

I N S I D E:**AVOIDING THE ONE-BOOK PANIC**

As more stations change hands for more money, that ratings report card is more important than ever. All the more reason, **Rob Balon** maintains, to avoid making rash decisions on the basis of a single ratings book. There are simply too many variables and error possibilities to make your plans on anything less than a four-book average.

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SALES: YOU SAY YOU WANT A RESOLUTION

Setting goals and objectives is a worthwhile endeavor for radio sales teams at the top of the year, but you can take it further by refining and improving your working methods. **Chris Beck** identifies a number of key areas for improvement in the form of New Year's resolutions for sales staffers — plus a Top 10 list for managers.

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AOR '89: PROSPECTS FOR GOLD, NEW MUSIC

Half a dozen future-minded forecasters from the radio group, consulting, rep, and record fields put their predictions for AOR on the line for '89. Examples include:

- A thorough redefinition for the format
 - A void for new rock
 - Classic Rock is here to stay
 - New revenue for AOR stations
 - A quest for youth
- And many more to agree with or otherwise.

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DANCE/URBAN NO. 1 CHR MUSIC ELEMENT

Rock resurged in the second half after a weak first six months, but it was dance/urban songs that made up the largest component of the 1988 CHR music mix. Pop was a close second, and ballads, though scoring the lowest percentage of the year's Top 40 hits, included some of the biggest hits.

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NOTE ON THIS WEEK'S CHARTS

More than enough reporting stations changed their playlists between our last issue, 12/23/88, and this one to create valid chart movement. But the relatively large number of holiday freezes would have affected our New & Active listings, so, as usual, we're publishing charts, Breakers, and Most Added/Hottest boxes in all formats. Complete music information returns next week.

Newsstand Price \$5.00


AFTER 15 YEARS AT WMMS**Kid Leo Columbia VP/Artist Development**

WMMS/Cleveland OM/afternoon driver Kid Leo has left after nearly 15 years with "The Buzzard" to join Columbia Records in the newly-created capacity of VP/Artist Development. He'll report to Columbia Sr. VP/Marketing Bob Sherwood.

CBS Records Division President Tommy Mottola told R&R, "I think Kid Leo's basic knowledge of A&R and past, present, and future trends in radio, com-



Kid Leo

combined with the relationship he has developed with many artists over the years, will make him a very valuable addition to Columbia. He'll be able to integrate all those talents and abilities in this position to work closely with promotion, A&R, marketing, and alternative promotion. LEO/See Page 36

Atlanta Doubles The Gold**WZGC Drops CHR For Classic Rock; WFOX Segues From AC**

Confirming rumors circulating for the past several weeks, Cook Inlet Radio Partners' WZGC (Z93)/Atlanta has dropped its Jerry Clifton-consulted Urban-oriented CHR format in favor of Classic Hits. The station had been a CHR market mainstay since 1973.

The switch came at 3pm Tuesday (1/3). A number of

employees departed in the process, including morning man Randy Miller, cohost Mary Glen Lassister, and producer Rusty Humphries, all of whom have joined KBEQ/Kansas City (see "Street Talk," Page 30). Promotion Director Diane Bennett also exited.

Earlier in the week, Gold-Based AC WFOX/Atlanta

switched to Gold. WFOX retains its call letters, although its positioning statement — "Hits of the '60s, '70s, And '80s" — has been changed to "All Oldies All The Time."

Z93: Hole In The Market

Z93 VP/GM David Meszaros had recently joined the station after managing sister station WZLX/Boston, also a Classic Hits outlet. He stated, "After many months of carefully evaluating our current programming position through research, focus groups and outside consultant opinions, and our own passive research studies, we concluded that as the population continues to grow older, Z93 has an excellent opportunity to super-serve the 25-44-year-old adult with a Classic Rock 'N' Roll format, which is not presently being done in the Atlanta marketplace.

"Since 1973, Z93 has been a broadcast franchise in the Atlanta market; hence, the radio station will not change call letters or the Z93 signature."

Meszaros concluded by adding, "Cook Inlet Radio Partners has two markets presently programming variations of this format with great success (at KSLX/Phoenix and WZLX). Z93 is proud to bring Atlanta this musical presentation which represents the sacred music of the '60s and '70s generation and generations to come."

ATLANTA/See Page 36

FCC Bans Shock Around The Clock**NAB Plans Court Challenge To 24-Hour Indecency Crackdown**

The FCC has slapped broadcasters with an around-the-clock ban on "indecent" programs, following President Reagan's approval of legislation that mandates a crackdown on blue broadcasting.

Sen. Jesse Helms (R-NC) succeeded last fall in tacking a rider onto an appropriations bill that required the FCC to enforce indecency rules on a 24-hour basis. The Commission, which previously allowed a midnight-6am "safe harbor" for adult fare, says it has no choice but to enforce the law since Congress has acted.

"In enforcing this rule, the Commission will continue to apply its generic definition of indecency, which has been upheld by the courts. Under this definition, broadcast indecency is language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs," the FCC said. Violations of the ban may subject broadcasters to criminal prosecution.

NAB May Seek Court Block

NAB officials say they expect to challenge the new policy in court, and may seek an order to block enforcement of the law until its constitutionality can be determined. Attorneys for sev-

eral broadcast and public interest groups are now examining the First Amendment implications of the ban.

The indecency policy has been the subject of continuing controversy since April 1987 when FCC officials cited Infinity Broadcasting's Howard Stern and two noncommercial radio stations. Last year, a federal appeals court upheld the overall policy, but ordered the Commission to better justify limiting the safe harbor period to post-midnight hours.

In a written statement accompanying the FCC's new policy directive, Commissioner Patricia Diaz Dennis said she has "serious doubts" about the

FCC BAN/See Page 36

EVERY BACK TO KKDA**Stradford PD At KMJQ**

KMJM/St. Louis PD Mike Stradford has been named PD of Noble Broadcasting sister station KMJQ (Magic 102)/Houston, and will also oversee KMJQ AM sister KYOK. He replaces PD Terri Avery, who will return to KKDA-FM (K104)/Dallas in an operations capacity next week. KMJM Production Director Chuck Atkins has been upped to succeed Stradford.

Monte Lang, GM at KMJM &

KMJQ and Regional VP for owner Noble Broadcasting, told R&R, "Mike will be my liaison with both KYOK & KMJQ, and I'll also be sending him back to St. Louis every three weeks. I was disappointed to hear Terri was returning to KKDA; she did a fine job at Magic 102. But I talked to some of the leading Urban programmers for input and, to a man, they all agreed Mike is the right person to STRADFORD/See Page 36

Brown Legacy Exec. VP

Doug Brown

Legacy VP/Group Operations Doug Brown has been upped to the company's new Exec. VP position. He will continue to be based in Minneapolis and oversee operations for the chain.

Legacy President/CEO Carl Hirsch stressed the appointment involves more than merely a change in Brown's title. "Doug is effectively the chief operating executive under me in the company," Hirsch said. "He's joined the board of directors and will take on many more responsibilities. He's been an integral part of Legacy's success, and it's time he was recognized as one of the real key top executives in this industry."

Hirsch and Brown have worked together for almost two decades, including ten years at Malrite. Brown joined Legacy in 1986 after three years as VP/GM of WLTE/Minneapolis.

"It's real gratifying to pick up additional responsibilities for industry legends like WNEW-FM and WMMR," Brown told R&R. "It's pretty exciting when you've been in business for two-and-a-half years and you're in six of the top ten markets, plus Minneapolis. Not a bad start for a couple of little guys from the Midwest."



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BEAST FROM THE EAST

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1989 PROGRAMMING CHECKLIST:

✓ MUSTS:

**JOAN JETT &
THE BLACKHEARTS**

"Little Liar"

R&R CHR CHART: 18
MTV HEAVY ROTATION!



LUTHER VANDROSS

"She Won't Talk To Me"

R&R URBAN: 10
... AND CROSSING TO CHR!

BASIA

"New Day For You"

R&R AC: 5
BREAKER BOUND CROSSOVER!

'TIL TUESDAY

"(Believed You Were) Lucky"

R&R AC: 20
... ALSO CROSSING TO CHR!
VIDEO JUST ADDED AT MTV

✓ OUT THIS WEEK:

SURVIVOR

"Across The Miles"

GREAT BALLAD!



MARCUS LEWIS

"The Club"

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AND URBAN RADIO!

AEGIS
RECORDS

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WITH REGINA BELLE**

"All I Want Is Forever"

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SOUNDTRACK ALBUM "TAP"

EPA
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Bruno Upped To VP/GM At WOR

After six months as GM, Bob Bruno has been promoted to VP/GM at RKO's WOR/New York. The ten-year station vet joined WOR in 1978 as PD.

RKO President Jerry Lyman commented, "Bob has demonstrated outstanding leadership abilities since his appointment in July. He has produced at a level well beyond all expectations, and is well deserving of this recognition for his achievements."

Bruno added, "This is an opportunity for me, as someone who moved out of programming into the GM slot, to do more of the things I want to do. I'm very excited at the prospect of what I see as a very bright future at the station. We've made some changes already, with a new afternoon maga-



Bob Bruno

zine show and changes in our nighttime lineup. We're very optimistic about the way the station is going to sound in the months ahead."

Bruno previously programmed WNEW/New York from 1976-78 and WVIP/Mt. Kisco, NY for eight years before that.



Ken Kohl

LEAVES KFI

Kohl Heads New Group

KFI/Los Angeles Station Manager Ken Kohl has left the Cox Talk outlet to form Kohl Communications, a company to operate a diversified group of radio holdings.

Kohl, who joined KFI two years ago, told R&R, "The time was right to make the move. It's the goal of many broadcasters to experience ownership and the time to put the wheels in motion is now. I'm pleased to say that I will continue my association with KFI as a consultant." He added, "I am thankful for the opportunity to

KOHL/See Page 34

CBS Records Buys Tree

First Sony-Era Deal Nashville's Biggest Ever

CBS Records has purchased Nashville-based publishing giant Tree International, its first major acquisition since becoming a wholly-owned subsidiary of Sony Corp.

Music industry sources place the value of the long-rumored deal between \$45-\$50 million dollars, making it the largest financial transaction in the history of Music Row.

Until the sale, Tree was the largest independent music publishing company in Nashville history and the last major Nashville-based publishing firm. One of the conditions of the deal was that Tree will

not be transplanted, according to Tree owner Buddy Killen, who added, "Tree belongs to Nashville."

Referring to the acquisition as a "marriage of two highly compatible partners," CBS Records President Tommy Mottola said, "It's fitting that Country music's leading publisher be united under the same roof with the leading record company in the world. We look forward to working with two of the truly outstanding music industry executives, Buddy Killen and Donna Hilley. This is a major step in reestablishing ourselves in the important world of music publishing."

Killen will remain as President while adding the additional role of Chairman of a CBS Executive committee for publishing, with Mottola and CBS Records chief Walter Yetnikoff. In that role, Killen will assist in all major decisions for future CBS publishing acquisitions. "We're going to quadruple the size of Tree very quickly,"

TREE/See Page 34

DUGAN NAMED PD

KMOX PD Osborne Dies At 57



Bob Osborne

KMOX/St. Louis PD Bob Osborne, 57, died December 23 in that city's Jewish Hospital. Osborne, who had suffered from inflammation of the pancreas, had been in the hospital's intensive care unit for six weeks. News anchor Dave Dugan has been named to succeed Osborne at the station.

CBS Sr. VP and KMOX & KLOU GM Robert Hyland said Osborne was "a kind and patient man with a wide range of understanding."

A native New Yorker, Osborne was raised in Massachusetts, graduated from Hartford's Trinity College in 1953, and became PD/MD at WCCC/Hartford. He served in the Air Force Reserve until 1956.

OSBORNE/See Page 34

Foate GM At WQFM

Shamrock Communications has upped WQFM/Milwaukee GSM Kris Foate to GM. She replaces Jim Hooker, who exits after seven months to concentrate on his Illinois-based consultancy.

Shamrock President/CEO Bill Lynett told R&R, "Our agreement with Jim was till the end of the year. We thought there were some short-term things he could accomplish for us, but he never planned to give up his consultancy. By the end of the year we knew we were ready for a fulltime manager, and we're elated Kris proved to be up to the task."

WQFM's ratings have slipped dramatically over the past year, and the 16-year AOR now trails both Classic Rock WKLH and AOR WLZR. "Our competitors made some good moves and we made

FOATE/See Page 34

Lambert Atco VP/Promotion



Craig Lambert

Two-year A&M Field Director Craig Lambert has been named VP/National Promotion at Atco Records, and will be based at the label's New York headquarters. He is the first executive to join Atco since Derek Shulman became President of that label in November.

Shulman told R&R, "I've known Craig personally for 14 years; he used to work my records when I was in the band (Gentle Giant, on Capitol). He was great then, and he's great now. This position is one

LAMBERT/See Page 34

SZABO NOW

WGHT PD

Brooks Manages WWIN

WGHT (Hot 95.9)/Baltimore has promoted MD/afternoon driver Zak Szabo to PD of the Dan Vallie-consulted CHR. He replaces OM/PD Don Brooks, who now becomes Station Manager of Urban-Gold formatted AM sister WWIN while retaining OM duties at WGHT.

WWIN & WGHT VP/GM Barry Smith told R&R, "Don is too bright and too good to lose and has done an outstanding job for us. He's a super backup for me and everyone else in the day-to-day operations

BROOKS/See Page 36

JANUARY 6, 1989

BIG-MARKET BIRCH RATINGS

More stories from the fall '88 Birches. Among the highlights:

- A monster book for KEGL/Dallas
 - WPGC extends its DC lead
 - KKQB regains Houston CHR edge
 - Classic Rock KLXK doubles in Twin Cities
 - NAC WNWV close to a 4 in Cleveland
- These market results in full plus Atlanta, Miami, and Pittsburgh.

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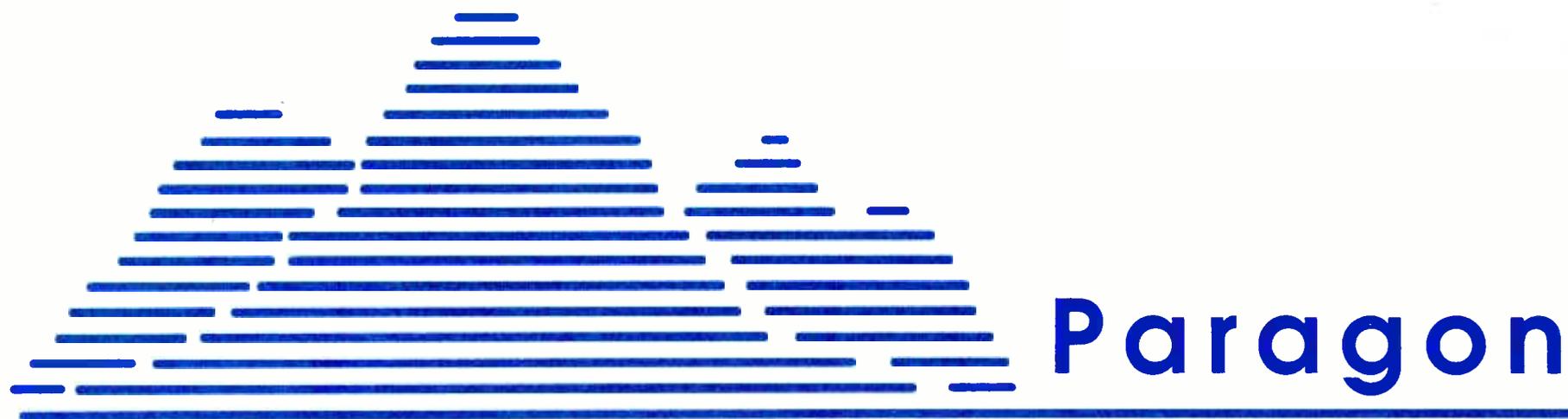
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AN OPEN LETTER TO

The management and staff of Surrey Research, Inc. have recently completed a buyout of the company's current operations to form a new company, PARAGON RESEARCH, a full-service media research firm.

We chose our new name with care. A **paragon** is a leader, a model of excellence, a peerless example. It's a name we believe reflects our history, and our purpose. The formation of our new company provides us with the opportunity to offer even greater flexibility, higher quality, and better value for our clients.

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Nichols, Hamlin Form WRVR's New Management/Programming Team

Keymarket's WRVR/Memphis has filled the GM and PD positions left vacant when Terry Wood and Bob Kaake left for similar duties at WLTJ/Detroit. Keymarket traded WLTJ to Viacom for WRVR in a transaction that took effect last month.

Debby Nichols has been promoted from GSM to GM, succeeding Wood, and Mark Hamlin will move into the PD chair formerly occupied by Kaake. The Nichols appointment is effective immediately; Hamlin will move to Memphis by month's end. He currently programs Keymarket AC outlet WTCB (B106)/Columbia, SC, where he has worked for the past 18 months.

Keymarket President Barry Drake commented, "Wherever possible, we look for opportunities to promote from within the company. Debby's knowledge of the Memphis market and her skills as a leader and motivator are exactly what we're looking for to carry WRVR into the '90s."

Keymarket VP/Programming Frank Bell told R&R, "Mark's move to Memphis indicates a job well done at B106. I think they're going to make an excellent team. They're both very energetic, ded-

icated, and on-target for the job."

Nichols, who started at WRVR as an AE five years ago, said, "I'm very excited at the opportunity that Barry and Kerby (Confer, Keymarket owner) have given me. WRVR is well-positioned with the Memphis audience and advertising community. With the talented people already in place here and the added Keymarket resources, the stage is set for future growth."

A former WCZY/Detroit Asst. PD, Hamlin noted, "I'm excited

about the challenges facing us in Memphis and look forward to working with Debby and everyone at WRVR."

Nichols will begin interviewing candidates for the vacant GSM slot. WTCB MD Doug Spets will succeed Hamlin.

Gold-Based ACWRVR-FM ranked sixth 12+ in both the summer '88 Arbitron (7.1) and Birch (7.4); Gold WRVR posted a 1.5 to rank 15th in Arbitron and fell below a 1 share in the Birch report.

Deming Takes On New KXXR OM Position

KXXR/Kansas City Director/Promotions & Marketing Bruce Deming has been upped to OM, a newly-created position at the Olympia CHR outlet.

KXXR VP/GM Bill Hazen remarked, "Bruce is a bright radio man, and will now lend his creativity to our overall advertising efforts as well. He's been here from the beginning, and his winning skills have made an invaluable

contribution to our success."

Deming, who served as OM at Olympia sister KZZU/Spokane before transferring to KXXR, told R&R, "I'll still be handling promotions and marketing, but this promotion will allow me to be more involved in all areas of the station. We're growing at a fast pace here in Kansas City, and this move will really help (PD) Brian Burns and (GSM) Gary Lakey tie all the loose ends together."

BAILEY PD

WBIG Drops Country For Urban

WBIG/Greensboro-Winston Salem dropped its two-year-old Country format for Urban December 29. Chris Bailey, Asst. PD of Beasley UC sister station WCKZ (Kiss 102)/Charlotte, has been named PD, replacing Kevin O'Neal.

WBIG VP/GM Roger Stockton will remain with the station, but was unavailable for comment.

New calls are pending for the

station, which will be known as "102 Jamz." Like other Jerry Clifton-consulted outlets, it signed on with 48 hours of "Jam On It" by Newcleus. Following that was a 12-hour New Year's Eve "Continuous Dance Party," after which the station kicked off the format new PD Bailey describes as "the hip format of the '90s, a blend of dance and CHR crossover hits."

Commenting on his promotion,

Bailey told R&R, "I'm certainly proud that Beasley has given me the opportunity to program this station. I look forward to working closely with Jerry Clifton, and we'll be jammin' in '89!"

Bailey, a 20-year radio vet, helped turn on WCKZ last January. He came from Birmingham, where he had owned Country WPKY for two-and-a-half years, and his prior programming experience includes stops at KEYP/Tyler, TX and KIVA/Albuquerque. He also did promotion for MCA and Polydor while in Miami during the '70s.

WBIG went Country in early 1987, aiming its sights at longtime market leader WTQR. Despite heavy advertising and promotional spending, WBIG was unable to substantially cut into WTQR's audience. WBIG's Country ratings (12+, Arbitron) to date have been 1.1-2.9-6.9-4.9-5.0-4.4 versus WTQR's 17.5-17.4-14.8-18.6-17.5-18.1.

WBIG becomes the third 100,000 watt FM outlet to drop the format since WTQR PD Les Acree joined the station in September 1985. WWWI changed to Easy Listening in March '86, and WKOQ made the move to Gospel last April.

Among the other WBIG staffers let go are Asst. PD/MD Kerry Wolfe, night jock Pam Houston, and parttimers Alan Dean and Dan Robbins. In what turned out to be rather fortuitous timing, morning man Bucks Braun resigned two weeks ago to take the WLVK/Charlotte morning position.

Todd To Program WXGT



Mark Todd

KKBQ/Houston Asst. PD Mark Todd will leave that station to program Great Trails outlet WXGT (92X)/Columbus, replacing seven-year programming vet Adam Cook.

WCOL & WXGT VP/GM Randy Rahe told R&R, "We're very excited about what Mark brings to us. He's aggressive and understands marketing warfare. We've been nice guys at 92X for too long. As far as Adam is concerned, he is ready for another challenge. He's a great programmer who will put together one hell of a great station for someone."

Todd, who joined KKBQ six months ago after programming KWNZ/Reno, previously worked at 92X in 1981. "It'll prove to be real interesting, since I've also worked with (crosstown WNCI PD) Dave Robbins at KHTR/St. Louis," said Todd. "He knows me and I know him, and I've also learned a lot from (KKBQ PD) Bill Richards, who had previously taken WNCI to the top."

"On a personal level, Dave and I have been friends for years and I hope we can continue to be. But when we punch the clock at each of our stations, it will be all-out warfare on a professional level. Randy Rahe is a great guy, and I know he and Great Trails are willing to put up the tools to really do a number."

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When the Beatles arrived in America they *ARRIVED!* Radio

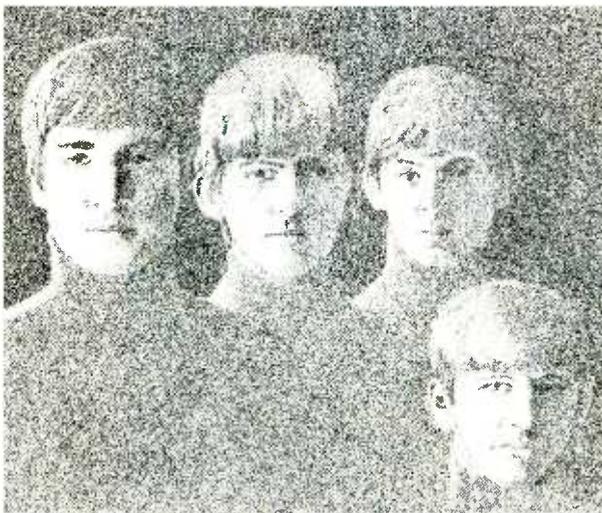
stations across the nation heralded the event by playing "I Want To Hold Your Hand" — as well as every other Beatles track they could get their hands on!

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PAT CLAWSON

Broadcasters Urge Package Adoption Of FCC AM Proposals

Three FCC proposals to improve the technical quality of AM got a thumbs-up recently from broadcasters. However, some of the key industry groups that filed comments with the Commission expressed concern that the trio of new rules be implemented as a package and not individually.

One of the three proposals is a plan to give former daytime-only Class II-S and Class III-S AM stations more flexibility in establishing a nighttime service by allowing such stations to use separate antenna systems or sites. The other two proposals involve new, more accurate ways to measure field strength of skywave signals and RSS (Root Sum Squared) skywave interference levels.

Such groups as the NAB, Clear Channel Broadcasting Service, H&C Communications, and Cox Enterprises urged the FCC to implement all three proposals at once.

"It is appropriate," said NAB, "for the Commission to change allocations standards as a package, in order to best achieve the agency's stated goal of ensuring that proposed new or modified AM stations provide intended protection to other stations and, as well, that potential changes in AM facilities are not unnecessarily restricted. It makes little sense to continue to encourage applications for facility modifications pursuant to technical standards the Commission acknowledges will change."

"It makes little sense to . . . encourage applications . . . pursuant to technical standards the (FCC) acknowledges will change."

—NAB

As part of the Class II-S and III-S proposal, those stations would be allowed establish a separate nighttime antenna system without having to meet the minimum power, city coverage, and minimum operating schedule requirements that generally apply to such changes in nighttime operations.

Fulltime Stations Need Protection

Broadcasters and their industry groups voiced support for this change contingent upon fulltime stations retaining full protection of their nighttime signals. In its comments, NAB called for the authori-

zation of "low profile" antennas, short, inexpensive, non-directional systems that would allow Class II-S and III-S AM's to provide better nighttime coverage at the core of their service area without increasing interference.

WGN Continental Broadcasting Co., which owns WGN/Chicago, urged the Commission not to adopt the Class II-S and III-S proposal until other rulemakings concerning AM interference are completed.

"The Commission's present protection rules fail to account accurately for the effects of cumulative interference and adjacent channel skywave interference, and the increased skywave propaga-



INTER-URBAN SEALS DEAL — Inter-Urban Broadcasting recently obtained a \$10.5 million financing package from BarclaysAmerican/Business Credit, Inc. Sealing the deal are (l-r) Paul Squitieri of the law firm of Cole & Deitz, which represents BarclaysAmerican; Leslie Fairbanks, also of Cole & Deitz; Thoben/Van Huss President Phil Thoben; Inter-Urban Chairman Tom Lewis; BarclaysAmerican/Business Credit VP Robert Morton; Inter-Urban President Jim Hutchinson; and Lisa Sliwinski and Jane Croes of Cole & Deitz.

tion that occurs during the majority of nighttime hours," said WGN. "WGN is concerned that utilization of the existing nighttime protection rules as the standard in granting additional nighttime authorizations will continue to result in additional interference to the nighttime service provided by existing stations."

Bonneville International Corp. and the Association for Broadcast Engineering Standards urged the FCC not to treat such nighttime operation applications as "minor changes," because that designa-

Continued on Page 14

NABOB Says Silver Star Action Threatens Distress Sale Policy

The FCC's move to revoke a black broadcaster's licenses because he abused the Commission's distress sale policy smacks of racism and could threaten the effectiveness of that minority ownership program, according to the National Association of Black-Owned Broadcasters (NABOB).

"This decision could substantially chill distress sale purchases," said NABOB. "It would be most unfortunate, if, in attempting to protect the distress sale policy, the Commission frightened away minority broadcasters — the very people the Commission needs to encourage to pursue distress sales if the minority ownership policy goals are to be fully realized."

NABOB expressed that opinion in comments filed with the FCC in support of Tallahassee, FL-based Silver Star Communications-Albany, Inc., which faces the loss of its licenses for WMJM & WFAV/Cordele, GA. Silver Star is headed by Dr. John Robert E. Lee, a former NABOB president.

Silver Star's problems with the FCC stem from its 1984 purchase from James Rivers of four Georgia stations: WTHJ/East Point, WJIZ/Albany, and WMJM & WFAV/Cordele. Lee acquired those stations under the FCC's distress sale policy, which allows an owner who is in danger of losing his license to sell the station to a minority buyer for no more than 75% of market value.

This past November, the FCC Review Board upheld an administrative law judge's finding that Lee had violated the Commission's license transfer and distress sale policies by secretly granting de-

ly scare away minority parties interested in making legitimate use of the distress sale.

Interviewed by R&R, NABOB Exec. Director/General Counsel James Winston also suggested that Lee might have been a victim of racial discrimination by the FCC. No such allegation was included in the group's filing with the Commission.

"The concern is: was Eob Lee singled out and was he singled out because he was using the minority distress sale policy?" said Winston. "If this was a non-minority broadcaster, would the penalty have been so harsh? I think the case law suggests otherwise."

Winston cited RKO General as a non-minority broadcast group that was found guilty of major violations of FCC rules but was not forced to give up its licenses. (RKO, which faced the possible revocation of its broadcast licenses, has been permitted to sell off its radio and TV properties at below-market returns.)

"The racial composition of the licensee had nothing to do with the bureau's position," said Mass Media Bureau attorney Larry Miller. "I've heard that [racism] allegation throughout this proceeding and it's simply not true."

In a written response to NABOB's filing, the Mass Media Bureau challenged NABOB's right to comment in the Silver Star proceeding as well as the validity of the group's arguments. NABOB, the Bureau said, offered no evidence for its "speculative concern" that taking Silver Star's licenses would chill use of the distress sale.

"If this was a non-minority broadcaster, would the penalty have been so harsh? I think the case law suggests otherwise."

—James Winston, NABOB

facto control of WMJM & WFAV to James Rivers's son, Ronald Rivers, whose qualifications as an FCC licensee were "questionable." Lee, the FCC found, originally intended to sell the two stations as soon as he gained control of them, but was thwarted in that plan when the Commission amended its rules to require the buyer of a distressed station to hold the property for at least one year.

The Review Board boosted the penalty against Silver Star from the \$20,000 fine imposed by the administrative law judge to revocation of the Cordele licenses. Silver Star has appealed the Review Board's decision to the Commission.

NABOB argues that stripping Silver Star of its licenses would have no more deterrent effect than the \$20,000 fine, and might actual-

NEWS BRIEFS

Commerce Dept.: Healthy 1989 For Record Biz

The Commerce Department is predicting a 15% increase in revenues for the recorded music industry in 1989, with much of that growth coming from continued strong sales of CDs. The department's International Trade Administration estimates music manufacturers will see some \$7.6 billion in revenues this year, up from \$6.6 billion in 1988.

While CD sales will continue to grow, in part because of increased manufacturing capability and a slight reduction in price, cassettes will continue to be the dominant music medium. According to figures provided to the ITA by the RIAA, cassette sales accounted for an estimated \$3.4 billion in industry revenue in 1988. CD sales were up an estimated 63% last year and accounted for \$2.3 billion in sales.

According to the ITA's forecast, which was included in its annual survey of American industry, music manufacturers should see six percent annual revenue growth through 1993. Possible clouds on the horizon: continued counterfeiting and piracy, and consumer confusion over the proliferation of music media as DAT and erasable CDs are added to the existing options.

FCC Upholds Acquisition Of Miami CP

The FCC has upheld the assignment of the CP for WPOW/Miami to Beasley-Reed Broadcasting. Beasley-Reed's acquisition of the FM CP had been challenged by Harold Martin, a Miami resident who argued that previous owner Wodlinger Broadcasting of Miami had violated FCC rules by transferring the CP before the end of the one-year holding period required of CP holders who receive their permits in a comparative hearing process. The FCC found that the CP was obtained by Wodlinger in a settlement, not a comparative hearing, and therefore the transfer to Beasley-Reed was permissible.

TRANSACTIONS

Santa Brings In Big Bagful Of Holiday Season Deals

Rakovan Gets \$5 Million Wheeling Combo; Sunshine Finds NH Combo Under Tree For \$3.1 Million

Deal Of The Week:

WOMP-AM & FM/Bellaire, OH-Wheeling, WV
PRICE: \$5 million
BUYER: Baum Broadcast Group, headed by cable TV veteran Theodore Baum and former RKO Radio executive Dick Rakovan.
SELLER: Heritage Broadcast Group, headed by Mario Iacovelli.
FREQUENCY: 1290 kHz; 100.5 MHz
POWER: 1 kw; 3kw at 467 feet
FORMAT: News/Talk; CHR
BROKER: Richard Foreman of Richard A. Foreman Associates.
COMMENT: Heritage purchased this combo in July 1987 for \$4.36 million.

Colorado

KKRE/Monument
PRICE: \$665,000
TERMS: Buyer assumes promissory notes valued at \$605,000. Non-compete agreement valued at \$40,000, payable in quarterly installments of \$10,000 each. Buyer pays additional \$20,000 cash to seller in quarterly installments of \$5000 each.
BUYER: Business Broadcast Group Inc., owned by Michael Lowery.
SELLER: Tri-Lakes Broadcasting of Colorado Inc., owned by Carolyn Hubbard, Dan Hubbard, and Richard Brame.
FREQUENCY: 1040 kHz
POWER: 5 kw daytimer
FORMAT: AC

Illinois

WKXK/Pana
PRICE: \$150,000
TERMS: Escrow deposit \$20,000, balance due cash at closing.
BUYER: Southeastern Video Inc., owned by Owen Studstill Jr., Lamar Studstill, and Cole Studstill. They also own WXRS/Swainsboro, GA and WGLC/Mendota, IL.
SELLER: Dudley Broadcasting Inc., owned by Scott McAda, Thomas Dudley, and Shelby Smith Jr. McAda also owns WZEP/DeFunick Springs, FL and is an applicant for a new FM at Niceville, FL.
FREQUENCY: 100.9 MHz
POWER: 3 kw at 290 feet
FORMAT: Country

California

KFOX/Redondo Beach
PRICE: \$350,000 for 19% interest
TERMS: \$100,000 cash and promissory notes valued at \$250,000.
BUYER: J. Dean Hazen and Zoe Hazen.
SELLER: Opportunity Capital Corp. and Equico Capital Corp. are selling their collective 19% interest in KFOX Radio Inc.
FREQUENCY: 93.5 MHz
POWER: 3 kw at 175 feet
FORMAT: News/Talk
COMMENT: KFOX Radio Inc. is being liquidated and the station will be operated by a partnership known as Torrance Media Partners.

Florida

WAIA/St. Augustine Beach
PRICE: \$155,000
TERMS: Cash. Buyer also enters into separate 25-year real estate lease, renewable at five-year periods, with payments of \$450 per month.
BUYER: Interstate Broadcasting, owned by Lockwood Smith and Cochran Keating.
SELLER: First City Broadcasting Inc., owned by Marshall Rowland. The company also owns WSOS/St. Augustine, FL and is the permittee of a new LPTV station in that city. Rowland also is an applicant for new FM stations at Marco, FL; Solan, FL; and Leesburg, GA.
FREQUENCY: 1170 kHz
POWER: 1 kw daytimer
FORMAT: Country

Kentucky

WHHT/Cave City (FM CP)
PRICE: \$50,000
TERMS: Cash
BUYER: Newberry Broadcasting Inc., owned by Mary Gunn, Nicholas Gunn, Cheryl Newberry, James Newberry, and Steven Newberry.
SELLER: Steven Newberry, who also owns WSMJ/Cave City, KY.
FREQUENCY: 106.7 MHz
POWER: 3 kw at 300 feet

Maryland

WMDO/Wheaton (Washington, DC)
PRICE: \$1 million
BUYER: Los Cerezos Television Corp., owned by Antonio Guernica. The company owns LPTV stations in Washington, DC and Detroit.
SELLER: Lotus Corp., headed by Howard Kalmenson. The company also owns KWKW/Los Angeles; WTAQ/Chicago; KFSD/San Diego; KTKT & KLPX/Tucson; KGST/Fresno; KENO & KOMP/Las Vegas; KTEZ/Lubbock, TX; KONE & KOZZ/Reno; KOXR/Oxnard-Ventura, CA; and KXET & KZEP/San Antonio.
FREQUENCY: 1540 kHz
POWER: 5 kw daytimer
FORMAT: Spanish

Michigan

WCBY & WQLZ/Cheboygan
PRICE: \$570,000
TERMS: Escrow deposit \$25,000, with additional cash payment of \$294,818. Buyer assumes liabilities valued at \$172,182. Non-compete agreement valued at \$78,000, payable in 78 monthly installments of \$500 each.

TRANSACTIONS AT A GLANCE

1988 Deals As Of 12/31/88: \$3,743,670,981

Total Stations Traded As Of 12/31/88: 1366
This Week's Action: \$17,425,293
Total Stations Traded This Week: 33

Deal Of The Week:

● WOMP-AM & FM/Bellaire, OH-Wheeling, WV \$5 million

- KFOX/Redondo Beach, CA \$350,000 for 19% interest
- KKRE/Monument, CO \$665,000
- WAIA/St. Augustine Beach, FL \$155,000
- WKXK/Pana, IL \$150,000
- WHHT/Cave City, KY (FM CP) \$50,000
- WMDO/Wheaton, MD (Washington, DC) \$1 million
- WCBY & WQLZ/Cheboygan, MI \$570,000
- WJXN/Jackson, MS \$180,000
- WQMI-AM & FM/Portsmouth, NH \$3.1 million
- WUSS/Atlantic City, NJ \$350,000
- WSCM & WACS/Cobleskill, NY \$950,000
- WAKS & WAZZ/Fuquay-Varina, NC \$1.43 million
- KCLI/Clinton, OK \$63,293
- KTMC/McAlester, OK \$152,000
- KZBX/McAlester, OK \$300,000
- WHYP-AM & FM/North East, PA \$520,000
- WDIX & WORG/Orangeburg, SC \$750,000
- WXRQ/Mt. Pleasant, TN \$75,000
- KWKI-FM/Big Spring, TX \$325,000
- KMOO-AM & FM/Mineola, TX \$340,000
- KOFR/Odessa, TX Donation; no cash consideration
- KOKE/Rollingwood (Austin), TX \$600,000
- KATI & KGRQ/Casper, WY \$350,000

New Hampshire

WQMI-AM & FM/Portsmouth
PRICE: \$3.1 million
TERMS: \$2.1 million in cash; ten-year promissory note for \$1 million, payable annually.
BUYER: Sunshine Group Broadcasting, headed by President George Silverman. The company also owns WGAN & WMGX/Portland, ME; WFEA & WZID/Manchester, NH; and WIXY & WAQY/Springfield, MA.
SELLER: Windward Communications Group Inc., owned by Richard Walsh.
FREQUENCY: 1380 kHz; 95.3 MHz
POWER: 1 kw; 3 kw at 467 feet
FORMAT: Gold; AC

Mississippi

WJXN/Jackson
PRICE: \$180,000
TERMS: Escrow deposit \$5000, with additional \$20,000 cash at closing. Promissory note for \$25,000, payable in two annual installments. Buyer provides second promissory note for \$130,000 at ten percent interest, payable in 120 consecutive monthly installments of \$1718.
BUYER: St. Pe Broadcasting Inc. owned by Edward St. Pe and Deborah St. Pe of Yazoo City, MS. They also own WJNS/Yazoo City, MS.
SELLER: Jackson Broadcasting Co., owned by Rodger Owenby.
FREQUENCY: 1450 kHz
POWER: 1 kw
FORMAT: Religion

New Jersey

WUSS/Atlantic City
PRICE: \$350,000
TERMS: Escrow deposit \$36,000, balance due cash at closing.
BUYER: James Cuffee of New York, NY.
SELLER: Thomas Subranni, bankruptcy trustee for Atlantic Business & Community Development Corp.
FREQUENCY: 1490 kHz
POWER: 1 kw day/250 watts night
FORMAT: Urban

SAGE BROADCASTING CORP.

has acquired

WAMT-AM & WSCF-FM

Titusville, Florida

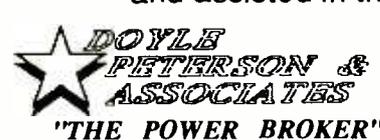
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The undersigned acted as broker in this transaction and assisted in the negotiations



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TRANSACTIONS

Continued from Page 12

New York

WSCM & WACS/Cobleskill

PRICE: \$950,000
 TERMS: Cash transaction
 BUYER: Bruce Lyons
 SELLER: Schoharie Communications Corp., owned by John Clancy, Robert Penrod, Arthur Rose, David Doherty, and David Garner. Clancy also owns interests in WCDO-AM & FM/Sidney, NY; WATN/Watertown, NY; and WTOJ/Carthage, NY.
 FREQUENCY: 1190 kHz; 103.5 MHz
 POWER: 1 kw daytimer; 50 kw at 500 feet
 FORMAT: AC
 BROKER: Kozacko-Horton Co.

North Carolina

WAKS & WAZZ/Fuquay-Varina

PRICE: \$1.43 million
 BUYER: Ceder Communications Inc., owned by Marvin Ceder. He also owns WJYQ/Charleston, SC.
 SELLER: MECA Broadcasting, owned by Mark Engledow and Tom Campbell. They recently sold WAIM & WSEC/Williamston, NC.
 FREQUENCY: 1460 kHz; 103.9 MHz
 POWER: 5 kw day; 1.5 kw at 493 feet
 FORMAT: Country
 BROKER: Chapman Associates

Oklahoma

KCLI/Clinton

PRICE: \$63,293
 TERMS: Escrow deposit \$5000, additional \$45,000 cash due at closing. Buyer to assume mortgage valued at \$13,293.
 BUYER: Clinton Broadcasting Co., owned by Ray David, Shirley David, Vivian Knodel, and Rod Knodel of Dickinson, ND. Ray David also owns KLTC & KRRB/Dickinson, ND.
 SELLER: Media-Max Broadcasting Inc., owned by Max Maxey.

FREQUENCY: 95.3 MHz
 POWER: 3 kw at 296 feet
 FORMAT: Station is dark
 COMMENT: This station is applying for a power increase to 50 kw.

KTMC/McAlester

PRICE: \$152,000
 TERMS: Escrow deposit \$2000, with additional \$88,000 cash due at closing. Seven-year promissory note for \$62,500 at 8.5% interest, with interest-only payments for the first year.
 BUYER: Trayne Communications Inc., owned by Thomas Payne and James Haggard III of McAlester, OK.
 SELLER: Monray Broadcasting Inc., owned by Edward Monray and E. Jeane Monray.
 FREQUENCY: 1400 kHz
 POWER: 1 kw
 FORMAT: AC

KZBX/McAlester

PRICE: \$300,000
 TERMS: Escrow deposit \$2000, with additional \$298,000 cash due at closing.
 BUYER: Trayne Communications Inc., owned by Thomas Payne and James Haggard III of McAlester, OK.
 SELLER: Megacom Broadcasting Inc., owned by Anthony Ashmore.
 FREQUENCY: 104.9 MHz
 POWER: 1.45 kw at 454 feet
 FORMAT: Country

Pennsylvania

WHYP-AM & FM/North East

PRICE: \$520,000
 TERMS: Escrow deposit \$15,000, with balance due in cash at closing.
 BUYER: Rambaldo Communications, a partnership operated by Richard and Susan Rambaldo of Rochester, NY.
 SELLER: Helen Brownyard, administrator of the Estate of James Brownyard.
 FREQUENCY: 1530 kHz; 100.9 MHz
 POWER: 1 kw daytimer; 3 kw at 300 feet
 FORMAT: Country

South Carolina

WDIX & WORG/Orangeburg

PRICE: \$750,000
 BUYER: Wilkes-Posey Broadcasting Inc., owned by George Wilkes of Cordova, TN and C.A. Posey of Tallahassee, FL.
 SELLER: Garden City Broadcasting Co., owned by Robert Hilker and William Rollins. They own interests in WJJI & WVVV/Blacksburg-Christiansburg, VA; WYNR & WPIQ/Brunswick, GA; WDIX & WORG/Orangeburg, SC; WSTX-AM & FM/Christiansted, VI; WABZ/Albemarle, NC, WEGO/Concord, NC; and WCGC/Belmont, NC.
 FREQUENCY: 1150 kHz; 103.9 MHz
 POWER: 5 kw day/500 watts night; 3 kw at 330 feet
 FORMAT: AC

Tennessee

WXRQ/Mt. Pleasant

PRICE: \$75,000
 TERMS: Cash
 BUYER: New Life Broadcasting Inc., owned by Donald Paul and Kenneth Jenkins.
 SELLER: Radio Maury County Inc., a bankrupt company headed by Carlton Swafford.
 FREQUENCY: 1460 kHz
 POWER: 1 kw daytimer
 FORMAT: Country

Texas

KWKI-FM/Big Spring

PRICE: \$325,000
 TERMS: \$100,000 cash payment; ten-year promissory note for \$225,000 at ten percent annual interest.
 BUYER: David Wrinkle, who also owns KBST/Big Spring, TX.
 SELLER: Big Spring Broadcasting

Co., a debtor-in-possession
 FREQUENCY: 95.3 MHz
 POWER: 1.8 kw at 300 feet
 FORMAT: AC

KMOO-AM & FM/Mineola

PRICE: \$340,000
 TERMS: Stock transaction. Escrow deposit \$10,000, with additional \$10,000 cash due at closing. Ten-year promissory note for \$260,000 at eight percent interest.
 BUYER: Sam and Joyce Curry of Mineola, TX.
 SELLER: KMOO Corp., owned by L.H. Bobo and Virgil Peacock.
 FREQUENCY: 1510 kHz; 96.7 MHz
 POWER: 500-watt daytimer; 3 kw at 300 feet
 FORMAT: Religion; Country

KOFRI/Odessa

PRICE: Donation — no cash consideration
 BUYER: Southwest Educational Media Foundation of Texas Inc., a charitable corporation.
 SELLER: Family Stations Inc., headed by Harold Camping. The company operates 25 noncommercial radio stations including KEAR/San Francisco and WFYR Shortwave/Okeechobee, FL. The company also holds 22 CPs for new AM and FM stations across the nation.
 FREQUENCY: 90.5 MHz
 POWER: 3 kw at 300 feet
 FORMAT: Religion

KOKE/Rollingwood (Austin)

PRICE: \$600,000
 TERMS: \$150,000 cash; promissory note for \$250,000; \$200,000 non-compete covenant.
 BUYER: Keymarket Communications, owned by Kerby Confer of North Augusta, SC. He owns WTCB/Orangeburg, SC; WNNK/Harrisburg, PA; KMMJ/Austin, TX; WRLX/Hickory, NC; and WRVR-AM & FM/Memphis, TN.

SELLER: West Bank Broadcasting Corp., principally owned by Jimmy Ray and Iva Barton. Ray also owns KNGB & KNBT/New Braunfels, TX and KLTO/EI Paso, TX.
 FREQUENCY: 1370 kHz
 POWER: 5 kw day/500 watts night
 FORMAT: Beautiful Music

Wyoming

KATI & KGRQ/Casper

PRICE: \$350,000
 TERMS: Cash
 BUYER: Clear Channel Radio Inc., owned by Jack Rosenthal and Robert Price of Casper, WY.
 SELLER: Gloria Monroe, bankruptcy trustee of Mountain West Broadcasting Inc.
 FREQUENCY: 1400 kHz; 94.5 MHz
 POWER: 1 kw; 65 kw at 1908 feet
 FORMAT: AOR
 COMMENT: This transaction is part of a complicated three-way deal to settle bankruptcy litigation. First, Monroe will assign the station licenses to Casper Broadcasting Co., which owned the combo prior to its sale in 1984 to Mountain West. Casper will then assign the licenses to Clear Channel. Finally, Clear Channel, which also owns KTWO in the same market, will spin off the AM license to the University of Wyoming to avoid duopoly problems.

For The Record

CBS has finally lifted the veil of secrecy over the terms of its deal to buy WWJ & WJOL/Detroit, with Chairman Larry Tisch reporting a final sticker price of \$58 million. In the December 23 issue, R&R reported an estimated price of \$55 million based on industry consensus of the combo's current financial condition. The cumulative 1988 deals total in the "Transactions At A Glance" box has been corrected to account for the station's correct sale price, which was \$3 million higher than previously reported.

Broadcasters Urge Package Adoption Of FCC AM Proposals

Continued from Page 11

tion would make it harder for stations which might be harmed by such operations to file informal objections or petitions to deny.

The Commission's proposal to adopt a "modified method" of calculating skywave propagation was also received favorably. The new model, which would replace the three existing curves used by the Commission, allows for the effects of the geomagnetic latitude of the propagation curves and uses sunset plus six hours (SS+6) as reference hour for skywave calculation. The FCC currently uses SS+2.

Clears Might Be Affected

Greater Media, Inc. while applauding the new model, worried that it might cost some East Coast clear channel stations a portion of their service areas. These stations, Greater Media said, provide a great public service and thus should be grandfathered if the new system is adopted.

Broadcasters also appear to support the Commission's suggestion that the current 50% RSS limit be dropped in favor of a 25% limit recommended by the NAB.

An exception to the consensus came from Crawford Broadcasting Co., a six-station group. According to Crawford, a new RSS standard would be nothing but a new restriction and burden on small AM

broadcasters, who are already struggling.

"Such a rule would do nothing to reduce nighttime interference or restore the service areas lost to interference received from future additions and expansions," said Crawford. "Existing stations will be unfairly restricted in their ability to make changes in power or radiation pattern that are needed to effectively compete with FM and other unlimited-time AM stations."

In its comments on the three FCC proposals, the NAB also called upon the Commission to begin a rulemaking proceeding to develop a revised first adjacent channel protection ratio. According to NAB, the FCC's current 0 db standard "appears to be approximately 16 db in error."

auc·tion

(awk'·shan)

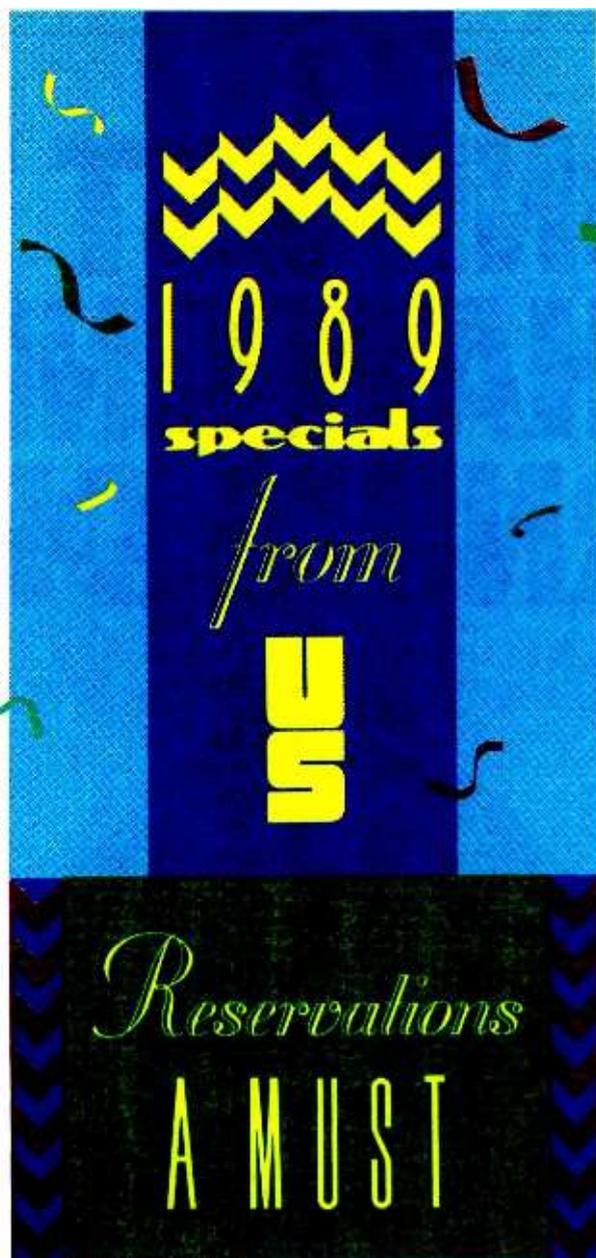
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 "Rockin' at the Movies"
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Labor Day Weekend

"Summer Encore—1989"

"California Country"

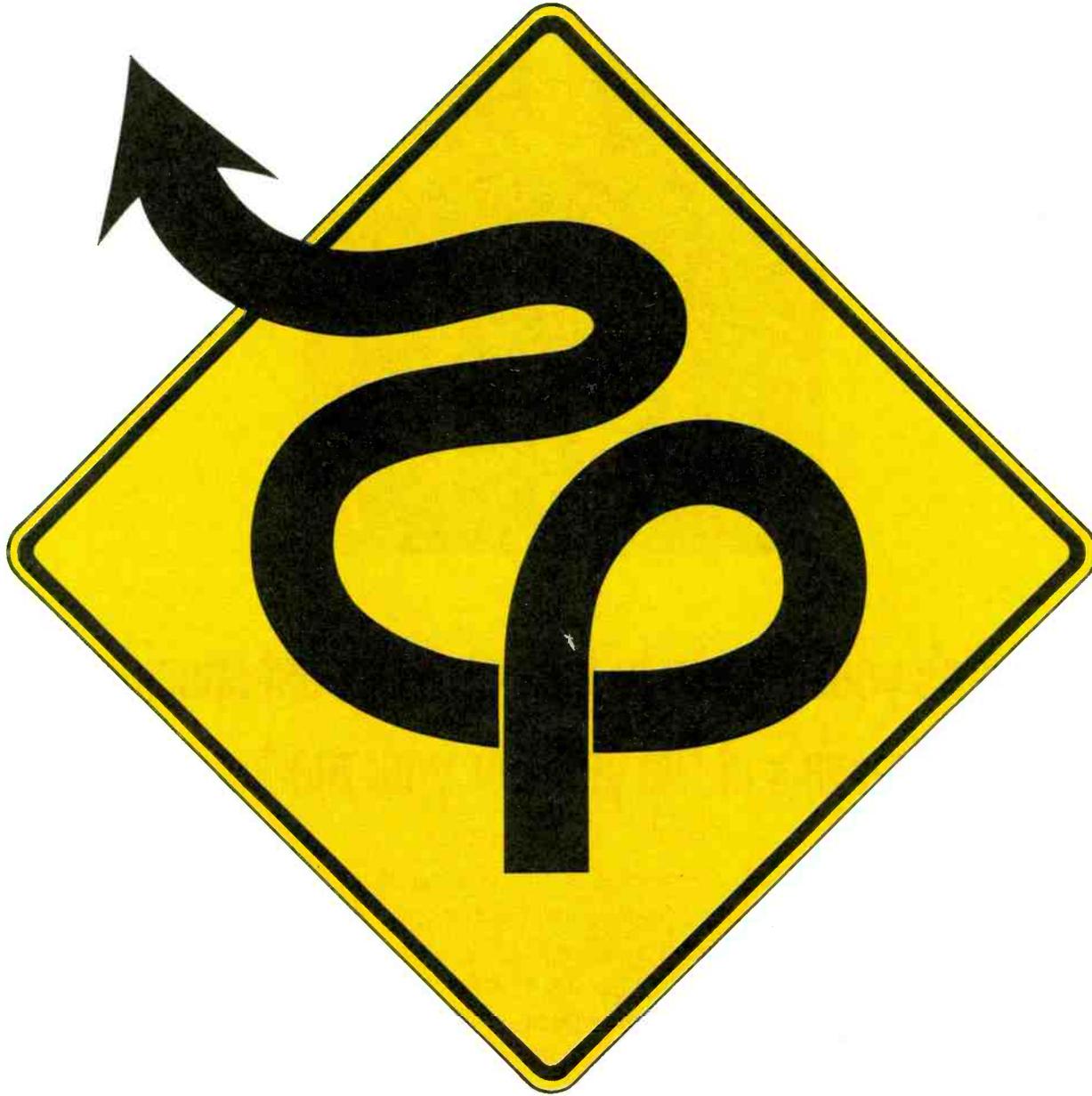
EXTRA

Each month, we'll feature one of "Rock 'N' Roll's" classic stars in a three-hour artist special.



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We call it **The Premiere Comedy Network**. But you can call it... **The Premiere Comedy Network**.

Here's how it works. Our cast of certified big name loonies like: Jeff Altman, Ronnie Schell, John London, Danny Mann, and the highly flammable Premiere Comedy Troupe, will record 15-20 of the funniest bits you've ever heard, each and every week. Then, all you have to do is cart them up, plug them into your morning show, and watch your phones light up like matches at a Metallica concert.

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OVERVIEW

MANAGEMENT

Holiday Bonuses Becoming Exception, Not Rule

If your corporate holiday stocking was left hanging empty this year, you may take some solace in knowing that you're far from alone. According to a recent study by the Bureau Of National Affairs, 66% of US companies gave no gifts or cash bonuses to their management and non-management employees in 1988.

However, the nationwide survey of 211 companies also found that nearly a quarter of the businesses (24%) continued to provide non-management workers with gifts, and 14% of the firms gave cash. Figures are similar for "management only" folks, with 23% scoring gifts and 17% landing cash bonuses.

The above-quoted statistics do not include the granting of holiday time off. For a look at 1988 holiday office shutdowns and the percentage of employees who received seasonal time off with pay, see the list of dates and figures below:

Holiday	% Of Employees Receiving
Friday, 12/23	41%
Monday, 12/26	95%
Friday, 12/30	28%
Monday, 1/2	82%
Other Paid Holidays	32%
Companies With Week-Long Shutdowns	25%

Source: Bureau of National Affairs Inc.

What Managers Don't Know

Just because someone has reached a managerial position on the corporate ladder, that doesn't mean he or she necessarily knows the best way to deal with office employees. In fact, the results of an employee relations IQ test recently published in the Mahwah, NJ-based *Behavioral Science* newsletter reveal that a surprising number of managers aren't following the experts' rules when it comes to working with their colleagues. For example:

- Almost half of the participating managers didn't understand that rewarded behavior is most often repeated by employees.
- More than 60% of the managers surveyed didn't think it was proper to brag about their employees' accomplishments.
- Nearly 70% of the managers polled didn't realize that finding a mutually satisfactory solution to a problem was the best way to handle an office grievance.
- Almost half of the managers surveyed were unaware that improving quality reduces operating costs.
- Nearly 80% of the respondents didn't understand that performance reviews should be specific rather than general.

Organizing Your New Job

The reorganization that follows a job change is usually quite a job in itself. But, according to the *Sales & Marketing Executive Report*, taking the following five steps will make the transition smoother.

- **Get to know your staff.** Learn who your people are, which of them get things done . . . and which ones don't.
- **Learn before you leap.** Ask questions, solicit advice, and don't be afraid to seek support in areas unfamiliar to you. Cultivate those dissenters who are motivated by care. Beware of those who give in too easily or quietly.
- **Keep initial changes small and team-oriented.** This strategy will give you the opportunity to not only gauge your employees but also in-

spire their confidence in your leadership — and learning — abilities.

- **If it ain't broke, don't fix it.** Review your predecessor's records and style for insight into his priorities, management technique, successes (and failures), and problem-solving methods. Make damn sure you know the realities of the job before you adopt or discard any previously-used approaches.

- **Define interdepartmental relationships.** As soon as possible, clarify your role and responsibilities — within your department *and* within your company. Try to sit in on policy and planning meetings in order to gain a better perspective on overall company goals and operations as well as to get an idea as to how any of your new ways of doing things could affect other departments.

DATELINE

• **January 9-10** — 23rd Burns Media Radio Studies Seminar. Sheraton Hotel. Redondo Beach, CA.

• **January 9-10** — 14th Annual Investing In Broadcast Stations Seminar. Park Hyatt. Washington, DC.

• **January 13-19** — NAB Winter Board Meeting. Scottsdale Princess. Scottsdale, AZ.

• **January 14-15** — Dan O'Day's Air Personality-Plus Seminar. Los Angeles, CA.

• **January 18** — Rock And Roll Hall Of Fame Induction Dinner. Waldorf-Astoria Hotel. New York, NY.

• **January 22** — NFL Superbowl. Joe Robbie Stadium. Miami, FL.

• **January 27-28** — North American National Broadcasters Association Annual Meeting. Televisa. Mexico City, Mexico.

• **January 28 - February 1** — National Religious Broadcasters 46th Annual Convention. Sheraton-Washington and Omni Shoreham Hotels. Washington, DC.

• **January 30** — 16th Annual American Music Awards. Shrine Auditorium. Los Angeles, CA.

• **February 1-2** — CMA Board Meeting. Hotel Del Coronado. San Diego, CA.

• **February 2-5** — RAB Ninth Annual Managing Sales Conference. Loews Anatole Hotel. Dallas, TX.

• **February 6-7** — NAB Managers Roundtable. Ramada Renaissance Hotel. Atlanta, GA.

• **February 8-9** — NAB Managers Roundtable. Sheraton Plaza La Reina Hotel. Los Angeles, CA.

• **February 8-12** — International Radio & Television Society Faculty/Industry Seminar. Roosevelt Hotel. New York, NY.

• **February 14-15** — 21st Annual Broadcast Credit Association's Credit & Collection Seminar. Orlando Airport Marriott Hotel. Orlando, FL.

• **February 15** — Business Conference '89, sponsored by AdVentures International. Kansas City.

• **February 16-18** — Gavin Seminar. Westin St. Francis Hotel. San Francisco, CA.

• **February 22** — National Association Of Recording Arts & Sciences 31st Annual Grammy Awards. Shrine Auditorium. Los Angeles, CA.

• **February 23-24** — 14th Annual Investing In Broadcast Stations Seminar. Hotel Del Coronado. San Diego, CA.

• **March 1-4** — 20th Annual Country Radio Seminar. Sponsored by Country Radio Broadcasters. Opryland. Nashville, TN.

• **March 3-7** — National Association Of Recording Merchandisers 31st Annual Convention. New Orleans Marriott. New Orleans, LA.

• **March 7-10** — Audio Engineering Society Convention. Congress Centrum. Hamburg, West Germany.

• **March 12-16** — North American National Broadcasters Association's Sixth World Conference Of Broadcasting Unions. Willard Hotel. Washington, DC.

• **March 13-14** — NAB's Group Head Fly-In. Dallas-Ft. Worth Hyatt Regency Hotel. Dallas, TX.

• **March 16-18** — First Annual Air Talent Programming Conference. Doubletree Hotel. Atlanta, GA.

• **March 22** — NAB's Radio Station Acquisition Seminar. New York Hilton and Rockefeller Center Towers. New York, NY.

• **March 23** — National Association of Black Owned Broadcasters Fifth Annual Communications Awards Dinner. Sheraton Washington. Washington, DC.

• **March 24-25** — 11th Annual Black College Radio Convention. Paschal's Hotel. Atlanta, GA.

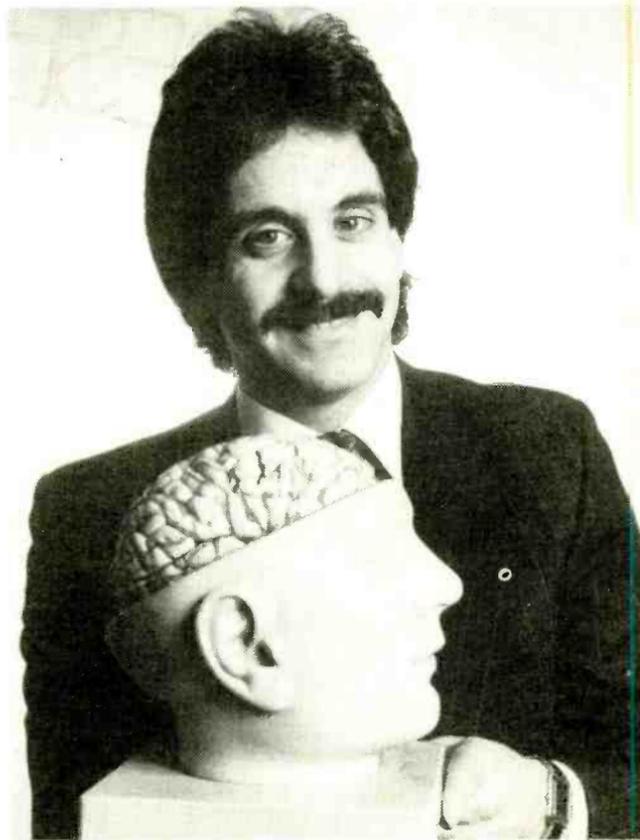
• **March 29** — Academy Of Motion Picture Arts & Sciences 61st Annual Academy Awards. Shrine Auditorium. Los Angeles, CA.

• **April 5-3** — Asian American Journalists Association National Convention. Hyatt-Embarcadero. San Francisco, CA.

• **April 9-12** — Broadcast Financial Management Association 29th Annual Meeting. Loews Anatole. Dallas, TX.

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SALES STRATEGY

New Year's Resolutions For Salespeople

This is an exceptional time of the year for managers as well as salespeople to not only review upcoming goals and objectives, but also to refine or integrate work habits that you wish to adopt in the coming year.

Rather than trying to radically change your day-to-day schedule and habits, you should instead try to implement the following suggestions all throughout 1989 by picking one or two to work on each month. It helps to choose a resolution buddy with whom you'll share your goals for the month. Then ask one another to help make sure the other follows through with the items that each of you has picked.

Objections

Learn, refine, and integrate one new sales skill that will assist in overcoming objections each month. Specifically concentrate on telephone objections and closing skills.

Every week pick one common objection and work on new ways and methods of overcoming it.

Prospecting

Rely less on monitoring other media and instead take a more sophisticated approach to prospecting by investing at least one hour each month in researching potential new clients. This can be achieved either by conducting historical research at your local library or by joining an association or a tip group.

Try to integrate prospecting on a day-to-day basis everywhere you go. For example, check out building directories for potential clients

in every building that you currently have a client, looking specifically for zone, regional, and district offices.

You should also ask every contact that you come face to face with (regardless whether they buy or not) for referrals. In addition, make it a once-a-week habit to stop into a building (or store) that's under construction and inquire about local contacts.

Strategy

Increase your new business impact and budget shares by striving to have at least 25% of each week's appointments directed at seasonal business or events — at least four months prior to the actual season or event.

Up-sell your current clients either by presenting one additional opportunity during each service call or by asking about someone else who may have a budget.

Review your account list, looking for at least one major advertiser who has never invested in your station with an eye toward either retargeting him or reapproaching him with alternate or new strategies.

Avoid approaching clients with preconceived notions of what they will or won't buy. Rather than feeling that you have to have "the

idea," refine your skills in brainstorming with clients.

Finally, never simply drop off a proposal. Wait until you can get an audience with the account.

By Chris Beck

Work Habits

Try to arrive at work at least one hour earlier three days a week.

Keep each week from being a new week by scheduling at least ten appointments for the coming week at least a week in advance.

Try to make at least one closing call per day.

Target approaching one new account or decision-maker every day.

Monitor and improve your closing ratios for securing new appointments by telephone as well as in person by at least 10% during the coming year.

Spend at least four hours at work on at least one Saturday each month. This time can best be spent organizing paperwork or contracts, writing proposals, researching new business contracts, phoning retailers for appointments when traditional Monday through Friday approaches have failed, or writing thank-you notes to people who have given you either business or appointments.

Review face to face appointments from the previous year's month and try to increase them by at least 15%.

Strive to enter each month with 90% of your budget.

Top Ten Resolutions For Sales Managers

- Be more visionary. Budget — and keep — a specific time every day (or week) to plan, think, and prepare.
- Spend at least 30 minutes of quality time with each of your salespeople every week.
- Instead of strictly going on calls that salespeople select, start making it a point to select the calls on which you want to go.
- Present and prepare revenue-generating sales packages earlier in the selling cycle — at least six months prior to the event or holiday.
- Review and remove any stagnant sales packages. Then repackage and reintroduce them 60 days later.
- Review account lists every 90 days, paring down the number of accounts to a realistic, workable figure (usually between 30 and 50 non-active accounts).
- Walk away from business if the rates are not acceptable. When you do this, be sure to include at least one major account that will catch everyone's attention.
- Reduce paperwork. If you aren't using the information on a consistent basis, chances are that you don't need to have your salespeople preparing it.
- Prepare a specific sales training program for all the new salespeople that you're going to hire in the coming year.
- Start training your salespeople how to think through — and solve — their day-to-day problems.

Reduce the amount of time you spend in non-selling activities such as service calls and tape pickups.

Don't waste time sending information in the mail. When dealing with local accounts, wait until they can see you. When handling regional or national accounts, get in the habit of inquiring when they will next be in town. After all, there's no such thing as an out-of-town agency or client. There is such a thing as not finding out when they'll be in town.

Avoid wasting time on clients who can't afford a significant schedule on your station.

Ask more questions of new and current accounts alike. When dealing with first-time accounts, one way of ensuring that you're asking questions instead of merely pitching the station is to NOT take a station presentation folder in with you or — at the very least — to keep it

in your briefcase until the end of the appointment.

Telephone

Invest at least 30 minutes of each day on the telephone. Use this time exclusively to call on new clients, asking for appointments.

If you find yourself selling on the phone during new business calls, try breaking this habit by strictly calling to set up an appointment.

Last — but certainly not least — ask for a larger budget.

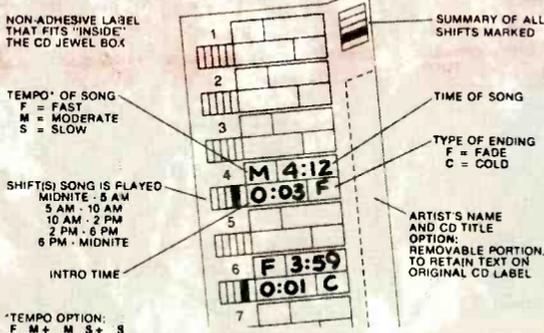
Good luck and Happy New Year!

Chris Beck is President of Chris Beck Communications, a sales consulting firm. If you have a question you'd like this column to address, he can be reached either by fax machine at (818) 594-5030, by phone at (818) 594-0851, or write him at 22647 Ventura Blvd., Suite #215, Los Angeles, CA 91364.



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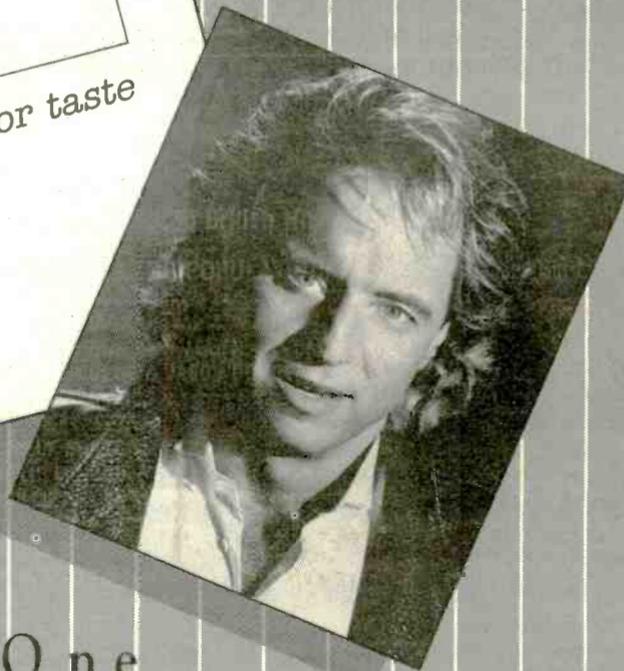
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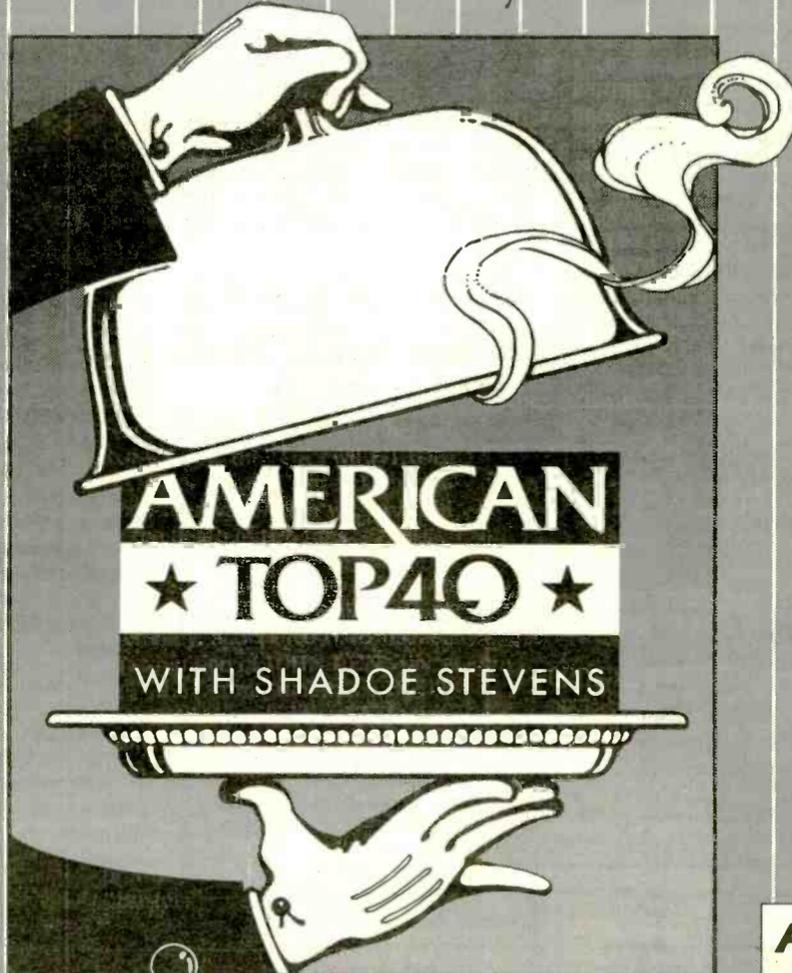
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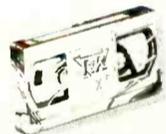
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Charlie Tuna - First day back, KHJ, 1975
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OVERVIEW

LIFESTYLES

Check Tire Pressure Via FM Band

The lowly job of checking the air pressure in your car's tires should take on a high-tech twist with the introduction of "Smart Wheels" early this year.

Developed by Wayne, NJ-based Measurement Specialties, Inc., Smart Wheels combine remote-controlled FM transponders and tire gauges within the valve stems of a car's individual tires. The gadgets transmit air pressure information to an easily-pocketed, portable FM receiver, which then displays the data on a small screen.

A set of four transponders — and the FM receiver — could be wearing your call letters and in listeners' clean hands for an expected list price of \$99.

AVERAGE \$869 PER YEAR

What We Spend On Gasoline

The average American household spent \$16.73 per week on gasoline in 1985, the last year for which figures are available, according to the Bureau Of Labor Statistics.

Midwesterners coughed up the most cash for fossil fuel (\$18.33), while consumers in the Northeast pinched their petrol pennies to the tune of \$14.89. Elsewhere, Westerners outspent their Southern counterparts by a quarter — \$16.85 to \$16.60.

Along with regional differences, average weekly gasoline purchases vary widely according to the age of the head of the household, as noted in the graph below:

Age	Average Weekly Purchase
25 and under	\$12.04
25-34	\$17.85
35-44	\$20.97
45-54	\$22.35
55-64	\$17.19
65 and over	\$9.54

Source: Bureau Of Labor Statistics

US Extended Family Expenditures: \$19 Billion Per Year

While Christmas is a time traditionally centered around family togetherness, many Americans know no holidays when it comes to financially supporting extended families.

According to the Census Bureau, Americans spend \$19 billion a year in providing financial assistance to both children and adults who live outside their households. This breaks down into the more than four million "providers" who support seven million out-of-household children, the two million providers who aid three million out-of-household adults (most of whom are elderly parents), and another 6% of these providers who help both age groups.

Who Are The Providers?

While providers can range in both age and sex, they are most likely to be divorced men between the ages of 25 and 44. Of their \$37,800 average incomes, \$3000 is given in support. Providers who support both adults and kids have average incomes of \$43,500 and pay out an average of \$8400 in financial assistance.

Who Gets The Cash?

The largest sum of support money (\$7800 on the average) goes to spouses who are separated or temporarily living apart from their mates. Next in the reception line of average payments are ex-spouses (\$4700), "children" aged 21 and up (\$3800), children under the age of 21 (\$1600), and out-of-household parents (\$1500).

One-Third Of US Has Suffered Mental Disorders

A recent study conducted by the National Institute of Mental Health reveals that approximately one third of all Americans have suffered from a mental or substance abuse disorder at some point in their life.

The study, which surveyed more than 18,500 adults in five cities, also found that slightly more than 15% of the respondents have experienced such trouble in recent weeks. And that's just the folks who are willing to 'fess up . . .

Anxiety disorders — such as phobias, obsessive-compulsive behavior, or panic attacks — were the most common problems reported, with major or chronic depression the next most-prevalent disorder.

In addition, the survey found that almost all of the disorders were more prevalent in people under the age of 45, with alcohol and drug abuse most common among people between the ages of 18-24.

Cognitive impairments (such as Alzheimer's disease) were most common among those age 65 or older, and the rate for these conditions increases sharply with age (i.e., 2.9% among those aged 65-74,

compared to 15.8% in people over the age of 85.) Finally, men have higher rates of substance abuse, while women have higher rates of anxiety and depression.

Cheese Bites Into Tooth Decay

America's cheddar cheese-eaters have an extra reason to smile these days. According to a recent study by the University Of Iowa's College Of Dentistry, cheddar strengthens enamel in decay-damaged teeth and can act as a cavity fighter when eaten after dinner.

Cheddar is not alone. Such cheeses as Mozzarella, Muenster, Edam, Gouda, Swiss, Romano, Stilton, Roquefort, Port du Salut, Tilsit, and Monterey Jack also reduce cavity-causing acidity and plaque when eaten as dessert.

Despite the lengthy list, only the above cheeses have been proven beneficial to your teeth.

CHRONICLE

Born To:

MCA/Curb recording artist **Chris Hillman (Desert Rose Band)**, wife Connie, a management executive, son Nicholas Peter, December 13.

Satellite Music Network air talent **Jim Zippo**, wife Cheryl, daughter Elizabeth Claire, December 13.

Marriages:

Drake Chenault National Program Consultant (CHR) **Scott Kerr** to **KKSS/Albuquerque AE Rose Baca**, December 16.

WXTC/Charleston, SC PD **John Quincy** to **Darlene McCollum**, December 22.

Transtar 41's Oldies PD **Bill Michaels** to **KFI/Los Angeles** air talent **Tracey Miller**, December 24.

KUPL-AM & FM/Portland, OR air talent **Susan Barr** to **Kevin Tibbets**, December 31.

A word from Carolyn Moyer MOYER & ASSOCIATES RESEARCH

“ Radio listening, and particularly music listening, is essentially a low involvement activity. Research shows that high recall of your content and message requires higher involvement, which activates the left brain and makes the listener come out of the passive, low involvement state. ” **

A word from Rick Sklar SKLAR COMMUNICATIONS, RADIO PROGRAM & MANAGEMENT CONSULTANTS

“ ...the forces of competition will lead stations to realize the potential of information. ” **

A word from Dave Roberts, PhD DRA MARKETING RESEARCH & STRATEGIES

“ One must look beyond such basic terms as 'News' and 'Information' to realize the strong desire of the radio audience to know more about the environment in which they live. The challenge for programmers, then, is to package and present this data in a way which is consistent with and integrated into their primary service... music. ” †

THE **WORD**

from **Bustany Biggs**
& Company

is coming...

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TECHNOLOGY



First Laptop PC Designed With Musician In Mind

Songwriting staples such as chewed pencils and reams of paper may soon give way to digital screens and slender keyboards now that Buena Park, CA-based **Yamaha Music Corporation, USA** has introduced what the company describes as the first personal computer designed with the musician in mind.

Dubbed the "C1," the 18-pound laptop PC can not only transcribe direct instrumental input into musical notation, but also features special pitch, volume, and tempo functions. In other words, when the composer plays a song on the unit's keyboard — which corresponds to a keyboard pictured on the computer screen — the PC converts the sounds to musical notation. Once songs are composed, an artist can plug electronic instruments such as synthesizers, drum machines, or sequencers into the unit's 11 jacks and hear his music performed on the spot.

Sporting an Intel "80286" microprocessor and a high-resolution screen, the C1 is IBM-compatible and retail priced at \$2995. For more information, call the company at (714) 522-9937.

Radio: Solution To US Toxic Waste Problem?

Most of the people reading this sentence depend on the radio for their livelihood, while the rest of America depends on radio for up-to-the-minute information and 'round-the-clock entertainment. But how many of us ever thought radio could be a solution to America's toxic waste problem?

Scientists from the Chicago-based **IIT Research Institute** are claiming that America's toxic waste dumps can be cleaned up by zapping them with low-frequency radio waves that literally cook hazardous waste right out of the soil. IIT recently subjected 30 tons of soil contaminated by jet fuel, chlorinated hydrocarbons, and waste oils to radio-generated

temperatures as high as 350F — and 99% of the contaminants disappeared.

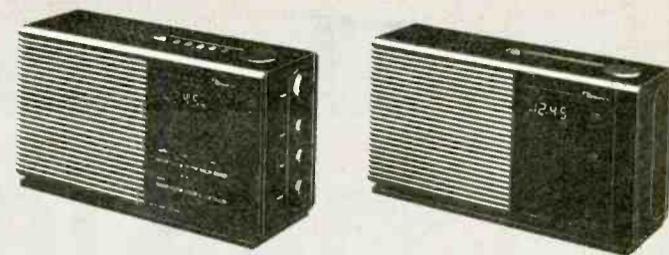
How does it work? Tubular electrodes are inserted into the soil, then blasted with radio-frequency energy that causes the toxic waste to heat up and evaporate. Prior to the treatment, a bed of charcoal filters are placed over the site, and these collect the vapors for easy removal.

These low-frequency radio waves not only eliminate toxic waste, they do it in a cost-efficient manner. Researchers claim they can clean polluted areas for approximately \$30 to \$50 a ton, compared with the typical \$150 per ton it currently costs to cart and then incinerate soil.

Fiber-Optic Feeds Can Cut Costs

Switching telephone companies can not only save you money, it can also improve the sound quality of your station's live remotes. **US Sprint** is currently offering radio stations the opportunity to use fiber-optic lines that transmit calls digitally, eliminating the line-noise and distortion that is characteristic of old-fashioned copper phone lines.

In addition, Sprint's entirely fiber-optic system has created a whole different kind of radio network. Although used primarily in conjunction with on-location sports programming, these networks are created when affiliates tap into a toll-free number that plugs them into flagship programming. For the price of running the originating station's advertising, affiliates receive a quality-sounding product that they can then sell to additional advertisers.



Clock Radio Rocks Both Sides Of The Bed

People who've dreamed of awakening to full stereo sound instead of their old tinny-tuned, single-speakered radio alarm clocks will doubtlessly be drawn to Torrance, CA-based **Nakamichi America Corporation's** "AM/FM Stereo Clock Radio."

Featuring a two-piece design that consists of a main unit and an optional stereo companion, the state-of-the-art radio is equipped with all the standard clock radio functions (station preset buttons, snooze buttons, digital display, etc.) and links together with an 18-foot cord.

Slumbering partiers can control the "on/off" switch, alarm, and snooze functions from either the main radio or the companion unit. Available in March '89, the AM/FM Stereo Clock Radio will be list priced at \$139; the Stereo Companion will sell for \$89. For more information, call the company at (213) 538-8150.

Computerized Handguns Coming

By incorporating modern electronics, handguns have exploded into the 21st Century, as NYC-based **Colt Industries Inc.** recently has filed for US and

European patents on a handgun that features an electronic firing system.

Here's how it works: As the pistol's trigger is pulled, a magnet activates a solid-state switch that, in turn, trips a circuit that releases the hammer. The firearms manufacturer claims the electronic handgun would be cheaper and more reliable than mechanical models.

In addition, the new chip-packing pistol would open the door for even more computer-age innovations. For example, the weapons could be equipped with digital displays that not only show if the gun is loaded, but also how many shots have been fired. Just the thing for sticking up automatic bank tellers . . .

VCRs In 2/3 Of US Homes

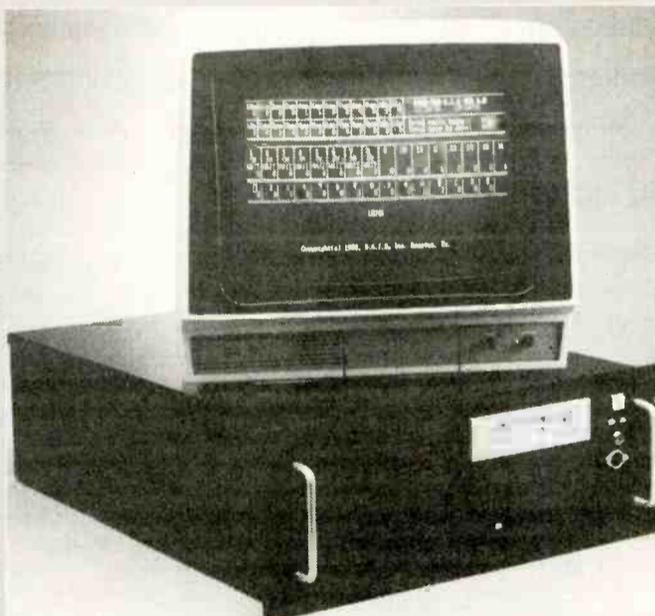
Despite their reputation as yuppie toys, VCRs — along with compact disc players, camcorders, and other consumer electronics products — are becoming standard fare in the American home. In fact, videocassette recorders can presently be found in two out of three US homes, according to a recent **Gallup Poll** commissioned by the **Electronic Industries Association**.

The VCR is by far the fastest-growing product in the \$41 billion per year consumer electronics industry. The number of households owning machines has been climbing at 10% to 12% a year, and sales are expected to top 13 million units for 1988.

VCRs have traditionally been viewed as a status symbol purchase of affluent singles, but the poll reveals that family households account for the majority of machines presently being bought. By household composition, VCR penetration stood at 40% among single adults, 63% among households consisting of two or more adults, and 78% among households made up of couples with children.

Audio Info System Answers Phones & More

Up To Ten Info Categories Available



Imagine a machine that not only answers phone calls to your radio station with a personalized message, your call letters, and the time of day, but also offers listeners a treasure trove of station information. Houston-based **Digital Audio Information Systems, Inc.** did, and built one.

In addition to fielding incoming calls, the "DAISy 4/10" provides your callers with access to as many as ten different information categories, including weather, concert agendas, station promotions, playlist information, movie listings, news, and sport recaps. (The categories listed here are arbitrary, your station can customize the program to meet whatever needs you see fit.) The device also keeps track of the number of calls each category receives.

Inventive programmers can maximize on-air minutes by using the DAISy 4/10 to clean their time clocks of tedious information details, and sales managers will no doubt have clients interested in sponsoring some of the information lines.

The DAISy 4/10 comes in three different packages ranging from \$2795 to \$8995. For more information, contact the company at (713) 465-1511; for a free audio sample call 1-800-83-DAISI.

Katz Radio
Simply The Best.

I couldn't agree more!
B. Lind

Speaking of Radio and Records . . .
Thanks Katz for setting a new one
in Baltimore.

Bob Lind
General Manager

Baltimore's best mix of the 60's, 70's and 80's.

WMMX
106.5FM

New from Birch/Scarborough Research

The most important sales tool in 20 years.

The Multi-Media Consumer Profile will change forever the way you market locally. Here's how it can give your station The Winning Edge.

A quiet revolution began in 1975, the year Scarborough Research introduced a bold new concept in media research:

- Measure all local media usage – reading, listening, viewing – of each survey participant so that true cross-media comparisons could be made
- Obtain extended individual and household demographics from these same people to further sharpen targeting accuracy
- Capture a detailed record of product purchase and retail shopping activity from each respondent – *specific to the brand and store level*
- Provide instant access to the respondent-level data, allowing users to retrieve exactly the reports they need, when they need them

The first Scarborough Multi-Media Reports raised eyebrows in the Top 10 markets.

Then they began opening eyes – and doors.

Retailers began asking about the demographic and geographic profiles of their shoppers, and their competitor's shoppers.

Newspapers began equipping their sales teams with average issue and cume readership information on the 400+ audience segments provided by Scarborough.

Radio and TV stations began using Scarborough Multi-Media data to help clients and prospects discover the demographics and lifestyles of *their customers and their competitors's customers.*

And everyone began marketing more smartly. For the first time, advertisers were able to determine which media, media mix and specific media vehicles would best reach their specific targets: Not just "Women 25-54"...but "Women 25-54 with Household Incomes over \$50,000 who've recently shopped Neiman-Marcus."

Local media sellers made out well, too. The Scarborough

Reports quickly became the only media research report used universally by all local media – radio, TV and newspaper.

Beginning Fall '88: Expansion to markets 11+

Now, the marriage of Birch and Scarborough makes possible the expansion of Multi-Media research to more markets and more users than ever before.

The new Multi-Media Consumer Profiles are similar to the top 10 Scarborough Reports, but are specifically designed for media sellers in

markets 11+. The new Profiles database will be loaded with marketing data on more than 400+ localized retail shopping, product and service usage categories.

Comprehensive Scarborough Reports are available now in all Top 10 markets and Miami/Ft. Lauderdale. The Multi-Media Consumer Profiles start in markets 11-30 this Fall, and we'll be surveying continuously through May 1989. Our first Profile Reports will release in Summer 1989, with annual reports thereafter.

A Strategic marketing tool that gives you The Winning Edge

Gaining The Winning Edge means adding more value to each sale than your competitors.

The Multi-Media Consumer Profile arms your sales force with vital information your clients want to see, opening doors for appointments with top-level decision-makers:

1. For the first time, you'll be able to consult your clients on where to find audience targets with the biggest and fastest payoffs.

2. You'll know where your client's competition is most vulnerable. The demographics of prospective customers within

How to find out more

There's not enough room here to get into the hundreds of possible sales applications, or to

describe the enormous power of the Birch/Scarborough Direct Access Research Targeting System that lets you create customized analyses and presentations on your micro-computer.

We'd also like to tell you about the Charter Subscriber discount and how you can save *even more* by adding the Multi-Media Consumer Profile to your existing Birch Radio ratings subscription.

The Major-Market Success of Scarborough Multi-Media Research

Since 1975, Scarborough Research has sustained a renewal rate of over 90% with America's best-run and biggest-billing media sellers:

The Boston Globe **WINS**
Los Angeles Times **WGN**
Chicago Tribune **KABC**
The New York Times
The Washington Post

The marriage of Birch and Scarborough brings this same research quality and integrity to markets 11+.

the trading radius of each store location. How target audiences are shared across media and individual media vehicles.

3. The Multi-Media Consumer Profile helps you help your clients spend their media dollars wisely. And their appreciation will be reflected in your share of their media budgets.

So clip and return the coupon, or call us at 1-800-62-BIRCH to be the first to secure The Winning Edge for your station.

Clip and mail today!

Birch/Scarborough Research
12350 N.W. 39 Street
Coral Springs, Florida 33065

Please send:

- () More information on the Multi-Media Consumer Profile
- () Information on the Top 10 Market Scarborough Reports
- () Information on Birch Radio Monthly, Quarterly and Qualitative Radio reports

Name _____

Title _____

Company _____

Address _____

City _____

State/Zip _____

Phone _____

Birch Scarborough

Radio • Newspaper • Multi-Media Audience Measurement

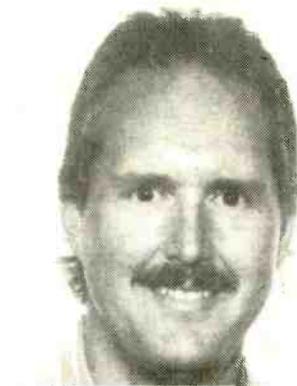
Barnett Exits KKHT To Program WMJJ

KKHT/Houston PD Ken Barnett has left the recently-acquired Emmis AC outlet to join Capitol Broadcasting as PD of market-leading AC WMJJ/Birmingham beginning January 16. He replaces Smokey Rivers, who left in October to become Group PD for Stoner Broadcasting.

WMJJ VP/GM Bill Stoeffhaas said, "We took our time filling this position because we wanted the finest AC programmer in the country. Ken is a people person, a leader, and a winner."

Capitol Sr. VP/Programming Bill Thomas said, "Ken Barnett stood out head and shoulders above the rest as the best person to take WMJJ to new heights. We talked to over 150 candidates for this job and Ken was the clear winner."

Barnett, who has also program-



Ken Barnett

med KVIL/Dallas and KYKY/St. Louis, noted, "It is absolutely wonderful to not only be going to work for a company as good as Capitol but for a station that's already a winner. It'll be a great challenge to improve on its success."

Finley Named KEBC PD

KEBC/Oklahoma City Production Director Joe Finley has been named PD for the Country outlet, replacing Charlie Marcus, who exited last month.

KEBC VP/GM Jane Bartsch, who came aboard last month following the station's recent sale from Van Wagner to Independence Broadcasting, told R&R, "After an extensive search to find a PD to fix this ailing facility, it turned out that the best candidate was in our own backyard. Joe's past experience in programming and production, and all-around radio experience and knowledge of KEBC and the problems we face, make him the perfect choice."

Finley, who will retain the 9am-noon air shift, commented, "KEBC used to be a powerhouse, and our first goal will be to regain our share of the market with good, basic programming aimed at Oklahoma City."

Kahn Becomes GSM At KXXX

Rich Kahn, most recently GSM at KMEL/San Francisco, has joined new crosstown CHR rival KXXX (X100) in the same capacity.

X100 VP/GM Jim Smith told R&R, "I think I was fortunate to find someone with as much knowledge of the San Francisco contemporary market as Rich has. There's no doubt that he'll be a strong asset to our team."

Kahn, a market veteran since 1984, previously held AE slots at Chicago outlets WFYR and WAIT & WLOO-FM. He remarked, "I'm elated to be working for Emmis Broadcasting. I feel a tremendous electricity inside this station. I'm surrounded by a lot of bright people in all departments, and I couldn't be happier. The word on the streets from the advertising clients is that everyone's listening to X100."



Vernon Nolte

INVENTED CART MACHINE

WROK & WZOK Owner Nolte Dies At 72

WROK & WZOK/Rockford, IL Chairman/CEO Vernon Nolte died December 27 of heart failure at age 72. He is survived by his son, WROK & WZOK President/GM John Nolte, his widow Lucille, and daughter Jeanne Nolte Rust.

Nolte worked in radio and TV in his native St. Louis; Zanesville, Ohio; and Peoria, Illinois before joining WJBC/Bloomington, IL. As VP/GM there in the late '50s he invented the cart machine, a key (and enduring) technological breakthrough for radio, and later formed Automatic Tape Control, Inc. with his associates.

Nolte came to Rockford in 1963 when Bloomington Broadcasting bought WROK Inc. from Rockford Newspapers. The business was later renamed Nolte Communications. AC WROK recently marked its 65th anniversary, and CHR WZOK its 40th.

John Nolte commented, "He still had his hand in the (stations') daily operation. He loved his work."

Crossley GSM At WAOK & WVEE

WAOK & WVEE/Atlanta Asst. GSM Ralph Crossley has been upped to GSM at the Summit Broadcasting Gospel/UC combo. He joined WVEE in 1979 as an AE, and has served in various sales management posts for the combo since 1986.

WAOK & WVEE VP/GM C.B. Rogers commented, "Ralph Crossley has demonstrated his professionalism in all aspects of radio sales. He has an excellent track record and will do a wonderful job."

"I think the reason for my success is that instead of selling radio I've been marketing radio: fulfilling the advertisers' needs," Crossley told R&R. "I'm going to emphasize a focus on the basics of face-to-face client contact and service. Once we've sold a client, I want that relationship to go on forever."

Before joining WVEE Crossley was an AE at WXYZ/Detroit, prior to which he worked in the media department of the Detroit office of Campbell-Ewald Advertising.

TOMPKINS PD

Shafer CFGM VP/GM

Q107/Toronto VP/GM Don Shafer has been given VP/GM responsibilities for sister station CFGM. He replaces Greg Slight, VP/GM/PD at the city's sole Country outlet for the last 11 years, who left to join his father's company, Standard Broadcasting. Joining CFGM as PD is CKRY/Calgary PD Tom Tompkins.

Westcom Radio Group President/CEO Ted Smith told R&R, "When we bought CFGM and Q107 three years ago, they were run by Gary and Greg Slight, respectively. We knew both of them would eventually go into business with their dad, and it has been my intention to integrate the two stations as

much as possible. When Gary left a year ago, Don went in as VP/GM. He's done a great job with Q107, and I'm sure he'll do equally good things with CFGM."

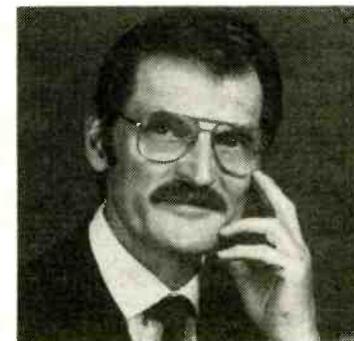
Shafer joined Westcom in 1985 as CFMI/New Westminster, BC PD. He moved to Q107 as VP/GM/PD in August 1987. Prior to his New Year's Eve wedding and subsequent honeymoon, which rendered him unavailable for comment, he named Tompkins as PD.

Tompkins told R&R, "CFGM used to be the biggest of all Canadian Country stations. It was the leader and a trendsetter, and there's no reason it can't be again. The opportunity to do that is the ultimate challenge of my radio career."

Tompkins programmed Country CKRY the past five years and CJAX/Edmonton for a year prior to that. Before getting into Country, he was the PD at AOR CJAY/Calgary for six years and at CHR CKXL/Calgary for seven years.

LONGTIME AIR PERSONALITY

Brother John Rydgren Dies



Brother John Rydgren

Longtime KRTH-AM & FM/Los Angeles announcer Brother John Rydgren died of a heart attack last Monday (12/26) after doing an air shift on the AM. He was 56.

Rydgren began his radio career in 1962 as Director/TV-Radio-Films Department for the American Lutheran Church, of which he was an ordained minister. While there he developed "Silhouette," a Christian radio show for rock & roll fans.

In 1968 he moved to New York and became the main voice and personality for the "Love" format ABC developed for its FM stations, including WABC-FM (now WPLJ)/New York, KABC-FM (now KLOS)/Los Angeles, WLS-FM (now WYZZ)/Chicago, and KQV-FM (now Great American's WDVE)/Pittsburgh. He also made appearances for these stations.

Rydgren moved to Los Angeles in the early '70s and worked at the market's KRLA, KROQ (AM), KOST, and KMET before joining KRTH-FM in 1977. He suffered a stroke on-air in 1982, and went on to disprove doctors who said he would not be able to speak again. He returned to KRTH-FM in a production capacity in 1985, and became "The Voice Of Oldies AM 930" in 1985 when KHJ became KRTH (AM). Still an active minister, he aired a program on KRTH called "Heaven Is In Your Mind."

He is survived by his wife and three children.

Berry Jumps To WMFR & WMAG As GSM



Walter Berry

Former Washington Bullets Director/Sales Walter Berry has been named GSM of AC combo WMFR & WMAG/Greensboro. Berry, who replaces Kim Pyle, will lead a 12-member sales force.

WMFR & WMAG VP/GM Dick Harlow commented, "We are delighted to have someone with Walter's background and experience with us. We are positive that he will be able to help move Magic 99.5 FM to the next plateau of success."

Berry told R&R, "I've been in the business 15 years. I feel very lucky to be hooked up with Dick Harlow and Voyager. Harlow is the benchmark by which medium market GMs are being judged, and I've been very impressed with the growth and professionalism of Voyager since they formed almost six years ago."

Berry's former GSM credits include WPLZ/Richmond, WOKJ & WJMI/Jackson, MS, and WAPI/Birmingham.

WMAG ranked third 12+ (7.9) in the summer '88 Arbitron; in the corresponding Birch it placed sixth (6.1). WMFR finished with 2.7 in Arbitron (tied for tenth) and a 2.3 (tie for ninth) in Birch.

R.E.M.

THE NEW SINGLE



STAND

PRODUCED BY SCOTT LITT AND R.E.M. FROM THE ALBUM GREEN



Radio

● **HAROLD ROWE** has been elevated to Promotion Director at WSKX/Norfolk. Replacing him as ND is 13-year market vet **MARY AINSLEY**.

● **PERRY VAN HOUTON** has been named PD at KOGO/Ventura, CA. He was formerly with KIEZ/Santa Paula, CA.

Also, **JACK CLARKE** has been named LSM after three years with the station.

● **BOB ZIMMERMAN**, NSM at KOY-AM & FM/Phoenix and KKLQ-AM & FM/San Diego, has moved to San Diego to concentrate solely on KKLQ NSM responsibilities.

● **CHIP WINSTEAD** has been named NSD for WDCG/Durham and sister WDNC/Durham, joining from Advanced Media Services.

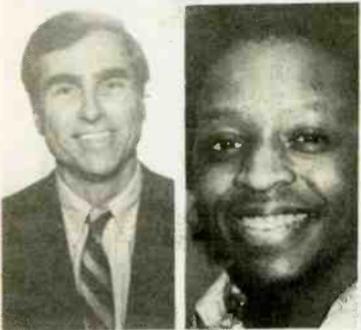
● **LIANE WONG** has shifted from weekend air personality to ND/Public Affairs Director at KXXX/San Francisco. She has also joined personality **DON BLEU** in weekday mornings.

● **ROGER STALLARD** has joined WFOX/Atlanta as LSM. He had been NSM at WSTF/Orlando.

● **ANNE BACCO**, formerly on the accounting staff of Drake-Chenault/Albuquerque, has joined Keffco as Business Manager for its seven Northern California and Oregon radio stations.

● **RICH KIRKLAND** has been appointed to the newly-created position of ND/morning news host at WJIB/Boston. He had been Director/Operations at Metro Traffic Control.

Records



Rich Kirkland

Charm Warren

● **CHARM WARREN** has been named Promotion Manager/Black Music at Warner Bros. Records. He previously served as Regional Promotion Manager at Solar Records.

● **JOHNNY MITCHELL** has been promoted to Manager/Sales & Promotion at 16th Avenue Records after two years with the label.

Concurrently, independent promoter **ED KEELY** has been named Manager/Southwest Regional Promotion, while **FRED STEWART**, head of the Music Coordinators, has been appointed Manager/Southeast Regional Promotion.

Also, promotion secretary **SHEILA BROWN** has been upped to Asst./Promotion & Marketing, and parttimer **BART ALLMAND** has been named to the fulltime position of Promotion Assistant.



Danny Wynn

Fred Ehrlich

● **HARVEY SHAPIRO** has been appointed to the newly-created position of VP at CBS Records Inc. He was formerly Exec. VP at CBS Music Publishing.

Also, CBS Records International VP/MIS **MARTY CULLEN** has been named VP/MIS at CBS Records, while **DANNY WYNN** has been promoted to Director/Business Affairs after five years in the law department.

Concurrently, Director/College Marketing **FRED EHRLICH** has been named Director/Special Projects, while **AL GALAVIZ** has been named to the newly-created position of Associate Director/Graphic Arts Production & Purchasing, West Coast. He previously held the Director/Graphic Arts & Publications post at National Technical Schools in Los Angeles.

Sr. Financial Analyst **ROBERT ZELONY** has been promoted to Manager/Financial Reporting at CBS Records Operations.

At the Columbia House division, freelance publicist **RONNI KANIG** has joined the label as Manager/New Member Repertoire, and **DEBERA BALDUCCI** has been upped to Manager/Sales Promotion. Balducci joined the division in 1986.

● **RAY HOFFMAN** has been named radio broadcaster for Business Week. He has been with the company since 1986.

● **KAREN WAYGOOD** has been named Director/Radio Promotion at Digital Music Products. She joined the label in 1988 after managing radio promotion at GRP Records.

CHANGES

Dan Harker has joined Christal Radio as an AE in Dallas, while **Elizabeth Rutherford** has joined as an AE in Boston.

Sr. AE **Jessica Smith** has been named Sr. Sales Rep at WZZU/Raleigh.

Pat LaFavers has been named an AE at WDCG/Durham.

Bob Michaels has joined Arbitron Ratings as AE/Southwestern Radio Station Sales, while **Susan La Barbera** has been named AE/Eastern Radio Station Sales.

● **DANNY STRICK**, former VP/A&R at MCA Records, has been named VP/GM at BMG Songs.

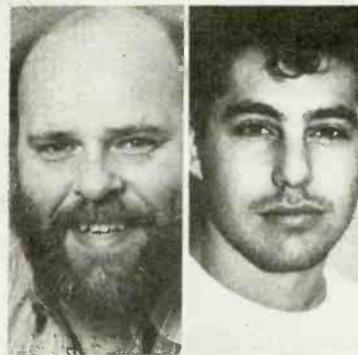
● **TERRY STEVENS**, a personality on Satellite Music Network's Country service, has joined Universal Records as Midwest Regional Promotion Manager.

● **CAMILLE BONNELL** has joined Relativity Records as Product Manager from Peaches Music & Video, while **ROB GORDON** has taken on responsibilities for West Coast Marketing. He previously handled similar duties at EMI.

Also, **MARK OFFENBACH** has been named Director/National Sales for Important Records, the in-house national distributor for Relativity. He had been NSM at Moss Music Group.

RON POORE has left WOXY/Cincinnati to assume National Alternative Radio Promotion duties at the label, where **CRAIG BURTON** has been appointed to handle East Coast Retail Promotions. Burton formerly worked in New York area retail chains.

Finally, **HOWIE ABRAMS** has been promoted to Product Manager for Relativity's Effect Records.



Michael Rowley

Andy Factor

● **MICHAEL ROWLEY**, formerly National Director/Promotion at DeMann Entertainment, has joined Geffen Records as Northwest Promotion Representative.

● **ANDY FACTOR** has been elevated to A&R Representative/West Coast at Virgin Records, from A&R Production Manager.

Industry

● **BARBARA JUDGE** has been elevated to the newly-created position of VP/Human Resources & Administration at Arbitron Ratings. She has been Director/Human Resources since 1982.

● **REG BONNEY**, previously administrator with Chappell/Intersong, has joined Mingles Music Limited as Head of Copyright and Administration.

● **BONNIE FEINGOLD** has been appointed to the newly-created position of Director/Advertising & Promotions at Radio Express. She was most recently President of Third Wave Management.

● **MAGGIE WILLIAMS**, formerly National Director/Public Relations at Total Experience Records, has joined Gemini Music as Director/Public Relations & Marketing.

PROS ON THE LOOSE

Don Berns — PD CFNY/Toronto (519) 927-3434

Bubba The Love Sponge — MD/nights WGRD/Grand Rapids (219) 269-1924

Alan Dean — Air talent WBIG/Greensboro-Winston-Salem (919) 993-6903

Dennis Elliott — PD WLZT/Charleston, WV (304) 342-7311

Connie Green — Morning news anchor KOIL & KOMJ/Omaha (712) 322-5954

Pam Houston — Evenings WBIG/Greensboro-Winston-Salem (919) 993-5391

Robert Lindsey — PD KTHT/Fresno, CA (209) 275-0340

Kevin O'Neal — PD/afternoons WBIG/Greensboro-Winston-Salem (919) 378-0304

Dan Robbins — Air talent WBIG/Greensboro-Winston-Salem (919) 552-1146

Kerry Wolfe — APD/MD WBIG/Greensboro-Winston-Salem (919) 852-7186

Andy Zipfel — Quantum Music Product Coordinator (201) 939-4657



Danny Strick

Michael Weiss

● **MICHAEL WEISS** has been promoted to Regional Manager/New York at Durpetti & Associates, while **ERIC PERRY** has been upped to Regional Manager/Philadelphia and **CHRIS TSITOURIS** has been elevated to Regional Manager/Atlanta. Weiss and Tsitouris had been Sales Managers in their regional offices; Perry joined the company upon the opening of the Philadelphia office in 1986.

—Holly Sklar

R&R TIMELINE

Pat Shaughnessy was a first-time GM at **KMEN/San Bernardino** in 1971. He was named Executive VP/GM for **Drake-Chenault** in 1973 and in '74 became VP/GM for **KIQQ/Los Angeles**. He later joined **Shamrock Broadcasting's TM Productions**. Five years ago today, Shaughnessy and 15 employees bought TM from Shamrock. In April 1988, he left TM to found and serve as President/CEO of **Marathon Communications**.



Pat Shaughnessy

1 YEAR AGO TODAY

- **Jerry Greenberg** named Atco President
- **Al Brady Law** named KKQB-AM & FM/Houston VP/GM
- **WMJ/Cleveland** promotes **Phil Levine** to GM, **Rick Torcasso** to OM/PD, and **Larry Gawthrop** to GSM
- **Gene Romano** named **WDVE/Pittsburgh PD**
- **Jim Dawson** named **R&R News Editor**
- **#1 CHR**: "Got My Mind Set On You" — George Harrison (Dark Horse/WB)
- **#1 AC**: "Everywhere" — Fleetwood Mac (WB)
- **#1 UC**: "Love Overboard" — Gladys Knight & The Pips (MCA)
- **#1 Country**: "Goin' Gone" — Kathy Mattea (Mercury/PolyGram) (2 wks)
- **#1 AOR Track**: "Say You Will" — Foreigner (Atlantic) (4 wks)
- **#1 AOR Album**: "Inside Information" — Foreigner (Atlantic) (3 wks)
- **#1 NAC**: "Northern Nights" — Dan Siegel (Epic)
- **#1 Contemporary Jazz**: "Brasil" — Manhattan Transfer (Atlantic)

5 YEARS AGO TODAY

- **Doubleday Broadcasting** names **Dave Martin** VP/Programming, **Alan Goodman** Regional/VP for **WAPP/New York** and **WAVA/Washington**
- **John Gorman** promoted to **WMMS/Cleveland OM**
- **Tom Baker** named **KGB & KPQP/San Diego GM**
- **#1 CHR**: "Owner Of A Lonely Heart" — Yes (Atco)
- **#1 AC**: "I Guess That's Why They Call It The Blues" — Elton John (Geffen)
- **#1 UC**: "If Only You Knew" — Patti LaBelle (Philly Int./CBS)
- **#1 Country**: "Slow Burn" — T.G. Sheppard (WB/Curb)
- **#1 AOR Track**: "That's All" — Genesis (Atlantic)
- **#1 AOR Album**: "Genesis" — Genesis (Atlantic)
- **#1 Jazz**: "Backstreet" — David Sanborn (WB) (3 wks)

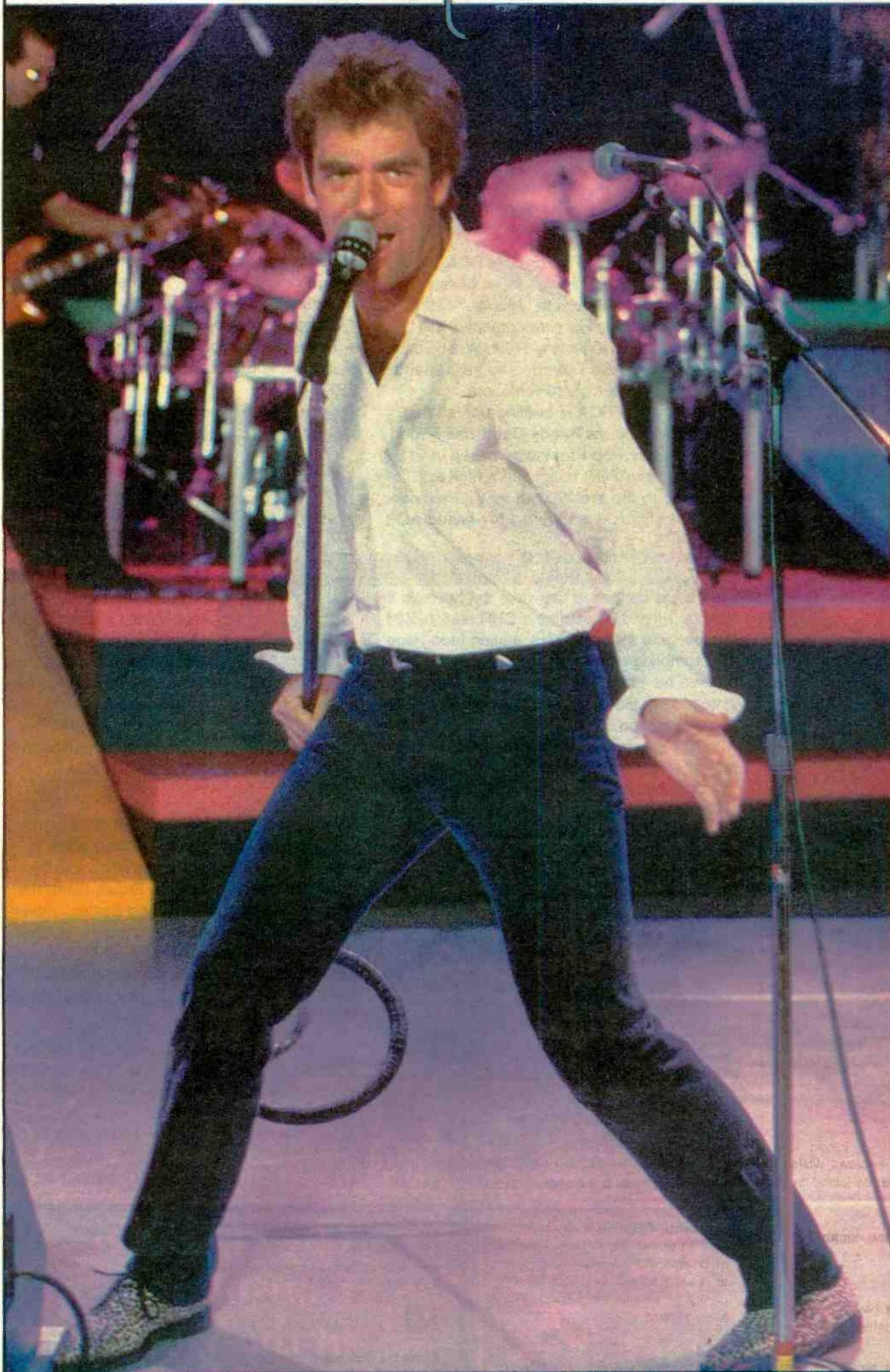
10 YEARS AGO TODAY

- **Charles Goldmark** named **WRKO/Boston GM**
- **T.J. Donnelly** named **WHBQ/Memphis GM**
- **Rich Plombino** named **WKLS/Atlanta MD**
- **No music charts published**

Lite
BEER



SUPERSTAR
CONCERT
SERIES



THE
WEEK
OF

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STEVE NIEVE
& the
MIDNIGHT
MUSIC

THE
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Chrysalis

MANAGEMENT
BOB BROWN

For more information, contact your Westwood One Representative at
(213) 204-5000, in Canada (416) 597-8529, FAX (213) 204-4375
or Telex 4996015 WWONE.



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- | | |
|-------------|-------------|
| KEGL 13-10 | KLQ deb 23 |
| WMMS deb 30 | Z104 26-21 |
| 95XIL 16-8 | KQMQ 30-25 |
| 99 WAYS add | FM104 29-24 |
| KISN 17-15 | WPRR 22-18 |
| WVSR add 38 | WWFX 29-24 |
| K104 15-6 | OK100 19-14 |
| WERZ 29-21 | KXYQ 26-25 |
| WPST deb 36 | WPFM 21-18 |
| Q106 33-26 | WHSL 22-17 |
| WBCY 27-24 | KYYY 40-34 |
| Q98 26-13 | WBNQ 38-33 |
| WKSI deb 30 | WAZY 28-23 |
| WLAP 20-14 | WSPT 19-14 |
| WLRS 24-14 | KTRS 23-19 |
| WHHY deb 30 | KZFN 38-33 |
| WKDD 22-19 | OK95 21-18 |
| KDWZ 29-24 | |

AC **1**

GREATEST HITS

© 1988 WARNER BROS. RECORDS INC.



Chrysalis To Go Private?

When ST tipped you that **David Geffen** was buying into **Chrysalis** (10/14/88), label Prez **Mike Bone** called the "fun-fone" to deny the transaction (10/21). Ah, but recently it's come to pass that Geffen has purchased 5.69% of the Chrysalis stock and even more recently has increased his ownership interest to 8.4% of the company.

Chrysalis owner **Chris Wright** reportedly sees the move as "unfriendly," and has added an additional 200,000 shares to his own personal holdings. Could Chrysalis be contemplating a move to private ownership once again? And is David Geffen the record industry's **T. Boone Pickens**?

Some New Year changes at **RCA**, as National Promotion Director **Mike Becce** exits after nearly 14 years with "Nipper." Call him at (201) 583-1584. His replacement is still being sought. Also leaving RCA: West Coast Regional rep **Steve Leavitt**, who joins **Island** as Director West Coast Promotion.

Meanwhile, RCA is beefing up its West Coast presence, as **Randy Ostin** has signed on as Director/Pop Promotion, based in El Lay. However, with AOR honcho **Jim McKeon** relocating to the West Coast as VP/Promotion, Nipper is still looking to hire a NY-based AOR Director.

Hotlanta Flashes

Things happened fast over the holidays in Atlanta. After 17 years as a CHR station, **Z93** has become a Classic Hits station (see Page 1), prompting morning man **Randy Miller** to reverse his earlier decision to stay, and instead take the morning show he was offered two weeks ago at **KBEQ/Kansas City**. Along with him go sidekick **Mary Glen Lassiter** and producer **Rusty Humphries**.

But now Atlanta has two gold-based FMs, as **WFOX** jumped formatic boundaries from AC to Gold just hours ahead of **Z93**. This has prompted **94Q (WQXI-FM)**, which has been straddling the CHR/AC fence, to toughen up its sound by adding **Guns N' Roses**, **Karyn White**, **Paula Abdul**, and similar uptempo hits to its current lineup and sharply trimming its gold content. Look for PD **Jan Jeffries** to plunge 94Q further into CHR, as it will soon cut its nightly "Jazz Flavours" programming back to a weekend-only feature.

With **WMMS/Cleveland** OM **Kid Leo** now VP/Artist Development at **Columbia** (see Page 1), everyone expected PD **Jeff McCartney** to become OM. Instead, look for McCartney to share those duties with VP/GM **Chuck Bortnick** and Promotion Director **Rich Piombino**. Also in the wake of Leo's

departure, Music Coordinator **Brad Hanson** has been promoted to Music Director.

But before leaving the Buzzard's Nest, rumors are circulating that 'MMS Morning zookeepers **Jeff Kinzbach & Flash Ferenc** may soon be lured away to do a wakeup show in the Big Apple for equally Big Dollars. 'Twould be a real double whammy, seeing as how WMMS is still looking to fill Leo's old afternoon slot.

CFNY/Toronto PD **Don Berns** resigned this week. The longtime staffer had been at odds with management over the modern rock station's increasing use of CHR hits. (Recent adds include **Samantha Fox** and **Rick Astley**.) OM **Jim Fonger** says there are no immediate plans to replace Berns, as Canadian consultant **Doug Pringle** has been hired and other staffers will add responsibilities.

Meanwhile, Berns — an American citizen — seeks a new modern rock programming challenge, and can be reached at (519) 927-3434.

Love Sponge On The Loose



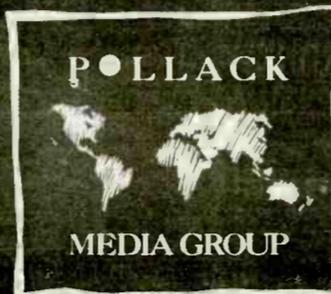
Bubba The Love Sponge

As we wring out the old year, we note with great sadness that ST's most absorbant air personality, **WGRD** MD/night rocker **Bubba The Love Sponge**, has apparently sopped up all the L-U-V that Grand Rapids had to offer. If you want somebody who can really soak it to ya, baby, squeeze in a call to the Love Sponge hotline at (219) 269-1924.

Ch-ch-changes at **WAMO/Pittsburgh**. Morning cohost **Michelle Jackson** splits to make way for **Bobby Brown**, who'll join **Ty Miller** for wake-up service. Brown spent the last year working with the Mid-Eastern Athletic Conference in a journalistic capacity, but has a strong morning track record at **WJPC/Chicago** and **KJLH/L.A.** — not to mention **WAMO**, where he did mornings 16 years ago. Welcome home!

Now that **Atco** has named **Craig Lambert** as VP/Promotion (see Page 3), look for him to not only promote NY-based National Promotion Director **Bruce Tenenbaum**, but also to bump West Coaster **Mark Gorlick** into a national slot.

Continued on Page 33



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BOY MEETS GIRL



CATCH A RISING STAR
WITH

*Bring Down
the Moon*

The "Reel Life" Story
Continues...

Part I— Boy Meets Girl. They write the #1 hits "How Will I Know?" and "I Wanna Dance With Somebody."

Part II— "Waiting For A Star To Fall," the first single from the r RCA debut album, "Reel Life," 8414-1-R soars to #1 AC and Top 5 CHR. That's impressive, but wait until you hear the follow-up single...

Part III— "Bring Down The Moon" is the next rising star from "Reel Life." The album has already sold over 300,000 copies and there's much more to come with the release of the second single.

Part IV— This hit songwriting team are now major stars in real life. As the story continues to unfold, we're determined to take these stars to even greater heights.

AC AND CHR PROGRAMMERS: Make sure you watch your "BRING DOWN THE MOON" video enclosed in your issue.

Produced by Arif Mardin
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On RCA cassettes, compact discs and records.



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STREET TALK

Continued from Page 30

Def Jam Illin' For \$20 Million

Def Jam Records has filed a \$20 million lawsuit in NY Federal Court against **Capitol Records** to prevent the **Beastie Boys** from moving to the latter label. Def Jam is the company that issued the Beastie Boys' multi-platinum "License To Ill" LP and maintains the group is preparing an album for Capitol. No comment from either label.

Former **WBCY/Charlotte** PD **Reggie Blackwell** is now the new **Polydor** Minneapolis rep.

Veteran morning personality **Pat Evans** (**KSFO/SF, KRTH/L.A.**) has signed on for wake-up service at **WSHE/Miami**.

Heard doing an overnight show on **KIIS-FM/L.A.** during the holidays was **Banana Joe Montione**, auditioning for a weekend slot. Montione is no stranger to the market, having been the night rocker at **KHJ** before its switch to Country.

Former Democratic Presidential candidate **Jesse Jackson** returns to the airwaves (2/1), when the twice-daily, 90-second "Jesse Jackson Commentary" becomes available through **Syndicate It Productions**.

Patrick To Stick

Chase Untermeyer, head of personnel for the **George Bush** transition team, is sending a signal that **FCC** Chairman **Dennis Patrick** should have no trouble staying in his current J-O-B. The incoming administration has "no problems" with Patrick, and he's welcome to stay on "for the foreseeable future."

Arthur Field, former **Capitol** East Coast Regional rep, has joined VP/Promotion **Gordon Anderson** at **Grudge Records** in a similar capacity.

Look for Country outlet **WBOS/Boston** to spin the format wheel one more agin y'awl, switching to AOR once **Ackerly** takes over ownership from **Sconnix**. That makes three Country stations in the Top 50 markets that've exited the format in recent weeks, including **WBIG/Winston-Salem**, which changed to

dance-oriented CHR (see Page 8); and **WMC (AM)/Memphis**, which will go News/Talk at the end of January.

KKQV-FM (QV103)/Wichita Falls, TX garnered a snowstorm of national publicity recently when it offered listeners a chance to have 15 tons of artificial snow dumped on the lucky winner's front yard as part of the station's "White Christmas" contest. We'd show you the photos, but they look suspiciously like outtakes from the TV coverage of last week's Bears-Eagles playoff game.

WNSR Balls The Wall

Those of you who watched the New Year's Eve countdown from Times Square probably noticed **WNSR/NY**'s calls in clear view when the traditional ball dropped. Seems the AC outlet parlayed an investment of \$250,000 or so into millions of dollars' worth of publicity, as the station bought the space below the ball and set up a five-story, 200' x 50' laser projection screen that blazed "WNSR Welcomes 1989" into the wee, wee hours.

Country **WKHX/Atlanta** morning man **Shadow Stevens** exits for nights and a new format at sister CHR **Z95 (WYTZ)/Chicago**, where he'll now be known under the airname of **Steve Craig**.

US AM broadcasters may be soon getting a hot flash from way south of the border, as the Venezuelan government has announced plans to erect a one million-watt AM facility on 1240 kHz.

The "Voice Of Venezuela" will reach from Canada to Argentina and will broadcast in English, Spanish, French, and Papiamentu (the language of the Netherland Antilles) in an effort to "further Venezuelan culture." No launch date set yet, but look for swift reaction from the State Department.

Looks like **WUBE/Cincinnati** PD **Mike Chapman** is about to move into Country consulting.

Get-well wishes to **Sleeping Bag Records** founder **Juggy Gayles**, who suffered a mild stroke recently. The 75-year-young Gayles is currently resting at home and looks to return to work soon.



Z100 LISTENER LIGHTS LOCAL CONTROVERSY — **KKRZ (Z100)/Portland, OR** listener **Jerry Van Zant** had to fight **Gresham City Hall** to do it, but pictured is his winning effort in the "Z100 In Christmas Lights" display contest. Van Zant constructed the 30' x 25' banner of lights and strung it across a local right-of-way, which made his entry illegal. However, when Van Zant and several of his neighbors visited the local mayor's office and persuaded **Hizonner** to check out the scene of the sign, the politico solomonically declared it a "special events sign" and therefore not subject to normal city sign codes, which allowed Van Zant to pocket the \$1000 jackpot.



MY HEART CAN'T TELL YOU NO!

THE NEW SINGLE

NEW & ACTIVE

B94 add		
Q107 18-15		
PWR99 35-21		
B97 add		
Q105 17-13		
WMMS 26-23		
WZPL 27-22		
KXYQ 30-18		
KPLZ deb 38		
K104 21-11	WGTZ add	WYKS add
WPST 33-23	WMEE add	KIXY 30-18
WKRZ add 40	FM104 27-11	WHSL 20-13
WBBQ deb 30	KZZU 34-27	Y94 deb 29
WAPE add	WPRR 37-29	KPAT 38-28
KKYK 28-22	103CIR 24-18	WDBR 35-26
WDJX deb 23	95XXX 29-23	WIBW add
WLRS 18-12	KAKS 39-22	KYYA add
WRVQ add	KQIZ add 40	KTRS 28-15
K92 deb 25	WKSF add	KTMT 36-29
WPXR add	B98 add	KZOZ 33-24



NEW CALLS WZRR

WLTB Exchanges AC For Classic Rock

Dick Broadcasting has filled a longtime market hole in Birmingham by switching newly-acquired AC WLTB to Classic Rock as WZRR. KSD/St. Louis Production Manager Lee Coury is the new PD.

WZRR GM Mike Hammond told R&R, "The station had a four share with the previous format,

and we needed to do something to get above that. In listening to the market it was obvious there was a hole here for a rock station, but we went ahead and did extensive research anyway to make sure we were right on target."

Birmingham has been without a rock-formatted station since then-WRKK switched to Country in 1982. Ironically, the new WZRR occupies the same frequency WRKK did when it was AOR.

Hammond said Coury was recommended by WKRR/Greensboro PD Bruce Wheeler, who serves as corporate PD for the chain. Coury handled production duties at KSD since 1986. Prior to that he had similar responsibilities at AOR KBPI/Denver for four years. His most recent programming experience was in 1980 at KEYN/Wichita, KS.

"It was time for me to make a move back into programming, and this seemed like a real sure thing," Coury said. "There hasn't been a representative rock 'n' roll station in this market for six years."

WLTB had a 3.1 in the fall '88 Birch. Its summer '88 Arbitron 12+ score was 4.2.

Goree Gets GSM Slot At WKQX

Jeffery Goree has been upped from LSM to GSM at Emmis's WKQX/Chicago.

Goree commented, "I'm extremely excited about being named GSM and being a part of one of the fastest-growing broadcast groups in the country. I look forward to leading the sales effort on behalf of Q101."

Goree joined WKQX as an AE in 1984, and was promoted to LSM the following year.

Sims Debuts Slam Label



Veteran recording exec Danny Sims has formed Slam Records, and the label's first priority releases will be 150 previously unheard tracks by Bob Marley & The Wailers recorded between 1967-72 and catalog material by Betty Wright. Shown are the label's Ray Kennedy, Sims, VP Don MacMillan, and Chuck Fassett.

Foate

Continued from Page 3
some mistakes," Lynett admitted. "We've cut down on the number of mistakes we're making. The station still has a healthy cume. This is not the first time we've been bruised in Milwaukee. If our company is guilty of nothing else we're guilty of persistence."

Foate has worked at WQFM for six years, the last three as GSM. She was frank about the station's recent problems. "We made some bad decisions and reacted badly a number of times," Foate said. "I'm aware of that. We have some very good competitors and it's going to be a tough battle. But we've done a lot of research and longterm planning, and we're going to do whatever's necessary to be number one. Part of that is going back to our roots of being the heritage AOR station."

Lambert

Continued from Page 3
that he was destined to fill. I'm amazed that he hasn't been a national promotion VP before now, and I'm absolutely delighted that he's working for us."

"The opportunity to be a part of the rebuilding of Atco gives me great pleasure," Lambert commented. "Derek's A&R and leadership qualities are yet another example of the strength Atco will give to the Warner Communications family."

Before joining A&M Lambert was President of his own New Avenues Music for seven years, prior to which he was Director/National AOR at Arista. From 1977-79 he was Director/National AOR at Capitol. He began his music industry career as a local promotion rep for Warner Bros. in Detroit.

J.T. Signs With MCA



Former Kool & The Gang lead singer James "J.T." Taylor has signed with MCA Records, which will release his debut solo album in mid-'89. Pictured are (l-r) manager Tom Manning, MCA Records President Al Teller, J.T., MCA Music Entertainment Group Chairman Irving Azoff, MCA Records Sr. VP Zach Horowitz, MCA Exec. VP/GM Richard Palmese, and MCA Sr. VP Louil Silas Jr.

Epic Loves Will To Power's Way



Epic artists Will To Power were congratulated on the success of their single "Baby I Love Your Way/Free Bird" by label execs at Epic's New York headquarters recently. Shown are (l-r) E/P/A VP Dan Beck, Will To Power's Dr. J and Suzi Carr, E/P/A Sr. VP/GM Dave Glew, Will To Power's Bob Rosenberg, and E/P/A's Dave Demers and John Doelp.

Osborne

Continued from Page 3

Osborne then moved to St. Louis, working as PD/air talent at WIL, later becoming Station Manager at WIL-FM. He joined KMOX in 1968 as Operations Director. While at KMOX, Osborne served as KMOX-FM (now KLOU) Station Manager, and assumed the KMOX PD job five years ago. In addition to holding down a daily airshift (10am-noon), Osborne hosted "The Trading Station," a program in which listeners call in to buy or sell items.

Osborne is survived by his wife Judith and four children. The family has requested donations be made to charity in lieu of flowers.

Dugan is a former CBS newsman and parttime KMOX anchor. According to Hyland, "We are indeed fortunate to have a man of Dave Dugan's capabilities join our staff."

Dugan told R&R, "KMOX is very special. Bonding with the community takes a long time to develop, and we have it here. The station sounds the best it's ever sounded. Mr. Hyland is the genius of the business, and the people here are top quality."

Kohl

Continued from Page 3

work for two rare gentlemen of radio, (Cox Exec. VP/Radio) Nick Trigony and (KFI VP/GM) Howard Neal."

Neal commented, "Ken has been a vital asset to KFI since his arrival. We will miss his programming skills and knowledge of radio and we wish him well. I am pleased that he will be available as an on-call resource person."

Kohl joined KFI as Program Manager in 1987 after six years as PD at KOMO/Seattle. He was elevated to Station Manager at KFI after ten months of service. Kohl was instrumental in shifting the station from a Full-Service AC to Talk. As a result, KFI became a direct competitor for perennial market powerhouse KABC.

Kohl would not disclose specific stations or markets his group is considering for purchase.

Asst. PD Chuck Tyler is acting as interim Station Manager. Neal told R&R that a replacement for Kohl would be announced by week's end.

In the fall '88 Birch, KFI jumped to a 1.6 (12+); in the summer '88 Arbitron, the station posted a 1.4.

Tree

Continued from Page 3

Killen said. "Nashville will be the headquarters for all CBS publishing. Tree will continue like nothing ever happened."

Hilley will continue to manage Tree's operation with the new title Sr. VP/COO. She joined Tree in 1974, and was made Exec. VP in 1976.

Tree International was begun as a parttime business in 1951 by then-Grand Ole Opry manager Jack Stapp and WSM/Nashville radio executive Lou Cowan. In 1953, Opry bass player Killen was hired to audition songs and sing demos. He became President in 1975 and sole owner when Stapp died in 1980.

Tree has 22 employees and 40 exclusive songwriters. Part of the deal is that the staff and songwriters will be retained, guaranteed for five years. Tree's building at 8 Music Square West is also part of the deal, and Killen says he plans to double its size in the next year.

Tree's gospel company, Meadowgreen Music, is not part of the present transaction, though it is expected to be acquired by CBS at a later date.

TIMOTHY WHITE'S

Rock Stars

PRESENTS

KICKED OUT OF THE BOY SCOUTS,

CAPTURED BY THE BIG BEAT!

KEITH RICHARDS

"MY ROCK AND ROLL LIFE"

Unlike any interview of Keith Richards' legendary career – that's what's in store on the next edition of *Timothy White's Rock Stars*, airing the week of January 23. It's Keith-style candor at its unforgettable best. Taped with host Timothy White in a special New York City session, Keith Richards reveals the "stories behind the stories" regarding his recent triumphant "Talk Is Cheap" solo album and tour. "I'm a Sagittarius," Keith recounts, "half-man, half-horse, with a license to do it in the street!" And he tells the hilarious inside saga of how he and drummer/co-producer Steve Jordan used outlandish street smarts and "creative subterfuge" to reunite Keith with Rolling Stones alumni like Mick Taylor and Bobby Keys for the no-frills genius of "Talk Is Cheap". In this *NATIONAL RADIO EXCLUSIVE*, you'll be treated to alternate mixes of such songs as "Make No Mistake" as well as other amazing Richards recording rarities!

In addition, you'll hear Keith delve back into the Stones' earliest days at the Crawdaddy Club, their wild 60's socializing with Bo Diddley, Little

Richard, Muddy Waters and the Ronettes and "the Georgia day the Stones were busted for bathing topless!" Keith also discloses his guitar and songwriting secrets, recalls his 1966 project conducting a symphony orchestra and tells the real tales behind such Stones classics as "It's All Over Now", "Satisfaction", "Honky-Tonk Women", "Happy", "Bitch", "Before They Make Me Run" and "Sleep Tonight".

Plus Keith reveals his boyhood idolization of Roy Rogers...His experiences as a choirboy in Westminster Abbey...And the rowdy misadventures that got him bounced (as leader of the Beaver Patrol) from the Boy Scouts! All in all, the Keith Richards edition of *Timothy White's Rock Stars* is 90 minutes no rock and roll fan will ever forget.

For complete details, contact your Westwood One representative in Los Angeles at (213) 204-5000, in Canada at (416) 597-8529, FAX (213) 204-4375 or Telex 4996015 WWONE.

Virgin

MANAGEMENT: JANE ROSE



WESTWOOD ONE RADIO NETWORKS

FCC Ban

Continued from Page 1

legality of an around-the-clock ban, in light of previous indecency decisions by the appeals court and the US Supreme Court.

"Both of these rulings suggest that the courts would not uphold an outright ban on the broadcast of indecent speech," Dennis wrote. "In the face of those decisions, I have grave misgivings about the constitutionality of the appropriations language. Our mandate from Congress, however, is unambiguous, and therefore I must support the action taken in this order."

Stradford

Continued from Page 1

promote at this time. He deserves the shot, because he's really distinguished himself in St. Louis. He's one of the great up-and-coming Black programmers."

A four-year KMJM vet, Stradford previously was MD/Asst. PD at WDRQ/Detroit.

Commenting on the duties she'll hold at KKDA-FM, with a title yet to be decided upon, Avery told R&R, "I'll be overlooking the departments and how they're run, and make sure the station is in line for the new competition in the market. I'll oversee programming, research, music — everything but sales."

Also yet to be determined is how Avery will interact with the station's existing programming/operations structure, which presently includes OM Chuck Smith, who declined to comment to R&R; VP/Programming Michael Spears, who referred inquiries to Smith; and MD Jimmy Smith.

Brooks

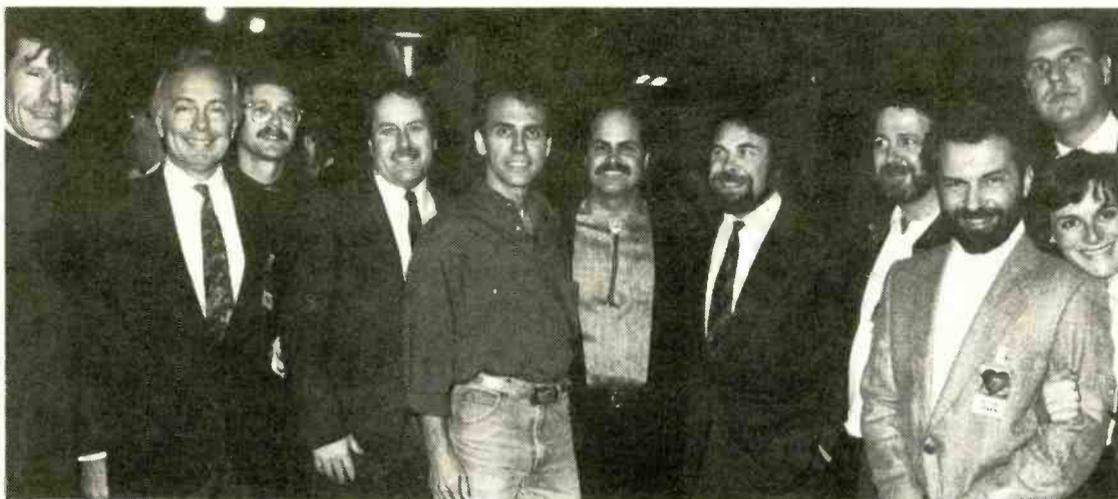
Continued from Page 3

of these stations. In his place at Hot 95.9 we've promoted Zak, who has a lot of CHR experience under his belt. He's ready to apply his knowledge, and I believe that will move us firmly into the CHR arena in the Baltimore market."

Brooks remarked, "With both stations essentially doing new formats, I am basically dealing with the overall day-to-day activities while Barry Smith and (GSM) Jim Knowles concentrate their efforts in sales. In the short time Zak was here as my assistant he not only showed me his knowledge of the format but demonstrated great leadership skills. I think he's going to help us to reach our goals."

Szabo, whose background includes MD/Asst. PD duties at WXLK/Roanoke, VA, told R&R, "Throughout my career I've been the assistant or the MD; this is my first chance to become PD. We've made a lot of recent progress, but we're looking to make 1989 the year that Hot 95.9 burns the 'B' (cross-town CHR WBSB [B104]). While it is a great radio station, it has been this market's only choice. We feel the audience wants an alternative or maybe even a new number one."

Szabo indicated a new MD would be named in the near future.

Carlton And Friends Play A HIP Set

In his first public appearance since he was shot outside his Los Angeles home, MCA artist Larry Carlton played a benefit at L.A.'s Universal Amphitheater last month that raised \$60,000 for the newly-formed "Helping Innocent People" (HIP), an organization cofounded by Carlton and manager Charlie Lico to help victims of violent crime. Also appearing were Joni Mitchell, Michael McDonald, Juice Newton, Stanley Jordan, comedian Byron Allen, Michael Franks, former Ambrosia leader David Pack, Christopher Cross, and MCA artist Lyle Lovett. Pictured backstage are (l-r) Lovett, MCA Nashville President Bruce Hinton, VP/Jazz Ricky Schultz, Pioneer Electronics' Mike Fiddler, Carlton, Lico, MCA Records President Al Teller, MCA's Jim LaFrance, MCA/Nashville Exec. Tony Brown, Jeff Jones, and MCA VP Liz Heller.

Escape Club Sheiks It Up

The Escape Club, promoting their single "Shake For The Sheik," performed two shows at New York's Bottom Line recently. Posing en masse are (l-r) Atlantic Sr. VP/Promotion & Marketing Vince Faraci, VP/National Album Promotion Danny Buch, VP/Artist Relations & Media Development Perry Cooper, group member Johnnie Christo, Atlantic VP/Product Development & Promotion Judy Libow, the Escape Club's John Hilliday and Milan Zekavica, Atlantic VP/National Promotion Andrea Ganis, VP/Sales Nick Maria, the band's Trevor Steel, two unidentified onlookers, Atlantic Sr. VP/GM Mark Schulman, another face in the crowd, and Atlantic VP/National Promotion Lou Sicurezza.

Shaw Gives In Flight Service

Polydor artist Marlana Shaw, whose new album is "Love Is In Flight," gave a showcase performance at Los Angeles's Vine St. club. Gathered backstage are (l-r) Shaw, Polydor/Wing's Maurice Watkins, singer Miki Howard, songwriter Sammy McKinney, Polydor/Wing VP/R&B Promotion Ron Ellison, singer Ethel Frye, PolyGram's Tony Prendatt, PolyGram Jazz VP Richard Seidel, and songwriter/producer Loris Holland.

Leo

Continued from Page 1

"At first Leo will stay in the building to acclimate himself to our procedures, but he eventually will take on special projects and go on the road with our new artists to reinforce their presence at radio and at retail. Leo's integrity and reputation will make an enormous impression. This is truly a trend-setting move for us."

Sherwood noted, "Leo's passion for music and the fact that he deeply cares about careers is evident to anyone in contemporary music who has travelled through Cleveland in the past 15 years. He will bring a new dimension to the total career evolution of Columbia artists."

Leo's career at WMMS began in 1973. He was promoted to MD in 1977 and later became OM. He told R&R, "When I used to think about what I wanted to do after WMMS, this is exactly what I wanted to do. Tommy let me basically design this job. I've been doing this in radio, and I now have a chance to help the growth of the lifeblood of our industry, new artists, from the record side of things."

"The development of new artists' careers is a very high priority for us here at Columbia," continued Leo. "Because of my long-term relationships with so many established artists and their managers, I will be dealing as a liaison in the further development of their careers as well. I feel very fortunate; it's not often that someone gets to work for two championship teams in one lifetime."

Atlanta

Continued from Page 1

A PD has not been named at the station. Z93 has been without a PD since Bob Case joined KZZP/Phoenix in October.

WFOX: Fulfilling Audience's Image

WFOX PD Dennis Winslow told R&R, "We did a Top 300 countdown Sunday and Monday (1/1 and 1/2), and when we hit number one, we just announced that we were going to continue playing all oldies all the time. We felt all along that the station was being perceived by the audience as the oldies station. As the market fragments and more and more people dip into 'this and that,' we felt taking the station into the direction the audience had come to expect from us anyway was the natural evolution for us."

"The presentation is a little more up," he added. "I hope to add more fun as time goes on. We're delivering a pure product, so we don't have to play the 'more music' war. We're just having a good time."

WFOX has dumped all current music, as well as songs from the '80s and late '70s.

While there are no on-air changes as part of the format change, Mark Gullett from WRFX/Charlotte has been added as Promotion Director. According to Winslow, "This is the first time we've had an in-house Promotions Director. He's extremely sharp — one of the best in the business."

The Feast And Famine Fallacy

We live in desperate times. Stations hold victory parties when their numbers go up three-tenths of a point. But they take on a funereal air if the book is either flat or down a few tenths of a point. We simply must temper our reactions to any one individual book.

In most markets, these books come out four times a year. The numbers are susceptible to error, yet somehow the buying community looks upon them as if they were cast in bronze and didn't have the word "estimate" clearly fixed to each data presentation.

We've all seen the disturbing scenario in which a station drops 7.1-5.1, fires the program director, and hires a new PD who becomes the recipient of a 7.3 book. Why was the first PD let go? Because we measure our broadcast lives from one book to the next — and we often allow outsiders to force us to do so.

We rarely consider that all rating survey numbers can "bounce" because they are dependent, to a large extent, on the unaided recall abilities of those who participate in the survey process. Numbers can fluctuate dramatically from any given book to another, even if they tend to be rea-

"We measure our broadcast lives from one book to the next — and often allow outsiders to force us to do so."

sonably steady over the long haul. However, it's the book-to-book (or month-to-month) mentality we must address.

Read Between The Lines

What can cause your station's numbers to decline? Factor out seasonal differ-



Rob Balon

ences, fluctuations that result from dramatic changes in the marketplace, or programming events unique to certain times of year, and there remain several very simple reasons:

- People have made a conscious decision to stop listening to your radio station.

- A disproportionate amount of your listeners did not get a diary, received one but did not return it, or refused to be interviewed by telephone and did not report their listening.

- Your listeners did get a diary or were interviewed and listened to your station (among others), but were unable to recall the amount of listening they did — or your station's call letters — with any degree of accuracy.

People stop and start listening to radio stations virtually every day and every hour. Let's suppose your station, WBBE, stops twice in each final quarter-hour to accommodate its 50-minutes-of-music-per-hour approach. Not being fools,

listeners soon become aware of this and avoid WBBE during the quarter-hour, or at least find themselves punching out the station more often during that time period. That's known as temporal (time-based) stopping and starting.

As a rule, it's normal. It doesn't necessarily translate into disaster or celebration for any particular radio station. People who actually stop listening to your facility permanently

"Numbers can fluctuate dramatically from any given book to another, even if they tend to be reasonably steady over the long haul."

cause station disaster. Generally, conscious movement away from a station occurs when a listener thinks you've done something just awful and is aware of the fact that you no longer sound the way he wants you to sound. That could be the literal translation of what happened to the station which fell 7.1-5.1.

What went wrong? Did the station actually lose 28% of its listeners over a three-month period? Where did they go? Will they ever come back? Chances are, short of an absolute programming disaster, it's possible but highly unlikely that 28% of the listeners would just flat-out stop listening over a three-month period.

Guarding Against Wobbles

It's important to keep in mind that Arbitron's diary distribution/return rate is inconsistent from book to book. What this means for

With A Grain Of Salt

Don't party — or panic — because of a dramatic ratings fluctuation. Instead, consider the following:

- Survey results depend on unaided recall abilities
- The diary distribution/return rate is inconsistent
- Survey sample may not be representative
- Diarykeepers are potential "lost cumers"
- No two listeners are alike in diarykeeping ability

the broadcaster is that substantial differences can exist from book to book between return rate and placement, on a county-by-county basis. It's entirely possible that the 7.1-5.1 drop could have occurred because the station's key zip codes were not sufficiently sampled to build a framework for that radio station. Some possible solutions to this problem are larger sample sizes and one-to-a-household diary distribution.

Another reason why the numbers may have dropped is that even if the diaries were equally and evenly distributed, they may have fallen into the hands of listeners without top-of-the-mind awareness of the radio station — the dreaded "lost cumers" discussed in earlier columns. And no two listeners

"Every 'lost cumer' you can convert during the year will be one more hedge against the wobbles of the ratings process."

are alike in their ability to keep a diary.

The best way to guard against wobbles is to be as consistent as you possibly can. Don't load your promotional armaments into one book; maintain visibility throughout the year. Try to

"It's also important to get everyone at your station to share the four-book mindset (sales staff included)."

make your station sound consistently good from day to day and endeavor to remind your listener at every possible juncture when and how often he listened. Every "lost cumer" you can convert during the year will be one more hedge against the wobbles of the ratings process.

Make sure the agencies that buy your station know how to use the four-book average key on the computer. It's critical. And it's also important to get everyone at your station to share the four-book mindset (sales staff included). This helps defeat the feast or famine fallacy that occurs each time a book is released. At the end of the year, if your four-book average is up, then you have cause for celebration — and that's the time to party.

Dr. Rob Balon is President of the Benchmark Company, an Austin-based research firm which also offers a half-day station seminar called "The Rules Of The Radio Ratings Game." For more information, call (512) 327-701C.

RATINGS



R.E.M.

STAND

TRACK BREAKER 18

PRODUCED BY SCOTT LITT AND R.E.M. FROM THE ALBUM GREEN



FALL '88 BIRCH RESULTS

Dallas-Ft. Worth

	Su '88	Fall '88
KKDA-FM (UC)	10.5	10.0
KEGL (CHR)	5.5	9.3
KVIL-AM & FM (AC)	8.0	8.6
KHYI (CHR)	6.9	7.5
KPLX (Ctry)	8.2	6.8
KSCS (Ctry)	6.6	6.7
KTXQ (AOR)	5.5	6.0
WBAP (Ctry)	5.6	4.4
KRLD (News)	2.9	4.3
KLUV (Gold)	3.5	3.2
KZEW (AOR)	2.9	3.0
KOJO (CC)	2.8	2.9
KZPS (CR)	2.7	2.9
KMEZ-FM (B/EZ)	3.5	2.7
KOAI (NAC)	3.3	2.3
KLIF (N/T)	1.3	2.0
KMGC (AC)	1.7	2.0
KZRK (AOR)	2.0	2.0
WRR (Clas)	1.2	1.5
KQZY (AC)	1.8	1.4
KDLZ (UC)	1.1	1.2
KHVN (Rel)	2.3	1.1
KKDA (Gold)	1.3	1.1
KESS (N/T)	1.2	1.0

Washington

	Su '88	Fall '88
WPGC-FM (CHR)	8.5	9.0
WWDC-FM (AOR)	6.7	7.4
WMZQ-AM & FM (Ctry)	5.2	7.0
WKYS (UC)	7.2	6.6
WAVA (CHR)	7.4	6.1
WHUR (UC)	4.9	5.8
WCXR (CR)	6.3	5.3
WMAL (AC)	4.9	4.6
WGAY (B/EZ)	4.8	4.5
WRQX (CHR)	4.8	4.3
WDJY (UC)	5.2	3.3
WXTR (Gold)	2.5	2.9
WLTT (AC)	1.6	2.8
WTOP (News)	3.8	2.7
WWRC (Talk)	1.7	2.6
WGMS-AM & FM (Clas)	2.1	2.5
WASH (AC)	3.1	2.1
WYCB (Rel)	.9	2.0
WJFK* (CR)	1.1	1.8
WETA (Misc)	1.5	1.6
WHFS (AOR)	1.9	1.5
WAMU (Misc)	1.8	1.3

*Formerly WBMW (NAC)

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Houston-Galveston

	Su '88	Fall '88
KMJQ (UC)	12.4	12.8
KKBQ-AM & FM (CHR)	7.6	9.2
KRBE (CHR)	8.8	8.9
KIKK-FM (Ctry)	8.1	8.7
KILT-FM (Ctry)	6.6	7.0
KLLO (AOR)	7.3	5.8
KTRH (News)	3.6	4.4
KFMK (AC)	3.5	3.8
KZFX (CR)	6.0	3.5
KKHT (AC)	3.0	3.2
KODA (B/EZ)	3.0	3.1
KLDE (Gold)	2.3	3.0
KLTR (AC)	3.4	2.6
KQUC (Nost)	3.1	2.6
KRPC (N/T)	2.6	2.5
KTSU (Jazz)	2.4	2.4
KSBJ (CC)	.8	2.0
KUHF (Clas)	1.7	1.4
KHCB (Rel)	.6	1.3
KHYS (UC)	—	1.2
KILT (Ctry)	.7	1.0
KKZR (AOR)	.4	1.0

Minneapolis-St. Paul

	Su '88	Fall '88
WCCO (AC)	18.6	14.9
KQRS-AM & FM (AOR)	11.2	12.1
KSTP-FM (AC)	8.3	8.1
WLOL (CHR)	8.3	7.9
KDWB-FM (CHR)	7.4	7.3
KJJO-FM (AOR)	10.4	6.6
KLXK (CR)	3.2	6.5
KEEY (Ctry)	5.5	5.9
WLTE (AC)	3.5	4.1
KSTP (Talk)	2.7	4.0
KTCZ (AOR)	3.5	3.4
KSJN-FM (Clas)	2.9	2.4
KTIS-FM (Rel)	2.0	2.2
KMOJ (UC)	1.2	2.0
KSJN (News)	1.0	1.6
WAYL (B/EZ)	.5	1.3
WDGY (Ctry)	1.0	1.3
KLBB (Nost)	.9	1.1
KQQL* (Gold)	.8	1.1

*Formerly KMGK (AC)

Cleveland

	Su '88	Fall '88
WMMS (CHR)	17.1	14.2
WZAK (UC)	10.4	11.1
WLTF (AC)	7.7	8.5
WMJI-AM & FM (AC)	8.3	7.1
WNCX (CR)	5.9	6.2
WDOK (AC)	4.4	5.7
WGAR-AM & FM (Ctry)	4.2	5.5
WRQC (CHR)	4.1	4.3
WWWE (N/T)	5.1	4.1
WNWV (NAC)	2.2	3.9
WQAL (B/EZ)	5.2	3.8
WPHR (CHR)	3.1	2.8
WRMR (B/EZ)	3.5	2.5
WCRF (Rel)	2.7	2.1
WERE (N/T)	3.3	2.1
WCLV (Clas)	1.7	1.9
WCPN (Misc)	.6	1.6
WJMO (UC)	.9	1.3
WONE-FM (AOR)	1.1	1.3
WEOL (N/T)	.4	1.2

Miami-Ft. Lauderdale

	Su '88	Fall '88
WPOW (CHR)	8.0	7.7
WGTR (AOR)	6.1	6.3
WHQT (CHR)	5.0	6.2
WHYI (CHR)	5.2	5.4
WMXJ (Gold)	4.8	5.2
WLYF (B/EZ)	4.4	4.8
WAXY (AC)	4.1	4.2
WCMQ-FM (Span)	4.0	4.2
WKIS (Ctry)	3.5	4.1
WIOD (N/T)	2.6	3.9
WEDR (UC)	7.7	3.8
WLVE (AC)	3.3	3.4
WZTA (CR)	3.0	2.8
WJQY (B/EZ)	2.9	2.7
WQBA (Span)	2.4	2.7
WXDJ (NAC)	2.8	2.7
WAQI (Span)	2.6	2.4
WSHE (AOR)	3.2	2.4
WTMI (Clas)	1.9	2.4
WNWS (Talk)	1.6	2.3
WINZ (N/T)	2.6	2.2
WQBA-FM (Span)	2.1	2.0
WEAT (B/EZ)	—	1.4
WSUA (Span)	.9	1.1
WFTL (AC)	1.0	1.0
WMBM (Rel)	1.2	1.0

Atlanta

	Su '88	Fall '88
WVEE (UC)	11.1	11.5
WKLS (AOR)	12.8	10.3
WZGC (CHR)	8.9	8.8
WSB-FM (AC)	8.2	8.0
WAPW (CHR)	9.0	7.9
WYAY (Ctry)	6.0	6.4
WKHX-FM (Ctry)	6.1	6.3
WPCH (B/EZ)	5.2	6.0
WQXI-AM & FM (AC)	5.5	5.0
WSB (AC)	4.8	4.5
WFOX (AC)	4.7	4.2
WGST (N/T)	1.4	3.4
WEKS (UC)	3.6	3.3
WAOK (UC)	2.3	2.6
WABE (Clas)	1.0	1.8
WRAS (AOR)	.7	1.3
WPBD (Gold)	—	1.0

Pittsburgh-Beaver Valley

	Su '88	Fall '88
KDKA (AC)	14.0	12.6
WBZZ (CHR)	11.3	10.8
WDVE (AOR)	13.2	9.4
WAMO-FM (UC)	9.3	8.2
WSHH (B/EZ)	5.9	7.2
WMYG (CR)	7.6	5.9
WDSY (Ctry)	3.9	5.2
WWSW-FM (Gold)	4.3	5.2
WTAE (Talk)	2.8	4.1
WHTX (AC)	2.5	3.0
WLTV (AC)	2.7	2.7
WYDD (CHR)	2.7	2.2
WJAS (BBnd)	2.4	2.0
WMBS (Ctry)	.8	1.9
KQV (News)	1.8	1.7
WPIT (CC)	.9	1.6
WQED (Clas)	1.7	1.6
WDUQ (Misc)	1.1	1.5
WMXP* (AC)	1.8	1.5

*Formerly WXXP (AOR)

R O Y RBISON



“YOU GOT IT”

The first new single from Roy Orbison in ten years. From the forthcoming album MYSTERY GIRL, shipping January 23rd.

Single produced by Jeff Lynne.



© 1988 Virgin Records America, Inc.
When You Play It, Say It.



KEN BARNES

Dance Tunes Top Pop As No. 1 Component In CHR's Balanced Mix

Rock Surprisingly Down; Ballads Big Hits

CHR's musical balance, the variety on which this mass appeal format depends, is always interesting to examine. This year it was surprising as well.

For all the talk of a rock renaissance in CHR, rock suffered (compared to its percentage of CHR hits in 1987) more than the other three broad styles tracked in 1988. Dance/Urban records were up enough to unseat pop as the leading component in the four-way balance, while ballads rebounded from a dismal 1987 but fell short of previous heights.

For reference, here's the 1988 figures:

Dance/Urban	32.3%
Pop	31.4%
Rock	19.3%
Ballads	17.2%

I've been doing this sort of very casual analysis for five years, with one important difference this year. I'd always used the records that reached Top 15 in CHR as the statistical field for these figures, all the time wondering whether any significant difference would arise if I used every record that made the CHR Top 40.

I'd thought there might be a large clump of dance and rock records with peak positions in the 40-16 range that would boost the percentages considerably, but that wasn't the case. Adding in the rest of the Top 40 hits to the Top 15 records boosted dance's total about 1%, and made effectively no difference at all for rock. Pop gained by about 3% after adding in the 40-16 contingent, while the big effect was on ballads — 21% of the Top 15 hits were ballads, but only 11% of the rest of the Top 40 records. (For reference, about 60% of the records that hit Top 40 peak in the Top 15.)

The Dicta Caveat Show

So, since the differences were not staggering and the entire Top 40 list (239 songs) was a larger field than the Top 15 hits (147), I decided



CHR's alltime chart champ kept popping hits.

to use it. That means, however, that comparisons to previous years, when I used only the Top 15s, are inexact. Approach with caution and wear safety gloves.

Speaking of inexact, trying to categorize 239 songs into four styles of music is right up there with describing the physical properties of subatomic particles. You ought to try it sometime. Musical taste is in the ear of the beholder, so I have to use my own perceptions as the guideline, knowing they're bound to differ from yours. If ten other people evaluated the same 239 songs in the context of the same four musical styles, we'd likely end up with 11 different sets of results.

In other words, don't take these results as gospel. (That wasn't one of the four categories, anyway.) It's purely an approximation. Ballads included everything from Barbra & Don to Poison, and the dance/Urban category included borderline pop, rap, funk, reggae — it made me long for a good old catch-all term like R&B, or want to invent a new one encompassing funk/dance/rap (FDR ... kinda catchy ...).

Analyzing The Results

Having disposed of enough warnings and caveats to make me wish I were paid for this column by the word (actually, just being paid would be nice), I can now look at the results with some degree of comfort. The figure that bothered me most was the dropoff in rock, which accounted for over 25% of the Top 15 hits in 1987 and fell to a little over 19% (of the Top 40 hits) in 1988. Were all those Guns N' Roses and Def Leppards and Bon Jovi an illusion? All I read about in Joel Denver's column, it seemed

like, was the big resurgence of rock and how everybody was getting cautious about dance records for fear of burning out the audience but no worries about those rock records — they appealed to everyone, and so forth.

It struck me, however, that the rage for rock may have started in the second half of the year. So I went back through the 1988 hit list to check peak dates, and found something interesting. Just about 70% of the charting rockers hit in the second half of the year. No other style of music had a spread anywhere near that figure — ballads were split, there were a few more pop records in the first half, and a few more dance records in the second half. (That's intriguing, since dance records were what all the rock hits were supposed to replace.)

So, totalling up the second half hits, rock accounted for about 25% of them, which ranks with the highest figures it's ever boasted. In the first half, rock made up only about 13% (1/8) of the chart. Dance/Urban was in the low 30s in both halves (there were more dance hits in the second half, but there were more hits all told peaking in the second half, so the percentage didn't vary).

Dance, Pop In Good Shape

The dance/Urban category, with its most varied lineup in years, ended up stronger than it's been in



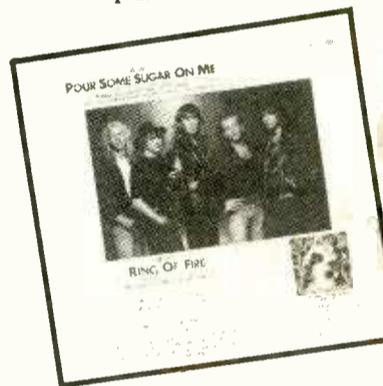
Tiffany: Part of the ballad bonanza.

the last two years (again keeping in mind that these are not exact comparisons), but nowhere near the 40%+ levels it boasted in 1984 and 1985.

Pop wasn't quite up to last year, but essentially it maintained a high plateau far above the 20% range it had from 1984-86. It has yet to surpass, however, the 40% it racked up in a 1980 analysis I did in a retrospective mood a while back.

It seems odd that pop is the musical form most positively affected

by my inclusion of the records that peaked from 16-40 this year. Pop accounted for less than 29% of the Top 15 hits, but made up 36% of the 16-40 division. I would have guessed that rock and dance records, because of their greater difficulty in amassing high station totals (getting Aerosmith on Hot 97 or New Edition on KEGF can be a bit of a challenge), would have had more records that peaked outside of the Top 15.



Def Lep leapt to the top of the rockpile.



JJ & FP added rap to the CHR equation.

The Strange Case Of The Contemporary Ballad

The weirdest set of numbers, however, belonged to the ballads. The 17% total is up from a dismal 13.7% last year, but still well below previous years' totals. But the split between Top 15 ballad hits and 16-40 ballads is dramatic. 76% of the ballads that charted made it to Top 15; no other style was over 61%.

Ballads that charted, then, were much more likely to become big hits. And the really big hits of the year were more likely to be ballads — check out the Top 88 of 1988 and see how many of the top-ranking records were ballads.

All in all, CHR seems to be maintaining an overall balance, with dance and pop records making up almost two-thirds of the mix for 1988. But there is a statistically documentable rock resurgence which, if it continues, could alter that balance in 1989. We'll be watching.

FIRST TIME SINCE 1980

CHR Beats AC As Black Crossover Haven

For years, more records crossed over from Urban Contemporary into the AC Top 15 than into CHR. But in 1988 that eight-year trend came to an end.

In 1988, 24.5% of CHR's Top 15 hits were by black artists, up from '87 but a bit below the 1984-86 range. But the percentage for AC dropped drastically from slightly over 30% to 22.2%.

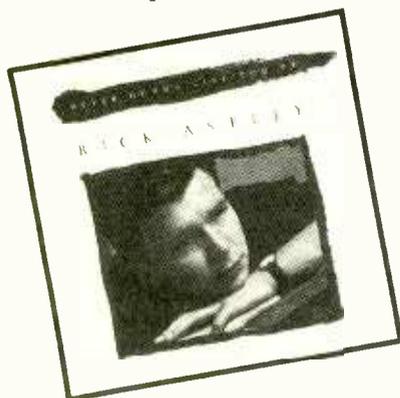
In some ways, this may not be a bad development for black artists — a CHR crossover is generally a more lucrative experience than an AC hit in terms of selling records, gaining a wider active audience, etc. But a dropoff of this magnitude in AC acceptance could be a cause for concern — whitening strikes the format and the damage has yet to be assessed.

Here's the 1980-88 figures for black crossovers in CHR and AC:

Year	CHR	AC
1980	20.0	16.0
1981	14.0	14.0
1982	9.7	19.0
1983	14.4	24.5
1984	25.4	25.6
1985	25.4	31.6

The AC slide was discernible midway through '88, when the percentage was 24.2%. The pace did not pick up in the second half, obviously. Same thing happened in CHR, as a midyear percentage of 27.2%, which would have set an alltime record if maintained throughout '88, fell off to just below a quarter.

In the annual footnote on Country crossovers to AC, the percentage nosedived to its lowest point ever, accounting for less than 1% (.8%, to be semi-exact) of the Top 15 hits. Translating of 120 Top 15 AC hits, one came out of Country, a Kenny Rogers record that actually was a simultaneous AC/Country promotion priority for Reprise/WB. The only way down from here is zero.



Rick Astley saw dance success in '88.

It Doesn't
Get Any
Better!

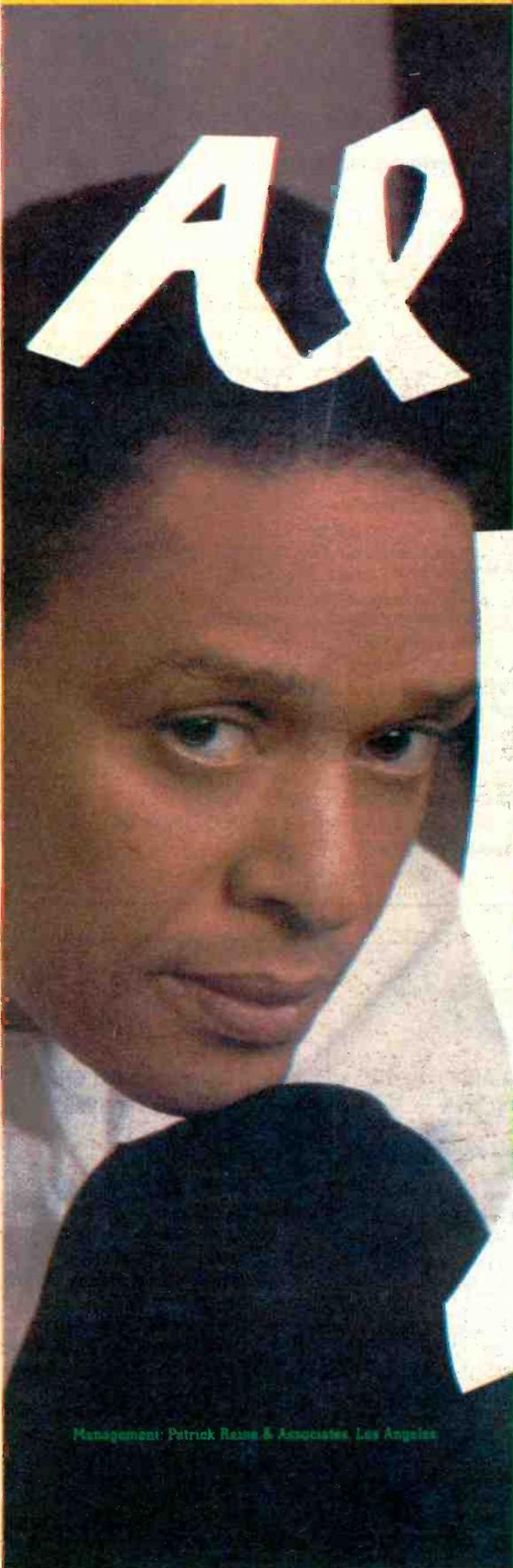
"SO GOOD"

The New Single From

ART JAMMEAN

Produced by George Duke for George Duke Enterprises, Inc.

From the Album
HEART'S HORIZON



©1988 REPRISE RECORDS

Management: Patrick Rains & Associates, Los Angeles

1988: That Was The Year That Was

Memories of the past 12 months:

1988 began with the **PET SHOP BOYS'** "Always On My Mind" topping the British single chart, and EMI having a large hand in the number one album, "Now That's What I Call Music 10." By the year's end, the label was back on top in both departments with **CLIFF RICHARD'S** "Mistletoe And Wine" single and "Private Collection" LP. Oh, and in between . . .

Girls Just Wanna Have Hits

January also saw the UK chart breakthroughs of **BELINDA CARLISLE** and **TIFFANY**, a number one album for **JOHNNY HATES JAZZ**, and the Top 40 emergence of **ALL ABOUT EVE** with "Wild Hearted Woman."

By February, "Introducing The Hardline According To Terence Trent D'Arby" was staking its claim as one of the biggest LPs of '88. **BROS** staked theirs as teen sensations of the year with "When Will I Be Famous," and **ELTON JOHN** fought back to the Top Five with the live version of "Candle In The Wind." **TIM SIMENON'S BOMB THE BASS** rode the trend of hit DJs with "Beat Dis," a trend continued by **MARK MOORE'S S-EXPRESS**, **SIMON HARRIS**, and **LES ADAMS'S L.A. MIX**, among others. **STOCK/AITKEN/WATERMAN** made sure **KYLIE MINOGUE** got lucky. Their other leading light, **RICK ASTLEY**, was



voted "Best Male Artist" at the BPI Awards.

And The Snow Melted, Too . . .

In March, **ERASURE'S** "Ship Of Fools" began another fine year for the consistent hitmakers, **ASWAD**

scored a number one after 14 years together with "Don't Turn Around," and **MORRISSEY'S** post-SMITHS solo career started with an instant chart-topping LP. April had **CLIMIE & FISHER** emerging as hitmakers, and **FLEETWOOD MAC** hitting again with the "Everything" single. Oh, and **Rock Over London** arrived for the first time in Radio & Records.

WET WET WET'S Childline Charity cover of "With A Little Help From My Friends" was a May number one, with **UB40 & CHRISSIE HYNDE** cooking up "Breakfast In Bed." **AZTEC CAMERA** and **PREFAB SPROUT** both finally sprouted major hits with "Somewhere In My Heart" and "King Of Rock 'N' Roll," respectively — and Ireland's **Hothouse Flowers** went national with "Don't Go." June was the month of **JETHRO TULL'S** 20th anniversary, the Prince's Trust shows, **TRACY CHAPMAN**, and the **NELSON MANDELA** tribute show.



Memories of Mandela Day: *Rock Over London's* Sally Stratton captures an interview with the woman who made her name at the all-star show, Tracy Chapman.

The End Of An Era

Soho's famed Marquee Club closed its doors on Wardour Street in July, reopening around the corner the following month. Around the same time, over half a million saw **MICHAEL JACKSON** being "Bad" at Wembley Stadium, and the venue awarded him for his record-breaking show. **PINK FLOYD** also flew their pig at Wembley, and **PRINCE** surprised everyone by *not* cancelling his concerts. August also saw **GUNS N' ROSES** in the UK with **IRON MAIDEN** at the Castle Donington Rock Festival, which was marred by the death of two fans.

In September, the "Human Rights Now!" tour kicked off at Wembley, and **YOKO ONO** opened an exhibition of **JOHN LENNON'S** art, the same month **ALBERT GOLDMAN** visited the UK to promote his hatchet job on the former **BEATLE**. Movie star **PHIL COLLINS** turned royal advisor when he asked the Prince and Princess of Wales not to attend the charity premiere of his controversial film, "Buster."

"Rock Over London" news is a service of Rock Over London Ltd., who can be reached at Globe Theatre, Shaftesbury Ave., London W1V 7HD; phone 01-494-4513.



Chris Difford and Glen Tilbrook say "squeeze" after guest-hosting an edition of "Rock Over London" this past year. They're joined by the show's producer Paul Sexton and program coordinator Sally Stratton.

WORLD MUSIC

BRITAIN



Top 30 British Hits For 1988

- 1 **YAZZ & PLASTIC POPULATION/The Only Way Is Up** (Big Life)
- 2 **KYLIE MINOGUE/I Should Be So Lucky** (PWL)
- 3 **CLIFF RICHARD/Mistletoe & Wine** (EMI)
- 4 **TIFFANY/I Think We're Alone Now** (MCA)
- 5 **KYLIE MINOGUE & JASON DONOVAN/Especially For You** (PWL)
- 6 **GLENN MEDEIROS/Nothing's Gonna Change My Love For You** (London/PG)
- 7 **WET WET WET/With A Little Help From My Friends/BILLY BRAGG/She's Leaving Home** (Childline/PG)
- 8 **KYLIE MINOGUE/The Loco-Motion** (PWL)
- 9 **HOLLIES/He Ain't Heavy, He's My Brother** (EMI)
- 10 **WOMACK & WOMACK/Teardrops** (4th & Broadway/Island)
- 11 **ROBIN BECK/First Time** (Mercury/PG)
- 12 **PHIL COLLINS/A Groovy Kind Of Love** (Virgin)
- 13 **ENYA/Orinoco Flow** (Sail Away) (WEA)
- 14 **KYLIE MINOGUE/Je Ne Sais Pas Pourquoi** (PWL)
- 15 **FAIRGROUND ATTRACTION/Perfect** (RCA)
- 16 **SALT-N-PEPA/Push It/Tramp** (London/PG)
- 17 **BELINDA CARLISLE/Heaven Is A Place On Earth** (Virgin)
- 18 **S-EXPRESS/Theme From S-Express** (Rhythm King)
- 19 **KYLIE MINOGUE/Got To Be Certain** (PWL)
- 20 **WHITNEY HOUSTON/One Moment In Time** (Arista)
- 21 **BROS/I Owe You Nothing** (CBS)
- 22 **BROTHER BEYOND/The Harder I Try** (EMI)
- 23 **JASON DONOVAN/Nothing Can Divide Us** (PWL)
- 24 **PET SHOP BOYS/Heart** (Parlophone/EMI)
- 25 **U2/Desire** (Island)
- 26 **TAYLOR DAYNE/Tell It To My Heart** (Arista)
- 27 **ASWAD/Don't Turn Around** (Mango/Island)
- 28 **BOMB THE BASS/Beat Dis** (Rhythm King)
- 29 **BILLY OCEAN/Get Outta My Dreams, Get Into My Car** (Jive/Arista)
- 30 **RICK ASTLEY/Together Forever** (RCA)

The Network Chart, courtesy MRIB

DANCE TRACKS

Top 30 Dance Tracks Of 1988

- 1 **WILL TO POWER/Say It's Gonna Rain** (Epic)
- 2 **INFORMATION SOCIETY/What's On Your Mind** (Tommy Boy/Reprise)
- 3 **SIEDAH GARRETT/K.I.S.S.I.N.G.** (Qwest/Reprise)
- 4 **ERASURE/Chains Of Love** (Sire/Reprise)
- 5 **JOHNNY KEMP/Just Got Paid** (Columbia)
- 6 **SWEET SENSATION/Never Let You Go** (Atco)
- 7 **DENISE LOPEZ/Sayin' Sorry** (Don't Make It Right) (Vendetta/A&M)
- 8 **ROB BASE & DJ E-Z ROCK/It Takes Two** (Profile)
- 9 **NIA PEEPLES/Trouble** (Mercury)
- 10 **SA-FIRE/Boy, I've Been Told** (Cutting/Mercury)
- 11 **EVELYN "CHAMPAGNE" KING/Hold On To What You've Got** (EMI)
- 11 (tie) **NOEL/Like A Child** (4th & Broadway/Island)
- 13 **PEBBLES/Mercedes Boy** (MCA)
- 14 **VANESSA WILLIAMS/The Right Stuff** (Wing/Polydor)
- 15 **ELTON JOHN/I Don't Wanna Go On With You Like That** (MCA)
- 16 **NATALIE COLE/Pink Cadillac** (EMI)
- 17 **TAYLOR DAYNE/Prove Your Love** (Arista)
- 18 **DEPECHE MODE/Behind The Wheel** (Sire/WB)
- 19 **RAZE/Break 4 Love** (Columbia)
- 20 **NARADA/Divine Emotion** (Reprise)
- 21 **BLUE MERCEDES/I Want To Be Your Property** (MCA)
- 22 **NEW ORDER/Touched By The Hand Of God** (Qwest/WB)
- 23 **S-EXPRESS/Theme From S-Express** (Capitol)
- 24 **BOBBY BROWN/My Prerogative** (MCA)
- 25 **WHITNEY HOUSTON/Love Will Save The Day** (Arista)
- 26 **INNER CITY/Big Fun** (Virgin)
- 27 **IMAGINATION/Instinctual** (RCA)
- 28 **INDIA/Dancing On The Fire** (WB)
- 28 (tie) **TRACIE SPENCER/Symptoms Of True Love** (Capitol)
- 30 **JAMES BROWN/Static** (Scotti Bros./CBS)

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DANCE MUSIC

AUSTRALIA

Australian Artist Top 10 For 1988

- 1 **CROWDED HOUSE/Better Be Home Soon**
- 2 **CHURCH/Under The Milky Way**
- 3 **JOHN FARNHAM/Age Of Reason**
- 4 **1927/That's When I Think Of You**
- 5 **BIG PIG/Breakaway**
- 6 **JIMMY BARNES/I'm Still On Your Side**
- 7 **JAMES REYNE/Motor's Too Fast**
- 8 **INXS/Never Tear Us Apart**
- 9 **ICEHOUSE/Man Of Colours**
- 10 **LITTLE RIVER BAND/Love Is A Bridge**

Top 10 Australian records from playlists of FM104/Brisbane, EON-FM/Melbourne, FOX-FM/Melbourne, 96FM/Perth, SA-FM/Adelaide, 2-DAY/Sydney, 2MMM/Sydney, and KIX108/Canberra.

CANADA

Canadian Artist CHR Top 10 For 1988

- 1 **GLASS TIGER/I'm Still Searching**
- 2 **COREY HART/In Your Soul**
- 3 **GLASS TIGER/Diamond Sun**
- 4 **HONEYMOON SUITE/Love Changes Everything**
- 5 **COLIN JAMES/Voodoo Thing**
- 6 **CANDI/Dancing Under A Latin Moon**
- 7 **DOUG & THE SLUGS/Tomcat Prowl**
- 8 **ERIA FACHIN/Savin' Myself**
- 9 **MEN WITHOUT HATS/Moonbeam**
- 10 **BLVD./Never Give Up**

Top 10 Canadian CHR hits courtesy The Record (416) 533-9417.

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| WZAK | WFXE | WIZF |
| KPRS | WFXC | WTLC |
| WNHC | KIIZ | KDKO |
| WJIZ | WQIS | KACE |

ONE OF THE MOST ADDED



COMPACT DATA®

Blue Note Turns 50

1989 marks the 50th anniversary of Blue Note Records, the legendary jazz label that was reactivated in 1985. A year-long celebration is planned, including special compilation releases and a Blue Note 50th Anniversary concert tour.

The celebration kicks off today (1/6) at Birdland in New York with performances by Michael Petruciani, Bobby Watson, Bireli Lagrene, Stanley Turrentine, and Stanley Jordan. The evening will culminate in an all-star jam. It was on this same day in 1939 that the late Alfred Lion went into a recording studio for the first time to produce boogie woogie pianists Albert Ammons and Meade Lux Lewis, thereby launching the label.

Michael Cuscuna, a Blue Note producer who heads the label with Blue Note President/Capitol Records East Coast Manager Bruce Lundvall, said five commemorative LPs and CDs are scheduled for release beginning in May. "They will be comprehensive, high-



Bobby Watson: a Blue Note celebration.

lighting the entire history of Blue Note from 'Boogie Woogie Piano' right up to Bobby McFerrin," he said.

The anniversary concert tour is also currently in the works. It will include three or four of the label's major artists, and plans include for it to hit George Wein's JVC festival in Japan as well as several jazz festivals in Europe and the US.

Bee Gees To Hit The Road In '89

Borman/Sternberg Entertainment has announced a 1989-1990 world tour by the Bee Gees which will follow their forthcoming Warner Bros. LP. It will be the brothers Gibbs' first such tour in more than a decade. According to the entertainment company, the group feels the time is right to perform live again, following their well-received sets at Atlantic Records' 40th anniversary concert, the Prince's Trust show, and last summer's Nelson Mandela tribute in London.

The first leg of the tour will kick off in Europe during May, June, and July, and will include the group's first-ever appearance in France. The new LP, still untitled, will be released in Europe during March and is scheduled for American release in July. The Bee Gees will do a few select US dates during July and August to coincide with the LP release, with plans to tour the States more extensively in the fall. The tour will then travel to the Far East, Japan, and the group's native Australia during the early part of 1990.

Rock Response AIDS Benefit Postponed

Organizers of the "Rock Response" AIDS benefit show — originally scheduled to take place on January 14 at L.A.'s Universal Amphitheatre — have announced that it has been postponed to be restructured as a syndicated television special to accommodate the increasing number of rock acts that have expressed interest in the event. Negotiations are currently underway to finalize a distribution agreement for the special. Paul Colichman, President of the organ-

ization as well as IRS World Media, said that the special will be taped at various locations throughout the world. "This will maximize the possibilities for talent participation and, at the same time, build even greater nationwide and international awareness of the special and its cause," he added.

Short Cuts

• Enigma Entertainment Corp. has signed a North American distribution deal with PolyGram Records for product from the company's reactivated music video line. The first four titles are STRYPER, "Live In Japan" and "In The Beginning;" LIZZY BORDEN, "The Murderess Metal Road Show;" and D.R.I., "Live At The Ritz." The first long-form home video from POISON is expected to ship shortly.

• The second annual PARTY NINJAS all-star concert to benefit "Find The Children" was scheduled to take place yesterday (1/5) in Santa Monica. Members of MOTLEY CRUE, DOKKEN, HEART, QUIET RIOT, WHITESNAKE, OZZY OSBOURNE, AC/DC, DIO, W.A.S.P., PAT BENATAR, and AUTOGRAPH, among others, were scheduled to appear at press-time.



Bee Gees: they're starting a joke... er, tour.

• Former POLICE man STEWART COPELAND has discovered the world of opera. His first such work, entitled "Holy Blood And Crescent Moon," is set to premiere October 11, 1989 at the Cleveland Opera. The work is a result of a joke remark Copeland made about "finishing my opera." The quote was picked up by the news services, and DAVID BAMBERGER, general director of the Cleveland Opera, was soon on the phone expressing interest in producing the work.

• A TV special is being prepared to celebrate the 30th anniversary of the VENTURES. Among those who will be interviewed for the show — all claiming to be influenced by the band — are the RAMONES, PETER FRAMPTON, MAX WEINBERG, RICK DERINGER, and the DOOBIE BROTHERS.

• SLASH of GUNS N' ROSES is producing the debut LP by former underage porno star TRACY LORDS. The two met last fall at the MTV Music Awards.

• Another BEATLES tune has been sold to the commercials. General Motors in Australia has secured the rights to "Drive My Car." The company's marketing director said it got the song "thanks to a weak moment in MICHAEL JACKSON's day."



42.7 million households
Patti Galluzzi
Director/Music Programming

Weeks On

SNEAK PREVIEW

- GUNS N' ROSES/Paradise City (Geffen) 2
- MICHAEL JACKSON/Leave Me Alone (Epic) 7
- U2/Angel Of Harlem (Island) 3

HEAVY

- BANGLES/In Your Room (Columbia) 8
- BON JOVI/Born To Be My Baby (Mercury) 5
- BOBBY BROWN/My Prerogative (MCA) 7
- CHEAP TRICK/Ghost Town (Epic) 8
- PHIL COLLINS/Two Hearts (Atlantic) 7
- DEF LEPPARD/Armageddon II (Mercury) 7
- ESCAPE CLUB/Shake For The Sheik (Atlantic) 5
- A. GREEN & A. LENNOX/Put A Little Love... (A&M) 12
- JOAN JETT & THE.../Little Liar (Blackheart/CBS) 7
- SAM KINISON/Wild Thing (WB) 9
- ROBBIE NEVIL/Back On Holiday (EMI) 7
- PINK FLOYD/Comfortably Numb (Columbia) 6
- POISON/Every Rose Has Its... (Enigma/Capitol) 10
- ROD STEWART/My Heart Can't Tell Me No (WB) 6
- TRAVELING WILBURYS/Handle... (Wilbury/WB) 10
- VAN HALEN/Finish What Ya Started (WB) 11
- WHITE LION/When The Children Cry (Atlantic) 14
- WINGER/Seventeen (Atlantic) 5
- STEVE WINWOOD/Holding On (Virgin) 5

BUZZ BIN

- EDIE BRICKELL & THE NEW.../What I Am (Geffen) 12
- CAMOUFLAGE/The Great Commandment (Atlantic) 1
- R.E.M./Stand (WB) 3

BREAKTHROUGH VIDEO

- DURAN DURAN/All She Wants Is (Capitol) 2

ACTIVE

- BULLET BOYS/Smooth Up (WB) 13
- TRACY CHAPMAN/Baby Can I Hold You (Elektra) 7
- CINDERELLA/The Last Mile (Mercury) 2
- CSNY/American Dream (Atlantic) 7
- TAYLOR DAYNE/Don't Rush Me (Arista) 4
- ERASURE/A Little Respect (Sire/Reprise) 3
- SAMANTHA FOX/I Wanna Have Some... (Live/RCA) 3
- INFO. SOCIETY/Walking... (Tommy Boy/Reprise) 5
- MICHAEL JACKSON/Smooth Criminal (Epic) 12
- KISS/Let's Put The X In Sex (Mercury) 6
- LIVING COLOUR/Cult Of Personality (Epic) 12
- OZZY OSBOURNE/Crazy Babies (CBS Assoc.) 3
- MAXI PRIEST/Wild World (Virgin) 9
- RATT/Way Cool Jr. (Atlantic) 6
- TONE LOC/Wild Thing (Delicious/4th & B'way) 6

MEDIUM

- ART OF NOISE/Kiss (China/Polydor) 9
- RICK ASTLEY/She Wants To Dance... (RCA) 7
- BRITNY FOX/Girlschool (Columbia) 11
- TOMMY CONWELL &.../I We... (Columbia) 6
- FLEETWOOD MAC/As Long As You... (WB) 6
- HOUSE OF LORDS/I Wanna Be Loved (RCA) 9
- MICHELLE SHOCKED/Anchorage (Mercury) 6
- TIFFANY/All This Time (MCA) 2
- VIXEN/Crying (EMI) 3

BREAKOUT

- AEROSMITH/Chip Away The Stone (Columbia) 2
- ALARM/Rescue Me (Live) (IRS) 4
- MARC ALMOND/Tears Run Rings (Capitol) 2
- BAD COMPANY/One Night (Atlantic) 6
- PAT BENATAR/Let's Stay Together (Chrysalis) 7
- BOYS CLUB/I Remember Holding... (MCA) 2
- JULIAN COPE/Charlotte Anne (Island) 7
- CROWDED HOUSE/Into Temptation (Capitol) 4
- DREAMS SO REAL/Rough Night In... (Arista) 12
- STEVE EARLE/Copperhead Road (Uni/MCA) 4
- FEMME FATALE/Falling In And Out... (MCA) 5
- JEFF HEALEY BAND/See The Light (Arista) 2
- HOTHOUSE FLOWERS/I'm Sorry (London/Polydor) 8
- KIX/Cold Blood (Atlantic) 3
- THE PURSUIT.../I'm An Adult Now (Chrysalis) 6
- 'TIL TUESDAY/(Believed You Were) Lucky (Epic) 3
- TIMELORDS/Doctorin' The Tardis (TVT) 3
- TOLL/Jonathan Toledo (Geffen) 4

ADDS

- RICK ASTLEY/She Wants To Dance With Me (RCA)
- PAT BENATAR/Let's Stay Together (Chrysalis)
- CAMOUFLAGE/The Great Commandment (Atlantic)
- TRACY CHAPMAN/Baby Can I Hold You (Elektra)
- JULIAN COPE/Charlotte Anne (Island)
- MICHAEL JACKSON/Leave Me Alone (Epic)



27.9 million households
Sai LoCurto, Director/Music Programming
Norman Schoenfeld, Director/Talent & Artist Relations

Weeks On

POWER

- ANITA BAKER/Giving You The Best... (Elektra) 14
- PHIL COLLINS/Two Hearts (Atlantic) 8
- TAYLOR DAYNE/Don't Rush Me (Arista) 5
- KENNY G/Silhouette (Arista) 12
- A. GREEN & A. LENNOX/Put A Little Love... (A&M) 11
- MICHAEL JACKSON/Leave Me Alone (Epic) 7
- STEVE WINWOOD/Holding On (Virgin) 6

HEAVY

- BASIA/New Day For You (Epic) 6
- CHICAGO/Look Away (Full Moon/Reprise) 13
- FLEETWOOD MAC/As Long As You Follow (WB) 7
- MICHAEL JACKSON/Smooth Criminal (Epic) 12
- MIKE & MECHANICS/Living Years (Atlantic) 7
- MAXI PRIEST/Wild World (Virgin) 13
- PAUL SIMON/Me & Julio... (WB) 5
- TIFFANY/All This Time (MCA) 3
- TRAVELING WILBURYS/Handle... (Wilbury/WB) 10

MEDIUM

- E. BRICKELL & NEW.../What I Am (Geffen) 5
- SHEENA EASTON/The Lover In Me (MCA) 11
- JULIA FORDHAM/Happy Ever After (Virgin) 18
- GLENN FREY/Soul Searchin' (MCA) 7
- GIPSY KINGS/Bambooleo (Elektra) 5
- MICHELLE SHOCKED/Anchorage (Mercury) 6
- KARYN WHITE/The Way You Love Me (WB) 5

LIGHT

- NEIL DIAMOND/This Time (Columbia) ADD
- AL JARREAU/So Good (Reprise) 3
- SADE/Turn My Back On You (Epic) 4
- TANITA TIKARAM/Twist In My Sobriety (Reprise) 3
- 'TIL TUESDAY/(Believed You Were) Lucky (Epic) 2
- VANESSA WILLIAMS/Dreamin' (Wing/Polydor) ADD

NOUVEAUX VIDEO

- ENYA/Orinoco Flow (Sail Away) (Geffen) 5

Information current as of January 3.

POLLSTAR

NATIONAL BOX OFFICE Biggest Gigs Of The Last Month

Pos.	Artist	Venue/City	Avg. Gross (in 000s)
1	GRATEFUL DEAD	Long Beach Arena/CA (3 shows)	\$858.8
2	KENNY ROGERS	Westbury Music Fair/NY (9 shows)	\$707.3
3	NEIL DIAMOND	Sun Dome/Tampa, FL (3 shows)	\$602.8
4	ROD STEWART	Meadowlands/East Rutherford, NJ	\$390.6
5	VANDROSS/BAKER	Civic Arena/Pittsburgh	\$379.3
6	VANDROSS/BAKER	Boston Garden/MA	\$335.5
7	OZZY OSBOURNE	Centrum/Worcester, MA	\$204.2
8	KEITH RICHARDS	Meadowlands/NJ	\$197.2
9	NEIL DIAMOND	Civic Center/Pensacola, FL	\$188.5
10	METALLICA	McNichol Sports Arena/Denver, CO	\$188.5

The **COMPACT PULSE** is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of Pollstar, a publication of Promoters' On-Line Listings, (800) 344-7383, or in California, (209) 224-2631.

MUSIC DATEBOOK

Mike Loves Making Speeches

MONDAY, JANUARY 16

1957/Liverpool's Cavern Club opens for business.
 1970/The **Who** begin the "Tommy" tour at the Theatre Champs Elysees in Paris.
 1972/Novelty king and "Chipmunks" creator **Ross Bagdasarian** dies at age 52.
 1976/"Frampton Comes Alive" is released.
 1987/The **Beastie Boys** become the first act ever to be censored on "American Bandstand."
 1988/"This show is gonna work, you just wait and see" — The new, remodeled "Dolly" variety show premieres. Also, **Tina Turner** sets a single-concert attendance record of 180,200 at Rio's Americana Stadium.
 Born: **Ronnie Milsap** 1946, **Jlm Stafford** 1944, **Sade** 1960, **Bill Francis (Dr. Hook)** 1942

TUESDAY, JANUARY 17

1936/**Bill Monroe** begins his first recording sessions.
 1972/**Elvis Presley Blvd.** is dedicated in Memphis.
 1979/Better late than never — After a "weeklong slumber party," **Linda Ronstadt**, **Dolly Parton**, and **Emmylou Harris** announce plans to record an album together. "Trio" is released eight years later.
 1988/After turning down an initial offer of \$100,000, **Huey Lewis & the News** agree to play Apple Computer's tenth anniversary party. Final fee of \$200,000 goes to charity.
 Born: **Susanna Hoffs (Bangles)** 1957, **Paul Young** 1956, **Steve Earle** 1955, **Mick Taylor** 1948

WEDNESDAY, JANUARY 18

1956/**Bill Haley & the Comets'** "Rock Around The Clock" LP becomes the first rock album to hit national charts.
 1969/**Pete Best** wins his defamation suit against the **Beatles**, but is awarded considerably less than the \$8 million he sought.
 1973/**Pink Floyd** begin recording "Dark Side Of The Moon."
 1974/**Paul Rodgers**, **Simon Kirke**, **Mick Ralphs**, and **Boz Burrell** form **Bad Company**.
 1980/In Milwaukee, **Wendy O. Williams** is arrested for "simulating masturbation" onstage. After being released, she claims she was fondled and beaten by police.
 1988/**Steve Winwood** marries **Eugenia Crafton** in New York.
 Born: **David Ruffin** 1940



Susanna Hoffs, Steve Earle, Sade, Ronnie Milsap

THURSDAY, JANUARY 19

1953/**Marty Robbins** debuts on the Grand Ole Opry.
 1976/**Lesley Gore** guests on "Batman" as Catwoman's helper "Pussycat" and sings "Summer Nights."
 1983/While speaking at UCLA, **Cher** comments, "I'm sure I'd be a better parent if I had a husband, but I'm not sure a husband is worth it."
 1986/On Dolly's 40th birthday, **Parton**, **Linda Ronstadt**, and **Emmylou Harris** restart the "Trio" LP project.
 1988/Music critic **Chuck Eddy** files a \$500,000 "embarrassment and humiliation" suit against the **Beastie Boys**, who snuck into his hotel room, doused him with water, and used film of the incident in a video. Also, Port Arthur, TX dedicates a monument to **Janis Joplin** on what would have been her 45th birthday.
 Born: **Robert Palmer** 1949, **Dolly Parton** 1946, **Mickey Virtue (UB40)** 1957, **Phil Everly** 1939, the late **Janis Joplin** 1943

FRIDAY, JANUARY 20

1964/The **Beatles'** US debut album, "Meet The Beatles," is released.
 1965/In Palm Springs, CA, **Alan Freed** dies at 43 of uremia.
 1974/Five months after his near-fatal car crash, **Stevie Wonder** returns to the stage at London's Rainbow Theater.
 1984/**Jackie Wilson** passes away.
 1988/At the third Rock and Roll Hall of Fame induction ceremonies, **Beach Boy Mike Love** blasts fellow inductees **Diana Ross** and **Paul McCartney** for not showing up. On a roll, he insults **Bruce Springsteen** and **Mick Jagger**. **Bob Dylan** thanks Love for not mentioning him.
 Born: **Paul Stanley (Kiss)** 1952, **Eric Stewart (10cc)** 1945, **Slim Whitman** 1924

SATURDAY, JANUARY 21

1965/The **Animals** fall prey to a US Immigration Department crackdown and are forced to cancel an Apollo Theater appearance.
 1974/"He never speaks first, but he'll answer questions if you ask him." — Georgia Governor **Jimmy Carter's** comment after hosting a post-concert party for **Bob Dylan**.
 1987/**Roy Orbison**, **Smokey Robinson**, **Aretha Franklin**, **Carl Perkins**, and the late **Marvin Gaye** are among those inducted into the Rock and Roll Hall of Fame.
 1988/A real swinging guy — In Hollywood, **David Lee Roth** and obligatory bikini beauties scale a manmade mountain atop Tower Records to promote the release of his "Skyscraper" LP.
 Born: **Wolfman Jack** 1939, **Billy Ocean** 1950, **Edwin Starr** 1942, **Mac Davis** 1942, **Jimmy Ibbotson (Nitty Gritty Dirt Band)** 1947, **Ritchie Havens** 1941

SUNDAY, JANUARY 22

1889/The Columbia Phonograph Co., which eventually becomes **Columbia Records**, is launched in Washington, DC.
 1959/In his New York apartment, **Buddy Holly** records "Peggy Sue Got Married," one of the last songs cut before his death two weeks later.
 1960/Now that's a *real* nice present — **RCA** signs **Sam Cooke** on his 25th birthday.
 1971/**Joe Cocker's** "Mad Dogs And Englishmen" film premieres at London's Festival Palace.
 1988/**Donna Fargo's** Nashville home is partially destroyed by a fire. Her gold records are spared.
 Born: **Steve Perry** 1953, **Teddy Gentry (Alabama)** 1952, the late **Sam Cooke** 1935
 For the Record: Crystal Gayle's birthdate was inadvertently misprinted. The correct date is 1/9/51.

—Paul Colbert

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DAN O'DAY

AIR PERSONALITIES

A NEW YEAR'S FABLE

Don't Rest On Your Laurels

Regular readers of this column have come to expect a story to kick off each new year, and 1989 is no exception. Some readers think the annual story is intended to have a moral for radio people; naturally, they are mistaken. By the same token, DJs are urged not to look for any hidden meaning or message to apply to their own careers.

The Four Auto Mechanics

Once there were four auto mechanics: **Manny, Moe, Jacques, and Rigdon**. They all went to the Columbia School of Automotive Engineering and all began their careers on the same day at Honest Ed's Auto Repair. The quartet also shared a common dream — to work someday on a race car at the Indianapolis 500.

After a month at Honest Ed's Auto Repair, Manny, Moe, Jacques, and Rigdon thought, "Wouldn't it be great to have a subscription to *Autos & Axles*," the auto industry's leading trade publication. But alas, Honest Ed refused to pay for such a subscription.

"Why don't we get one ourselves?" suggested Rigdon.

"Are you crazy?" responded Manny, Moe, and Jacques. "A&A is expensive! Why, we'd each have to give up one beer per week to pay for it. We'll just wait until we're making lots of money in Indianapolis, and then we'll get a subscription."

Dan O'Day, author of "Personality Radio," conducts air talent seminars for stations, groups, and associations. He can be reached at 11060 Cashmere Street, Suite 100, Los Angeles, CA 90049; (213) 479-1767.

"Well," said Rigdon, "then I'll get a subscription all by myself." And so he did.

After their first six months at Honest Ed's, Manny, Moe, Jacques, and Rigdon thought, "It sure would be terrific to have a copy of the 'Art Of Automotive Repair' by legendary mechanic 'Mercedes Mike' St. Michaels." But the book was very expensive and, alas, Honest Ed said there just wasn't money in the budget to purchase it.

"I know!" exclaimed Rigdon. "Let's each pitch in a few bucks and buy it ourselves!"

"Are you nuts?" replied Manny, Moe, and Jacques. "Why spend good money to learn what we already know? We'll wait until we're famous mechanics at Indy, and then we'll write our own book!"

"Well," said Rigdon, "then I'll buy the book myself." And so he did.

One Year Later

One evening after their first year at Honest Ed's, Manny, Moe, and Jacques came upon Rigdon in Repair Bay Two.

"Hey, Rigdon, c'mon," they said, "We're going down to the Pump & Piston to get good and drunk."

"No, thanks," said Rigdon. "I'm trying to figure out a faster and better way to service automatic transmissions."

"Why?" demanded Manny, Moe, and Jacques.

"That way I could do a better job for Honest Ed and for our customers."

"We'll be working faster than anybody in the world when we're at Indy," insisted Jacques. "But if you want to stay here and play with transmissions, go right ahead."

So Rigdon stayed behind and missed out on an evening that was so much fun that Manny, Moe, and Jacques were sick for the next three days.

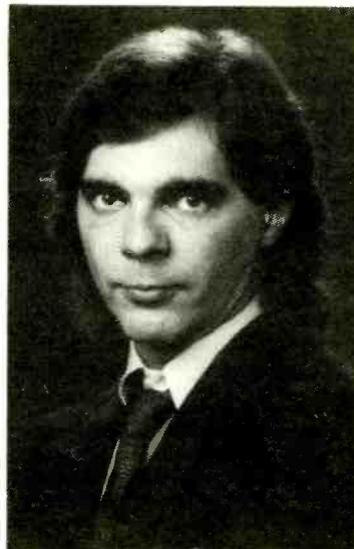
Eighteen months after they started at Honest Ed's, an excited Rigdon came upon Manny, Moe, and Jacques and said, "Hey, guys, guess what. There's going to be a big Auto Mechanics Convention next month and all the best mechanics from Indy will be there to demonstrate —"

At this, Rigdon stopped. Suddenly he became aware of the expressions on the faces of Manny, Moe, and Jacques and realized they were laughing at him. He turned and, still holding his convention registration form, walked away.

"Have a good time at the big con-VEN-tion!" Manny, Moe, and Jacques guffawed.

Several years have passed. Manny, Moe, and Jacques still work at Honest Ed's. They still laugh at suckers who buy books on auto repair, fools who subscribe to automotive trade publications, and jerks who attend automotive seminars and conventions.

And every year they receive a postcard from Rigdon . . . postmarked Indianapolis.



Rex Holiday



Tom Evans

FROM THE MAILBAG

Defending Fargo

In the December 9 issue, I printed a letter from a young man who was upset because his college degree and intern experience weren't enough to convince any large market station to hire him as a disc jockey. He complained that it's impossible to get a good on-air job unless you "know somebody," and then asked, "What do you do after that internship — without going to Fargo, North Dakota?"

That sparked a couple of responses from readers — one angry, the other philosophical. **WVKZ/(KZ103)Tupelo, MS PD Rex Holiday** gets right to the point:

So what the hell's wrong with Fargo, North Dakota? Or Minot, North Dakota; Jackson Hole, Wyoming; or Tupelo, Mississippi?

Oh, wait a minute, I get it now. No one LIVES in those towns! That's it! EVERYBODY has the raw, yearning desire gnawing at them day and night to live in an insect-infested nuclear war zone, an antiquated neighborhood which resembles a "Knightwatch" set more than a place where real human beings live two-thirds of their lives, and spend 115% of their incomes to keep their thermostats at arctic level during a ten-month winter!

And to think all along I've been operating under the mistaken notion that 150,000 people — no matter WHERE they live — deserve to be entertained just like our vast superiors who choose to live in a metropolitan area and brag about it to their impressionable friends back home.

Damn! I've been wasting my life. Boy, do I feel inferior.

I NEED YOUR INPUT! Comments, suggestions, and airchecks are welcome. Due to the volume of mail, I regret that I cannot critique the airchecks, but I'd love to hear what you're doing.

Friends Today, Contacts Tomorrow

Tom Evans, OM/PD at WSRZ & WSPB/Sarasota, FL, took another tack:

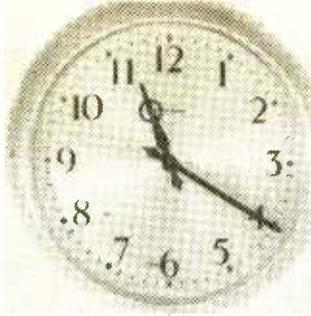
Your advice to the young jock was good, but I think I might have a little extra insight which may be helpful.

*It was summer 1978. A group of novice DJs worked for two competing Fargo CHRs, **KVOX** and **KWQB**. All the jocks were working for the second or third stations in their careers. There was strong camaraderie; the announcers hung out, played basketball, and chased potential mates together. They talked about radio while observing one rule — don't discuss each other's stations.*

Some stations will not allow such fraternization, but to this day those Fargo jocks still stay in touch with each other.

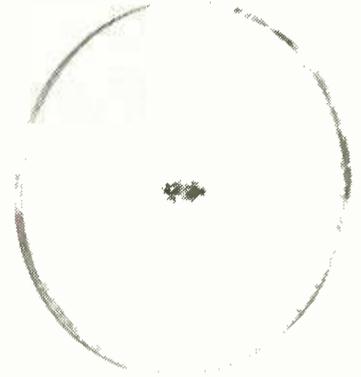
*Here's a partial list of that group: **Joel Folger, PD at KEGL/Dallas**; **Joe Dawson, DJ at WFYR/Chicago**; **Bill Richards, PD at KKBQ/Houston**; **Mark Todd, Asst. PD at KKBQ/Houston**; **Dan Kiele, Group PD for Vaughn Broadcasting**; and **Mark Renier, GM at WJIB/Boston**.*

My advice to the young jock parallels yours, Dan: get to work in a fulltime job in Fargo or wherever. Every situation is a learning experience, but you must work hard to make it mean something. Besides, as with the Class of Fargo '78, you never know who you might meet along the way!



WHEN YOU PLAY IT, SAY IT

LEFT TO MY OWN DEVICES/PET SHOP BOYS



LEFT TO MY OWN DEVICES THE RIGHT PET SHOP BOYS SINGLE.

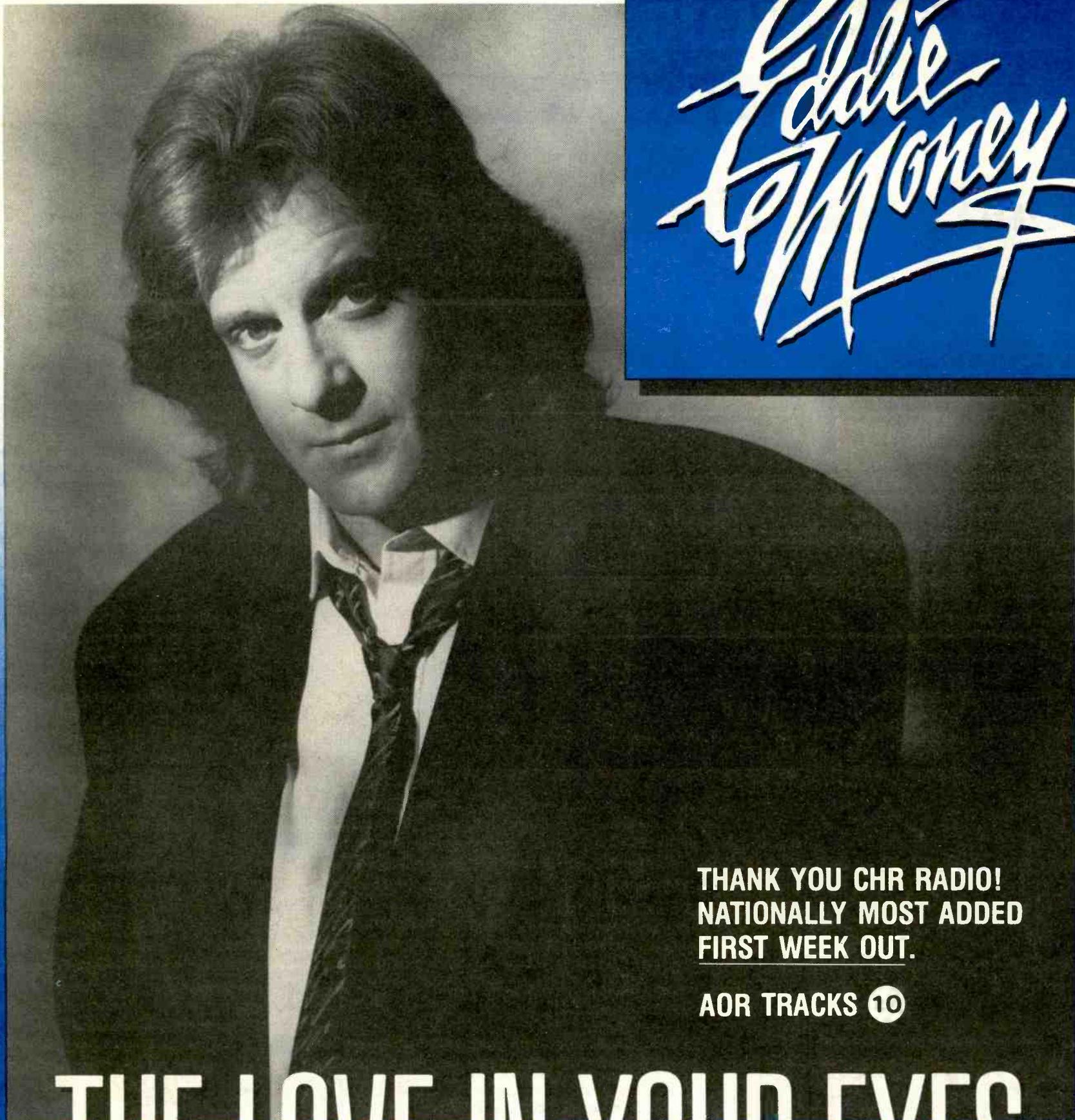
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Eddie Money

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(EDDIE MONEY FOR MONEY MADNESS PRODUCTIONS)

DIRECTION: BILL GRAHAM MANAGEMENT



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JOEL DENVER

CONTEMPORARY HIT RADIO

PUT A BOW ON IT

A Christmas Wrap-Up

There's a lot to do during the Christmas season — visit relatives, shop, wrap presents. But it can be a tough time of year for others. Here are a few creative things some stations did to make it a little easier for those less fortunate, and less hectic for those caught in the holiday shuffle.

Christmas Contesting

Maybe it's better to give than to receive. But it's always nice to win. Here are a couple of hot holiday promotions:



WYHY (Y107)/Nashville armed seven listeners with Y107 buckets and brought them to the Heartthrob Cafe for its "\$10,000 Cash Catch." Dozens of dollars rained down on the winners, who valiantly scooped up as much as they could.



KMGX (X104)/Fresno capped its holiday promotions by giving away a fire-engine red Porsche 924S. As you can see, Alan Guthrie was just a little happy when he found out he won.

- In a 28-hour span, the WDFX/Detroit morning crew collected a staggering \$250,000 worth of materials — from roofing supplies to toilet seats — to rebuild a center for the homeless. The crew began their quest on Monday (12/12) at 8am, and hit the final total by noon Tuesday.

- WKBQ (Q106.5)/St. Louis mid-dayer Chris Knight held a 106.5-hour radiothon in the front window of Dillard's department store to help the Marines with their annual Toys For Tots campaign. Almost 20,000 toys were collected.

- KQKQ/Omaha's "Breakfast Flakes," AMers Steve Lundy and Captain Tony, took their show to local malls and gathered over 2000 toys for homeless children. The station amassed a lot more toys than expected, so area homeless children received about three toys each at a Christmas Eve party held at the Open Door Mission. Ear-to-ear smiles were very much in abundance.

- Just being inside a shopping mall in December is one of the most excruciating forms of torture known to modern man. With this in mind, WDJX/Louisville set up a "Shopper's Relief Center" at the Oxmoor Mall. Jill Laurens broadcast her midday show as the station offered free cookies, pizza, coffee, and other drinks to crowd-weary bargain hunters. As an extra bonus, a masseuse was brought in to massage shoppers' aching feet, backs, necks, and arms.

- KDWB/Minneapolis staffers enlisted the help of hometown favorites the Jets to spread holiday cheer. The group sang Christmas carols at area hospitals, delivered California Raisin dolls to children, and performed at an American Cancer Society children's Christmas party.

- Transplanted Portlanders vied for the chance to go "Home For The Holidays" thanks to KKRZ (Z100)/Portland, with a lucky listener winning the opportunity to fly anywhere within the 50 states. In another promotion, Z100 awarded \$1000 in shopping money to the listener with the most creative display of "Z100" in Christmas lights. Two listeners erected a 30' by 25' banner reading "Fit Park Luvs Z100." Neighbors filed a complaint because the banner crossed a right-of-way, but Mayor Larry Deale stepped in and declared it a "special event" sign, letting it stand until New Year's.

- The Fat Boys, Noel, TKA, and the Latin Rascals were among those helping WQHT (Hot 97)/New

Gathering Gobs Of Goodies

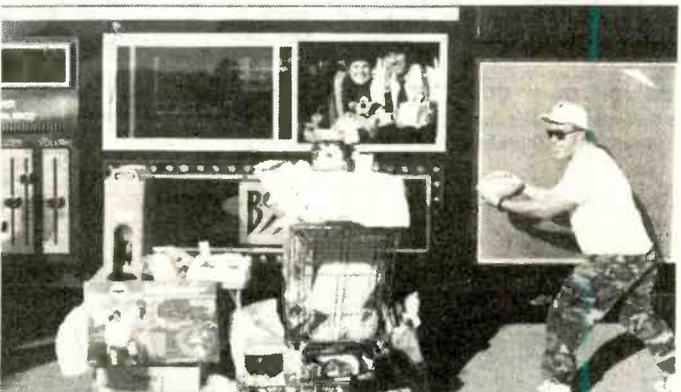
The holiday season usually brings out the best in people, and this year was no exception. Some stations went in for wild and outrageous stunts, while others opted to aid charitable causes. Either way, the result was a truly happy holiday season.



KZZB/Beaumont, TX, challenged area high schools to bring in the most canned goods for local food banks; the prize was a KZZB-hosted dance at the Beaumont Plaza Holiday Inn. Over 20,000 cans of food were collected at Thanksgiving, and a whopping 76,040 were brought in for Christmas. Hauling in the goods is the KZZB Superbee.



The WEGX (Eagle 106)/Philadelphia morning team of Welch & Woody, with help from Campbell's Soup, vowed to hole up on the Eagle 106 bus until they filled it to the brim with food for the homeless. The duo drove through the Delaware Valley, collecting for the Greater Philadelphia Food Bank. Two days and two live broadcasts later, they ended their quest on the fully-stocked bus pictured here.



KBTS (B93)/Austin and Toys 'R Us collected toys for the Austin police department's "Blue Santa" program. The "Mike Butts In The Morning" crew held live broadcasts from the Toys 'R Us parking lot and the store opened early, selling toys at reduced prices. Playing around are (l-r) morning crew members Leo Culloo, Nancy Miller, and Mike Butts (inside the station's Jam Box), and drop-kicking weekender Billy Ray Valentine.



KIIS-FM/Los Angeles brought in 20,000 toys during its annual Toys For Tots campaign, topping last year's total. Shown with a small sample are (l-r) Marine Corps Reserve Sgt. Duke Hendricks, NBC "Golden Girl" Betty White, Marine Patrick Paul (Santa), KIIS's Rick Dees, and Sgt. Wesley Brown.

Continued on Page 50



FLATTERY WILL GET YOU EVERYWHERE — WROQ/Charlotte APD Dwayne Ward figured a sure way to get a photo in R&R would be to proudly display a copy. Sorry Dwayne, we're not that self-promoting. Pictured (l-r) are an unidentified roadie, Cinderella's Tom Keifer, Ward, and WROQ programming asst. Kelly Jean. Remember guys, this gimmick only works once.



YO JON, GOIN' COUNTRY? — Ripsnorth' rocker Jon Bon Jovi (r) moseyed by WWPR (Power 95)/New York with buddy Snake (center) from the group Skid Row. Also in the corral with "Tex" Bon Jovi are (l-r) Power 95's Howard The Cabdriver, MD Jessica Ettinger and Jim Kerr.



THE DUDE WHO CAME TO DINNER — All WSRZ (Z106)/Sarasota, FL morning dude Vic Anthony wanted to do was chow down with a few listeners at his favorite spot, Hooters. In no time at all he was surrounded by a bevy of beauties. Pictured before starting the food orgy are Anthony (center) and the Hooters Girls.

BITS

• **Tops In Memphis** — Memphis magazine has published its year-end "Best Of Memphis" readers' poll, and topping the list for "Best Local Male Sex Symbol" is none other than **WMC-FM (FM100)/Memphis** morning driver **Ron Olson**. Jock **Tom Prestigiacomo** also receives kudos for hosting the "Best Afternoon Drive Radio Show." It's the third straight year FM100's been honored in this poll.

• **Raise Those Bucks!** — **KWTO/Springfield, MO** recently hosted its second annual Child Abuse Prevention radiothon. Guest callers **Tiffany, Tracy Chapman, Tommy Conwell, Glass Tiger's Alan Frugh, and Jackson Browne** helped the station raise over \$31,000. Donations went to the Council of the Ozarks for use in preventing child abuse.

• **Buzz Buzz Buzz** — **KDWB/Minneapolis** is whipping out some serious dollars with its "Free Money Buzzer." When the buzzer sounds, the 25th caller snags \$100. Word is out that the jocks are investing in ear plugs.

A Christmas Wrap-Up

Continued from Page 49

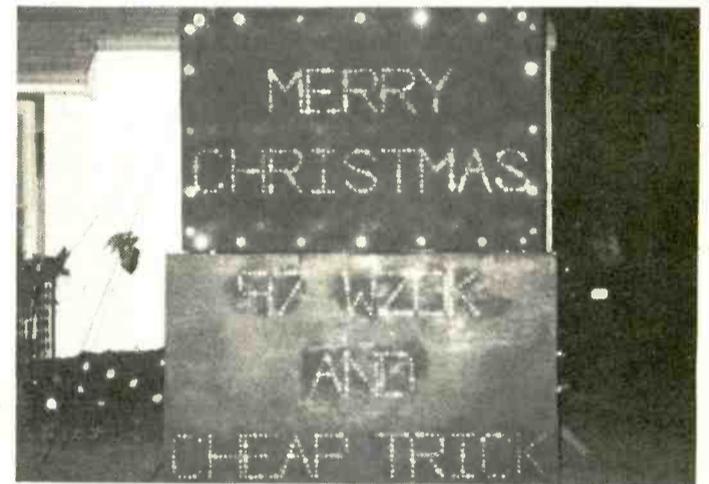
York put on its second annual "Hot 97 On Ice" skating party. For the admission price of ten dollars or an unwrapped toy, listeners skated around Central Park's Wollman Rink to the Christmas beat of Hot 97.

• **WXGT (92X)/Columbus** hosted its second annual "Wrap It Up" party. **Suzy Waud** broadcast her 6-10pm show from the Northland Mall as station staffers and volunteers from Children's Hospital wrapped hundreds of toys. The event was a black-tie, bring-your-

own-scissors affair.

• **KATD/San Jose** brought in several celebs for its Toys For Tots drive. Over 5000 people mingled with **Joe Pascuali** from the Boys Club, **Jeremy Miller** from "Growing Pains," and **Brandon Douglass** from "Falcon Crest." The stars gave autographs to those donating toys.

• **KFRX/Lincoln, NE** suspended normal programming to host a 40-hour radiothon for the prevention of child abuse and raised over \$13,000. Now *that's* the holiday spirit.



WZOK/Rockford warmed up **Cheap Trick's** homecoming with a "Show Us Your Cheap Trick" contest. Concert tickets went to listeners with the most creative displays featuring the **WZOK** and **Cheap Trick** monikers. This was one of the more colorful (and painstaking) displays, made up of over 700 lights.



PRE-SCHOOL ROCK — **KWTO/Springfield, MO**, MD **Tim Austin** (l) gave son **Austin Houp** (the short one) a toy guitar last Christmas. Since then, he's been late-night jammin' with slightly older rockers. Surrounding the boy wonder are **Poison's Bobby Dall, Bret Michaels** and **C.C. Deville** (kneeling).

MOTION

• **Doctor Drex** named PD at **KTFM/San Antonio**

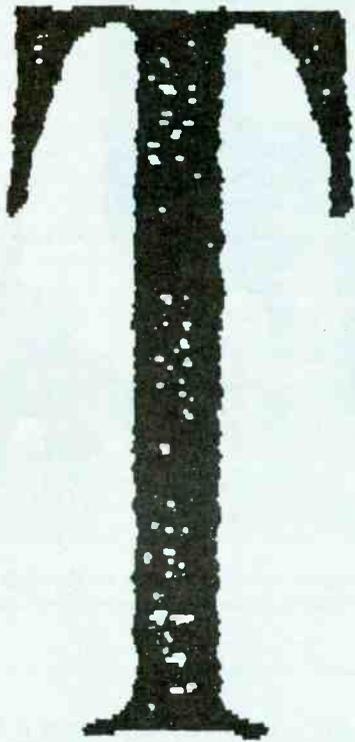
• **Liane Wong** upped to News/Public Affairs Director at **KXXX (X100)/San Francisco**

KDWZ/Des Moines has a new address and phone number: 5161 Maple Dr., Des Moines, IA 50317; (515) 266-6060 . . . **Scott Robbins** joins the **WKSJ/Greensboro** morning team, moving from parttime airshift and promotion duties . . . **KAYI (KAY107)/Tulsa MD Evan Mitchell** is leaving the station for overnights & production at **KEGL/Dallas** . . . Vancouver TV personality **Stu Jeffries** signs on with the

morning crew at **CKXY (Kicks 1040)**. He'll continue hosting "Good Rockin' Tonight!" on **CBC-TV** . . . **WGTV/Dayton** Programming Assistant **Mark Callaghan** takes over PD duties at **WBWB/Bloomington**, replacing **Dave Curry** who remains with the station, as does MD **Jim Cerone**.

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WALT LOVE

URBAN CONTEMPORARY

STARTING THE NEW YEAR RIGHT

Children's Fund Energizes Radio

The Children's Defense Fund (CDF) recently convened a group of PDs, public affairs directors, and other radio professionals to discuss the future of black America and, specifically, the plight of black children.

Presented through a grant from the S.C. Johnson Foundation (Johnson Wax) in conjunction with the Doug Williams Foundation, the conference was held at Wing-spread, the Johnson Foundation's facility in Racine, Wisconsin.

CDF hoped to instill the attendees with a commitment to public

service, particularly because of the access broadcasters have to their communities and heavy radio listenership among blacks. Dr. Johnnetta Cole, President of Spelman College in Atlanta, urged radio professionals to exploit their power through public service program-



Pictured at the Children's Defense Fund conference are (l-r): WBLS/New York's Ken Webb, YBPC's Lynne Haze, WHUR/Washington's Alvin Jones, Lee Bailey Communications' Lee Bailey, and WRKS/New York's Milta McLean-Dennis.

ming. "Those of us who have arrived must realize we did not get here on our own." She challenged broadcasters to respond positively and enthusiastically to the "legacy of service" passed down from gen-

eration to generation in the black community.

CDF President Marian Wright Edelman said, "If strong lifelines are not thrown to our children, youths, and families, they're going

to drown, pulling many down with them and undermining the future of the black community." Some "lifelines" that were highlighted included examples of community efforts and public service radio programs designed to make a difference.

A group of broadcasters chaired by YBPC VP Lynne Haze (KKDA/Dallas MD) agreed to work with CDF on recommendations made by conference participants.



THE STRUGGLE CONTINUES — A&M artist Vesta (center) lent her support to a KGFJ & KJLH/Los Angeles sickle cell anemia radiothon. Surrounding Vesta are (l-r) KJLH's Antoinette Russell, PD Cliff Winston and evening personality Rico, and A&M's David Gray.



CHECKMATE — WBLS/New York personality Vaughn "Quiet Storm" Harper (right) recently interviewed actor Denzel Washington, who is currently starring on Broadway in "Checkmates."



DIAL MY HEART — WKYS/Washington MD Gregg Diggs was happy to separate Motown's Boys from the girls during a recent promotional tour.

DIPPING INTO THE MAILBAG

Working To Solve The Production Predicament

In November this column addressed the troubling lack of blacks with professional production skills (R&R, 11/18), prompting this letter from Virgil H. Baldon Jr., who's with the University of Louisville's Instructional Communications Department:

You've hit upon a very important area of the industry that has, as you've said, been sorely neglected.

As a video/audio technician (and a radio OM for Armed Forces Radio and local WDGS), clean, competent production is critical to my success. I'm dismayed when I meet promising young black men and women who aspire to be the next generation of Tom Joyners, Donnie Simpsons, and Rick Deeses, but cringe at the thought of long hours in the production suite. They must be made to realize that the true test of a radio professional is demonstrating mastery of the technology. All the creativity in the world doesn't mean diddle if you can't put it on tape.

I go out of my way to share my expertise with all students who come through our production center. I've always thought that a true pro is ever-ready to share his knowledge. After all, I once was a wide-eyed 17-year-old ready to pick an engineer's or producer's brain for everything I could. I've never forgotten the feelings of discovery and the joy of accomplishment.

In a broader sense, as black professionals and teachers, we must prepare the next generations to face the challenges of digital techniques, DAT, AM stereo, and FMX. In video, I also stress the philosophy that audio is equally as important as the visual aspect, and graduate [students] ready for real-world challenges.

I'm in favor of a cooperative effort with the YBPC, NABOB, BMA, or other industry groups aimed at starting to solve this problem. For Black/Urban stations to stay competitive, we must bring along our juniors with solid instruction and skills in all areas of broadcast technology (RF, computing/business, audio, and production), as well as on the creative and artistic side. As I say to students, "If Jack Gibson, Wolfman Jack, and Robert W. Morgan did what they did with a razor blade and a little tape, what's your excuse for not learning today's technology?"

The production issue has drawn heavy response from readers. If you have comments on this or any other subjects, please write or call me at 1930 Century Park West, Los Angeles, CA 90067; (213) 553-4330.

UC DATA BANK

Working Women

Working women are an audience segment to be reckoned with. Here are some facts UC radio managers and program directors ought to know when it comes to planning strategies:

- Today, more than 53 million women (16+) make up 45% of the total US labor force. By the year 2000, that figure will rise to 47%. The labor force will be over 139 million strong, an increase of 21 million from 1986, and women, minorities, and immigrants will account for 90% of that boost.

- The number of black women in the labor force by 2000 will have risen by 2.1 million (16%), accounting for ten percent of overall labor force growth.

- Between 1983-86, the percentage of black women in executive, administrative, and managerial jobs rose from 4.7% to 6%. The average hourly earnings for women who worked fulltime in 1986 were 70% of those for men — up from 62% in 1979.

Sources: US Department of Labor, US Census Bureau

CHERYL PEPSII RILEY

me

MYSELF & I

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Ron Chapman - Soliciting money for nothing

Bob Rivers - 300-hour marathon during Orioles' losing streak

Charlie Van Dyke - Final show, KHJ, 1975

Charlie Tuna - First day back, KHJ, 1975

Jack Armstrong - Shouting up a storm on 13Q/Pittsburgh in '73

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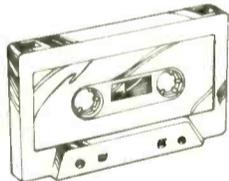
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BRAD MESSER

CALENDAR

'89 A Major Centennial Year

Aunt Jemima is hiding her age even better than Dick Clark; she'll turn 100 this year. Aunt Jemima's self-rising pancake flour, the world's first ready-mix commercial food, is one of a ton of things celebrating centennials in 1989.

This will be the 100th year for an astonishing hodgepodge including aluminum, modern-style bicycles with pedal brakes, the *Wall Street Journal*, automatic telephones and coin-operated phones, separate children's departments in libraries, metal clarinets, electric organs, and Flexible Flyer sleds (invented immediately after the inventor's daughter ran a non-steerable sled into a tree).

The Savoy Hotel in London, England's first with private baths, turns 100. Its first manager was Cesar Ritz, who established luxury

hotels in many cities and inspired the word "ritzy."

North Dakota, South Dakota, Montana, and Washington (the only state named after a native-born American) will celebrate their Centennials as the 39th, 40th, 41st, and 42nd states. The Indian Territory in Oklahoma was officially opened to settlement one hundred years ago; those who moved in prior to the 1889 deadline were called Sooners.

Schools turning one hundred include Clemson, Barnard, and the University of Idaho.

Pennsylvanians will observe a centennial of another kind: the Johnstown flood, one of America's worst natural disasters, in which about 2300 people perished. Worldwide a hundred years ago, flu spread across the planet in a pandemic which affected two of every five people on earth.

The century mark will be reached by Lennox china, Calumet baking powder, McCormick spices and Pabst beer.

America began getting electrified 100 years ago. The Otis company built the world's first electric elevator, Singer sold its first electric sewing machines, and lights were installed in the White House, to the great dismay of President Harrison, who refused to touch the switches for fear of electrocution.

Greek Canned By CBS

MONDAY, JANUARY 16 — A year ago, CBS fired Jimmy "The Greek" Snyder for remarks that were interpreted as being racist. He recently told Larry King he's still looking for another good job.

All major charges against New York subway gunman Bernard Goetz were dropped in 1986. Twenty-fifth anniversary of "Hello, Dolly!" opening on Broadway (1964). Fiftieth anniversary of nylon fishing line and the premiere of the "Superman" comic strip (1939). Today is the fourth annual Martin Luther King Jr. national holiday, as well as Clean Off Your Desk Day.

Birthdays: Debbie Allen 39 ("Fame"). Ronnie Milsap 45. A.J. Foyt 54.

Supreme Court OKs VCRs

TUESDAY, JANUARY 17 — Fifth anniversary of the Supreme Court ruling in the Sony case, a 5-4 decision which okayed taping of TV programs at home — essentially saving the VCR industry.

Designer Aldo Gucci pleaded guilty to a \$7 million tax fraud in 1986. The Census Bureau reported in 1985 that some cities spend more on police than on education. Purchase of the Virgin Islands was ratified in 1917; the USA paid Denmark \$25 million. Philippines Constitution Day national holiday. Twentieth anniversary of the release of the first Led Zeppelin album (1969).

Birthdays: 1982 World Series MVP Darrell Porter 37. Mick Taylor 41. Joe Frazier 45. Muhammad Ali 47. James Earl Jones 58. Golden Girl Betty White 65.

5000 Miss Roof Collapse

WEDNESDAY, JANUARY 18 — In Connecticut in 1978, not long after a basketball game ended and 5000 fans went home, the roof of the Hartford Civic Center collapsed under the weight of accumulated rainwater and snow. No one was hurt because everyone had left.

White-collar crime is taken pretty seriously in China, where an official convicted of "economic crimes" was executed in 1983. A volcano eruption in New Guinea in 1951 claimed 3000 lives. Twentieth anniversary of the release of Creedence Clearwater Revival's "Bayou Country" (1969).

Birthdays: Bobby Goldsboro 48. Noise reducer Ray Dolby 56.

Hostage Release Agreed

THURSDAY, JANUARY 19 — Eight years ago, on the final full day of Jimmy Carter's presidency, his administration concluded an agreement for the release of the Iran hostages. They began the trip home the following day, within an hour after Ronald Reagan took his oath of office.

State Farm Insurance lost a multi-million dollar sex discrimination case in California in 1988. New York City declared a drought emergency in 1981. Volkswagen made its last bug in 1978. "American Bandstand" became the number one show on daytime TV in 1959.

Birthdays: Desi Arnaz Jr. 36. Robert Palmer 40. Dolly Parton 43. Phil Everly 50. PBS's Robert MacNeil 58. Jean Stapleton 66.

Chill On Reagan Inauguration

FRIDAY, JANUARY 20 — A three-day cold wave described as "the worst in 100 years" hit the East in 1985, forcing cancellation of virtually all Inauguration events which couldn't be moved indoors.

In 1988 the 100th Rockwell B-1 bomber was delivered to the Air Force. Firm plans for a tunnel under the English Channel, connecting England and France, were announced in 1986. In his second inaugural speech in 1937, Franklin Roosevelt said, "I see one-third of a nation ill-housed, ill-clad, ill-nourished!"

Birthdays: Lorenzo Lamas 31. Paul Stanley 40. Arte Johnson 55. Edwin "Buzz" Aldrin 59. DeForest Kelley 69. George Burns 93

Saturday (1/21): Robby Benson 33. Jill Eikenberry 42. Placido Domingo 48. Jack Nicklaus 49. Wolfman Jack 51.

Sunday (1/22): Linda Blair 30. George Foreman 41. Bill Bixby 55. Ann Sothern 80.



HARVEY KOJAN

Crystal Ball Persuasion: The '89 Mix

Will AOR shine in '89? Are revenues headed up? What will the format's attitude be toward new music? Has radio's real estate mentality run its course, or will station sales continue at a furious pace? How about Classic Rock — are there signs its influence is weakening?

In order to ascertain the possible answers to these and other provocative questions, I invited a variety of industry luminaries to take a shot at predicting the future. Here's what they saw in their crystal balls:

Steve Goldstein Saga Communications

AOR is in the midst of a giant re-definition, going through a metamorphosis pretty similar to what AC went through about five years ago.



Steve Goldstein

"We're going to see a few more deals in '89, but this time they'll involve some broadcasters who bought very high and need to get out."

—Steve Goldstein

I don't think new rock formats will sweep the country, but there are some suffering stations that might find playing new music a viable way to get back on the map. Anybody doing research now can see the void. Someone has to fill it eventually, and that will start to happen in '89.

Fractionalization is making it increasingly difficult for a heritage AOR to appease all the psychographic groups. There's more of a dichotomy between the 18-24s and 25-34s, and a heritage AOR has to be well-researched and extraordinarily well-marketed in order to survive. Some heritage AORs will definitely hit hard times in '89.



As far as Classic Rock is concerned, it's a genre of music that appeals to a huge segment of the baby boom, and thus will continue to be viable.

Here are some of the headlines you'll see in '89:

- **AOR Suffers Weekend Losses** — Free time is at a premium. According to John Naisbitt, leisure time is down 16 hours a week from 15 years ago, and the work week is up to almost 47 hours. We're in the era of catalog shopping, VCRs, sports, hobbies, and short vacations. That means there's less time to spend with the radio. There will be a lot of talk in the next year on how to move audience into the weekend, especially for the upper demo AORs.

- **The Deals Aren't Over Yet** — We're going to see a few more in 1989, but this time they'll involve some broadcasters who bought very high and need to get out. We're starting to come across buyers who have to get out, but want the full price based on current cash flow. And in many instances we don't think these stations will be producing that kind of cash.

- **Arbitron Changes Demanded** — Just a couple of weeks ago several consultants and group PDs gathered at Arbitron to discuss calendar weighting, Arbitrends, and other related issues. This year a lot more programmers will be asking questions about these numbers. Every month we're getting this mini-report card and we're tempted to make programming decisions, but the information in many instances is flawed. So we're going to see some fundamental changes in Arbitrends.

- **Does Ten-In-A-Row Really Matter?** — We're going to find there are very low differentiation levels between the music counts on most stations. While playing a lot

of music will continue to be an important attribute, the issue won't be how much to play, but rather which *ten-in-a-row*.

Peter Doyle McGavren Guild

While everybody's budgeting with austerity in mind, more accounts and agencies claim they're going to use radio than I've ever seen before. The idea that radio is on the cusp of a new growth spurt is supported every time we talk with agency people and advertisers. It's penetrating rather high levels. There were cost economies driving them to certain media selections, and the comfort of a burgeoning business didn't allow them to consider cost benefit to the degree they



Peter Doyle

"All demos and formats seem to be on the verge of some pretty exciting advertising involvement."

—Peter Doyle

do now. The focus on local and demographic targeting — radio's strength — is going to make '89 a very exciting year.

There's been no confirmation yet, but it appears Miller Brewing will put a major effort behind re-viving Miller High Life, targeting the upper end of the 18-34 demo. And according to our sources, they will rely on radio more than any other medium, which means a lot of new revenue for AOR.

The 35-64 demo is going to be increasingly targeted. And that 25-34 hinge demo will obviously pick up a lot of the benefit in a 25-54 purchase cycle. As far as 18-24 is concerned, some advertisers will never forsake that demo, but the population bubble that's crept through the 35-

year-old demo will continue to be the primary target.

Everywhere we turn, regardless of demos, people are saying they can't just rely on network TV or newspaper to reach their target demo. They've got to use today's buzzword, "media synergism," which means determining what media work well together. Radio is always in the hunt under those circumstances. All demos and formats seem to be on the verge of some pretty exciting advertising involvement.

Steve Young Joint Communications

AOR will have a more proactive attitude toward new music; people will actually look for tracks rather than wait for someone to spoon-feed them. That's obviously started already, but I sense it will carry through a lot more heavily in '89. In head-to-head battles you really do need to have that edge, and it's definitely to your advantage if you can go in and pick a track even a week to two weeks ahead of somebody on a key release.

We're already experiencing a rather heavy shortage of talent — particularly morning show talent — and I think it's going to get worse before it gets better. Everybody's waited for someone else to bring these talents in, thinking, "We'll let them to make their mistakes in small market radio and then we'll pluck them." But that's just not happening anymore because the potential talents aren't getting the training they need. I'm afraid stations are going to have to go back to the old "bring them in off the street" routine, even though they're not ready.

Fragmentation will continue to accelerate. I sense what we've seen so far is just a drop in the bucket.

The 18-24 demo is still underserved, and in the two- and three-station AOR markets, you're going to find the one that's been the perennial loser trying to do something different. Let's face it: I'd rather be number one 18-24 than number six 25-49.

Classic Rock will continue to be a viable format, but you won't see the proliferation of stations we've had in the past. And I think CRs will have to play more new music.

What concerns me more than anything else is the proliferation of non-broadcasters who are merely using radio properties for speculation. They want quick fixes, short-term gains, which will cause more instantaneous format changes. I do think things will slow down because we're going to reach a certain point where speculators will

realize the ceiling is collapsing. As a result, some companies are going to hang on to their properties and try to make them work over the long term.

There's no way you're going to keep DAT out. A lot of the forward thinkers in radio have accepted that and are moving toward it. And I think we'll see some real progress in the standardization of AM stereo. There has to be; we don't have a choice.

As far as Z-Rock is concerned, they need a big market to turn around. I'm not sure they're in that market yet. I'd love to see a format like Z-Rock in Cleveland. It would shake things up and create the kind of story the format needs to grow.



Steve Young

"AOR will have a more proactive attitude toward new music; people will actually look for tracks rather than wait for someone to spoonfeed them."

—Steve Young

Dave Brewer Pollack Media Group

AOR will begin to get a bit younger. The CHF's are really beating us to the punch, particularly in a lot of the small and medium markets where you find CHR playing Guns N' Roses, Cinderella, Def Leppard, Poison, and so on. We'll start seeing some AORs programming that kind of material very heavily; maybe 50-60% currents with the rest '70s and '80s library, and virtually no '60s library content at all. An AOR competing with a very strong Classic Rock will realize it's not winning 25-34 men and opt instead to become an 18-34

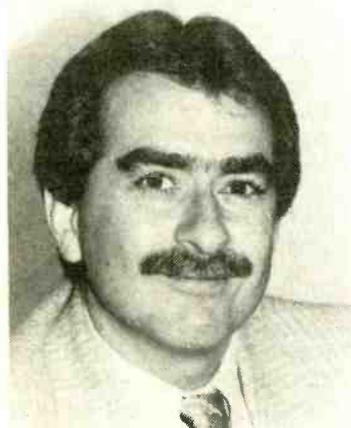
Continued on Page 56

Crystal Ball Persuasion

Continued from Page 55

station with the narrowest core being 18-24.

Let's face it: in a lot of markets the CRs are like bulldogs; they don't let go of that 25-34 male demo very easily. So there's got to be some give here. I see smart, intuitive programmers willing to take a chance and saying, "Look, let's play this music that CHR is playing and make that a format." We're in a cycle with a lot of good young adult hard rock 'n' roll.



Dave Brewer

"We've become so good at programming AOR that the format has become formulaic and very predictable."

—Dave Brewer

Of course, with so many stations being bought and sold and everyone leveraged to the max, every

operator wants to compete on the 25+ playing field. It takes a lot of courage to compete for 12-34 these days.

I'm concerned that we've become so good at programming AOR — we're a lot smarter than we were five years ago — that the format has become formulaic and very predictable. Radio in its most exciting form is unpredictable. We need to get that back. We all know how to put the music in and how to read callout and auditorium tests. That's the easy part. We've got to get beyond that and come up with ways to make AOR more funny and unique.

Fred Jacobs Media Strategies

Classic Rock's challenge in '89 will be to develop the non-musical aspects, particularly personalities. The shortage of talent affects CRs even more than it does conventional AORs that have been around for a while. Unfortunately, I see the situation getting worse for both formats.

I think you'll see a resurgence of more youth-oriented AOR, whether it's the kind of thing Abrams is playing with, I'm playing with, or what KXXR/Kansas City is doing with the AOR '80s hits approach. I think that station is going to put a lot of serious pressure on the 18-24 side and force KYYS to figure out how to keep its balancing act going.

Some management people are beginning to realize that if you really want to make a big impact with a radio station in 1989 or 1990, you're probably not going to do it with a format geared to 30-year-olds or 35-year-olds. We've mined that territory; the majority of stations are geared to the 25-44 seg-



Fred Jacobs

"I'm beginning to see more openmindedness toward a station that concentrates on 12-24."

—Fred Jacobs

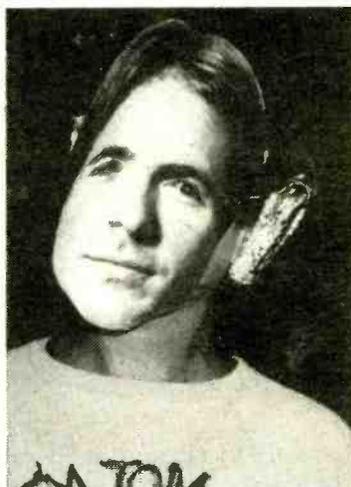
ment. The only real fertile territory is 18-24. I'm beginning to see more openmindedness toward a station that concentrates on 12-24. I think '89 could be a breakthrough year in that regard. All it takes is one or two stations to do something and — boom — everyone jumps in.

The CHRs have really had it too easy. The whole 12-24 age segment may be on the verge of fragmenting in much the same way AOR and AC have.

One more thing: there's going to be a tax increase in '89. Read my lips — taxes will go up.



SEATTLE SCAVENGERS — KISW/Seattle's Steve Slaton (c) presents a \$10,000 check to the winners of the station's recent scavenger hunt.



Jeffrey Naumann

Jeffrey Naumann Virgin Records

Overall, I don't see any drastic changes in AOR. The old-line AORs will continue to be predictably boring, fighting innovative new bands. Many of these stations will experience falling ratings as audiences finally get fed up hearing the same stuff day in and day out. Oldies will finally be cooked. Programmers

will have to use their own guts and rely less on consultants' input, or AOR will become so sterile that listeners will be forced to go elsewhere.

"PDs will have to use their own guts and rely less on consultants' input, or AOR will become so sterile that listeners will be forced to go elsewhere."

—Jeffrey Naumann

On a positive note, I see AORs being increasingly open to "alternative" bands because many stations experienced great success with such acts when they finally gave them airplay. The next albums from these acts will be accepted much faster.

I see continued support of reggae in '89. And there will be more hard rock bands in the Guns N' Roses vein.

SEGUES

As predicted in Street Talk (12/23), WWCK/Flint — which dismissed the entire airstaff as of 12/31 — has switched to CHR.

WTKX/Pensacola promotes MD Steve Smith to PD as Mark Dagwell exits; John Stuart is the new MD; Chip Nelson assumes Promotion Director duties . . . WPYX/Albany's promotion maven Lisa Walker adds MD duties . . . WRXK/Ft. Myers ups D Day to MD . . . WRXL/Richmond's Dal Hunter joins Paul Shugrue as co-MD . . . Scott Murray is the new MD at WGBF/Evansville as Mike Sanders exits.

WRFX/Charlotte names Randy Brazzell OM. He'll report to PD Jack Daniel; Kimberly Stoll upped to Promotions Director as Mark Gullett jumps to WFOX/Atlanta . . . KFMZ/Columbia, MO MD Mike Richter moves to WYMG/Springfield, IL as Promotion Director . . . WAQX/Syracuse names Eric Tohm Promotion Director; Dave Argus and Cherri Kendall join for part-time air duty . . . WGIR/Manchester, NH selects WXGT/Columbus personality Buck McWilliams for AM drive.

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*The New "Crazy Baby Mix" 12"
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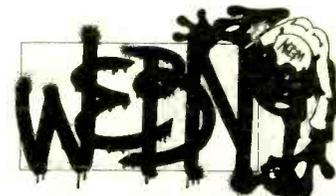
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WEBN Strikes Again! A detailed review of 'EBN's unique, attention-getting promotional campaign.





MIKE KINOSHIAN

ADULT CONTEMPORARY

Kids, Needy, Hungry Remembered At Christmas

Before tackling the new year, let's close the book on 1988 by acknowledging some worthwhile holiday promotions.

Toys For Tots

WNIC/Detroit PD Jim Harper and his morning team partner Steve Gannon broadcast live from suburban Royal Oak's Metropolitan Music Cafe December 12-16 to benefit Toys For Tots, the Marines' campaign to collect and distribute toys to needy children around the country. Detroit Lions placekicker Eddie Murray and the duo served as local chairpersons.

Celebrity guests included Pistons head coach Chuck Daly, WDIV-TV weathercaster Chuck Gaidica, and "Littlefoot," the dinosaur star of the Spielberg/Lucas film "The Land Before Time." Admission was free, but guests were encouraged to bring a new unwrapped toy for Toys For Tots. Several Marines were present each day to assist with toy collections.

The station also sweetened the pot for its "Easiest Radio Contest Ever" by visiting area offices weekdays throughout December from 9am-5pm. If an office could show it listened to WNIC, it won \$1000. The office picked up an addi-

tional \$1000 if it collected toys for Toys For Tots.

"Money is no object," said Harper. "We can't let the kids down for Christmas."

WRMX Christmas Wish

WRMX/Nashville and crosstown WKRN-TV teamed up for the always popular "Christmas Wish" promotion.

"We were not trying to give away cars or fancy gift items," explained WRMX PD Jerry King. "It was designed so people who have a special need could have our resources available to grant their wish. A lady wrote in to see if we could arrange ambulance service from the nursing home where her mother lives so they could be together in her home for Christmas. After granting the wish, it was great to receive a picture of the family together on Christmas Day."

"Dear Santa . . ."

In the same vein, consultant Jeff Pollack got into the Christmas spirit in his newsletter sent to client

stations, advising them to adapt what he did for morning shows.

"Every year, millions of children write letters to Santa Claus," he wrote. "In the Los Angeles area, these letters are stored downtown in Terminal Annex. We (granted) a wish to one that (touched) our heart. It would be terrific visibility for the morning show to sit among the piles of letters and pick one or two needy children and grant their wishes. Invite the local press — it makes a great local news story."

Bay Area

Food Drive Challenge

KSFO & KYA/San Francisco embarked on a Corporate Challenge Food Drive December 2-18 to increase awareness about causes and effects of hunger. The combo urged the corporate community to join by sponsoring employee food drives during the holidays.

County food banks in San Jose, San Mateo, Marin, Alameda, and San Francisco provided delivery and pickup of food barrels, and the Food Banks suggested the best types of food to donate. Food collected was distributed to needy residents, soup kitchens, emergency shelters, and child care programs.

This year, share your promotion ideas with other AC stations by sending your materials to Mike Kinoshian, AC Editor, R&R, 1930 Century Park West, Los Angeles, CA 90067. Remember, pictures always help, and black and whites are preferred.

Have a great 1989!

'Wave Aid II' Ready For Holidays

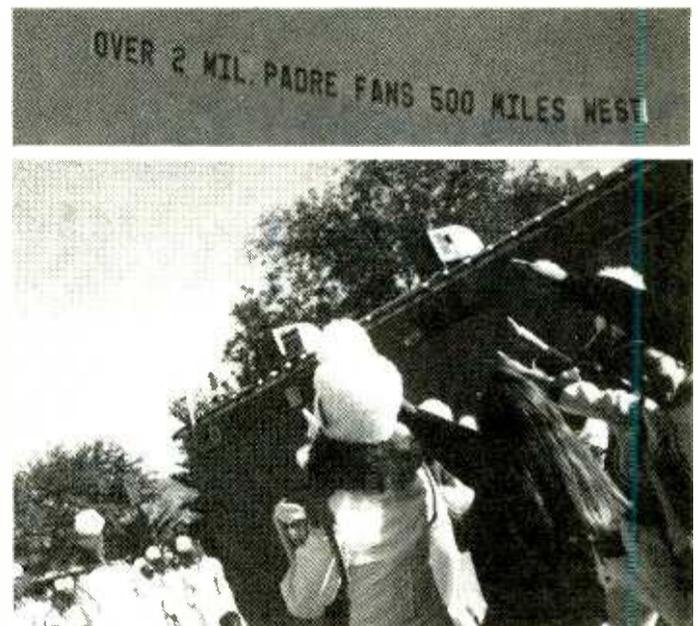
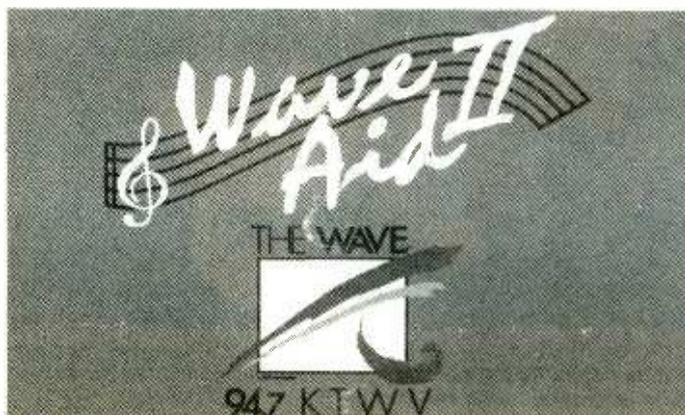
KTWV/Los Angeles shipped AIDS research benefit sampler cassettes and CDs to Southern California retail record outlets in time for holiday shopping. Money raised from sales goes to the **American Foundation For AIDS Research (AmFar)**.

"We are very excited about the fund-raising potential of 'Wave Aid II,' particularly after our success with the original sampler, which enabled us to present AmFar with an initial check for \$150,000," noted KTWV VP/GM Allan Chlowitz. "With renewed support for the second phase of the 'Wave Aid' promotion, we look forward to delivering many more checks to AmFar to

fight this dreaded disease."

KTWV guarantees a minimum donation of \$3 per unit. Initial orders for 30,000 cassettes and CDs assure a minimum contribution of \$90,000 to AmFar. More than 48,000 units of the first "Wave Aid" sampler were distributed.

Cassettes carry a suggested retail price of \$9.98; CDs are tagged at \$14.98.



KFMB Helps In Hurst Heist

Boston Red Sox fans are still in a state of mourning over ace lefthander **Bruce Hurst** departing Beantown for the sunshine and beaches of San Diego. **KFMB/San Diego's** emotional promotion campaign may have been what clinched his signing.

It's widely accepted that Hurst was the prize of this year's free agent market. Many teams — including the Red Sox — made multi-million dollar offers, and the low-key Hurst found it difficult to make a final decision. As he pondered his choices, KFMB requested a show of support from listeners and Padres fans (KFMB carries Padres games). In one day, over 10,000 personal regards and invitations were faxed to the station.

Station midday personality **Geni Cavitt** was whisked off to St. George, Utah, where Hurst and wife **Hollie** were Grand Marshals of a Rotary Club parade. Cavitt made the public presentation to the Hursts on behalf of San Diego, as a KFMB airplane banner tow reading "2 million fans 500 miles west" buzzed the parade route.

A short time later, Hurst inked a deal with the Padres.



ACCELERATION

Air Talent

Former Holy Cross and Boston Celtics star **Tom Heinsohn** joins WODS/Boston as sports reporter. He continues Celtics color commentary on Sportschannel . . . **Sandy Shore** is doing weekends on KTWV/Los Angeles . . . **Marilyn Matthews** joins WKGW/Utica for evenings.

Frankle Warren moves into the morning drive slot at WMGS/Wilkes Barre . . . **John Thomas** joins **Bruce Murdoch** in AM drive at KLSY/Seattle . . . **WLDR/Traverse City** night personality **Dave Barr** moves to middays and **KLRS/Santa Cruz** announcer **Angie Honda** takes over Barr's 7pm-midnight shift . . . **Dave Randall** joins **WOOD/Grand Rapids** in PM drive, replacing **Chuck Bailey**, who left to program **WOWO/Ft. Wayne** . . . **WZNY/Augusta, GA** adds **Margo Morano** to swing . . . **KWFM/Tucson** slots **Erlin Fraser** for morning news . . . **WMJJ/Birmingham** traffic reporter **Johnny King** moves to middays, replacing

Carter Davis, who will serve as off-air PD.

Matt Goodwin moves from overnights to evenings at **WVAF/Charleston, WV** . . . **KFSB/Joplin** appoints **Mike Lang** PM driver . . . **WTSL/Hanover, NH** welcomes **WCNL/Newport, NH** midday announcer **Tanya Kelly Layne** to PM drive and **PD Rob Thaler** segues to AM drive . . . **Dave Peach** has been promoted from PM drive to AM drive on **WCSI/Columbus, IN** . . .

Management

Peter King has been promoted to PD at **WHNN/Syracuse** . . . **Paul Victor** and **J. Patrick** have been elevated from Asst. PD to PD at **WKMF/Flint** and **WCRZ/Flint**, respectively . . . **WNUA/Chicago** names **Marilyn Thomas** Public Affairs Director/News Producer . . . **KYJC/Medford, OR** MD **Charlie Kirk** is promoted to PD . . . Former **KLSQ/Las Vegas** News/Public Affairs Director **Dennis Mitchell** crosses the strip for similar duties at **KRLV**.

KFSB/Joplin PM driver **Gayle Pooteet** adds MD duties . . . **Ann Licater** has been named Promotion Manager for **KQQL/Minneapolis** . . . **Jamie Hancock** is promoted to ND at **WLMX/Chattanooga**, replacing **Paul Roberts**, who goes to the Satellite Business News Network . . . **Don Wells** is the new Promotion Director at **WHNN/Saginaw** . . . **Tom Barrett** joins **WASK/Lafayette, IN** as MD . . . **KKLV/Anchorage** names **Rick Galgang** MD/PM driver . . . **J.D. Fort** is appointed Asst. PD at **KEX/Portland**.

Miscellaneous

WLVE/Miami personality **Greg Budell** is one of six Florida media members to win the Media Recognition Award presented annually by the Florida School Boards Association . . . **KMGQ/Santa Barbara** PD **Steven Meade** is accepting T&Rs by mail (no calls) for present and future openings. . . . **KROI/Reno** has changed format from **CHR** to the **Wave**.



LON HELTON

Commit To Growth In '89

Among the challenges 1989 will bring — and there will be many — one of the most important involves growth for our format. Without growth, you stagnate, and Country cannot afford to stand still while new adult-targeted radio formats proliferate and others become even more aggressive.

The costs of doing business — whether in radio or records — continue to escalate, and no company can continue to be competitive when costs rise but revenues remain flat. The fact is that our radio format has not grown during a time widely acknowledged as having produced some of the best music the format has ever aired.

Country's lack of growth during a time when AC radio eschewed much of its audience while chasing CHR is also of concern. Why didn't Country attract more of those AC listeners who became disenfranchised with AC's harder-edged and Urban leanings? Even worse, the Country Ratings Index graph last month (R&R, 12/23) showed the target demo to be off by 12% over the last 30 months.

Record Concerns

On the record front, RIAA assertions that country represents ten percent of the industry are disputed by many Nashville label chiefs. RCA/Nashville VP/GM Joe Galante said his conversations with other label chiefs have led him to the conclusion that the country record business might be off as much as 20% from recent levels.

(The math: RIAA says the record business at the retail level was

\$6 billion last year. Country's ten percent would represent \$600 million, again at the retail level, which should mean about \$300 million to country labels. However, educated estimates put country's actual earnings at around \$250 million. Also remember that as recently as 1982 country's share of the business was estimated at around 13%.)

For the country record industry this means the new music, though it is selling, has not increased the market share. People are buying the new stuff instead of the old. This has resulted, according to Galante, in a healthy marketplace — but one that is not growing.

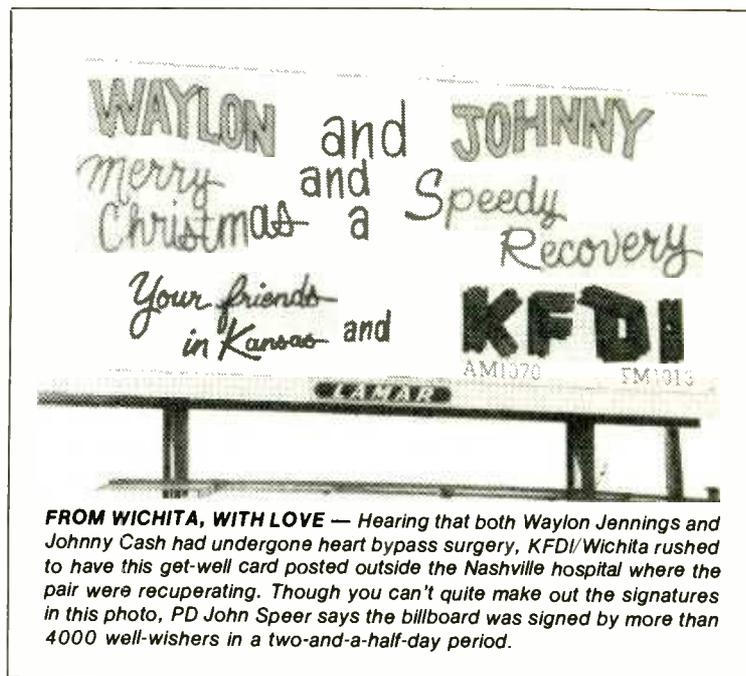
The Challenge

We must work harder than ever to expand Country in 1989, not just in particular corners of the industry but in every aspect. For any one area of our industry to reach its full potential, every part must be strong and flourishing.

With your help and participation, this column will be dedicated to growth through education and communication in 1989. We begin next week with the "Consultants Corner," in which three top consultants will participate in a forum answering questions about the format and the state of Country radio.

Future Consultants Corners will feature your questions to be answered by our rotating panel. Send your programming questions to: Lon Helton, R&R, 50 Music Square West, Nashville, TN 37203; or call (615) 244-8822.

Let's go after that Country share with a vengeance in the coming year!



FROM WICHITA, WITH LOVE — Hearing that both Waylon Jennings and Johnny Cash had undergone heart bypass surgery, KFDI/Wichita rushed to have this get-well card posted outside the Nashville hospital where the pair were recuperating. Though you can't quite make out the signatures in this photo, PD John Speer says the billboard was signed by more than 4000 well-wishers in a two-and-a-half-day period.

HAVE YOU HEARD

WKMF/Flint APD **Paul Victor** has been named PD in the wake of OM **Steve King's** departure to WEMP & WMYX/Milwaukee. And happy 25th birthday to WKMF . . . KXRB/Sioux Falls has appointed morning man **Ratt Reno** and MD/PM driver **Dan Kristoferson** as co-PDs following PD **Larry Rohr's** exit to South Dakota Public Radio . . . **Mike Murphy** has added OM duties to his morning man role at WMUS/Muskegon . . . KJNE/Waco MD **John Swann** has been promoted to PD as **Bill Kinder** devotes more time to the morning show . . . WOW-AM & FM/Omaha afternoon man **John Randall** has been elevated to APD.

Tim Roberts has resigned as WPCM/Burlington, NC MD and is replaced by **Jim Howie**, who will also handle middays . . . **C.P. Marsh**, morning man at WKKG/Columbus, IN, has added MD duties . . . The new KYGO-FM/Denver midday personality is **Keith Reiker**, who crosses the street from KHIH . . . WELE/Daytona Beach evening jock **Bob Barry** has



Paul Victor

shifted to mornings . . . **Dick Austin** has joined the KXIA/Marshalltown, IA staff from KIRX & KRXL/Kirksville, MO.

KIK-FM/Anaheim PD **Don Jeffries** has been named the California CMA Personality of the Year . . . **Mark Selgnious** is the new KMPS/Seattle Promotions Director . . . Welcome to new Country outlet WDIX/Orange-

burg, SC. PD/morning man is **Bill Plummer**.

KYKR/Beaumont, TX PD **Mickey Ashworth** has left the station after eight years. Acting PD is **Tom Church**, who is also the Production Director for AM sister KLBI; middayer **Phil Williams** has been upped to MD/afternoons . . . **Scott Lamar** is the PD at WXKU/York, PA, which recently went Country from Oldies.

News Notes: **Sarah Diamond** has been upped to ND at WTCR/Huntington, WV . . . New to the ND position at KMMJ/Grand Island, NB is **Scott Farmer**, coming from KHAS/Hastings, NB.

And finally, KFRE/Fresno received a request for a QSL card from a listener in Tokyo! Nobuyoshi Aoi reported listening to the station without interference.

Don't forget the **HYH** hotline number has changed! The new R&R Nashville phone number is (615) 244-8822. Use it often!

'Twas The Season

Christmas Promotional Wrapping

Once again this past Yuletide, Country stations helped listeners get in the Christmas spirit while coming to the aid of the less fortunate among us. Included among the Good Samaritans were:

- **WQSI/Frederick, MD** aired its annual "Christmas Cash For Kids," collecting over \$51,000 in a two-and-a-half day period. The money went for clothes, blankets, and toys for needy kids in Frederick County, Maryland.

- **WKKI/Kokomo, IN** raised more than \$180,000 for local Christmas charities with its 15th annual "We Care" auction. Items up for bid, solicited by the station, ranged from handmade quilts to fishing boats to motor homes. The "We Care" event has been honored three times by the President's Citation Program for Private Sector Initiatives. In 1986, President

- Reagan** presented WWKI with the "C-Flag" — the highest award in the program. In 1988, it also put WWKI in the top 50 of the **NAB Crystal Awards**.

- **KMPS/Seattle** extended the traditional gift giving promotion to adults this year. Teaming with the Union Gospel Mission, KMPS broadcast its morning show from a local shopping center, calling the special event "Gifts For The Homeless." Holiday shoppers were urged to buy an extra present — warm clothing or a non-perishable food item — for a homeless man, woman, or child. The station served cider for those dropping off

gifts, and all donated items became part of the Christmas celebrations at local family shelters.

Of course, KMPS didn't forget tots, holding its third annual Toys For Tots party at a local ranch. The day-long event included music from local bands, plenty of door prizes, and a buffet-style dinner. Toys went to needy kids in the Puget Sound area.

- **WOKQ/Dover** joined Salvation Army Corps community centers in two different towns for the third straight year in its Wish Upon A Star/Secret Santa program. Stars decorating trees in local shopping centers contained names of needy kids and the presents they had requested. Anonymous Santas fulfilled gift wishes taken from the trees, and more than 1600 were granted last year.



NORFOLK NOOGIES — Patty Loveless tried out a new form of promotion on WCMS/Norfolk morning man Joe Hoppel, who just celebrated his 33rd anniversary at the station.

1989 CRS

Making Music At MIPS

The Country Music Association's Music Industry Professional Seminar (MIPS) will be a day-long look at the process of making records held during the Country Radio Seminar March 1-4. You'll get the works: songwriters, artists, label A&R execs, and musicians showing how the music comes together from start to finish.

MIPS Chairman Thom Schuyler said, "I've been involved with many diverse panels in the past and the potential of this one is the most exciting." The three sessions, to be held March 2, are entitled "The Source: Applying The Creative Process;" "The Musicians Only: We Know Our Parts;" and "The Demo: A Hit Is Born."

In the first session, panelists will field questions on the craft of writing, selecting, and producing songs. The "Musicians" panel will give some of Nashville's top session players a chance to talk about their part in the recording process. In the third session, attendees will watch a demo recording session for a new song written by Dave Loggins and Mike Reid.

Early-bird CRS registration through January 20 is \$279. From

January 21-February 24 the fee is \$309, and after that the fee is \$369.

Nashville Notes

• The Academy of Country Music has put out the call to record companies, artists, video produc-



BOWEN'S BUNCH — President Jimmy Bowen launched MCA's new Universal label and introduced its new staff and artist roster. Pictured (l-r) are Universal's Scott Poston, Scott McQuaig, Joe Barnhill Jr., Carl Perkins, Lacy J. Dalton, Director/A&R James Stroud, Tim Malchak, Bowen, Eddy Raven, Larry Gatlin, Director/Production Abbe DeMontbreun, Preston Reed, Steve Gatlin, Joni Harms, Ruay Gatlin, and the Nitty Gritty Dirt Band's Jimmy Ibbotson, Bob Carpenter, Jimmie Fadden, and Jeff Hanna.



SIGN THE DOTTED LINE — Mark Sherrill of Bull's Creek Music Group points out the (obvious) spot for John Wesley Ryles and Craig Dillingham (seated) to sign writer's agreements. Gathered for the event are (l-r) Bull Creek's Gayle and Don Goodman, Sherrill, and Phyllis Austin.



HOOPING IT UP — Celebrating the success of their single "Long Shot," RCA's Baillie & The Boys play a little B-ball with the writers of the song. "Teaming" with smiles are (l-r) the group's Alan LeBoeuf, Michael Bonagura, and Kathie Baillie, and writers Gary Scruggs and Don Schlitz.

NEW ARTIST FACT FILE

Lorrie Morgan

Born: Nashville, TN June 27, 1959

Place Called Home: Nashville

Current Single: "Trainwreck Of Emotion"

Current Album: Upcoming LP is in production, with release set for April '89. Produced by Barry Beckett, it is tentatively titled "Leave The Light On."

Record Label: RCA

Musical Influences: Tammy Wynette, Jean Shepard, Loretta Lynn, Patsy Cline.

Earliest Ambition: Cosmetologist. "When I was little I loved to play with makeup and I used to work on my dad's and grandma's hair."

Manager: Jack McFadden, McFadden & Associates/ Nashville

Labeling Lorrie Morgan a "new artist" is a bit misleading since she's been a working performer most of her life. Her father was the late George Morgan ("Candy Kisses"), a Grand Ole Opry member for 26 years. Lorrie often accompanied her father to the Saturday night shows, making her Opry debut at 13.

When Lorrie was asked to join the Opry in '84 at the age of 24, she became its youngest inductee. That same year, she was named a finalist for ACM's New Female Vocalist award.

Lorrie is married to fellow RCA artist Keith Whitley and mother to daughter Morgan (8) and son Jesse Keith (18 months). She's also a regular on "Nashville Now" and has made numerous appearances on "Hee Haw" and "Church



Lorrie Morgan

Street Station." And she still manages to find time to write songs and sing demos.

"Dear Me" will be Lorrie's next single release. Like "Trainwreck," it will be accompanied by a video.

ers, and directors to submit videos released in 1988 for its "Video of the Year" competition. The deadline is January 9. After a selection committee picks the top nominees, the ACM's board will vote on the winner. The award will be presented at the 24th annual awards show in April. Submit entries to: Academy of Country Music, 6255 Sunset Blvd., Ste. 923, Hollywood, CA 90028.

• Kevin Welch, songwriter and Warner Bros. artist, talks about writing and performing on the flip side of his current single "Stay November." Welch discusses some of his songs that were successfully recorded and his personal philosophy about music. The "audio bio," produced by WB's Janice Azrak and Doug Grau, is also included on the CD.

• Bobby Helms's life will be the subject of a feature film to be made by ACI Film Productions of Orlando. Shooting will begin in April in Nashville and Helms's home state of Indiana. There is a tentative release date of October 1989 for the \$10 million project. Helms's hits include "My Special Angel," "Jingle Bell Rock," and "Fraulein."

• John Conlee's 16th Avenue Records debut single "Hit The Ground Running" has a first line that goes, "Hit the ground running, kick up some dirt." So that's just what promotion department head B.J. McElwee decided to do. Along with the single, radio stations are receiving bags of "paydirt."

• David Lynn Jones and Lynn Anderson may be seen on ESPN's broadcast of the National Cutting Horse Association competition in Dallas. Jones came in fifth and Anderson second in their respective classes. Jones's "High Ridin' Heroes" video will be featured on the January 15 telecast.

• And speaking of horses and January 15, Howard and David Bellamy will host the annual "Bellamy Brothers Arabian Cup Derby" in Tampa Bay. The purse for the race is \$15,000.

• TNN will televise the "USO Celebrity Tour: Patty Loveless and Randy Travis." It will air for three days beginning February 9, showing at various times. The tour took the pair to military installations in Alaska, Japan, and Korea.

• Those lopin' and ropin'

cowboys, the Riders In The Sky, will be featured in an upcoming article in *People* magazine. When the photographers showed up at a Music Row public park, locals and tourists stopped to stare at the Riders showing off their bull, a buffalo head, and an armadillo.

• Merle Kilgore, the alternate in last October's CMA Board of Directors voting, has filled the slot vacated by ASCAP's Connie Bradley, who was elected President.

—Debe Fennell

NASHVILLE IN MOTION

Music City Musical Chairs

Diadem Music relocated to 50 Music Square West, Nashville, TN 37203; (615) 320-0384 . . . Parmusic Group (Back Nine Music and Front Nine Music), headed by Cliff Audretch Jr., has opened offices at 1111 16th Avenue S., Ste. 200, Nashville, TN 37212; (615) 320-1681 . . . Al Schlitz has formed the Production Services Group to handle tour production, transportation, and personnel. PSG offices are located at 900 19th Ave. S., Ste. 1003, Nashville, TN 37212; (615) 321-0852 . . . Raymond Lee Management has opened new offices at 915 W. Main St., Hendersonville, TN 37075; (615) 822-1783.

Booking Bonds: Maripat Davis to Triangle Talent, Inc. of Louisville,

KY . . . Texas group Canyon to the Chardon Agency of Dallas . . . Tom T. Hall has a new booking agreement with World Class Talent and a new address: P.O. Box 1246, Franklin, TN 37065-1246; (615) 371-8767.

Writers Agreements: Craig Dillingham and John Wesley Ryles to Bull's Creek Music Group . . . Jim Weatherly to Opryland Music Group's Milene Music.

Recording Agreements: Cheryl K. Warner to Playback Records . . . Former Speers member Sue Dodge to Diadem Music . . . Michelle Lynn to Master Records.

Lisa T. Sterling has signed with H. Ken Biddy & Associates for management and production.

AIRCHECKS

Audio And Video Airchecks!

Current Issue #105, KMEL/John London & Zoo, KIS/Rick Dees, NY's Z100 & WWPR, Philly's WEGX, KXXX/George McFly, KKLQ/Jojo Kincaid-Chuck Cannon, KCPX/Andy Barber, & more! Cassette, \$6.

Current Issue #104, WBCN/Charles Loquidara, WNBC-WFAN/Don Imus (last & first day), Denver CHR's Y108 & KS104, KEGL/Kid Kraddick, KHYY/Bill & Trey, KPLZ/Kent & Alan, 90-min. cassette, \$6.

PERSONALITY PLUS #PP-13, WLW/Gary Burbank, WFBQ/Bob & Tom, KFMB/Mark Larson, KFI/Gary Owens & Al Lohman, WWMX/Mike McCarthy, 90-min. cassette, \$6.

PERSONALITY PLUS #PP-12, KKYY/Jeff Elliott & Jerry St. James, KRLA/Charlie Tuna, WWD/C/GreaseMan, KOY-FM/Zoo w/Jessica Hahn, CITI/Lamont Hollywood, 90-min. cassette, \$6.

Special Issue #S-142, BOSTON! CHR's, WZOU & WXKS, AOR WBCN, A/C's WYBF, WROR, WMJX, WSSH, WHDH, & WBZ, Gold WODS. Cassette, \$6.

Special Issue #S-143, SAN FRANCISCO! CHR's KMEL, KXXX, A/Cs KTOT, KOIT, KFRC, Gold KYA, B/U KSOL, AOR's KFOG, KRQR & KITS. Cassette \$6.

STILL AVAILABLE: #S-141 (PROVIDENCE/BALTIMORE), #S-140 (NY), #S-139 (PHILLY), #S-138 (WASHINGTON), #F-2 (ALL FEMALE) at \$6 each.

ALL-COUNTRY #CY-3, KSN, KNEW, KNIX, WBOS, WYNY, KRST, KUPL & KWJL. Cassette, \$6.

#AOR-1 (ALL AOR), #N-16 (UNCUT NEWS), #NZ-1 (ALL-NEW ZEALAND) at \$6 each.

CLASSIC ISSUE #C-98, KHJ/Real Don Steele-1971, KFVB/Elliott Field-1962, KYA/Beaver Cleaver-Jimmy Jet-1974, KFRC/Mark McKay-1974, K100/Robert W. Morgan-Eric Chase-1974 & more! Cassette, \$10.50.

VIDEO #20! SF's KXXX/George McFly, KYA/Jeff Young, KWSS/Barry Beck, KHQT/Chris Lance, San Diego's KFMB/Mark Larson, KCBO/Sonny West & KSON-FM/Jack Diamond, 2 hot hours, VHS or BETA, specially priced at only \$20.00!

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WPGC-FM taking applications for LSM. Three to five years' experience. Client focused and goal oriented. Resume: Ed Turner, 6301 Ivy Ln., Greenbelt, MD 20770. (1/6) EOE

Air Talent and PD for current intensive AOR. New facilities and great benefits. T&R: WEQX, Box 1027, Manchester, VT. 05254. (1/6) EOE

New Hampshire's newest CHR has opening for AM drive talent. Programming experience a plus. T&R: WHOB, 55 Lake St. Nashua, NH 03060. (1/6) EOE

PROGRAM DIRECTOR

New England CHR/MOR combo seeks **Program Director**. Class B FM leads the market. Fulltime 5000W AM needs attention. **Airshift, production, promotion are musts**. Good bucks for the right person. T&R to Radio & Records, WKNE, Box 466, Keene, NH 03431. EOE

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7-MIDNIGHT CHR ANIMAL

wanted for top 50 market in New Jersey. Good phones and production. No amateurs. Rush T&R to Radio & Records, 1930 Century Park West, Box #299, Los Angeles, CA 90067. EOE

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SOUTH

Future openings in all shifts at KZZB/Beaumont. If you want the challenge, rush photo, T&R: J.J. Jackson, Box 2789, Beaumont, Texas. (1/6) EOE

WQMF/Louisville currently accepting T&R's for possible opening. T&R: Terry Medert, 4010 Dupont Circle, KY 40207. (1/6) EOE

Urban WJMI taking applications from experienced AT with great production. T&R: Operation Manager, 1850 Lynch, Jackson, MS 39203. (1/6) EOE

Overnight slot open for qualified personality at new South Carolina outlet. T&R: WKWQ, 712 Richland St. Suite F, Columbia 29201. (1/6) EOE

Small market station with major market mentality seeks 7-midnight talent. Great phones a plus. T&R: KZ100, Phil Stevens, 1720 S. Caraway Rd., Jonesboro, AR 72401. (1/6) EOE

A gig in Alabama! 100kw FM seeks overnight fulltime and weekend parttime announcers. Some experience and production abilities. T&R: WQEN, Box 570, Gadsden 35902. (1/6) EOE

WFXC 'Foxy 107' has an immediate opening for a Production Manager. Two to four years' Urban experience. T&R: Wayne Walker, 2515 Apex Highway, Durham, NC 27713. (1/6) EOE

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OPENINGS

Announcers, PD's for Classic Rock, Country and Talk stations in Texas. T&R: Roy Munse, Box 1111, Nacogdoches, TX 75963. (12/23) EOE

CHR station in college market seeks AT with good pipes that wants to work. Good copy, fast production a must. T&R: KSAM, Box 330, Huntsville, TX 77342. (12/23) EOE

We're updating our files. Accepting applications at 100 kw oldies station. T&R: WMQX, Gary Moss, Box 593, Winston-Salem, NC 27104. (12/23) EOE

AM/FM combo in Shenandoah Valley seeks afternoon News Anchor/Reporter. T&R: WKDW, Box 2189, Staunton, VA 24401. (12/23) EOE

CHR outlet seeks up tempo personalities for future openings. Salary requirements, picture, T&R: KAKS, Bart Allison, 2505 Lakeview Dr. Ste. 205, Amarillo, TX 79106. (12/23) EOE

Mornings at KRIX! Individual or team. South Texas rockers want you. T&R: Dave Heyman, 901 E. Pike, Weslaco, TX 78596. (12/23) EOE

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2 Corporate Drive, Suite 550 Employer!
Clearwater, Florida 34622



POWER 104 KRBE has rare opening. If you're not afraid to risk and be a news superstar in Houston — this is the job for you. America's most innovative morning show is looking for a news personality. We want you to do news the way you've always wanted to... **anyway you want**, as long as you cause talk and are different. Please no Chatty Cathys or rip and readers. Fed. Ex. T&R yesterday to: KRBE KILLER, 9801 Westheimer, Suite 700, Houston, TX 77042.

Experienced Promotions Assistant

needed for leading station in major market — Miami/Fort Lauderdale. Great opportunity for assertive self-starter with incentive, drive. Position includes administration of charity fund. Resume to Radio & Records, 1930 Century Park West, Box #291, Los Angeles, CA 90067. EOE

OPENINGS

ATLANTA'S COUNTRY LEADER
KICKS
 101.5 fm

MORNINGS!

We have a major opportunity for an experienced morning air personality. Must be warm, topical with genuine adult humor. If you know what it takes to win and are motivated to be #1, rush tape, resume, and salary history to Neil McGinley, Program Director, KICKS 101.5 FM, 360 Interstate North, Suite 101, Atlanta, Georgia 30339. Capital Cities/ABC, Inc. EOE/MF.

News/Talk all the time

WVNN 770AM

Number one F.M. & new, News/Talk A.M. needs experienced co-anchor and street reporter for number one news department in the market. Minorities, and women encouraged to apply. Minimum 3 years experience. Call Ashley Anderson 1-205-232-3911.

HOT MIDDAY JOCK/ASSIST. PD for Top 100 Sunbelt Class C, high rated personality CHR. Excellent facility. \$\$\$ plus extra appearances. C&R to Radio & Records, 1930 Century Park West, #294, Los Angeles, CA 90067. EOE

BLACK URBAN FM/ STAFFING 2 NEW STATIONS!
 Staffing 2 black/urban FM's. All positions. Production and morning talent priority! Two prestigious, influential markets. T&R plus references to Radio & Records, 1930 Century Park West, #289, Los Angeles, CA 90067. EOE

MIDWEST

Attn. News Reporters: Two years' experience and excellent writing skills can put you on our team. T&R: WJMO-AM, 11821 Euclid Ave. Cleveland, OH 44106. (1/6) EOE

Morning News Director/Anchor for Classic Hits station in growing college market. Females encouraged. T&R: WKHY, Mike Morgan, Box 7093, Lafayette, IN 47903. (1/6) EOE

Come live in beautiful Northern Michigan. Experienced News Director needed yesterday. T&R: WM8N/WPZ, Box 286, Petoskey, MI 49770. (1/6) EOE

New Country outlet in SW Oklahoma has afternoon slot for experienced announcer. Must be great production wiz. T&R: KFxl, Box 433, Lawton, OK 73502. (1/6) EOE

Christian CHR seeks afternoon drive AT. Production: experience a must. Music knowledge is mandatory. T&R: WCRM, Ron Turner, Box 249, Dundee, Ill. 60118. (12/23) EOE

WNAM/Oshkosh seeks full and parttime AT. If you enjoy relating to a 35+ audience, send T&R: Bob Collins, Box 707, Neenah, WI 54957. (12/23) EOE

WWKI/Kokomo seeks experienced Account Executive with strong written, verbal and presentation skills. Resumes: Bruce Mughmaw, 519 N. Main, Indiana 46901. (12/23) EOE

Newsperson for afternoons and weekend mornings. Community involvement. Established AM/FM combo. T&R: WLPO/WAJK, J. McCullough, LaSalle, Ill. 61301. (12/23) EOE

Small market AC/CHR seeks announcer for nights. Team player. T&R: KIKS, Brian Jopek, Box 710, Iola, Kansas 66749. (12/23) EOE

WDNL/Danville, Ill. seeks MD/PM drive announcer. Stable, long term players only. Six day weeks. \$18K/year. T&R: Marc, 1501 N. Washington Ave, 61832. (12/23) EOE

WDUZ/Green Bay seeks enthusiastic full and parttime overnight Announcers. Production and automation duties. T&R: Dave Carew, Box 36, Green Bay, Wisconsin 54305. (12/23) EOE

Tired of big markets? Looking for place to call home? T&R: KWSL, Russ James, Box 1737, Sioux City, IA 51102. (12/23) EOE

WWKI seeks Account Executives. Applicants should possess degree or equivalent in outside sales. Resumes: Bruce Mughmaw, GSM, 519 N. Main, Kokomo, IN 46901-4619. (12/23) EOE

OPENINGS

WCUB & W-LITE on Wisconsin's beautiful east coast has an immediate opening for an experienced talent to host a morning talk/music show. Production, remotes and personal appearances a must. A challenging position with good money for the right person. Call Bob Irish at (414) 682-8226.

Friends You Can Turn To

55WKRC
 AM Radio

Full-service AM seeking EXPERIENCED Marketing/Promotions Director for newly-created position and Creative, FAST Production Director. Both jobs require GREAT ATTITUDE, TEAM-PLAYING and a PASSION TO SUCCEED. Top 5 station in a great market, with a Great company. Rush resume, background, tapes whatever demonstrates why you're the right person for the job... TO: DREW HAYES, Program Director WKRC RADIO 1906 Highland Ave. Cincinnati, Ohio 45219 EOE, M/F

CHR MORNING SIDEKICK/ NEWS PERSONALITY

We're putting together a new morning show for our top rated college market CHR. If you have news ability, creativity, humor, and have a winning attitude this could be your next career move. We offer a very good compensation and benefits package, state-of-the-art facilities and outstanding promotional support. If you're ready to help us stay on top and be part of a winning team rush T&R to: Radio & Records, 1930 Century Park West, Box #293, Los Angeles, CA 90067. MF/EOE. All responses will be held in strict confidence.

PROGRAM DIRECTOR
 Strong Medium-Large Market AC, NE Ohio, seeks an aggressive, experienced promoter. If that's you, please reply to Radio & Records, 1930 Century Park West, Box #320, Los Angeles, CA 90067. EOE

GOODRICH BROADCASTING

Grand Rapids could use a good shaking up. We're looking for an off-the-wall morning person, a creative genius program director, and a news director who understands how to write for 18-34's. Our other three stations are #1. You could be the hero at this one! We hit the air late winter. Rush T&R to Chuck Finney, WVIC, 2517 East Mt. Hope, Lansing, Michigan 48910. EOE M/F

CHR MORNING TEAM

We're a big ten college market group owned CHR looking for a morning man, woman, or team. If you are looking for more creative freedom and want all the tools necessary to win, this could be your next career move. Phones, humor, creativity and a winning attitude are ESSENTIAL. We offer great compensation, benefits, state-of-the-art facilities and the support from a winning team. If you're ready to keep us on top, RUSH T&R to: Radio & Records, 1930 Century Park West, Box #292, Los Angeles, CA 90067. Small market talent, women and minorities are encouraged to apply. All responses will be held in strict confidence.

OPENINGS

HIGH POWER MIDWEST FM-PD.
 Wanted: A promotion/personality minded programmer who just happens to sound great on the air, too! The market is fiercely competitive, but we are armed with great on-air talent and the best facility you've ever worked in. Please send air-check, resume, and ratings/programming synopsis to Radio & Records, 1930 Century Park West, #297, Los Angeles, CA 90067. EOE

Q-102

Q-102, Iowa's Top hit music station is searching for our next midday superstar. Winning team, great company! Females encouraged. Overnight T&R to Chuck Knight, 1416 Locust, Des Moines, IA 50309. EOE

MIDWEST COUNTRY MUSIC STATION
 needs experienced broadcast journalist for award winning news department. Not just a news reading job. T&R to Radio & Records, 1930 Century Park West, #312, Los Angeles, CA 90067. EOE M/F

Small market news reporter afternoon anchor - evening meetings, for award winning news department. Industrial midwest. Present reporter heading for Chattanooga. Females strongly encouraged. We will pay for experience. Send cassette, writing to: Radio & Records, 1930 Century Park West, #296, Los Angeles, CA 90067. EOE

WEST

FM Country station near Tucson seeks Air Talent and a salesperson. T&R: KAVV, Paul Lotsiof, Box 42977, Tucson, AZ 85733. (1/6) EOE

Get out of that town! Portland Classic Hits outlet wants you for weekend openings. No calls. T&R: KMJK, Mark Capps, 9500 S.W. Barbur Blvd, Suite 302, Oregon 97219. (1/6) EOE

Wanted: Local News Director! Cooperative people skills a must. Minorities encouraged. T&R: KLRS, General Manager, 2300 Portola Drive, Santa Cruz, CA 95062. (1/6) EOE

Reporters/Anchors needed at Metro Traffic Control/San Francisco. Bright personality. Bay Area knowledge necessary. T&R: 185 Berry St. #5841, CA 94107. No calls.

Small market Country station in Southwest seeks morning Air Talent. Must have stable personality. T&R: KRZT, Box XX, Cortez, CO 81321. (1/6) EOE

Rush Limbaugh started in Sacramento! If you're a hot talk-show host/investigative reporter, let's get together. T&R: KERN, Bill Craig, Box 2700, Bakersfield, CA 93303. (12/16) EOE

100,000 watt AC seeks ND ASAP. Knowledge of sports a must. Play-by-play at sister station possible. T&R: KWSI, Box 489, Warm Springs, OR 97761. (12/16) EOE

KUPL/Portland, OR. seeks PD with three years' experience. Multi-track, copywriting and production skills a must. T&R: Bill Bradley, 6400 S.W. Canyon Court, 97221. (12/16) EOE

Suburban San Francisco Country station seeks production director/copywriter. T&R: KRPO, Ron Castro, 6640 Redwood Dr., #202, Rohnert Park, CA 94928. (12/23) EOE

Northwest Country station accepting applications for future openings. T&R: KRKT, Bill O'Brien, 1207 E. 9th, Albany, OR 97321. (12/23) EOE

Rocky Mountain CHR seeks AT for morning shift. Experience necessary. Females strongly encouraged. Call: Gary Spice, (303) 493-1257. (12/23) EOE

NOW!

Top station, medium market needs entertaining announcer. Must have 5+ yrs. with good track record. Challenges and opportunity for growth. If you are interested in stability & creativity, don't hesitate. Good salary & benefits. Tape & complete resume with references & salary history to Radio & Records, 1930 Century Park West, #315, Los Angeles, CA 90067. EOE

OPENINGS

Every Production Director in America has dreamed of this job.

An opportunity to grow from local market to world wide stature.

A chance to go from a local radio production room to working with the world's best recording studios, performers, writers and arrangers. If you're ready to progress from a station job to an industry leader; if you want to work directly with our chairman Jim Long; if you're as creative as you are organized, you may be creative-production director in FirstCom's West Coast product development lab.

You'll research, design and produce cutting edge syndicated products for the radio industry — commercials, promotions, production music and station ID's.

Only the best need apply. Convince us with a letter, resume and work samples to FirstCom, 13560 Nogales, Del Mar, CA 92014. No phone calls please. An equal opportunity employer.

First Com
 First Again.

THE BEST GIG IN THE TRADES!
 Top 35 Market AC leader looking for additional morning player! This person will start the new year performing as a sidekick on an established, very successful morning show. Requires creative writing skills, intense show prep, understanding target lifegroup, and lots of public appearances. Character voices a plus! This is a new position, so you need not be afraid to apply. All inquiries held in the strictest confidence by this major broadcast company. If you're good, send your best airwork, history and photo to: Radio & Records, 1930 Century Park West, #295, Los Angeles, CA 90067. EOE

K-BIG

Hawaii calls! We're looking for a bright morning personality, able to write and produce creative commercials. C&R to Danny Austin, PD, KKBG, 913 Kanoehue Ave., Hilo, HI 96720. EOE

98KUPD
 ROCKS YOU ARIZONA

98KUPD, Phoenix wants to hear you. T&R for full time future opening. Female communicators encouraged. EOE. Ern Gladden, 1900 W. Carmen, Tempe, AZ 85283.

Got a job? Need a jock? Put it in Opportunities -- and get results! Call 213-553-4330.

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JRR
 HotLine

OPPORTUNITIES

OPENINGS

MORNING DRIVE

Personable, up & coming, press getter . . . **Medium market in California (rock station).** Must be bright and able to communicate, not just a jock. Rush T&R to Radio & Records, 1930 Century Park West, #313, Los Angeles, CA 90067. EOE

CHR MORNING PRO

Colorado Springs' #1 FM needs A.M. ace now! All tools in place. Super partner. Most beautiful city in U.S. T&R: John Dantzer, National PD, KIKX, 304 South 8th, Colorado Springs, CO 80905. EOE

Production Wizard Needed Yesterday

LA based National radio program syndicator needs creative, experienced, versatile, production director. Multi-track experience a must. No beginners. Competitive salary and benefits. Cassette, tape, resume, salary history and format preferences. Radio & Records, 1930 Century Park West, Box #321, Los Angeles, CA 90067. EOE



SAN FRANCISCO "NAC" . . .

. . . seeks intelligent, relaxed talent for Feb. 1 full-time opening. Both tape and cover letter must convey understanding of format. Absolutely no calls. Steve Feinstein, KKSF, 77 Maiden Lane, Third floor, San Francisco, CA 94108. EOE

SOUTHERN CALIFORNIA!

High profile AC/CHR looking for afternoon air talent after losing personality of five yrs. Must have strong commitment to community/promotions. Great city, solid station and substantial salary go to the best talent available. Rush T&R to Dick Joseph.

WESTWOOD PERSONALITIES

6201 Sunset Bl. Suite Eight
Hollywood, CA 90028 • (213) 851-5769
OR 818-848-1209

Two Great Openings! 1 Great Radio Station. Major Market West Coast Station needs (1) **Quality overnight announcer** with energy, enthusiasm and production skills. (2) **Quick, naturally responsive Morning Drive Sidekick.** Production/Writing skills a plus! Team Player a must. Please specify which opportunity you wish to explore, along with cassette air-check, resume and salary requirements to: Radio & Records, 1930 Century Park West, #322, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Sportscaster with PBP experience willing to relocate. Salary negotiable. KEN: (703) 430-8397. (1/6)

The real Robert Mitchell! Experienced and looking for any shift in the south. ROBERT: (713) 578-5947. (1/6)

I'm on the street. They cross-plugged me right out of late nights. T.J. WRIGHT: (301) 552-9230. (1/6)

Six years' as Sportscaster/Sports Director. College PBP, talk shows. BARNEY: (404) 228-8256. (1/6)

Chicago female with golden voice has done it all. AM drive, News, Production. KATHY: (303) 925-8742. (1/6)

Pick an ad, any ad. This one will do. I have three years' experience and want Classic Rock/AOR/Talk. BRAD: (607) 535-7652. (1/6)

Challenge me! 14 year vet seeking new opportunities. AM Drive/Production wiz. Proven winner. Willing to re-locate. MICHAEL: (806) 353-0810. (1/6)

POSITIONS SOUGHT

Multi-talented Sportscaster seeks challenging position. Network experience and College PBP. MR. KOSMAN: (516) 485-8152. (1/6)

Ten year vet with multi-track experience seeks NE powerhouse. ALLEN: (516) 746-1886. (1/6)

Ready to go fulltime after four years' of parttime gigs. Will FAX resume. DENNIS: (314) 327-5094. (1/6)

Former PD/AM Drive personality in small market. Six years' experience. Looking for Florida, East Coast. AL: (904) 874-1527. (1/6)

Hot! Live! Creative! Air Talent for CHR format. Great people person for remotes. HUNTER: (504) 878-2288. (1/6)

AM Drive Producer seeks on-air gig. Medium market experience. I want to work. KEN: (612) 588-9531. (1/6)

A/C Air Personality with five years' experience looking to relocate to East Coast. Prefer Florida. AL: (904) 874-1527. (1/6)

Cheerful female announcer would like to assist in promotions and management. Creative and diversified. Great production. MICHELLE: (718) 835-4576. (1/6)

Female rookie seeks first fulltime air shift. Currently at 50k AC station. Prefer N.J. or Eastern PA. BRENDA: (201) 537-2774. (1/6)

Veteran rocker looking for nights at AOR/Oldies outlet. DAVE: (815) 933-6779. (1/6)

News dog seeks new kennel. Can lead or run with the pack. Seven years' experience. STEVEN: (806) 293-8238. (1/6)

Air Personality with strong production skills interested in stable market. Excellent news delivery. All cities considered. CHRIS: (214) 272-3164. (1/6)

Production/Promotion/Programming. I've done it all. From the Loop to the Wave. Now in NYC. Looking to relocate to Midwest. BRIAN: (212) 242-3422. (1/6)

Start the year out right. Hire an experienced Anchor/Reporter that will bring good cheer. No limit to commitment and talent. ANGELA: (213) 293-8451. (1/6)

High energy CHR personality with programming background and winning attitude seeks competitive challenge. DON: (815) 726-7403. (1/6)

Twelve year News Director for hire! Any medium/large market. KEN: (307) 235-1483. (1/6)

Radio vet with 11 years' experience seeks small market PD or med/large market asst. PD/MD. TONY: (602) 634-3840. (12/23)

Make way Pete Franklin! Sports as never done before. Outrageous and insightful. Talk and PBP. BRENT: (312) 588-2379. (12/23)

Top 45 at 19! Top 35 MD at 21! Now 22 and looking for a high energy, aggressive station to match my personality. Super tight. Top 125 please. CHR/Hot AC/Oldies. Mark 419-225-7365.

Attention PD's in So. Cal. Announcer with character voice seeks UC/CHR/AOR. AL: (619) 281-6778. (12/23)

ND/PD/AT with 19 years' experience in medium/large markets is available immediately. LARRY: (717) 653-2500. (12/23)

Young AT seeks station to hire novice producer/copywriter. Willing to relocate. KEVIN: (612) 729-2457. (12/23)

Female AT in Pittsburgh seeks full time gig in the Tri-State area. BA and four years' experience. BARB: (412) 322-7819. (12/23)

News Director/Announcer ready to re-locate after first of the year. Eight years' experience with Journalism degree. MARK: (314) 875-0459. (12/23)

Did I make a mistake? Promised the sun, but all I got was the moon. I want real radio in medium market. Currently PD. BOB (616) 382-4250. (12/23)

PD/AT available now for medium/large market. 14 years' experience in CHR/AC/Country/Classics. LENNY: (409) 822-7005. (12/23)

Experienced major market AT with winning track record seeks new gig. Dedicated pro with great pipes. SEAN: (516) 928-4601. (12/23)

POSITIONS SOUGHT

Young, energetic AT seeks career advancement. Team player. JEFF: (414) 658-0787. (12/23)

Sales-minded PD/OM with proven ideas to increase billing. Experience in sales, research, news, automation. DENNIS: (317) 659-3338. (12/23)

**"Success is Easy . . .
Listening!"**
Programming/marketing savvy is the key to winning easily! Send today for "Easy Programming Philosophy." **PO BOX 95, Norfolk, VA 23510.** Winning now as PD in top 35. Seek OM/PD top 30. Mutually confidential.

Next year can be great with a qualified PD/OM. I can make you money. DOC: (317) 654-7592. (12/23)

Gimme a gig! Quad Cities or Central Iowa. Eight years' experience with AC/CHR/AOR. Call today! BUD: (515) 277-1486. (12/23)

Looking for new position in engineering/production to start the new year. BRUCE: (818) 342-6521. (12/23)

Must escape Northland tundra! Original, entertaining AT seeks new location. TOM: (218) 727-0509. (12/23)

Won't you call this DJ with three years' experience. Would prefer a classic rocker on either coast? C'mon, it's Christmas. BRAD: (607) 535-7652. (12/23)

Hello Pacific Northwest! Bright, mature AT from major market seeks winning gig in your area. DAVE: (501) 521-1839. (12/23)

Off-the-wall personality seeks to break into Country/AC/Classic Rock station. Six years' small market experience. ART: (618) 397-2521. (12/23)

Serious about personality radio? Want genuinely humorous pro with major and large market experience? Will do mornings or afternoons. MACY: (614) 397-6229. (12/23)

CHR vet is Los Angeles bound in '89. Anxious to work in radio, record/concert promotion. THOMM: (217) 446-4348. (12/23)

Production engineer with eight years' experience seeks CHR gig. I work cheap! ROB: (201) 461-0750. (12/23)

Need some help? Good copy, production, voices. Medium/major markets. TERRI: (703) 366-4080. (12/23)

Seven year pro with medium market experience wants back in. Prefer Texas and surrounding states. ROB: (214) 455-8477. (12/23)

Ohio-based AT isn't too old to learn new tricks. Prefer AC/Oldies/Christian. Three years' experience at AC. DEAN: (419) 396-6194. (12/16)

Management candidate with 15 years' experience in news/sports/public affairs. A real winner. RICK ROBERTS: (818) 548-0782. (12/16)

AOR/Classic Rock female stuck in Country rut. Gotta get out! Nine years experience. Prefer medium/large market. LEZA: (404) 457-0694. (12/16)

Experienced AT available for any day shift. Bits, voices, good production. Team player. Seeking AC/Country/Oldies in Midwest/South. GARY: (319) 359-6141. (12/16)

Rising talent with production experience seeks AM drive show. Medium/Major market. TONY: (616) 696-1631. (12/16)

Award-winning production pro with eight years' experience seeks part-time gig in San Diego area. RICK: (601) 545-7307. (12/16)

Ten year pro seeks gig in South. Have experience in Country/BBND/Oldies. Prefer small/medium market. STEVE: (919) 822-2064. (12/16)

The real Robert Mitchell has experience and seeks any on-air gig. ROBERT: (713) 578-5947. (12/16)

Unemployed jock wants back in. Five years' experience in all formats. TOM: (907) 279-6031. (12/16)

Former OM seeks position in Iowa. Not scared of hard work. RON: (319) 234-5548. (12/16)

Broadcasting school and college grad with management, sales experience seeks on-air gig. Prefer Midwest. Self starter. CHARLIE: (619) 587-0138. (12/16)

PD with on-air experience available now for medium or large market. 14 years' experience with CHR/AC/Country. LENNY: (409) 822-7005. (12/16)

POSITIONS SOUGHT

Traffic/news reporter seeks sports/PBP position. Experienced. BRIAN: (816) 478-3638. (12/16)

PD/AT with Country/CHR/AC experience seeks new challenge at mid-Atlantic station. HOWARD: (301) 928-5164. (12/16)

Experienced AT/copywriter seeks upbeat country station. Prefer California. DAVE: (415) 567-6738. (12/16)

15 years' experience in AC/CHR and seeking stable position with Midwest. I'm ratings oriented. DAVE: (605) 334-4326. (12/16)

Are you looking for a morning team that understands that fun doesn't mean being raunchy or obnoxious? R.J.: (518) 583-0696. (12/16)

Attention Midwestern stations! Seasoned pro seeks middays or evenings. Great on-air sound. Currently employed. KEVIN: (619) 441-1285. (12/16)

Veteran OM/PD available now! THE DOCTOR: (205) 546-7745. (12/16)

Versatile, talented AT seeks new opportunity with management possibilities. Prefer Pennsylvania. TOM: (304) 344-5993. (12/16)

Radio temp! If you need AT for a few weeks, I can fill the bill. RIC: (914) 763-3213. (12/16)

CHR Air Talent seeks station with an attitude. Formerly FM drive in Philly. MEL: (215) 259-1221. (12/16)

AOR PLUS
Pioneer of this format interested in Heritage Station in Top 10 market. **WNEW-FM, KLOS, WMMR is part of my successful background.** Call for a chat. All contacts treated discreetly. Dan Carlisle, 415-861-5304.

CHR Air Personality with nine years' experience. Great on-air style and content! Creative production. ERIC: (414) 324-4782. (12/16)

Do you need a community-involved Air Personality in your small/medium market. My job is my life. LANCE: (319) 332-5651. (12/16)

Got the tools. Got the talent. Need a chance from you. Creative team ready to go. TOM: (301) 689-1038. (12/16)

Media Crazy! Three years CHR experience. Promotion minded. Need a multi-talent? TODD: (503) 644-9361. (12/16)

R&R Opportunities Display Advertising
Display: \$55 per inch per week (maximum 35 words per inch). Includes border and logo.
Blind Box: \$65 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance!
Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

Deadline
To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date. Address all ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R Opportunities Free Advertising
Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display.

Deadline
To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date.
For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.

Attention PDs, OMs, NDs, GMs

Searching for Talent? CALL NATIONAL!

It's Quick . . . Easy . . . and your only cost is a telephone call . . . 205-822-9144. National represents hundreds of professional broadcasters for all size markets and all formats. Announcers, news, sports, production. We can schedule a complete presentation within 24 hours of your call. **Call Now — 205-822-9144.**

NATIONAL BROADCAST TALENT COORDINATORS
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

ACT NOW!



COUNTRY

Jan. 6, 1988 • 65

NATIONAL AIRPLAY

4 3 2
WKS WKS WKS TW

JANUARY 6, 1989

Total
Reports/Adds Heavy Medium Light

6	1	1	1	RANDY TRAVIS /Deeper Than The Holler (WB)	165/0	152	10	3
12	11	6	2	ALABAMA /Song Of The South (RCA)	169/0	132	36	1
4	2	2	3	RODNEY CROWELL /She's Crazy For Leaving (Columbia)	156/1	121	24	11
13	12	9	4	EARL THOMAS CONLEY /What I'd Say (RCA)	168/0	111	53	4
10	10	8	5	HIGHWAY 101 /All The Reasons Why (WB)	160/0	118	35	7
9	8	5	6	PATTY LOVELESS /Blue Side Of Town (MCA)	153/1	104	35	14
16	14	10	7	SKIP EWING /Burnin' A Hole In My Heart (MCA)	166/0	94	67	5
18	15	12	8	DAN SEALS /Big Wheels In The Moonlight (Capitol)	168/0	84	80	4
14	13	11	9	STEVE WARINER /Hold On (A Little Longer) (MCA)	157/1	100	50	7
8	6	4	10	BAILLIE & THE BOYS /Long Shot (RCA)	139/0	97	30	12
22	19	15	11	OWIGHT YOAKAM /I Sang Dixie (Reprise)	163/2	55	95	13
21	18	14	12	KATHY MATTEA /Life As We Knew It (Mercury)	165/1	48	106	11
17	16	13	13	STATLER BROTHERS /Let's Get Started If We're... (Mercury)	145/0	74	53	18
1	4	7	14	JUDDS /Change Of Heart (RCA/Curb)	134/0	90	33	11
19	17	16	15	HANK WILLIAMS JR. /Early In The Morning And Late At Night (WB/Curb)	151/1	44	81	26
23	21	17	16	FORESTER SISTERS /Sincerely (WB)	155/2	33	101	21
29	25	19	17	GENE WATSON /Don't Waste It On The Blues (WB)	155/2	17	105	33
30	26	20	18	DESERT ROSE BAND /I Still Believe In You (MCA/Curb)	162/0	16	112	34
26	23	21	19	SHOOTERS /Borderline (Epic)	150/2	28	95	27
27	24	22	20	HOLLY DUNN /(It's Always Gonna Be) Someday (MTM)	150/2	26	101	23
34	28	23	21	TANYA TUCKER /Highway Robbery (Capitol)	155/2	10	110	35
31	27	24	22	J.C. CROWLEY /Paint The Town And Hang The Moon (RCA)	149/4	17	89	43
36	29	25	23	EDDY RAVEN /Til You Cry (RCA)	154/7	9	99	46
3	3	3	24	K.T. OSLIN /Hold Me (RCA)	123/0	69	44	10
39	31	29	25	CONWAY TWITTY /I Wish I Was Still In Your Dreams (MCA)	152/10	8	77	67
45	33	31	26	SOUTHERN PACIFIC /Honey I Dare You (WB)	141/8	2	78	61
37	30	28	27	LARRY BOONE /I Just Called To Say Goodbye (Mercury)	126/7	8	77	41
—	45	34	28	RONNIE MILSAP /Don't You Ever Get Tired... (RCA)	145/16	5	58	82
38	32	30	29	MERLE HAGGARD /You Babe (Epic)	120/5	8	70	42
43	37	32	30	OAK RIDGE BOYS /Bridges And Walls (MCA)	130/8	1	68	61
40	35	33	31	MICKEY GILLEY /She Reminded Me Of You (Airborne)	120/7	10	53	57
47	38	35	32	SWEETHEARTS OF THE RODEO /I Feel Fine (Columbia)	133/7	1	67	65
5	5	18	33	EDDIE RABBITT /We Must Be Doin' Somethin' Right (RCA)	76/0	31	33	12
44	40	38	34	ANNE MURRAY /Slow Passin' Time (Capitol)	115/8	2	60	53
49	43	39	35	T. GRAHAM BROWN /Come As You Were (Capitol)	119/12	1	52	66
BREAKER			36	RICKY VAN SHELTON /From A Jack To A King (Columbia)	128/44	3	27	98
41	39	37	37	JO-EL SONNIER /Rainin' In My Heart (RCA)	95/0	7	49	39
BREAKER			38	REBA McENTIRE /New Fool At An Old Game (MCA)	117/25	1	34	82
2	7	27	39	PAUL OVERSTREET /Love Helps Those (MTM)	68/0	28	28	12
50	46	43	40	T.G. SHEPPARD /You Still Do (Columbia)	91/11	0	32	59
—	48	44	41	GEORGE JONES /I'm A One Woman Man (Epic)	84/17	2	33	49
7	9	26	42	SHENANDOAH /Mama Knows (Columbia)	65/0	30	24	11
—	—	47	43	MICHAEL MARTIN MURPHEY /From The Word Go (WB)	84/16	0	24	60
—	50	46	44	LYLE LOVETT /I Married Her Just Because... (MCA/Curb)	77/8	0	20	57
—	—	48	45	EMMYLOU HARRIS /Heartbreak Hill (Reprise)	74/10	2	18	54
—	—	49	46	NITTY GRITTY DIRT BAND /Down That Road Tonight (WB)	74/17	0	12	62
—	—	50	47	LORRIE MORGAN /Train Wreck Of Emotion (RCA)	67/14	0	17	50
11	20	36	48	KEITH WHITLEY /When You Say Nothing At All (RCA)	60/0	27	25	8
15	22	40	49	RESTLESS HEART /A Tender Lie (RCA)	49/0	20	19	10
DEBUT			50	MICHAEL JOHNSON /Roller Coaster Run (RCA)	59/8	0	12	47

MOST ADDED

RICKY VAN SHELTON (44)
 REBA McENTIRE (25)
 OON WILLIAMS (19)
 VERN GOSDIN (18)
 GEORGE JONES (17)
 NITTY GRITTY DIRT BAND (17)
 MICHAEL MARTIN MURPHEY (16)
 RONNIE MILSAP (16)
 BELLAMY BROTHERS (14)
 LORRIE MORGAN (14)

HOTTEST

RANDY TRAVIS (93)
 ALABAMA (67)
 RODNEY CROWELL (47)
 HIGHWAY 101 (41)
 EARL THOMAS CONLEY (40)
 PATTY LOVELESS (32)
 JUDDS (30)
 BAILLIE & THE BOYS (28)
 SKIP EWING (25)
 DWIGHT YOAKAM (17)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

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

RICKY VAN SHELTON

From A Jack To A King (Columbia)

On 75% of reporting stations. Rotations: Heavy 3, Medium 27, Light 98, Total Adds 44 including WGNA, WHWK, WTCR, WZPR, WAJR, WCOS, KNFM, WKYQ, WQYK, WIRK, KCJB, WKCQ, KZSN, KWOX, WQXK, KRKT, KRST, KYAK, KGHL, KUGN. Moves 42-36 on the Country chart.

REBA McENTIRE

New Fool At An Old Game (MCA)

On 69% of reporting stations. Rotations: Heavy 1, Medium 34, Light 82, Total Adds 25 including WCAO, WPOC, WHWK, WYRK, WILQ, KEAN, WYNK, KSSN, WLWI, KKYX, KJNE, WIRK, WYNG, WKCQ, KFDI, KKCS, KUGN, KKAT, KEEN, KMPS. Moves 49-41-38 on the Country chart.



RICKY VAN SHELTON

"From A Jack To A King" (38-08529)

R&R **BREAKERS** 36

#1 MOST ADDED
Two Weeks In A Row!

Billboard: 38*

From the Already Gold Album
"LIVING PROOF" (44221)



On Columbia Records, Cassettes and Compact Discs



CHART EXTRA

WET WET WET Angel Eyes (Uni/MCA)

52% of our reporters on it. Rotations: Heavy 0, Medium 19, Light 26, Total Adds 0.

AMY GRANT Saved By Love (A&M)

51% of our reporters on it. Rotations: Heavy 0, Medium 26, Light 18, Total Adds 1, WJON.

BREAKERS

No records qualified
for Breaker status this week.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 FLEETWOOD MAC	85/1	75	8	2
2 PHIL COLLINS	79/0	69	9	1
3 BOYS CLUB	83/1	70	10	3
4 ANNIE LENNOX & AL GREEN	84/1	65	14	5
5 BASIA	79/0	58	16	5
6 KENNY G	70/0	59	7	4
7 JOHNNY HATES JAZZ	66/0	44	16	6
8 STEVE WINWOOD	77/1	42	31	4
9 GLENN FREY	75/1	32	38	5
10 BOY MEETS GIRL	56/0	38	11	7
11 ROBERTA FLACK	68/1	38	26	4
12 MAXI PRIEST	71/3	19	46	6
13 MOODY BLUES	60/0	39	20	1
14 ROD STEWART	71/2	11	50	10
15 TRACY CHAPMAN	66/0	20	39	7
16 WILL TO POWER	44/0	15	20	9
17 DIANA ROSS	64/0	11	46	7
18 B.J. THOMAS & DUSTY SPRINGFIELD	66/2	4	42	20
19 TIFFANY	58/1	9	37	12
20 'TIL TUESDAY	58/1	7	36	15
21 BARBRA STREISAND	64/1	1	34	29
22 TAYLOR DAYNE	52/6	8	29	15
23 FAIRGROUND ATTRACTION	56/1	4	36	16
24 AL JARREAU	58/1	4	31	23
25 RICK ASTLEY	54/3	2	28	24
26 NEIL DIAMOND	60/6	0	17	43
27 SHERIFF	36/5	9	11	16
28 ANITA BAKER	56/10	0	14	42
29 JAMES TAYLOR	44/0	2	25	17
30 MICHELLE SHOCKED	45/1	2	24	19

MOST ADDED

MIKE & THE MECHANICS (14)
ANITA BAKER (10)
TAYLOR DAYNE (6)
NEIL DIAMOND (6)
HUEY LEWIS (6)
BREATHE (5)
SHERIFF (5)
VANESSA WILLIAMS (4)
RICK ASTLEY (3)
MAXI PRIEST (3)

HOTTEST

PHIL COLLINS (57)
FLEETWOOD MAC (52)
BOYS CLUB (51)
LENNOX & GREEN (44)
KENNY G (36)
BASIA (30)
BOY MEETS GIRL (24)
JOHNNY HATES JAZZ (24)
STEVE WINWOOD (16)
MOODY BLUES (14)

FULL-SERVICE AC

MOST ADDED

NEIL DIAMOND (6)
BARBRA STREISAND (3)
RICK ASTLEY (2)
ANITA BAKER (2)
FLEETWOOD MAC (2)
MICHELLE SHOCKED (2)
ROD STEWART (2)
WET WET WET (2)

HOTTEST

PHIL COLLINS (26)
KENNY G (17)
BOY MEETS GIRL (16)
WILL TO POWER (13)
FLEETWOOD MAC (12)
ANITA BAKER (9)
BOYS CLUB (9)
JOHNNY HATES JAZZ (9)
LENNOX & GREEN (8)
BASIA (6)

GOLD-BASED AC

MOST ADDED

NEIL DIAMOND (5)
THOMAS & SPRINGFIELD (3)
BOYS CLUB (2)
ROBERTA FLACK (2)
AL JARREAU (2)
BARBRA STREISAND (2)

HOTTEST

PHIL COLLINS (26)
FLEETWOOD MAC (20)
BOY MEETS GIRL (16)
KENNY G (15)
WILL TO POWER (13)
ANITA BAKER (11)
CHICAGO (9)
JOHNNY HATES JAZZ (8)
LENNOX & GREEN (6)

Gipsy Kings

B A M B O L E O

the first single from the album

Gipsy Kings

WSLQ WSKI WORG
WTRX WFPA WCAC
WEIM WGSV WJON



Nouveaux Video on VH1 for 5 weeks!

- 2 WKS TW
- 2 1 **AL JARREAU**/Heart's Horizon (Reprise) "So" "One"
 - 5 2 **JOHN JARVIS**/Whatever Works (MCA Master Series) "Rain" "Whatever"
 - 6 3 **CHET ATKINS, C.G.P.**/Chet Atkins, C.G.P. (Columbia) "Chinook" "Imagine"
 - 1 4 **LEE RITENOUR**/Festival (GRP) "Night" "Humana"
 - 8 5 **JULIA FORDHAM**/Julia Fordham (Virgin) "Happy" "War"
 - 12 6 **CHECKFIELD**/Through The Lens (American Gramophone) "Homecoming" "Quiet"
 - 4 7 **JONATHAN BUTLER**/More Than Friends (Jive/RCA) "Take" "Sekona"
 - 9 8 **CHRIS SPHEERIS**/Pathways To Surrender (Columbia) "Gathering" "Angels"
 - 10 9 **TOM SCOTT**/Flashpoint (GRP) "Lost" "Pants"
 - 11 10 **GERALD ALBRIGHT**/Bermuda Nights (Atlantic) "Mood" "Bermuda" "Inside"
 - 3 11 **KENNY G**/Silhouette (Arista) "Pastel" "Silhouette"
 - 19 12 **WISHFUL THINKING**/Way Down West (Soundwings) "Michael's" "Carlos"
 - BREAKER** 13 **ENYA**/Watermark (Geffen) "Flow" "Blue"
 - 21 14 **CHI**/Pacific Rim (Pro Jazz) "Pacific" "Little"
 - 18 15 **DAVID KNOPFLER**/Lips Against... (Cypress/A&M) "Feel" "Whispers" "Someone"
 - 17 16 **DREAM PATROL**/Phoning The Czar (Pasha/Epic) "China" "Movie"
 - 22 17 **GRANT GEISSMAN**/All My Tomorrows (TBA) "All" "Wind" "One"
 - 13 18 **STANLEY JORDAN**/Flying Home (EMI) "Julia" "Street"
 - 7 19 **TOM GRANT**/Mango Tango (Gaia) "Freedom" "Private"
 - 14 20 **ANITA BAKER**/Giving You The Best That I Got (Elektra) "Giving" "Love" "Enough"
 - 16 21 **BILL BERGMAN**/Bill Bergman And The Metro Jets (Gaia) "405/10" "Fruitdrink"
 - BREAKER** 22 **VANGELIS**/Direct (Arista) "Wind" "Logic"
 - DEBUT** 23 **NEAL DAVIS**/Wind Angels (Visual Musik) "Waterfalls" "New"
 - 28 24 **SUSAN MAZER & DALLAS SMITH**/Summit (Brave Dog) "Magic" "Inside"
 - 15 25 **MICHAEL COLINA**/Shadow Of Urbano (Private Music) "Joy" "Lady"
 - DEBUT** 26 **GARY HERBIG**/Gary Herbig (Headfirst) "Straight" "Number 8" "Ready"
 - 25 27 **CALDWELL PLUS**/As We Bop (MCA Master Series) "Song" "Chill"
 - DEBUT** 28 **DANNY HEINES**/Every Island (Silver Wave) "Island" "Crescent"
 - 29 29 **DON HARRISS**/Vanishing Point (Sonic Atmospheres) "Morning" "Tea"
 - DEBUT** 30 **SADAO WATANABE**/Elis (Elektra) "Quilombo" "Paciencia"

- 2 WKS TW
- 1 1 **LEE RITENOUR**/Festival (GRP) "Humana" "Rio"
 - 2 2 **MICHEL CAMILO**/Michel Camilo (Portrait/Epic) "Dreamlight" "Pra"
 - 3 3 **KENT JORDAN**/Essence (Columbia) "Rio" "Moments"
 - 4 4 **GERALD ALBRIGHT**/Bermuda Nights (Atlantic) "Bermuda" "Mood"
 - 7 5 **BIRELI LAGRENE**/Foreign Affair (Blue Note) "Timothee" "Jean"
 - 5 6 **TANIA MARIA**/Forbidden Colors (Capitol) "Love" "Please"
 - 11 7 **CHET ATKINS, C.G.P.**/Chet Atkins, C.G.P. (Columbia) "Chinook" "Imagine"
 - 8 8 **TOM SCOTT**/Flashpoint (GRP) "Cool" "Grip"
 - 9 9 **FLORA PURIM**/Midnight Sun (Venture/Virgin) "Light" "Midnight"
 - 17 10 **JOE BECK**/Back To Beck (DMP) "Back" "Lullaby"
 - 13 11 **SUPERSAX**/Stone Bird (Columbia) "Scrapple" "Lover" "Blues"
 - 26 12 **RICHIE COLE**/Signature (Milestone/Fantasy) "Trade" "Rainbow"
 - 21 13 **SADAO WATANABE**/Elis (Elektra) "Elis" "Manhattan"
 - 6 14 **LYLE MAYS**/Street Dreams (Geffen) "Feet" "Hangtime"
 - 15 15 **TONY WILLIAMS**/Angel Street (Blue Note) "Angel" "Only"
 - 16 16 **AL JARREAU**/Heart's Horizon (Reprise) "Good" "One"
 - 20 17 **HARRY CONNICK JR.**/20 (Columbia) "Avalon" "Imagination" "Lazy"
 - 22 18 **HARPER BROTHERS**/Harper Brothers (Verve/PG) "Portrait"
 - 19 19 **JANE IRA BLOOM**/Slalom (Columbia) "Painting"
 - 10 20 **WISHFUL THINKING**/Way Down West (Soundwings) "Outbound" "Carlos"
 - 23 21 **BIRD**/Soundtrack (Columbia) "Believe" "Ko Ko"
 - 25 22 **PETER ERSKINE**/Motion Poet (Denon) "Exit" "Erskoman"
 - 12 23 **STANLEY JORDAN**/Flying Home (EMI) "Street" "Tropical"
 - 18 24 **CASSANDRA WILSON**/Blue Skies (JMT/PG) "Polka"
 - 28 25 **SPHERE**/Bird Songs (Verve/PG) "Didn't" "Barbados"
 - 14 26 **DIANE SCHUUR**/Talkin' Bout You (GRP) "Funny" "Hearts"
 - BREAKER** 27 **CHARLIE HADEN QUARTET WEST**/In Angel City (Verve/PG) "Red" "Live"
 - 27 28 **KENNY G**/Silhouette (Arista) "Pastel" "Silhouette"
 - 24 29 **TOM GRANT**/Mango Tango (Gaia) "Mango" "Private"
 - DEBUT** 30 **GARY HERBIG**/Gary Herbig (Headfirst) "Number 8" "Miori" "Ready"

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
RICHARD BURMER (4) ENYA (4) KEN STOVER (4) TONY GUERRERO (4) CHRIS DeBURGH (3) KIM PENSYL (3)	JULIA FORDHAM (11) AL JARREAU (11) LEE RITENOUR (10) CHRIS SPHEERIS (10) ANITA BAKER (6)	JULIA FORDHAM/Happy KENNY G/Pastel AL JARREAU/Good CHRIS SPHEERIS/Gathering

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
TOM HARRELL (4) KIM PENSYL (4) RICHIE COLE (3) JOHN HANBY (3)	MICHEL CAMILO (9) AL JARREAU (9) SADAO WATANABE (8) GERALD ALBRIGHT (7) LEE RITENOUR (7) JOE BECK (5) PETER ERKINE (5) KENT JORDAN (5)	PETER ERSKINE/Exit AL JARREAU/One



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WKS WKS WKS TW

164 REPORTERS

JANUARY 6, 1989

Reports/Adds Power Heavy Medium

1	1	1	1	U2/Rattle & Hum (Island)
2	2	2	2	CROSBY, STILLS, NASH & YOUNG /American Dream (Atlantic)
3	3	3	3	R.E.M. /Green (WB)
5	5	5	4	TRAVELING WILBURYS /Traveling Wilburys (Wilbury/WB)
7	6	6	5	DEF LEPPARD /Hysteria (Mercury)
16	16	11	6	EDDIE MONEY /Nothing To Lose (Columbia)
11	8	7	7	EDIE BRICKELL & NEW BOHEMIANS /Shooting Rubberbands At... (Geffen)
9	7	8	8	BON JOVI /New Jersey (Mercury)
14	12	9	9	BAD COMPANY /Dangerous Age (Atlantic)
15	15	12	10	FLEETWOOD MAC /Greatest Hits (WB)
19	18	14	11	JOE SATRIANI /Dreaming #11 (Relativity)
20	20	17	12	TOMMY CONWELL & THE YOUNG RUMBLERS /Rumble (Columbia)
17	17	16	13	KEITH RICHARDS /Talk Is Cheap (Virgin)
4	4	4	14	PINK FLOYD /Delicate Sound Of Thunder (Columbia)
13	13	15	15	POISON /Open Up And Say...Ahh (Enigma/Capitol)
12	14	13	16	STEVE EARLE /Copperhead Road (Uni/MCA)
22	22	21	17	AEROSMITH /Gems (Columbia)
21	21	20	18	38 SPECIAL /Rock & Roll Strategy (A&M)
6	9	18	19	MIKE & THE MECHANICS /Living Years (Atlantic)
—	34	28	20	WHITE LION /Pride (Atlantic)
8	10	10	21	IVAN NEVILLE & THE ROOM /If My Ancestors Could See Me Now (Polydor)
26	25	24	22	HOTHOUSE FLOWERS /People (London/Polydor)
18	19	22	23	JOAN JETT & THE BLACKHEARTS /Up Your Alley (Blackheart/CBS)
29	26	26	24	RATT /Reach For The Sky (Atlantic)
30	27	27	25	JOHN HIATT /Slow Turning (A&M)
10	11	19	26	JIM CAPALDI /Some Come Running (Island)
33	29	29	27	DREAMS SO REAL /Rough Night In Jericho (Arista)
24	24	25	28	VAN HALEN /OU812 (WB)
—	36	32	29	LIVING COLOUR /Vivid (Epic)
40	37	33	30	INXS /Kick (Atlantic)
—	33	35	31	GUNS N' ROSES /G N' R Lies (Geffen)
34	31	30	32	COCKTAIL /Soundtrack (Elektra)*
23	23	23	33	PURSUIT OF HAPPINESS /Love Junk (Chrysalis)
—	39	36	34	ROBERT PLANT /Now And Zen (Es Paranza/Atlantic)
35	40	39	35	TOM COCHRANE & RED RIDER /Victory Day (RCA)
—	—	40	36	ROBERT CRAY BAND /Don't Be Afraid Of The Dark (Hightone/Mercury)
37	—	38	37	JEFF HEALEY BAND /See The Light (Arista)
DEBUT	—	—	38	WATERBOYS /Fisherman's Blues (Chrysalis)
32	30	34	39	STEVE WINWOOD /Roll With It (Virgin)
DEBUT	—	—	40	VIXEN /Vixen (EMI)

* Keeps a bullet due to continued growth.

"When" (123) "Angel" (118) "God" (15)	156-0	63-	145-	10-
"Got" (136) "Dream" (31) "Nighttime" (28)	146-3	39+	119+	27-
"Stand" (107) "Crush" (86) "Pop" (28)	144-0	32-	105-	36+
"Night" (128) "Tweeter" (34) "Handle" (23)	141-2	33+	98-	42-
"Armageddon" (130) "Bites" (2) "Love" (2)	130-0	49-	105-	25-
"Love" (126) "Forget" (25) "Cry" (6)	141-4	14+	70+	68-
"What" (110) "Little" (23) "Circle" (3)	130-3	28-	95-	29-
"Born" (101) "Lay" (14) "There" (10)	123-1	22-	85-	32-
"Night" (119) "Shake" (9) "Smoke" (4)	124-2	30-	79-	39-
"As" (104) "Questions" (45)	124-2	19+	79-	40+
"Crush" (127)	127-1	27+	75-	47+
"Never" (130) "Breakdown" (2) "Workout" (1)	131-3	14+	76+	49-
"Move" (106) "Struggle" (2) "Take" (10)	116-0	15=	52-	57-
"Numb" (69) "Time" (35) "Brick" (24)	89-1	3=	36-	42-
"Rose" (98) "Mama" (4) "Angel" (2)	101-1	33-	77-	20-
"Copperhead" (90) "Wall" (19) "Even" (1)	102-1	14-	68-	29-
"Chip" (125)	126-1	11+	45-	75-
"Sheba" (113) "Chance" (6) "What's" (1)	118-1	12=	57-	57-
"Perfect" (57) "Years" (46) "Nobody" (4)	96-6	21-	57-	36+
"When" (114)	114+14	13+	46+	58-
"Another" (83) "Falling" (8) "Day's" (1)	89-0	21-	63-	21=
"Sorry" (103) "Go" (1) "Easier" (1)	106-0	4=	37-	58-
"Liar" (91)	91-0	16-	46-	40-
"Cool" (107) "What's" (2) "Woman" (1)	109-3	2=	24+	73-
"Paper" (106) "Turning" (2) "Drive" (1)	108-0	4+	30+	62-
"Something" (78) "Take" (5) "Running" (2)	83-0	13-	49-	31-
"Rough" (105) "Witness" (2)	106-3	2+	27+	62-
"Cabo" & 98) "Feels" (8) "Finish" (3)	102-4	6-	17-	70-
"Cult" (115) "Middle" (1) "Glamour" (1)	116+6	2+	11+	72+
"Mystify" (84) "Never" (1) "Kick" (1)	85+9	9+	35+	45-
"Patience" (68) "Used" (22) "Mama" (5)	83+17	4+	23+	48+
"Wild" (88) "Hippy" (3) "Rave" (1)	89-2	3+	21+	56-
"Adult" (77) "Hard" (4) "Young" (2)	82-0	0-	25-	45-
"Walking" (62) "Way" (6) "Dance" (4)	69-4	5+	26+	40-
"America" (73) "League" (5) "Victory" (3)	79=5	2=	13+	54-
"Acting" (78) "Across" (2) "Don't" (1)	79+12	1=	16+	46+
"Light" (64) "Confidence" (6) "Need" (3)	74-7	1-	11-	51+
"Fisherman's" (46) "World" (26)	67+4	0=	13+	36-
"Holding" (36) "Put" (8) "Hearts" (6)	46-0	17-	29-	14-
"Cryin'" (83) "Edge" (1)	84+12	0=	7+	49+

CAPALDI

SOME COME RUNNING



Presenting The
Follow-Up To His
First Top 5
AOR Smash
"Take Me Home"

12" Ships January 6



BREAKERS

No albums achieved Breaker status this week.

MOST ADDED

- GUNS N' ROSES (17)
- WHITE LION (14)
- ROBERT CRAY BAND (12)
- VIXEN (12)
- INXS (9)
- DOKKEN (7)
- JEFF HEALEY BAND (7)
- LIVING COLOUR (6)
- MIKE & THE MECHANICS (6)

HOTTEST

- U2 (63)
- DEF LEPPARD (49)
- CROSBY, STILLS, NASH ... (39)
- POISON (33)
- TRAVELING WILBURYS (33)
- R.E.M. (32)
- BAD COMPANY (30)
- EDIE BRICKELL & NEW ... (28)
- JOE SATRIANI (27)
- BON JOVI (22)

NATIONAL AIRPLAY

4 3 2
WKS WKS WKS TW

164 REPORTERS

Reports/Adds Power Heavy Medium

4	3	2	1	DEF LEPPARD/Armageddon It (Mercury)	130-0	49-	105-	25-
22	15	7	2	CROSBY, STILLS, NASH & YOUNG/Got It Made (Atlantic)	136-5	28+	100+	36-
1	1	1	3	U2/Angel Of Harlem (Island)	118-1	43-	108-	8-
12	11	9	4	U2/When Love Comes To Town (Island)	123-3	23+	82+	38-
19	17	13	5	TRAVELING WILBURYS/Last Night (Wilbury/WB)	128-4	20+	84+	43-
15	13	8	6	JOE SATRIANI/The Crush Of Love (Relativity)	127-1	27+	75-	47+
16	16	14	7	TOMMY CONWELL &.../If We Never Meet Again (Columbia)	130-2	14+	75+	48-
9	6	4	8	EDIE BRICKELL & NEW BOHEMIANS/What I Am (Geffen)	110-1	28-	84-	22-
14	12	12	9	BAD COMPANY/One Night (Atlantic)	119-2	27=	72-	41-
31	23	21	10	EDDIE MONEY/The Love In Your Eyes (Columbia)	126-7	11+	58+	65-
18	18	16	11	AEROSMITH/Chip Away The Stone (Columbia)	125-2	11+	45-	75-
10	10	11	12	POISON/Every Rose Has Its Thorn (Enigma/Capitol)	98-1	33-	76-	20-
7	7	5	13	BON JOVI/Born To Be My Baby (Mercury)	101-0	22-	76-	21-
17	20	20	14	FLEETWOOD MAC/As Long As You Follow (WB)	104-0	18+	72-	31=
20	19	19	15	38 SPECIAL/Little Sheba (A&M)	113-1	11=	56-	53-
54	33	28	16	WHITE LION/When The Children Cry (Atlantic)	114+/14	13+	46+	58-
2	2	3	17	R.E.M./Orange Crush (WB)	86-0	24-	72-	11-
39	36	30	18	R.E.M./Stand (WB)	107+/21	7+	44+	53+
8	9	10	19	STEVE EARLE/Copperhead Road (Uni/MCA)	90-0	14-	66-	20-
23	22	22	20	KEITH RICHARDS/You Don't Move Me (Virgin)	106-0	9+	42=	58-
5	4	6	21	IVAN NEVILLE & THE ROOM/Not Just Another Girl (Polydor)	83-0	21-	60-	19-
13	14	17	22	JOAN JETT & THE BLACKHEARTS/Little Liar (Blackheart/CBS)	91-0	16-	46-	40-
26	25	24	23	HOTHOUSE FLOWERS/I'm Sorry (London/Polydor)	103-0	4=	36-	56-
29	27	26	24	RATT/Way Cool Jr. (Atlantic)	107-3	1=	23+	72-
33	29	27	25	JOHN HIATT/Paper Thin (A&M)	106-0	4+	29+	62-
34	30	29	26	DREAMS SO REAL/Rough Night In Jericho (Arista)	105-3	2+	27+	61-
-	-	46	27	RUSH/Marathon (Mercury)	109+/46	1-	15+	72+
6	8	15	28	JIM CAPALDI/Something So Strong (Island)	78-0	13-	48-	28-
48	35	33	29	LIVING COLOUR/Cult Of Personality (Epic)	115+/6	2+	11+	71+
40	38	34	30	INXS/Mystify (Atlantic)	84+/9	9+	34+	45-
36	31	31	31	VAN HALEN/Cabo Wabo (WB)	98-6	2+	11-	73+
3	5	18	32	MIKE & THE MECHANICS/Nobody's Perfect (Atlantic)	57-0	21-	46-	9-
47	40	35	33	STARSHIP/Wild Again (Elektra)	88-3	3+	18+	58-
21	21	23	34	PURSUIT OF HAPPINESS/I'm An Adult Now (Chrysalis)	77-0	0-	24-	42-
25	24	25	35	PINK FLOYD/Comfortably Numb (Columbia)	69-3	1=	28-	32-
-	50	47	36	GUNS N' ROSES/Patience (Geffen)	68+/18	4+	19+	39+
-	52	44	37	ROBERT CRAY BAND/Acting This Way (Hightone/Mercury)	78+/12	1=	14+	47+
52	44	40	38	ROBERT PLANT/Walking Towards Paradise (Es Paranza/Atlantic)	62-4	3+	21+	38-
59	49	41	39	TOM COCHRANE & RED RIDER/Calling America (RCA)	73+/7	2=	11+	49=
-	53	50	40	VIXEN/Cryin' (EMI)	83+/12	0=	7+	48+
37	34	36	41	HOUSE OF LORDS/I Wanna Be Loved (Simmons/RCA)	72-3	0=	6-	52-
-	57	51	42	JEFF HEALEY BAND/See The Light (Arista)	64+/8	0=	7+	44+
30	28	32	43	CHEAP TRICK/Ghost Town (Epic)	51-1	6-	19-	26-
45	42	42	44	NIGHT RANGER/Reason To Be (Camel/MCA)	60-2	0=	12+	37-
42	41	39	45	STEVE WINWOOD/Holding On (Virgin)	36-1	17-	25-	10-
-	59	53	46	WILSON & ZANDER/Surrender To Me (Capitol)	57-5	1=	13+	34-
60	55	54	47	FLEETWOOD MAC/No Questions Asked (WB)	45+/9	1+	12-	25+
11	26	37	48	CROSBY, STILLS, NASH & YOUNG/American Dream (Atlantic)	31-0	11-	24-	7-
DEBUT	59	50	49	MIKE & THE MECHANICS/The Living Years (Atlantic)	46+/30	0=	11+	33+
-	-	59	50	DOKKEN/Walk Away (Elektra)	53+/7	0-	7=	24+
35	32	38	51	PINK FLOYD/Time (Columbia)	35-0	1-	16-	13-
-	56	56	52	WATERBOYS/Fisherman's Blues (Chrysalis)	46-2	0=	8+	25-
-	58	58	53	TRAVELING WILBURYS/Tweeter & The Monkey Man (Wilbury/WB)	34+/5	1=	15+	19+
-	60	60	54	WINGER/Seventeen (Atlantic)	53+/5	0-	3+	31+
27	37	45	55	MELISSA ETHERIDGE/Like The Way I Do (Island)	30-0	2=	12-	16-
24	39	43	56	TRAVELING WILBURYS/Handle With Care (Wilbury/WB)	23-0	11-	20-	3-
44	48	55	57	CROSBY, STILLS, NASH & YOUNG/Nighttime For Generals (Atlantic)	28-2	0=	12-	15-
DEBUT	59	50	58	ROD STEWART/My Heart Can't Tell You No (WB)	30+/5	3+	14+	13+
DEBUT	59	50	59	FIXX/Driven Out (RCA)	37 /37	0	5	23
DEBUT	60	51	60	LOU REED/Dirty Blvd. (Sire/WB)	38+/20	0=	5+	20+

MOST ADDED

RUSH/Marathon (46)
FIXX/Driven (37)
MIKE & THE MECHANICS/Years (30)
R.E.M./Stand (21)
LOU REED/Dirty (20)
MIDGE URE/God (19)
CINDERELLA/Mile (18)
GUNS N' ROSES/Patience (18)
WHITE LION/When (14)
ROBERT CRAY BAND/Acting (12)
STEVE EARLE/Back (12)
VIXEN/Cryin' (12)

HOTTEST

DEF LEPPARD/Armageddon (49)
U2/Angel (43)
POISON/Rose (33)
EDIE BRICKELL & NEW .../What (28)
CROSBY, STILLS, NASH & YOUNG/Got (28)
BAD COMPANY/Night (27)
JOE SATRIANI/Crush (27)
R.E.M./Crush (24)
U2/When (23)
BON JOVI/Born (22)

*One Man's Work
Is Another Man's Play*

CHRIS REA

*"Working
On It"*

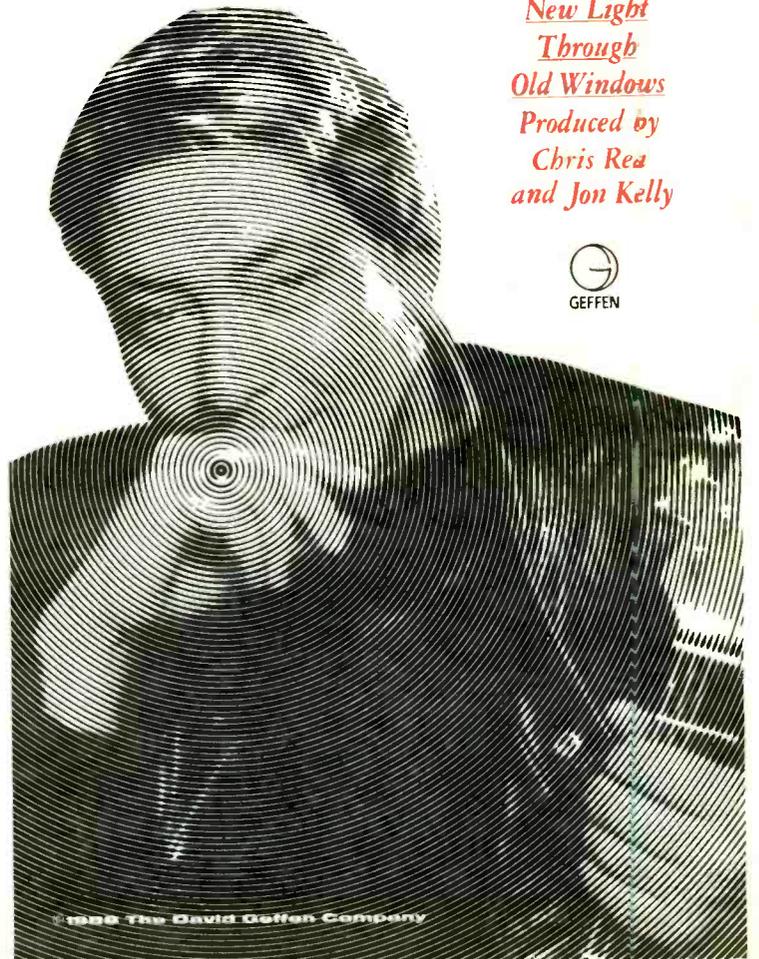
*The
Breakthrough
Track
From The
Forthcoming
Album
New Light
Through
Old Windows
Produced by
Chris Rea
and Jon Kelly*



BREAKERS

RUSH
Marathon (Mercury)
66% of our reporters on it.

R.E.M.
Stand (WB)
65% of our reporters on it.





BREAKERS

SHEENA EASTON

The Lover In Me (MCA)

67% of our reporters playing it. Moves: Up 65, Debuts 21, Same 37, Down 3, Adds 37 including B94, B97, JET-FM, K104, K98, Y107, KDWZ, KLUC. See Parallels, moves 39-29 on the CHR chart.

ESCAPE CLUB

Shake For The Sheik (Atlantic)

62% of our reporters playing it. Moves: Up 64, Debuts 23, Same 58, Down 0, Adds 8, Q102, WYCR, B93, WKSI, 92Q, WZOK, KQMQ, KAKS. See Parallels, debuts at number 38 on the CHR chart.

EDIE BRICKELL & THE NEW BOHEMIANS

What I Am (Geffen)

61% of our reporters playing it. Moves: Up 48, Debuts 36, Same 43, Down 1, Adds 21 including Q102, KBEQ, WVSR, 100KHI, WINK, WRVQ, WMEE, KZ93. See Parallels, debuts at number 36 on the CHR chart.

MOST ADDED	MOST ACTIVE	HOTTEST
MIKE & THE MECHANICS (61)	KYLIE MINOGUE (73)	BOBBY BROWN (103)
BREATHE (46)	BOYS (64)	PHIL COLLINS (103)
HUEY LEWIS & THE NEWS (43)	DURAN DURAN (64)	SHERIFF (95)
EDDIE MONEY (42)	ROD STEWART (64)	DEF LEPPARD (93)
A. WILSON & R. ZANDER (39)	FLEETWOOD MAC (59)	POISON (89)
SHEENA EASTON (37)	TOMMY CONWELL (40)	TONE LOC (84)
BOBBY BROWN (29)	BASIA (36)	WHITE LION (80)
SURVIVOR (26)	MIKE & THE MECHANICS (32)	PAULA ABDUL (65)
DURAN DURAN (24)	STARSHIP (30)	BON JOVI (53)
GUNS N' ROSES (24)	KON KAN (25)	TAYLOR DAYNE (49)
NEW KIDS ON... (24)	MILLI VANELLI (25)	

ANN WILSON & ROBIN ZANDER

Surrender To Me (Capitol)

60% of our reporters playing it. Moves: Up 33, Debuts 36, Same 39, Down 0, Adds 39 including PWR99, Q105, 92X, KCPW, KS104, KZZP, KLUC. See Parallels, debuts at number 39 on the CHR chart.



BREAKERS

TONE-LOC

Wild Thing (Delicious Vinyl/Island)

60% of our reporting stations on it. Rotations: Heavy 18/0, Medium 19/4, Light 19/5, Total Adds 9, K104, WBLZ, WJMI, U102, WJJS, KCHX, HOT105, WIZF, WTLC. Debuts at number 33 on the Urban Contemporary chart.

MOST ADDED	HOTTEST	TOP 10 RECURRENTS
JONATHAN BUTLER (25)	BOBBY BROWN (63)	1 BOYS/Dial
SURFACE (23)	KARYN WHITE (58)	2 Z. MARLEY/Tumbin'
MILLI VANELLI (20)	LEVERT (50)	3 CHERRELLE/Everything
BAR-KAYS (18)	TODAY (50)	4 R. FLACK/Oasis
C. "PEPSII" RILEY (18)	SHEENA EASTON (32)	5 M. JACKSON/Smooth
BOYS (14)	Z-LOOKE (30)	6 A. BAKER/Giving
FREDDIE JACKSON (13)	NEW EDITION (20)	7 VESTA/Sweet
PAULA ABDUL (12)	VESTA (16)	8 CAMEO/Work
ANITA BAKER (12)	ROBERTA FLACK (15)	9 C.P. RILEY/Thanks
MARCUS LEWIS (11)	KEITH SWEAT (14)	10 L. VANDROSS/Any



BASIA

"New Day For You"

NOW ON 100 CHR REPORTERS

INCLUDING:

- WXKS
- PRO-FM
- KRBE
- WCZY
- KKRZ
- KWOD
- KCPX
- KISN
- KPLZ
- KUBE
- WFLY 14-12
- K104 deb 25

- WBBQ deb 4Q
- WBCY add
- WLAP deb 33
- Y107 17-14
- KDWZA add
- KLQ deb 29
- KJ103 24-21
- KQMQ deb 23
- FM104 add
- WHTO add
- B98 24-20
- WPFM 22-19
- WCIL 25
- WAZY 34-30
- KYYA 19-17
- Z97 20

- KTRS 16
- KFBQ 37-32
- KTMT 37-31
- OK95 38-34

... AND MUCH MORE!

AC CHART 5





*I Like Myself. Al Coury Is My Friend.
I Know What To Play.*

Kylie Minogue

"IT'S NO SECRET"

The Follow-Up Smash
From The Geffen Album **KYLIE**

**NOW ON 121 CHR REPORTERS
AND BREAKER BOUND!**

- | | | | | |
|--------------|-------------|---------------|------------------|------------|
| PRO-FM | KIIS | PWR106 deb 37 | WBCY deb 29 | 95XXX add |
| WGH | KZZP 26 | HOT977 36-24 | WKSI add | KAKS add |
| WNVZ deb 24 | KKRZ 29 | WERZ 36-30 | 99WAYS add | WYKS add |
| KITY | FM102 31 | 100KHI 39-32 | Y107 18-15 | WCIL 23-16 |
| 92X deb 30 | KWOD 32 | WPST 39-27 | KWES add | KLYV 36-30 |
| WLOL deb 37 | KCPX 32 | B93 35-28 | KYNO add 39 | 99KG 17-11 |
| KS104 deb 25 | KISN deb 35 | I95 add 28 | KYRK 27-24 | WDBR 36-28 |
| Y108 | KUBE 24-19 | KXX106 add 32 | KKFR 28-21 (HOT) | KYYA 28-19 |
| | | | | KFBQ 38-31 |
| | | | | KTMT 35-28 |

KYLIE

... AND MANY OTHERS!

Edie Brickell & New Bohemians

"WHAT I AM"

From The Gold Album
Shooting Rubberbands At The Stars
Now Headed for Platinum

BREAKERS **DEBUT** **36**

**NOW ON 149 CHR REPORTERS - 61%
CHECK THIS HOT P-1 ACTION:**

- | | | | |
|--------|-------|------|-------|
| WXKS | PWR99 | Q105 | KS104 |
| WZOU | Y95 | Q102 | KKRZ |
| CKOI | KRBE | WMMS | KPLZ |
| B94 | B97 | WCZY | KUBE |
| PRO-FM | WGH | KBEQ | KXYQ |

EDIE

**SALES EXPLODING -- NOW OVER 800,000
AND HEADING FOR PLATINUM**

Enya

No. 1 In England And Throughout Europe
From The Forthcoming Album **Watermark**

"ORINOCO FLOW (SAIL AWAY)"

- | | | | | |
|-----------------------|------|-------|------|------|
| KISN 7-3 (HOT) | KF95 | KZZU | KIXY | KTMT |
| KCPX | KSND | 95XXX | KWTX | KZFN |
| KKRZ | KYRK | WJMX | KMOK | |
| | KKFR | WPFM | KOZE | |

ENYA

**VH-1 NOUVEAUX VIDEO
ALREADY #1 IN SALES
TOWER/BOSTON!**



GEFFEN RECORDS

Tips For Harmonious Living

©1988 The David Geffen Company



NATIONAL AIRPLAY

CONTEMPORARY HIT RADIO

4	3	2	
WKS	WKS	WKS	TW
8	5	3	1 PHIL COLLINS/Two Hearts (Atlantic)
2	1	1	2 POISON/Every Rose Has Its Thorn (Enigma/Capitol)
4	2	2	3 BOBBY BROWN/My Prerogative (MCA)
12	6	5	4 TAYLOR DAYNE/Don't Rush Me (Arista)
14	8	6	5 DEF LEPPARD/Armageddon It (Mercury)
20	12	7	6 ANNIE LENNOX & AL GREEN/Put A Little Love In Your Heart (A&M)
35	23	12	7 SHERIFF/When I'm With You (Capitol)
15	10	8	8 MICHAEL JACKSON/Smooth Criminal (Epic)
27	20	14	9 WHITE LION/When The Children Cry (Atlantic)
24	18	13	10 KARYN WHITE/The Way You Love Me (WB)
18	15	11	11 BOYS CLUB/I Remember Holding You (MCA)
30	24	15	12 BON JOVI/Born To Be My Baby (Mercury)
26	21	17	13 STEVE WINWOOD/Holding On (Virgin)
3	3	4	14 ANITA BAKER/Giving You The Best That I Got (Elektra)
—	35	21	15 PAULA ABDUL/Straight Up (Virgin)
—	37	27	16 TONE LOC/Wild Thing (Delicious Vinyl/Island)
33	28	20	17 TIFFANY/All This Time (MCA)
25	22	19	18 JOAN JETT & THE BLACKHEARTS/Little Liar (Blackheart/CBS)
40	32	25	19 INFORMATION SOCIETY/Walking Away (Tommy Boy/Reprise)
11	9	9	20 BANGLES/In Your Room (Columbia)
19	17	16	21 KENNY G/Silhouette (Arista)
28	25	22	22 MAXI PRIEST/Wild World (Virgin)
1	4	10	23 CHICAGO/Look Away (Full Moon/Reprise)
7	7	18	24 BOY MEETS GIRL/Waiting For A Star To Fall (RCA)
39	34	28	25 SAMANTHA FOX/I Wanna Have Some Fun (Jive/RCA)
—	—	34	26 RICK ASTLEY/She Wants To Dance With Me (RCA)
—	38	35	27 NEW KIDS ON THE BLOCK/You Got It (The Right Stuff) (Columbia)
36	33	29	28 ROBBIE NEVIL/Back On Holiday (EMI)
BREAKER	—	—	29 SHEENA EASTON/The Lover In Me (MCA)
—	—	40	30 U2/Angel Of Harlem (Island)
DEBUT	—	—	31 ERASURE/A Little Respect (Sire/Reprise)
DEBUT	—	—	32 BOYS/Dial My Heart (Motown)
9	16	26	33 EDDIE MONEY/Walk On Water (Columbia)
—	40	37	34 ART OF NOISE / TOM JONES/Kiss (China/Polydor)
6	11	24	35 WILL TO POWER/Baby I Love Your Way (Epic)
BREAKER	—	—	36 EDIE BRICKELL & NEW BOHEMIANS/What I Am (Geffen)
10	14	23	37 GUNS N' ROSES/Welcome To The Jungle (Geffen)
BREAKER	—	—	38 ESCAPE CLUB/Shake For The Sheik (Atlantic)
BREAKER	—	—	39 ANN WILSON & ROBIN ZANDER/Surrender To Me (Capitol)
32	30	30	40 CHEAP TRICK/Ghost Town (Epic)

ADULT CONTEMPORARY

8	6	2	1 FLEETWOOD MAC/As Long As You Follow (WB)
1	1	1	2 PHIL COLLINS/Two Hearts (Atlantic)
6	5	4	3 BOYS CLUB/I Remember Holding You (MCA)
14	8	5	4 ANNIE LENNOX & AL GREEN/Put A Little Love In Your Heart (A&M)
13	9	7	5 BASIA/New Day For You (Epic)
5	3	3	6 KENNY G/Silhouette (Arista)
4	4	6	7 JOHNNY HATES JAZZ/Turn Back The Clock (Virgin)
17	14	9	8 STEVE WINWOOD/Holding On (Virgin)
22	16	11	9 GLENN FREY/Soul Searchin' (MCA)
2	2	8	10 BOY MEETS GIRL/Waiting For A Star To Fall (RCA)
15	13	12	11 ROBERTA FLACK/Oasis (Atlantic)
25	18	14	12 MAXI PRIEST/Wild World (Virgin)
12	11	10	13 MOODY BLUES/No More Lies (Polydor)
28	27	16	14 ROD STEWART/My Heart Can't Tell You No (WB)
21	17	15	15 TRACY CHAPMAN/Baby Can I Hold You (Elektra)
3	7	13	16 WILL TO POWER/Baby I Love Your Way (Epic)
24	20	18	17 DIANA ROSS/If We Hold On Together (MCA)
—	27	22	18 B.J. THOMAS & DUSTY SPRINGFIELD/Theme From Growing Pains (Reprise)
—	23	20	19 TIFFANY/All This Time (MCA)
27	22	21	20 'TIL TUESDAY/(Believed You Were) Lucky (Epic)
—	30	23	21 BARBRA STREISAND/All I Ask Of You (Columbia)
—	—	26	22 TAYLOR DAYNE/Don't Rush Me (Arista)
30	26	24	23 FAIRGROUND ATTRACTION/Perfect (RCA)
—	28	25	24 AL JARREAU/So Good (Reprise)
—	—	28	25 RICK ASTLEY/She Wants To Dance With Me (RCA)
—	—	27	26 NEIL DIAMOND/This Time (Columbia)
DEBUT	—	—	27 SHERIFF/When I'm With You (Capitol)
DEBUT	—	—	28 ANITA BAKER/Just Because (Elektra)
—	—	29	29 JAMES TAYLOR/Sweet Potato Pie (Columbia)
—	—	30	30 MICHELLE SHOCKED/Anchorage (Mercury)

AOR TRACKS

4	3	2	
WKS	WKS	WKS	TW
4	3	2	1 DEF LEPPARD/Armageddon It (Mercury)
22	15	7	2 CROSBY, STILLS, NASH & YOUNG/Got It Made (Atlantic)
1	1	1	3 U2/Angel Of Harlem (Island)
12	11	9	4 U2/When Love Comes To Town (Island)
19	17	13	5 TRAVELING WILBURYS/Last Night (Wilbury/WB)
15	13	8	6 JOE SATRIANI/The Crush Of Love (Relativity)
16	16	14	7 TOMMY CONWELL &.../If We Never Meet Again (Columbia)
9	6	4	8 EDIE BRICKELL & NEW BOHEMIANS/What I Am (Geffen)
14	12	12	9 BAD COMPANY/One Night (Atlantic)
31	23	21	10 EDDIE MONEY/The Love In Your Eyes (Columbia)
18	18	16	11 AEROSMITH/Chip Away The Stone (Columbia)
10	10	11	12 POISON/Every Rose Has Its Thorn (Enigma/Capitol)
7	7	5	13 BON JOVI/Born To Be My Baby (Mercury)
17	20	20	14 FLEETWOOD MAC/As Long As You Follow (WB)
20	19	19	15 38 SPECIAL/Little Sheba (A&M)
54	33	28	16 WHITE LION/When The Children Cry (Atlantic)
2	2	3	17 R.E.M./Orange Crush (WB)
BREAKER	—	—	18 R.E.M./Stand (WB)
8	9	10	19 STEVE EARLE/Copperhead Road (Uni/MCA)
23	22	22	20 KEITH RICHARDS/You Don't Move Me (Virgin)
5	4	6	21 IVAN NEVILLE & THE ROOM/Not Just Another Girl (Polydor)
13	14	17	22 JOAN JETT & THE BLACKHEARTS/Little Liar (Blackheart/CBS)
26	25	24	23 HOTHOUSE FLOWERS/I'm Sorry (London/Polydor)
29	27	26	24 RATT/Way Cool Jr. (Atlantic)
33	29	27	25 JOHN HIATT/Paper Thin (A&M)
34	30	29	26 DREAMS SO REAL/Rough Night In Jericho (Arista)
BREAKER	—	—	27 RUSH/Marathon (Mercury)
6	8	15	28 JIM CAPALDI/Something So Strong (Island)
48	35	33	29 LIVING COLOUR/Cult Of Personality (Epic)
40	38	34	30 INXS/Mystify (Atlantic)

URBAN CONTEMPORARY

9	5	2	1 BOBBY BROWN/Roni (MCA)
13	9	6	2 KARYN WHITE/Superwoman (WB)
10	8	7	3 Z-LOOKE/Can U Read My Lips (Orpheus/EMI)
6	3	1	4 LEVERT/Pull Over (Atlantic)
8	7	3	5 SHEENA EASTON/The Lover In Me (MCA)
27	16	11	6 NEW EDITION/Can You Stand The Rain (MCA)
7	6	4	7 TODAY/Him Or Me (Motown)
19	13	10	8 TONY! TONII TONEI/Baby Doll (Wing/Polydor)
18	11	9	9 CHAKA KHAN/It's My Party (WB)
25	18	15	10 LUTHER VANDROSS/She Won't Talk To Me (Epic)
22	21	16	11 KIARA/This Time (Arista)
21	17	14	12 GERALD ALSTON/Take Me Where You Want To (Motown)
16	14	12	13 KEITH SWEAT/Don't Stop Your Love (Vintertainment/Elektra)
23	20	17	14 AL JARREAU/So Good (Reprise)
30	23	19	15 SADE/Turn My Back On You (Epic)
26	25	20	16 ALEESE SIMMONS/I Want To Be Your Lover (Orpheus/EMI)
28	22	21	17 EVELYN "CHAMPAGNE" KING/Kisses Don't Lie (EMI)
33	29	23	18 VANESSA WILLIAMS/Dreamin' (Wing/Polydor)
35	28	22	19 AL B. SUREI/Killing Me Softly (WB)
—	33	26	20 GUY/Teddy's Jam (MCA)
32	30	24	21 ROBERT BROOKINS/Where Is The Love (MCA)
34	31	25	22 SAMANTHA FOX/I Wanna Have Some Fun (Jive/RCA)
—	38	29	23 CAMEO/Skin I'm In (Atlanta Artists/Mercury)
39	34	28	24 BEBE & CECE WINANS/Heaven (Capitol)
—	—	32	25 MIDNIGHT STAR/Snake In The Grass (Solar)
2	2	5	26 ROBERTA FLACK/Oasis (Atlantic)
—	40	34	27 NEW KIDS ON THE BLOCK/You Got It (The Right Stuff) (Columbia)
3	1	8	28 VESTA/Sweet, Sweet Love (A&M)
—	37	30	29 DENIECE WILLIAMS/This Is As Good As It Gets (Columbia)
—	—	36	30 GAP BAND/I'm Gonna Get You Sucka (Arista)
DEBUT	—	—	31 ANITA BAKER/Just Because (Elektra)
37	35	33	32 JOCELYN BROWN/R-U-LONELY (Tri-World)
BREAKER	—	—	33 TONE-LOC/Wild Thing (Delicious Vinyl/Island)
1	4	18	34 MICHAEL JACKSON/Smooth Criminal (Epic)
—	—	39	35 GEORGIO/I Don't Want 2 Be Alone (Motown)
DEBUT	—	—	36 GEORGE BENSON/Twice The Love (WB)
—	—	40	37 JOHNNY KEMP/One Thing Led To Another (Columbia)
14	12	13	38 RENE' MOORE/All Or Nothing (Polydor)
DEBUT	—	—	39 TROOP/Still In Love (Atlantic)
DEBUT	—	—	40 SWEET OBSESSION/Being In Love Ain't Easy (Epic)