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.

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 staff — plus a Top 10 list for managers.

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 or disagree with.

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.

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.

Radio & Records

Page 37

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 Cliften-conjured 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 Handy Miller, cohost Mary Glen Lassister, and producer Rusty Hamphries, all of whom have joined KKBQ/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, ’80s” — has been changed to “All Oldies All The Time.”

298: Hole In The Market

Z93/VP/GM David Messersio had recently joined the station after managing sister station WZLX/Boston, another 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 superbly 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 branding.”

Messersio added by saying, “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.”

FCC Bans Shock Around The Clock

NAB Plans Court Challenge To 24-Hour Indecency Crackdown

The FCC has slapped broadcasters with a new, around-the-clock ban on “indecent” programming during the week. The ban, which previously allowed a midnight-6am “safe harbor” for adult fare, says no more to broadcasters to defuse the line 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, broadband 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 several 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 infamous Broadcasting’s Howard Stern and two noncommercial stations for indecent language, 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

Atlanta/See Page 36

AVERY BACK TO KKDA

Stradford PD At KMJQ

KMJQ/St. Louis PD Mike Stradford has been named PD of Noble Broadcasting sister station KMJQ (Magic 101)/ Houston, and will also oversee KMQJ AM sister KYOK. He replaces PT/Radio Avery, who will return to KDDA-FM (KJ FM)/Dallas in an operations capacity next week. KMJQ Production Director Chuck Ackles has been upped to succeed Stradford.

Monte Lang, GM at KMJQ & 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 Mike back to St. Louis every three weeks. I was disappointed to hear Terry 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 STRADFOR/See Page 30

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 Sher-wood.

CBS Records Division President Tommy Motolla told R&R, “I think Kid Leo’s basic knowledge of A&R and past, present, and future trends in radio, 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.”

Brown Legacy Exec. VP

Doug Brown Legacy VP/Group Operations Development has been named to the company’s new Exec. VP position. He will continue to reside 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 reporting to him 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 really gratifying to pick up additional responsibilities for industry legends like WNEW-FM and WMIR,” 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.”

Newstand Price $5.00
"WALK AWAY"

from the GOLD live album
BEAST FROM THE EAST

the new single and video
Produced by DONKIN and Angelo Arcuri
Mixed by Michael Boudreau
Double Trouble Production
Management: Old Firm Inc.
"JUST BECAUSE"

the new single and video from the
TRIPLE PLATINUM-PLUS album
GIVING YOU THE BEST THAT I GOT,

Anita Baker

Produced by Michael J. Powell
Management: BDM Associates Inc

On Elektra cassettes, compact discs and records.

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1989 PROGRAMMING CHECKLIST:

✓ MUSTS:

JOAN JETT & THE BLACKHEARTS
"Little Liar"
R&R CHR CHART: 16
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!

JAMES "J.T." TAYLOR
WITH REGINA BELLE
"All I Want Is Forever"
GREAT DUET FROM THE FORTHCOMING
SOUNDTRACK ALBUM "TAP"

MARCUS LEWIS
"The Club"
MAJOR ACTION AT CLUBS
AND URBAN RADIO!

AEGIS RECORDS

www.americanradiohistory.com
Dugan has borne for his Tree International, its WOR in publishing firm. 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 magazine 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 WVPV/Philadelphia for eight years before that.
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.

During the past seven years, we've built a strong reputation for reliable, thorough, and cost effective research. We'll continue this tradition with our present clients while we work hard to develop new and innovative research techniques, and to expand our client base and services.

Paragon
550 S. Wadsworth Blvd., Suite 401
THE RADIO COMMUNITY

PARAGON’s new address is:

550 S. Wadsworth Blvd., Suite 401
Denver, Colorado 80226
(303) 922-5600

At PARAGON RESEARCH, we’re committed to continued growth through serving the research needs of the radio industry with superior products and unquestioned integrity. Please feel free to call for additional information.

Roger Wimmer  
President

Chris Porter  
Vice President

Mike Henry  
Director of Marketing

Fran Judd  
Research Analyst

Raymond Galloway  
Director of Computer Operations

Research

Denver, CO 80226 (303) 922-5600
Nichols, Hamlin Form WVRV’s New Management/Programming Team

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

Debbie 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. Debbie’s knowledge of the Memphis market and her skills as a leader and motivator are exactly what we’re looking for to carry WVRV 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, dedicated, and co-target for the job.”

Nichols, who started at WVRV as an AE five years ago, said, “I’m very excited at the opportunity that Barry and Kerby (Keymarket owner) have given me. WVRV 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 WCZV/Detroit Asst. PD, Hamlin noted, “I’m excited about the challenges facing us in Memphis and look forward to working with Debbie and everyone at WVRV.”

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

Deming Takes On New KXXR OM Position

KXXR/Kansas City Director/Programming & Marketing Bruce Deming has been promoted 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 KZKU/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.”

Todd To Program WXGT

“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 war. Todd is a great guy, and I know he and Great Trails are willing to put up the tools to really do a number.”

BAILEY PD

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 100), 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 5-hour New Year’s Eve “Continuous Dance Party,” after which the station kicked off the format with new PD Bailey’s description 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 jammmin’ in 98!”

Bailey, a 20-year radio vet, helped turn on WCKZ last January. He comes 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 WQUP. Despite heavy advertising and promotional spending, WBIG was unable to substantially cut into WQUP’s audience. WBIG’s Country ratings (12-, Arbitron) to date have been 1.1-2.9-6.4-9.5-9.4-4.4 versus WQUP’s 17.5-7.7-18.6-16.2-17.4.

WBIG becomes the third 100,000 watt FM outlet to drop the format since WQUP PD Les Aeree joined the station in September 1985. WQUP 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 Duane Robbins. In what turned out to be rather fortuitous timing, morning man Bucks Braun resigned two weeks ago to take the WLKV/Charlotte morning position.


WEATHER: Steve Madden, Bob Spargo

NIHANS (213) 783-3382, 150 Park Ave West, Los Angeles, CA 90067; FAX: (213) 783-2979

WITNESS: Alyce Botengen, Marvina Parker

KBBQ 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 Rabe 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 KBBQ 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 WNCL PD) Dave Robbins at KHTF/St. Louis,” said Todd. “He knows me and I know him, and I’ve earned a lot from (KBBQ PD) Bill Richards, who had previously taken WNCL to the top.”

STAFF

MARK TODD

“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 war. Todd 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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NEWS Jan. 6, 1988

NEWS

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Twenty-five years ago, four lads from Liverpool first set foot on U.S. soil. And the world hasn't been the same since!

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!

Radio was there to greet the mop tops at the airport . . . radio was waiting for them at their hotel . . . and radio followed them every place, broadcasting their every private move and public utterance!

This February 4-7 you're invited to join US in recapturing that incredible time, and celebrating everything that led up to "Meet The Beatles—The 25th Anniversary of the Beatles Arrival In America" is a four hour special filled with fond memories . . . fab music! From the earliest interviews and hits all the way up through "Let It Be" and their shattering breakup, this will be one of the most entertaining and powerful specials we've ever presented.

"Meet The Beatles—The 25th Anniversary of the Beatles Arrival In America" is available on a swap/exchange basis to stations in the top 170 Arbitron rated metro markets. To reserve it for your market call 703-276-2900. For national sales information call 212-675-6100.

OH YEAH, UNITED STATIONS BRINGS YOU SOMETHING WE THINK YOU'LL UNDERSTAND...

meet the beatles

THE 25TH ANNIVERSARY OF THE BEATLES ARRIVAL IN AMERICA
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 transmitters in different locations. 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&M 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 which the Commission acknowledges will change."

As part of the Class II-S and III-S proposal, those stations would be allowed to 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 authorization 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 II-D proposal until the fulltime stations' transmitters are put in.

"The Commission's present protection arrangement ... would encourage an increased skywave interference to the increased skywave propagation that occurs during the major portion 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."

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 R&R, "and it probably will 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 owners/sell policy goals are to be fully realized." NABOB expressed that opinion in comments filed with the FCC in support of Tallahassee, Fla-based Silver Star Communications-Albany, Inc., which faces the loss of its licenses for WMJN & WFAV. Cordel, Ga. Silver Star is headed by the late Robert E. Lee, a former NABOB president.

Silver Star's problems with the FCC stem from its 1986 purchase from James Rivers of four Georgia stations: WTHI, East Point, WJZ, Albany, and WMJN & WFAV-Cordel. 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 boosted the penalty against Silver Star from the $20,000 fine imposed by the administrative law judge to revocation of the Cordel 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 actually 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 Bob 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."

"The concern is: was Bob 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 licensees 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, noting NABOB had offered "no evidence for its "speculative concern" that the FCC's action would harm the distress sale.

Continued on Page 14

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 33.4 billion in industry revenue in 1988. CD sales were up in estimated 8.3% 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 products 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 WQOW/Miami to Beasley-Red Broadcasting. Beasley-Red's acquisition of the PM CP had been challenged by Harold Martin, a Miami resident who argued that his previous owner Woddinger 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 Woddinger in a settlement, not a competitive hearing, and therefore the transfer to Beasley-Red was permissible.

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

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

INTER-URBAN SEALS DEAL — Inter-Urban Broadcasting recently obtained a $10.5 million financing package from Continental-Business Credit, Inc. Sealing the deal are (frl) Paul Squillieri of the law firm of Cole & Dettz, which represents BarclaysAmerican; Leslie Farbans, also of Cole & Dettz; Trobbin/Van Huis President Phil Trobbin; Inter-Urban Chairman Tom Lewis; BarclaysAmerican/Business Credit VP Robert Morton; Inter-Urban President Jim Hutchinson, and Lisa Slenski and Jane Cross of Cole & Dettz.
SAGE BROADCASTING CORP.

has acquired

WAMT-AM & WSCF-FM
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The undersigned acted as broker in this transaction and assisted in the negotiations.

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TRANSACTIONS

Santa Brings In Big Bagful Of Holiday Season Deals

Rakoff 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 Rakoff.
SELLER: Heritage Broadcast Group, headed by Mario Iacocca.
FREQUENCY: 1290 kHz; 100.5 MHz
POWER: 1 kw, 3 kw at 467 feet
FORMAT: News/Talk; Ch 11
COMMENT: Heritage purchased this combo in July 1987 for $4.36 million.

KORE/Reardon Beach
PRICE: $350,000 for 19% interest
TERMS: $10,000 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 115 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.

California

KFOX/Redondo Beach
PRICE: $350,000 for 19% interest
TERMS: $10,000 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 115 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

WAIX/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 WSOSI/ST. Augustine; WPLS/FL. Rowland also is an applicant for a new LPTV station in that city. Rowland also will be the station's technical consultant.
FREQUENCY: 1170 kHz
POWER: 1 kw daytimer
FORMAT: Country

Kentucky

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

Maryland

WMDO/Weatogue (Washington, DC)
PRICE: $1 million
BUYER: Los Cerezos Television Corp., owned by Antonio Guerena. The company also owns WPTW-AM/Piqua, OH.
TERMS: Bankruptcy court approval is required. The court will consider a $50,000 escrow deposit in addition to the $50,000 purchase price.
BUYER: The Bhatia Group.
SELLER: Lotus Corp., owned by Howard Kellman.
FREQUENCY: 1290 kHz; 106.1 MHz
POWER: 1 kw; 1 kw at 600 feet
FORMAT: AC

Wolfgang/Mikezak Communications Inc., owned by James Fabiano and James Strickler. The company also owns WOSO & WSUE/Sault Ste. Marie, MI and WCWW-AM & FM/Tri-Village, MI.
FREQUENCY: 1240 kHz; 106.1 MHz
POWER: 1 kw; 1 kw at 600 feet
FORMAT: AC

Mississippi

WJXN/Jackson
PRICE: $180,000
TERMS: Escrow deposit $50,000 with additional $20,000 cash at closing.
BUYER: Station Management Services Inc., owned by David Edmonds.
SELLER: Lotus Corp., owned by Howard Kellman.
FREQUENCY: 1450 kHz
POWER: 5 kw
FORMAT: Spanish

Michigan

WCDB & WQCL/Chelsea, MI
PRICE: $670,000
TERMS: Escrow deposit $25,000, with additional cash payment of $249,818. Buyer assumes liabilities valued at $172,182. Noncompete agreement valued at $78,000, payable in 12 monthly installments of $6,500 each.
BUYER: Reynolds Communications Inc., owned by Del and Mary Reynolds of Chelsea.
SELLER: Huntington Equity Partners.
FREQUENCY: 1240 kHz; 106.1 MHz
POWER: 1 kw; 1 kw at 600 feet
FORMAT: AC

New Hampshire

WQQM-AM & FM/Portsmouth, NH
PRICE: $3 million
TERMS: $2.1 million in cash; ten-year promissory note for $1 million, payable annually.
BUYER: Sunshine Group Broadcasting, owned by President George Silverman. The company also owns WGAN & WMZQ/Portland, ME; WFEA & WZDJ/Manchester, NH; and WIXY & WAGY/Providence, MA.
SELLER: Windward Communications Group Inc., owned by Richard Walsh.
FREQUENCY: 1340 kHz; 95.3 MHz
POWER: 1 kw; 3 kw at 467 feet
FORMAT: Gold; AC

New Jersey

WUS/Atlantic City
PRICE: $350,000
TERMS: Bankruptcy court approval is required. The court will consider a $50,000 escrow deposit in addition to the $50,000 purchase price.
BUYER: Station Management Services Inc., owned by David Edmonds.
SELLER: Lotus Corp., owned by Howard Kellman.
FREQUENCY: 1240 kHz; 106.1 MHz
POWER: 1 kw; 1 kw at 600 feet
FORMAT: AC

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
"Like, it's like a bunch of older people saying, 'Hey, this is what the kids want to hear.'"

A 17 year-old focus group respondent reveals for Don Hagen what really turns her off about the leading CHR station in her city.

See the stations in your market for what they really are. Let Don Hagen uncover what your listeners really think, what their comments mean, and how it all fits into your station's strategic plan.

Before you plan your next focus groups, music test, or any other strategic research project, call Don Hagen and get a quote.
TRANSACTIONS

Continued from Page 12

New York

WSCM & WACSI/Cobleskill

PRICE: $950,000

TERMS: Cash transaction

BUYER: Bruce Lyons

SELLER: Scholair Communications Corp., owned by John Clancy, Robert Penrod, Arthur Rose, David Doherty, and David Marz. Clancy also owns interests in WCDO-AM & FM/Sidine, NY; WATN/Watertown, NY; and WTQJ/Cartagena, 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 Inc., owned by Mark Englewed and Tom Campbell. They recently sold WAIM & WSEI/Williamston, NC.

FREQUENCY: 1460 kHz; 103.9 MHz

POWER: 5 kw day; 1.5 kw at 493 feet

FORMAT: Country

BROKER: Chapman Associates

Pennsylvania

KCU/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 KLCI & KRIB/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.

KTCM/McAlester

PRICE: $152,000

TERMS: Escrow deposit $2000, with additional $68,500 cash due at closing. Seven-year promissory note for $62,500 at 9.5% 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: Montray Broadcasting Inc., owned by Edward Montray and E. James Montray.

FREQUENCY: 1400 kHz

POWER: 1 kw

FORMAT: AC

KZBIX/McAlester

PRICE: $300,000

TERMS: Escrow deposit $2000, with additional $296,000 cash due at closing.

BUYER: Trayne Communications Inc., owned by Thomas Payne and James Haggard III of McAlester, OK.

SELLER: Meganic Broadcasting Inc., owned by Anthony Ashmore.

FREQUENCY: 104.9 MHz

POWER: 1.45 kw at 454 feet

FORMAT: Country

South Carolina

WDIX & WORG/Orangeburg

PRICE: $750,000


SELLER: Garden City Broadcasting Co., owned by Robert Hilliker and William Rollins. They own interests in WJJ & WWVY/Blackburn-Chris- tiansburg, VA; WYN & WPO/Brune- wick, NC; WIX & WORG/Orange- burg, SC; WSTK-AM & FM/Christi ansted, VI; WABZ/Albemarle, NC; WCB/Beaufort, NC; and WCGB/Belmont, NC.

FREQUENCY: 1150 kHz; 103.9 MHz

POWER: 5 kw day/500 watts night; 3 kw at 330 feet

FORMAT: AC

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 Co., 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

KOFI/Edessa

PRICE: Donation; no cash consideration

BUYER: Southwest Educational Medi- a Foundation of Texas Inc., a charit- able corporation.

SELLER: Family Stations Inc., headed by James Morgan. The company operates 25 non-commercial radio sta- tions including KEARS/San Francisco and WFYF Shortwave/Okeechobee, FL. The company also holds 22 CPFs for new AM and FM stations across the nation.

FREQUENCY: 90.5 MHz

POWER: 3 kw at 300 feet

FORMAT: Religion

For The Record

CBS has finally lifted the veil of secrecy over the terms of its deal to buy WWJ & WJOD/Detroit, with Chair- man Larry Tisch reporting a final sticker price of $88 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 sta- tion'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 sta- tions which might be harmed by such operations to file informal ob- jections 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 calcu- lation. The FCC currently uses SS+2.

Clears Might Be Affected

Greater Media, Inc, while ap- plauding 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 granted shelter if the new system is adopted.

Broadcasters also appear to sup- port 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 restric- tion 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 inter- ference received from future additions and expansions," said Crawford. "Requiring stations will be unfairly restricted in their abil- ity to make changes in power or radiation pattern that are needed to effectively compete with FM and other unlimited-time AM stations."

On its comments on the three FCC proposals, the NAB also call- ed upon the Commission to begin a rulemaking proceeding to develop a revised first adjacent channel protection ratio. According to NAB, the FCC's current 6 db standard "appears to be approximately 16 db in error."

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**Summer Specials**

Memorial Day through Labor Day Weekend
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- Memorial Day Weekend
  - "The TNT Silver Anniversary Special"
  - "Rockin' at the Movies"
  - "Solid Gold Summer Hits"
  - "The Judd's Story"
- Fourth of July Weekend
  - "Solid Gold All-Time Favorites Countdown"
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United Stations' specials are programming at its finest... strategically scheduled throughout the year, just when you need them most. All are available on a swap/exchange basis to stations in the top 170 Arbitron-rated metro markets. To reserve any of these specials for your market call 703-276-2900. For national sales information call 212-575-6100.

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"Memories of Elvis"
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.
THE FUNNIEST THING JUST HAPPENED TO MORNING DRIVE...

As networks go, Premiere has been on the cutting edge for quite awhile. But this time the cheese has definitely slipped off our cracker. Over 1500 of our affiliates have grazed in the rich comedic pastures of National Lampoon's True Facts, The Clarence Update of ABC's All My Children®, Fraze at the Flicks, and The Original National Lampoon Radio Hour. So, with that kind of track record, we figured you'd be up for our latest comedic phenomenon.

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

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RADIO NETWORKS

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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 got things done...and which ones didn'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 which may be important when it comes to working with your colleagues.

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. It's the results of an employee relations IQ test recently published in the Mah-wah, N.J.-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 reworking behavior is most often repeated by employees.
- More than 60% of the managers surveyed thought it was proper to brag about their employees' accomplishments.
- Nearly 20% 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.

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 Super Bowl, Joe Robbie Stadium, Miami, FL.
- January 28 — Rock And Roll Hall Of Fame Induction Dinner, Waldorf-Astoria Hotel, New York, NY.
- 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 2-6 — RAB Ninth Annual Managing Sales Conference, Loews Atlanta Hotel, Dallas, TX.
- February 6-7 — NAB Managers Roundtable, Ramada Renaissance Hotel, Atlanta, GA.
- February 9-9 — 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 16-18 — Calvin Seminars, 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 5-7 — 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 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 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 5-6 — Asian American Journalists Association National Convention, Hyatt-Embassy Suites, San Francisco, CA.
- April 9-12 — Broadcast Financial Management Association 29th Annual Meeting, Loews Anatole, Dallas, TX.

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THE EXCLUSIVE NATIONAL REPRESENTATIVE FOR KRLD Newsradio 1080 Dallas TEXAS STATE NETWORKS
New Year's Resolutions For Salespeople

By Chris Beck

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 another to help make sure the other follows through with the items that each of you has picked.

Objectives

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 broaching 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 brainwashing with clients.

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, planning retailing 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.

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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Each package contains 84 labels and are available in red, blue, green, and yellow. Best of all ... the price. Only 7.95 per package. To order, call BSW toll free 1-800-426-8434.
Rock In Russia: You Don't Know How Lucky You Are

With the Gorbachev administration in power, the result of glasnost, we're currently learning more about the Russians than we've known since the Czar was overthrown many moos ago. We're also learning that Gorbachev isn't a biker, but we have no idea he was also a closet rock 'n' roll fan!

Artemiy Troitsky was Russia's foremost rock commentator, promoter, and critic prior to his being banned from the official Soviet press back in 1986 for suggesting a more liberal attitude toward the growing rock music movement. Under Gorbachev, however, he has been reinstated to his former position – and it was Troitsky who organized the first benefit rock concert for the victims of Chernobyl.

From Balalaikas To Beatles

Until Gorbachev, Soviet rock 'n' roll was kept strictly underground – but its history is captured in a fascinating new book by Troitsky entitled "Back In The USSR: The True Story Of Rock In Russia" (Faber & Faber; $9.95, paperbac). Ironically, it was the Beatles – whose satric song gave the book its title – who inspired the majority of Soviet rockers, and most of these groups eventually went from doing all Fab Four covers to composing their own songs in Russian.

Trotisky offers an eye-opening history of Russian reaction to the mop-tops as well as to Elvis Presley, punk, new wave, and heavy metal, explaining how each rock trend came to be heard in the USSR. He amusingly details how Communist leaders originally rejected rock and roll and yearned for a pure and underground industry. He also reveals that the intercombination of sex, drugs, and heavy metal indicates that rock 'n' roll is no longer a strictly Western scenario. He also writes an interesting account of how the official and underground industry coexisted in the USSR.

Of course, the book culminates with the Soviet Union's new openness policy, including details of recent Russian tours by Billy Joel and UB40 as well as Russian bands, such as Perestrojka, which toured Europe in the summer of 1988. Trotisky's book clearly illustrates that rock 'n' roll is not only under the umbrella, but truly underground – truly has been the universal language of the past three decades. Unfortunately, he never sufficiently deals with the age-old question of whether the Russian girls really are knockoutts or not.

VIDEO

NEW THIS WEEK

- MICHAEL JACKSON: MOONWALKER (CMV)
  The "Bad" guy is captured in a 94-minute kaleidoscope of never-before-seen song and dance numbers featuring tracks of special effects, all of which supposedly ties together into a "moving story of friendship and confrontation between good and evil." Among the highlights, a new "Man In The Mirror" video. A retrospective of MJ's career from the Jackson 5 to the present, a live cover version of the Beatles' "Come Together," a 40-minute Smooth Criminal video, and "The Moon Is Walking," a tune written and performed especially for Jackson by Lady-smith Black Mambazo. (Sheet date: 1/10)

- ROGER WATERS: RADIO KAOS (CMV)
  This 20-minute program features four clips from the former Pink Floyd leader's last Columbia LP, of which -- "Sunset Strip" and "Four Minutes" -- have never before been aired in the US. "Radio Waves" and "The Tide Is Turning" round out the tape. (1/10)

- BULL DURHAM (Orion)
  Kevin Costner and Susan Sarandon starred in this box office smash that dealt with a North Carolina minor league baseball team as well as our other favorite national pastime (the one generally performed horizontally). The film's Capitol soundtrack LP supported a theme song by Joe Cocker entitled "A Woman Loves A Man," as well as selections by George Thorogood & The Destroyers, House Of Schock, Pat McGlaughlin, and Benny Wallace with Dr. John and Bonnie Raitt. (1/10)

- THE GREAT OUTDOORS (MCA)
  Dan Aykroyd and John Candy played brothers-in-law who despise each other in the John Hughes comedy about relatives who get together unexpectedly at a lake-side summer resort. Aykroyd revives his Elwood Blues character to perform some old R&B chestnuts with Wilson Pickett and Sam Moore on the film's Atlantic soundtrack LP, which also features tracks by Joe Walsh, Bomb The Bass, and Pop Will Eat Itself. (1/12)
Recipe for Success

AMERICAN TOP 40

INGREDIENTS:
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Air for 4 hours each weekend
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There's Only One

AMERICAN TOP 40

WITH SHADOE STEVENS

America's #1 Countdown Show
Check Tire Pressure
Via FM Band

Take the 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 contain remote-controlled FM transponders and tire gauges within the valve stems of a car's individual tires. The gauges 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.

US Extended Family Expenditures: $19 Billion Per Year

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 $37,300 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 $6000 in financial assistance.

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 increases sharply with age.

Who Gets The Cash?
The largest sum of support money ($17,000 on the average) goes to spouses who are separated or temporarily living apart from their mates. Next in the ranking line of average payments are ex-spouses ($12,000), "children" aged 21 and up ($8000), children under the age of 21 ($8000), and out-of-household parents ($1000).

Cheese Bites Into Tooth Decay
America's cheddar cheese-eaters have an extra reason to smile this decades. 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.

Cheese, not chocolate, caviar, or even grapefruit juice, is the best natural cavity fighter known to science.
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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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.

Scoring 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 350°F and 99% of the contaminants disappeared.

How does it work? Tubular electrodes are inserted into the soil, then blasted with radio-frequency waves. The waste is vaporized 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 if current 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 high-quality sound product that 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 partners can control the "on/off" switch, alarm, and snooze functions from either the main radio or the companion unit. Available in March '88, the AM/FM Stereo Clock Radio will be list priced at $130; 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 $4 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 your ethnic releases, 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 "DASy 410" 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 reports. (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.

Inverted programmers can maximize on-air minutes by using the DAxy 410 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 DAxy 410 comes in three different packages ranging from $2795 to $8995. For more information, contact the company at (713) 465-1111; for a free audio sample call 1-800-83-DAxy.
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 demographics 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' 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+ personalized 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 be released 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. You'll know where your
client's competition is most vulnerable. The demographics of prospective customers within the trading radius of each store location. How target audiences are shared across media and individual media vehicles.

2. You'll know where your
multi-media buying activity is strongest. "Winning" markets and the media that perform best there.

3. You'll know where your
multi-media buying activity is weakest. "Losers" markets and the media that perform worst there.

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.

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.

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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 __________________________
Company _________________________
Address __________________________
City ______________________________
State/Zip _________________________
Phone __________________________

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**Barnett Exits KKHT To Program WMJJ**

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

WMJJ VP/GM Bill Stoeffhans 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 Tommas 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 100 candidates for this job and Ken was the clear winner.”

Barnett, who has also programmed KVIL/Dallas and KYKKV/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. I'll be a great challenge to improve on its success.”

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**Finley Named KEBC PD**

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

KEBC VP/GM Jane Bartosch, who came aboard last month following the station's recent sale from Van Wagner to Independence Broadcasting, concluded, “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 sumnoon 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.”

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**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 is a radio veteran since 1964, previously held AE slots at Chicago outlets WVFY and WAIT & WWLQ-FM. He remarked, “I'm elated to be working for Emmis Broadcasting. I feel a tremendous opportunity 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.”

---

**Harrington Now KDBA’s PD**

KDBA/Salt Lake City morning man Jeff Harrington has been upped to PD at the NAC outlet. He replaces seven-year station vet Chris Owens, who exits to join sister Albermarle outlet WKSY/Washington as Production Manager. Harrington, the station's 1A placing airshift, and Owens will consult KDBA.

KDBA GM Randy Mathis told R&R, “Jeff has advanced fairly rapidly since he's been with us. He's literally done everything we've asked him to do. I don't think we can change direction. We think the format is a winner in this market. It may not be mass appeal -- it just needs a little more time.”

Harrington told R&R, “This is very exciting because I'm inheriting a really good system. This is a fun format to play with. I'll continue to program in the same vein Chris started.”

Harrington joined KDBA two years ago as a weekender, then moved into the overnight, PM drive, and morning slots. Previously he did evenings at crosstown Country outlet KZAM.

In the summer '88 Bireh, KDBA scored a 3 share (12-+) to rank 12th, in the corresponding Arbitron, the station's 18 placed it in a tie (with Talk KTKK) for 15th.

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**Crossley GSM At WAOK & WVEE**

WAOK & WVEE/Atlanta Asst. department of the Detroit office upped to GSM at the Summit Broadcasting Gospel/UC combo. He joined WAOK 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, “Glen Crossley has demonstrated his professionalism in all aspects of radio sales. He has an excellent track record and will do a wonderful job.”

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**TOMPKINS PD**

Shafra CFGM VP/GM Q10/Toronto VP/GM Dan Shafra has been given VP/GM responsibilities for sister station CCFG. He replaces Greg Slaight, CCFG/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 CCFG as PD is CKYR/Calgary PD Tom Tompson.

Westcom Radio Group President/CEO Ted Smith told R&R, “When we bought CCFG and Q10 there were many questions were there they run by Gary and Greg Slaight, 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 CCFG.”

Shafra joined Westcom in 1985 as CFQM/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 Tompson as PD.

Tompson led R&R, “CFGM us 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.”

Tompson programmed Country CKYR the last five years and CJAX/Edmonton for a year prior to that. Before getting into Country, he was PD at AOR/CJAY/Calgary for six years and at CHRM/Calgary for seven years.

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**Berry Jumps To WMFR & WMAG As GSM**

Walter Berry

Former Washington Bulletid Direct-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.

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**Brother John Rydgen**

Longtime KRTI-AM & FM/Los Angeles announcer Brother John Rydgen died a heart attack last Monday (12/26) after doing an airshift on the AM. He was 68.

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

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 KLOL)/Los Angeles, WLR-FM (now WYTW)/Chicago, and KKV-FM (now Great American's WVEE/Pittsburgh. He also made appearances for these stations.

Rydgen moved to Los Angeles in the early '70s and worked at the market's KRLA, KQKO (AM), KOST, and KMET before joining KRTH-FM in 1977. He suffered a stroke in 1988, and went on to the lucrative doctor's market where he was not able to speak again. He returned to KRTH-FM in a production capacity in 1995, and became "The Voice Of Oldies AM 930" in 1998. He was a KJQF (AM) talk show host. He's now on KRTH (AM). Still as active in radio, he aired a program on KRTI called "Heaven Is In Your Mind." He is survived by his wife and three children.

---

**Tom Hanks**

26+ RAR Jan. 6, 1988

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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 WBKK/Mor- tol. Replacing him as ND is 13-year market vet **Mary Ansley**.
- **Perry Van Houton** has been named PD at KSOS/Ventura, CA. He was formerly with KIEZ/Santa Paula, CA. Also, **Jack Clarke** has been named LGM after three years with the station.
- **Bob Zimmermann**, NSM at KOLY-FM/Phoenix and KKLO-AM/FM/San Diego, has moved to San Diego to concentrate solely on KKLO NSM responsibilities.
- **Chip Winstead** has been named NSD for WDCG/Durham and sister WODC/Durham, joining from Advanc ed Media Services.
- **Liane Wong** has shifted from weekend air personality to ND/Public Affairs Director at KOKX/San Francis co. She has also joined personally **DAN BLEU** in weekday mornings.
- **Roger Stallard** has joined WFOX/Atlanta as LGM. He had been NSM at WSTP/Orlando.
- **Anne Bacco**, formerly on the accounting staff at Drake-Chenault/Air buquerque, has joined KELCO 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 WJBK/Boston. He had been Director/Operations at Metro Traffic Control.

Records

- **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 **Kirkland** has been named Assistant Director of the Music Coordinators, has been appointed Manager/Southwest Regional Promotion. Also, promotion secretary **Sheila Brown** has been upped to Asst./Promotion & Marketing, and partner **Bart Allmand** has been named to the full-time position of Promotion Assistant.

Changes

- **Danny Wynne** and **Fred Ehrlich** have joined Arista Records.
- **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 Gellen** has been named VP/Marketing at CBS Records, while **Danny Wynne** has been promoted to Director/Marketing 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/Art Production & Purchasing, West Coast. He previously held the Director/Graphic Arts & Publications post at National Techni cal Schools in Los Angeles.

Industry

- **Barbara Judge** has been elevated to the newly-created position of VP/Human Resources & Administration at Atlantic Records. She has been Director/Human Resources since 1980.
- **Reg Bonney**, previously ad ministrator with Chappell/Isorsong, has joined Mingles Music Limited as Head of Copyright and Administration.
- **Bonne Feingold** has been appointed to the newly-created position of Director/Advertising & Promotions at Radio Express. She was most re cently President of Third Wave Management.
- **Maggie Williams**, formerly Na tional Director/Public Relations at The Wilshire Music Coordinators, has joined Gemini Music as Director/Public Relations & Marketing.

Pros on the Loose

- **Don Berns** — PD - CMU/Atlanta (519) 927-3434
- **Bubba The Love Sponge** — MD - Nights WGRR/Grand Rapids (219) 269-1924
- **Alain Dean** — Air talent WBIG/ Greensboro-Winston-Salem (919) 993-6903
- **Dennis Elliott** — PD - WLZT/Charleston, WV (304) 342-7311
- **Connie Green** — Morning news anchor KOL & KJOM/Omaha (712) 322-5554
- **Pam Houston** — Evenings WBIG/Greensboro-Winston-Salem (919) 993-5931
- **Robert Lindsey** — PD - WHTY/Fresno, CA (209) 275-0340
- **Kevin O’Neal** — PD - Afternoons WBIG/Greensboro-Winston-Salem (919) 378-0528
- **Don Robbins** — Air talent WBIG/ Greensboro-Winston-Salem (919) 993-5931
- **Kerry Wolfe** — APD/MD WBIG/ Greensboro-Winston-Salem (919) 852-7166
- **Andy Zipfel** — Quantum Music Product Coordinator (201) 999-4657

R&R Timeline

1 YEAR AGO TODAY

- Jerry Greenberg named Atco President
- All Bray Law named KKBQ-AM/FM Houston VP/GM
- WJMJ/Cleveland promotes Phil Levine to GM, Rick Torcasso to O&M/PD, and Larry Gawthrop to GSM
- Genes Romano named WFDG/Pittsburgh PD
- Jim Dawson named R&R News Editor
- #1 CHR: “Get 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: “Gone 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: “Brazil” — Manhasset Transfer (Atlantic)

5 YEARS AGO TODAY

- Doubleday Broadcasting names Dave Martin VP/Programming, Alan Goodman Regional/VP for WAPP/New York and WAWA/Washington
- John Gorman promoted to WMMJ/Cleveland OM
- Tom Baker named KGB & KQOP/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 LeBelle (Philly Int/CBS)
- #1 Country: “Bowl 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 Goldman named WRKO/Boston GM
- T.J. Donnelly named WHIB/Memphis GM
- Rich Plomino named WKLX/Atlanta MD
- New music charts published
THE SUPERSTAR CONCERT SERIES

For more information, contact your Westwood One Representative at (213) 204-5008, in Canada (416) 897-8529, FAX (213) 204-4375 or TELAX 99665 WWONE.
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/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 KBEO/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 Q4 (WOXI-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 Q4 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 WMMS Morning zoeekeepers Jeff Kinzbach & Flash Ferenc may soon be lured away to do a wake-up 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

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 up, baby, squeeze in a call to the Love Sponge hotline at (219) 269-1924.

Ch-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 KJLHLA. — 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
KEEP SOME GREAT COMPANY!

"YOU'RE NOT ALONE"

The New Single
Produced by Ron Nevison
Joining The Hot #1 Smash
"Look Away" And The Top Three
Hit "I Don't Wanna Live Without
Your Love." All Three From The
Platinum Album Chicago 19.
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 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
Direct Management Group, Steven Jensen and Martin Kirkup, Los Angeles and London

On RCA cassettes, compact discs and records.
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 (KSFOSF, KRTH/LA) has signed on for wake-up service at WSHE/Miami.

Heard doing an overnight show on KIIS-FM/LA 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 (2/11), when the twice-daily, 90-second “Jesse Jackson Commentary” becomes available through Syndicate II Productions.

Patric To Slick

Chase Untermyer, 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 Ackery takes over ownership from Scannix. 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.

KKOV-FM (QY103)/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 aname 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 Papiamento (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.
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 from WKRH/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 KEYV/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 '86 birch. Its summer '86 Arbitron 12+ score was 4.2.

Goree Gets GSM Slot
At WKQX

Jeffery Goree has been named GSM at EMMIS-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," Lyonett admitted. "We've cut down on the number of mistakes we're making. The station still has a healthy curve. 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 here 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 Warners 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 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-'86. Pictured are (l-r) manager Tom Manning, MCA Records President Al Tafer, 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 Lou 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 VP Dan Beck, Will To Power's Dr. J and Suzi Carr, E/P Sr. VP/GM Dave Grew, Will To Power's Bob Rosenberg, and E/P'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 KMOW in 1968 as Operations Director. While at KMOW, Osborne served as KMOW-FM (now KLOU) Station Manager, and assumed the KMOW PD job five years ago. In addition to holding down a daily airmshift (11am-noon), Osborne managed "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.

Dagan is a former CBS newsman and parttime KMOW anchor. According to Hyland, "We are indeed fortunate to have a man of Dave Dugan's capabilities join our staff." Dagan told R&R, "KMOW 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."
TIMOTHY WHITE'S
RockStars
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.
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 WDRU/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 overseeing 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 Sears, who referred inquiries to Smith; and MD Jimmy Smith.

Brooks

Continued from Page 3

of these stations. In his place at Hot 96.9 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."

Zabo, whose background includes MD/Asst. PD duties at WXLK/Beaumont, 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 96.9 burns the 'B' (cross-town CHR WBSS [B94]). 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."

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

Atlanta

Continued from Page 1

A PD has not been named at the station yet, Zito has been without a PD since Bob Case joined KZISP/Phoenix in October.

WFOX: Fulfilling Audience's Image

WFOX/PD Dennis Winslow told R&R, "We did a Top 30 countdown Sunday and Monday (1/1 and 2), and when we hit number one, we just realized 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 '60s and late '70s. While there are no on-air changes as part of the format change, Mark Gallett 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."


Shaw Gives In Flight Service


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 co-founded 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. Picture 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 Haler.

Escape Club Sheiks It Up

The Escape Club, promoting their single "Sheiks For The Sheik," performed two shows at New York's Bottom Line recently. Promoting en masse are (l-r) Atlantic Sr. VP/Promotion & Marketing Vince Fasoli, VP/National Account Promotion Danny Buch, VP/Artist Relations & Media Development Perry Cooper, group memberJohnnie Christo, Atlantic VP/Product Development & Promotion Judy Libow, the Escape Club's John Hall, and Atlantic VP/Marketing Chad Novak, VP/Sales Nick Mara, the band's Trevor Steel, two unidentified onlookers, Atlantic Sr. VP/GM Mark Schulman, another face in the crowd, and Atlantic VP/National Promotions Liz Sicurezza.

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 now I have a chance to help the growth of the lifecycles 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."

www.americanradiohistory.com
The Feast And Famine Fallacy

By Rob Balon

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 reasonably steady over the long haul.

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

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

Listeners soon become aware of this and avoid WBWE 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 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? Changes 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. This means for the broadcaster 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 are alike in their ability to keep a diary.

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

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

Make sure 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 cumers" you can convert during the year will be one more hedge against the wobbles of the ratings process.

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) 327-7011.
### Fall '88 Birch Results

#### Dallas - Ft. Worth

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*Formerly WMSV (NAC) - 2.2

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#### Minneapolis - St. Paul

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*Formerly KMSP (AC) - 5.4

#### Cleveland

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<td>WMX (AOR)</td>
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<td>1.5</td>
</tr>
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</table>
"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 American, Inc.
When You Play It, Say It.

www.americanradiohistory.com
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 was up enough to unseat pop as the leading component in the four-way balance, while ballads resounded from a dismal 1987 but fell short of previous heights.

For reference, here’s the 1988 figures:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Dance/Urban</td>
<td>32.3%</td>
</tr>
<tr>
<td>Pop</td>
<td>31.4%</td>
</tr>
<tr>
<td>Rock</td>
<td>19.3%</td>
</tr>
<tr>
<td>Ballads</td>
<td>17.2%</td>
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</table>

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 champ 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 46% 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 (229) was not actually worse than the Top 15 hits (147), I decided

CHR’s alltime chart champ kept popping hits.

Dance/Urban (compared I’d thought 40-16 of 239 hits). Dance/Urban records were all the hits of 1988.

Adding 40. I reached 15.

I thought 1987.

Top five records. (For comparisons 19.3% of the four musical styles, songs categorized as rock in a given year.)

Speaking of inexact, trying to categorize 229 songs into four styles of music is right up there with describing the physical properties of abatomic 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 229 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 Pielson, 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...).

Analysis 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 18% (of the Top 40 hits) in 1988. Were all those Guns N’ Roses and Def Leppard’s and Bon Jovi an illusion? All I read about in Joel Dever’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 record 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, tallying 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 15%-16% 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

by my inclusion of the records that peaked from 16-40 this year. Pop accounted for less than 25% 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 Aersosmith on Hot 97 or New Edition on KEGL can be a bit of a challenge), would have had more records that peaked outside of the Top 15.

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 14.4% 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, 25.2% of CHR’s Top 15 hits were by black artists, up from 19.7% last year, but still well below 28.4% of the Top 15 in 1987. But the percentage for AC dropped drastically from slightly over 20% to 12.0%.

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 1980s-88 figures for black crosses in CHR and AC:

<table>
<thead>
<tr>
<th>Year</th>
<th>CHR AC</th>
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<tbody>
<tr>
<td>1980</td>
<td>25.0%</td>
</tr>
<tr>
<td>1981</td>
<td>29.0%</td>
</tr>
<tr>
<td>1987</td>
<td>22.9%</td>
</tr>
<tr>
<td>1988</td>
<td>22.4%</td>
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</table>

The AC slide was discernible through 1986, 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 footnotes on Country crossovers to AC, the percentage noted increased. 0 to its lowest point ever, accounting for less than 1% (.8%), to be semi-exact) of the Top 15 hits. Translating to 12.0 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.
It Doesn't Get Any Better!

"SO GOOD"
The New Single From

Al Jarreau

Produced by George Duke for George Duke Enterprises, Inc.

From the Album

HEART'S HORIZON

©1980 KAPP/RECORDS
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 ARCHIE 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 S.L.A.M. 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.

The End Of An Era

Sobo's famed Marquee Club closed its doors on Wardour Street in July, reopening around the corner from the following month. Around the same time, over half a million saw MICHAEL JACKSON being "Bad" at Wembley Stadium, and the very month he was awarded him for his record-breaking show. PINK FLOYD also flew their pig at Wembley, and PRINCE surprised everyone by not cancelling his concert. 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, which can be reached at Globe Theatre, Shaftesbury Ave, London W1 7HS, phone 01-634-4513.

Top 30 British Hits For 1988

Top 10 Australian Artist Top 10 For 1988

Chris Odford and Glen Tibbrook say "squeezes" 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

AUSTRALIA

CANADA

DANCE TRACKS

Top 30 Dance Tracks Of 1988

1 WILL TO POWER/Say It's Gonna Rain (Epix)
2 INFORMATION SOCIETY/What's On Your Mind (Tommy Boy/Reprise)
3 SIEDAH GARRETT/In U.S.Q.A.T. (Quest/Reprise)
4 ERASURE/Chains Of Love (Go!Go!Replay)
5 JOHNNY KEMP/Just Got Paid (Columbia)
6 SWEET SENSATION/Never Let You Go (Astralwerks)
7 DENISE LOPEZ/Now You Say (Don't Make It Right) (Vendetta/AAMI)
8 ROB BASE & DJ EZ-ROCK/Takes Two (Profile)
9 NIA PEPPLES/رود (Mercury)
10 SA-FIRE/Can't Say I.Cutting (Mercury)
11 EVELYN "CHAMPAGNE" KING/On To Where You've Got (EMI)
12 NOEL/It's Like A Child (4th & Broadway/Island)
13 PEBBELLES/Mercedes Boy (MCA)
14 VANESSA WILLIAMS/The Right Stuff (Wigan/Polydor)
15 ELTON JOHN/Don't Wanna Go On With You Like That (MCA)
16 NATALIE COLE/Pink Cadillac (EMI)
17 TAYLOR DAYNE/Privy Love (Arista)
18 DEPECHE MODE/Behind The Wheel (Sire/WB)
19 RAFF/4 Love (Columbia)
20 NARBAD/Divine Emotion (Reprise)
21 BLUE MERCEDES/Want To Be Your Property (MCA)
22 NEW ORDER/Touched By The Hex Of Gor (Go!Go!Replay)
23 S-EXPRESS/These Are S-Express (Capitol)
24 BOBBY BROWN/Missende (Puma/Replay)
25 WHITNEY HOUSTON/You Will Save The Day (Arista)
26 INNER CITY/Big Fun (Virgin)
27 IMAGINATION/Intentional (RCA)
28 FABIO/Don't Stop On The Fire (Arista)
29 TRACY SPENCER/Symptoms Of True Love (Capitol)
30 JAMES BROWN/Stair (Scot Bros/CBS)

www.americanradiohistory.com
JUST RELEASED & ALREADY ON:

WVEE  WFXA  WALT
KRNB  WWDM  HOT105
WZAK  WFXE  WIZF
KPRS  WFXC  WTLG
WNHC  KIIZ  KDKO
WJIZ  WQIS  KACE

ONE OF THE MOST ADDED
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) as Blue Note in New York with performances by Michael Petrucciani, Bobby Watson, Bill Frisell, Snarky Puppy, and Stanley Jordan. The evening will culminate in an all-star jam. It was on this day in 1939 that the late Alfred Lion was scheduled for release beginning in May. "They will be comprehensive, high-

lighting the entire history of Blue Note from 'Boogie Woogie Piano' right up to Bobbie 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 Again in '89

Berman/Sternberg Entertainment has announced a 1989-1990 world tour by the Bee Gees which will follow their forthcoming Warner Bros. J.P. will be the brothers Gibba's 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 January, February, and July, and will include the group's first-ever appearance in Friesen. The J.P., 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 starting in July and in early August to coincide with the J.P. 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 rescheduled 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 Cowie, Chairman, President of the organization as well as IRS World Media, said that the special will be taped at various locations throughout the world. "We are now in the process of determining 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 STRIPPER, "Live In Japan" and "In The Beginning," LIZZY BORDEN, "The Murderous Metal Road Show," and D.R.I., "Live At The Ritz." The first long-form home video from POISON is expected to ship this year.

The second annual PARTY NINJAS all-star concert to benefit "Find The Cure" and "To take place yesterday (1/5) in Santa Monica. Members of MOTLEY CRUE, HEART, QUIET RIOT, WHITNEY, and others were scheduled to appear at press time.

Bobby Watson: a Blue Note celebration.

... And Platinum

The RIAA has issued the following awards for the month of December:

GOLD ALBUMS

11 MILLION (including) - "MCA (Arista)"

10 MILLION (including) - "CBS (Atlantic)

9 MILLION (including) - "Geffen/Atlantic"

8 MILLION (including) - "Interscope (Atlantic)"

7 MILLION (including) - "Epic/Columbia (Atlantic)"

6 MILLION (including) - "ATCO (Atlantic)"

5 MILLION (including) - "EMI/Capitol"

4 MILLION (including) - "Columbia/EMI"

3 MILLION (including) - "Elektra (Atlantic)"

2 MILLION (including) - "Epic/Columbia (Atlantic)"

1 MILLION (including) - "Arista"

SILVER ALBUMS

11 MILLION (including) - "EMI/Capitol"

10 MILLION (including) - "CBS (Atlantic)

9 MILLION (including) - "Columbia/EMI"

8 MILLION (including) - "Interscope (Atlantic)"

7 MILLION (including) - "ATCO (Atlantic)"

6 MILLION (including) - "ATCO (Atlantic)"

5 MILLION (including) - "Columbia/EMI"

4 MILLION (including) - "Columbia/EMI"

3 MILLION (including) - "EMI/Capitol"

2 MILLION (including) - "ATCO (Atlantic)"

1 MILLION (including) - "EMI/Capitol"

...
Mike Loves Making Speeches

MONDAY, JANUARY 16
1957: Liverpool's Cavern Club opens for business.
1972: Novelty king and "Chimpunks" 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."
1989/"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 Ro's Americasana Stadium.
Born: Ronnie Milsap 1946, Jim Stafford 1944, Sade 1960, Bill Francis (Dr. Hook) 1942

TUESDAY, JANUARY 17
1935/Bill Monroe begins his first recording sessions.
1972/Ellis Presley Blvd. is dedicated in Memphis.
1978/"Better late than never — After a "weeklong skumber party," Linda Ronstadt, Dolly Parton, and Emmylou Harris announce plans to record an album together. "Trio" is released eight years later.
1989/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 1946

WEDNESDAY, JANUARY 18
1956/Bill Haley & the Comets "Rock Around The Clock" LP becomes the first rock album to hit national charts.
1965/Pete Best wins his defamation suit against the Beatles, but is awarded considerably less than the $6 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.
Born: David Ruffin 1940

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."
1980/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."
1989/On Dolly's 40th birthday, Parfum, Linda Ronstadt, and Emmylou Harris restart the "Trio" LP project.
1998/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 1963

FRIDAY, JANUARY 20
1964/The Beatles' US debut album, "Meet The Beatles," is released.
1965/In Palm Springs, CA, Allen 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 inductee Elton John 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 sell pay 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.
1997/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 singing guy — In Hollywood, David Lee Roth and obligatory bony Beatles become sales maids at a mannequin mountain atop Tower Records to promote the release of his "Skyscraper" LP.

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.
1963/Now that's a real nice present — RCA signs Sam Cooke on his 25th birthday.
1988/Donna Fargo's Nashville home is partially destroyed by a fire. Her gold records are spared.
Born: Steve Perry 1953, Teddy Genity (Alabama) 1962, the late Sam Cooke 1935
For the Record: Crystal Gayle's birthdate was inadvertently misprinted. The correct date is 1/8/61.

—Paul Colbert

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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."

"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 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.

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

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. WWKZ/KZ105 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 LIKES 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 'Rightwatch' set more than a place where real human beings live two-thirds of their lives, and spend 11% 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.

Friends Today, Contacts Tomorrow

Tom Evans, OM/BD at WSIZ & 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 were working for two competing Fargo CHR's, KVOO and KBQD. 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 Fager, PD at KEGL/Dallas; Joe Dawson, DJ at WEYK/Chicago; Bill Richards, PD at KKBQ/Houston; Mark Todd, Asst. PD at KKBQ/Houston; Dan Kiele, Group PD for Vaign 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!
LEFT TO MY OWN DEVICES/PET SHOP BOYS

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

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DIRECTION: BILL GRAHAM MANAGEMENT

When you
PLAY IT,
SAY 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:

- In a 24-hour span, the WDFX/Detroit morning crew collected a stage of $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 9am, and hit the final total by noon Tuesday.
- WKBQ (Q106)/St. Louis midday 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.
- KQKO/Mahaska'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, WDXX/Louisville set up a "Sinner'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/Minnepolis 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 KQZB (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 Loves 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 Pat Boys, Joel, TKA, and the Latin Rascals were among those helping WQHT (Hot 97)/New York City.

KBBZ/Beaumont, TX, challenged area high schools to bring in the most canned goods for local food banks; the prize was a KBBZ-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 KBBZ Superbase.

The WEGX (Eagle 106)/Philadelphia morning team of Welch & Wooldy, with help from Campbell's Soup, vowed to hole up on the Eagle 106 bus until they hit 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.

KRTS (R-63)/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 TRL morning crew members Leo Cullo, Nancy Miller, and Mike Butts (inside the station's Jam Box), and drop-kicking weekender Billy Ray Valentine.

KIS-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 (Sgt.), KIS's Rick Dees, and Sgt. Wesley Brown.

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.
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 best 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 3,000 people mingled with Joe Pascual from the Boys Club, Jeremy Miller from “Growing Pains,” and Brandon Douglas 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 monkeys. This was one of the more colorful (and painstaking) displays, made up of over 700 lights.

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 monkeys. 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 Houpe (the short one) a toy guitar last Christmas. Since then, he’s been a late-night jammer 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) 266-6000. Scott Robbins joins the WKSI/Greensboro morning team, moving from parttime airstaff and promotion duties… KAYI (KAY 107)/Tulsa MD Evan Mitchell is leaving the station for overnight & 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… WGTZ/Dayton Programming Assistant Mark Callaghan takes over PD duties at WBNM/Denison, replacing Dave Curry who remains with the station, as does MD Jim Carona.

Coming Next Week

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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 Wingpread, 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. Johnetta Cole, President of Spelman College in Atlanta, urged radio professionals to exploit their power through public service programming. "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 generation 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.

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, November 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 Jayners, 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 WBTC, NABOB, BMA, and other industry groups aimed at solving 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 subject, please write or call me at 1930 Century Park West, Los Angeles, CA 90067. (213) 553-4330.

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

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

THE STRUGGLE CONTINUES — A&M artist Vesta (center) lent her support to a KGFJ & KLHH/Los Angeles sickle cell anemia radiothon. Surrounding Vesta are (left) KJLH’s Antoinette Russell, PO Cliff Weston and evening personality Rico, and A&M’s David Gray.

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 80% 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.

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BRAD MESSER

'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. World-wide a hundred years ago, the flood spread across the planet in a pandemic which affected two of every five people on earth.

The century mark will be reached by lennucina, cadmium baking powder, McCormick spices and pilsen 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.

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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). Fifteenth 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.

Designers Aldo Gucci pledged 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).


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.

While a collapse is always shaking seriously in China, where a collapsed convicted of "economic crimes" was executed in 1983. A volcanic eruption in New Guinea in 1951 claimed 3000 lives. Twentieth anniversary of the release of Credence Clearwater Revue'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.


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. Firms 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 (1/12): Robby Benson 33; Jill Eikenberry 42; Placido Domingo 48; Jack Nicholson 51; Wolfman Jack 51.

Sunday (1/12): Linda Blair 30; George Foreman 41; Bill Bixby 55; Ann Sothern 80.

www.americanradiohistory.com
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 redefinition, going through a metamorphosis pretty similar to what AC went through about five years ago.

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 Writers Weekend Losses
- "Free time is at a premium. According to John Naisbitt, leisure time is down 16 hours a week from 1980, 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 AOR.
- "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 mass 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 the listener perceives as<br />

Peter Doyle
McGaven Guild

While everyone'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 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 synergy,' which means determining what media work well together. Radio is almost in the hands for 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 spoonfeed 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 in 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 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 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."

Dave Brewer
Pollack Media Group

AOR will begin to get a bit younger. The CHRs 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 50-40% current, 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

Prime Prognostications
- Advertising Revenues Up Across The Board
- More 12-24 Formats Debut
- Talent Shortage Worsens
- Classic Rock Remains Viable
- More Hard Rock Successes
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 CHR are like buildings; 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.

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 CHR even more than it does traditional 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 KKKR/Kansas City is doing with the AOR '80's hits approach. I think that station is going to put a lot of serious pressure on the 18-24 side and force KYVS 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 39-year-olds or 35-year-olds. We've mined that territory; the majority of stations are geared to the 25-34 segment. The only real fertile territory is 18-24. I'm beginning to see more openness-mindedness toward a station that concentrates on 12-24.

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

—Fred Jacobs

Fred Jacobs

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've 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 quit and auditorium tests. That's the easy part. We've got to go beyond that and come up with ways to make AOR more funny and unique.

Dave Brewer

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

—Dave Brewer

SEGUES

As predicted in Street Talk (12/23), WQKX/First — which dismissed the entire airstaff as of 12/31 — has switched to CHR.

WTI/Portacool promotes MD Steve Smith to PD as Mark Dagwell exits; John Stuart is the new MD; Chip Nelson assumes Promotion Director duties. WQKX/Albany's promotion maven Lisa Walker adds MD duties... WRXX/Ft. Myers ups D Day to MD... WRRU/Richmond's Dal Hunter joins Paul Shugrin as co MD... Scott Murray is the new MD at WGBB/Evansville as Mike Sanders exits.

WRFX/Charlotte names Randy Brazil OM. He'll report to PD Jack Daniel; Kimberly Stoll upped to Promotions Director as Mark Guillett jumps to WFOX/Atlanta... KFMZ/Columbia, MO MD/Mike Richter moves to WWMG/Springfield, IL as Promotion Director... WACX/Syracuse names Eric Tomh Promotion Director; Dave Argue and Cherri Kendall join for part-time ad duty... WGGV/Manchester, NH selects WXGT/Columbia personality Buck McWilliams for AM drive.

Coming Next Week

WEBN Strikes Again! A detailed review of 'EBN's unique, attention-getting promotional campaign.
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 Gunnan broadcast live from suburban Royal Oak's Metropol- tan 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, WHDH-TV weathercaster Chuck Gallina, 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 Maritimes 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 additional $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 Pelak 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."

**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 in 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 Kinosian, AC Editor, R&R, 1900 Century Park West, Los Angeles, CA 90067. Remember, pictures always help, and black and whites are preferred. Have a great 1989!

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**‘Wave Aid II’ Ready For Holidays**

**KTVL 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 en- abled us to present AmFar with an initial check for $150,000," noted KTVL VP/GM Allan Chlowlitz.

"With renewed support for the sec- ond phase of the ‘Wave Aid’ promo- tion, we look forward to delivering many more checks to AmFar to fight this dreaded disease."

KTVL 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 40,000 units of the first ‘Wave Aid’ sampler were distributed.

Cassettes carry a suggested retailed price of $9.98; CDs are tagged at $14.98.

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**ACCELERATION**

**Air Talent**

**Former Holy Cross and Boston Cel- tics star Mike Lang joins WODS/Boston as sports reporter. He continues Celtics color commentary on Sportscannels. Sandy Shaw is doing weekends on KTVL/Los Ange- les with Marilyn Matthews joins WGIL/Chicago during evenings.**

Frankie Warren moves into the morning drive slot at WMGI/Williams Barre . John Thomas joins Bruce Murdoch in AM drive at KLSY/Seattle . WLO/Traverse City night per- sonalty Dave Barr moves to middays and KLUS/Santa Cruz announces An- gle Honda takes over Bar's 7pm-mid- night shift . Dave Randall joins WOOD/Grand Rapids in PM drive, replacing Chuck Bailey, who left to pro- gram WOWO/Ft. Wayne . WZZN/ Augusta, GA adds Marco Morano to swing . KWFM/Tucson adds Erin Fraser for morning news . WMJU/ Birmingham traffic reporter Johnny King moves to middays, replacing Carter Davis, who will serve as off-air PD.

Matt Goodwin moves from overnight/ nights to 7am-11am at WAF/Charlotte, NC . KFSB/Des Moines appoints Mike Lang PM driver . WTSI/Hanover, NH welcomes WCNL/Newport, NH midday announcer Tanya Kelly to PM drive and PD Rob Thaler to AM drive . Dave Peck has been promoted from PM drive to AM drive on WGBS/Columbus, IN.

**Management**

Peter Kling has been promoted to PD at WHEN/Syracuse . Paul Ver- tano joins WFCO/Saratoga Springs . PD at PD to PD at WFMF/Flint and WCRZ/Flint, respectively . WMA/Chicago names Marilyn Thom- as Public Affairs Director/News Pro- ducer . KY/jC/Medford, OR MD Charlie Kirk is promoted to PD. Former KLSG/Las Vegas News/Public Affairs Director Dennis Mitchell crosses the strip for similar duties at KRLV.

KFSB/Des Moines PM driver Gayle Pe- teit adds MD duties . . . Ann Licater has been named Promotion Manager for KGOL/Minneapolis. Jamie Hancock is promoted to ND at WLAX/Chattanooga, replacing Paul Roberts, who goes to the Satellite Business News Network. Don Weis is the new Promotion Director at WHNN/Saginaw . Tom Barrett joins WASK/Lafayette, IN as MD.

**Miscellaneous**

WVLV/Miami personality Greg Budell is one of six Florida media members to win the Media Recogni- tion Award presented annually by the Florida School Boards Association. KMGK/Santa Barbara PD Steven Meade is accepting TAs by mail (no calls) for present and future openings . KORD/Reno has changed format from CHR to the Wave.
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 excelled 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%.)

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 nourishing.

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 Consultant Corners will feature your questions to be answered by our rotating panel. Send your programming questions to: Lon Helton, 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!

HAVE YOU HEARD

WKMF/Ft. APD Paul Victor has been named PD in the wake of OM Steve King's departure to WEMP & WARR in New York. Victor has been assisting on OM duties at WKMG since 25th birthday to WKMG/... WXK/Brooklyn Falls has appointed morning man Rick Rising and MD/PM runner Dan Kristoffer-Lapham to their stations. Larry Rohr's exit to South Dakota Public Radio... Mike Murphy has added OM duties to his morning man role at WFMU/... 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 WMUS/Muskegon PD and has 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/Denver morning personality is Keith Reiker, who crosses the street from KHJ... WELE/Daytona Beach evening jock Bob Barry has shifted to mornings... Dick Austin has joined the KKX/Daytona Beach staff from KDK & KKL/Kirkville, MO.

KIK-FM/Anahiem PD Don Jeffries has been named the California CMA Personality of the Year. Mark Gallagher is the new KMP/Seattle Promotions Director... Welcome to new Country outlet WDIX/Orange-burg, SC, PD/morning man is Bill Plummer. KYKQ/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 KLB; midday Phil Williams has been upped to MD/afternoons... Scott Larson is the PD at WWKI/Kid, PA, which recently went Country from Oldies. News Notes: Sarah Diamond has been upped to ND at WTCR/Huntington, WV. News to the ND position at KMAJ/Grand Island, NE is Scott Farmer, coming from KHAS/Hastings, NE.

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 NYFM 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:

- WGSU/Frederick, MD aired its annual "Christmas Cash For Kids," collecting over $5,000 in a two-and-a-half day period. The money went for clothes, blankets, and toys for needy kids in Frederick County, Maryland.
- WKX/Kokomo, IN raised more than $100,000 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 honor- ed three times by the President's Citation Program for Private Sector initiatives. In 1986, President Reagan presented WKX with the "C-Flag" — the highest award in the program. In 1986, it also put WKX in the top 50 of the NAB Crystal Awards.
- KMP/Seattle extended the traditional gift giving promotion to adults this year. Teaming with the Union Gospel Mission, KMP broadcast its morning snow 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.
- KJNE/Daytona Beach morning man Bob Barry has been named CMA Personality of the Year.
- KIK-FM/Anaheim PD Don Jeffries has been named the California CMA Personality of the Year.
- Mark Gallagher is the new KMP/Seattle Promotions Director.
- Welcome to the new Country outlet WDIX/Orange-burg, SC, PD/morning man is Bill Plummer.
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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 Musician Only: We Know Our Parts,” and “The Demo: A Hit Is Born.”

In the first session, panels 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 Legg 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 $349.

Nashville Notes

• The Academy of Country Music has put out the call to record companies, artists, video producers, 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 26th annual awards show in April. Submit entries to: Academy of Country Music, 665 Sunset Blvd, Ste. 925, 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 the business. “A lot of work,” produced by WB’s Janice Arroz and Doug Grau, is also included on the label.

• Bobby Helms’ life will be the subject of a feature film to be made by A.C. Film Productions of Orlando. Shooting will begin in April in Nashville and Helms’ home state of Indiana. There is a tentative release date of October 1989 for the $10 million project. Helms’ hits include “My Special Angel,” “Jingle Bell Rock,” and “Fraulein.”

• John Conlee’s 18th Avenue Records debut single, “Hit The Ground Running,” has first line that goes, “Hit the ground running, kick up some dirt.” So that’s just what promotion department head B.J. McElwre 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’ “High Ridin’ Heroes” video will be featured on the January 15 telecast.

• 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: Party 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 loin’ and ropin’

NASHVILLE IN MOTION

Music City Musical Chairs

Daddion Music relocated to 50 Music Square West, Nashville, TN 37203; (615) 320-0384. Par-music 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 Schiltz has formed the Production Services Group to handle tour production, transportation, and personnel. PSG offices are located at 900 19th Ave., 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.

Bookings Bonds: Maripat Davis to Triangle Talent, Inc. of Louisville, KY. Texas group Canyon to the Chordon 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 Billingham and John Wesley Ryles to Bull’s Creek Music Group; Jim Weatherly to Opaltry Music Group’s Milene Music.

Recording Agreements: Cheryl K. Warner to Playback Records; Former Speers member Sue Dodge to Daddion Music; Michelle Lynn to Master Records.

Lisa T. Sterling has signed with H. Ken Biddy & Associates for management and production.

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 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

Lorrie Morgan is 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 18, 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 Matie S. (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 Street Station.” And she still manages to find time to write songs and sing demos.

DAD: Mike Morgan. MIKE: “I think she’s terrific. She has so much style and so much talent.”

DEEPEST IMPRESSION: Linda Thompson. “I’ve been very fortunate to see her up close and I’ve seen her grow as a performer.”

DEEPEST IMPRESSION: “When I was little I loved to play with makeup and I used to work on my dad’s and grandma’s hair.”

Lorrie Morgan

Street Station. And she still manages to find time to write songs and sing demos.

Dee Dee” will be Lorrie’s next single release. Like “Trainwreck,” it will be accompanied by a video.

The New Artist Fact File spotlights artists appearing on the Country chart for the first time.

Nashville This Week Jan 6, 1988 RAR 59
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MARKETPLACE

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62 R&R Jan 8, 1988

MARKETPLACE

SHOW PREP

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WPYG-FM taking applications for LSM. Three to five years experience. Great formatted and great oriented. Resume: ED Turner, 6301 Ivy Ln., Green Bay, WI 54307. (414) EOE

Air Talent and PD for current independent AM/FM. Must have experience as a PD & RM. WRKX, 17027, Manchester, VA 22310. (703) EOE

New Hampshire’s newest CHR has opening for an AM disc jock. Must have at least 2 years’ experience as a PD & RM. WRKX, 136 Lake St, Nashua, NH 03060. (603) EOE

PROGRAM DIRECTOR

New England CHR/MOR combo seeks Program Director, Class B FM leads the market. Fulltime 5000 QM others are available. Airshift, production, promotion are musts. Good looks for the right person. T&R to Mike Tromley, WKNE, Box 466, Keene, NH 03431. EOE

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A West Broadcasting Station has a rare opening for an Afternoon Drive AC Personality. Show me you have the skills to be topical, witty, reliable and entertaining, and wrap it up in a conversational package. Send tape and resume to Tom Graye, WHKX Radio, 400 Anthrope Blvd, Pittsburg, PA 15221. Calls will be accepted at 412-244-4544. EOE

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GOOD PIPES? ARE THEY FREEZING?

Tampa Bay’s Classic Rock/AOR is searching for the right afternoon personality. This Sundowner outlet has one of Florida’s best facilities and needs the right person now! Someone who:

- Has good production skills
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KRBE

Power 104 KRBE has rare opening. If you’re not afraid to risk and be a news super star 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 want to do news! Anybody you want, as long as you can talk and are different. Please no Cheesy Carlys or radio readers. Fed. EOE

Small market station with major market marketability seeks 7 midnight talent. Great resume a plus. T&R KSJtings 703-372-0011.

WKXC Fox 95 has an immediate opening for a Production Manager. ‘Tad to two year’s Urban experience. T&R Wayne Wilcox, 2515 Apex Highway, Durham, NC 27713. (919) 644-6161.

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Lost our evening staff to New Orleans Dynamic air and production void. Only applicant with winning attributes need apply. T&R WPPI, Box 165, Columbus, Virginia 24022. (703) EOE

Experienced Promotions Assistant needed for leading station in major market — Miami/Fort Lauderdale. Great opportunity for an aggressive 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

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**OPPORTUNITIES**

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**101.5 FM**

**MORNINGS!**

We have a major opportunity for an experienced morning personality. Must be warm, top 40, with genuine adult humor. If you know what it takes to win and are motivated to be #1, rush tape, resume, and picture McGinley, Program Director, KICKS 101.5 FM, 360 Interstate North, Suite 101, Atlanta, Ga. 30339. Capital Cities/ABC, Inc. EOE/MF.

**WNM News/Talk all the time!**

Number one F.M. & new, News/Talk A.M. needs experienced co-anchor and street reporter for number one new name in the market. Minorities and women encouraged to apply. Minimum 3 years experience. Call Ashley Anderson 1-380-532-3911.

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A high rated personality CHR. Excellent facility. $$$ plus extra appearances. C.M.R Radio & Records, 1930 Century Park West, #294, Los Angeles, CA 90067, EOE.

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**MIDWEST**

Anon. News Reporter. Two years experience and excellent writing skills can put you on our team. T&R: WUMN AM, 11821 Euclid Ave., Cleveland, Ohio, 44106. 1-11 EOE.

Morning News Director/Anchor for Classic Hits station in growing college market. Female encouraged. T&R: WYWW, Mike Morgan, Box 7052, Lafayette, Ind. 47905. 1-12 EOE.

Come Fall to beautiful Northern Michigan. Experienced News Director needed yesterday. T&R: WNWN/WYFI, Box 256, Peamsville, MI 49770. 1-13 EOE.

New Country outlet in SW Oklahoma has an experienced to experienced announcer. Must be production and on air. T&R: KFJZ, Box 433, Lawton, OK 73506. 1-14 EOE.


WNNM/Dhobi seeks full and parttime Ann. If you're ready to get to 95-195 FM & Bob Coffee, Box 741, Yuma, Ariz. 85367. 1/23 EOE.

WWKJ/Meeko seeks experienced Account Executive with strong written, verbal and presentation skills. Recent: Bruce Mughman, 519 N. Main, Indpea 48901, 1/23 EOE.


Small market AC/CHR seeks announcer for team. Tiny market. T&R: KKS, Brian Jones, Id., Kansas 66740. 1/23 EOE.

WDLN/Davidville, Ill. seeks MD/DR defender. Station: AAA/AF, long term player only. Six days a week, 1211/6 EEO.

WDFW/Walton asks for enthusiastic, full and parttime overnight automotive. Production and automation duties. T&R: Dave Cameron, Box 38, Walton, Ind. 47396. 1/23 EOE.

WDBU/Drew Bay asks enthusiastic full and parttime overnight Announcer. Production and automation duties. T&R: Dave Cameron, Box 38, Walton, Ind. 47396. 1/23 EOE.

**CHR MORNING SHOW**

We're looking for a high powered college market group owned CHH looking for a morning man, woman or team. If you are looking for more creative freedom and an opportunity to grow the station is the right place. Send resume, and picture to: Program Director, KICKS 101.5 FM, Box 282, Los Angeles, CA 90067.

**HIGH POWER MIDWEST FM-PD/ Program Director**

We have an immediate opening for a Program Director 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 salary requirements to: Radio & Records, 1930 Century Park West, #112, Los Angeles, CA 90067, EOE.

**Q-102, Iowa's Top hit music station is searching for our next midday superstar.**

Winning team, great company! Female encouraged. Overnight T&R to Chuck Fernley WIVC, 1737 Locust, Des Moines, IA 50309. EOE.

**MIDWEST COUNTRY STATION**

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**CHR MORNING SIDEKICK**

**NEWS PERSONALITY**

We are looking together for a new morning show for our top rated college market CHH. 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 a winner, win up top and be part of a winning team rush T&R to: Radio & Records, 1930 Century Park West, #293, Los Angeles, CA 90067, EOE. M/F/EOE.

**CHR MORNING PERSONALITY**

**PROGRAM DIRECTOR**

Strong Medium-Large Market AC, NE Ohio, seeks an aggressive, experienced programmer for this job that's yes, please read it. Send resume, and picture to: Radio & Records, 1930 Century Park West, Box #320, Los Angeles, CA 90067. EOE.

**GOODRICH BROADCASTING**

Grand Rapids could use a good looking up. We're looking for an off-the-wall morning personality, 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, WIVC, 2157 East Mt. Hope, Lansing, Michigan 48910. EOE. M/F.

**PROGRAM DIRECTOR**

**WEST**

FM Country station near Tucson seeks Air Talent and a salesperson. T&R: KAVK, Paul Lorish, Box 43277, Tucson, AZ 85733. 1/10 EOE.


Newspaper/TV Station News Director/Cooperative people skills and sales ability, very good compensation and benefits, please send resume and salary history and are motivated to apply. No calls. T&R: WMGI RTS, Box 112/31, 1/21 EOE.

Small market Country station in Southwest Ohio searching for a morning Air Talent. Must have studio personality, T&R: KRTZ, Box XX, Combs, CA 93521. 1/11 EOE.

Rush Upham started in Stephenville if you're not a hot talk show host/investigative reports, get in touch with T&R: KUHF, 59 W. Grafo, Box 700, Stephenville, TX 76401. 1/11 EOE.

**WEST**

FM Country station near Salt Lake City looking for a morning personality. T&R: KQOT, Brian Carroll, Box 1200, West, UT 84102. 1/11 EOE.

FM Station Country Music Director/Coordinator seeks Creative Director/Co-op. International opportunities. Coord. person seeks creative director with production background. T&R: KWS, Box 489, Warm Springs, OR 97871. 1/11 EOE.

KUX/Pacific, OR seeks PD with three years experience. Multitrack, recording and production skills a must. T&R: Bill Bradley, 8400 S.W. Cannon Court, Portland, OR 97221. 1/11 EOE.

KtW/San Francisco County supervisor seeks production/ engineering/technical director. T&R: KFRC, Ron Colby, 6640 Redwood Dr., #202, Napa, Ca. 94559, 1/23 EOE.

Formal education, but on the job training available. Male or female, experienced production/DJ team seeks opportunities with future openings. T&R: KQCR, Bill O'Brien, 1307 E. 9th, Albany, OR 97322. 1/11 EOE.

**K&B Huge Country**


**TOP STATIONS**

NOW!

Top station, medium market needs enterprising announcer. Must have 5+ yrs. with good track record. Challenges and opportunity for growth. If you are interested in stability & creative work, 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.

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Top 35 Market AC leader looking for additional morning playmate! 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 lifestyle, and lots of public appearances. Character voice is not important. This position 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, info and photo to Radio & Records, 1930 Century Park West, #295, Los Angeles, CA 90067, EOE.
Multi‐taled Sportscaster seeks challenging position. Ten years' experience and College B.A. MS KN 158 465-8512 (11/18)
Ten year vet with multi-track experience seeks NE powerhouse. ALLIES: (11/18) 746-1886 (11/18)
Ready to go fulltime after four years of part-time gigs. Will travel. TAXI: DENNIS (11/18) 327-5054 (11/18)
Former PD/AM Drive personality in small market. Six years experience. Looking for Florida, East Coast. AL: (11/18) 746-1527 (11/18)
Matt Live! Creative! Art Talent for CHR format. Great people person for重返. HUNTER: (11/18) 978-2288 (11/18)
AM Drive Producer seeks on or off‐gig. Medium market experience to work. KERN: (11/18) 327-2292 (11/18)
A/C Personality with five years' experience looking to relocate to East Coast. Prefer Florida. AL: (11/18) 746-1527 (11/18)
Charming female announcer would like to assist in promotions and management. Creative and diversified. Great production. MICHELLE: (11/18) 835-4716 (11/18)
Female voice seeks first fulltime as air. Currently at 50a AC station. Prefer N.J. or Eastern PA. BONDI: (11/18) 527-3774 (11/18)
Veteran rockin' voice for AM/5 station. DATES: (11/18) 933-6779 (11/18)
News dog seeks new kennel. Can lead and run with the pack. Seven years' experience. STEVEN: (11/18) 329-2388 (11/18)
Air Personality with strong production skills in small market. Excellent news delivery. All cities considered. JAMES: (11/18) 272-3164 (11/18)
Production/programming. I've got it all. From the Loop to the Wave. Now in NYC. Looking to relocate to Midwest. DAVE: (11/18) 342-3422 (11/18)
Start the out‐of‐town tour. Hire an experienced Anchor/Reporter that will bring great cheer. No limit to commitment and talents. ANGELA: (11/18) 213-9345 (11/18)
High energy CHR personality with programming background in the Memphis market. Sustained six month challenge. DION: (11/18) 726-7402 (11/18)
Twelve year News Director for KFOL Any medium/large market. KEN: (11/18) 213-4453 (11/18)
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Make way for Freda/Friend! Sports as never before. Outspoken and insightful. Talk and wind: BREN: (11/18) 584-2379 (12/12)

Top 45 at #1! Top 35 MD at #11! Now 22 and looking for a high energy, aggressive station to match your personality. Super tight. #1 pick. CHR/Hot AC/Top 40. MARK 415-225-7365.

Attention PD's in So. Cal. Announcer with character seeks UC/CHR/AM. DAVE: (11/18) 281-0778 (12/12)
NPD/PATR with 10 years' experience in medium/large markets available immediately. LARRY: (1/7) 756-2500 (12/12)
Young A/C seeks station to hire novice producer/cooper, willing to relocate. KENN: (11/18) 723-2457 (12/12)
Female A/T in Pittsburgh seeks full time job in the Top 84 and early years experience. BARRY: (12/12) 322-7819 (12/12)
News Director/Announcer ready to relocate after first of the year. Eight years' experience with Journalism degree. MARK: (3/14) 756-2950 (12/12)
Did I make a mistake? Promoted the sun, but all I got was the moon. I work real mid in medium market. Currently PD. ROB: (12/12) 382-4250 (12/12)
PD/AT available now for medium/large market. 14 years experience in CHR/AC/Country/Classics. LENNY: (4/0) 622-7005 (12/12)
Expereiced major market PD with winning record seeks new gig. Dedicated pro with great people skills. GEORGE (11/18) 329-8742 (12/12)
Young energetic AT seeks career advancement. Team player. JEFF: (12/18) 654-0578 (12/12)
Sales-minded PD/DJ proven ideas to increase billing. Mixed music, internet, videos, automation. DENNIS: (12/18) 659-3336 (12/12)
"Success is Easy..." Programming/marketing savvy is the key to winning easily! Send today for The "Easy Programming Philosophy." PO BOX 50, Norfolk, VA 23510. Winning now as PD at top 35. See OM/PD top 30. Mutually confidential.

Next year can be great with a qualified PD/DJ. I am looking for you. DAVE: (12/18) 654-7592 (12/12)
Gems a gig! Quest Cities or Central Iowa. Eight years' experience with AOR/AC/RO. Call today! BIL: (12/18) 717-1946 (12/12)
Must escape Northern tundra! Original, entertaining AT seeks new location. TONI: (12/18) 727-0509 (12/12)
"You won't call this DJ with three years' experience. Would be a rookie seeking an opportunity as another Chex, it's Christmas. BRAD: (11/18) 653-7852 (12/12)
Help Perkiows Northwest! Bright, mature AT from major market looking for gig in your area. DAVE: (12/18) 521-1393 (12/12)
Off the-wall personality seeks to break into Country/AC/Cas style. Great experience in small/market area. ART: (12/18) 397-2923 (12/12)
Selection about personality radio! Want generously humorous pro with an off the large market? I seek small market opportunities or afternoons. MATT: (12/18) 387-8223 (12/12)
CHW is looking for downtown & AM. Great Nixon for your market. KEN: (12/18) 726-1703 (12/12)
People! Production engineer with eight years' experience seeks Chris. I work Chapel! ROB: (12/18) 461-0750 (12/12)
Need some help? Good copy, production, voices. Medium market. TERRI: (12/18) 386-4680 (12/12)
Seven years pro with medium market experience seeks back in. Prefer Texas and surrounding states. ROB: (12/18) 455-8477 (12/12)
Disc‐based AT isn't too set to learn new tricks, Peter AC/ Oldies/Christian. Three years experience at AC DEAN: (11/18) 396-8514 (12/12)
Immediate opportunities with 15 years' experience in new‐spot support/artist. A red rock, GLENN ROBERTS: (12/18) 549-5055 (12/12)
A/C/Classic Rock female stuck in Country rut. Gonna get out first years experience. Prefer medium/large market. LEA: (12/18) 506-5994 (12/12)
Experienced AT available for any day shift. Blks. voices, good production. Team player. Seeking AC/Indianapolis in large market. DAVID: (12/18) 596-9414 (12/12)
Riding talent with production experience seeks AM drive show. Medium/Market Manager. TONY: (12/18) 656-1831 (12/12)
Award‐winning production pro with eight years' experience seeks part time gig in San Diego area. RICK: (12/12) 545-7307 (12/12)
Ten year pro seeks gig in South. Have experience in Country/BB/Oldies. Prefer small/medium market. STEVE: (12/18) 991-9953 (12/12)
The real Robert Mitchell has experience and you can only call ROBERT: (12/18) 578-5847 (12/12)
Unemployed just wants back in. Five years' experience in all formats. TOM: (12/18) 278-0213 (12/12)
Formal OM seeks position in Iowa. Not scared of hard work. RON: (12/18) 234-5548 (12/12)
Broadcasting school and college grad with management, sales experience seeks on air gig. Peter middle‐santa. CHARLIE: (12/18) 587-0138 (12/12)
PD with on‐air experience available now for medium or large market. Ten years' experience with CHR/AC/Classics LENNY: (4/0) 822-7005 (12/12)

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 sizes markets and all formats. Announcements, news, sports, program directors. We also schedule a complete presentation within 24 hours of your call. Call Now... 205-822-9144.

Attention National Radio Sales Executives... searching for a new position in your area. Call Now... 205-822-9144.
JANUARY 6, 1989

NATIONAL AIRPLAY

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<td>MERLE HAGGARD (he's the king)</td>
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<td>OAK RIDGE BOYS</td>
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<td>SWEETHEARTS OF THE ROAD</td>
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<td>ANNE MURRAY</td>
<td>115/8</td>
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<td>T. GRAHAM BROWN</td>
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<td>RICKY VAN SHELTON (from A Jack To A King)</td>
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<td>PABLO OVERSTEED (love helps those in need)</td>
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<td>GEORGE JONES (it's a one woman man)</td>
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<td>LYLE LOVE</td>
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<td>EMMYLOU HARRIS</td>
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<td>NITTY Gritty DIRTY BAND (down that road today)</td>
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<td>LORRIE MORGAN</td>
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<td>KEITH WHITLEY</td>
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<td>RESTLESS HEART (tender ice)</td>
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<td>MICHAEL JOHNSON</td>
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RICKY VAN SHELTON
From A Jack To A King (Columbia)

On 75% of reporting stations. Rotations: Heavy 3, Medium 27, Light 96, Total Adds 44 including WGCN, WVRK, WTCR, WZPR, WJR, WCO, KNFM, WKYQ, WYK, WIRK, KCJW, WKCQ, KZEN, KWOS, WDKX, KRKT, KRST, KYAK, KOHL, 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 WCO, WPOC, WYRK, WYRK, WILD, KEAN, WYRK, KSSN, WLL, KKYK, KJNE, WIRK, WYNG, WKCQ, KFDO, KKCQ, KUGN, KKAT, KZNE, KMPN. Moves 49-41-38 on the Country chart.

MOST ADDDED & HOTTET for 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 includes the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

RICKY VAN SHELTON (44)
REBA McEntire (25)
DON WILLIAMS (19)
VERN GODWIN (18)
GEORGE JONES (17)
NITTY Gritty DIRTY BAND (17)
MICHAEI MARTIN MURPHEY (16)
RONNIE MILSAP (15)
BELAMY BROTHERS (14)
LOURIE MORGAN (14)

Most Added

RANDY TRAVIS (93)
ALABAMA (67)
RODNEY CROWELL (47)
HIGHWAY 101 (41)
EARL THOMAS CONLEY (40)
PATSY CLINE (32)
JUDDS (20)
BAILIE & THE BOYS (28)
SKIP EGGERS (25)
DOUG WATSON (17)

Hottest

RANDY TRAVIS "From A Jack To A King"

From the Already Gold Album "LIVING PROOF"
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.

No records qualified for Breaker status this week.

Gipsy Kings
BAMBOLEO
the first single from the album Gipsy Kings
WSLQ WSKI WORG WTRX WFPA WCAC WEIM WGSV WJON

Nouveaux Video on VH1 for 5 weeks!
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<th>No.</th>
<th>Artist/Album</th>
<th>Track(s)</th>
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<td>LEE RITENOUR/Festival (GRP)</td>
<td>&quot;Humani&quot; &quot;Rio&quot;</td>
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<td>MICHEL CAMILO/Michel Camilo (Portait/Epic)</td>
<td>&quot;Dreamlight&quot; &quot;Pra&quot;</td>
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<td>3</td>
<td>KENT JORDAN/Essence (Columbia)</td>
<td>&quot;Rio&quot; &quot;Memorito&quot;</td>
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<td>GERALD ALBRIGHT/Bermuda Nights (Atlantic)</td>
<td>&quot;Bermuda&quot; &quot;Mood&quot;</td>
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<td>5</td>
<td>BIRELI LABRENE/Foreign Affair (Blue Note)</td>
<td>&quot;Timothy&quot; &quot;Jean&quot;</td>
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<td>6</td>
<td>TANIA MARIA/Forgotten Colors (Capitol)</td>
<td>&quot;Love&quot; &quot;Please&quot;</td>
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<td>7</td>
<td>CHET ATKINS, C.G.P./Chet Atkins, C.G.P. (Columbia)</td>
<td>&quot;Chinook&quot; &quot;Imagine&quot;</td>
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<td>8</td>
<td>TOM SCOTT/Flashpoint (GRP)</td>
<td>&quot;Cool&quot; &quot;Grip&quot;</td>
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<td>FLORA PURIM/Midnight Sun (Venture/Virgin)</td>
<td>&quot;Light&quot; &quot;Midnight&quot;</td>
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<td>JOE BECK/Back To Back (DMP)</td>
<td>&quot;Back&quot; &quot;Lullaby&quot;</td>
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<td>RICK VANCE/Stone Bird (Columbia)</td>
<td>&quot;Scrapple&quot; &quot;Lover&quot; &quot;Blues&quot;</td>
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<td>RICHIE COLE/Signature (Milestone/Fantasy)</td>
<td>&quot;Trade&quot; &quot;Rainbow&quot;</td>
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<td>SADAO WATANABE/Talkin' (GRP)</td>
<td>&quot;Angel&quot; &quot;Only&quot;</td>
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<td>TONY WILLIAMS/Angel Street (Blue Note)</td>
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<td>AL JARREAU/Heart's Horizon (Reprise)</td>
<td>&quot;Good&quot; &quot;One&quot;</td>
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<td>&quot;Avalon&quot; &quot;Imagination&quot; &quot;Lazy&quot;</td>
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<td>HARMER BROTHERS/Harper Brothers (Verve/P)</td>
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<td>JANIE IVA BLOOM/Sidom (Columbia)</td>
<td>&quot;Gathering&quot; &quot;Angels&quot;</td>
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<td>WISHFUL THINKING/Day Down West (Soundwings)</td>
<td>&quot;Outbound&quot; &quot;Boundaries&quot;</td>
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<td>21</td>
<td>C.G.P./Chet Atkins, Virginia, C.G.P.</td>
<td>&quot;Believe&quot; &quot;Ko Ko&quot;</td>
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<td>C.G.P./Chet Atkins, Virginia, C.G.P.</td>
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<td>BIRD/Soundtrack (Columbia)</td>
<td>&quot;Feeling&quot; &quot;Wishing&quot;</td>
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<td>PETER ERKINE/To Beck (DMP)</td>
<td>&quot;Exit&quot; &quot;erkman&quot;</td>
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<td>STANLEY JORDAN/Flying Home (EMI)</td>
<td>&quot;Street&quot; &quot;Tropical&quot;</td>
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<td>CALLOWELL PLUS/As We Bo (MCA Master Series)</td>
<td>&quot;Song&quot; &quot;Chill&quot;</td>
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<td>DANNY HINES/Ever Last Island (Silver Wave)</td>
<td>&quot;Island&quot; &quot;Crescendo&quot;</td>
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<td>VANGELIS/Direct (Arista)</td>
<td>&quot;Wind&quot; &quot;Logic&quot;</td>
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<td>NEAL DAVIS/Wind Angles (Visual Music)</td>
<td>&quot;Waterfalls&quot; &quot;New&quot;</td>
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<td>SUSAN MAZER &amp; DALLAS SMITH/Summit (Brave Dog)</td>
<td>&quot;Magic&quot; &quot;Inside&quot;</td>
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<td>MICHAEL COLINA/Shadow Of Urband (Private Music)</td>
<td>&quot;Joy&quot; &quot;Lady&quot;</td>
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| 35  | GARY HERB/You/Gary Herb (Headfirst)              | "Straight" "Number 8" "Ready"

**MOST ADD DLPs**

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<td>&quot;Downtown&quot; &quot;7 UP&quot;</td>
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<tr>
<td>LEE RITENOUR</td>
<td>&quot;Downtown&quot; &quot;7 UP&quot;</td>
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<td>&quot;Downtown&quot; &quot;7 UP&quot;</td>
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<tr>
<td>TOM HARREL (4)</td>
<td>&quot;Happy&quot; &quot;Kenny G&quot;</td>
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<tr>
<td>MICHEL CAMILO</td>
<td>&quot;Laura&quot; &quot;Pra&quot;</td>
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<tr>
<td>SADAO WATANABE/Els (Elektra)</td>
<td>&quot;Quilombo&quot; &quot;Pacifica&quot;</td>
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**HOTTEST TRACKS**

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<td>TOM HARREL (4)</td>
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<td>LEE RITENOUR</td>
<td>&quot;Downtown&quot; &quot;7 UP&quot;</td>
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NATIONAL AIRPLAY

164 REPORTERS

JANUARY 6, 1989

Breakers:

No albums achieved Breaker status this week.

12" Ships January 6

Presenting The Follow-Up To His First Top 5 AOR Smash
"Take Me Home"

U2/Rattle & Hum (Island)
CROSBY, STILLS, NASH & YOUNG/American Dream (Atlantic)
R.E.M. (WB)
TRAVELING WILBURYS/Traveling Wilburys (Wilbury/WB)
DEF LEPPARD/Hysteria (Mercury)
Eddie Money: Nothing to Lose (Columbia)
BON JOVI/New Jersey (Mercury)
BAD COMPANY/Dangerous Age (Atlantic)
FLEETWOOD MAC/Greatest Hits (WB)
JIM SATRANI/Dreaming/Comin' #11 (Relativity)
TOMMY CONWELL & THE YOUNG RUMBLERS/Rumble (Columbia)
KEITH RICHARDS/Talk Is Cheap (Virgin)
PINK FLOYD/Delicate Sound Of Thunder (Columbia)
POISON/Open Up And Say...Ahh (Enigma/Capitol)
STEVE EARLE/Copperhead Road (Univ/MCA)
AEROSMITH/Gems (Columbia)
38 SPECIAL/Rock & Roll Strategy (A&M)
MIKE & THE MECHANICS/Living Years (Atlantic)
WHITE LION/Pride (Atlantic)
IVAN NEVILLE & THE ROOM/My Anger My💑 Might Could See Me Now (Polydor)
HOTHOUSE FLOWERS/People (London/Polydor)
JOAN JETT & THE BLACKHEARTS/Don't Up Your Alley (Blackheart/CBS)
RATT/Reach For The Sky (Atlantic)
JOHN HIATT/Slow Turning (A&M)
JIM CAPALDI/Some Come Running (Island)
DREAMS SO REAL/Rough Night In Jericho (Arista)
VAN HALEN/Du-Bi (WB)
LIVING COLOUR/Vivid (Epic)
INKS/Kick (Atlantic)
GUNS N' ROSES/6 N' R Lies (Geffen)
COCKTAIL/Soundtrack (Elektra)
Pursuit Of Happiness/Love Junk (Chrysalis)
ROBERT PLANT/Now And Zen (Es Paranza/Atlantic)
TOM COCHRANE & RED RIDER/Victory Day (RCA)
ROBERT CRAY BAND/Don't Be Afraid Of The Dark (Hightone/Mercury)
JEFF HEALEY BAND/See The Light (Arista)
WATERBOYS/Fisherman's Blues (Chrysalis)
STEVE WINWOOD/Roll With It (Virgin)

U2/DEF LEPPARD/CROSBY, STILLS, NASH & YOUNG/BON JOVI/BAD COMPANY/EDdie BRICKELL & NEW...
### National Air Tracks

**164 Reporters**

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<th>Reporters/Adds</th>
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<tr>
<td>37+/-7</td>
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</tr>
<tr>
<td>38+/-20</td>
<td>0</td>
<td>5</td>
<td>20+</td>
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</table>

**Most Added**

- **RUSH/Marathon (46)**
- **FIXX/Driven (37)**
- **MIKE & THE MECHANICS/Eyes (38)**
- **R.E.M./Stand (21)**
- **LOU REED/Dirty (20)**
- **MOODS UKE-Out (19)**
- **CINDERELLA/Mile (18)**
- **GUNS N' ROSES/Patience (18)**
- **WHITE LION/Point (14)**
- **HONEST CRAY BAND/Aiding (12)**
- **STEVE EARLE/Black (11)**
- **VIXEN/Cryin' (12)**

**Hottest**

- **DEF LEPPARD/Armageddon (49)**
- **U2/Angel (43)**
- **POISON/Rose (33)**
- **EDIE BRICKELL & NEW.../What (28)**
- **CROSBY, STILLS, NASH & YOUNG/Get (28)**
- **BAD COMPANY/Ride (27)**
- **JOE SATRIANI/Crush (27)**
- **R.E.M./Crush (24)**
- **U2/Where (23)**
- **BON JOVI/Born (22)**

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**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

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**Breakers**

- **RUSH**
  - Marathon (Mercury)
  - 66% of our reporters on it.

- **R.E.M.**
  - Stand (WB)
  - 65% of our reporters on it.
NATIONAL AIRPLAY

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, B87, JET-FM, K104, K96, 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, WKSJ, 92Q, WZOK, KMQJ, 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 G102, KBEQ, WVSR, 100KHI, WINK, WRVQ,
WMEE, KZ93. See Parallels, debuts at number 36 on the CHR chart.

ANN WILSON & ROBIN ZANDER
Surrender To Me (Capitol)
60% of our reporters playing it. Moves: Up 33, Debuts 36, Same 39,
Down 9, Adds 39 Including PWR99, Q105, 92X, KCPW, KS104, KZZP,
KLUC. See Parallels, debuts at number 39 on the CHR chart.

URBAN

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, U103, WJJS, KCKX, HOT105, WZIF, WYLC. Debuts at
number 33 on the Urban Contemporary chart.

MOST ADDED
JONATHAN BUTLER (25)
SURFACE (23)
MILLI VANIELLI (20)
BAR-KAYS (18)
C. "PEPSI" RILEY (14)
BOYS (14)
FREDIE JACKSON (13)
PAULA ABDUL (12)
ANITA BAKER (12)
MARCUS LEWIS (11)

HOTTEST
BOBBY BROWN (63)
KARYN WHITE (58)
LEONARD (50)
TODAY (50)
SHEENA EASTON (32)
Z-LO (30)
NEW EDITION (20)
VESTA (16)
ROBERTA FLACK (15)
KEITH SWEAT (14)

BASIA
"New Day For You"

NOW ON 100 CHR REPORTERS
INCLUDING:
WBBQ deb 40
WBCY add
WLAP deb 33
KDLZ deb 29
KJ104 deb 14-12
K104 deb 25

FM104 add
WHTO add
B98 24-20
WCIL 25

KTRS 16
KFBQ 37-32
KTMT 37-31
OK95 38-34

AC CHART 5

AND MUCH MORE!

www.americanradiohistory.com
Kylie Minoque

"IT'S NO SECRET" The Follow-Up Smash
From The Geffen Album Kylie

NOW ON 121 CHR REPORTERS
AND BREAKER BOUND!

PRO-FM KIS 95XXX add
WGH KZP 26 WBCY deb 29
WNZW deb 24 HOT77 36-24
KTTY KKRZ 29 WKS1 add
92X deb 30 99WAYS add
WLRL deb 37 WPS1 39-27
KSN deb 25 B93 35-28
Y108 KISN add 35
KUBE 24-19 KX106 add 32

KYLIE

Edie Brickell & New Bohemians

"WHAT I AM" From The Gold Album
Shooting Rubberbands At The Stars
Now Headed for Platinum

BREUTERS, 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 WCKZ KUBE
PRO-FM WGH KBEQ KXYQ

EDIE

SALES EXPLODING -- NOW OVER 800,000
AND HEADING FOR PLATINUM

Enya

"ORINOCO FLOW (SAIL AWAY)"

KISN 7-3 (HOT)
KCPX KKRZ

KF95 KZZU KIXY KTMT
KSND 95XXX KWTX KZFN
KYRK WMJX KMOK
KFRF WPF KOOE

VH-1 NOUVEAUX VIDEO
ALREADY #1 IN SALES
TOWER/BOSTON!

GEFFEN RECORDS

Tips For Harmonious Living

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**Contemporary Hit Radio**

**AOR Tracks**

**Urban Contemporary**