. Representation: Second Vision Mgmt.





TKA I Won't Give Up On You (TOMMY BOY/WARNER BROS.)

With fresh new major market adds at WXKS, B96 and KOY95 th s week, it's obvious the interest in TKA is escalating. Jumping 37-31 on Crossover Top40, <u>I Won't Give Up On You</u> is the perfect uptempc summer tune that will segue perfectly into fall without losing any energy. Ho- action at HOT97, WPLJ, PWR106, KMEL, POWER96, Z90, WFLZ and more.

AFTER 7

Can't Stop (VIRGIN)

New this week on Mainstream Top40 at #42 and climbing 11-8 on Crossover Top40, <u>Can't</u> <u>Stop</u>, true to its name, is skyrocketing to the top everywhere. New adds this week include WPHR, Q102 and KISN, with strong debuts at KIIS-FM, WLOL-FM, Y108 and KGGI. Retail parallels radio as the single climbs 40-37 this week. Don't wait to play this song any longer.

FAVORITE ANGEL

Only Women Bleed (COLUMBIA)

This haunting Hitbound continues to take PDs and MDs everywhere by surprise and once it hits the airwaves your audience will be immediately enthralled by it. New adds this week at THE FOX, WGH and KITY, with huge adds at EAGLE106, WZOU, KKBQ, KDWB, WPHR, KWSS, 92X, KSAQ, KC101, WGTZ and many more.

GUYS NEXT DOOR

I Was Made For You (SBK)

Always eager to develop new talent and always right on the money, SBK takes apon the task of GUYS NEXT DOOR, and with this group's talent it should be no problem! Already a Disc-overy favorite, <u>I Was Made For You</u> is perfect pop material and begging to be played on Top40 radio. Don't deprive your listeners of such fresh new talent from the GUYS NEXT DOOR!

THE LIGHTNING SEEDS

(MCA)

Now that Top40 radio has had a taste of THE LIGHTNING SEEDS they are unanimously hollaring far more and <u>All I Wan</u>t is too infectious to pass up. Early adds this week at B94, KSAQ and HOT94.9. This tune has already enjoyed tremendous success at Alternative radio and is ready to cross Top40. It's different, it's fresh and it's pure pop!

SYDNEY YOUNGBLOOD

I'd Rather Go Blind (ARISTA)

While he has already enjoyed sucess in Europe, this San Antonio native has never before released his material Stateside. Now that he is, the U.S. market is embracing him with open arms. He's got soul, rhythm, and a look and feel all his own, enticing enough to lure 43 out-of-the-box adds. Smooth enough for mid-days and hip enough for nights!

SLAUGHTER

Fly To The Angels (CHRYSALIS)

As the whole Rock Top40 genre of music continues to pick up speed, SLAUGHTER is not only a natural pick, but a solid bet. Retail sales and phone requests confirm that the teens have definitely accepted this group as the next Def Leppard, and a tune such a this will definitely widen their appeal. Just added at KBQ this week and continuing to react at PIRATE.

TRICIA LEIGH FISHER Empty Beach

(ATĆO)

This lady certainly has the talent and energy to make it on her own with this solid debut single. More adds this week include KXXR, as well as hot major market action at POWER PIG, HOT97.7, KTFM, KISN, Y107, Z99 and more.

She has the lineage of a true star and is poised to prove it with this track's appeal.

VIXEN

How Much Love (EMI)

These wild she-rockers are definitely making an impression of the Top40 scene with a host of new adds this week including KUBE, 92X, XL106.7, 98PXY and more. <u>How Much Love</u> has re-established this female flock as a solid Top40 force that is headed to the top with this Hitbound! Strong action at PIRATE RADIO and KSAQ already!

GENE LOVES JEZEBEL

Jealous (GEFFEN)

Ready to cross Mainstream now! <u>Jealous</u> went 1-1 Alternative this week and 13-10 at Rock Radio. A Mainstream Hitbound, it garnered adds from KKHT, KQIZ, KTUX, KZOZ, WABB, WKFR and more, along with major market action at PIRATE RADIO, WGH, KSAQ, WKZL and KNIN, OK95, Q104, WAPI, ZFUN106 and more.

The DURAN DURAN Story

Violence Of Summer (CAPITOL) They made history in the early '80s with their unique techno-romantic sound and have continued to have successful musical ventures ever since. Now the English lads are back with a new album that already debuted at #30 on Alternative and garnered 46 out-of-the-box adds at Top40, including WPLJ, EAGLE106, KEGL, KPLZ, KUBE, KWSS and KISN. With new members Warren Cuccurullo and Sterling Campbell rounding out the lineup, expect DURAN DURAN to make their mark all over again. more CRUSADES on page 29.

THE RIGHTEOUS BROS. Unchained Melody

(VERVE/POLYDOR)

If you've seen the movie you'll know what all the excitment is about, and when you consider the blockbuster box-office sales, you'll realize a great portion of your audience is already hip to this MONSTER phone record! Mostly major market support on this one that pulled in 35 adds as one of the Most Added singles at Top40 radio this week!

GLENN MEDEIROS

All I'm Missing Is You (MCA)

With the help of Ray Parker Jr., GLENN MEDEIRIOS presents yet another hit single from an LP chock-full of smashes! Just added at New York's HOT97 as well as strong debuts at WXKS, KRBE, KKFR, WNVZ, HOT94.9, WTIC, Y107 and more. If you played <u>She Ain't</u> <u>Worth It</u> (and who didn't) this is a natural followup!

CONCRETE BLONDE

Joey (I.R.S.)

Good product sometimes seems to get temporarily lost in a glut of new product, but the cream always rises to the top as in the case of CONCRETE BLONDE's <u>Joey</u>. This track has been out in the market for some time now and is successfully crossing from Alternative and Rock Radio into Mainstream. Be aware of this haunting tune's potential!

WINGER

Can't Get Enuff (ATLANTIC)

With Rock on the rise, WINGER is perfect for Top40 radio as they deliver a melodic, mass appeal tune that is already working nicely where it's being played. Jumping 5-2 on Rock Radio this week and just added at B94 in Pittsburgh. Solid action at PIRATE RADIO, THE FOX, KDQ, 92X, KSAQ, WZPL, WGTZ and many more.

STRYPER

Shining Star (ENIGMA)

Shaking their good-boy image, STRYPER delivers a Mainstream hit with this tasteful cover of Earth, Wind & Fire's <u>Shining Star</u>. New adds this week at K106, KG95, KOKZ, KQIZ, KQKQ, KTRS, WAPE and WYYS, and continued hot action at KSAQ, 99.9KHI, KNIN, KTUX, WOKI, WPFM, WPFR and more. Don't let this one slip by you.

August 17, 1990

HITMAKERS

(ROSSOVER TOP40

NATIONAL

LW-TW

1-1 BELL BIV DEVOE "Do Me" (MCA) 2-2 JANET JACKSON "Come Back To Me" (A&M) 3-3 M.C. HAMMER "Have You Seen Her" (CAPITOL) 4-4 THE TIME "Jerk Out" (REPRISE) 6-5 SWEET SENSATION "If Wishes Came..." (ATCO) 9-6 JOHNNY GILL "My, My, My" (MOTOWN) 7-7 TROOP "All I Do Is Think Of You" (ATLANTIC) 11-8 AFTER 7 "Can't Stop" (VIRGIN) 10-9 KYPER "Tic Tac Toe" (ATLANTIC) 14-10 PRINCE "Thieves In The Temple" (PAISLEY/WB) SEDUCTION "Could This Be Love" (VEND/A&M) 5-11 15-12 DOC BOX & B. FRESH "Slow Love" (MOTOWN) STEVIE B "Love And Emotion" (LMR/RCA) 13-13 8-14 MARIAH CAREY "Vision Of Love" (COLUMBIA) 16-15 MAXI PRIEST "Close To You" (CHARISMA) 17-16 NEW KIDS ON THE BLOCK "Tonight" (COLUMBIA) 12-17 KEITH SWEAT "Make You Sweat" (ELEKTRA) 25-18 BLACK BOX "Everybody, Everybody" (RCA) 27-19 DINO "Romeo" (ISLAND) 24-20 ADVENTURES OF STEVIE V "Dirty Cash" (MERC) 32-21 EN VOGUE "Lies" (ATLANTIC) 18-22 EN VOGUE "Hold On" (ATLANTIC) 19-23 ANITA BAKER "Talk To Me" (ELEKTRA) 20-24 KID FROST "La Raza" (VIRGIN) 35-25 TONY! TONI! TONE! "Feels Good" (WING/POLY) 26-26 THE PARTY "Summer Vacation" (HOLLYWOOD) 28-27 BROTHER BEYOND "The Girl I Used..." (EMI) 29-28 TIANA "First True Love" (MICMAC) 31-29 WHISPERS "Innocent" (CAPITOL) 21-30 LUKE f/2 LIVE CREW "Banned In The..." (LUKE/ATL) 37-31 TKA "I Won't Give Up On You" (TOMMY BOY/WB) 22-32 BABYFACE "My Kinda Girl" (SOLAR/EPIC) 40-33 WILSON PHILLIPS "Release Me" (SBK) 42-34 THE BOYS "Crazy" (MOTOWN) 23-35 WEST COAST RAP ALL-STARS "We're All..." (WB) 48-36 PEBBLES "Giving You The Benefit" (MCA) NEW-37 GEORGE LAMOND "Look Into My Eyes" (COL) 30-38 CALLOWAY "All The Way" (SOLAR/EPIC) 44-39 TAYLOR DAYNE "Heart Of Stone" (ARISTA) NEW-40 JOHNNY "O" & CYNTHIA "Dream Boy ... " (MICMAC) 33-41 SNAP "The Power" (ARISTA) NEW-42 CANDYMAN "Knockin' Boots" (EPIC) 47-43 DEPECHE MODE "Policy Of Truth" (SIRE/REP) 34-4 LISA STANSFIELD "You Can't Deny It" (ARISTA) 36-45 DIGITAL UNDERGOUND "Doowutchyalike" (TB) NEW-46 LISA STANSFIELD "This Is The Right..." (ARISTA) 38-47 GLENN MEDEIROS f./B. Brown "She Ain't..." (MCA) NEW-48 JAMES INGRAM "I Don't Have The Heart" (WB) 39-49 TYLER COLLINS "Girls Nite Out" (RCA) NEW-50 RIGHTEOUS BROS "Unchained..." (VERVE/PLDR)

MOST ADDED

MS. ADVENTURES "Undeniable" (ATCO) BEATS INTERNATIONAL "Won't Talk About It" (ELEKTRA) SYDNEY YOUNGBLOOD "I'd Rather Go Blind" (ARISTA) BREATHE "Say A Prayer" (A&M) GEORGE LAMOND "Look Into My Eyes" (COLUMBIA) LISA STANSFIELD "This Is The Right Time" (ARISTA) PEBBLES "Giving You The Benefit" (MCA)

REGIONAL BREAKOUTS

EAST

DOC BOX & B. FRESH "Slow Love" (MOTOWN)

> EN VOGUE "Lies" (ATLANTIC)

GEORGE LAMOND "Look Into My Eyes" (COLUMBIA)

PEBBLES "Giving You The Benefit" (MCA)

> SNAP "Ooops Up" (ARISTA)

LISA STANSFIELD "This Is The Right Time" (ARISTA)

MIDWEST

BREATHE "Say A Prayer" (A&M)

> DINO "Romeo" (ISLAND)

JOHNNY GILL "My, My, My" (MOTOWN)

GEORGE LAMOND "Look Into My Eyes" (COLUMBIA)

PEBBLES "Giving You The Benefit" (MCA)

LISA STANSFIELD "This Is The Right Time" (ARISTA)

SOUTH

BEATS INTERNATIONAL "Won't Talk About It" (ELEKTRA)

JAMES INGRAM "I Don't Have The Heart" (WARNER BROS)

MS. ADVENTURES "Undeniable" (ATCO)

PEBBLES "Giving You The Benefit" (MCA)

LISA STANSFIELD "This Is The Right Time" (ARISTA)

SYDNEY YOUNGBLOOD "I'd Rather Go Blind" (ARISTA)

WEST

BREATHE "Say A Prayer" (A&M)

EN VOGUE "Lies" (ATLANTIC)

JAMES INGRAM "I Don't Have The Heart" (WARNER BROS)

> GEORGE LAMOND "Look Into My Eyes" (COLUMBIA)

MS. ADVENTURES "Undeniable" (ATCO)

SYDNEY YOUNGBLOOD "I'd Rather Go Blind" (ARISTA)

CRUSADES

VANILLA ICE

Ice Ice Baby (SBK)

The buzz is HOT on this tune that broke out of Dallas and is rapidly spreading all over the country. With the backing of a major label, now expect retail sales to translate nicely into radio airplay.

Added this week at KMEL and Y95, with continued hot action at 100.3JAMZ and WJMH among others.

BEATS INTERNATIONAL

Won't Talk About It (ELEKTRA)

Their appeal is accurately conveyed in their name - truely a world beat sound that ebbs with culture and sophistication. Already successful on the continent, BEATS INTERNATIONAL is off to a good start Stateside with a host of adds this week including X100, WPGC, POWER PIG, Q105, KOY95, KS104, KXXR, HOT97.7, KROY, KTFM, Y107 and more.

BLACK BOX

Everybody Everybody (RCA)

With a huge jump of 25-18 on the Crossover Top40 chart this week and continuing top five performance in the clubs, this tune is the ultimate when it comes to a fresh, uptempo, hienergy beat sound. New adds at KKBQ, HOT102 and KWOD, as well strong debuts at HOT94.9, WKSE, Y107 and more. This one is too HOT to miss!

S.O.U.L. RECORDS (from page 5)

"I know Bill and Hank to be innovators who are always close to the cutting edge," commented Teller, whose early belief in the importance of rap led to MCA signing a deal with DEF JAM, the first attempt of a major label to tap into the rap phenomenon. "It is with great pleasure that we announce this association with S.O.U.L. and the label's exciting new artists."

Stephney and Shocklee said they plan to focus all of their energy on establishing S.O.U.L. as a force to be reckoned with.

"Hank and I both have a lot of experience in building artists, so that's almost second nature to us," said Stephney. "We're not restricting oursleves to just rap or hip-hop. We're doing many different types of music, but the bottom line is that it all has soul." He added that merely making records will not achieve the goals of S.O.U.L., but that "The times call for a multi-media presentation with imagery that's as strong as the music - and that's what we're planning to do."

The first S.O.U.L. single, <u>Nobody</u> <u>Knows Kelli</u> by **Young Black Teenagers**, was released August 14. The label's other two signed acts are **Son of Bezerk** and **Raheem**.

MS. ADVENTURES

Undeniable (ATCO)

You won't be able to miss with these three young ladies who present a sound reminiscent of Paula Abdul and Janet Jackson, while retaining a fresh edge. One of the Most Added at Top40 radio with 31 adds including POWER106, KMEL, WXKS, Z90, POWER PIG, KS104, KKRZ, HOT97.7, KROY, KITY, Z99, HOT94.9, WTIC and many more.

JOHNNY "O" & CYNTHIA

Dreamboy/Dreamgirl (MIC MAC)

Both distinctive talents in their own right, JOHNNY "O" & CYNTHIA team up as a dynamic duo for this touching ballad that is already working extremely well at HOT97, POWER96, HOT97.7, KITY and KTFM. A debut on Crossover Top40 at #40 this week, with new adds at POWER106, Z90, KKFR and more. Be sure to check this one out!

THE ADVENTURES OF STEVIE V.

Dirty Cash (MERCURY)

HENLEY (from page 5)

but a few.

were enormous.

Bonnie Raitt and Bob Seger to name

utmost importance to all Americans,

and said the long-term detriments in

destroying such a cultural treasure

the bald eagle and the Grand Canyon

instill within us a sense of who we are

that, once erased, can never be

replaced," he reasoned. "We rely on

these national references to give us a

sense of meaning. Destroy them and

Henley, his entourage and The Walden

Woods Project, Anderson affirmed that

the effort to raise awareness in the

campaign "was going global," and she

spoke optimistically about the Thoreau

societies based in Japan, Great Britain

and Australia that are eagerly rallying

monumental task of raising eight

million dollars to buy all the land

around Walden Pond to preserve one

of our true national treasures," she

exclaimed. "Thoreau may have been

the fundamental American author, and

his home and its environment is a part

of his legacy."

"We ultimately are faced with the

around Henley and his disciples.

In addition to the concerted efforts of

we destroy a piece of ourselves.

"Things like Walden Pond, the flag,

Henley stated that this issue was of

As this tune contines to pull in consistantly strong adds each week, garnering major market support from Z100, X100, expect it to explode on the Mainstream charts any time now. Already strong at Crossover Top40, jumping 24-20 this week. The national support is obvious!

RETAIL RAP (from page 6)

know what music consumers want to hear and buy, or are we trying to dictate to them what we think they like?

McCallums/Twisters Records in Lincoln, Nebraska is trying a new concept in exposing new music to their customers - they have started listening parties for their clientele. At a bar across the street from their establishment they played the entire Pixies <u>BOSSANOVA</u> alhum (ELEKTRA) the night before its release. Simultaneously they played the album in the store for the underage crowd as well. And for an entire month. the product will be featured on sale. So McCallums Twisters has been self promoting in-store with very little cost to the label or themselves, and the response has been tremendous, as they've been getting tons of calls on the album - not to mention the increased demand - since the promotion began. What's their secret? They're giving their customers what they want!

There are approximately 140 million active music buyers in the U.S., and approximately 70 million *very* active music buyers. So when we talk about selling ten million records - which is great - it seems like small potatoes compared to the 20 million that could be sold if the full potential of record

LOUIE LOUIE

I Wanna Get Back With You (WTG/EPIC)

This young artist presents fresh and honest talent during an era that is overridden with synth-guitars and pre-packaged and overproduced bands. LOUIE LOUIE has used hard work and excitement to reach the plateau on which he now rests, but not for long! Expect this track to go all the way! New adds at X100, KKBQ, WLOL, Y108 and more.

EN VOGUE

Lies

(ATLANTIC)

Early Top40 action already indicates programmers can not wait to jump on more from this fresh-for-the-ninties female quartet that has already made their mark with explosive retail sales and a top five debut single. Jumping 31-22 on Crossover Top40 this week, with adds at WPGC, HOT97.7, FM102, WTIC-FM, WCKZ-FM and more.

TONY! TONI! TONE! Feels Good

(WING/POLYDOR)

The buzz is hot on this single that programmers are heralding as the tune that will break this band wide open on a commercial Top40 level. Top 50 Album Sales and early support from Crossover Top40 where it jumps 35-25 this week is an excellent indicator of this tune's potential. More adds this week at KJMZ, KXXR, WCKZ and more.

> sales is exploited. If we as an industry start re-thinking our strategies and have more creative dialogue between all of the facets - radio, record labels and retail - we could achieve a better Bottom Line.

From what I've observed, one of the key problems in this widening communication gap is a lack of trust of Retail from the Radio side. It seems Radio feels that the Retail community wouldn't be giving accurate information to them, based on the rumors of retail's less-than-straightforward reporting practices to the trades. Retailers, on the other hand, ask why anyone would think they have reason to give Radio false information. There are over 10,000 retailers in the U.S., so if you don't trust one store for one reason or another, why not call a different one, or else research through the labels or someone you do trust to find the Retail core base you can make use of?

If we can all learn to put aside egos and some of the other barriers that obstruct the flow of communication between the necessary entities, and start a continuous dialogue, we will all benefit in the long haul. Teamwork has worked since the beginning of time, so why stop now?

Let's not let 'talk' become a fourletter word! After all, music is everybody's business.... **D.F.**

HITMAKERS

"WHAT IS THE BEST WAY TO STRUCTURE THE MOST EFFECTIVE STOP SET?"

BRIAN THOMAS

We base ours on the intensity of the spot. It used to go by the old school of having the commercials get better as the stop set progressed, but I think you're only going to keep someone listening if you present them with the best spots first. We'll run a concert spot or full-jingle spot first, and then head towards a dry spot. We start out with the best spot that has the most impact. It's done in order of reverse intensity, because the intensity is all at the front of the set. That sounds a lot better because right after you hear that dry commercial, you're back to music. Hearing a 60second dry spot just after the jock said something for 15 to 20 seconds adds to the talk image of a radio station, but if you start with a Budweiser commercial or nice little jingle, it sounds like more music. So we play our best commercials first, and the dry voice spots last.

RANDY KABRICH

PD, Y95 - Dallas

It depends upon what you're trying to accomplish, whether you're trying to build momentum throughout the stop set, or else slow it down and bring the station to a halt so that when you bring back the music, it's a burst of energy. Each has its own merits.

WHAT DOES IT HINGE UPON?

The sound you're trying to make for the station. It depends upon whether you're trying to put together an uptempo, kick-ass station, or a mass appeal Top40 station. It depends upon your elements entering and exiting the stop sets as well. There is no right or wrong answer.

LEO VELA

PD, Q96 - San Antonio

As far as I'm concerned promos and commercials are basically one and the same, so I truly believe that going into a stop set you try to minimize any jock involvement. I believe that if you're going to torture the audience with a commercial set, then you need to get in and out of it quickly. I like to start out with a short jock liner talking about a station promotion or billboard of an upcoming giveaway, and then go right into a station promo. Out of the station promo I like to go with the most high energy or music-oriented spot. We'll start with a beer commercial or Pepsi commercial that's very contemporary, and work on down through the less intensity spots so the dry voice spot is last. As we come out of the set, just in case we were able to hang onto the audience throughout it, we do a pre-recorded station ID liner and then get right back to music. The bottom line is to have as little as possible of the jock in the beginning, right into a station promo, the commercials by order of intensity, and then a short pre-recorded station liner.

JERRY LOUSTEAU

PD, KCPX - Salt Lake City

I like to go for the best sounding commercials first, like the concert spots, album spots, fully-produced soft drink commercials - the spots that flow better out of the music - and then dump the trashy sounding stuff at the end, when listeners hopefully are going to be patient enough to realize it's the last commercial and not get as aggravated. If you dump the less-produced commercials at the beginning of a stop set, right after a great song, it's jerky sounding. I'd rather go from a great song to a great commercial - it makes more sense.

WHERE DO YOU PUT THE LOCAL SPOTS?

I follow the same rules. If they're quality production spots I'll put them right up front. It's the quality of the spot that's important, not whether it's national or local. sets are a negative that keep people away from your music, so you try to make them as palatable as possible. I think the key to getting through a stop set in a hurry is to try to keep the same intensity level as your music for as long as possible. The concert spots and the record spots - the well-produced spots - should go before the dry spots. Putting a dry voice spot as the first commercial in your stop set is a loud and clear invitation to tune out.

JOEL FOLGER

PD, KEGL - Dallas

It depends upon the particular competitive situation you're in. I think music programming throughout the hour as a whole is a more important issue than commercial set placement.

HOW WOULD YOU SUGGEST ORGANIZING THE STOP SET?

There are as many different philosophies and ideas about that as there are troops in the Iraqi army. The first time I was exposed to how to assemble a commercial cluster was in 1978, with Frank Cody at KBTI. He would put the most produced spot first, the second best spot next, and proceed in that fashion so that the last spot would be the worst. The idea behind this method is if you play your best spots, you can hold on to listeners longer. At another station where I worked the idea was to play the best commercial first, and the worst commercial second, and then work your way up from there so that the last commercial was the second best. The idea here was if you hooked people with the first spot, somehow they subconsciously don't hear the rest of them, and you keep making them better until you can get back into music. Whatever your philosophy is, the key is to have every member of your staff doing it the same way.

BILL RICHARDS

PD, 93Q - Houston

I run the gambit on that. I've changed around from running cold voice spots last, to burying them in the middle, to getting them out of the way first. Right now we're running a station promotion first, and if we have a client tie-in on a promotion we'll run that either first or second, depending on the situation. Then we go into an uptempo jingle with Coca-Cola and build the momentum, hoping to keep people through them. We don't do any breaking in the middle to say things like, "Coming up next in 60 seconds..." To me that always sounds like we have more commercials than we know what to do with.

ONCE YOU'VE DECIDED ON A PHILOSOPHY, IS THERE ANY WAY OF DETERMINING ITS EFFECTIVENESS?

I suppose you could try, perhaps in some sort of research setting. But I imagine it would be pretty hard to research that.

GREG ROLLING

PD, B97 - New Orleans We definitely put our contemporary music spots first, and work back to the small town, radio-type dry voice spots.

WHAT'S YOUR PHILOSOPHY FOR STRUCTURING THE STOP SETS?

We still want to keep the listeners as long as possible, so we run our promos in the beginning of the sets. But when that promo ends we don't want them to all of a sudden punch out because we have spots on the air, so we try to keep our best produced spots prominent so we can hopefully get them through the set and into the music again.

WOULDN'T IT TEND TO TAIL OFF AT THE END OF THE SET?

Yes, but you try to string them along that way. It's like doing music ten in a row - usually you try to have your best songs at the top of the sweep.

MARK BOLKE

Obviously, stop set structure is not something you have a lot of control over. Stop

PAUL CANNON

PD, PRO-FM - Providence

We try to put the hottest sounding commercials at the front of the stop set, and the ones that don't have as much punch towards the middle or end, because we want to keep the momentum going. We feel if there's a real good sounding spot coming out of the music, hopefully it will keep the people's attention for that valuable few minutes that you may have to keep them.

IS THERE ANY MERIT TO STRUCTURING THE STOP ACCORDING TO THE TEMPER YOU WANT TO CREATE FOR THE STATION?

Even if you're coming out of a ballad, I think it's kind of a turn-off to go to a dry spot. We try to keep the most produced spots at the beginning of every stop set.

IS THERE ANY WAY TO MEASURE THE EFFECTIVENESS?

I wish there were. All the studies and surveys tell us that most people punch after the second or third spot in a break anyway. I imagine that by the third spot you've lost half your audience, especially if they're punchers.

JEFF McCARTNEY

PD, KROY - Sacramento

We have two stop sets an hour, one at 16 after and one at 39 after. The first stop set actually starts with a promo that deg segs right out of music, so it's very powerful sounding and there's no interruption from the jock. Then we always end that stop set with something that gets us back to the hot hits faster. We take one of our two live promos that we do during the course of the hour and put it before the second stop set. I always do my live promos with a music bed, and we structure them so that the most powerful 60-second spots run first and the stop set closes with 30 second spots. But we always work our way from most powerful down to the weakest. I've always been a big fan of powerful programming promos, because I owe it all to promo avails. I had that luxury sometimes in the smaller markets. I keep all mine for programming, like stuff that has to do with contests and winners. All the sponsor-related stuff is done live, and we have one position during the hour where we do that over a record intro and another position where we actually do it going into a stop set. The one thing you have to remember is that anytime anybody hears a promo or anything related to a commercial, they automatically think the music is over and you're going into a stop set. That's one reason I've always put my promos at the beginning of stop sets and not in between records, because if people are inclined to push that button, they will. I hear stations that will run their promos away from their stop sets and then cram their sets full of commercials, and then have a promo between records twice an hour. That's like having four stop sets to me

CHRIS BAILEY

PD, WNVZ - Norfolk

We always go with the high intensity, good sounding and well-produced spots first, and we save our local promo spots for the end of the set. The sets start with high intensity and go out with a wimper before we get back into music.

WHY DO YOU DO IT THAT WAY?

It just sounds better. Say we're coming out of Billy Idol's <u>Cradle Of Love</u>, and the jock is doing a nice up set, and then we go into this cold, dry voice spot. The energy level drops 80 decibels and the station comes to a halt if we don't keep the energy going. So we go with a couple of hot jingles first, and then let it cool down before we get ready for more music.

WAYNE COY

PD, WIXX - Green Bay

Put the best produced things first, and if you have a local client that wants to be on the air but the spot is real bad - and you can't do anything about it because he paid you a lot of money to be on the radio - put it last. Promos should go first, and then you should work from the best spots to worst spots. We try to go from 60-second spots to 30-second spots here. That's the best way, because if you come out with your best right away, hopefully you can keep listeners through the stop set.

BILL TANNER

Radio Form

PD, POWER96 - Miami

I've always thought it was ridiculous to have stop sets at any specific point on the clock. I think the best thing to do is float them, which is what I've been doing for years, and it has worked very well. I remember ten years ago when everyone had to run stop sets at 07, 21, 37 and 51, because of some ridiculous idea that you could drag people through quarter hours. It didn't work then and it doesn't work now. What does work is creating the best possible music flow on your station and building the stop sets around them.

DO YOU STRUCTURE THE STOP SET BY BUILDING MOMENTUM UP, OR DOWN?

I've seen it work well both ways, and I've seen good arguments made for going from high intensity to low and from low to high, which is what I use. I build back towards the music.

WHY DO YOU GO FROM LOW INTENSITY TO HIGH?

I think when you come out of a record and the disc jockey has something to say, the logical thing is to go into the next spoken thing and build back toward music, which is what you come out of a stop set with. I think the most important thing is to let people know there's a good reason to come back - either mentally or physically - after the stop set; in other words billboarding before the stop set and pre-selling something important that you've got coming up.

HOW DO YOU DEAL WITH AGENCIES AND LOCALS?

I don't distinguish between the two, only by the sound of the commercial. Is it voice only? Is it all music? Is it a concert spot, a hemorrhoid spot, something to bury, something that sounds good right next to music, something that needs to stand out? Those are the criteria that I use.

HOW ABOUT THE 60S OVER THE 30S?

I generally prefer to play the longer spots first to get them out of the way. I build toward the music intensity that you know is coming after the spot set, and I tell people that the music is a good reason to come back, in case they tune out during the stop set. There are successful stations that do it both ways. It's just like the question of whether you use jingles or not. There are plenty of successful stations that have never broadcast a jingle, and there are stations that broadcast so many of them you can't believe it. It depends upon the overall stationality of the station in question, which is largely relative to the program director.

CASEY KEATING

PD, KPLZ - Seattle

Personally I like to put our best spot forward, a highly-produced spot like a jingle. That's always the best way to start out a stop set, and then you put your least favorite and least produced spots at the end of the set. I like to hit it running, so if the audience can last through one or two spots, then they'll probably get to the end, when it's back into music.

WHAT ABOUT 60S OVER 30S?

We've never been concerned with that. We run mostly 60s, but we just count them as units. Both 60s and 30s are really all the same to people - there are just different items or events they notice.

ARE THE AGENCIES FIRST OVER THE LOCALS?

Just the best produced spots. We produce some pretty good spots here, so those always go first. We have a coding system which we put into our traffic computer, so we always have our very best foot forward when we start off a stop set.

FORUM FANS: We invite your mail and comments on this issue -Fax your response to Radio Forum, HITMAKERS Magazine (818) 883-1097

TOP40 ADDS The TOP50 Markets In America

#10 New York

HOT97 • PD: JOEL SALKOWITZ / MD: KEVIN McCABE ◊ (212) 840-1035 ADDS: JUDY TORRES, TAYLOR DAYNE, CANDY FLIP, SNAP, GLENN MEDEIROS f./Ray Parker Jr.,

WPLJ • PD: TOM CUDDY / MD: MIKE PRESTON (212) 613-8900 ADDS: RIGHTEOUS BROTHERS (#18), DURAN DURAN (#33), MICHAEL BOLTON (#34), BREATHE.

Z100 • PD: STEVE KINGSTON / MD: FRANKIE BLUE & (212) 239-2300 ADDS: RIGHTEOUS BROTHERS (#23), THE ADVENTURES OF STEVIE V (#29), CHEAP TRICK (#30),

2 O Los Angeles KIIS-FM • PD: GERRY DeFRANCESCO / MD:

MIKE MARTIN & (213) 466-8381 ADDS: JON BON JOVI (#23), BREATHE, PAUL YOUNG, LISA STANSFIELD.

PIRATE RADIO • PD: SCOTT SHANNON / MD: DENISE LAUREN ◊ (213) 469-1631 ADDS: WILSON PHILLIPS (#10), RATT,

POWER106 • PD: JEFF WYATT / ASST. PD/MD: AL TAVERA & (818) 953-4200 ADDS: JOHNNY O & CYNTHIA, MS. ADVENTURES,

3 O Chicago B96 • PD: DAVE SHAKES / MD: TODD CAVANAH & (312) 944-6000 ADDS: GEORGE LAMOND (#26), PEBBLES (#29), LISA STANSFIELD (#30), DOC BOX & B. FRESH, TKA,

• PD/MD: BRIAN KELLY ◊ (312) 984-0890 795 ADDS: NO ADDS THIS WEEK,

4 \lapha San Francisco

KMEL • PD: KEITH NAFTALY / MD: HOSH GURELI ◊ (415) 391-1061 ADDS: VANILLA ICE JAMES INGRAM (#29), MS. ADVENTURES, (#25), CARON WHEELER, BREATHE,

X100 • PD: DAN O'TOOLE / MD: MIKE REILY & (415) 362-8800 ADDS: BREATHE, PEBBLES, BEATS INTERNATIONAL, LOUIE LOUIE, THE ADVENTURES OF STEVIE V,

5 () Philadelphia EAGLE106 • PD: TODD FISHER / MD: JAY BEAU JONES (215) 667-3939 ADDS: DURAN DURAN,

WIOQ • PD: JOHN ROBERTS / MD: RUSS 'THE HAMMER' ALLEN ◊ (215) 667-8100 ADDS: THE LIST IS FROZEN THIS WEEK,

WUSL • PD: DAVE ALLAN / MD: OPEN (215) 483-8900 ADDS: PEBBLES, JOHNNY GILL, KEITH SWEAT, SNAP, SAMUELLE,

6 \lapha Detroit

Q95 • PD: GARY BERKOWITZ / ASST. PD/MD: MICHAEL WAITE ◊ (313) 967-3750 ADDS: MICHAEL BOLTON (#24), BREATHE (#25),

THE FOX ● PD: OPEN / ASST. PD/MD: JOHN MCFADDEN ◊ (313) 398-1100 ADDS: FAVORITE ANGEL, THE PARTY, GUNS N' ROSES,

WHYT . PD: RICK GILLETTE / MD: MARK JACKSON ◊ (313) 871-3030 ADDS: THE LIST IS FROZEN THIS WEEK,

7 \lapha Dallas

100.3JAMZ • PD: ELROY SMITH / MD: OPEN ◊ (214) 556-8100 ADDS: MILIRA (#20), TONY! TON!! TONE! (#28), Z'LOOKE (#29), HOWARD HEWET (#30) HEWETT (#30),

KEGL • PD: JOEL FOLGER / ASST. PD/MD: JIMMY STEAL & (214) 869-9700 ADDS: DURAN JAMES DURAN, RIGHTEOUS BROTHERS, DINO, INGRAM, MICHAEL BOLTON, JANET JACKSON,

Y95 • PD: RANDY KABRICH / MD: MIKE EASTERLIN \Diamond (214) 263-3695 ADDS: RIGHTEOUS BROTHERS (#30), VANILLA ICE,

#8 Boston

WXKS-FM • PD: SUNNY JOE WHITE / MD: JERRY McKENNA ◊ (617) 396-1430 ADDS: SHANA (#29), JUDE COLE, TKA, BREATHE, MS. ADVENTURES,

WZOU • PD: STEVE RIVERS / MD: CADILLAC JACK McCARTNEY (617) 290-0009 ADDS: JON BON JOVI (#28), FAITH NO MORE {#29}, RIGHTEOUS BROTHERS, JAMES INGRAM,

32

9 Washington, DC Q107 • PD: LORRIN PALAGI / MD: LAURA SHOSTAK Ø (202) 686-3252 ADDS: LISA STANSFIELD (#30),

WAVA • PD: CHUCK BECK / MD: DAVE ELLIOT (703) 534-0320 ADDS: M.C. HAMMER (#29), JANET JACKSON (#30),

WPGC • PD: DAVE FERGUSON / MD: ALBIE D. ◊ (301) 441-3500 ADDS: KEITH SWEAT (#22), EN VOGUE, M.C. HAMMER, DOC BOX & B. FRESH, BEATS INT'L, SYDNEY YOUNGBLOOD, PEBBLES,

10 (> Houston KISS98.5 • PD: STEVE HEGWOOD / MD: TERRI WEBER (> (713) 622-0010 ADDS: LISA STANSFIELD, SAMUELLE, JOCELYN BROWN,

KKBQ . PD: BILL RICHARDS / MD: MIKE SNOW ◊ (713) 961-0093 ADDS: RIGHTEOUS BROTHERS (#33), JULEE CRUISE, LOUIE LOUIE, BLACK BOX, BELL BIV DEVOE, JUDE COLE,

KRBE • PD: STEVE WYROSTOK / MD: CHERYL BROZ ◊ (713) 266-1000 ADDS: DINO (#30), JAMES INGRAM, SYDNEY YOUNGBLOOD, PEBBLES, JOHNNY GILL, BREATHE,

MIX96.5 • PD: GUY ZAPOLEON / MD: MICHAEL NEWMAN & (713) 790-0965 ADDS: BREATHE, D. HENLEY, J. COLE, RIGHTEOUS BROS

11 \0 Miami

HOT105 • PD: KEITH ISLEY / MD: DENNIS REESE & (305) 445-5411 ADDS: THE LIST IS FROZEN THIS WEEK,

POWER96 • PD: BILL TANNER / MD: JOHN RODGERS (305) 653-6796 ADDS: DINO, D. MODE, L. STANSFIELD, DIGITAL UNDERGOUND,

Y100 • PD: FRANK AMADEO / MD: IOHNNA CECCOLI & (305) 925-7117 ADDS: RIGHTEOUS BROTHERS (#18),

12 () Atlanta POWER99 • PD: RICK STACY / ASST. PD/MD: LEE CHESNUT (404) 266-0997 ADDS: SYDNEY YOUNGBLOOD (#28), NELSON (#29), JAMES INGRAM, WHISPERS,

STAR94 • PD: BILL CAHILL / MD: CINDY GLENN ◊ (404) 261-2971 ADDS: GEORGE MICHAEL,

13 () Long Island WBLI • PD: BILL TERRY / MD: MARK LOBEL () (516) 732-1061 ADDS: NO ADDS THIS WEEK,

14 \diamond Seattle

KPLZ • PD: CASEY KEATING / MD: MARK ALLEN ◊ (206) 223-5700 ADDS: RIGHTEOUS BROTHERS (#30), MICHAEL BOLTON, BREATHE, DURAN DURAN, JAMES INGRAM.

KUBE . PD. TOM HUTYLER / MD. RANDY IRWIN ◊ (206) 322-1622 ADDS: RIGHTEOUS BROTHERS (#30), DURAN DURAN, MICHAEL BOLTON, VIXEN, JAMES INGRAM, BREATHE,

15 () St. Louis KBQ • PD: LYNDON ABELL / MD: JIM ATKINSON () (314) 644-1380 ADDS: SLAUGHTER (#35), BREATHE (#36), BELL BIV DEVOE (#38),

PD: DEREK JOHNSON / MD: COLETTE GILBERT ◊ (314) 727-0808 ADDS: PEBBLES (#30), LISA STANSFIELD, JAMES INGRAM,

16 (> San Diego B100 • PD: MIKE NOVAK / MD: GENE KNIGHT (> (619) 292-7600 ADDS: RIGHTEOUS BROS (#16), M.C. HAMMER(#26), B.JOEL (#27), BREATHE (#28),

Q106 KEVIN WEATHERLY / MD PD. MICHELLE SANTOSUOSO & (619) 565-6006 ADDS: RIGHTEOUS BROTHERS (#24), SYDNEY YOUNGBLOOD, INDECENT OBSESSION, YOUNGBLOOD, INI CANDYMAN, BREATHE,

Z90 • PD/MD: RICK THOMAS ◊ (619) 585-9090 ADDS: JOHNNY O & CYNTHIA (#29), JAMES INGRAM (#33), MS. ADVENTURES (#34), GEORGE LAMOND (#35),

17 \circ Baltimore

B104 • PD: STEVE PERUN / ASST. PD/MD: PAM TRICKETT (301) 466-9272 ADDS: RIGHTEOUS BROTHERS (#24), JAMES INGRAM, LISA STANSFIELD.

HITMAKERS

18 \lapha Minneapolis

KDWB-FM • PD: BRIAN PHILIPS / MD: MR. ED LAMBERT ◊ (612) 340-9000 ADDS: NO ADDS THIS WEEK,

WLOL-FM • PD: GREG STRASSELL / MD: OPEN ◊ (612) 340-9565 ADDS: LOUIE LOUIE, LISA STANSFIELD, WHISPERS, BILLY IDOL,

19 Pittsburgh

B94 • PD: DANNY CLAYTON / MD: LORI CAMPBELL ◊ (412) 381-8100 ADDS: THE LIGHTNING SEEDS, WINGER, MICHAEL BOLTON, RIGHTEOUS BROTHERS, KEITH SWEAT (#24),

WMXP . PD. RICH HAWKINS / MD. PAUL CRAMER ◊ (412) 821-6140 ADDS: PHIL COLLINS (#30), TAYLOR DAYNE.

20 \lapha Anaheim

KEZY • PD: CRAIG POWERS / MD: OPEN ◊ (714) 774-9600 ADDS: THE LIST IS FROZEN THIS WEEK.

21 () Tampa POWER PIG • PD: MARC CHASE / MD: JEFF KAPUGI (813) 839-9393 ADDS: M.C. HAMMER (#33), TYLER COLLINS (#36), BEAT INTERNATIONAL (#39), MS. ADVENTURES (#40), BEATS

Q105 • PD/MD: OPEN (813) 287-1047 ADDS: JAMES INGRAM (#27), JUDE COLE (#28), SYDNEY YOUNGBLOOD (#29), BEATS INTERNATIONAL (#30). INDECENT OBSESSION, BREATHE, RIGHTEOUS BROTHERS,

22 \lapha Clevelend

WPHR • PD: CAT THOMAS / MD: ED BROWN (216) 348-0108 ADDS: M. BOLTON, AFTER 7,

23 \lapha Phoenix

KKFR • PD: STEVE SMITH / MD: JIM MORALES ((602) 258-6161 ADDS: TYLER COLLINS (#31), GEORGE LAMOND, JOHNNY O & CYNTHIA, LISA STANSFIELD,

PD: JAY STEVENS / MD: DENA YASNER ◊ (602) 258-8181 ADDS: TKA, BEATS INTERNATIONAL,

KZZP • PD: BOB CASE / MD: DARCY SANDERS (602) 964-4000 ADDS: PHIL COLLINS (#27), DEPECHE MODE (#28),

24 \lapha Denver

KS104 • PD: DAVE VAN STONE / ASST. PD/MD: STACY CANTRELL ◊ (303) 427-7700 ADDS: MS. ADVENTURES, BEATS INTERNATIONAL,

Y108 • PD: MARK BOLKE / ASST. PD/MD: DOM TESTA ◊ (303) 989-1075 ADDS: PEBBLES, LOUIE LOUIE, DINO, BREATHE,

25 (> Portland KKRZ • PD: MARK CAPPS / MD: BILL KEZLEY ((503) 226-0100 ADDS: DEPECHE MODE, TOMMY PAGE, MS. ADVENTURES, GEORGE LAMOND, JOHNNY GILL,

KXYQ • PD: JIM RYAN / MD: STEVE NAGANUMA (503) 226-6731 ADDS: MICHAEL BOLTON,

26 (> Milwaukee HOT102 • PD: GREG CASSIDY / MD: DANA LUNDON (414) 785-1021 ADDS: LISA STANSFIELD, BLACK BOX, GEORGE LAMOND,

WKTI • PD: MIKE BERLAK / MD: JOHN WOODY HARRISON ◊ (414) 332-9611 ADDS: BREATHE,

27 () Kansas City KBEQ • PD: KAREN BARBER / ASST. PD/MD: JON ANTHONY () (816) 531-2535 ADDS: DINO,

KXXR • PD: GARY FRANKLIN / MD: STEVE DOUGLAS & (816) 421-1065 ADDS: BREATHE, TRICIA LEE FISHER, BEATS INTERNATIONAL, TONY! TONI! TONE!,

28 \lapha Providence

PRO-FM • PD: PAUL "BOOM-BOOM" CANNON / MD: TONY BRISTOL & (401)433-4200 ADDS: THE LIST IS FROZEN THIS WEEK,

29 \() San Jose

HOT97.7 • PD: KEN RICHARDS / MD: JOHN CHRISTIAN & (415) 948-0977 ADDS: JOHNNY GILL (#32), BEATS INTERNATIONAL, MS ADVENTURES, EN VOGUE, SYDNEY YOUNGBLOOD

KWSS . PD: LARRY MORGAN / MD: RICH ANHORN & (408) 297-5977 ADDS: DURAN DURAN, MICHAEL BOLTON, BREATHE, MAXI PRIEST,

30 ◊ Sacramento FM102 • PD/MD: BRIAN WHITE ◊ (916) 920-1025 ADDS: EN VOGUE (#19), GEORGE LAMOND,

KROY . PD. IEEE McCARTNEY / ASST PD/MD. THE ICEMAN \diamond (916) 446-5769 ADDS: BEATS INTERNATIONAL, SYDNEY YOUNGBLOOD, BREATHE, MS. ADVENTURES,

KWOD • PD: WILLY B. / MD: PAM GRUND ◊ (916) 929-5000 ADDS: PEBBLES (#37), BILLY IDOL (#38), POISON (#39), MICHAEL BOLTON (#40), BLACK BOX, RIGHTEOUS BROTHERS, BREATHE,

31 \cincinnati

H J V Concention
 PD: DAVE ALLEN / ASST. PD/MD:
BRIAN DOUGLAS ◊ (513) 763-5500 ADDS:
TAYLOR DAYNE (#32), AFTER 7 (#33), JAMES
INGRAM (#34), MICHAEL BOLTON,

32 () Norfolk WGH • PD: TONY MACRINI / MD: JEFF MOREAU (804) 826-1310 ADDS: FAVORITE

ANGEL (#32), DEPECHE MODE (#33), LISA STANSFIELD (#34), DINO (#35), BREATHE,

WNVZ • PD: CHRIS BAILEY / MD: BEAVER CLEAVER ◊ (804) 497-1067 ADDS: BREATHE,

33 \lapha San Bernardino

KGGI • PD: LARRY MARTINO / MD: HARLEY DAVIDSON ◊ (714) 889-2651 ADDS: JANET

34 O Columbus 92X • PD/MD: TOM GILLIGAN 0 (614) 221-7811

WNCI • PD: DAVE ROBBINS / MD: JOHN CLINE (614) 224-9624 ADDS: MICHAEL BOLTON

#35 (> New Orleans B97 • PD: GREG ROLLING / MD: JOEY GIOVINGO (504) 581-7002 ADDS: NELSON (#30), RIGHTEOUS BROTHERS,

36 🛇 San Antonio KITY • PD: RICK UPTON / MD: STEPHANIE GRAMM (512) 225-5111 ADDS: RIGHTEOUS

BROTHERS (#19), WILSON PHILLIPS (#20), MS. ADVENTURES (#26), MICHAEL BOLTON (#28), SYDNEY YOUNGBLOOD (#29), FAVORITE ANGEL

KSAQ • PD: LEO VELA / MD: RIKKO 0 (512) 271-9600 ADDS: MICHAEL BOLTON (#38),

KTFM ● PD: RICK HAYES / MD: ROSS KNIGHT ◊ (512) 655-5500 ADDS: SYDNEY YOUNGBLOOD, BEATS INTERNATIONAL, JAMES INGRAM (#29),

37 \lapha Indianapolis WZPL • PD: DON LONDON / MD: MICHAEL POWERS ◊ (317) 637-8000 ADDS: MICHAEL BOLTON, PRINCE, BELL BIV DEVOE,

38 Salt Lake City HOT94.9 • PD: LOU SIMON / MD: JOHN GRIFFIN & (801) 359-9536 ADDS: THE LIGHTNING SEEDS (#16), MS. ADVENTURES, TYLER COLLINS, BEATS INTERNATIONAL, WHISPERS, BREATHE, SYDNEY VOLUNGBOOD

KCPX • PD: JERRY LOUSTEAU / ASST. PD/MD:

BOB LABORDE ◊ (801) 485-6700 ADDS: MICHAEL

MICHAELS & (801) 262-9797 ADDS: CONCRETE BLONDE, MICHAEL BOLTON, AFTER 7, DURAN

DURAN, JAMES INGRAM BREATHE.

GARY WALDRON / MD: GARY

August 17, 1990

BREATHE (#39), THE LIGHTNING SEEDS,

JACKSON (#21), RIGHTEOUS BROTHERS,

MICHAEL BOLTON.

ADDS: VIXEN,

(#30), THE BOYS,

SYDNEY YOUNGBLOOD

BOLTON, BREATHE,

PD:

(#30), JANET JACKSON (#1),

The TOP50 Markets In America TOP40 ADDS

39 ◊ Buffalo

MAJIC102 • PD: HANK NEVINS / MD: ROGER CHRISTIAN & (716) 876-0930 ADDS: JON BON JOVI (#29), JAMES INGRAM (#30), PEBBLES, BREATHE.

WKSE PD: MIKE EDWARDS / MD: MIKE McGOWAN ◊ (716) 884-5101 ADDS: DINO, PEBBLES, BREATHE, DOC BOX & B. FRESH,

40 \lapha Hartford-New Haven

KC101 • PD: STEF RYBAK / ASST. PD/MD: TOM POLEMAN ◊ (203) 776-4012 ADDS: BREATHE, JOHNNY GILL, LISA STANSFIELD, MICHAEL BOITON

WKSS • PD: JEFFERSON WARD / MD: CHRIS WALSH ◊ (203) 249-9577 ADDS: THE LIST IS FROZEN THIS WEEK.

WTIC-FM . PD: TOM MITCHELL / MD: MIKE WEST (203) 522-1080 ADDS: DEPECHE MODE (#37), EN VOGUE (#38), DOC BOX & B. FRESH (#39), SYDNEY YOUNGBLOOD, MS. ADVENTURES,

41 \land Charlotte

WCKZ-FM • PD: MARK SHANDS / MD: ERIK BRADLEY ◊ (704) 342-4102 ADDS: RIGHTEOUS BROTHERS (#25), THE BOYS (#26), SYDNEY YOUNGBLOOD (#27), EN VOGUE (#34), GEORGE LAMOND (#35), TONY! TONI! TONE!, KIPPER JONES, JULEE CRUISE,

WZZG • PD: DWAYNE WARD / MD: RAY MARINER ◊ (704) 392-6191 ADDS: JUDE COLE, MICHAEL BOLTON, NELSON,

42 (> Memphis FM100 • PD/MD: STEVE CONLEY (901) 726-0468 ADDS: MICHAEL BOLTON, MAXI PRIEST, PAUL YOUNG,

43 \lapha Orlando

102JAMZ • PD: DUFF LINDSEY / MD: CEDRIC HOLLYWOOD & (407) 788-1400 ADDS: BODY, EARTH, WIND & FIRE/M.C. HAMMER, JOHNNY GILL, LL COOL J, MIKI HOWARD, MAXI PRIEST,

MIX105.1 • PD: BRIAN THOMAS / MD: RICK STONE & (407) 629-5105 ADDS: BROTHER BEYOND, MICHAEL BOLTON, RIGHTEOUS BROTHERS.

 PD: STEVE KELLY / MD: ROD XL106.7 LAUDERDALE & (407) 339-1067 ADDS: BREATHE, VIXEN, SYDNEY YOUNGBLOOD, INDECENT OBSESSION

44 \lapha Monmouth-Ocean, NJ

WJLK-FM • PD: BRAD HOLCOMB / MD: GARY GUIDA 0 (201) 774-7700 ADDS: MICHAEL BOLTON (#23), SWEET SENSATION (#26), RIGHTEOUS BROTHERS (#28),

WJRZ • PD: LANCE De BOCK / MD: PETE JARRETT & (609) 597-1100 ADDS: DEPECHE MODE, BELL BIV DEVOE, DON HENLEY,

45 \lapha Rochester

98PXY • PD: KEVIN KENNY / MD: CAT COLLINS (716) 325-5300 ADDS: DEPECHE MODE (#30), MICHAEL BOLTON, NELSON, VIXEN, BELL BIV DEVOE

46 \lapha Nashville

Y107 • PD: LOUIS KAPLAN / MD: HAWK HARRISON & (615) 256-6556 ADDS: BREATHE, MICHAEL BOLTON, DOC BOX & B. FRESH, BEATS INTERNATIONAL.

47 () Oklahoma City KJ103 • PD: MIKE McCOY / MD: BILLY THE KIDD (405) 840-5271 ADDS: JON BON JOVI (#26), RIGHTEOUS BROTHERS (#29), JAMES INGRAM, BREATHE

799 • PD/MD: BRETT DUMLER (405) 942-3399 ADDS: MS. ADVENTURES, PHIL COLLINS, GLENN MEDEIROS f./Ray Parker Jr., TYLER COLLINS, BEATS INTERNATIONAL, PEBBLES,

THE TOP TRENDSETTERS

48 (> Dayton WGTZ • PD: JEFF BALLENTINE / MD: RANDY ROSS (> (513) 294-5858 ADDS: NO ADDS THIS WEEK,

49 \louisville

WDJX • PD: CHRIS SHEBEL / ASST. PD/MD: JILL MEYER ◊ (502) 589-4800 ADDS: JAMES INGRAM, DEPECHE MODE, BREATHE, LISA STANSFIELD,

50 \lapha Greensboro/Winston-

Salem WJMH • PD: CHRIS BAILEY / MD: KELLY MASTERS ◊ (919) 855-6500 ADDS: PEBBLES, MICHAEL BOLTON, FAMILY STAND, LL COOL J,

WKSI • PD: OPEN / MD: GREG STEVENS (919) 275-9895 ADDS: NO ADDS THIS WEEK,

WKZL . PD: CHUCK HOLLOWAY / MD: SAM REYNOLDS & (919) 759-2316 ADDS: MICHAEL BOLTON, BELL BIV DEVOE, RIGHTEOUS BROTHERS,

Montreal, Canada CKOI • PD: BOB LEBOURD / MD: GU' BROUILLARD (514) 766-2311 ADDS: BELL BIN DEVOE, DINO, LISA STANSFIELD, TAYLOR DAYNE, GUY BELL BIV

KPXI / Mt. Pleosont & PD: STEVE BAILEY / ASST, PD/MD: MICK FULGHAM & (214) 572.8726 • ADDS: DURAN DURAN (#34), REVENGE (#35), SLAUGHTER (#39), LIGHTNING SEEDS (#40), BREATHE, FAVORITE ANGEL, ADRIAN BELEW,

KPXR / Anchorage ◊ PD/MD: STEVE KNOLL ◊ (907) 243-3141 • ADDS: PEBBLES

KOCR / Centor Rapids & PD: GARY OLXON / MD: J. L. GERARD & (319) 363-2061 •

KQHT / Grand Forks ◊ PD/MD: JAY MURPHY ◊ (701) 746-1413 • ADDS: DINO,

KQKQ / Omoho & PD/MD: DREW BENTLEY & (402) 342-2000 • ADDS: BREATHE,

KOKYEM / Kenney & PD / MO: MITCH COOLEY & (308) 236-6464 • ADDS: MICHAEL

KQLA / Manhattan & PD: MIKE TEMAAT / MD: None & (913) 776-0104 • ADDS:

KQMQ / Honolulu & PD: KIMO AKANE / ASST. PD/MD: KRISS HART & (808) 539-9369 • ADDS: MICHAEL BOLTON, BREATHE, NELSON,

KRNQ / Des Moines & PD: CHUCK KNIGHT / MD: BOB LEWIS & (515) 280-1350 •

 $\label{eq:krg} $$ KRRG / Lordo & PD: KIRK DAVIDSON / MD: TINA SIMONET & (512) 724-9800 = ADDS: MS: AOVENTURES, GUYS NEXT DOOR, TRICIA LEIGH FISHER, MICHAEL BOLTON, SYDNEY YOUNGBLOOD,$

KSDR / Watertown ◊ PD: JIM AESOPH / MD: TROY SCOTT ◊ (605) B82-1480 •

KSMB / LAFAYETTE ◊ PD: STEVE SMALL / MD: "FAST EDDIE" NELSON ◊ (31B)232

1311 • ADOS: MICHAEL BOLTON, LOUIF LOUIF, WHISPERS, GEORGE LAMOND, BLACK

KSND / Eugene ◊ PD: BWANA JOHNNY / MD: LOLITA VELEZ ◊ (503) 686-9123 • ADDS: PRINCE (#28), BREATHE, WINGER, MICHAEL BOLTON, SYDNEY YOUNGBLOOD,

KTMT / Medford & PD: MITCH STEWART / MD: GRANT TRESSEL & (503) 779-1550 • ADOS: MICHAEL BOLTON, JAMES INGRAM, SLAUGHTER, VIXEN, DURAN DURAN, SYDNEY

KTRS / Cosper & PD+ STAN ICENOGGLE / MD+ SEAN MICHAELS & (307) 235-7000 •

KTUX / Shreveport & PD: KEN SHEPHERD / MD: KEITH GREER & (318) 635-9999 •

KTXY / Jefferson City ◊ PD: BOBBY JACKSON / MD: KEVIN MICHAELS ◊ (314) 893-

KVTI / Tacoma & PD/MD: JOHN MANGAN & (206) 756-5884 • ADDS: LIGHTNING

33

5696 • ADDS: GUYS NEXT DOOR, BREATHE, INDECENT OBSESSION.

ADDS: SLAUG-ITER, LISA STANSFIELD, DEPÉCHE MODE, SYDNEY YOUNGBLOOD, MICHAEL

LA. GUNS, BREATHE, CONCRETE BLONDE, STRYPER, LOUIE LOUIE, DEPECHE

BOX, SYDNEY YOUNGBLOOD, INDECENT OBSESSION, DEPECHE MODE,

Tucson ◊ PD: JOHN PEAKE / ASST, PD/MD: ROGER SCOTT ◊ (602) 323-9400 •

ADDS: PEBBLES (#34), MICHAEL BOLTON (#35), BREATHE, DEPECHE MODE, JUDE COLE,

(#33), LISA STANSFIELD (#34),

YOUNGBLOOD

ADDS: PAULA ABOUL (#25),

BEATS INTERNATIONAL.

BOLTON, GENE LOVES JEZEBEL,

SEEDS, PEBBLES, BANG, LOUIE LOUIE,

YOUNGBIOOD

MODE

ADDS: DINO, SYDNEY YOUNGBLOOD,

ADDS: VIXEN, CONCRETE BLONDE, ST. PAUL,

KRQ /

SLAUGHTER, MICHAEL BOLTON, FAITH NO MORE,

MICHAEL BCLTON, GEORGE LAMOND, PEBBLES, STRYPER,

BOLTON (#34), VENICE, LISA STANSFIELD, BREATHE, MOTLEY CRUE

JUDE COLE, SLYCE, LISA STANSFIELD, MICHAEL BOLTON, DINO.

930 / Svincuse & PD: NEIL SUITIVAN / MD: GARY DUNES & (315) 446-9090 • ADDS: JOHNNY GILL (#34), JAMES INGRAM (#35), MICHAEL BOLTON (#37),

93QID / Alexandria & PO: HOLLYWOOD HARRISON / MD: TERRY KNIGHT & (318) 445-1234 • ADDS: MICHAEL BOLTON LISA STANSFIELD DEPECHE MODE GUYS NEXT DOOR DURAN DURAN, LOUIE LOUIE, GEORGE LAMOND, SLAUGHTER, JOHNNY GILL, BREATHE,

955X / Charleston & PD / MD: WALT SPECK & (803) 849-9500 • ADDS: DON HENLEY. RRFATH

95XIL / Parkwrsburg & PD; LARRY HUGHE5 / MD; MELISSA O'KELLEY & (304) 4B5 7425 • ADDS: FAITH NO MORE, GLENN MEDEIROS, BROTHER BEYOND, FAVORITE ANGEL

95XXX / Burlington & PD: OPEN / MD: J.J. RILEY & (802) 655-9530 • ADD5: WINGER, JOHNNY GILL, BREATHE, PEBBLES, DURAN DURAN, DEPECHE MODE (#40),

97KYN / St. Mary's O PD: GARY MITCHELL / MD: DREW DERSHIMER O (814) 834-9700 • ADDS: NO ADDS THIS WEEK.

99.9KHI / Ocean City © PD: HITMAN / MD: KEVIN OCEAN © (301) 289-3456 • ADDS: WHISPERS, SYDNEY YOUNGBLOOD, BEATS INTERNATIONAL, EN VOGUE, CONCRETE BLONDE, BREATHE, PEBBLES

99WGY / Schenectedy ◊ PD: TOM PARKER / MO: MARTY LEGERE ◊ (51B) 381-4800 • ADDS: PEBBLES, TRICIA LEIGH FISHER, DEPECHE MODE, BREATHE, MICHAEL BOLTON, 99WGY / Sch JAMES INGRAM, TDMMY PAGE, SYDNEY YOUNGBLOOD,

898 / Kolispell & PD/MD: BENNY B. JR. & (406)862-5565 • ADDS; THE LIST IS FROZEN THIS WEEK,

FM104 / Modestn ◊ PD; GARY DeMARONEY / MD; ERIC HOFFMAN ◊ (209) 572-0104 • ADDS: DINO, PEBBLES, BREATHE, GLENN MEDEIROS, SLAUGHTER,

G98 / Portland & PD: JIM RANDALL / MD: JON BRYANT & (207) 775-6321 • ADDS: WINGER, BREATHE LONDON QUIREBOYS, DURAN DURAN, TOMMY PAGE, PEBBLES, JOHNNY GILL

HOT99.9 / Easton & PD: JIM SCHAEFER / MD: ERIC STRYKER & (215) 258-6155 • ADDS: JOHNNY GILL, WHISPERS,

HOTI94 / Hoppulu & PD: ALAN ODA / MD: JAMES BENDER & (808) 531-4602 • ADDS: BELL BIV DEVOE (#11), EN VOGUE, LISA STANSFIELD, MS. ADVENTURES

K104 / Erie & PD/MD: BERNIE KIMBLE & (814) 452-2041 • ADDS: CHEAP TRICK, POISON TAYLOR DAYNE

K106 / Renument & PD: NEIL HARRISON / MD: PAM PACE & (409) 769-2475 • ADDS: JAMES INGRAM, BEATS INTERNATIONAL, STRYPER, DURAN DURAN, MICHAEL BOLTON, BREATHE, MS. ADVENTURES, SYDNEY YOUNGBLOOD,

K92 / Roonoke & PD: EDDIE HASKELL / MD: DAVID LEE MICHAELS & (703) 774-9200 ADDS: KYPER, BELL BIV DEVOE, TRICIA LEIGH FISHER, SYDNEY YOUNGBLOOD, VONDA SHEPARD,

KAGO / Klamath Falls & PD: MIKE GARRARD / MD: CINDY STARR & (503) B84-0661 • ADDS: MICHAEL BOLTON (#40), DURAN DURAN, BREATHE, TRICIA LEIGH FISHER, BRENT BOURGEOIS,

KAYI / Tulsa ◊ FD; JAN DEAN / MD; OPEN ◊ (918) 492-2020 • ADDS; DINO, INDECENT OBSESSION, GLENN MEDEIROS

 $\label{eq:kern} $$ KBFM / McAllen-Brownswille O PD: DUSTY HAYES / ASST. PD/MD: BILLY SANTIAGO O ($12) 383-4961 - ADDS: BREATHE, GLENN MEDEIROS, SYDNEY YOUNGBLOOD, WINGER, LOUIE LOURE, DURAN DURAN, CONCRETE BLONDE, THE ADVENTURES OF STEVIE$

KBOS / Fresno & PD: JEFF DAVIS / MC: DON PARKER & (209) 237-9361 • ADDS: QUINCY JONES, TRICIA LEIGH FISHER (#39), GUYS NEXT DOOR, DIGITAL UNDERGROUND, SYDNEY YOUNG&LOOD, TYLER COLLINS.

August 17, 1990

KBOZ / Bozemon ◊ PD: DUANE BARNHART / MD: ROGER NELSON ◊ (406) 586-5466 ADDS: BREATHE, AFTER 7, LISA STANSFIELD, NELSON,

KBTS / Austin ◊ PD: LISA TONACCI / MD: TRACY AUSTIN ◊ (512) 345-9300 • ADDS: AFTER 7 (#34), PEBBLE5 (#35), DURAN DURAN (#36), JOHNNY GILL (#37)

nard ◇ PD: ROOSTER RHODES / MD: ANNIE SAGE ◇ (805) 483-1000 • ADDS: EN VOGUE, LISA STANSFIELD, GEORGE LAMOND, WILSON PHILLIPS, MS. ADVENTURES

nd 🛇 PD/MD: CRAIG ROBERTS 🛇 (915) 561-8833 • ADDS: MICHAEL BOLTON, BREATHE, SLAUGHTER,

KCLD / St. Cloud & PD+ STEVE LINDELL / MD+ CHARLIE DOLIGIAS & (612) 251-1450 • ADDS: GLENN MEDEIROS (#25), PEBBLE5 (#27), USA STANSFIELD (#33),

KCMQ / Columbia O PD: BRIAN HANSON / MD: OPEN O (314) 449-2433 • ADD5: PEBBLES, DEPECHE MODE, BREATHE, MICHAEL BOLTON, JOHNNY GILL, LOUIE LOUIE,

KDON / Salinas & PD: JAMIE HYATT / MD: EFREN 5IFUENTES & (408) 422-3365 • ADDS: EN VOGUE (#27), JAMES INGRAM (#28),

KEWB / Redding ◊ PD/MD; SIMON DE LA ROSA ◊ (916) 243-5392 • ADDS; VIXEN (#26), JOHNNY VAN ZANDT (#28), WINGER (#30),

KF95 / Baise & PD: MIKE KASPER / MD: MAD MAX & (208) 888-4321 • ADDS: DURAN DURAN BREATHE

nesville \diamond PD: STEVEN GREENLEE / MD: TIM McNUTT \diamond (314) 336-3133 ADDS: LISA STANSFIELD, GEORGE LAMOND, GUYS NEXT DOOR,

KFBQ / Cheyenne & PD: J.D. DANIELS / MD: DAVE COLLINS & (307) 634-4461 • AODS: PEBBLES, DEPECHE MODE, LISA STANSFIELD, FAVORITE ANGEL, MICHAEL BOLTON, DURAN DURAN, SLAUGHTER, BEATS INTERNATIONAL,

KEEM / Yokima ◊ PD/MD: GREG ADAMS ◊ (509) 248-1460 • ADDS: MICHAEL ROITON DURAN DURAN BREATHE MS ADVENTURES

KFRX / Lincoln & PD: J.J. COOK / MD: SUNNY VALENTINE & (402) 483-5100 • ADDS: NO ADDS THIS WEEK

KG95 / Sioux (ity & PD+ DENNY ANDERSON / MD+ KEVIN KOLLINS & (712) 258-5595 ADDS: TRICIA LEIGH FISHER, SLAUGHTER, MICHAEL BOLTON, BREATHE, STRYPER, GLENN MEDEIROS, TOMMY PAGE, DEPECHE MODE, JOHN HIATT,

KGWY / Gillette ◊ PD: MICHAEL BERRY / MD: MARTHA STEELE ◊ (307) 686-2242 4 ADD5: MOTLEY CRUE (#38), LISA STANSFIELD (#39), JON BON JOVI (#40), AFTER 7

KHFI / Austin ◊ PD/MD: SELBY EDWARDS ◊ (512) 474-9233 • ADDS: BREATHE, DEPECHE MODE, PEBBLES, BROTHER BEYOND,

KHOK / Great Bend & PD/MD: DARREL BIEKER & (316) 792-3647 • ADDS: MICHAEL BOLTON, BREATHE, JOHN HIATT, SLAUGHTER, LOWEN & NAVARRO KHSS / Walla Wolla & PD: THOMAS HODGINS / MD: CHUCK STEVENS & (509) 522-

5412 • ADDS: WINGER, SLAUGHTER, BREATHE, TRICIA LEIGH FISHER, COLIN JAMES, KHTT / Santa Rosa & PD: JEFF COCHRAN / MD; GLENN MITCHELL & (707) 545-3313

DEPECHE MODE (#36), LISA STANSFIELD (#37), AFTER 7 (#38), JAMES INGRAM (#39), DURAN DURAN (#40),

KIOY / Lebanon & PD/MD: MIKE SHANNON & (503) 451-1743 • ADDS: DURAN DURAN, BREATHE, GUYS NEXT DOOR, PEBBLES, BILLY IDOL, MS. ADVENTURES,

KIX106 / Birmingham & PD/MD: BRIAN CHRISTOPHER & (205) S91-7171 • ADDS: BREATHE, PEBBLES, MICHAEL BOLTON, LISA STANSFIELD,

KIXR / Ponco City ◊ PD/MD: T. MORGAN ◊ (405) 765-5491 • ADDS: LISA STANSFIELD, MICHAEL BOLTON, TRICIA LEIGH FISHER, MS. ADVENTURES,

KIXY / San Angelo ◇ PD / MD; JEFF GARRISON ◇ (915) 653-3387 • ADDS; BELL BIV DEVOE (#38), MICHAEL BOLTON (#40), WINGER, LISA STANSFIELD, BILLY JOEL

KIIG / Snencer ◊ PD: BRIAN NEWCOMB / MD: JIMY MAC ◊ (712) 262-6393 • ADDS: NNY GILL, LOUIE LOUIE, BREATHE, MICHAEL BOLTON, AFTER 7 (#40),

KILS / Hovs/Great Bend © PO: JACK CREES / MD: DARREN BUTLER © (913) 628-1064 • ADDS: POISON, BREATHE, LA. GUNS, BRUCE HORNSBY, MICHAEL BOLTON, KIMM RODGERS, DEBBIE LYTTON-LLOYD, GUYS NEXT OOOR, WAS (NOT WAS),

KKBG / Hilo ◊ PD/MD: DANNY AUSTIN ◊ (808) 961-0651 • ADDS: FAVORITE ANGEL OINGO BOINGO, CANDY FLIP, LISA STANSFIELD, PEBBLE5, JOHN HIATT, MS, ADVENTURES MICHAEL BOLTON

KKHT / Springfield \diamond PD: DAVE ALEXANDER / MD: TIM AUSTIN \diamond (417) 883-9000 • ADDS: BREATHE DURAN DURAN LOUIE LOUIE MICHAEL BOLTON, GENE LOVES JEZEBEL

ux Falls & PD: BILL DANIELS / ASST. PD/MD: DEB CHRISTI & (605) ADDS: TOP MATINEE (#31), BAD COMPANY (#28), JUDE COLE (#30), 335-6500 8ABYLON A.D. (#29), GARY MOORE (#32),

KKRD / Wichita O PD* TACK OLIVER / MD* GREG WILLIAMS O (316) 265-0721 -ADDS: BREATHE, MICHAEL BOLTON, SYDNEY YOUNGBLOOD, PEBBLES, DEPECHE MODE,

KK5S-FM / Albuquerque & PD: JOHN JAYNES / MD: HOLLYWOOD HA7E & (505) 265-143] • ADDS: LISA STANSFIELD, JOHNNY GILL, DEPECHE MODE, BLACK BOX, TRICIA LEIGH FISHER, BEATS INTERNATIONAL, SYDNEY YOUNGBLOOD, THE RIGHTEOUS BROS.

KKXX / Bakersfield & PD/MD: CHRIS SQUIRES & (805) 322-9929 • ADDS: WILSON PHILLIPS (#22), PEBBLES, GLENN MEDEIROS, PHIL COLLINS, JOHNNY GI

KKYK / Little Rock ◊ PD: BRIAN BRIDGMAN / MD: KANDY KLUTCH ◊ (501) 661-7570 ADDS: MAXI PRIEST KYPER THE RIGHTEOUS BROS

KLBQ / El Dorado & PD: MICHAEL STEEL / MD: RON WEST & (501) B63-5121 • ADDS: MAXI PRIEST (#27), JAMES INGRAM, GLENN MEDEIROS, DEPECHE MODE, DINO,

KLIIC / Lins Venios & PD: JERRY DEAN / ASST PD /MD- JAY TAYLOR & (702) 739-9383 ADDS: EN VOGUE, SYDNEY YOUNGBLOOD, TONY! TONI! TONE!, M5, ADVENTURES, BEATS INTERNATIONAL, BROTHER BEYOND,

KLYK / Longview/Kelso & PD: BOB HART / ASST. PD/MD: KANDY KLUTCH & (206) 425-1500 • ADDS: BREATHE STRYPER WORLD PARTY LIGHTNING SEEDS

KLYV / Dubuque ◊ PD: JEFF DAVIS / MD: TIM JANSEN ◊ (319) 557-1040 • ADDS: PEBBLES (#40), LISA STANSFIELD, BREATHE, MS. ADVENTURES,

KMOK / Lewiston & PD: KEITH HAVENS / MD: KEVIN (HASE & (208) 746-5056 • ADDS: TOMMY PAGE (#26), CONCRETE BLONDE (#36), PEBBLES (#38), LITA FORD, SYDNEY YOUNGBLOOD, BREATHE, DURAN DURAN, WINGER, LOUIE LOUIE,

KMON / Great Falls & PD: DAVE LEVIN / MD: P.J. MILLER & (406)761-1000 • ADDS: BELL BIV DEVOE (#30), FAITH NO MORE (#34), MICHAEL BOLTON, GLENN MEDEIROS NIKKI

KNEN / Norfolk & PD: DOUG KOEHN / MD: TODD MICHAELS & (402) 379-3300 • ADDS: MICHAEL BOLTON, BREATHE, DURAN DURAN, LISA STANSFIELD, DEPECHE MODE,

KNIN / Wirhith Enlls & PD+ IAY MICHAELS / MD+ IIM SCOTT & (817) 855-6924 • ADDS: DURAN DURAN, MICHAEL BOLTON, FAVORITE ANGEL, SLAUGHTER, BREATHE,

KOKZ / Waterloo/Cedar Rapids ◊ PD: KATT SIMON / MD: RON NEWMAN ◊ (319) 233-3371 • ADDS: KYPER (#40), STRYPER, THE BOYS, PEBBLES, LOUIE LOUIE

KOYE / Laredo ◊ PD/MD: STEVE CHASE ◊ (512) 723-4396 • ADDS: DURAN DURAN (#28), MICHAEL BOLTON, EN VOGUE, BREATHE, BEATS INTERNATIONAL,

KPAT / Sioux Folls \diamond PD: SCOTT MAGUIRE / MD: COREY WARD \diamond (605) 339-9999 • ADDS: BREATHE (#30), JOHN HIATT, KPRR / EI Paso ◊ PD/MD; ELI MOLANO ◊ (915) 532-6515 • ADDS; THE ADVENTURES

OF STEVIE V. (#30), PEBBLES, MS, ADVENTURES,

HITMAKERS



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MANAGEMENT: LEFT BANK MANAGEMENT

NATIONAL

LW-TW

JOHNNY VAN ZANT "Brickyard Road" (ATL) 1-1 WINGER "Can't Get Enuff" (ATLANTIC) 5-2 3-3 JON BON JOVI "Blaze Of Glory" (MERCURY) GUNS N' ROSES "Civil War" (WB) 4-4 POISON "Unskinny Bop" (CAPITOL) 2-5 COLIN JAMES "Just Came Back " (VIRGIN) 6-6 7-7 CHEAP TRICK "Can't Stop Fallin' Into ..." (EPIC) 18-8 BAD COMPANY "Boys Cry Tough" (ATCO) VIXEN "How Much Love" (EMI) 11-9 GENE LOVES JEZEBEL "Jealous" (GEFFEN) 13-10 SLAUGHTER "Fly To The Angels" (CHRYSALIS) 12-11 8-12 BLACK CROWES "Twice As Hard" (DEF AM/GEF) 17-13 **REO SPEEDWAGON** "Live It Up" (EPIC) FAITH NO MORE "Epic (What Is It)" (REPRISE) 14-14 15-15 GUNS & ROSES "Knockin' On Heaven's..." (DGC) 9-16 ALLMAN BROS. BAND "Good Clean Fun" (EPIC) 23-17 ASIA "Days Like These" (GEFFEN) SANTANA "Mother Earth/Third Stone" (COL) 19-18 22-19 **NELSON** "Love And Affection" (DGC) QUEENSRYCHE "Last Time In Paris" (ELEKTRA) 10-20 **NEW-21** RATT "Lovin' You's A Dirty Job" (ATLANTIC) 24-22 MOTLEY CRUE "Same OI' Situation" (ELEKTRA) 31-23 BRUCE HORNSBY "A Night On The Town" (RCA) 25-24 JOHN HIATT "Child Of The Wild Blue..." (A&M) 16-25 AEROSMITH "The Other Side" (GEFFEN) 28-26 COMPANY OF WOLVES "Hangin' By A..." (MERC) 35-27 JEFF HEALEY "While My Guitar Gently.."(ARISTA) 30-28 BILLY IDOL "L.A. Woman" (CHRYSALIS) 29-29 MIDNIGHT OIL "King Of The Mountain" (COL) CONCRETE BLONDE "Joey" (IRS) 20-30 36-31 ERIC JOHNSON "Cliffs Of Dover" (CAPITOL) 32-32 RED HOUSE "I Said A Prayer" (SBK) **NEW-33** PHIL COLLINS "Something Happened..." (ATL) 37-34 EXTREME "Decadence Dance" (A&M) DAMN YANKEES "Come Again" (WB) 21-35 **NEW-36** AEROSMITH "Love Me Two Times" (MCA) 26-37 DON HENLEY "How Bad Do You Want It" (GEFF) 40-38 ROBERT PLANT "S S S & Q" (ATLANTIC) 33-39 JUDE COLE "Time For Letting Go" (REPRISE) **NEW-40** LITA FORD "Lisa" (DREAMLAND/RCA)

MOST REQUESTED G N' R / Civil War

JOHNNY VAN ZANT WINGER **SLAUGHTER GENE LOVES JEZEBEL** JON BON JOVI G N' R / Knockin VIXEN **ERIC JOHNSON**

MOST ADDED RÁTT **AEROSMITH** STEVE VAI **ANTHRAX** LOS LOBOS ASIA RIVERDOGS **BRUCE HORNSBY** WORLD PARTY REGIONAL MIDWEST EAST 1-1 JOHNNY VAN ZANT 2-1 JON BON JOVI 3-2 G N' R / Civil War 3-2 WINGER 6-3 REO SPEEDWAGON 7-4 COLIN JAMES 12-5 GENE LOVES JEZEBEL 8-5 BAD COMPANY 7-6 WINGER 11-8 VIXEN 21-7 ASIA 14-10 G N' R / Knockin' 14-10 SANTANA 12-11 BLACK CROWES 13-11 SLAUGHTER 15-12 REO SPEEDWAGCN 15-12 VIXEN 20-16 MOTLEY CRUE 23-13 BAD COMPANY 22-18 GENE LOVES JEZEBEL 22-17 JOHN HIATT 24-19 NELSON 26-21 COMPANY OF WOLVES 21-20 DIO 28-22 FAITH NO MORE 26-22 COMPANY OF WOLVES 27-23 BILLY IDOL 35-29 EXTREME 39-25 BRUCE HORNSBY D-30 RATT D-26 RATT 43-31 ASIA 42-28 JEFF HEALEY 48-32 BRUCE HORNSBY 33-29 TRIXTER 34-33 MASTERS OF REALITY 35-32 SOCIAL DISTORTION 37-34 LITA FORD 46-34 TOY MATINEE D-40 STEVE VAI **SOUTH** WEST 1-1 POISON 3-1 WINGER 3-2 G N' R / Civil War **4-2 CHEAP TRICK** 5-4 FAITH NO MORE 4-3 WINGER 5-4 JOHNNY VAN ZANT 9-5 COLIN JAMES 7-5 CHEAP TRICK 13-6 SLAUGHTER 10-8 VIXEN

8-7 VIXEN 12-10 GENE LOVES JEZEBEL 16-12 BAD COMPANY 19-14 R.E.O. SPEEDWAGON D-15 RATT 20-17 MOTLEY CRUE D-18 AEROSMITH 32-19 ASIA 24-21 PHIL COLLINS 37-24 BILLY IDOL 35-27 JEFF HEALEY 46-33 BRUCE HORNSBY 41-35 ERIC JOHNSON 51-39 ELECTRIC BOYS

55-41 BRUCE DICKINSON

- 19-9 BAD COMPANY 13-10 GENE LOVES JEZE 3EL 20-12 REO SPEEDWAGON 16-14 ASIA **18-15 BRUCE HORNSBY** 30-20 ERIC JOHNSON 24-21 JEFF HEALEY 27-23 MOTLEY CRUE 33-24 ROBERT PLANT D-26 BATT 38-27 COMPANY OF WOLVES
- 46-32 LITA FORD
- 41-36 WORLD PARTY
- D-37 AEROSMITH



from "ARACHNOPHOBIA" out now on Hollywood Record



ROCK RADIO

IT'S A SPECIAL DAY IN THE NEIGHBORHOOD

Ahh Sunday, that special day of the radio week. You flip on your radio and find yourself regailed with all sorts of new and different things. In fact, as you switch from station to station, you tend to hear anything but a regular format on everything but the religious stations, which seem to always stick to their regular formats on Sunday.

Steve Hoffman

Let's not forget lunch hours either. What would life be without the Electric Lunch? You've got your choice of "Breakfast With The Beatles," "Get The Led Out," "Twofer Tuesdays," "Featured Artist Weekends," and about ten million syndicated shows. On the other hand, you just know that somebody out there is doing something new and creative.

The bottom line is this: At just about every Rock Radio station on the planet, there's a programmer who is trying to find unique ways to add a little spice to the ol' format. As Fall book approacheth, we decided to take a look at some hip ways to broaden the base of that entertainment vehicle you call your radio station. Frankly, we were a little surprised at just how interested a lot of people were in the topic of special programming.

Playing Games In Seattle

The person who put the bug in our ear is a gentleman whose radio station is built on the idea of entertainment and value added. Ladies and gentlemen, please welcome KXRX/Seattle PD **Brew Michaels**. He starts with middays: "We have a music news program called *Rock & Roll Headlines*—around the world of rock in 96-dot-5 seconds. We use production stingers reminiscent of news-style stuff. We do those during the lunch hour."

Brew reports that much of the X's special features are of the offbeat variety, saying, "Our drivetime teams do a variety of unusual gameshows. They do *Toupee Or Not Toupee*, where you have to guess whether your favorite stars are in fact wearing toppers. We did that live at a club last Friday. Our top sales guy has a considerable lack of hair. We put him on stage with a Bon Jovi-style wig and two of our cronies who have real heads of hair and let our winning contestant rip off his wig to the delight of a thousand or so fans. Another game we've done is *Dead Or Alive*, where you have to guess whether the figure from history is or isn't. We've found that the simplicity of it really makes it work, although the game itself really isn't easy to play."

Nighttime is the right time for lots of festive stuff in Seattle. "We do a *Seventies at Seven* feature," reports Brew. "Each night at 8:30, we do a different gameshow feature. One night is the *Wheel of Lyrics*; one night is *Tuesday Night Trivia*—don't try to guess which night that is; one night is *Name That Riff*. Then, we throw in bizarre twists on these elements, like the *Wheel Of Ragu*. You have to guess which flavor it will be that night, and if you do, the jock comes and cooks it at your house. We do the *Ten O'Clock Test* each night. At midnight, we do *Hometown Heroes*, a local music feature."

"Another feature we've had real success with is *Free-Form Friday*, which is essentially an all-request day that encourages people to come up with some songs that have been completely forgotten," Brew reports. That set us to wondering whether the X does anything in the vein of the infamous *No-Repeat Thursday*. Denouncing that old standby, Brew asserts, "We don't think it's necessary to encourage the audience to dislike repetition. Repetition is one of the major tools that great radio stations use to gain a

signifigant audience."

In the area of special music features, Brew states, "We have the highest rated Sunday night program in Seattle, and it's called *Seattle Blues*. It's four hours of blues, hosted by a very knowledgeable musicologist with a high level of credibility within the music community. We recently put on a blues festival a couple hundred miles from Seattle and drew about 8,000 folks."

Not that we were expecting any shocking revelations, but we asked Brew what he was trying to accomplish with all these thangs. He replied, "I think it just rounds out the menu, and gives us a chance to image ourselves throughout the day. The primary reason to do all of them is that we're an entertainment vehicle. We're a personality station, and we use as many ways as we can to promote ourselves, plug into the community and showcase a variety of music and topics. It's not just strictly twelve in a row with liners and some guy telling you who played bass on the last record. It's more of a 360-degree package of entertainment and humor with a really strong sense of community and service."

Broadening The Base

WDHA/Dover has always made a living by being different and more diverse than the major market signals that invade its market. PD **Andy Dean** says, "We have a lot of live and locally-produced shows our staffers do. We have a three-hour Beatles show on Sunday mornings called *The All Request Beatles Show*, which traces their solo years as well as the Beatles. It's the Beatles up through today, with Paul McCartney's current tour, the Wilburys and so on."

Continuing with other musical features, Andy states, "We have a live four-hour metal show on Friday nights called *Metal Mania*. We have a half hour blues show called *Rockin' The Blues* on Sundays. We do four hours of jazz and NAC music on Sunday nights, known as *Jazz & More*."

Next, Andy hit on an interesting idea that hasn't been done to death—yet, "Another popular thing we have is *Ladies Night*, which airs Wednesday night from eight to ten. It's all female vocals for two hours, with promotions geared toward women. The phone response is overwhelming. The jock will stray a bit from the regular format. If you request an old Runaways song, if she can find it, she'll play it."

Like Brew Michaels, Andy draws on one of the key strengths of his station to describe the focus of WDHA's special programming, concluding, "WDHA's audience is sophisticated enough to be able to enjoy and learn about types of music aside from the standard AOR material. We pride ourselves on our diversity within the format, and these shows allow us to be diverse outside the format."

Brownsville

We found KRIX/Brownsville doing an intersting thing around lunch time. PD **Oscar Adame** explains, "A feature we do during the week, between (MD) **Bryan Boyd**'s show and mine, is something called *Midday Morsels*. We talk about topical things going on—news, sports, entertainment. We have sponsorships for the Morsels. We basically carry on a conversation for a few minutes, and then take listener input. It usually lasts about ten minutes. It's a chance to get nutty or informative as people get out for lunch, and it's something different that nobody else does. So far, it's met with great response. All the other stations are so locked into 'More Music Less Talk'

ROCK SCHLOCK

Ahh, what to say as we ponder who will be the first radio station to report the entire Jon Bon Jovi album at once...

KWHL/Anchorage gets a new MD, as **Kimi Stevens** replaces the departed **Dan Thomas**. You can reach Dan at (907) 561-6045.

Rookie of the week honors go to the rejuvintaed **RATT**, who have a monster with <u>Lovin' You's A Dirty</u> <u>Job</u>. L.A.'s favorite rodentia take Most Added honors, as well as the top debut of the week at #21. The ATLANTIC machine rolls on...

The <u>AIR AMERICA ST</u> has hit it big for MCA. Early action comes on **AEROSMITH**'s cover of <u>Love Me</u> <u>Two Times</u>, which takes #2 Most Added along with a chart debut at #36. Remember their cover of <u>Come</u> <u>Together</u> a decade back? Geez, they do great versions of '60s tunes.

MCA will also have another strong contender next week with the debut of **BLUE TEARS**. With a solid hook, polished rock sound and look, expect the first single, <u>*Rockin' With The Radio*</u>, to be a strong reaction record.

Buzz is also building on the **DON DOKKEN** solo debut for GEFFEN. The first single, <u>Mirror Mirror</u>, is already drawing rave reviews from radio in (See **ROCK SCHLOCK** page 38)

that it's refreshing, and we only do it once a day."

Musically, Oscar says that KRIX runs a lot of the usual syndicated stuff, adding, "Bryan does an Alternative show on Sunday night called *Strange Fruit.* (ed note: We ain't touchin' that one.) The show features the best of the old and new music from that genre. On Friday nights, we do a top ten album countdown."

The goal here? Oscar states, "We want to give our listeners something they won't find anywhere else. We want to give them a little more insight into things, whether it's a chance to put in their two cents on something like the Kuwait crisis or whether it's music-related. It's an oppurtunity to do something a little off the beaten path and break away from rock & roll. It adds a little curiosity to the radio station, and I think our listeners appreciate that."

Got The Blues In PA.

Another station doing blues, and having lots of success with it, is WTPA/Harrisburg. PD/Morning Mensch **Jeff Kauffman** says, "We do our blues show on Sunday night from 9-10, and it's really taken off. A lot of blues bands from the area have really benefitted from it. In fact, it's gotten to the point that my morning partner and I - we host the show - have formed our own blues band. We've been doing the radio show for almost a year now, and we do a live blues concert every week." Even the name of the show is kinda unique—the *Coffey & Jammer Dead-Air Blues Hour*.

As for other stuff, WTPA has been dropping some syndicated features in favor of more regular format on weekends, although Jeff notes, "We also do an Alternative show at eight on Sunday nights called the *Rock & Roll Alternative*, although we haven't done any live concerts with it. We also run a few syndicated shows on Sunday morning. During the

(See Hello, Neighbor page 38)

ROCK REPORTS

CFOX (Vancouver) PD: Jim Johnston / MD: Brenda White ◊ 604-684-7221 ADDS • Light: ASIA, Medium: BAD COMPANY, Light: R.E.O. SPEEDWAGON,

KATM (Colorado Springs) PD: Mark Blake / MD: Jennifer Bell & 719-548-1528 ADDS • Light: BILLY IDOL, LONDON QUIREBOYS,

KATT (Oklahoma City) PD: Doug Sorenson / MD: Cindy Scull & 405-848-0100 ADDS • Medium: AEROSMITH, Light: DAVID BAERWALD, Medium: HEART, Light: MOTLEY CRUE, RATT, STRYPER,

KBPI (Denver) PD: Bill Betts MD: open © 303-572-6200 ADDS • Medium: DIO, RATT,

KDJK (Modesto) PD: Mark Davis / MD: Randy Maranz ◊ 209-869-2594 ADDS • Medium: AEROSMITH, RATT, Light: TOY MATINEE, MARSHALL TUCKER, Medium: WORLD PARTY,

KDWZ (Des Moines) PD: T.J. Martens MD: Hurricane Wayne ◊ 515-266-6060 ADDS • Light: ASIA, DURAN DURAN, TOY MATINEE, WILSON PHILLIPS,

KFMQ (Lincoln) PD: Gabe Baptiste / MD: Joe Skare 0 402-489-6500 ADDS • Medium: CROSBY, STILLS & NASH, BRUCE HORNSBY, Light: ROBERT PLANT, RATT, Medium: R.E.O. SPEEDWAGON,

KILO (Colorado Springs) PD: open / MD: Craig Koehn ◊ 719-634-4896 ADDS • Heavy: AEROSMITH, Medium: LOS LOBOS, Light: POORBOYS, RATT, STEVE VAL KISW (Seattle) PD: Steve Young / MD: Mike Jones ◊ 206-285-7625 ADDS • Light: CONCRETE BLONDE, ROBERT PLANT, RATT, STEVE VAI,

KLBJ (Austin) PD: Jeff Carrol MD: Jody Denberg ◊ 512-832-4000 ADDS • Medium: AEROSMITH, Light: ALLMAN BROTHERS, STEVE EARLE, JOHN HIATT, LOS LOBOS, RATT, STEVE VAI,

KLOL (Houston) PD: Ken Anthony / MD: Patty Martin ◊ 713-526-6855 ADDS • Medium: AEROSMITH, BAD COMPANY, Light: BRUCE HORNSBY, LONDON QUIREBOYS, MOTLEY CRUE, RATT, STEVE VAI,

KLOS (Los Angeles) PD: Carey Curelop MD: Stephanie "Moose" Mondello ◊ 213-840-4836 ADDS • Light: BAD COMPANY, Medium: CHEAP TRICK, HEART, Light: ERIC JOHNSON, Medium: NELSON,

KNAC (Los Angeles) PD: Pam Edwards / MD: Bryan Schock ◊ 213-437-0366 ADDS • Light: AEROSMITH, ALICE IN CHAINS, Medium: ANTHRAX, Light: GYPSY ROSE, JETBOY, Heavy: RATT,

KRIX (Brownsville) PD: Oscar Adame / MD: Bryan Boyd ◊ 512-968-1548 ADDS • Medium: CONCRETE BLONDE, Light: JOHN DOE, Medium: JOHN HIATT, LOS LOBOS, Light: POORBOYS, Medium: TOY MATINEE.

Medium: STRYPER

KRSP (Salt Lake City) PD: Steve Carlson / MD: Kelly Monson & 801-262-5541 ADDS • Medium: ROBERT PLANT, RATT, VIXEN, KRXQ (Sacramento) PD: Judy McNutt MD: Pamela Roberts ◊ 916-334-7777 ADDS • Light: AEROSMITH, Medium: HARLOW, ERIC JOHNSON, KNEBWORTH, Light: LOS LOBOS, PRIVATE LIFE, Medium: RATT, Light: RIVERDOGS.

KRZQ (Reno) PD: Max Volume / MD: Steve Funk ◊ 702-827-0965 ADDS • Medium: PAUL McCARTNEY, NEVADA BEACH, RATT, RIVERDOGS,

KRZR (Fresno) PD/MD: E. Curtis Johnson ◊ 209-252-8994 ADDS • Light: DURAN DURAN, JOHN HIATT, PRIVATE LIFE, STEVE VAI, Heavy: JOHNNY VAN ZANT,

KSJL (San Antonio) PD/MD: Joe Anthony & 512-271-9600 ADDS • Heavy: ANTHRAX, Medium: MOTHER LOVE BONE, PANTERA, Heavy: RATT, Medium: STRYPER,

KTYD (Santa Barbara) PD: Doug Ingold / ASST. PD/MD: Brice Kendall & 805-967-4511 ADDS • Medium: ASIA, DAVID BAERWALD, JELLYFISH,

KUPD (Phoenix) PD: Curtiss Johnson ASST. PD/MD: J. David Holmes ◊ 602-838-0400 ADDS + Light: ANTHRAX, DIO, FASTER PUSSYCAT, Medium: LITA FORD, Light: RATT, Medium: R.E.O. SPEEDWAGON.

KWHL (Anchorage) PD: Radio Phill / MD: Kimi Stevens ◊ 907-344-9622 ADDS • Heavy: BRUCE HORNSBY, Medium: JANE'S ADDICTION, Light: JELLYFISH, Medium: L.A. GUNS, GARY MOORE, Light: WORLD PARTY, KXRX (Seattle) PD: Brew Michaels MD: Dean Carlson ◊ 206-283-5979 ADDS • Medium: BAD COMPANY, BRUCE HORNSBY, Light: ERIC JOHNSON, PAUL McCARTNEY, RATT,

WAAF (Worcester-Boston) PD: Ron Valeri / MD: Rick MacKenzie ◊ 508-752-5611 ADDS • Light: AEROSMITH, MOTLEY CRUE, RATT, JOHNNY VAN ZANT.

WAZU (Dayton) PD: Lisa Lyons MD: Kevin Cox ◊ 513-223-9445 ADDS • Medium: RATT, STEVE VAI,

WBCN (Boston) PD: Oedipus / MD: Carter Alan ◊ 617-266-1111 ADDS • Light: AEROSMITH,

WCMF (Rochester) PD: Stan Main MD: Dave Kane 0 716-262-4330 ADDS • Medium: RATT, Light: SLEEZE BEEZ, TRIXTER,

WDHA (Dover) PD/MD: Andy Dean ◊ 201-455-1055 ADDS • Medium: AEROSMITH, Light: BLACKFOOT, DRAMARAMA, DREAD ZEPPELIN, STEVE EARLE, Medium: LITA FORD, Light: JELLYFISH, GARY MOORE, RATT, RIVERDOGS, SOCIAL DISTORTION, STEVE VAI,

WDVE (Pittsburgh) PD: Gene Romano MD: Hershcel ◊ 412-937-1441 ADDS • Light: COMPANY OF WOLVES, BRUCE HORNSBY, RATT,

WEBN (Cincinnati) PD: Tom Owens / MD: Tony Tolliver 0 513-621-9326 ADDS • Medium: ERIC CLAPTON, WHTQ (Orlando) PD: Ken Carson MD: Annie Summers ◊ 407-295-3990 ADDS + Light: LITA FORD, MANITOBA'S WILD KINGDOM, MICHAEL PENN, Medium: RATT, R.E.O. SPEEDWAGON,

WIYY (Baltimore) PD: Russ Mottla / MD: John Knapp ◊ 301-889-0098 ADDS • Medium: ASIA, BłLLY IDOL, RATT,

WKLQ (Grand Rapids) PD: Jim Owen / MD: Mike Tinnes & 616-774-8461 ADDS • Light: ASIA, JEFF HEALEY, MIDNIGHT OIL, MOTLEY CRUE, RATT, STEVE VAI

WLRS (Louisville) ACTING PD: Brad Hardin ◊ 502-585-5178 ADDS • Medium: AEROSMITH, Light: ANTHRAX, DORO, FASTER PUSSYCAT, Medium: JEFF HEALEY, DON HENLEY, Light: KNEBWORTH, Medium: RATT,

WLZR (Milwaukee) PD: Greg Ausham MD: Greg Fitzgerald ◊ 414-453-4130 ADDS • Light: ANTHRAX, BABYLON A.D., GENE LOVES JEZEBEL, RATT, RIVERDOGS, SECOND SELF, SLEEZE BEEZ, Heavy: TROUBLE TRIBE, Light: STEVE VAI,

WMAD (Madison) PD: John Duncan / MD: Pat Gallagher ◊ 608-249-9277 ADDS • Light: JON BON JOVI, Heavy: CHEAP TRICK, CONCRETE BLONDE, JOHN HIATT, Light: NEVILLE BROTHERS,

WMMS (Cleveland) PD: Michael Luczak MD: Brad Hanson © 216-781-9667 ADDS • Light: BILLY IDOL, LOS LOBOS, WORLD PARTY, WNEW (New York) PD: Dave Logan MD: Lorraine Caruso ◊ 212-286-1027 ADDS • Medium: AEROSMITH, ASIA, LITTLE FEAT, LOS LOBOS,

WRQK (Canton) PD: Scott Hughes MD: Debbie Vincent ◊ 216-492-5630 ADDS • Light: PHIL COLLINS, SLAUGHTER,

WSHE (Miami) PD: Brian Krysz MD: none § 305-581-1580 ADDS • Light: DORO, EXTREME, Medium: MANITOBA'S WILD KINGDOM, MICHAEL O'BRIEN, RATT, R.E.O. SPEEDWAGON,

WWWV (Charlottesville) PD: Jay Lopez / MD: Debbie Gilbert ◊ 804-971-4057 ADDS • Light: LOS LOBOS, RATT, SOCIAL DISTORTION,

WXTB (Tampa) PD/MD: Greg Mull ◊ 813-227-9808

♦ 813-227-9808 ADDS • Heavy: AEROSMITH, Light: ANTHRAX, Medium: BLACKFOOT, POORBOYS, RATT, RIVERDOGS, Light: SOCIAL DISTORTION,

WZZU (Raleigh-Durham) PD: Jack Lawson / MD: Joe Larson ◊ 919-787-9390 ADDS • Light: DAMN YANKEES,

Z-ROCK 50 PD: Pat Dawsev

 A B00-527-4892
 ADDS •: ANTHRAX, Medium: RATT, STRYPER,

Frozen This Week: KBOY/Medferd WTPA/Harrisburg

A special joke for Roman Polanski's b-day this Saturday: What goes into 13 twice? Roman Polanski

HELLO, NEIGHBOR (from page 37)

week, we do a Rock Quiz feature at night.

"One purpose of our special programming is to eliminate the talent dropoff you can have with parttimers, although we would never do a special show just for that reason," Jeff continues. "For both the Alternative and Blues shows, we get the opportunity to play some music that might be a little far afield for us, but the response to the songs we play can be a proving ground for some music we might otherwise miss. We get some surprises too. We're playing a Gary Moore song right now that isn't the single, but that we got great response to.

Creating Identities

Finally, we commiserated with next week's cover victim, KFMQ/Lincoln PD **Gabe Baptiste**, who does some different and berry interesting things. Describing a typical show with a unique twist, Gabe says, "We do a nostalgia show on Sunday mornings that features someone who has been at the station for over 20 years. He's also a State Senator, and his name is **Dave Landis**. He's a personality in every sense of the word, and he makes a great contribution to the station."

"We don't do a lot of block programming shows," Gabe continues, adding, "We do a metal show on Monday nights at 11 called *The Power Hour.* Proper modulation be damned at that point. We have a new music show called the *11 O'Clock News* on Sunday nights."

Noting KFMQ's lack of block musical programming, Gabe concludes, "There's two reasons to have something. One is for the pure value of what it is. The other reason, the reason we do them, is we use special features to place a name in people's minds for each of the dayparts. During middays, it's Get The Lunch Out. In PM drive, it's Fax Trax, and we also do comedy cuts. At night, we've got Smash Or Trash and the Refrigerator Raid. It kind of fits into the way people are thinking. The whole overnight shift is the Overnight Club. In mornings, we make sure we reinforce all those names. Overall, they tend to be lifestyle reflections of culture."

ROCK SCHLOCK (from page 37)

preparation for a big first week out.

Just in before press time is a tasty offering from **HOUSE OF LORDS** (RCA). Their debut album built a strong base for these guize, and the time for them to cash in is now. The track is also interesting—it's a passionate cover of Blind Faith's <u>Can't Find My</u> <u>Way Home</u>, produced, like the original, by Andy Johns.

With a ton of quality product in their stable, REPRISE are just now seeing returns on two great projects that have been out for a while. TOY MATINEE was much ballyhooed as a great new pop-rock act when the album first hit. Last Plane Out is now beginning to emerge as a major force, with major action at WDVE, KRXQ and KLBJ paving the way. Rock vet DIO is gaining momentum now with Born On The Sun with big adds at KUPD and KBPI this week and lots o' spins at WAZU and WLZR. Next up, watch for GIANT project TERRELL's Shoutin' Ground, which is another of those records you can't possibly pigeonhole.

Having set the table with a strong run

on <u>The Audience Is Listening</u>, RELATIVITY is now getting down to business with the BIG **STEVE VAI** track, <u>I Would Love To</u>. The album is still retailing in the top 25, and the new single is #3 Most Added, with KLOL, WAZU, KLBJ, KISW and WLZR among the bigs coming to the party. In other words, the guy is hot street property and has been for years, and this is the single that takes him to the next level.

Strong buzz is also coming in on the new **ANTHRAX** single, <u>Got The Time</u> (MEGAFORCE/ISLAND). Majors coming in already include WXTB, KUPD, WLZR, and WLRS. Overall, the track finds its way to #4 Most Added.

Back to the issue of hot guitar heroes for a second. You have figured out that **EXTREME**'s **Nuno Bettencourt** is the hot axeman at the moment, haven't you? Lucky A&M.

A great piece of night material comes from METAL BLADE, via WB. **NEVADA BEACH**'s <u>Waiting For An Angel</u>, is hook-laced hard rock with a bit of a Cult feel to it. Now we just need an act called Nebraska Swamp Property. K

LW-TW

		•
		GENE LOVES JEZEBEL "Kiss Of Life" (GEFFEN)
	2-2	AZTEC CAMERA "Stray" (REPRISE)
9	3-3	WORLD PARTY "Goodbye Jumbo" (CHRYSALIS)
-	6-4	IGGY POP "Brick By Brick" (VIRGIN)
and the second	5-5	DAVID J. "Songs From Another" (BEGGAR'S/RCA)
	8-6	RAILWAY CHILDREN "Native Place" (VIRGIN)
1	7-7	HAPPY MONDAYS "Step On" (ELEKTRA)
	4-8	CONCRETE BLONDE "Bloodletting" (IRS)
	11-9	REAL LIFE "Lifetime" (CURB)
1	10-10	DEVO "Smooth Noodle Maps" (ENIGMA)
	13-11	CANDY FLIP "Strawberry Fields" (DEBUT/ATL)
	15-12	JANE'S ADDICTION "Ritual De Lo Habitual' (WB)
		CHARLATANS "The Only One I Know" (BEGG/RCA)
		HEARTTHROBS "Cleopatra Grip" (ELEKTRA)
		DEPECHE MODE "Violator" (SIRE/REPRISE)
I		PIXIES "Bossanova" (ELEKTRA)
I		MIDNIGHT OIL "Blue Sky Mining" (COLUMBIA)
I		JESUS JONES "Liquidizer" (SBK)
1		SOCIAL DISTORTION "Social Distortion" (EPIC)
I	29-20	STONE ROSES "One Love" (SILVERTONE/RCA)
ł		ULTRA VIVID SCENE "joy : 1967-1990" (4AD/COL)
		MICHAEL PENN "March" (RCA)
		SOUPDRAGONS "Mother Earth" (POLYGRAM)
l		SOMETHING HAPPENS "Stuck Together With" (CHAR)
l		KATYDIDS "The Katydids" (REPRISE)
l		SONIC YOUTH "Goo" (DGC)
l		HOTHOUSE FLOWERS "Home" (LONDON/POLYDOR)
ł		BOB MOULD "Black Sheets Of Rain" (VIRGIN)
l		PRETENDERS "Packed!" (SIRE/WB)
I		DURAN DURAN "Liberty" (CAPITOL)
l		DAVE STEWART "Flatliners ST" (ARISTA)
l		BOOM CRASH OPERA "These Here Are" (GIANT/WB)
l		THE SUNDAYS "Reading, Writing" (DGC)
I		REVENGE "One True Passion" (CAPITOL)
l		JELLYFISH "Bellybutton" (CHARISMA)
l		THE ORIGIN "The Origin" (VIRGIN)
l		FAITH NO MORE "The Real Thing" (SLASH/REPRISE)
ŀ		ADRIAN BELEW "Young Lions" (ATLANTIC)
l		LIGHTNING SEEDS "Cloudcuckooland" (MCA)
l		NEW ORDER "World In Motion" (QWEST/WB)
l		WAS (NOT WAS) "Are You Okay?" (CHRYSALIS)
l		PETER MURPHY "Deep" (BEGGARS/RCA)
l		DREAD ZEPPELIN "Un-led-ed" (I.R.S.)
l		JOHN HIATT "Stolen Moments" (A&M)
l		WIRETRAIN "Wiretrain" (MCA)
		MODERN ENGLISH "Pillow Lips" (TVT)
		JOHN DOE "Meet John Doe" (DGC)
		HUNTERS AND COLLECTORS "Ghost Nation" (ATL)
		THAT PETROL EMOTION "Chemicrazy" (VIRGIN)
		TIMES 2 "Danger Is My Business" (EMI)
Ļ		
ſ		MOST REQUESTED
1		

HELLO HELLO HEAVY **KOOL THING** MOVIES IT'S TOO LATE

racks **JEALOUS** TANGLED UP **CRYING SCENE GOOD MORNING MESSAGE IN** HOME CHAUFFER EVERY BEAT STEP ON

JOEY

STOP ONLY ONE DREAMTIME

HALO **VELOURIA** KING OF THE MOUNTAINS **RING OF FIRE** ONE LOVE IT HAPPENS **BRAVE NEW** I'M FREE

CANDLE VIOLENCE PARTY TOWN **ONION SKIN** CAN'T BE SURE

SLAVE THE KING IS SET SAILS EPIC

HELICOPTER ALL I WANT WORLD IN PAPA WAS

STRANGE KIND

LISTENING TO SHOULD SHE BEAUTIFUL

A MATTER OF **BLIND EYE** SENSITIZE SWEET JANE'S

HEARTBREAKER

GOD TONIGHT POST MODERN STRAWBERRY

TWO SHADOWS

LET ME BE MUSIC STOP HALLELUJAH EVERYBODY KISS THE MORNING DEW	BLOODLETTING LIFETIME
POLICY OF	WORLD IN MY
NEVER ENOUGH BALL & CHAIN	INFO / REAL
SPECIAL ONE	STARING AT THE
MOTHER	
LIGHTS OUT	
NO GUARANTEE	SENSE OF
DANCING IN THE HERE'S WHERE PINEAPPLE THAT IS WHY GROWING OLD	TALK ABOUT IT MY FINEST
FALLING TO NOT ALONE	UNDERWATER
JOY	SWEET DREAMS
ELVIS' ROLLS	JAMES BROWN

I'VE GOT WHOLE LOTTA

MELT WITH YOU

JANE'S ADDICTION HAPPY MONDAYS CONCRETE BLONDE CANDY FLIP

MOST ADDED BOB MOULD SOHO LEMONHEADS LOS LOBOS

DEEP OCEAN

IMMIGRANT

LIFE'S RICH

August 17, 1990

HITMAKERS

39

ALTERNATIVE

Steve Hoffman

ALTERNATIVE PROGRESSIVE CUTTING EDGE

Last week in these very pages, we took it upon ourselves to jump into a big ol' can of worms. We asked a bunch of programming types what they thought this here format needed to do to gather more momentum and recognition for itself as we try to expand its scope in the 1990's.

In the end, three or four major points were brought up. One key concern was the need for a complete separation from college radio. Another oft-raised issue was that of tightening rotations. The general consensus was that there is a need for more operators who are willing to commit to a format whose core artists they've probably never heard of.

At some point, we'll no doubt jump into all those topics. For now, let's touch on one other thought that directly affects the perception of this format by the industry, and therefore, by the operators we'd all like to get interested in this here format. It needs a name.

Alternative certainly doesn't seem to be the right name. The general consensus is that Alternative suggests people with green, spiked hair and a really awful wardrobe. Frankly, most of the other common names don't make much more sense. Don't under estimate the gravity of this issue. If you want squeamish station owners to look at this format, remember, PACKAGING SELLS!

Heard From This Guy Lately?

In setting a personal record, KJQN/Salt Lake PD **Mike Summers** hasn't been heard from in this here column for three whole weeks, that makes it time to ask his vital opinion on this issue. "You can call it AOR if you want. There are a lot of stations under the Alternative umbrella that, when they are not happy with a single, take the whole album and find what they want to play from it, a lot of times playing more than one track, which is, I remember, what AOR is supposed to be."

"At the same time," Mike continues, while switching gears, "I think you can really call a station like KJQ a Top40 station. We blend a wide variety of musical genres, from a Real Life all the way to a U2. If you sat down and looked at the songs that a lot of us play, most of them would fit well within the definition of Top40."

Next came the acid test for Mike. We asked if there was some sort of a name we could give this format that makes sense, and he answered, "It seems difficult to give it any one kind of a name, especially given the differences between all the stations. We used the name Cutting Edge as an identifier for a time. However, using that makes it easy for a competitor to come along, play something newer or more on the edge, and say, 'I'm more on the edge than you are'. However, that does sound like a good overall name for a genre."

In the end though, Mike notes that KJQ is using an anti-positioning campaign in its on-air positioning, "Now our identifier is just KJQ, which is perfect. It's whatever we want it to be." Asked how he is positioning KJQ Mike replied, "We use a lot of things making fun of lots of things. The big Rock Radio battle at the moment is over playing 16 Rockers In A Row. KJQ has been known to come over the top of songs and say, 'KJQ, with 27 rockers in a row'. We have a lot of fun with it. We've gotten to the point of it just being KJQ, and whatever you think KJQ is."

Focus On Demographics WHTG/Asbury Park PD Rich Robinson keeps his stations demographics, which are similar to many others in the format, in mind when looking for ways to position his station. About his audience, Rich says, "It doesn't fit into the neat Arbitron/Birch picture, but we're primarily a 20-45 year old station, predominantly male, white collar with income upwards of \$35,000 a year."

Rich feels that the Alternative handle can mislead folks as to your audience content, "If you use Alternative as your phrase, you'll end up scaring off a lot of advertisers. They think you're playing music to green-haired kids on skateboards. That's a major flaw in the marketing. For us, I consider us a rock

News & Schmoore

Newsflash of the week is the resignation of WFNX/Boston APD/MD **Bruce McDonald** has given notice. His last day is slated for September 1.

Gee, now we have our own version of 2 Live Crew. Warms your heart to know an Alternative act finally got popped in Florida too, don't it?

We continue this week by humbly extending an apology to KJQN morning cohort **Kerry Jackson**, who did not take kindly to our attempt to change his name to Terry in last week's front page interview with KJQ PD Mark Sumner. The mistake was all ours. Sorry about that, Jerry.

Mondo cool news comes from KUKQ icon **Jonathan** L., who cut us in on the schedule for KQ's two-day outdoor gig at 15,000-seat Tempe Diablo Stadium next month. Already inked for Friday night are Social Distortion, Jesus Jones (in their first American performance), Mojo Nixon & Band, Soul Asylum and Something Happens. So far, Saturday features the Dead Milkmen, Rave-Ups, Scatterbrain and the Aquanettas. Overall, KQ is looking to present six bands each night. Tickets are \$7 in advance and \$9 the day of the show, with proceeds going benefit Tempe Multiple Sclerosis.

On the music front, Mike Summers and Paul Kriegler insisted we put them on record now about **CLAUDIA BRUCKEN**'s solo release <u>Absolut</u>, and the **PARIS ANGELS**' <u>Perfumed</u>, which they picked up as imports while here in L.A. a mere ten days ago.

Mega-weird and psychadelic cover of the week

(See NEWS & SCHMOOZE page 41)

station that plays new music. We used to call ourselves The Rock Alternative, because nobody else was using the term Alternative at the time. That's a term that kinda got screwed up."

"Our main slogan for a while was The Only Rock Station You'll Ever Need. The terms like New or Modern Rock are more user friendly and do a fair job of describing what we do. Cutting Edge was the slogan we actually wanted to use, but (AOR) WNEW was already using it, so we couldn't. I think that's a great name to use in other parts of the country."

Relating It To The Competition

91X/San Diego PD Kevin Stapleford isn't too fond of labels and the narrow perceptions they can lead to, but in the spirit of this whole thang, he offers his views on a few names, "I used to detest that name because I felt that it really pigeonholed us. It made us sound that we were a college radio station. We're obviously not, we're an AOR. When I look at what "mainstream" AOR is doing, I realize that we're totally different, not because we're playing bizarre music, but because we're bothering to play new music. I realize that we are a kind of alternative to what they do. At the same time, 91X is really an AOR; it's just that we play new music. Maybe we should be called Progressive AOR."

Continuing on the AOR theme, Kevin discusses the other stations in his market, "We've got three rock stations in town, two calling themselves mainstream AOR and one classic rock, that are all doing the same thing. The classic rock station is just more honest in billing themselves as what they all actually are. Then there's us. We are playing album-oriented rock. We're doing what AOR used to do, but they don't any more because they're too busy playing Layla."

Settling For Nothing

KRCK/Omaha PD **Paul Kriegler** offers another valid explanation for the death of the Alternative handle. He argues, "With the term Alternative, it's like you're settling for something. It's somehow different from what the mainstream wants. That's fine to a point, but to make this format go, you can't be truly alternative. I heartily believe in what KJQN is doing; every other song they play is something that has crossed over to the mainstream or that they've broken big on a local level. You need to combine that with a more mainstream presentation. To me, it's all part of getting away from that college image."

Paul describes KRCK's handle-usage in the following way, "We dumped the term Alternative a year and a half ago. We use the phrase 'The Cutting Edge Of Rock'. There are some other good ideas to be had. Rock Of The 90's isn't bad. The funny thing is that MTV goes with the term Post Modern. There are no radio stations stupid enough to pick up on that term, which has no meaning to the listener. I think Cutting Edge and Modern Rock are the two strongest terms."

We asked Paul what it is he likes about the Cutting Edge positioner he's using, and he responded, "It gives people the connotation the station is always doing something that's fresh, that's taking some chances and not being afraid of new things. It's good for listeners to think of you as someone that is on the cutting edge of what's going on."

A Quick Talk With A Guy Who's In Far Too Many Markets

Next, we did a quick check-in with WHFS/Washington-Baltimore-Atlantis OM Tom Calderone, who is tremendously fond of the Alternative handle, saying, "I never liked it, just because it's an alternative to what—Top40? AOR? It's such a weird word to a lot of people. It sparks so much negativism."

So then, how does Tom think we oughta describe this here format to the rest of the world? He contends, "This is really just album-oriented rock. Your format is based on album cuts, and rock is such an obscured term. Rock can mean Led Zeppelin or the Pixies. AOR is really the only handle that comes to mind for me."

The Final Words On AOR

WMDK/Peterborough calls itself Album Rock 92MDK, so it made sense to check in with **Janice Bailey** who signs letters with the lofty title of Vice-President/Operations Manager (Mad Max be

(See PACKAGING page 41)

ALTERNATIVE REPORTS

91X (San Diego) PD: Kevin Stapleford MD: Mike Halloran **◊ 619-291-9191** ADDS • Light: STONE ROSES, ANTHRAX, STEVE WYNN, SOHO

KDGE (Dallas) PD: Larry Nielson MD: George Gimarc ◊ 214-580-9400 ADDS · Medium: BOB MOULD, SOUPDRAGONS, Light: STONE ROSES, THE WAY MOVES, D.N.A. w/ SUZANNE VEGA, LEMON HEADS,

KITS (San Francisco) PD: Richard Sands **MD: Steve Masters** 0 415-626-1053 ADDS • Heavy: MIDNIGHT OIL, Light: DURAN DURAN, PIXIES, SOCIAL DISTORTION, STONE ROSES, CAVEDOGS,

KJJO (Minneapolis)

PD: Mike Stapleton MD: Lori Kelly 0 612-941-5774 ADDS · Medium: STONE ROSES, Light: CHARLATANS, GENE LOVES JEZEBEL, THE CHURCH, GABY MOORE, FAITH NO. MORE, JAZZ BUTCHER, TOO

KJQN (Salt Lake City) PD: Mike Summers

MUCH JOY, NEVILLE BROS.

MD: Biff Raffe & 801-392-7535 ADDS • Heavy: DURAN DURAN, Medium: CLAUDIA BRUCKEN. TRASH CAN SINATRAS, Light: SOUPDRAGONS, MOEV, TOO MUCH JOY, BOB MOULD, DRAMARAMA,

KRCK (Omaha) PD/MD: Paul Kriegler **◊ 402-553-0980** ADDS • Heavy: DURAN DURAN. Medium: KATYDIDS, BOB MOULD, Light: WIRETRAIN, PARIS ANGELS, CLAUDIA BRUCKEN, LEMON HEADS,

KROQ (Los Angeles) PD: Andy Schuon **MD: Lewis Largent 818-567-1067** ADDS • Light: AZTEC CAMERA, WIRETRAIN,

KTCL (Fort Collins) PD: John Hayes MD: Sam Ferrara ◊ 303-571-1232 ADDS • Medium: BOB MOULD, Light: LEMON HEADS, JAZZ BUTCHER, CRASH VEGAS,

KTOW (Tulsa) PD: Tim Barraza MD: Joe Stone ◊ 918-446-1903 ADDS · Medium: SOUL ASYLUM, BOB MOULD, SOHO, Light: BOB GELDOF, CLAYTON TROUPE. WIRFTRAIN

WBRU (Providence) PD: Karyn Bryant MD: Dexter Schwartz **0 401-272-9550** ADDS • Heavy: SOMETHING HAPPENS, BOOM CRASH OPERA, Medium: LIGHTNING SEEDS, KATYDIDS, FAITH NO MORE, Light: SOUL ASYLUM, SOUPDRAGONS.

WDRE (Long Island) PD: Denis McNamara MD: Sue/Robert 0 516-832-9400 ADDS • Heavy: D.N.A. w/ SUZANNE VEGA, PRETENDERS, Medium: SOHO, Light: BOB MOULD,

WFNX (Boston) OM/PD/DEMI-GOD: Mad Max ASST. PD/MD: Bruce McDonald ◊ 617-595-6200 ADDS • Light: LOS LOBOS, BOB MOULD, D.N.A. w/ SUZANNE VEGA.

NEWS +

Herbie Hancock.

with first single Groove Is In The Heart.

The record is strong and matches the

earlier description thank you very

much. With careful eyes, you'll even

find co-writing credits for the band and

That next single from THE CHURCH

(ARISTA) is a big ol' departure from

what we're used to hearing from them.

Russian Autumn Heart is more upbeat,

without losing any of the feeling we've

SBK, who are batting damn near 1.000

at this stage in their history, will soon

be chasing an intriguing Mandella

tribute from his niece, BRENDA

FASSIE. The tune is entitled Black

President. It's pretty much straight-

come to expect from them dudes.

WHFS (Washington) PD: open MD: Weasel 0 301-306-0991 ADDS • Light: DEL LORDS, DURAN DURAN, ENERGY ORCHARD, LOS LOBOS, GARY MOORE, NEVILLE BROS, REVENGE, THE SILOS,

WHTG (Asbury Park) PD: Rich Robinson MD: Chopper ◊ 201-542-1410 ADDS · Heavy: BOB MOULD, GENE LOVES JEZEBEL Medium: SOCIAL DISTORTION. HOTHOUSE FLOWERS. SOMETHING HAPPENS, Light: STEVE EARLE/THE DUKES, BOOM CRASH OPERA, DEL LORDS, JAZZ BUTCHER, LEMON HEADS, SOHO,

WKXL (Concord) PD: Renee Blake MD: Dave Doud 0 603-225-5521 ADDS • Light: STONE ROSES, CRASH VEGAS, THE SUNDAYS, ULTRA VIVID SCENE, KIMM ROGERS, MARIANNE FAITHFUL, LEMON HEADS,

WMDK (Peterborough) PD: Janice Bailey MD: Mike Thomas **0603-924-7165**

ADDS • Medium: DREAM COMMAND, BOB MOULD, THE CHURCH, REAL LIFE, LOS LOBOS, Light: FAITH NO MORE, SOUL ASYLUM, MOEV,

WOXY (Cincinnati) PD/MD: Phil Manning

◊ 513-523-4114 ADDS • Heavy: ADRIAN BELEW, BOB MOULD, Medium: ULTRA VIVID SCENE, KATYDIDS, SOMETHING HAPPENS, SOUPDRAGONS, PUMP UP THE VOLUME, Light: WILLI JONES, LEE SCRATCH PERRY, 808 STATE, BOB MOULD, MOEV, LOS LOBOS, SOCIAL DISTORTION, SOHO,

WRSI (Greenfield)

PD/MD: Jim Olson ◊ 413-774-2321 ADDS • Light: LOS LOBOS, MICHAEL HEDGES, WIRETRAIN, MICHELLE MALONÉ,

Frozen This Week: KUKQ/Phoenix --Jon L. on West Coast beach WXVX/Pittsburgh --Calabrese on Eastern beach

This is a test of the Emergency Broadcast System. It is only a test.

PACKAGING (from page 40)

damned). On the Alternative handle, Janice feels, "When you are operating in a commercial setting, you can't use the word alternative when you go out to see advertisers. That immediately sets you up as a freak. You do this weird stuff, and they immediately gravitate toward the odd."

One favorite Janice has is Progressive, witness, "When I was first trying to come up with a handle, I liked progressive rock. It does have a 60's connotation, but I get lots of listener feedback that says, 'I love your station because it's the only progressive station around'. Progressive says that, in addition to playing the new stuff, we're willing to try something different and take a chance on a new artist, or go deeper into an album'

does say it. I always tell people that we're the real AOR station. I love that handle, and I think it would be great to grab that back. When people see us positioned as album rock, they know what they're going to hear on this radio station.'

The final thought of the week also belongs to Janice, who says sentimentally, "I would love to see the word Alternative die, or be kept on the college stations where the word serves a useful purpose, like the format does."

So, what have we arrived at? How does Progressive/Post-Modern/AOR-Of The 90's sound? Next week, we'll talk to plenty more opinionated folks about the packaging of this format to the outside world.

Now about that Album Rock positioner Same Bat Time. Same Bat Magazine.

WMDK uses, Janice says, "AOR really

ARCHER (from page 3)

and promotion departments, as well as other areas of the company. She will also handle Black Music Division special projects, assist with the execution of various marketing strategies, and monitor budget expenditures.

Archer previously worked at WARNER BROS. Records as National Director of Special Projects, Black Music Marketing and Promotion. While at WARNER BROS. she worked under Singleton, who was WB's Senior VP of Black Music Marketing and Promotion before being hired by MCA last month.

"Jamie is the most professional, organized, productive person I've ever had the pleasure to work with," commented Singleton. "Her vast experience gives her the knowledge and confidence necessary to handle any situation with great care and understanding. Jamie will be a valuable asset to MCA's Black Music Division."

ahead pop with a kinda reggae feel. The CD pro may not come your way BONADUCE (from page 5)

a three-member team at the station, and will discuss his much documented problems with substance abuse on the air.

"Danny is completely rehabilitated and we know he's a great air talent," said Smith. "When he came in here to be a guest on our station recently, he showed us he's got what it takes to do the job here. He feels strongly that he's got something to impart to people, and we feel his past experiences can be beneficial to the people in the community."

Bonaduce made national headlines last spring when he was arrested in Florida for cocaine possession. At that time he was working as night jock at EAGLE106, and following a rehabilitation program the former '70s TV star returned to the station and was greeted warmly by fans who supported him in his attempt to come clean.

for a couple more weeks. honors go to DEEE-LITE. The ELEKTRA act are coming your way

SCHMOOZE (from page 40)

As expected, BOB MOULD takes an easy #1 Most Added this week with It's Too Late. Geez, even the CD cover is striking. Youse can expect VIRGIN to have a long run with the whole BLACK SHEETS OF RAIN album.

The next STRANGLERS (EPIC) track is Someone Like You, and is a personal fave of the gang here. It's as goofy/fun as anything else they do, with that 96 Tears feel, and this one has a great hook to boot.

GEFFEN are starting to see some serious action on NITZER EBB's Fun To Be Had. Live 105 is reporting top 5 phones on the track, with airplay now coming at 91X, KJQN, WOXY and KRCK among others.

I hate it when there's one extra line.

RCA (from page 5)

RCA's regional sales staff to work more closely with a large number of influential but smaller accounts, and Wheeler will be directly responsible for dealing with these accounts

"This new structure is in response to changes in the marketplace that are judged by us to increase the value of a national accounts approach for a a significantly larger number of accounts than in the past," commented Wheeler, who has held a variety of sales and marketing positions since joining RCA in 1969. "This is a futurist-oriented vision I wholeheartedly agree with and want to make work."

London came to BMG earlier this year from MOTOWN, where he worked for 21 years, most recently as Vice President of Marketing, Sales and Distribution. He will directly supervise the company's sales staff and serve the chief liaison with BMG Distribution on behalf of RCA product.

TOP40 ADDS The Top Trendsetters In America

KWIN / Stockton & PLI/MD: JOHNNY MILFORD & (209) 951-B165 • ADDS: TOMMY PAGE (#32), MICHAEL BOLTON (#34), EN VOGUE (#35), BEATS INTERNATIONAL (#37), LISA STANSFIELD (#38),

KWNZ / Reno \diamond PD: RAY KALUSA / MD: RICK CARTER \diamond (702) 323-0123 \bullet ADDS: LISA STANSFIELD, DINO,

KWTX-FM / W000 \diamond PD: DAVE CHRISTOPHER / MD: OPEN \diamond (817) 776-1330 \bullet ADDS: M.C. HAMMER (#23), DEPECHE MODE, FAVORITE ANGEL, JOHNNY GILL, BREATHE, PEBBLES,

KXIQ / Bend \diamond PD/MD: GREGG LENNY \diamond (503) 382-5611 \bullet ADDS: LISA STANSFIELD, DEPECHE MODE, PEBBLES, FAVORITE ANGEL (#28), JAMES INGRAM (#27), MAXI PRIEST (#24),

KYNZ / Ardmore \diamond PD: Scott Benton / MD: Win Patton \diamond (405) 226-8475 \bullet adds: Paul Young, Kell biy Devoe, Favorite angel,

KYQQ / Wichito & PEE LYMAN JAMES / MD: STEVE DAVIS & (316) 265-1065 • Adds: Maxi Priest (#35), breathe, michael bolton,

KYRK / Los Vegos ◊ PD: OPEN / MD: CORY RICHARDS ◊ (702) 731-9797 • ADDS: Depeche mode (#19), pebbles, mS. adventures,

KYYY / Bismarck \Diamond PD/MD: BOB BECK \Diamond (701) 224-9393 \bullet ADDS: NO ADDS THIS WEEK,

KZ93 / Peoria & PD: KEITH EDWARDS / MD: GENE STERN & (309) 688-3131 • ADDS: The Righteous Bros. (#30), Breathe, Glenn Medeiros, Michael Bolton, Pebbles,

kzbb / ft. Smith \diamond PD: tom browne / MD: Willie stevens \diamond (501) 646-2000 • adds: duran duran, breathe, vixen, Johnny Gill, Pebbles, Louie Louie,

KZEM / Corpus Christi \diamond PD: 1.D. GONZALES / ASST. PD/MD: DANNY B. \diamond (512) 883-3516 \bullet ADDS: MICHAEL BOLTON, MS. ADVENTURES, PEBBLES, TYLER COLLINS, SYDNEY YOUNGBLOOD, BEATS INTERNATIONAL,

KZII / Lubbock \diamond PD/MD: CHUCK LUCK \diamond (806) 794-7979 • ADDS: BELL BIV DEVOE (#26), BREATHE, THE RIGHTEOUS BROS., SYDNEY YOUNGBLOOD, LOUIE LOUIE,

KZIO / dwluth \diamond PD: JOHN MICHAELS / MD: TOMMY B \diamond (218) 728-6406 \bullet ADDS: LISA STANSFIELD, BRIATHE, WINGER, JOHNNY GILL, JAMES INGRAM,

KZMC / McCook \diamond PD: Cathy cartwright / ND: STEVE LEPPER \diamond (308) 345-1981 \bullet Adds: was (not was), world party, jude cole, johnny van Zandt, Michael Bolton,

KZOU / Lime Rock ◇ PD: PETER STEWART / MD: JIMMY EDWARDS ◇ (501) 661-0150 • ADDS: NELSON, LISA STANSFIELD, THE ADVENTURES OF STEVIE V., PAUL YOUNG,

KZOZ / Son Luis Odigoo \diamond PD: SLAMMIN' SAM JACKSON / MD: RICK ANDREWS \diamond (805) 489-1280 = adds: Slaughter, Johnny Gill, Michael Bolton, george Lamond, Duran duran, Breathe, Winger, gene Loves Jezebel,

KZZU / Spokane \diamond PD: KEN HOPKINS / MD: CHUCK MATHESON \diamond (SO9) 536-5555 • Adds: breathe, Louie Louie, glenn medeiros, duran duran, michael bolton,

OK95 / Tri-Cities \Diamond PD: PAUL WALKER / MD: GREG DeLANGE \Diamond (509) 586-2151 • Adds: duran duran, LISA stansfield, Louie Louie,

POWER10B / Guffpert ◊ PD: STEVE SPILLMAN / MD: RAY MILLER ◊ (601) 832-5111 • ADDS: PEBBLES,

 $\begin{array}{l} \mathsf{POWER94.5} \ / \ \mathsf{Juncton} \ \mathsf{Giv} \ \diamond \ \mathsf{PD:} \ \mathsf{JAMES} \ \mathsf{PHELPS} \ / \ \mathsf{MD:} \ \mathsf{KEVIN} \ \mathsf{COLLINS} \ \diamond \ \mathsf{(913)} \ 776-\\ \mathsf{9494} \ \bullet \ \mathsf{ADDS:} \ \mathsf{DON} \ \mathsf{HENLEY} \ (\#37), \ \mathsf{USA} \ \mathsf{STANSFIELD} \ (\#38), \ \mathsf{JAMES} \ \mathsf{INGRAM} \ (\#39), \\ \mathsf{BREATHE} \ (\#40), \ \mathsf{SYDNEY} \ \mathsf{YOUNGBLOOD}, \end{array}$

POWER9B / Myrthe Beoch O PD: BARRY RICHARDS / MD: STEVIE "ROCKER" RICHARDS © (803)236-9800 = ADDS: BREATHE, GUYS NEXT DOOR, MICHAEL BOLTON, USA STANSFIELD, BLACK BOX, BEATS INTERNATIONAL, MS, ADVENTURES,

0104 / Godsden \diamond PD: LEO DAVIS / MD: JEFF DONAVAN \diamond (20S) 543.3246 \bullet ADDS: Duran Duran, Brenthe, Sydney Youngblood, Lightning Seeds, Michael Bolton, Slaughter, Depeche Mode (#32),

SLY96 / Son Luis C
bispo \diamond PD: Jonathan Harte / MD: Dean Clark \diamond (805)
 S43-9400 • Adds: Duran Duran, breathe, sydney Youngblood, James Ingram,

WAAL / Binghomiton & PD: DON MORGAN / ASST. PD/MD: MIKE ORZEL & (607) 772-BB50 • ADDS: MICHAEL BOLTON (#33), VIXEN,

WABB / Mobile ◊ PD: LESLIE FRAM / MD: KEVIN (WOODY) PETERSON ◊ (205) 432-S572 • ADDS: PAUL YOUNG, MICHAEL BOLTON, GENE LOVES JEZEBEL,

WANS / Greenville 3 PD: BILL CATCHER / MD: HOLLYWOOD JOE 0 (803) 224-3424 • ADDS: PEBBLES, BREATHE, DEPECHE MODE, DINO, GLENN MEDEIROS, MICHAEL BOLTON, LISA STANSFIELD, SYDNEY YOUNGBLOOD, THE RIGHTEOUS BROS.,

WAPI / Birminghom \diamond PD: MARK ST, JOHN / ASST, PD/MD: SCOTT BOHANNON \diamond (205) 933-9274 + ADDS: SYDNEY YOUNGBLOOD (#29), BREATHE (#26), MICHAEL BOLTON (#27),

WAYS / Mocon ◊ 1'D: RICK WOODELL / MD: SCOTT TYLER ◊ (912) 741-9999 • ADOS: DEPECHE MODE, MCHAEL BOLTON, SYDNEY YOUNGBLOOD, TRICIA LEIGH FISHER, GENE LOVES JEZEBEL, GLENN MEDEIROS, BREATHE,

WBBQ / Augusta ◊ PD/MD: BRUCE STEVENS ◊ (803) 279-6610 • ADDS: BLACK BOX, CONCRETE BLONDE, BREATHE, LOUIE LOUIE, MICHAEL BOLTON, SYDNEY YOUNGBLOOD, OURAN DURAN, WHISPERS,

WBEC-FM / Pinsfield ◊ PD/MD: RYAN WALKER ◊ (413) 499-3333 • ADDS: BREATHE, MICHAEL BOLTON, MS. ADVENTURES, JOHN HIATT, WORLD PARTY,

WBNQ / Bloomington & PD: J.D. SCOTT / MD: JOHN WEIS & (309) 829-1221 • ADDS: LISA STANSFIELD, BREATHE, LIGHTNING SEEDS, AFTER 7, LOUIE LOUIE,

WCILFM / Carbondale ◊ PD/MD: TONY WAITEKUS ◊ (618) 457-8114 • ADDS: THE RIGHTFOUS BROS. JUDE COLE LOUIE LOUIE DURAN DURAN. AFTER 7.

42

WCIR / Beckley & PD: BOB SPENCER / MD: JEFF DAVIS & (304)252-6421None • Adds: Michael Bolton, Johnny Gill, Breathe, the righteous Bros. (#20),

WDBR / Springfield \diamond PD: JIM MOORE / MD: TERRENCE LEE \diamond (217) 753-5400 • AdDS: JAMES INGRAM (#31), MICHAEL BOLTON (#32), DEPECHE MODE (#35), PEBLES (#36), LOUIE LOUIE (#39), LITA FORD (#40), BLACK BOX,

WDEK / Dekalb \diamond PD: Dave bavido / MO: Gail Henning \diamond (815) 756-9250 \bullet ADDS: Lita Ford, M.C. Hammer (#23), duran duran, breathe, glenn medeiros, favorite angel.

WDLX / Woshington ◊ PD: GARY JACKSON / MD: DOUG MORELAND ◊ (919) 946-0162 * ADDS: WILSON PHILUPS, NEW KIDS ON THE BLOCK, COLIN JAMES, DON HENLEY, MAXI PRIEST, CONCRETE BLONDE, M.C. HAMMER (#20), CHEAP TRICK (#21),

WERZ / Exeter ◊ PD: PETER FALCONI / MD: KEN SPALDING ◊ (603) 772-4757 • ADDS: BREATHE. CONCRETE BLONDE. TOMMY PAGE, MICHAEL BOLTON, VIXEN,

WEYQ / Marietto O PD: JIM HOLIEWAY / MD: TRAVIS JONES (614) 373-0873 • ADDS: SLAUGHTER, DEPECHE MODE, LISA STANSFIELD, PEBBLES,

WFLY / Albony & PD/MD: TOOD PETTENGILL & (518) 456-1144 • ADDS: MICHAEL BOLTON, GEORGE LAMOND, LISA STANSFIELD, PEBBLES, BREATHE, FAVORITE ANGEL,

WFMF / Baton Rouge ◊ PD: JOHNNY A / MD: HOLLYWOOD HARRISON ◊ (504) 383 5271 • ADDS: GEORGE LAMOND, BLACK BOX, TRICLA LEIGH FISHER, INDECENT OBSESSION, PAUL YOUNG (#33),

WGOR / Dawitt O PD: CURT SPAIN / MD: ANDY TAYLOR O (517) 669-8361 = ADDS: BREATHE, GUYS NEXT DOOR, EN VOGUE, WCRD / Grand Rnniks O PD: OPEN / MD: RON BRANDON O (616) 459-4111 = ADDS:

BELL BIV DEVOE, NELSON, DOC BOX & B. FRESH, PEBBLES,

whdq / Clotemont \diamond PD: KEN BARLOW / MD: DAVID ASHTON \diamond (603) 542-7735 \bullet adds: Michael Bolton, pebbles, guys next door, lightning seeds, breathe, george Lamond, Johnny Van Zandt,

WHHYFM / Montgomery & PD: LARRY STEVENS / MO: NIKKI STEWART & (205) 264-2288 • ADDS: BREATHE, SLAUGHTER, MICHAEL BOLTON, PEBBLES, SYDNEY YOUNGBLOOD, NIKKI,

WHOT / Youngstown \diamond PD/MD: DICK THOMPSON \diamond (216) 783-1000 \diamond ADDS: LITA FORD, DEFECHE MODE, BREATHE, DURAN URAN (#40), MICHAEL BOITON, USA STANSFIELD, JOHNNY GILL, TRICIA LEIGH FISHER, BREATHE, SWEET SENSATION (#21), EN VOGUE (#30), DEF CON FOUR TRICIA LEIGH FISHER, SYDNEY YOUNGBLOOD, GLENN MEDEIROS, MS. ADVENTURES,

WHTK / Hilton Head/Sovannoh O PD: RALPH WIMMER / MO: CLAIRE WIMMER O (803) 757-9485 ● ADDS: MICHAEL BOLTON (#37), DINO (#3B), VIXEN (#39), GLENN MEDEIROS (#40), LISA STANSFIELD, BREATHE,

WIFC / Wousou & PD/MD: DUFF DAMOS & (715) 842-1672 • ADDS: LISA Stansfield, breathe, depeche Mode, pebbles,

WIKZ / Chambersburg ◊ PD: RICK ALEXANDER / MD: ANDY SHANE ◊ (717) 263-0813 • ADDS: MAXI PRIEST (#29), PEBBLES (#35), JAMES INGRAM, THE RIGHTEOUS BROS...

WILI / Willimontic ◊ PD/MD: JEFF SPENCER ◊ (203) 456-1111 • ADOS: DURAN DURAN, MICHAEL BOLTON, PEBBLES, JUDE COLE, EN VOGUE,

WINK / Ft. Myers ◊ PD: CHRIS CUE / MD: RANDY SHERWYN ◊ (813) 337-2346 ● ADDS: FAITH NO MORE MAXI PRIEST. LISA STANSFIELD. BREATHE.

WIQQ / Greenville ◇ PD/MD: LARRY THOMAS ◇ (601) 378:2642 ● ADDS: BREATHE, MICHAEL BOLTON, DEPECHE MODE, LOUIE LOUIE, DURAN DURAN,

WIXX / Green Boy & PD: WAYNE COY / ASST. PD/MD: STEVE LOUIZOS & (414) 435-3771 • ADDS: JAMES INGRAM, DURAN DURAN, DINO, GLENN MEDEIROS, CONCRETE BLONDE,

wizm / Lacrosse \diamond PD: Samantha strong / MD: <code>OPEN \diamond (608)</code> 782-1230 \bullet ADDS: Michael Bolton (#23), pebbles (#26), depeche Mode (#28),

WJAD / Albony \diamond PD: JOHN OAWSON / MD: CHRIS ST. JOHN \diamond (912) 246-1650 \bullet Adds: Lisa Stansfield, Michael Bolton,

WJMX / Florence © PO: DAVE BAKER / MD: BOB CHASE © (803) 665-0970 • ADOS: BREATHE, MICHAEL BOLTON, LIGHTNING SEEDS, JOHNNY GILL, GENE LOVES JEZEBEL, SLAUGHTER, TOMMY PAGE,

WJZQ / Kenosha O PD/MD: TERRY HAVEL O (414) 694-7800 • ADDS: MICHAEL BOLTON, BREATHE, GEORGE LAMOND, GLENN MEDEIROS, WORLD PARTY,

WKDD / Akron ◇ PD: JEFF CLARK / MD: DAVE NICHOLAS ◇ (216) 836-4700 • AODS: THE LIST IS FROZEN THIS WEEK,

WKEE / Huntington ◊ PD: PAT PAXTON / MD: OPEN ◊ (304) S25-7788 ● ADDS: MICHAEL BOLTON, JAMES INGRAM, DEPECHE MODE, TRICIA LEIGH FISHER,

 $\label{eq:wkfr} / kalamazoo <math display="inline">\diamond$ PD: PHIL BRITTIN / MD: GLENN DILLON \diamond (616) 344-O111 \bullet ADDS: PRINCE, CONCRETE BLONDE (#3B), THE ADVENTURES OF STEVIE V., GENE LOVES JEZEBEL,

WKOR / Stortkville ◊ PD/MD: BOB YARBROUGH ◊ (601) 323-4980 • ADDS: GLENN MEDEIROS (#35), DINO (#36), JUDE COLE (#37), REAL LIFE, LISA STANSFIELD, BREATHE, JOHNNY VAN ZANDT, GEORGE LAMOND, MICHAEL BOLTON, LONDON OUIVERDYS

WKPE / Cope Cod \diamond PD/MD: Keith Lemire \diamond (508) 771-3998 \bullet ADDS: DINO, FAITH NO MORE, VIXEN, DEPECHE MODE, MICHAEL BOLTON, NELSON, LIGHTNING SEEDS,

WKQB / Charleston \diamond PO/MO: MARY RUSSELL \diamond (803) 744-1779 \bullet ADDS: NELSON, JOHNNY GILL, TOMMY PAGE, BREATHE,

WKRZ / Wilkes $Barre \diamond$ PD: KEN MEDEK / MD: JERRY PADDEN \diamond (717) 823-5000 \bullet Adds: James Ingram, depeche mode, pebbles, favorite angel, lisa stansfield,

WKSF / Asheville ◊ PD: BRIAN MALONEY / MD: GLENN TRENT ◊ (704) 255-0603 • ADDS: MICHAEL BOLTON, BREATHE, DEPECHE MODE, JOHNNY GILL,

WKSM / Ft. Walton Beach \diamond PD: MIKE BRIDGES / MD: PHIL DAVIS \diamond (904) 243-7676 \bullet ADDS: THE LIST IS FROZEN THIS WEEK, THE LIST IS FROZEN THIS WEEK,

WLAN-FM / Lancaster (> PD: DAVE MARINO / MD: TED BRANDY (> (717) 394-7261 • Adds: Nikki, Michael Bolton, Prince, Beats International, WLRW / Chompaign ◊ PD: MATT McCANN / MD: JOHN McKEIGHAN ◊ (217) 352-4141 • ADDS: JUDE COLE, LISA STANSFIELD, X102 / Reno O PD: CAREY EDWARDS / MD: MIKE ABRAMS O (702) 356-8000 •

Y104 / Hattiesburg-Lourel & PD: JOHN GATLIN / MD: AJ TUGGLE & (601) 545-1230 •

/ Forgo & PD/MD: JACK LUNDY & (701) 241-5376 • ADDS: BREATHE, DEPECHE

Y97 / South Rothord O PD: STEVE GUNNER / MD: RICK &CKER O (805) 966-1755 •

7102 / Savannah & PD: BRADY McGRAW / MD: STANTON JAY & (912) 233-8807 •

7104 / Modison & PD- TOM LOCKWOOD / MD- ELETCHER KEYES & (608) 274-2720 .

2104 / MODSHI V PD. TUM LUCKWUUD / MU. FLEICHER KETES V (808) 274-27. ADDS: HEART (#23), PHIL COLLINS (#27), DON HENLEY (#30), MAXI PRIEST, MAXI PRIEST (#33), DINO, DEPECHE MOOE, KYPER, BREATHE,

793 / Kokomo O PD /MD: SCOTT ALAN O 317 453-1212 • ADDS: MICHAEL BOITON

297 / Billings & PD: CRAIG SULLIVAN / MD: RANDY IEZZI & (406) 248-2681 • ADDS:

ZFUN106 / Moscow © PD: GARY CUMMINGS / MD: STEVE HELLER © (208) 882-2551 • ADDS: JAMES INGRAM, MICHAEL BOLTON, DURAN DURAN, BREATHE, PEBBLES, TRICIA

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UNIN

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DEADLINE

FOR

STATION

REPORTS

5:00 p.m.

PACIFIC

TIME,

TUESDAY!

THANKS!!

August 17, 1990

g

e ◊ PD: BRIAN DOUGLAS / MD: OPEN ◊ (904) 386-5141 • ADDS:

ADDS: WINGER, DEPECHE MODE, BREATHE, CONCRETE BLONDE, LISA STANSFIELD,

ADDS: NELSON (#29) MICHAEL BOLTON PERRIES DEPECHE MODE BREATHE

ADDS: TAYLOR DAYNE

MODE, SLAUGHTER.

NELSON (#36), DINO,

LEIGH FISHER.

LISA STANSFIELD, BREATHE, MS. ADVENTURES,

BREATHE GLENN MEDEIROS, DEPECHE MODE EN VOGUE

ADDS: NO ADDS THIS WEEK

WLXR / L¤Crosse & PD: GARRETT MICHAELS / ASST. PD/MD: CHAD BRUESKE & (608)782-8335 • ADDS: THE LIST IS FROZEN THIS WEEK,

whee / Ft. Woyne \diamond PD: tony richards / asst. PD/MD: JEFF davis \diamond (219) 447-5511 \bullet adds: James Ingram, LISA stansfield,

WMGV / Appleton-Oshkosh © PD: DAN STONE / MD: BILL LINDY © (414) 426-3239 • ADDS: MICHAEL BOLTON, AFTER 7, JOHNNY GILL, PEBBLES, TOMMY PAGE, FAITH NO MORE, BELL BIV DEVOE,

WMXF / Loutinburg ◊ PD: DALE O'BRIEN / MD: SAMMY SIMPSON ◊ (919) 276-2965 • ADDS: BELL BIV DEVDE (#21), LISA STANSFIELD,

WNNK / Horrisburg O PD: JOHN O'DEA / MD: ED AUGUST O (717) 238-1402 • ADDS: JAMES INGRAM, FAITH NO MORE, GLENN MEDEIROS, PEBBLES,

wnYp / Ithoca \diamond PD: OPEN / MD: JIM MEECH \diamond (607) 756-282B \bullet ADDS: GUNS N' roses (#28), phil collins (#29), billy joel, depeche mode, michael bolton,

WOKI / Knoxville ◊ PD/MD: CLAY GISH ◊ (615) 531-2000 • ADDS: STEVIE B, GEORGE LAMOND,

WOMPFM / Wheeling ◊ PD: BOB FORSTER / MD: CHUCK McGEE ◊ (614) 676-5661 • ADDS: MICHAEL BOLTON, JOHN HIATT,

WOYO / Glosgow O PD: DAVE BARRICK / MD: DR. RICK FAULKNER O (502) 651-8375 • ADDS: FAVDRITE ANGEL (#38), MS. ADVENTURES, GUYS NEXT DOOR, VENICE, MICHAEL BOLTON, PRINCE (#24), EVERYDAY PEOPLE,

 $\label{eq:WFR/Terre Houle OPD/MD: DAVE NORTH O (812) 232-1300 \bullet ADDS: USA STANSFIELD, LITA FORD, EVERYDAY PEOPLE, GUYS NEXT DOOR, MICHAEL BOLTON, BREATHE, LOUIE LOUIE,$

WPRRFM / Altoona & PD/MD: SCOTT ST. JOHN & (814) 944-9456 • ADDS: MICHAEL BOLTON, PEBBLES,

WPST / Trenton O PD: DAVE HOEFFEL / MD: TRISH MERELO \diamond (609) 924-3600 \bullet adds: duran duran, the righteous bros., Lisa stansfield, michael bolton, concrete blonde,

WQCM / Hogerstown & PD: DAVID MILLER / MD: WILL KAUFMAN & (301) 797-7300 • ADDS: JOHNNY VAN ZANDT, DURAN DURAN, GUNS N' ROSES,

WOXA / York \diamond PD: MARK FEATHER / MD: KIP TAYLOR \diamond (717) 757-9402 \bullet ADDS: DOC BOX & 8. FRESH, SYDNEY YOUNGBLOOD, BLACK BOX, DEPECHE MODE, EN VOGUE, LOUIE LOUIE,

WRCK / Utico & PD: JIM REITZ / MD: SCOTT BURTON & (315) 797-1330 • ADDS: LISA STANSFIELD BREATHE FAVORITE ANGEL LAMES INGRAM

WRQN / Toledo & PD: KEN BENSON / ASST. PD/MD: TREY ALEXANDER & (419) 891-1551 • ADDS: M.C. HAMMER, SLAUGHTER, DINO,

WRTB / Vincennes O PD: KEITH JONES / MD: MIKE LAUF O (812) 254-4300 • ADDS: Tommy page, dave stewart, maxi priest, dino, vonda shepard, pebbles, st. Paul, INDECENT OBSESSION.

WRVQ / Richmond & PD: STEVE DAVIS / MD: LISA McKAY & (804) 649-9151 • ADDS: JAMES INGRAM (#32), BOOM CRASH OPERA (#34), MICHAEL BOLTON, JOHNNY GILL, DEPECHE MODE, PEBBLES, SLAUGHTER, DINO,

WSPK / Poughkeepsie ◊ PD: STEW SCHANTZ / MD: CHRIS ST. JAMES ◊ (914) 831-8000 • ADDS: GLENN MEDEIROS, PEBBLES, LISA STANSFIELD, AFTER 7,

WSPT / Stevens Point ◊ PD/MD: D.J. HALL ◊ (715) 341-1300 • ADDS: MICHAEL BOLTON DEPECHE MODE (#29). FAVORITE ANGEL REO SPEEDWAGON SLAUGHTER.

WSTO / Evonsville ◊ PD: BARRY WITHERSPOON / MD: OPEN ◊ (502) 685-2991 • AODS: PEBBLES,

WTBX / Hibbing/Duluth & PO/MD: JOE CRAIN & (218) 262-4545 • ADDS: DURAN DURAN, BREATHE, DINO, DEPECHE MODE,

WTHT / Portland ◊ PD; ZIGGIE / MD: FREDIE COLEMAN ◊ (207) 797-0780 • ADDS: MAXI PRIEST, SLAUGHTER, DEPECHE MODE,

WVBS / Wilmington ◊ PD: DAVE ALLEN / MD: OPEN ◊ (919) 763-6611 • ADDS: LISA STANSFIELD, PE8BLES, MICHAEL BOLTON,

WVIC / Lansing \Diamond PD: KEVIN ROBINSON / MD: OPEN \Diamond (517) 487-5986 • ADDS: BELL BIV DEVOE, DINO, NELSON, WILSON PHILLIPS (#25),

WVKS / Tolodo & PD/MD: MIKE WHEELER & (419) 531-1681 • ADDS: LISA STANSFIELD,

WWCK / Flint & PD: LEE ST. MICHAELS / MD: BOB O'DELL & (313) 744-1570 • ADDS: M. C. HAMMER (#32), DURAN DURAN (#33), GLENN MEDEIROS (#35), LISA STANSFIELD (#37), JAMES INGRAM (#40), BEATS INTERNATIONAL,

WWFX / Bangar © PD: DAVID COOPER / MD: KIDD KELLY © (207) 338-2290 • ADDS: DEPECHE MODE (#36), GENE LOVES JEZEBEL, CONCRETE BLONDE, EVERYDAY PEOPLE, SLAUGHTER,

WYCR / York \diamond PD/MD: DAVY CROCKETI \diamond (717) 637-3831 \bullet ADDS: LISA stansfielo (#32), the righteous BROS. (#34), Michael Bolton, Lightning Seeos,

WYKS / Gainesville & PD: JERI BANTA / MD: JIM FOX & (904) 375-2200 • ADDS:

WYYS / Columbio & PD/MD: CHUCK FINLEY & (803) 796-B896 • ADOS: MICHAEL

WZOK / Rockford O PO: STEVE SUMMERS / MD: JESSE GARCIA O (815) 399-2233 •

ADDS: MICHAEL BOLTON (#33), PEBBLES (#34), BREATHE, MAXI PRIEST, JANET

WZYQ / Frederick \diamond PD: NED FERRIS / MO: MICHAEL LUCE \diamond (301) 663-5000 •

ADDS: LISA STANSFIELO, PRIVATE LIFE, DURAN DURAN, MICHAEL BOLTON

DEVOE (#32), MAXI PRIEST (#3S), DINO, LITA FORD,

FAITH NO MORE, JAMES INGRAM, PEBBLES, DEPECHE MODE,

JACKSON,

HITMAKERS

BOLTON, BREATHE, LOUIE LOUIE, STRYPER, SLAUGHTER, AFTER 7,

♦ PD/MD: JENNIFER STARR ♦ (717) 655-6893 • ADDS: BELL BIV

HOT RADIO PROMOTIONS

MIDDLE EAST CRISIS SPAWNS GAS PRICE PROMOTIONS

The increase in gasoline prices resulting from the Iragi invasion of Kuwait has inevitably brought about a plethora of radio station promotions offering relief from the over-priced petrol. In Washington, D.C. on August 11 filled the tanks of the first 107 cars with Q-Super Stickers at a local Amoco station, with an Amoco tanker standing by to make sure there was no shortage and the Q107 van on the scene to provide music and prizes. In San Antonio, POWER93 (KITY) on August 7 offered a refund to the gas station with the lowest prices at the pump by 3 p.m. An Exxon station offering regular unleaded at 49 cents a gallon was the clear winner, and not only did the station draw miles of cars, but all five local T.V. stations as well. In Dallas, 100.3 JAMZ offered \$1,000 to the gas station willing to sell regular unleaded at the lowest price on August 15. In Honolulu, KSSK-FM held a "Rankin' 'n; Tankin' Winning Weekend," giving away tickets to a Kenny Rankin concert and also filling listeners' tanks with gasoline. In St. Louis, KHTK took bids for the lowest gas prices in town on August 10, and broadcast live from the station from 5 to 7 p.m. while the bargain-priced gas was pumped. But the best deal was in Chicago, where Z95 took over a local Amoco station and from 6 a.m. to 6 p.m. on August 14, pumped gas at an incredible 1/10 of a cent per gallon! No kidding!

Y107 PAYS LISTENER TO MAKE A BABY

Following the lead of CBS, which has given Connie Chung some time off to make a baby, Y107 in Nashville is helping one of its listeners make a baby by paying them \$250 a week to stay home and form a family. To qualify, women will be asked to call Y107 and tell tell why they need to stay home and make a baby. All qualifiers will receive a thermometer to monitor their basal temperature. Qualifying will last for three weeks, and when the one lucky woman is selected, she will have eight weeks to conceive. The winner is required to call Y107 weekly to update them on her progress.

92X AND BOY SCOUTS RESTORE CEMETERY

The New 92X in Columbus has teamed up with a local Boy Scout troop to adopt Carlisle Cemetery and clean it up. The idea came from 92X personality **Blake Thunder**, who resides in the apartment adjacent to the cemetery. Thunder heard that the cemetery contained the graves of two U.S. veterans, one from the War of 1812 and the other from the Civil War. He decided the cemetery should be cleaned up to honor the veterans, so he enlisted the help of the Boy Scouts.

HOT97 CELEBRATES FOURTH ANNIVERSARY

HOT97 (WQHT) in New York went all out to celebrate its fourth anniversary. The celebration began August 15 at 6 p.m., when **"Broadway" Bill Lee** was joined by the entire airstaff for an on-the-air party, during which listeners were given a chance to win \$97 every five minutes. On August 16, morning hosts **Howard Hoffman** and **Stephanie Miller** broadcast their show from atop the Empire State Building, and a live audience of on-air winners were treated to breakfast on the 86th floor observation deck. The celebration's climax was scheduled for August 19, when HOT97 was to present a free concert in Brooklyn, featuring **The Cover Girls** and some of the hottest artists from HOT97's first four years.

Z95's WOODY TAKES TO STREETS TO BEG FOR MONEY

Steve Woods of Z95-Chicago's Welch & Woody morning show recently took to the streets to find out how much money he could make as a beggar. Woody found life on the street more challenging than he thought, netting only \$4.05 in two hours. "It was the most humiliating experience I could recall," said Woody, who hid a microphone in his collec-. tion box so that Welch could get progress reports live during the show. The \$4.05, plus a more substantial donation, was given to an organization benefitting the homeless.



KZ93's TOUR DE PEORIA

KZ93 in Peoria, Illinois and Proctor Community Hospital are presenting the Third Annual Proctor Cycling Classic through the streets of Peoria on August 19. Cyclists will compete for \$15,000 in prize money in two different events: a onekilometer course downtown, and the featured 100-mile road race challenge through Peoria's streets and neighborhoods. To build excitement for the event, KZ93 is giving away a bike a day during the week of the race.

WNCI LISTENER WINS WEDGIE - AND COLLECTS!

Proving once again that they are the only station stupid enough to "pull it off," WNCI in Columbus recently gave a contest winner a wedgie live on the air. The listener had won a game during the Morning Zoo, and when Zoomaster **John Cline** asked **Shawn Ireland**, "What should we give him?", Shawn joked, "Let's give him a wedgie." Within an hour the man showed up at the studio requesting his wedgie, and the Zoo made Shawn follow through with her suggestion and give the wedgie live on the air.

KKBQ BRINGS NEW KIDS TO HOUSTON T.V.

93Q (KKBQ) in Houston is joining forces with KRIV-TV to bring Houston music fans a special on the **New Kids on the Block**. The special, entitled *New Kids on the Block: Step By Step in Houston*, was scheduled to air August 17 from 7 p.m. to 8 p.m. on KRIV-TV, and was to feature video clips, interviews, New Kids wardrobe giveaways, and tickets to the August 20 concert in the Houston Astrodome. The special was to be hosted by 93Q superjock **The Jammer**.

100.3JAMZ PUTS THE FREEZE ON RUSS PARR

In an effort to support the war on drugs in the Dallas/Ft. Worth metroplex, 100.3JAMZ in Dallas kicked off a "Putting the Freeze on Drugs" campaign on August 9 by enclosing morning host **Russ Parr** in a 3,000-pound block of solid ice. Parr broadcast the entire morning show from his icy tomb, and during the show he announced the new 100.3JAMZ Crack Hotline, a number area residents can call to give anonymous information of suspected drug activity in the community. The information recorded on the hotline is taken by drug enforcement officials throughout the day and used to help the Dallas/Ft. Worth area "put the freeze on drugs."

KLUC SENDS LISTENER TO HARD ROCK OPENING IN MAUI

KLUC in Las Vegas recently gave a lucky listener a trip for two to Maui, Hawaii to attend the opening of the Hard Rock Cafe, where **Louie Louie** performed live. The winner stayed at the Royal Laihai Hotel, where most of the stars attending the opening were also registered. The winner left Las Vegas at 6 a.m. Friday, and returned the following Monday, just in time to get in to work at 8:45.

JET-FM SPONSORS SAND SCULPTURE '90

JET-FM in Erie, Penn. had fun in the sun with Sand Sculpture '90, held recently at Presque Isle State Park. The event drew over 1,000 spectators, and participants competed in one of four categories, with winners receiving trophies and CD players, as well as free music from JET-FM.

XL106.7 SEARCHES FOR JINGLE_SINGING CAT



The XL106.7-Orlando Morning Show recently offered \$50,000 for the black cat that could sing the XL jingle. From 6 to 8 a.m. cats paraded constantly through the studio, attempting - willing or not - to cash in on the jackpot. The highlight of the morning came when the Seminole County Humane Society brought 13 black cats into the studio to Meow their way into the microphone. Unfortunately, none were quite able to carry the tune. Pictured above with Humane Society members and cats are XL106.7's Jay Scott (second from left) and Promotions Director Shelley Kay (right).

FACES & PLACES GIANT RECORDS' KICKS OFF WITH NYC BASH!



GIANT Records solo artist **Andie James** (second from right), was seen celebrating with (L-R): manager **John (Jay Jay) French**, Giant's **Brian Koppelman** and Giant Owner **Irving Azoff**.



Celebrating (L-R): Giant's **Danny Keaton** and **Brian Koppelman**, a member of Giant's recording group **THE BEAUTIFUL Jonathan Lacey**, and Giant's **Irving Azoff**.



Seen celebrating at the party was Giant recording group Raw Youth. Pictured (L-R): Raw Youth's atty. Fred Davis, Group's mgr. Winston Simone, members Michael Kolasa, Giant's Danny Keaton, members Brad Maltby, Angela Gallombardo, Myoshin Thurman, Flair, Eric Michaels and Giant's Irving Azoff.



New Giant group **9 Ways To Sunday** also joined the festivities (L-R): group members **Billy Robertson**, **Dave Dale**, **Sacha Frey**, **Henri Tiru** and **Charlie Clouser**, group mgr. **Debbie Schwartz**, group member **Kenny Boyd**, Giant's **Irving Azoff**, **John Mrvos** and **Peter Lubin**.

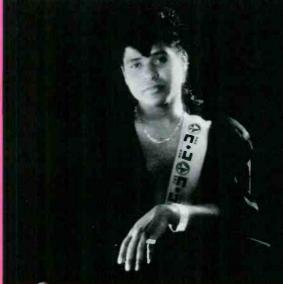


Also spotted was Giant recording group Valentine. (L-R): Valentine members Adam Holland and Craig Pullman, group mgr. Louis Levin, group atty. Jamie Roberts, Giant's John Mrvos, members Gerard Zappa and Neil Christopher, Giant's Irving Azoff, member Hugo, Giant's Peter Lubin and group mgr. Arma Andon.



...And Giant recording group **Full Swing** was also seen celebrating (clockwise): group members **Rich Love** and **Hollywood**, Giant's **Cassandra Mills**, group members **E Z Lee** and **Wildcat**, Big Tyme Mgmt's **Jeff Thomas**, Giant's **Garry Harris** and **Irving Azoff**, group mgr.





LMR Records

HITMAKERS MAINSTREAM TOP40: 19-16 CROSSOVER TOP40: #13 NAT'L SINGLE SALES: 35-30

BOB LaBORDE, Asst. PD/MD, KCPX

"We threw it on and it worked! And if a song of this dance calibre will work in Salt Lake City, it'll work anywhere!"

HOT97 (#11) WPLJ (6-4) Z100 (11-10) PWR106 (#13) B96 (17-13) X100 (8-6) WEGX (23-19) WHYT (#25) WXKS (#3) WZOU (#5) KISS98.5 (29-25) KKBQ (32-29) KRBE (13-8) PWR99 (#5) KPLZ (25-23) KUBE (D#28) KBQ (26-24) KHTK (15-14) WLOL (10-6) WFLZ (#9) Q105 (#14) WPHR (22-19) KKFR (9-8) KOY95 (14-12) K5104 (#10) Y108 (14-13) KKRZ (15-11) KXYQ (D#27) HOT102 (15-12) KBEQ (32-30) KXXR (11-7) PRO-FM (#5) HOT97.7 (6-4) FM102 (20-18) KROY (18-16) KWOD (#12) Q102 (24-20) WGH (#25) WNVZ (23-20) B97 (14-12) KTFM (#8) WZPL (21-19)

HOT94.9 (13-10) KCPX (D#25) KISN (31-26) WMJQ (14-12) WKSE (10-7) KC101 (23-21) WKSS (#20) WTIC-FM (#6) WCKZ (#10) WZZG (16-12) XL106.7 (32-29) WJRZ (24-22) Y107 (7-6) Z99 (19-17) WDJX (19-16) WKSI (24-20) WKZL (D#25) KDWB (On) KJ103 (On) and more!



DREAMLAND

LITA FORD "Lisa" HITMAKERS ROCK RADIO: NEW #40 A HITBOUND!

RIKKO OLLERVIDEZ, MD, KSAQ

"This tune shows us a different side of Lita. Strong vocals and great production bring this song to life. I feel this is a hit ballad. Good initial phone reaction!"

KSAQ (D#36) WNVZ (On) KXYQ (On) KCPX (On) KISN (On)

KATM (30-25) KISR (Add) KMOK (Add) KRZR (Add) KZ106 (Add) MAX94 (Add #28) WDBR (Add #40) WDEK (Add) WHOT (Add) WJMX (D#40) WKRZ (D#40) WPFR (Add) WWRB (Add) WBBQ (On)

OK95 (On) KTRS (On) KPAT (On) KFTZ (On) Y97 (On) WPFM (On) and more

BLACK BOX "Everybody Everybody"

HITMAKERS CROSSOVER TOP40: 25-18 NATIONAL SINGLE SALES: 38-34 CLUB CHART: #2 A CRUSADE! A HITBOUND!

AL TAVERA, Asst. PD/MD, POWER106

"Very strong in retail and requests and currently a station favorite! Everybody, Everybody LOVES it!"

HOT97 (#3) WPLJ (30-25) Z100 (16-11) POWER106 (33-27) B96 (28-19) KMEL (18-14) X100 (29-26) EAGLE106 (25-14) WIOQ (#21) WUSL (16-13) 100.3JAMZ (28-26) WXKS-FM (19-13) WZOU (30-27) WAVA (26-23) WPGC (30-20) KISS98.5 (#23) KKBQ (Add) KRBE (30-25) POWER96 (33-22) Q106 (27-25) Z90 (16-14) WLOL-FM (28-24)

WFLZ (22-19) Q105 (28-25) HOT102 (Add) KXXR (#27) HOT97.7 (32-29) KROY (21-19) KWOD (Add) WNVZ (19-16) KITY (26-21) KTFM (28-24) HOT94.9 (D#25) WKSE (D#29) WKSS (#17) WTIC-FM (30-23) 102JAMZ (#21) Y107 (D#35) WJMH (#29) PRO-FM (On) KS104 (On) and more



FACES & PLACES



3500 listeners jammed into the Palladium in New York to be part of HOT97's "Hot Night IV." Pictured with HOT97 staffers are (L-R): Margie of Sweet Sensation, HOT97's "Broadway" Bill Lee, April of Seduction, HOT97 PD Joel Salkowitz, Sheila of Sweet Sensation, Michelle of Seduction, HOT97 MD Kevin McCabe, Betty of Sweet Sensation, HOT97's Deborah Rath, Sinoa of Seduction, and Howard Hoffman of HOT97's Hot Morning Show.



Paris-based CAPITOL recording group **GUESCH PATTI & ENCORE** made its West Coast debut recently at Vertigo in Los Angeles. (L-R): **Lou Mann**, CAPITOL VP/Sales; **Jenny Berger**, CAPITOL Assoc. Dir./Artist Development; **Hale Milgrim**, CAPITOL President; **Guesch Patti**; **Ron McCarrell**, CAPITOL VP/Marketing.



ARISTA recording star **Dionne Warwick** was the guest of honor at a ballroom dancing gala recently at NYC's savvy Cafe Society. "Sitting this one out" with **Ms. Warwick** is ARISTA President **Clive Davis**, who threw the bash to celebrate the release of her sophisticated new album, <u>DIONNE WARWICK SINGS COLE</u> <u>PORTER</u>, for which **Davis** served as Exec. Producer.



COLUMBIA Recording artist **Michael Bolton** shown after doing *Hitline* USA with *Hitline*'s **Barry Freeman**.



CAPITOL Records hosted a gala album release celebration at the Palace for rockers **POISON**. Pictured backstage (L-R): **C.C. DeVille** and **Bobby Dall** of Poison; **John Fagot**, CAPITOL VP/Promo.; **Bret Michaels** of Poison; **Hale Milgrim**, CAPITOL President; **Rikki Rocket** of Poison; **Lou Mann**, CAPITOL VP/Sales.



At a recent backstage bash at a chic Hollywood venue, **HITMAKERS** Rantin' & Ravin' Oskar Scotti mucks it up with the four brazen dudes of **HURRICANE**. The five-some created a storm! (L-R): Jay Schellen and Doug Aldrich of Hurricane; **HITMAKERS** Oskar 'Demetrious' Scotti; Kelly Hansen and Tony Cavazo of Hurricane.

From The Album A VIEW FROM 3RL STREET De

jude cole "TIME FOR LETTING GO"

The New Single

MAINSTREAM CHART: NEW #49

Q95 (20-18) WXKS-FM (Add) KKBQ (Add) MIX96.5 (Add) POWER99 (28-25) KUBE (29-24) KBQ (29-27) Q105 (Add #28) Y108 (D#29) KXYQ (21-18) PRO-FM (#32) KWSS (24-21) WGH (#26) KSAQ (D#37) KISN (39-31) WZZG (Add) FM100 (31-29) 98PXY (29-25) WKZL (28-26) and more

MAINSTREAM CHART: 42-36 CROSSOVER CHART: 47-43

One Of The Most Added With 54 Adds! #5 DISC-OVERY CLUB! National ALBUM SALES: #14



KIIS-FM (25-21) PIRATE RADIO (D#21) POWER106 (22-18) B96 (26-23) Z95 (D#30) THE FOX (21-19) WHYT (#10) **KEGL (23-19)** WXKS-FM (#17) WAVA (20-17) KKBQ (12-8) KRBE (16-9) POWER96 (Add) **POWER99 (29-24)** Q106 (21-18) KDWB-FM (D#28) KEZY (#27) KZZP (Add #28) KKRZ (Add) KXYQ (29-25) HOT102 (28-24)

KROY (27-23) KWOD (37-35) WGH (Add #33) KPLZ (29-26) **B97 (26-24)** KSAQ (10-7) HOT94.9 (24-6) KCPX (D#24) KISN (D#37) WKSE (#26) WTIC-FM (Add #37) WZZG (D#30) XL106.7 (D#35) WJRZ (Add) 98PXY (Add #30) Q105 (27-24) Z99 (D#28) WDJX (Add) **CKOI (9-6)** and more



vonda shepard

HISHYAWAY

The New Single

SHEPARD

The Platinum Album VIOLATOR

> Most Added AC! Crossing To Top40!

r

©1990 Reprise Records

FACES & PLACES



COLUMBIA Records hosted the "Month of Mondays" series at New York City's famed Blue Note Jazz Club. Joey DeFrancesco kicked off the series and not only played tunes from his recent CD, but was joined on stage by his father John. (L-R): Dr. George Butler; Ellis Marsalis; Wynton Marsalis; COLUMBIA Records President Don lenner; Joey DeFrancesco and CBS Records President Tommy Mottola.



POLYGRAM recording group L.A. Guns recently visited Columbus' 92X. (L-R): 92X PD/MD Bill Mitchell; 92X's Tom Gilligan; Philip Lewis of L.A. Guns; 92X's Diedre Williams and Mark Hanson.



RCA recording artist **Tyler Collins** (second from right),who has already chalked up two hit singles, stopped by San Francisco's KMEL on her way to perform at the station's summer jam. (L-R): Music Director **Hosh Gureli**; Programming Asst. **Harold Austin**; and Program Director **Keith Naftaly**.



New SBK Records sensation **Wilson Phillips** stole the scene at the kickoff of Houston's new MIX96.5. The Wilson sisters and chum **Chynna Phillips** chimed in at the station's July 20 launch while in town as the opening act for Richard Marx. (L-R): **Shanna Nartz, SB**K Records; **Wendy Wilson**; **Dave Thompson**, MIX personality; **Carnie Wilson**; **Chynna Phillips**; **Guy Zapoleon**, MIX PD; **Kurt Kelly**, MIX Asst. PD



Kevin Cronin of REO Speedwagon dropped by EPIC Records' New York offices to discuss plans of his band's new album. (L-R): Don Grierson, EPIC Sr. VP/A&R; Kevin Cronin; Dave Glew, President of EPIC Records.



MCA recording group Cold Sweat hit the stage the The Whisky in Los Angeles recently, and shown cooling off (L-R rear, standing): Anthony White, drummer; Erik Gamans, guitarist;Geoff Bywater, MCA VP/Mktg; Glen Lajeski, MCA VP Advertising & Merchandising. (middle standing): Chris McLernon, bassist; Rory Cathey, lead vocalist; Marc Ferrari, guitarist; Bret Hartman, MCA A&R Mgr. (front, kneeling): Pat Martine, MCA Dir. West Coast Promo; Susan Greenwood, MCA Nat'l. Dir., Metal Promo; Bill Bennett, MCA Sr. VP/Rock Promo & Artist Development; Wendy Dio, Mgr. Cold Sweat.

August 17, 1990

THANK YOU RADIO FOR MAKING DINO ONE OF THE MOST ADDED, 3 WEEKS IN A ROW!





MTV

ACTIVE ROTATION

FROM THE LP "SWINGIN" STREET DATE 8/20

MAINSTREAM TOP40 CHART: 50-37 CROSSOVER TOP40 CHART: 27-19 CLUB CHART: NEW #50



ritten, Produced, Arranged and Performed by DINO





JUST ADDED AT: KEGL KRBE (#30) POWER96 Y108 KBEQ WGH (#35) WKSE CKOI HOT ACTION AT: HOT97 (33-30) WPLJ (34-29) B96 (24-21) KMEL (30-26) WIOQ (#28) WHYT (#24) WHYT (#24) WXKS-FM (32-27) WAVA (28-25) POWER99 (D#30) KUBE (D#29) KBQ (38-22)

KHTK (26-20) Q106 (25-22) Z90 (20-17) KDWB-FM (24-20) WLOL-FM (23-17) B94 (D#30) POWER PIG (16-12) Q105 (24-21) KKFR (25-22) KOY95 (26-24) KKRZ (D#26) HOT102 (D#30) KXXR (26-24) PRO-FM (#27) HOT97.7 (23-16) FM102 (25-23) KROY (29-24) KWOD (22-19) KGGI (#22) KITY (D#25) KTFM [#26) HOT94.9 (D#15) MAJIC102 (26-22) WTIC-FM (35-27) WCKZ-FM (30-22) WZZG (D#26) 102JAMZ (#25) XL106.7 (D#32) 98PXY (D#29) Y107 (32-25) KJ103 (28-21) Z99 (30-24) and more

"Right By You"

The first single and video from her debut album "SOUNDTRACK OF MY LIFE"

There are still those rare moments when a singer and a song touch such a universal emotional chord with an audience, the impact is undeniable.



Produced and Arranged By J. STEVEN SOLES

FACES & PLACES



FICTION SONGS APPOINTS MARCUS PETERZELL! Marcus Peterzell has been appointed President for England's leading independent music publishing entities, Fiction Songs', and will be based in the company's new offices in New York.



EPIC RECORDS APPOINTS FRANKIE LaROCKA! Frankie LaRocka has been appointed Associate Director, A&R.



ATLANTIC RECORDS APPOINTS LARRY KING! Larry King has been appointed to the newly-created position of Southeast Regional Promotion Mgr./Atlantic Country.



BMI PROMOTES ROGER W. BRUST! Roger W. Brust has been promoted to the position of Assistant Vice President, Application Systems.



CHRYSALIS RECORDS APPOINTS JEFF WAGNER! Jeff Wagner has been appointed Manager, West Coast Publicity.



COLUMBIA HOUSE APPOINTS VENTURA L. CHARLIN! Ventura L. Charlin has been appointed Director, Market Research.



ELEKTRA ENTERTAINMENT NAMES SONIA IVES! Sonia Ives has been named Manager, Video Production.



MCA RECORDS APPOINTS SUSAN GREENWOOD! Susan Greenwood has been appointed to National Director, Metal Promotion.



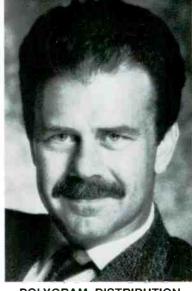
ELEK⁻RA ENTERTAINMENT APPOINTS KEIR WORTHY! Keir Worthy has been appointed National Director, Rap Promotion and Marketing.



CHAMELEON MUSIC GROUP APPOINTS JERRY FOLLIS! Jerry Follis has been appointed Director of National Sales.



ENIGMA RECORDS PROMOTES STEVE WALKER! Steve Walker has been promoted to Manager/National Top40 & AC Promotion.



POLYGRAM DISTRIBUTION NAMES DAVID BLAINE! David Blaine has been named Vice President Market Research Planning & Administration.



TOMMY MOTTOLA PRESIDENT OF CBS RECORDS 1990 HONOREE MUSIC INDUSTRY FOR THE CITY OF HOPE

HONORARY CHAIRMEN

Robert DeNiro Barry Diller David Geffen Peter Guber Michael Jackson Billy Joel Jeffrey Katzenberg George Michael Robert J. Morgado Mo Ostin Michael Ovitz Jon Peters Michael P. Schulhof Barbra Streisand Brandon Tartikoff Walter R. Yetnikoff

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WEDNESDAY EVENING

SEPTEMBER 12, 1990

COLUMBIA STUDIOS SOUND STAGE 30

LOS ANGELES, CALIFORNIA



ENTERTAINMENT BY

Harry Connick, Jr. AND THE Manhattan Transfer



The Power of Music Can Be Life-Saving.

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COMPILED FROM THE HOTTEST AND FRESHEST CLUB AND RECORD POOL CHARTS FROM ACROSS THE COUNTRY

2-1 ADVENTURES OF STEVIE V "Dirty Cash" (MERC) 1-2 BLACK BOX "Everybody, Everybody" (RCA) 7-3 DEEELITE "What Is Love" (ELETRA) 8-4 BELL BIV DEVOE "Do Me" (MCA) 10-5 THE TIME "Jerk Out" (REPRISE) 9-6 NAYOBE "I Love The Way You..." (WTG/EPIC) 3-7 DEPECHE MODE "Policy Of Truth" (SIRE/REP) 26-8 LIZ TORRES "If U Keep It Up" (JIVE) 28-9 CANDY FLIP "Strawberry Fields Forever" (ATL) 11-1C NEW ORDER "World In Motion" (FACTORY/WB) 17-11 SNAP "Ooops Up" (ARISTA) 39-12 YAZZ "Treat Me Good" (POLYGRAM) NEW-13 DIANA BROWN & B. SHARPE" Masterplan" (FFRR) NEW-14 LISA STANSFIELD "This Is The Right..." (ARISTA) 12-15 CAMEO "I Want It Now" (MERCURY) 27-16 TONY! TONI! TONE! "Feels Good" (WING/POLY) 38-17 QUARTZ/CLUBLAND "Let's Get Busy..." (GEFFEN) 25-18 LYDIA RHODES "DJ Give Me That Funky..." (MCA) 40-19 MODERN ENGLISH "I Melt With You..." (TVT) NEW-20 PROJECTION "Heart And Soul" (MCA) 14-21 CORO "Can't Let You Go" (CUTTING) 47-22 WAS (NOT WAS) "Papa Was A Rollin'..." (CHRYS) 49-23 BASS-O-MATIC "In The Realm Of..." (VIRGIN) 22-24 MR MIXI & SKINNY SCOTTY "I Can Handle..." (SBK) 43-25 BANG "Holding My Heart In Your Hands" (A&M) 15-26 ADEVA "Warning" (CAPTITOL) 35-27 BASIC BLACK "She's Mine" (MOTOWN) 36-28 THE WHISPERS "Innocent" (CAPITOL) 45-29 HAPPY MONDAYS "Step On" (ELEKTRA) NEW-30 TKA "I Won't Give up On You" (TB/WB) NEW-31 FREESTYLE ORCHESTRA "Keep On Pump..."(SBK) NEW-32 MELBA MOORE "Do You Really Love Me?" (CAP) 33-33 TONY SCOTT "Gangster Boogie" (NEXT PLATEAU) 20-34 REAL LIFE "(If I Were) God Tonight" (CURB) 13-35 SOUL REBELLION "Simply Rhythm" (CARDIAC) 18-36 ADAM ANT "Rough Stuff" (MCA) 16-37 REVENGE "Pineapple Face" (FACTORY/CAP) NEW-38 POOR RIGHTOUS TEACHERS "Rock Dis..." (PROF) 37-39 SATOSHI TOMIIE f/ A. JARVI "And I Loved ... "(FFRR) NEW-40 ATMOSFEAR "Atmosfear" (SBK) AFTER 7 "Can't Stop" (VIRGIN) 41-4-NEW-42 2 IN A ROOM "Wiggle It" (CUTTING) 19-43 SNAP "The Power" (ARISTA) 51-44 BEATS INTERNATIONAL "Won't Talk..." (ELEK) 44-45 CORINA "Loving You Like Crazy" (CUTTING) NEW-46 PRINCE "Thieves In The Temple" (WB) 23-47 49ERS "Don't You Love ...?" (4TH & B'WAY/ISLAND) 5-48 KEITH SWEAT "Make You Sweat" (ELEKTRA) 30-49 MAXI PRIEST "Close To You" (CHARISMA) NEW-50 DINO "Romeo" (ISLAND) ANNETTE TAYLOR "I Don't Love You..." (ACTIVE) 34-5⁻ NEW-52 DARRYL PANDY "I Love Music" (WB) 32-53 ANYTHING BOX "Jubilation" (EPIC) NEW-54 Z'LOOKE "Girl Danze With Me" (ORPHEUS) 4-55 ERASURE "Star" (SIRE/REPRISE)

IW-TW

CLUB CHATTER

Chart-topper **THE ADVENTURES OF STEVIE V** well deserves that spot this week after starting as a HOT import and crossing successfully into domestic sales. Radio reaction continues to parallel club success.

LISA STANSFIELD makes an instant impact on the club world with the release of her latest track <u>This Is The Right Time</u>, which incidently was her debut single in the U.K. last year as well as her first #1 record! <u>Ocops Up</u> isn't the only **SNAP** album track getting club-play...get hip to <u>Believe The Hype</u>...

Don't forget...Monday August 27 is the Philadelphia Metro Pool Road To Platinum V, featuring acts by Expose, Snap, Qwame, Adeva, George LaMond, Sybil, Liz Torrez, Three Times Dope, Nayobe, Kid Frost and Stetsosonic. All Industry personnel welcome. Call Martin Keown for V.I.P. passes at (215)732-7949.

REPORTERS - HOT BREAKOUTS

FOR THE RECORD • New York ◊ Danny Pucciarelli (125 Reporters) (212) 598-4177• FREESTYLE ORCHESTRA, JOHNNY DYNELLE, RICH RODGERS, SOUL REBELLION, WAS NOT WAS,

LOS ANGELES AMERICAN MUSIC POOL • Beverly Hills ◊ Jeff Fishman/Jimmy Kim (125 Reporters) (213) 659-7852• BASIC BLACK, BASS-O-MATIC, BETTY. BOO, FREESTYLE ORCH., TONY!TON!!TONE!,

IMPACT RECORD POOL ・ Los Angeles ◊ Fut (75 Reporters) (213) 292-6611• A.T.C., BASIC BLACK, SAMUELLE,

RESOURCE RECORD POOL · Los Angeles ◊ Randy Sills (125 Reporters) (213) 651-2085• ADAMSKI, DEEELITE, LIZ TORRES, STEVIE V, YAZZ,

SAN FRANCISCO BAY AREA DANCE ASSOC. • San Francisco ◊ Nick Lygzios (75 Reporters) (415) 882-9700 • 2 LIVE CREW, EN VOGUE, LIVIN, THE TIME, YAZZ,

SOUL DISCO • San Francisco ◊ Bob Griffith (40 Reporters) (415) 431-1758• CURTIS MAYFIELD, KID FROST, OAK-TOWN 3,5,7, QUARTZ/CLUBLAND, TNT,

PHILADELPHIA PHILADELPHIA METRO POOL • Philadelphia ◊ Martin Keown (75 Reporters) (215) 732-7949• A GUY CALLED GERALD, CURTIS MAYFIELD, DE LA SOUL & QUEEN LATIFAH, GEORGE LAMOND, SYBIL,

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DALLAS NORTH TEXAS DANCE POOL • Dallas ◊ Karen Kennedy (75 Reporters) (214) 826-6832• HAPPY MONDAYS, KEITH SWEAT, KYPER, L. STANSFIELD,

BOSTON RECORD POOL · Boston ◊ Robin Springer (125 Reporters) (617) 325-7665• CYNTHIA & JOHNNY O, DEEELITE, LI.Z TORRES, NAYOBE, YAZZ,

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OUR MID-ATLANTIC POOL → Washington ◊ Bill Keart (100 Reporters) (202) 483-8880• BETTY BOO, BLUE PEARL, GEORGE LAMOND, PRESKA, SOHO, TRICIA LEIGH FISHER,

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MUSIC INFORMATION EXCHANGE → Houston ◊ Sam Meyers (50 Reporters) (713) 667-2734• DINO , DON'T KNOW YET, DURAN DURAN, SNAP,

MIAMI

FLAMINGO RECORD PROMOTIONS -Miami ◊ Richard McVay (100 Reporters) (305) 895-1246- 2 IN A ROOM, DIANA BROWN & BARRIE K SHARPE, GEORGE LAMOND, PLUS 1,

FLORIDA WEST URBAN CONNECTION • Tampa ◊ Oliver Crawford (45 Reporters) (813) 963-1170• GLEN JONES, LIL LOUIS, LL COOL J, SAMUELLE, SYDNEY YOUNGBLOOD,

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SAN DIEGO

SOLID PRODUCTIONS RECORD POOL • San Diego ◊ Monroe Greer (45 Reporters) (619) 470-3111• CYNTHIA & JOHNNY O, DINO , LISA STANSFIELD, LIZ TORRES, PRINCE, SNAP,

PHOENIX DESERT WEST RECORD POOL → Phoenix ◊ Terry Gilson (75 Reporters) (602) 249-9214 · ALISHA, GEORGE LAMOND, GRAND MASTER SLIDE, PEBBLES, WEE PAPA GIRLS,

Management: The Carr Co./Budd Carr

"Fly To The Angels"

ROCK CHART: 12-11 National ALBUM SALES: 35-29

DENISE LAUREN, MD, PIRATE - "PIRATE'S audience, the City of Angels, immediately accepted SLAUGHTER with great respect. TOP 5 phones!"

JOHN McFADDEN, Acting PD/MD, THE FOX - "Good initial phones, already TOP 20 - picking up where the last one left off! Sounds great on the radio!"

<u>RIKKO OLLIVERDEZ, MD, KSAQ</u> - "Slaughterin' the competition with a song from the gods'! "Fly To The Angels" is a smash and I'm not just preaching to you about another hit record!"

DWAYNE WARD, PD, WZZG - "Consistently TOP 5 requests! The strongest power ballad in the last 3 or 4 months, and definitely the quickest to react!"

JUST ADDED AT:
KBQ (#35)
93QID` ′
FM104
КСНХ
KFBQ
KG95
КНОК
KHSS

KPXI #39
KQHT
КТМТ
κτυχ
KZOZ
MAX94 #27
Q104
WEYQ

KNIN

WHHY-FM WJMX WRQN WRVQ WSPT WTHT WWFX WYYS Y94

ACTION AT: PIRATE(D#19) WDFX (D#24) B94 (D#28) 92X (D#25) KSAQ (D#40) WHYT

ALREADY #1 DIAL MTV!

SLAUGHTER

95XXX (D#38) K92 (D#30) KKRC (29-23) KLYK (D#25) WBEC (34-29) WDLX (18-15) WKFR (37-29) WRTB (D#40) WKSF (D#38)

A HITBOUND!

A CRUSADE!

WQCM (30-26) Z104 (17-10) WVSR WPST KIX106 KZ106 KQKQ KRZR KZZU and more





EARLY ACTION AT:

KSAQ 93Q KKRC-FM (21-16) KLYK (Add) KPXI (D#31) KZMC (Add) WBEC-FM (Add) WJZQ (Add) Y104 (38-31) and more

MTV STRESS ROTATION WATCH FOR WORLD PARTY ON THE MTV MUSIC AWARDS!



NEW RELEASES

TOP 40

LAURA BRANIGAN "Never In A Million Years" (ATL.) CANDYMAN "Knockin' Boots" (EPIC) TYLER COLLINS "Second Chance" (RCA) DANGER DANGER "Naughty Naughty" (IMAGINE/EPIC) DAVID J. "Your Chauffer" (RCA) DEEE-LITE "Groove Is In The Heart" (ELEKTRA) HAPPY MONDAYS "Step On" (ELEKTRA) GEORGE MICHAEL "Praying For Time" (COLUMBIA) MOTLEY CRUE "Same OI' Situation" (ELEKTRA) POINTER SISTERS "After You" (MOTOWN) PROPAGANDA "Heaven Give Me Words" (CHARISMA) RAILWAY CHILDREN "Every Beat Of The Heart" (VIRGIN) LYDIA RHODES "DJ Give Me That Funky Bass" (MCA) TONY! TONI! TONE! "Feels Good" (WING/POLYDOR)

ROCK

BLUE TEARS "Raised On The Radio" (MCA) CHILD'S PLAY "Rat Race" (CHRYSALIS) DON DOKKEN "Mirror Mirror" (GEFFEN) FASTER PUSSYCAT "Where There's A Whip..." (ELEKT.) HARLOW "When You Love Somebody" (REPRISE) HOUSE OF LORDS "Can't Find My Way Home" (RCA)

ALTERNATIVE

THE CHURCH "Russian Autumn Heart" (ARISTA) CPO "To Hell And Back" (CAPITOL) DEEE-LITE "Groove Is In The Heart" (ELEKTRA) CONCRETE BLONDE "Caroline" (I.R.S.) LOVE/HATE "Why Do You Think They..." (COLUMBIA) GARY MOORE "Still Got The Blues" (CHARISMA) NEVADA BEACH "Waiting For..." (METAL BLADE/WB) PRIVATE LIFE "Domino" (WARNER BROS.)

BRENDA FASSIE "Black President" (SBK) MARK RIBOT "Rootless Cosmopolitans" (ISLAND) ROYAL MACADAMIANS "Experiment In Terror" (ISLAND)

FACE-OFF (from page 6)

often cause a negative reaction in an older demo," Perun says. "We try to seek out records that appeal to both."

Tanner points out that fragmentation will allow a number of different formats to succeed in any given market. But he cautions that leaning adult paved the way to a down book when he succumbed to pressure and allowed a "Lionel Ritchie-geared Top40" to be implemented for a period at Y100 in Miami, his former roost.

"My situation in Miami paralleled what happened in the '70s and '80s when programmers tried to go adult," he explains. "Back then they called it 'Chicken Rock'. It didn't work because it really needed this infusion of new blood." That approach, Tanner says, robbed the format of the active, aggressive, cutting edge feel that has long been associated with Top40.

"After we had been trying out the adult lean, the old regime at Y100 finally conceded that we had acted prematurely," relates Tanner. "We went back to the youth oriented lean we had been employing, and our book soared right back up again."

Will the adult lean box itself into a corner in the same way that Rock Top40 did?

"No!" cried Perun. "It's not nearly as narrow as Rock Top40, as you can get a lot more audience." He went on to explain that Rock Top40 suffered the same problem as teen intensive radio, in that there are not enough bodies out there to make it work.

"The thing I want to point out is that you can keep the situation exciting with carefully selected music and a dynamite morning show, like we have here in Baltimore," says Perun. "We play dance music from mass appeal artists like Paula Abdul and Janet Jackson, and it works great. We might not play <u>Rhythm Nation</u>, but we'll play <u>Escapade</u> and <u>Come</u> <u>Back To Me</u>. We keep away from extremes, that's all." had in him when they both relocated to MOTOWN. According to his reputation Gill shines brightest on ballads, yet his first single, <u>Rub You The Right Way</u>, is an uptemp number. "It's about a man giving a woman a message," he reports. "It's a little like something Teddy Pendergrass might perform if he were still smoking here in the '90s."

JOHNNY GILL (from page 6)

Of course there are plenty of slow, sweaty ballads on the record, as these have been the calling card of the genteel crooners since he first picked up a microphone. His softer, more delicate side is represented on songs liked <u>My. My. My</u> and the sparkling heartwarmer <u>Fairweather Friend</u>. Listen to how convincingly he emotes and pleads in these musky sonnets and you can't escape his natural capactiy for romance.

"I love to really turn on the charm for the ladies," he says. "I love to tell her how good she looks, how good she feels, and how good she smells. I love to let her know how proud I am to be seen with her." Lets face it, there are lots of girls - young and old who wouldn't mind sharing a little time these days with this hot property.

Gill's meteoric rise is deceptive, for he is anything but a flash-in-the-pan overnight sensation. Much like **Bobby Brown** and **Bell Biv DeVoe**, the other funksters enjoying post-New Edition stardom, Gill is well prepared to handle the accolades being heaped upon him.

"The guys in New Edition and I never step on each other's toes," he reports. "On the contrary, there is a great deal of repsect there. We support each other as much individually as we did collectively."

With that the phone is gently lifted from Gill's grasp by Mary Joe Moore, the bubbly MOTOWN publicist, as there are TV cameras waiting and directors howling. Johnny Gill is in big demand now, and the clamour is just beginning to rise.

HOMETWON MDs (from page 6)

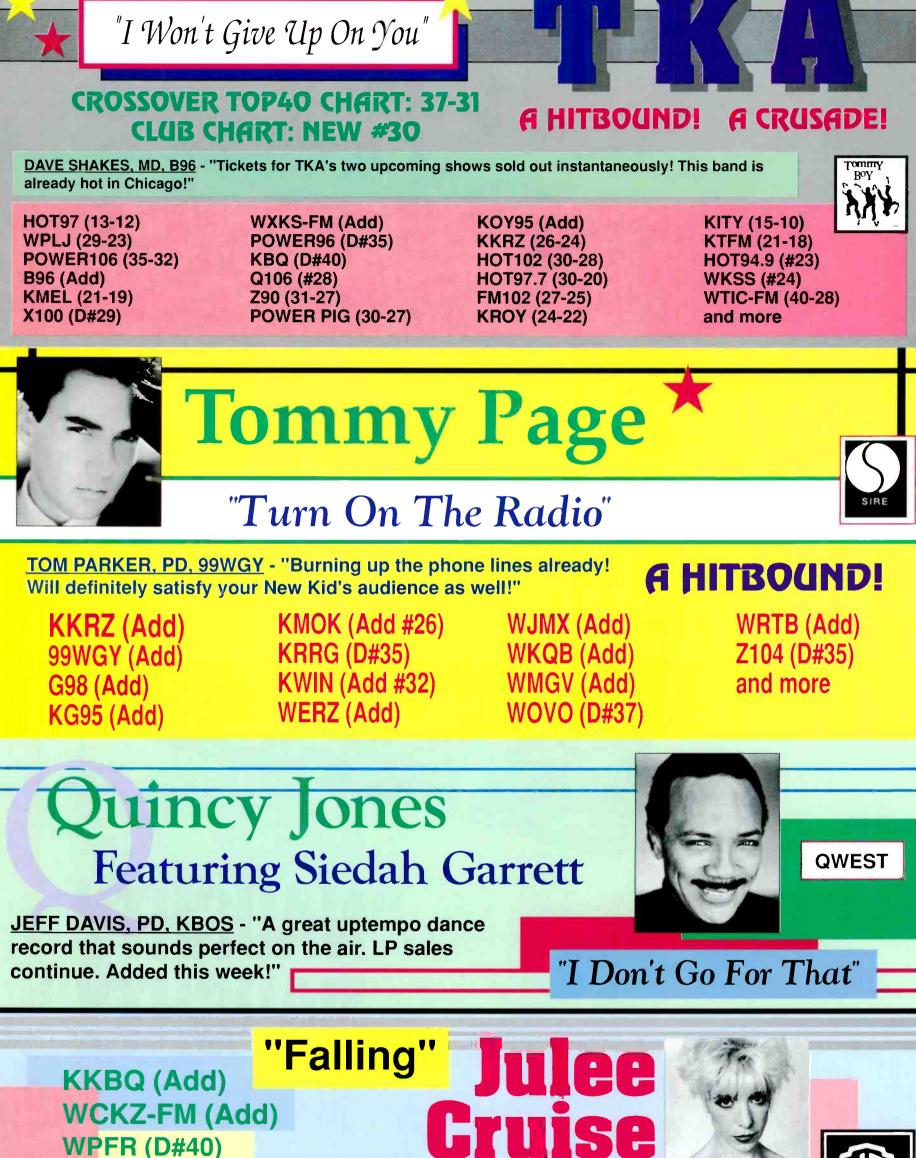
happy while exploring as many new territories as possible."

Troy Scott, the volatile Music Director from KDSR in Watertown, South Dakota, reported that the key to a successful formatics approach in his scaled-down community is getting to know the townsfolk and their habits. While the quaint intimacy of the hamlet is light years away from the blurring social blizzard of Tinseltown, Scott still believes getting down on the street will get you into the public's heart. "I grew up in this area," says Troy, "and I know that the people have a very blue collar way of looking at life. The music they support reflects that working person's philosophy."

One of the drawbacks of Mondello's situation is that in her market size, she is not able to go with the gut instincts as frequently as she or Program Director Cary Curelop would like. In the same vein, **Michael Martin**, KIIS-FM-Los Angeles' ultrasonic ear in the sky and another homegrown product, says spinning records in Southland discos has proven invaluable in teaching him the particulars of the Los Angeles community.

"The first thing that struck me about this community was that you can't draw conclusions about musical taste from people's ethnic backgrounds," said Martin. "I learned that just because a black guy with chains came up to me in my booth, it didn't automatically mean he wanted to hear Bell Biv DeVoe. He could have just as easily requested The B-52s."

Indeed, Douglas agreed that having a great pair of ears was essential to keeping a fresh sound, and that this key element had little to do with regionalism. "It's also important to stay wired into what's going on at the clubs, retail and on the street," he said, "and to do that you really need to develop a feel for the environment. Growing up there certainly helps."



ERIC BRADLEY, MD, WCKZ - "Adult phone reaction due to the success of the TV show. One of those fresh songs that gives us an edge!"



ITH OVER 300,000 ALBUMS SOLD AND THEIR HIT SINGLE "BANG BANG" RECEIVING AIRPLAY ON MORE THAN ONE HUNDRED CHR STATIONS, DANGER DANGER CONTINUES THEIR ARTIST DEVELOPMENT SUCCESS WITH THE NEW SINGLE "NAUGHTY NAUGHTY". BE NA JGHTY AND LISTEN....

"NAUGHTY NAUGHTY"

Spice 1990, CBS Records I Danger



NATIONAL RETAIL CHART

Published Weekly By HITMAKERS MAGAZINE And Compiled From Surveys Reported To Us By A Retail Panel Comprised Of 200 Individual Record Stores, Chains, And Distributors. These Charts Are Based On Sales Only.

TOP SELLING ALBUMS M.C. HAMMER"PLEASE HAMMER DON'T..." (CAP)

LW-TW

M.C. HAMMER "Please Hammer..." (CAPITOL) 1-1 4-2 MARIAH CAREY "Mariah Carey" (COLUMBIA) 2-3 POISON "Flesh & Blood" (ENIGMA/CAPITOL) 3-4 WILSON PHILLIPS "Wilson Phillips" (SBK) 5-5 ANITA BAKER "Compositions" (ELEKTRA) 6-6 KEITH SWEAT "I'll Give All My Love" (ELEKTRA) 7-7 NEW KIDS ON THE BLOCK "Step By Step" (COL) 10-8 BELL BIV DEVOE "Poison" (MCA) 9-9 FAITH NO MORE "The Real Thing" (SLASH/REP) 12-10 LUKE f./ 2 LIVE CREW "Banned In ... " (LUKE/ATL) 11-11 JOHNNY GILL "Johnny Gill" (MOTOWN) 8-12 MADONNA "I'm Breathless" (SIRE/WB) 13-13 PRETTY WOMAN "Soundtrack" (EMI) 14-14 DEPECHE MODE "Violator" (SIRE/REPRISE) 15-15 WINGER "In The Heart Of The King" (ATLANTIC) 16-16 MICHAEL BOLTON "Soul Provider" (COLUMBIA) 17-17 2 LIVE CREW "As Nasty As They..." (LUKE'S REC) 18-18 THE TIME "Pandemonium" (PAISLEY PARK) 19-19 SINEAD O'CONNOR "I Do Not Want ..." (CHRY) 20-20 HARRY CONNICK, JR "We Are In Love" (COL) 21-21 BRUCE HORNSBY "A Night On The Town" (RCA) 22-22 HEART "Brigade" (CAPITOL) 24-23 PHIL COLLINS "...But Seriously" (ATLANTIC) 23-24 BILLY IDOL "Charmed Life" (CHRYSALIS) 26-25 NELSON "After the Rain" (DGC) STEVE VAI "Passion And Warfare" (RELATIVITY) THE SUNDAYS "Reading, Writing..." (DGC) 25-26 28-27 27-28 EN VOGUE "Born To Sing" (ATLANTIC) 35-29 SLAUGHTER "Stick It To Ya" (CHRYSALIS) 29-30 ICE CUBE "Amerikkka's Most Wanted" (PRIORTY) 31-31 AEROSMITH "Pump" (GEFFEN) LISA STANSFIELD "Affection" (ARISTA) 30-32 32-33 JEFF HEALEY "Hell To Pay" (ARISTA) 33-34 VAN MORRISON "The Best Of" (MERCURY) 34-35 PAULA ABDUL "Shut Up And Dance" (VIRGIN) SPECIAL ED "Legal" (PROFILE) SNAP "World Power" (ARISTA) 36-36 37-37 38-38 BONNIE RAITT "Nick Of Time" (CAPITOL) 39-39 DON HENLEY "The End Of The ... " (GEFFEN) BONNIE RAITT "Bonnie Raitt Collection" (WB) 40-40 43-41 LIGHTNING SEEDS "Cloudcuckooland" (MCA) 42-42 ALLMAN BROTHERS "Seven Turns" (EPIC) MOTLEY CRUE "Dr. Feelgood" (ELEKTRA) 45-43 48-44 JANET JACKSON "Rhythm Nation" (A&M) 44-45 CHEAP TRICK "Busted" (EPIC) 49-46 TAYLOR DAYNE "Can't Fight Fate" (ARISTA) 50-47 CONCRETE BLONDE "Bloodletting" (I.R.S.) 47-48 DAYS OF THUNDER "Soundtrack" (DGC) NEW-49 TONY! TONE! TONE! "The Revival" (WING/POLYD) **NEW-50** KID FROST "Hispanic Causing Panic" (VIRGIN)

OP SELLING SINGLES

MARIAH CAREY "VISION OF LOVE" (COL)

MARIAH CAREY "Vision Of Love" (COLUMBIA) 1-1 3-2 POISON "Unskinny Bop" (ENIGMA) JON BON JOVI "Blaze of Glory" (MERCURY) 4-3 5-4 BELL BIV DEVOE "Do Me" (MCA) 6-5 THE TIME "Jerk Out" (REPRISE) 7-6 FAITH NO MORE "Epic (What Is It)" (SLASH/REP) 10-7 SWEET SENSATION "If Wishes..." (ATCO) 12-8 JANET JACKSON "Come Back To Me" (A&M) 2-9 SNAP "The Power" (ARISTA) 8-10 LUKE f./ 2 LIVE CREW "Banned in..." (LUKE/ATL) 9-11 KEITH SWEAT "Make You Sweat" (ELEKTRA) M.C. HAMMER "Have You Seen Her" (CAPITOL) 15-12 16-13 WILSON PHILLIPS "Release Me" (SBK) 18-14 PRINCE "Thieves in the.." (PAISLEY PARK/WB) KYPER "Tic Tac Toe" (ATLANTIC) 21-15 11-16 JOHNNY GILL "Rub You The Right Way" (MOT) 14-17 GO WEST "King Of Wishful Thinking" (EMI) 24-18 NELSON "Love And Affection" (DGC) 13-19 BILLY IDOL "Cradle Of Love" (CHRYSALIS) 26-20 SEDUCTION "Could This Be ..." (VENDETTA/A&M) EN VOGUE "Hold On" (ATLANTIC) 17-21 WEST COAST RAPPERS "We're All In ... " (WB) 23-22 29-23 BRUCE HORNSBY "Across the River" (RCA) JOHNNY GILL "My My My" (MOTOWN) 27-24 19-25 MADONNA "Hanky Panky" (SIRE/WB) KID FROST "La Raza" (VIRGIN) 28-26 MELLOW MAN ACE "Mentirosa" (CAPITOL) AEROSMITH "The Other Side " (GEFFEN) 20-27 33-28 31-29 HEART "I Didn't Want To Need You" (CAPITOL) 35-30 STEVIE B "Love & Emotion" (RCA) GLENN MEDEIROS f./B.Brown "She Ain't ... "(MCA) 22-31 **NEW-32** NEW KIDS ON THE BLOCK "Tonight" (COL) 25-33 TYLER COLLINS "Girls' Nite Out" (RCA) BLACK BOX "Everybody Everybody" (RCA) 38-34 30-35 MICHAEL BOLTON "When I'm Back ... " (COL) TONY! TONI! TONE! "Feels Good" (WING/POLY) 45-36 40-37 AFTER 7 "Can't Stop" (VIRGIN) 39-38 **BAD ENGLISH "Possession" (EPIC)** 32-39 NEW KIDS ON THE BLOCK "Step By Step" (COL) 43-40 KWAME "Ownlee Ewe" (ATLANTIC) 44-41 TROOP "All I Do Is Think of You" (ATLANTIC) THE BOYS "Crazy" (MOTOWN) BROTHER BEYOND "The Girl I Used..." (EMI) NEW-42 NEW-43 47-44 EN VOGUE "Lies" (ATLANTIC) 50-45 THE ADV. OF STEVIE V "Dirty Cash" (MERC) 49-46 MAXI PRIEST "Close To You" (CHARISMA) 36-47 MADONNA "Vogue" (SIRE/WB) 37-48 BABYFACE "My Kinda Girl" (SOLAR/EPIC) 41-49 BELL BIV DEVOE "Poison" (MCA) 34-50 ANITA BAKER "Talk To Me" (ARISTA)



KBTS's Cole Gets Skin-Graph



News Director/morning show sidekick Debra Cole of KBTS in Austin wanted Dallas Cowboy quarterback Babe Laufenberg's autograph real bad, but couldn't figure out a way to get his attention. So she stood outside the station for days, until her hero just happened by - in full uniform, no less! Poor planning left Debra without a pen and pad, leaving Babe with no other choice but to improvise.

Is the Bay Area big enough for two Hammers? Look for WIOQ-Philadelphia exiting MD RUSS "THE HAMMER" ALLEN to resurface in San Francisco (home of MC). Speculation has it that he's looking for some SOL! Meanwhile, back at Driscoll Q-Headquarters in Philly, assistant PD JOHN ROBERTS will assume MD duties for now.

DANNY PARTRIDGE....uh, BONADUCE, is the newest member of the KKFR-Phoenix Morning Zoo (see story page 5). With the morning battles heating up in the land of the cactus, expect more new blood to join the front lines - maybe even a soldier from Atlanta. More POWER to KKFR!

Speaking of POWER, GM BILL PHIPPEN at POWER99 in Atlanta is still looking for an assistant PD. "We need a creative idea man," says Bill. If you fit the bill (no pun intended honest), contact Phippen at 404 266-0997.

All of us at HITMAKERS would like to express our condolences to ANDY COOPER of our music research staff, whose mother, PHYLLIS, passed away August 3.

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Is something brewing at KLOS-Los Angeles?

RON BRANDON of 98WGRD says that his station's DJs, who host a twice-weekly TV dance party on Fox-17 in Grand Rapids, asked him to ask us to ask you to place the station on mailing lists for all dance video product - 3/4-inch format, dat is.

WZPL-Indianapolis needs a promotions director. DON LONDON says if you're a strong and aggressive one (bench press 250 and not afraid to ask out the opposite sex), mail your portfolio to him at WZPL, 1440 N. Meridian, Indianapolis, Indiana 46202.

On the other hand, WWDC-Washington (DC101) no longer needs a nighttime star as KIRK McEWEN officially comes on board, after a brief flirtation with PIRATE-L.A., from WIYY-Baltimore (98Rock). That leaves 98Rock PD RUSS MOTTLA looking to fill a HOT opening in Baltimore.

Leading the retail assault against radio as one of the new gladiators of new music, McCallums/Twister Records in Lincoln, NE is conducting a series of in-store listening parties. The first was for The Pixies <u>BOSSANOVA</u> LP (see Retail Rap page 6), and the next will feature Jane's Addiction's and Bob Mould's newest offerings. Maybe they'll start a whole new musicbreaking trend!

With WCKZ-Charlotte APD/Middays DON O'NEAL exiting the station, part-timer REX DESHANNON, from the former KNRJ-Houston, is currently filling in. But PD MARK SHANDS is looking to solidify the slot with a permanent replacement, and he is still accepting tapes. The future of the APD position is still up in the air. Meanwhile, Don is still exploring options, including taking a larger role in marketing his own label, JAM CITY Records.

Two major market MD-types are looking. WFNX-Boston APD/MD BRUCE McDONALD has given notice, and will remain with the station through the end of the month. WKDF-Nashville MD/night superstar LISA WALKER has asked to be let out of her contract to follow some interesting leads. We have her phone number here if you need it.

WVIC in Lansing sure knows how to pull one off. Listeners heard a hacker breaking in on the station's signal for several days last week, beginning with a crackling noise followed by a man's voice singing the Dairy Queen jingle, complaining about fast food lines, and pleading for an audition as a disc jockey. The local newspaper ran a big story about the "pirate," with comments from PD KEVIN ROBINSON, who expressed concern that the man "might say something we don't want broadcast." After three days, WVIC reported the hacker was caught, and introduced him August 10 on the air as "FREDDY." The whole thing was a hoax, prompting the newspaper to run an editorial that began, "The joke's on us."

JASON COX is MD at WLRW in Champaign, replacing JOHN McKEIGHAN, who will continue as morning host and APD.

The Ear wishes to congratulate MICHAEL LESSNER and his wife, BARBARA, on the birth of daughter RAQUEL ALEXA. Raquel entered the world August 9 and weighed in at 6 lbs. 3 ozs.

So they dropped 13 records and added a handful of downtempo singles. That doesn't mean KITY-San Antonio is going AC, does it? "Squelch those rumors!" cried MD STEPHANIE GRAMM. "The most we'll change is to go a little more adult in middays - nothing drastic!"

SBK's Lane Caught Moonlighting



That's right - as if he didn't make a good enough living already, SBK Sr, Dir. Nat'l Singles Promo Ken Lane has apparently found it necessary to get additional work as the musical director for Dean Martin's Las Vegas show. Not only that, but Ken has elevated himself to new heights in order to show us his name alongside Dino's.

A tip-o'-the-Ear goes to KNAC-L.A. for their wins as Best Station In Los Angeles and in the West, kudos supplied by the readers of Guitar For The Practicing Musician magazine for the second straight year.

As a friendly reminder that he's more than just a programming guy, KEGL-Dallas APD/MD JIMMY STEAL has been mailing one helluva tape to assorted industry types. Rest assured that he's going nowhere in the near future.

KIMI STEVENS, devastated by the sale of her former station, WOFM in Chespeake, Va ("It was Alternative to the bone, and one of the very, very best!"), fied all the way to Anchorage, where Rocker KWHL - the FM K-WHALE - found her freezing on their doorstep last October. Kimi made her mark as a part-timer at the K-WHALE, and now she has been promoted to MD. She replaces the departed DAN THOMAS, who is out and looking. He can be reached at 907 561-6045.

B104-Baltimore-PD STEVE PERUN tells the Ear that the station is removing all "exclusively teen" records from rotation and taking more of an adult Top40 lean. Perun insists it will NOT be a carbon copy of the new Mix format in Houston, but will be more contemporary and current than the new Zapolean-Woods station. Perun is one of the nation's leading radicals of the adult-lean movement (see FACE-OFF page 6).

KIM STEVENS is one POWERful FOX! Fromerly with FOXY99 (WZFX) in Fayetteville, N.C., Kim has been hired as MD/swing shift announcer at WUSL (POWER99) in Philadelphia.

KEN WALL to 93QID in Alexandria as morning driver, NOT as MD, which was inadvertently reported by an Ear saboteur recently. MD TERRY KNIGHT is safe and sound and staying put.

Hot music tip for Rock programmers: Be on the lookout for new EMI act ALIAS, featuring FREDDY CURCI.

PD LARRY MARTINO of KGGI-FM in Riverside, Cal. has been given the additional title of OM for both KGGI and AM counterpart KMEN. LARRY won't make it home for dinner quite as often.

JAMMINB Z90-San Diego PD RICK THOMAS and wife are the proud parental units of 7 lb., 12 oz. Jacqueline, born August 13.

KDWB-Minneapolis needs a production director immediately! Fed EX tapes to BRIAN PHILLIPS at KDWB, 701 South Third St., Minneapolis 55415.

HITMAKERS

THESE ARE THE DAYS OF THE OPEN HAND THEY WILL NOT BE THE LAST LOOK AROUND NOW THESE ARE THE DAYS OF THE BEGGARS AND THE CHOOSERS

THIS IS THE YEAR OF THE HUNGRY MAN WHOSE PLACE IS IN THE PAST HAND IN HAND WITH IGNORANCE AND LEGITIMATE EXCUSES

THE RICH DECLARE THEMSELVES POOR AND MOST OF US ARE NOT SURE IF WE HAVE TOO MUCH BUT WE'LL TAKE OUR CHANCES 'CAUSE GOD'S STOPPED KEEPING SCORE I GUESS SOMEWHERE ALONG THE WAY HE MUST HAVE LET US ALL OUT TO PLAY TURNED HIS BACK AND ALL GOD'S CHILDREN

CREPT OUT THE BACK DOOR

AND IT'S HARD TO LOVE, THERE'S SO MUCH TO HATE

HANGING ON TO HOPE WHEN THERE IS NO HOPE TO SPEAK OF AND THE WOUNDED SKIES ABOVE SAY IT'S MUCH TOO MUCH TOO LATE WELL MAYBE WE SHOULD ALL BE PRAYING FOR TIME

THESE ARE THE DAYS OF THE EMPTY HAND

OH YOU HOLD ON TO WHAT YOU CAN AND CHARITY IS A COAT YOU WEAR TWICE A YEAR

THIS IS THE YEAR OF THE GUILTY MAN YOUR TELEVISION TAKES A STAND AND YOU FIND THAT WHAT WAS OVER THERE IS OVER HERE

SO YOU SCREAM FROM BEHIND YOUR DOOR SAY WHAT'S MINE IS MINE AND NOT YOURS

I MAY HAVE TOO MUCH BUT I'LL TAKE MY CHANCES 'CAUSE GOD'S STOPPED KEEPING SCORE AND YOU CLING TO THE THINGS THEY SOLD YOU DID YOU COVER YOUR EYES WHEN THEY TOLD YOU THAT HE CAN'T COME BACK 'CAUSE HE HAS NO CHILDREN TO COME BACK FOR

IT'S HARD TO LOVE THERE'S SO MUCH TO HATE HANGING ON TO HOPE WHEN THERE IS NO HOPE TO SPEAK OF AND THE WOUNDED SKIES ABOVE SAY IT'S MUCH TOO LATE SO MAYBE WE SHOULD ALL BE PRAYING FOR TIME

GEORGENIGHAEL

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FREIS HOTI

"THE RECORD FEELS GREAT ON KMEL. IT'S HOT!" Hosh Geurili-MD KMEL

"BEST CROSSOVER BAND OF THE YEAR, 'IT FEELS GOOD' ON FM 102" Andrea Pentrack-MD FM 102

"TONY! TONI! TONÉ! YEAH!! THE 12" IS HOT AND FEELS GREAT **ON KROY**" Dan "Iceman" Walker-MD KROY

"TONY! TONI! TONÉ! CONTINUES TO BE ONE **OF THE BEST SALES** STORIES OF THE YEAR. MOMENTUM **CONTINUES TO BUILD ON A GREAT RECORD."** Lew Garret-VP Camelot Records

> "FEELS GOOD" **CD DIGIPAK** AT CHR NOW!

Written, produced, arranged by Tony! Toni! Toné! Executive Producer: Ed Eckstine Management: Left Bank Management in association with Delos, Inc. Carlos Stanfield

WHEN YOU PLAY IT, SAY IT **TONY! TONY! TONY!**



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