JACKSON/DILEO TEAM SPLITS

They broke all the records ... then they broke up. Michael Jackson stunned the industry this week by discharging his manager of five-and-a-half years, Frank Dileo. More details in Street Talk. Page 28

BIRCH PINPOINTS
DIARYKEEPER RESPONSE RATES

In the first of a series of columns he'll be writing for R&R, Birch/Scarborough Chairman Tom Birch focuses on the differences between Birch and Arbitron ratings — with special emphasis on varying response rates. Page 34

GOLD IN THE SPOTLIGHT

WWSW/Pittsburgh’s successful first golden year and a KRTH/Los Angeles music monitor are the components of this month’s Gold column, under the helm of Mike Kinosian. Page 45

ROPER: RADIO’S FUTURE BRIGHT

The Roper Organization feels all the factors that made radio a successful medium in the ‘80s are still operative for the ‘90s. The forecast is full steam ahead. Page 12

NEW MOTOWN ROMANCE FOR ROSS

Diana Ross — pictured with Motown President Jheryl Busby — is returning to the label she rose to stardom with ... and this time, she's not only an artist, she’s an equity partner. Details in Compact Data. Page 42

Newsstand Price $5.00

Judge Throws Out Tashjian Payola Plea

Original Payola Charges Dismissed; More Developments To Come

A Los Angeles Federal Judge started courtroom proceedings Tuesday (2/14) by dashing plans, at least temporarilv, for a plea bargain arrangement for independent record promoter Ralph Tashjian and his wife Valerie. Had things gone as planned, both would have been convicted on tax charges and Ralph Tashjian would have been the first person ever to be convicted of the Federal Payola Statute since its enactment 36 years ago.

The year-old case, which also involved Phoenix record promoter Bill Craig and former KKIQ/Los Angeles VP/GM George Crowell (aka George Wilson), began to unravel last Friday (2/11) when US District Judge Pamela Rymer dismissed the three payola counts against Tashjian, declaring the charges were not specific enough for Tashjian to defend himself against them. Organized Crime Strike Force Prosecutor Richard Stavis blamed the dismissal on a weakness in the payola law, and planned to introduce new payola charges against Tashjian in the ensuing week.

Bargain Background

Instead, both sides arranged a plea bargain whereby Ralph Tashjian would plead guilty to single counts of a new payola charge, filing a false tax return, and obstruction of justice, while Valerie would plead guilty to one tax charge.

In the courtroom, after Federal Prosecutor Martin Weinstein recited instances in which Valerie Tashjian allegedly deducted family expenses from a business tax return, the defendant pleaded guilty, explaining that she “did not count on the personal expenses as being deductible as business expenses. I thought the tax accountant would sort them out at the end of the year.”

TASHJIAN/See Page 26

You May Now Kiss The Brides

KLOS/Los Angeles morning team Mark & Brian turned the station parking lot into a giant chapel of love this week when the duo presided over a mass matrimonial ceremony. More than 200 couples were wedded, with another 500 observers witnessing from bleachers constructed inside a large tent. Mark & Brian and other ringleaders look on from above as the “Mega Marriage” participants seal their vows with a kiss.

Most Popular Air Names Page 36

CHR War In Houston Heats Up With New PDs

KKHT ‘Energizes’ Under Smith

KKHT (Hot 97.1)/San Jose GM Steve Smith has become PD at Emmis Broadcasting’s KKHT/Houston, which dropped AC in favor of Dance-oriented CHR last Friday (2/10) at 6pm. Smith will continue his day-to-day duties at KKIQ for the next week and will most likely continue to be involved with the station on a consultancy basis. Meanwhile, his replacement is being sought.

KKHT VP/GM Susan Hoffman told R&R, “I met with a number of great candidates, and Steve has the talents to play the right music to make us a winner here. He can seize the moment and has the ability to make us the number one station in Houston. SMITH/See Page 26

Potash RAB President

Veteran ABC/Cap Cities radio executive Warren Potash was selected late Tuesday (2/14) as the new President of the Radio Advertising Bureau. A formal announcement was expected Wednesday afternoon (2/15), when Potash was scheduled to be introduced to RAB staff members in New York. He succeeds Bill Stakelin, who resigned last month after five-and-a-half years of service to go into station ownership.

POTASH/See Page 26
HOORAY FOR THE ALL-NEW EVERY-DAY FEATURE YOUR LISTENERS WON'T WANT TO MISS!

Presenting 365 new shows a year from one of America's best known personalities...and one of Hollywood's most successful producers!

*Dick Clark in Hollywood* is the daily 2½ minute update on what's hot in the worlds of music, film, TV and entertainment...presented as only Dick Clark could with interviews and scoops that only Dick Clark could get!

Hollywood is talking...and America will be listening to *Dick Clark in Hollywood*. It's a perfect addition to any format!

Each 2½ minute edition of *Dick Clark in Hollywood* includes 60 seconds of network advertising. To lock it up exclusively for your market, on a swap/exchange basis, call United Stations in Washington, D.C. at 703-298-2500. For national sales information call us in New York at 212-575-6100.
Harris Elevated To Group W Chairman
Also Heads Industry Licensing Committee & Plans Extensive New Radio Campaign

Following his promotion last week to the newly-created post of Chairman of the radio group, Group W Radio President Dick Harris said his company will spend as much as $200 million over the next 30 months to acquire ten new radio stations.

In addition to taking the reins of all Group W Radio operations, Harris also was named Chairman last week of the All-Industry Music Licensing Committee, the industry task force charged with negotiating music license agreements with BMI and ASCAP. He succeeds Berkshire Broadcasting President Donald Thurston.

In a departure from past practice, Group W will consider joint ventures and shared ownership of stations with other broadcasters.

Hock MCA East Coast VP/Promotion

MCA Records has upped VP Rock Promotion Ken Hock to VP/Promotion, East Coast. The four-year label vet will continue to promote MCA artists at album radio, and is based at MCA's New York office.

MCA Sr. VP/Promotion Steve Meyer commented: 'We're solidifying our East Coast team, but we're also recognizing Randy's considerable contributions to MCA's album promotion effort. His recent success with Steve Earle -- he took a country artist and established him as a strong force within the AOR format -- is just one example of how valuable Randy is.'

Hock, a 15-year industry vet, told R&R, "I'm flattered that (Exec. VP/GM) Richard Palmese and Steve Meyer have given me the opportunity to expand my responsibilities and keep rock & roll a top priority at MCA. I am proud to be a part of a promotion team that sets the pace in the industry and redefines the word 'aggressive' with each and every endeavor."

Before joining MCA Hock held promotion posts at Atlantic and Arista.

R&B Observes Presidents' Day

R&R's offices in Los Angeles, Washington, and Nashville will be closed Monday, February 20 in observance of Presidents' Day, resuming regular business hours Tuesday, February 21.
NO COMMERCIAL REQUIREMENTS
Drake-Chenault Offers Satellite Service

Albuquerque-based format syndicator Drake-Chenault will provide its first fully-live satellite-delivered format April 1. Denver-based Galaxi Radio, a supplier of six audio formats to some 100 cable systems around the country, will provide the glitch-free facilities and transponder on the Galaxy III satellite.

A provider of taped programming for years, D-C will initially beam its “Great American Country” format to stations. The company, which expects to follow soon with other formats, will continue selling its format for cash and not taking any commercial inventory as its satellite competitors do. “This move represents the first step into the second generation of satellite programming,” declared D-C Chairman/President Sanders. “And it’s a huge step, because we will not require clients to carry any commercials, period.”

In other company news, Gary Harrington has been named AOR for 1050 WFXD. Harrington joins D-C after serving as GM for Satellite Music Network’s “Pure Gold” format for the last five years. He will be based at D-C’s Denver studios.

Country WSKX Goes For Classic Rock
New Calls WAFX; Chrysler

Norfolk’s top-rated station — Saga AOR WNWU — will have its first direct format competitor in more than five years when Down Broadcasting Country outlet WSKX becomes Classic Rock WAFX (The Fox) next week. Former WGFX/Nashville PD Bob Chrysler has been named VP/Programming for the station, which will be consulted by Burkhart/Douglas & Associates.

Down President Paul Downs commented, “The change will maximize the station’s growth potential and deliver more of the all-important 18-44 demographic for our advertisers. Bob did a great job as PD of my Charlotte station (then-CHR W2ZR) and I’m glad to have him back.”

Chrysler told R&R, “It was tough to leave ‘FOX’ — I loved Cap"..."Believing as a company, and you couldn’t ask for a better facility or group of people — but this was an opportunity to work with Paul again and get an equity interest in the company.”

While the Fox will begin with a familiar Classic Rock mix, playing only an occasional current from appropriate heritage artists, Chrysler said he plans eventually to broaden the station’s sound to include an increasing amount of current material.

Chrysler was a two-year veteran in Charlotte, during which time he helped switch W2ZR to AOR WRFX. He spent the last 18 months as WGFX PD. WSKX netted a 2.512+ in the fall Arbitron and a 1.6 in the corresponding Birch.

Birch Accredited By EMRC

Birch/Searborough Research has received full accreditation from the Electronic Media Ratings Council (EMRC) for its Quarterly Summary Report service. The accreditation follows a two-year investigation and audit of Birch’s operations by the EMRC.

“While this will mean to our current and future clients is that our accredited service fully complies with the Council’s minimum standards for electronic media ratings research,” said Birch President COO Bill Livak. “While EMRC accreditation does not pass judgment on the accuracy or reliability of the methodology, it does assure our subscribers that uniform procedures are followed and that full disclosures are made with respect to our methodological procedures.”

Birch Radio supplies syndicated radio audience ratings of 250 markets, which it surveys by telephone.

KZQQ Drops Z-Rock For Classical

KZQQ/Salt Lake City will flip forward to classical next week, possibly as early as Monday (2/20). The station, which will retain the KZQQ calls, switched from Country (as KRRG) to Z-Rock a little over a year ago. Bill Harrington will come aboard as morning man, and will also host the station’s sales department. Syndicated classical programming will air in the other dayparts.

“I have nothing but good things to say about Z-Rock as far as garnering great numbers goes, but we just couldn’t sell it in this commercial environment,” said KZQQ owner/GM Gene Guthrie. “The rock price is split in so many ways in Salt Lake City that the businesses in town tended to go for something less extreme.”

“Honestly, he said that Z-Rock was our best bet because of the birth rate in Utah, and that proven ratings research didn’t show how hard it would be to sell here. The second-best format in our research turned up was Classical, which has been totally absent from the market. It should be easier to sell, because this is probably the smallest city with three symphony orchestras and full-time ballet and opera companies.”

“Back in the background included stints as Sports Director and news anchor for television stations in Salt Lake City and Rapid City, South Dakota, respectively. He also operated his own advertising firm.

The effects are all digital. The grins are only natural.

Avin vocal shift program—one of 70+ Eventide Broadcast Ultra-Harmonizer digital audio effects designed to stretch your imagination (and your smile). And when you’re through, you’re done.

Introducing radio’s most colorful black box.

Shinshin Sweep Newerb program—one of 70+ Eventide Broadcast Ultra-Harmonizer digital audio effects you can use “light out of the box.” Just turn the #3000 on, and it will spin your listeners on.

Radio’s Most Colorful Black Box

Eventide

Pressing for time? Press directly below.

TimeSqueeze automated live time compression/expansion—one of 70+ Broadcast Ultra-Harmonizer digital audio effects designed to make your voice more effective. The #3000: never before has so little money been so much for your station’s sound.

Radio’s Most Colorful Black Box

Eventide

Morning zoo-in-a-box.

Joyo The Hoot vocal shifter—one of 70+ Broadcast Ultra-Harmonizer digital effects designed to let you dial up pre-programmed moods. It’s easy to add the broadcast-sound #3000’s power and flexibility and ask your Eventide distributor.

Radio’s Most Colorful Black Box

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FINALLY.
A CONVENTION
THAT RADIO'S BRIGHTEST
STARS CAN CALL THEIR OWN.

The first Air-Talent/Programming Conference (ATPC '89) will be held
March 16-18, 1989 in Atlanta, at the Doubletree Hotel at Concourse. • This
TALENTMASTERS Presentation is the first conference ever designed to teach
and motivate air staffs. Programmers will also benefit by gaining ideas on more
effective ways to train and deal with their staffs. • Every nuance, innovation and
secret of success will be shared by expert and celebrated key speakers and pan-
elists from fields of education, comedy, psychology, technology, journalism,
broadcast and research. • Three dynamic days and evenings of comprehensive,
valuable input, luncheons, cocktail receptions and sessions will take place; as well
as, professional get togethers and networking. • This is just a highlight of the
program schedule: • ANDREW GOODMAN, President and General
Manager of American Comedy Network, conducts a creative writing work-
shop on developing better radio humor. • DR. PERRY BUFFINGTON,
noted psychologist, writer and lecturer, gives expert instruction and tech-
niques for reviving and maintaining creative juices, in the face of bore-
dom. • BILL MCMAHON, President, Mediation, presents the Authentic
Broadcast Personality™: A remarkable, new program that helps any
size station to develop and grow more powerful personalities.

ATPC-'89
Other knowledge-packed sessions include The Art of Teaching, More Ef-
effective Show Prep and Personality Research You Can Do. Toys For Tal-
ent - this panel features the latest in gadgets and gizmos available to tal-
ent for control-room use. You'll also get trade tips from leading maga-
azine editors on achieving timely, precious publicity. • And a stunning cli-
max - TALENT MASTERS OF THE AIRWAVES™ - the hottest panel of na-
tional air-talent ever assembled. Plus more unforgettable fun, stand-up comedi-
ans, surprises and events that can only further enrich your career.

Register Now For This Not-To-Be-Missed
Air-Talent/Programming Conference!
Advanced registration fee for the ATPC '89 before February 25 is $235 per per-
sion. Late registration fee is $265. Group rates are also available. Fee includes all
sessions, opening cocktail party, awards luncheon and keynote speaker lun-
cheon. • The Doubletree Hotel is offering a limited number of rooms available
before February 25, at a special rate of $69.95 a night single/double occupancy. •
For those flying to Atlanta, Delta Airlines, official airline of ATPC '89, will offer
special discount rates, available by calling 1-800-241-6760. Identify yourself
with ATPC 89 and refer to file #W0611. • For hotel registration, or addi-
tional information, please contact Lisa Henn at Talentmasters
(404) 926-7573

Be sure to enter our special air-talent competition.
Send a scoped 2-minute air check of your best air work. Winner will be selected and awarded
at the conference. Send entries for ATPC '89 Air-check Competition, to the ATPC '89 offices at the
address below. Entries must be received by February 25, 1989. Entrants need not be a registrant of the conference to enter.
Ruling Leaves Door Open For Fairness Codification

Opponents of the Fairness Doctrine won a battle in court late last week — and in doing so may have lost their war to prevent the controversial measure from being written into law.

On Friday (2/10) the US Court of Appeals in Washington, DC, ruling in what has become known as the Meredith case, upheld the FCC's finding that the Fairness Doctrine inhibits free speech and does not serve the public interest. However, the three-judge panel refused to rule on the big issue of whether the Doctrine is unconstitutional. That decision, handed down one day after the first Congressional hearing on a bill to "codify" the Fairness Doctrine as a federal law, buoyed advocates of the policy, who had feared the court's ruling might slow the bill's progress.

"Everything he technically lost in this case, we see it as a victory of sorts," said Gigi Sohn, an attorney for the plaintiff in the Meredith case, Syracuse Peace Council. "Because the court did not address the constitutionality of the doctrine, the bill won't have to carry around a cloud of possible unconstitutionality."

A Modest Victory
Most opponents of the Fairness Doctrine agreed that the court's ruling was a modest victory at best and will be of little use in their efforts to derail the codification effort. "This decision won't slow Congress on the Fairness Doctrine," said NAB General Counsel Jeff Bauman. "They'll continue to move forward on codification."

But Washington communications lawyer Richard P. Stolz, who represented CBS in its role as an intervenor in the Meredith case, sees a red flag for lawmakers in the court's ruling. "I think this decision signals a send-off to Congress that the findings the FCC made about the inhibiting effect the doctrine has on free speech have some validity and raise serious constitutional questions," said Stolz.

Last week, however, seem diacritically to listen to such warnings. Said Rep. John Dingell (D-MA), Chairman of the House Commerce Committee, "The only effect of the court's decision is to make it all the more urgent that Congress enshrine the Fairness Doctrine in law." Dingell is the sponsor of the current codification legislation, HR. 315.

Rep. Edward Markey (D-MA), Chairman of the House Telecommunications Subcommittee, said the decision gives Congress "the green light" to write the Fairness Doctrine into law. "I pledge that the (FCC's) ill-considered decision to repeal the Fairness Doctrine will be remedied as expeditiously as possible," Markey said.

Sohn said the Peace Council will not pursue its option appealing the Meredith case to the Supreme Court because, she said, such a move would "muddy the waters" for the codification bill by making it possible for the Supreme Court to declare the Fairness Doctrine unconstitutional before the measure becomes law.

"We'd rather see the Fairness Doctrine become law and let the broadcasters challenge it in court," said Sohn.

The Meredith case dates from 1982, when the Syracuse Peace Council filed a complaint with the FCC alleging that Meredith Broadcasting's WTVH-TV/Syracuse, NY failed to provide viewers with both sides of the nuclear power question. The FCC initially sided with the Peace Council and Meredith filled a petition for reconsideration. Before weighing that petition, the Commission completed and released a separate study of the Fairness Doctrine. Based on that document, as well as a second study of the issues surrounding policy, the FCC found that continued enforcement of the Fairness Doctrine was not in the public interest and ruled in favor of Meredith. The Peace Council's complaint, which was heard last fall, led to Friday's ruling.

The court decision came on the heels of a Thursday (2/9) House Telecommunications Subcommittee hearing where Dingell made a special personal appearance in order to remind broadcasters of his promise not to consider any broadcast-related legislation, including license renewal reform, until the Fairness Doctrine codification issue is "resolved."

"During that hearing some members of the subcommittee expressed concern about the long-running Fairness dispute, which they believe is headed for the Supreme Court. If we're going to pass (a codification bill), let's do it quickly," said Rep. Al Swift (D-WA). "President Bush should then sign the bill so we can get it to the courts where (constituency of the Fairness Doctrine) will ultimately be decided."

Pay Raise Payback?
Also very much on the minds of some lawmakers was what the FCC perceived to be their unfair treatment at the hands of the media during the recent Congressional pay raise controversy.

"We had disc jockeys whose IQ probably isn't as high as the top of the FM dial — and who make twice as much as we do — whispering the electorate into a frenzy (of pay raise opposition) by feeding them false information," said Rep. Michael Oxley (R-OH) in his opening statement.

Mr. Oxley's angry remarks, Markey smiled and said to the audience, "As you can see, it will be very easy for members of Congress to separate our treatment in the media from other issues."

NEWS BRIEFS

NC EEO Violations
The FCC has slapped Eastern Carolina Broadcasting Co. with a short-term, conditional renewal for its WGBR & WEGR/Goldsboro and has fined the company $7000 for the station's repeated violations of the Commission's EEO policies.

The Commission found that black employment at the stations had declin- ed steadily until the last months of the license term. From 1985 until May 1986, the FCC charged, WGBR & WEGR did not actively seek minority candidates for job vacancies or evaluate the effectiveness of their EEO policies. Under the conditional renew- al, the two stations may be required to file periodic reports on the status of their EEO efforts.

Last November, WGBR & WEGR were among 32 stations in the Carolinas that faced petitions to deny their renewal renewal by the NAACP and the National Black Media Coalition. The NAACP and the NBCM have dropped their petitions against the two stations.

Lottery Ads Draw Fine
Pine-Aire Broadcasting Corp., Inc., licensee of WRLH/Paradise, WI, has been fined $7500 by the FCC for airing ads touting bingo games conducted by a local bingo club. The ads, which aired three times from a week fall 1986 to spring 1987, violated then-existing Commission rules against broadcast advertising of non-state-run lotteries.

Last year Congress passed legislation making it legal for broadcasters to carry ads for state-run North Carolina, while allegedly headed by a black woman, was really a creation of the Washington law firm of Cahen & Barfield.

NC Biweekly
FCC Judge Calls Sacramento Challenger 'A Sham'

For the second time in less than a month, the FCC has blasted a licensee renewal challenge as a "sham" operation that purposely hid the identity of its controlling party.

Last week, FCC administrative law judge Joseph Chachkin denied Wong Communications L.P.'s challenge of Royce International Broadcasting's license for KWWO/ Sacramento. The grounds for KWWO's license were controlled not by General Partner Fay Wong, as the Commission was led to believe, but by her older brother Kim Shaw Wong.

"The record overwhelmingly demonstrates that Wong L.P., is a sham limited partnership that has been controlled since its inception by surrogated limited partner Kim Shaw Wong," wrote Chachkin. "Mr. Wong launched this enterprise, controlled all aspects of the preparation and prosecution of the application, handled it at every important point, put at risk thousands of dollars of his own funds, and conducted all the important matters in preparation and prosecution. According to Chachkin's decision, Fay Wong was not a party to the decision to challenge KWWO's license, knew nothing about radio in general or KWWO specifically, never read the engineering portion of the application, never spoke with the group's lawyer prior to filing the challenge applicaton. As Chachkin notes in the decision, Kim Shaw correct that he was not able to sign the license agreement because his older general partner would "make the application more attractive to the FCC."
1989 marks the 20th anniversary of Genesis, the group originally started as an experimental jazz band by keyboard player Tony Banks and bass guitarist Mike Rutherford which evolved into one of the most influential progressive rock bands of the '70s. By 1978, after several personnel changes, the group was down to the line-up which would take them through the next decade: Mike Rutherford, Tony Banks and Phil Collins. That winning combination achieved the group's first gold album, *And We Were Three*, and hasn't looked back since. Genesis continues to strive for, and reach new heights... they've re-achieved the group's first gold album, *And We Were Three*, and hasn't looked back since.

Genesis continues to strive for, and reach new collectively, as well as individually. Together they've recorded dozens of landmark tracks, including "Tonight, Tonight," "In Too Deep," "That's All" and "No Reply At All." And, as usual, members of Genesis are currently red hot with solo projects... Mike (Rutherford) and the Mechanics with "The Living Years"... and Phil Collins with "Two Hearts," the Grammy nominated song from his starring role in the film, *Buster*. "The Genesis Story: Together & Solo" is a three hour radio special, airing March 17th - 19th, featuring recent interviews with past and present members of the band, and all their best-known music. It's 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 212-575-6100.

**The Genesis Story: Together and Solo**

**The Greatest Story Ever Told Heard**
OVER AND OVER

- over 20,000 listeners tested
- over 200 sessions
- over 50 markets
- over 50,000 titles tested
- over seven years experience

AND OVER

Auditorium Music Testing

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TRANSACTIONS

Beasley Cashes A Few Chips For $18.6 Million

Osborn Drops $7.65 Million For Oregon Combo

Deals Of The Week:

Beasley Broadcast
Group Stations
PRICE: $18.6 million
TERMS: Cash
BUYER: Pinnacle Broadcasting, headed by President Phillip McFerrin. The company also owns WDUT & WXFO/Raleigh; KAMA & KAMZ/Erie, PA;  KEDO/KLLU/Tulsa, TX; and WSGY-AM & FM/Decatur, IL.
SELLER: Beasley Broadcast Group, headed by President George Beasley.

KDMN/Buena Vista
PRICE: $45,000
TERMS: Escrow deposit $1000, additional $9000 cash due at closing. Buyer to assume $20,000 bank debt and provide nine-year promissory note for $15,000 at ten percent interest.
BUYER: Randall & Dorothy Jacobson of GREELEY, CO. Randall is the court-appointed receiver and GM of KGKZ & KKDB/Boulder, CO.
SELLER: Robert & Malorie Zellmer of Greeley, CO. They also own KGZU Greeley, CO and KATR & KKDZ2/Wray, CO.

KACH/Preston
PRICE: $35,001
TERMS: Cash
BUYER: Zeldon and Mary Lynne Nelson of Malta, ID.
FREQUENCY: 1340 kHz
POWER: 1 kw
FORMAT: AC
COMMENT: This station was sold for one dollar in cash and a $300,000 debt assumption in November 1986.

KACHE/South Central
PRICE: $7.65 million
TERMS: Cash
BUYER: Mary Lynne Nelson of Malta, ID.
SELLER: Beasley Broadcast Group, headed by President George Beasley.

TRANSACTIONS AT A GLANCE

Deals So Far In 1989:
$177,049,813

Total Stations Traded This Year: 106
This Week's Action: $32,025,001
Total Stations Traded This Week: 24

Deals Of The Week:
- Beasley Broadcast Group Stations
  $18.6 million
- WYNG/Evansville, IN
- WFTC & WRNS/Kinston, NC
- WYAV/Conway-Myrtle Beach, SC

SEMINAR ANNOUNCEMENT:
Broadcast Investment Analysts & Duncan's American Radio

"INVESTING IN AMERICAN RADIO"

Tom Buono, Jim Duncan, and our distinguished experts bring you the premier seminar on radio in America.

February 23 — 24, 1989
The Intercontinental Hotel, New York, N.Y.

March 16 — 17, 1989
Los Angeles, CA (site to be announced)

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FOURTH QUARTER 1988 SALES

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Sales</th>
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<td>WSFA-TV</td>
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<td>WVEZ (AM/FM)</td>
<td>Louisville</td>
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<td>$2,650,000</td>
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<tr>
<td>WKEU (AM/FM)</td>
<td>Griffin, GA</td>
<td>$2,300,000</td>
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BLACKBURN & COMPANY
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Put your station ahead of the rest! Call us at (800) 937-2100. We'll rush an advance copy of our killer demo CD to you by Second Day air.

Find out why major broadcasters like Capital Cities/ABC, CBS, Westwood One, Emiss, Sconnix, Jacor, EZ, Bonneville, Susquehanna, RKO & others get their jingles from

STEAMROLLER

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1. Listeners believe that Commercials □ are wonderful □ suck.
2. Playing lots of Music without Commercials is agreeing with Listeners that Commercials □ are wonderful □ suck.
3. Best Listener Mode for remembering Call Letters and Sponsor's Product is □ Low-Involvement □ High-Involvement listening. (are we too obvious?)
5. The Relationship between your Programming and Sales Departments □ is wonderful □ sucks.
6. Commercials are something to be □ ashamed of □ proud of; they should be swept □ under the rug □ into our listeners' hearts.
7. The GM □ likes it □ hates it when the PD and the SM are OK and cooking on the same WL.

So what's all this got to do with The WORD?

First, The WORD's Teaser-Payoff is the hardest-hitting, strongest audience-holder in the business.
Second, The WORD puts your audience into a High-Involvement mode. It kicks in the left brain and maximizes listeners' comprehension and retention of station IDs and sponsor product.
Third, whatever format you're running— Music, News, or Talk— The WORD blends in like dressing on a salad. Nourishing content and spicy flavor give you a big advantage over the competition.

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A five-day-a-week potent package of experts in the tricky game of life delivering stories and advice from their fields of expertise in a no-fluff, engaging, enriching, entertaining way.
The WORD is not a program, it's a Format Enhancer.
Each WORD is 60 seconds: • 10-second Teaser • Local Spot • 50-second Payoff
You get six new WORDs a day to run in Morning Drive and run again in Afternoon Drive.

The WORD Package 25+
Avery Friedman, PEOPLE'S RIGHTS LAWYER
Elyse Goldstein, PhD, PSYCHOTHERAPIST, ON MALE-FEMALE RELATIONSHIPS
Drew Pinsky, MD, LATEST ANGLES ON HEALTH
Judy Auerbach, PhD, SOCIOLOGIST AND LIFESTYLES ANALYST
Jeremy Rifkin, WHISTLE-BLOWING ECONOMIST, ON LIFE & TECHNOLOGY
Tony Hendra, POP CULTURE CRITIC & FORMER EDITOR OF NATIONAL LAMPOON
Michael Eremia, MARRIAGE & FAMILY COUNSELOR

THE WORD

From Bustany Biggs & Company

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Outside U.S.A. contact Radio Express phone: 1-213/850-1003
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*Some of the people who created and brought you American Top 40 and American Country Countdown for 18 years.
Roper Foresees Bright Radio Future

The primary factors that made radio a hit in the 1980s - upscale audiences and an ability to deliver advertising messages at the local level - are still with us, and should continue to write the industry's success story through the next decade.

This bit of crystal ball-gazing comes courtesy of a recently published series of predictions by the NYC-based Roper Organization, and is based upon years of market research and public opinion data gathered by company.

'Secrets' Of Our Success

The affluent audiences that listen to radio are one reason for the positive industry forecast. For example, 76% of people who earn over $5,000 or more annually tune in at least once a day. In comparison, only 65% of these same folks watch an entertainment program on television.

Furthermore, radio draws substantially more executives, working women, and young listeners than does television - programming.

Localization & Lifestyle

Roper also cited the growing trend toward regional and local advertising - particularly by major national manufacturers and service providers - as holding well for the future of radio. After all, radio has the ability to deliver advertising messages via a variety of formats that enable the client to not only target local markets, but also the multiplicity of lifestyles within those markets.

Finally, Roper notes that radio has a unique franchise on several crucial parts of the average American's day: morning wakeups, the daily commute, and even lunchtime, as radio is the most frequently-used medium during employee lunch breaks.

What Firms Pay For Rental Cars

From the leafy comfort of Cadillacs to the cramped quarters of economy models, US companies spend an average of $35 a day on car rentals for business travel. To see how your fair company fares, check the chart below:

<table>
<thead>
<tr>
<th>Rate</th>
<th>Firms Pay Percentage Paying Those Rates</th>
</tr>
</thead>
<tbody>
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<tr>
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<tr>
<td>$51-$60</td>
<td>10%</td>
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<tr>
<td>$61-$70</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Averill International Survey

Smoking Out Suspected Liars

Although no one in our industry has ever told a lie, we should all know how to catch a liar just in case the situation arises.

To that end, New York University professor Dr. Robert Goldstein offers these two tips to trap suspected "truth stretchers":

- Make the liar retell his tall tale. This request can fluster a fact-bender and cause him to change bits of the story.
- Don't say anything. By responding to a suspected lie with silence, you cause the liar to think that you may be onto his game. The resulting stress will quickly show on his face.

Short Cuts...

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Overview

Management

Good Phone Manners Good For Business

We've all seen the stereotype of the ditzy, gum-chewing receptionist in countless screwball comedies. While this has been a bit of an exaggeration, it is true that a receptionist can help to make or break a business. After all, the way an office phone is answered is a reflection of how that company does business.

According to a recent study by the NYC-based Rockefeller Institute, of the 8% to 15% of a company's client base that is lost each year, 60% of it is due to indifferent or negative phone treatment!

Of course, phone courtesy is more often than not a matter of common sense. For example, when screening calls for an employee, it's always better for a receptionist to respond: "Let me see if he's in. Who's calling, please?" rather than asking the question first, only to inform the caller that the person being requested is "out."

Personal information should also be a no-no, as evidenced by the following example of a receptionist who told a caller that her boss was out of town - only to have that person make an after-hours visit to the boss's house, carrying off several thousand dollars' worth of stereo equipment in the process!

Six Basic Principles

In general, your company should adhere to the following six principles when dealing with business phone calls:

- Make sure the phone is answered promptly.
- Always answer with your company name.
- Give callers an option to leave a message or call back if there's going to be a long delay.
- Address customers by their names.
- Be tactful and courteous, as there is no body language to soften your message.
- Sound interested when handling client calls.

Dataline

- February 16-18 - Gavin Seminar, Westin St. Francis Hotel, San Francisco, CA.
- February 27-29 - NAB's Annual Convention, Shore Auditorium, Los Angeles, CA.
- February 23-24 - 14th Annual Investing In Broadcast Stock Seminar, Hotel Del Coronado, San Diego, CA.
- February 25-26 - Dan O'Day's Air Personality Plus Seminar, Holiday Inn Regal, Dallas, TX.
- March 1-3 - NAB's Leadership Conference, J.W. Marriott, Washington, DC.
- March 1-4 - 20th Annual Country Radio Seminar, Sponsored by Country Radio Broadcasting, Opryland, Nashville, TN.
- March 3-7 - NABM's 31st Annual Convention, New Orleans Marriott, New Orleans, LA.
- March 11-12 - The Record's Music Industry Conference, Royal York Hotel, Toronto, Canada.
- March 12 - 1999 Juno Awards, O'Keefe Center, Toronto, Canada.
- March 13-14 - NAB's Group Head Fly-in, Dallas-Ft. Worth Hotel Regency Hotel, Dallas, TX.
- March 16-19 - Third Annual South by Southwest Music & Media Conference, Marriott At The Capitol, Austin, TX.
- March 16-18 - First Annual Air Talent Programming Conference, Doubletree Hotel, Atlanta, GA.
- March 22 - NAB's Radio Station Acquisition Seminar, Park Lane Hotel, New York, NY.
- March 23 - NABOD's 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 Awards, Shrine Auditorium, Los Angeles, CA.
- April 9-12 - Broadcast Financial Management Association 29th Annual Meeting, Loews Anaste, Dallas, TX.
- April 19-23 - National Broadcasting Society, Atlanta, GA.
- April 29 - May 2 - NAB 67th Annual Convention, Las Vegas Convention Center, Las Vegas, NV.
- May 3-4 - CMA Board Meeting, Amstredam Hilton, Amserdam, Holland.
- May 10-14 - National Association Of Independent Record Distributors & Manufacturers, Wyndham-Franklin Plaza Hotel, Philadelphia, PA.
- June 5-11 - 18th International Country Music Fan Fair, Tennessee State Fairgrounds, Nashville, TN.
- June 17-23 - 1989 NAB Executive Management Development Seminar, University Of Notre Dame, Notre Dame, IN.
- June 29-30 - NAB Summer Board Meeting, Washington, DC.
- June 21-25 - BPMIE Association 33rd Annual Seminar, Renaissance Center, Detroit, MI.
- September 13-16 - Radio '89 Convention sponsored by the NAB, New Orleans Convention Center, New Orleans, LA.
- September 13-16 - RTNDA Annual Convention, Kansas City Convention Center, Kansas City, MO.
- September 17 - Emmy Awards, Pasadena Civic Auditorium, Pasadena, CA.

"R&R Convention '90... May 10-12 In Century City"
"POISON IVY"
TS-0032

Produced by David Foster

CHR ACTION:
Z104 (2 weeks #1)
WSPT 16-13 (Top 5 Phones)
Y94 debut 29
KGRS 34-27
KCPI 13-12
KKEZ 27-22
KROC 40-37
K104 extra
KQKQ extra
KZIO add
WXIL add

AC ACTION:
One Of The Most Added
Including:
WORG WCKQ
WHAI KYJC
WAFL WMT-FM
WMGN WZNS
WJON WYKZ
KHLT KSTR

The first single from their forthcoming album
The Power Of Positioning

By Chris Beck

Tip: Be aware of how the client understands and translates what you’re saying. What clients say and how they react can give you an idea of what the best positioning statements might be. Most of the positioning statements recommended here have come from actual client meetings.

Recommended Statements

While there’s no single magical positioning statement that can be used in every situation, you’ll find that the following positioning statements will serve you in a myriad of scenarios and help you answer the clients’ two main questions: “How should I invest in radio?” and “What does it mean to me?”

“Too many traditional benefit statements center on attacking the deficiencies of other media rather than showing how radio will complement current strategies.”

You’ll find it relatively easy and extremely advantageous to support the statements with actual examples that are available through ARB, Scarborough, Simmons, and other research tools.

• “Radio is a point-of-purchase medium.” This is currently the most valuable positioning statement with both manufacturers and retailers. Clients are placing greater emphasis on POP advertising with spending on legitimate in-store POP ads such as clocks, billboards, etc., using in double-digit percentages.

A majority of accounts use radio because it is a POP medium, due to high in-car listenership levels. You can back up the positioning statement with in-car listenership and audience composition research by category. For example, you might say, “Using KAAA during peak convenience store shopping hours, you’ll be reaching 387,000 adults who are in their cars and are among the heaviest convenience store shoppers.”

• “Radio is an advertising integrator.” Radio integrates all other commercial impressions or offers by reminding consumers of those impressions immediately prior to purchase.

• “Radio drives impulse visits and sales.” This is especially critical where purchases are impulsive or impulsive in nature — where there is little if any brand loyalty. It’s a perfect medium for gas stations, convenience stores, and fast food outlets.

• “Radio helps to drive incremental sales.” Incremental sales represent a high percentage of profit margins for a diverse group of retail categories. Radio helps the retailer close the sale by once again, immediately reminding the consumer of items or offers immediately prior to the sale.

• “Radio is literal word-of-mouth advertising.” Whether through a professional announcer, customer endorsements, or any of the myriad of other options available, radio can be used to replicate word-of-mouth, the most powerful advertising medium available.

• “Radio assists in building a mental franchise.” While price points are important, having a “mental franchise” with consumers is a critical marketing warfare tool. A “mental franchise” ensures that, regardless of other media impressions, consumers interested in a specific item will put the client on their shopping list.

This is critical for companies as diverse as airlines, car dealers, and food manufacturers. Consumers are faced with multiple options in these categories as these, which offer virtually the same thing. This is why cattusp is presented as “Slow;” airlines use statements like “We love to fly;” and hardware is “built Sears tough.” (For more on mental franchises, the Trout & Rif content on sound is very helpful.)

• “Radio allows you to rely less on discounting and compete in other arenas by letting you sell the rest of your story.” While price points and discounting are important tools to increase traffic and sales, they are not the only reason consumers select a brand or store to patronize. Radio allows clients to compete with critical consumer motivators such as quality, staff experience, selection, location, etc.

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) 594-0651, or write him at 22647 Ventura Blvd., Suite #215, Los Angeles, CA 91364.

Overview

SALES STRATEGY

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The Benchmark Company

14 R&R Feb. 17, 1989

www.americanradiohistory.com
Give your listeners the Classic Motown Sound! "Marvin Gaye" and "The Temps and Tops" are now available on videocassette—and your listeners will want to see them!

Available exclusively April 25—May 28 in these markets:

- Atlanta
- Baltimore
- Charlotte
- Chicago
- Cleveland
- Columbus
- Dallas
- Detroit
- Houston
- Los Angeles
- Miami
- Minneapolis
- Memphis
- New Orleans
- New York
- Philadelphia
- Pittsburgh
- St. Louis
- San Francisco
- Washington, DC

Call Tina Leitz At R& R MARKETING
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First Int'l Rock 'N Roll Awards To Media

T
he First International Rock 'N Roll Awards — to be informally known as the "Elvis" — will be presented as part of a live television special, set to air via ABC on May 31. The 90-minute program will feature performances, presentations, and appearances by the music's most legendary as well as its newest performers.

Among the 45 executives, promoters, managers, and producers named to the nominating committee for the awards are: Bill Graham, Freddy DeMano, Roger Davies, Frank Baraschena, Rupert Perry, Cliff Bernstein, Ron Deiner, Phil Collins, Jane Rose, Steve O'Bourke, Ed Leffler, Bill Curry, Michael, David Zerd, Bob Biurazik, and Toni Smith.

This blue-ribbon panel will be responsible for voting for the top five rockers in various categories. Once these choices are tabulated, a ballot will be sent to approximately 3,000 rock and roll community, who will then vote on which artists will be honored at the gala event in New York.

The Ray Charles Story

Plans to produce a feature film about the legendary African-American vocalist/pianist Ray Charles were announced this week by Taylor Hackford, Chairman/COO of New Vista Pictures, the same company that brought you "La Bamba." "The Ray Charles Story" will be produced by the noted artist management team of Larry Fitzgerald and Mark Hartley in association with Ray Charles Jr., and Doug Brown. Music industry veteran Joel SiI will serve as Executive Producer. Director and writer TBA.

'Moonwalker' To Show

On Showtime

Michael Jackson's 90-minute film "Moonwalker" will make its pay-TV debut at 9pm on April 15 via the Showtime cable network.

FILMS

WEEKEND BOX OFFICE

FEBRUARY 10-12

1 The Fly II (20th Century Fox) * $6.7
2 Three Fugitives (Buena Vista) * $5.0
3 Rain Man (MGM-UA) $3.7
4 Beaches (Buena Vista) $3.7
5 Her Alibi (Warner Bros.) $3.4
6 Cousins (Paramount) * $3.0
7 Twins (Universal) $3.0
8 Who's Harry Crumb? (Tri-Star) $3.2
9 Tap (Tri-Star) * $3.2
10 Working Girl (20th Century Fox) $3.1

Source: Exhibitor Relations Co.
All figures in millions

AtTRACTIONS:

The movie's opening includes "Bill And Ted's Excellent Adventure," in which a pair of suburban teenagers, who'd rather be in a rock band than high school find themselves trans- ported through time. Ex-Goo- gumbox solo artist Jane Wiedlin plays Joan Of Arc Art, while real rock stars Martha Davis, Fee Waybill, and Clarence Clem- mens turn in cameos roles as the Three Most Important People In The World. The film's A&M soundtrack includes tunes from the likes of Vital Signs, Big Pig, Shark Island, and Powerman and the Buzzard among others.

Newspaper Social Ad

Production Director

Major AM/FM radio station seeking Production Director. Minimum of 10 years major market on-air experience and minimum 10 years major market radio production experience. Experience in the writing and production of radio station promotional announcements and multi-track recording experience required. Experience in equalization, compression, noise reduction and other state-of-the-art production techniques and equipment required. Qualified candidate must also have experience in the direction of talent in interpretation of copy

Music and Movies

CURRENT

- BEACHES (Atlantic)
  Single: "Wild Beneath My Wings" Bette Midler
- TAP (Epic)
  Single: "I Am What I Am Forever" James "J.T."
  Taylor & Regina Belle
- OTHER FEATURED ARTISTS: Teena Marie, Gwen Guthrie, Gregory Hines
- WORKING GIRL
  Single: "Let The River Run" Carly Simon (Arista)
- THE NAKED GUN
  Single: "I'm Into Something Good" Peter Noone (Cypress/A&M)
- TEQUILA SUNRISE (Capitol)
  Single: "Surrender" Buffalo Springfield
- DON'T Worry Baby (Epic)
  Single: "Sucka" Mylonesque (Atlantic)
- I'M GONNA GIVE YOU SUGAR (Arista)
  Single: "I'm Gonna Give You Sucka" Gap Band
- ANCHOR: "Four Tops" w/Aretha Franklin, Curtis Mayfield
- UPCOMING

- BILL & TED'S EXCELLENT ADVENTURE (A&M)
  Featured Artists: Vital Signs, Glen Burtnick, Shaka Island
- THE MIGHTY QUINT (A&M)
  Featured Artists: UB40, Neville Brothers, Sheryl Lee Ralph
- SING
  Single: "Birthday Suit" Johnny Kemp (Columbia)
- ROMEO/ROSETTA
  Single: "Romance Paul Carrack & Terri Nunn (Columbia)
- ROOFTOPS
  Single: "Empty Rooms" tnt (Atlantic)
"The intelligent design and on-air reliability of the Dynamax CTR100 Series give our stations a competitive edge. We've purchased about 60 machines and plan to add more."

Scott Knight
President
Knight Quality Group Stations
Get Romantic With

Tommy Page

"A Shoulder To Cry On"

The seductive new single from the debut album Tommy Page.

KISN 3-1 (HOT) KCPX 7-2 (HOT)
Y95 15-4 (HOT) KMEL 20-16 (HOT)

PWR90 10-8 KDON 8-8
KIQS add Q104 deb 36
KCRZ add KSMB add
KROY deb 35 KIXY deb 38
WPST 40-35 WCIL 26-23
KZFM 18-16 KKKX deb 39
WZYP deb 39 KFMW 39-31
KWES add Z87 add
BJ105 add KMOK 5-5
K9RK deb 39 KZFN 21-15
KWNZ deb 39

Plus ...
WZOU WCQW WHSL
FM102 KKSS KTMF
WBQR WJAD Y97

Produced by
ARIF MARDIN and JOE MARDIN
Written by TOMMY PAGE

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OVERVIEW

LIFESTYLES

Hot Categories For Young, Single Women
Unmarried 18-34s Outspend Male, Married Counterparts

While it's no secret that single women between the ages of 18 and 34 make up one of radio's prime target demos, a recent article published in American Demographics magazine highlighted this demo's broad influence in the following categories:

Five Key Areas

• Movies: More than half (55%) of single women aged 18-34 have taken in a movie during the past 90 days - compared to 44% of all men 18-34 and 46% of all women 18-34.

• Plays: As far as play patronage is concerned, 22% of single women 18-34 have seen a theatrical production within the past 12 months, while only 12% of all women 18-34 have done so.

• Books: Often choosing to read for entertainment, a full 50% of single women 18-34 have purchased a paperback book during the last 12 months. In contrast, only 43% of all women 18-34, 38% of single men 18-34, and 33% of all men 18-34 report having done so.

• Travel: 21% of single women 18-34 report having travelled to foreign lands during the past three years. Only 14% of all women 18-34 and 15% of all men 18-34 have done likewise.

• Television: Single women 18-34 tend to watch less television, as their average 18 hours per week spent watching TV is five hours less than all women 18-34, four hours less than single men 18-34, and two hours less than all men 18-34.

WE'LL DRINK TO THAT!

Classic Cocktails On The Comeback Trail

Classic cocktails - particularly Martinis and Manhattans - are currently the biggest stars in America's bars. According to a recent survey conducted by the NYC-based Beverage Media publication, these two old favorites combine for 31% of the nation's mixed drink sales, with whiskey-based cocktails (29%) a close second.

Nevertheless, beer - be it light, dark, domestic, imported, or premium - remains the favorite alcoholic beverage among males. Bourbon belies-up to the bar as men's second most requested cocktail, especially in the West (where bourbon-based drinks account for 13% of the top standard mixed drink sales).

AIR TRAVEL TIP

Flying A Pain In The Back?

In addition to seeking comfort from the stewardess's service wagon, there's at least one thing you can do to make in-flight hauls less hectic on your aching back.

According to the Dobbs Ferry, NY-based Travel Smart For Business newsletter, you can prevent back-ache by resting your feet on either your briefcase or some other piece of carry-on luggage.

Resting your body in this position keeps your hamstring muscles from touching the seat, thus shifting your weight from your lower back - a condition that's frequently the source of back pain, particularly on longer flights.

Twin-Track Windshield Wiper Blades

By adapting the successful "twin blade" concept that's changed the face of the razor industry, an Australian windshield wiper manufacturer is hoping to clean up in America's blade replacement market - estimated to be $550 million per year.

Currently available from Cleveland, OH-based AAD (USA) Inc., for about $10 per pair, the twin-track wiper blades work in tandem. The first blade scrapes off grime; the second wipes away the water.

CHRONICLE

Born To:

WCXI & WWW/Wilma Olsen
Barry Mardin, wife Paula, daughter Molly Elizabeth, Feb.

Condolences:

WGCI/Mobile-Pensacola
chief engineer Bob Brown, Feb.

Plus ...

WZOU WCQX WHSL
FM102 KKSS KTMF
WBQR WJAD Y97

Produced by
ARIF MARDIN and JOE MARDIN
Written by TOMMY PAGE

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Most Shop
Convenience Stores Weekly

LINES too long in the super-
market? Just need a quick pack of smokes?
Whether it's these or one of a million other excuses, some-
ing brings more than half of us
through the doors of America's 47,000 convenience stores at
least once a week - every
week.

For a complete look at how
often we patronize these
speedy providers, check the
conveniently-located chart be-
low.

<table>
<thead>
<tr>
<th>Weekly Visits</th>
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<td>9.0%</td>
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</tbody>
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Source: Market Research

www.americanradiohistory.com
If You Think AP Newspower Is Just News, Weather And Sports, You've Got Another Thing Coming.

Over 1,500 AP newspeople in 221 bureaus worldwide cover the news as it happens. We also cover the light side. Take Segue (SEG-WAY), Newspower's look at entertainment. It's a daily package of news capsules—like Music Tracks, Star Watch and Show Biz—designed to let your listeners follow their favorite celebrities. Twenty other programs, including Where There's Life, brings you the off-beat side of the news. Stories that remind people there's a flip-side to life. Newspower's agriculture and business reports give you the latest economic news. Features like Opening Wall Street keep commuters tuned in all morning long.

And the Sunriser reviews major farm market trends and their impact. Every week you receive 500 pro-

grams like Sports Quiz, Feeling Good and Today in History. All can be sold without AP clearance, providing new commercial breaks to bring in more advertising dollars.

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Associated Press Broadcast Services
It Doesn’t Get Any Better!

"SO GOOD"
The New Single From
Al Jarreau

Produced by George Duke for George Duke Enterprises, Inc.

WHYT deb 17
WPGC 25-22

Plus
KITY
KZFM
KYRK
QV103

It Doesn’t Get Any Better!

"SO GOOD"
The New Single From
Al Jarreau

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WHYT deb 17
WPGC 25-22

Plus
KITY
KZFM
KYRK
QV103

A recent New York rendezvous between A&M recording artists Toni Childs and Al Green resulted in a righteous (and televised) rendition of the latter’s classic hit, “Let’s Stay Together.” The not-so-secret session took place during NBC’s seventh anniversary prime-time special of its “Late Night With David Letterman” show. Pictured at a pre-program group grim are (l-r) MFC Management’s Perry Watts Russell, Childs, Green, and A&M Sr. VP Michael Leon.

Who’s Got Bette Davis Eyes?

MCA recording artist Kim Carnes (l) hugs the lady whose borrowed name netted her all-time biggest hit. Carnes repaid a bit of the favor by performing “Bette Davis Eyes” during a recent American Cinema Awards dinner at which Miss Davis’s many years in the entertainment industry were honored.

Fairchild Becomes A Woman Of The Year

Actress Morgan Fairchild (l) is all smiles as she accepts the “1988 Woman Of The Year” award from VP/CBS Radio Division and KMV/Lo Angeles GM George Nicholas. In addition to the clock in hand, the fair Ms. Fairchild was strapped with a leather-bound proclamation of the annual honor.

Satellites Orbit Popstar

While scanning the backstage scene, just-signed Polydor recording star Ian Hunter recently found himself surrounded by some of the young dudes from the night’s headliners, Elektra recording artists the Georgia Satellites. Although the show took place in NYC, the smiles could be seen all the way to Memphis. Captured by the camera are Satellite drummer Mauro Magellan, Hunter, and the group’s guitarist/vocalist Rick Richards.

Let’s Stay Together And Duet

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MAD DOGS AND ENGLISHMEN!

For the undisputed Heavyweight Championship of the World

MIKE TYSON VS FRANK BRUNO

Saturday, February 25th from the Las Vegas Hilton

Premiere Radio Networks and Radio Sports Network have reserved ringside seats for your listeners on Saturday, February 25th at 7:00 (PST). We'll be broadcasting 12 explosive rounds of heavyweight action plus pre-fight interviews, coverage of the preliminary bouts and a post-fight analysis. All in a two-hour LIVE VIA SATELLITE special. It's a great opportunity for locally-sponsored promotions tied to what promises to be the toughest challenge yet to Mike Tyson's dominance of heavyweight boxing.

This exclusive broadcast will be carried over both the SATCOM IR and GALAXY II satellites. And you can bring your listeners all the action on a market-exclusive, barter basis. But to make sure you don't get beaten to the punch by the competition, better call your Premiere Radio Networks representative today. Mad Dogs and Englishmen... it's going to be a winner by a knockout.

CALL NOW! (213) 467-2346  (213) 46-RADIO  FAX: (213) 467-9540

LIVE VIA SATELLITE  RADIO SPORTS NETWORK
Geffen Distributes Def American

Def American Records, headed by Def Jam Recordings founder Rick Rubin, has officially completed a distribution agreement with Geffen Records.

"We are certainly pleased to be associated with someone of Rick Rubin's stature," commented Geffen President Ed Rosenberg. "His creative ability and feel for the youth market have already been proven in the toughest forum - the charts. He derives an undeniable strength from being a fan of the music."

Rubin, who has served as producer for acts including LL Cool J, the Beastie Boys, and Run DMC, said Def American will feature "American music and American values" and will not be limited to metal, rap, or any musical genre other than "music by and for young people, not music created by some middle-aged corporate executive sitting in his glass and steel ivory tower who couldn't care less about what his kids want to hear."

The label's first two releases through Geffen were by rock acts Danzig and Masters Of Reality. Upcoming releases include a comedy album by Andrew Dice Clay, debut albums by Wolfshane and Troubble, and a new album by Slayter.

Esquibel Island R&B Promotion

Island Records has recruited Rene Esquibel as National Director/R&B Promotion. He will report to VP/R&B Promotion Greg Peek, and will be based in New York.

"Rene is intelligent, dedicated, and hardworking," said Peek. "What else could you ask for from a great executive? We welcome him with open arms and expectations of great success."

Esquibel spent the last eight years with Elektra, where he was most recently Southwest Region Promotion/Marketing Manager for its Black Music Department. "I am very proud to be an integral part of Island's long-standing commitment to black music," said Esquibel.

Priest Returns To WIRE & WXTZ As General Sales Manager

Two-year Indiana University Sports Radio Network Marketing Director David Priest has been named GSM at Win Communications' WIRE & WXTZ/Indianaopolis. He will lead an eight-member sales staff and succeed Lynn HAi-terman, who exits for a sales position at Indianapolis-based Media Materials.

Priest, a 16-year sales vet, told R&R, "I think our GM, Ken Brown, is very happy with the direction our stations are taking. Ratings tell us the FM is working and the AM has potential, but we're not married to anything. If 'Seasame Street records become in vogue tomorrow, we might dedicate a radio station to it."

Prior to his IU Marketing Director duties, Priest spent 14 years as an AE for WIRE & WXTZ.

EZ WXTZ ranked number 124 in the fall Arbitron (9.2), while Country WIRE placed 12th (1.6). Bishop figures for the same period placed WXTZ sixth (6.9), and WIRE in a tie for 15th (1.0).

Jonz Join WB Promotion Team

Chris Jonz, who previously head- ed the Christopher Co. marketing and promotion firm he founded in 1981, has joined Warner Bros. Records as National Promotion Director/Jazz & Progressive Music.

WB VP/Jazz & Progressive Music Harold Childs commented, "A glance at Chris's resume demonstrates his total commitment to and enthusiasm for the business and art of music. He will be an invaluable addition to our entire jazz and progressive music operation here."

Jonz previously spent four years as business manager and personal advisor to Steve Wonder, before which he was National Promotion Director at Motown and VP/OM at Wandi Records.

L.A. Resolutions Mark Burns Anniversary

Burns Media Consultants and its President George Burns were honored with resolutions from Los Angeles Mayor Tom Bradley, the city council, and the county board of supervisors acknowledging the consulting firm's 15th anniversary. Shown at the presentation ceremony, which coincided with Burns's semi-annual Broadcast Studies Seminar, are (L-R) WCMS/Virginia Beach, VA; Mike Mancini; the Keymarket Group's Frank Bell; KTTH/Klwa City, 14, Rob Norton; Burns; KSGO/Houston's Diana Linn; WCZU/Graz Rapids; Ron Dykstra; CKVY/Calgary's Rick Maaney; and KCPK/Salt Lake City's Ken Bell.

SHIFTS TO TRANSTAR OLDIES

Bolsta Becomes KSGO OM

KSGO/Portland air personality Cynthia Bolsta has been appointed to the newly-created OM post at the Ackerley Oldies facility. The station had been programming Gold locally, but began to Transstar's Oldies Channel February 6.

Bolsta told R&R, "It was very nice that they promoted me from within the company; hard work pays off. I'll be responsible for the day-to-day operations, making sure the satellite is there all the time and that we have a good clean, tight product. We're all learning that timing is very important. There was a lot of work leading up to the switch to Transstar, but we can't believe how good satellite sound can be when it's done right."

The station is using the bird 24 hours. "I'd like to see a live shift because local programming is important," Bolsta noted. The station calls itself "Portland's Original Oldies Channel."

Prior to joining KSGO three years ago Bolsta worked as an air personality at KCCL/SI. Closed, MN; WCCO-FM/Minneapolis (now WWTE); and KRSI/Minneapolis.

In the fall Birchs, KSGO tied for 18th (1.3), and was 23rd in Arbitron (0.5).

AMERI- O'PO WITH SHADY STEVENS

PHILADELPHIA PHILADELPHIA

WEFX FM BOSTON

WZOU FM BOSTON

KDBW FM MINNEAPOLIS

WEFX FM BOSTON

Source: Arbitron Fall 1988 • Metro, Average Quarter Hour • Persons 12-54 • Exact Air Time

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- San Diego/Bobby Rich

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"We are thrilled; COUNTDOWN USA has been #1 with adults 18-34 and 25-54 consistently for the past two years."
- Pittsburgh/Bill Cahill

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KKXX

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92X-FM

"COUNTDOWN USA's pace is great. No matter where I go in my market on Sunday morning, I hear Dave Sholin on the radio."
- Columbus/Mark Todd

96TIC-FM

"I like COUNTDOWN USA's streamlined format. Dave doesn't get in the way; his presentation enhances the music. The show has been a ratings leader in its Sunday morning day part for over two years."
- Hartford/Dave Shakes

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Radio

J.R. NELSON has joined Legacy Broadcasting as Director/Corporate Creative Services and Production Director at KDBW AM & FM/Minneapolis-St. Paul. He was an original member of the WMTZ New York morning zoo and served as Production Director there.

NINA LOFFREDO has joined KKYX San Diego as Promotions Director. She was previously Manager/Public Relations & Special Events for Junior Achievement of San Diego County.

LEO HARLEY JR. has been named Director/Sales for the National Black Network, a subsidiary of NNBN Broadcasting. He formerly was a National Account Manager for the Gannett Co.

TINA GEORGIOU has been upped to Promotion Coordinator at WPKS New York. She had been an assistant to TONY GRAY at the Urban station.

Records

VIRGINIA SHEA has been tapped for the new post of Director/Publicity & Promotion at North Star Records. She was formerly Director/Radio Promotion.

MARGOT CORE has been named Manager/ARR at PolyGram Records. She formerly held a similar post at Epic Records. Also at PolyGram, MARTY MAIDENBERG has been upped to Publicist. She had been an assistant to VP/Communications PAM HASLAM.

KEN LEVY has been elevated to VP/ Creative Services at Arista Records. The six-year company vet was formerly Director/Creative Services.

LAURA SANANO has been promoted to Promotion Manager at Windham Hill Records. She previously worked in the label's publicity department and assisted VP/Managing Director & Windham Hill Jazz Label Manager SAM SUTHERLAND.

CATHERINE BERCLAZ has been upped to Coordinator Video Services. CURT CREAGER has been promoted to Manager/Video Marketing. SHARON ROBERTSON has become Manager/Video Administration, and MICHELE WEBB has joined as Video Producer at Atlantic Records. Berclaz had been Asst. to the Director/Video Business Affairs since 1996. Creager was Manager/Video Services since 1984. Robertson was Atlantic's Coordinator/ Business Affairs. Webb has been Tour Manager for JANE SIBERRY, prior to which she was VP of Bet One Productions, a music video production company.

JOHN GILLESPIE has been appointed Sr. VP/Human Resources at EMI Music Worldwide. He joins the company from Cadbury Schweppes Beverages, where he held a similar position. Also at EMI, DWAYNE ALEXANDER, a seven-year industry vet who was West Coast National Director/Club Promotion at Capitol Records, has joined the label as East Coast A&R Director/Black Music. Concurrently, ADAM BLOCK has been promoted to the newly-created position of Staff Writer. He was previously Sr. Coordinator/Press and Publicity.

JORDAN ZUCKER has been upped to Assoc. Director/National Album Promotion at A&M Records. He has been recently Local Promotion Manager, based out of Miami.

PROS ON THE LOOSE

DENICE MULKAY-WEXLER has been promoted to AC Promotion Representative at RCA Records, while JEANNE MATTUSSI has been upped to Sr. Director/Video Development & Production. Mulkey-Wexler relocates to Los Angeles from New York, where she was Coordinator/National Album Promotion. Mattuissi was National Director/Video Development & Production.

ROB ELLS has joined IRS Records in the newly-created position of Regional Promotion Manager/Upper Midwest. He was previously at Geffen Records in Cleveland.

STACY WEINBERG has joined Island Music as a Professional Manager. She previously worked at Unicity Music.

CATHERINE BERCLAZ has been upped to Coordinator Video Services. CURT CREAGER has been promoted to Manager/Video Marketing. SHARON ROBERTSON has become Manager/Video Administration, and MICHELE WEBB has joined as Video Producer at Atlantic Records. Berclaz had been Asst. to the Director/Video Business Affairs since 1996. Creager was Manager/Video Services since 1984. Robertson was Atlantic's Coordinator/ Business Affairs. Webb has been Tour Manager for JANE SIBERRY, prior to which she was VP of Bet One Productions, a music video production company.

Industry

RICHARD CARROLL has been named Sr. VP at Greenwood Performance Systems. His background includes VP/General Manager duties at KALO & KYSH/Houston-Belo kur.

ELIOT SEKULER has been upped from Sr. AE to Sr. VP at the Sokets/Sokets/Rosen Friedman public relations firm.

JONATHAN STONE has been named GM at Windstream before joining the publishing company he was VP at Qwest Music Group.

ROMAN MARDIEK-WICZ, a 15-year industry vet who most recently served as Director/National Album Promotion at MCA Records, has been named to head Advantage Marketing & Promotion.

CHANGES

Steve Koth has joined the sales staff at WMCA/New York as Special Projects Director.

Brenda Foley has joined the sales force at Purpere/Asociates/Los Angeles.

 cambios

Lisa Lips started her radio career while in college, doing weekends at WKCI/Memphis in 1982. CrossTown WRKR hired her in 1984, and she worked night, mid-day, and afternoon shifts there. One year ago today, Lips was named KACEL/Los Angeles MD and PM drive personality.

R&R Timeline

Lisa Lips

1 YEAR AGO TODAY

Dana Horner named WWRP/New York President/General Manager.

Nick Marnell named KOI (K101)/San Francisco VP/General Manager.

Dave Recher promoted to WHDH & WBOS/Boston GM.

Todd Fisher promoted to KZZP/Phoenix GM.

RCHR "Father Figure" — George Michael (Columbia) (2 wks).

RCHR "Father Figure" — George Michael (Columbia).

RCHR "You Will Know" — Stevie Wonder (Motown).

RCHR "Too Gone Too Long" — Randy Travis (WB) (2 wks).

RCHR "Be Still My Beating Heart" — Sting (A&M).

RCHR "Skyscraper" — David Lee Roth (WB) (4 wks).

RCHR "Brasil" — Manhattan Transfer (Atlantic) (2 wks).

RCHR "Future Excursions" — Henry Johnson (MCA Impulse).  

RCHR "Right Place Right Time" — Yazoo/NSYNC.

5 YEARS AGO TODAY

Kenny Wells assumes WLTLCincinnati GM duties.

KMET's Howard Bloom adds KLAC/Los Angeles GM duties.

Phil Redo named WLTW/New York PD.

Howie Castle named KBPI/Denver PD.

Jay Clark named WGAR/Cleveland PD.

Curt Hanssen named WERE/Westport (Bridgeport) PD.

RCHR "Jump" — Van Halen (WB) (6 wks).

RCHR "Jump" — Van Halen (WB) (6 wks).

RCHR "Backstreet" — David Sanborn (WB) (9 wks).

10 YEARS AGO TODAY

Dan Mason named KTSA & KTFA/San Antonio GM.

Jim Fox named Phonogram/Mercury National Promotion West Coast.

Mike McVay named WKY/Philadelphia PD.

Deano Day named WCA/Western morning man.

RCHR "Da Ya Think I'm Sexy" — Rod Stewart (WB) (4 wks).

RCHR "Somewhere In The Night" — Barry Manilow (Arista).

RCHR "Every Which Way But Loose" — Eddie Rabbit (Elektra).

RCHR "Dire Straits" — Dire Straits (WB)

Source: Arbitron Fall 1988 • Metro. Average Quarter Hour • WOMEN 12-34 • Exact Air Time

www.americanradiohistory.com
Brown
Continued from Page 1
Brown, who turned on the NAC format at KOAI, when the station was CHRF-formatted KTKS, told R&R, "The situation here was one of the really pleasant parts of my career because it was a unique challenge. Anyone doing this format is embarking in uncharted territory; it really sharpened my skills as a PD.

"I'm thrilled to have the opportunity to get back into the fray and work with Alan," Brown added. "With (morning man) John Lander, the great staff on board, and the job I've been looking forward to, we've really done it right.

Brown's previous programming efforts included positions at KGK and KNUS, both in Dallas, and at KILT (AM)/Houston in the station's final years as a CHR station.

Smith
Continued from Page 1
"It wasn't a show of faith in terms of picking this format," Hoffman added. "We felt with the ethnic population available here our target of 18-44 was seriously lacking a full-powered FM programming this type of dance-oriented hit music.

KPHV/Los Angeles PD and Emmis Regional VP/Programming Jeff Wyatt commented, "While the initial share of this format were on the air in the market, we really felt the two mainstream CHRs (KKQG & KBRE) weren't on the leading edge of music and super-serving the active targets. Our phones are already on fire - there is immediate excitement. We couldn't have hired a better man to lead the station and it's up to him to go in and do it. I also want to acknowledge (MD) Judy Hasevson, whose tireless efforts helped us get the station on the air and sounding so good immediately."

Smith, who launched KHQT just a year ago, told R&R, "I'm thrilled to be working for Emmis. I believe we have the best management team in the industry and already the station is energized...we are here! We definitely feel the urbanas in the market are leaning more toward the black product, while the opening is clearly for the dance product which will appeal more to the mainstream CHB audience. Our main targets are KKQG and KBRE, and we're going right after them. Right now my main priority is to continue playing the right music for Houston and fill in our air staff."

KSEA
Continued from Page 3
responding to research that indicates a strong preference for music by original artists. I also think the move to AC will help community organizations, listeners, and advertisers. It will be a better match all the way around." According to Cooney, KSEA will sound musically like KOST/Los Angeles and KORT/San Francisco. The station will retain its call letters and refer to itself as "K-Sea." Previously, the station had utilized call letters only.

Frank Shier has been added in PM drive and FD Grant Neilson moves from PM drive to midday. KSEA ranked 12th (12+) in the fall Arbitron (3.1), and tied for 16th (2.1) in Birch.

Hart
Continued from Page 3
and has shown extremely strong commitment and an ability to grasp the operations of the station. Based on the recommendations of departing PD Kevin Fleming, we decided to restructure in-house. Shirley has overall responsibility for programming, but hands-on day-to-day responsibility will be under the guidance of Tony Hart."

Jackson, who previously did public relations work for the city of Long Beach, commented, "We're going to be very aggressive in the community. Being a community station is at the top of our agenda."

Hart, a ten-year radio vet who has spent almost three years at KOFJ, told R&R, "There won't be any major changes. Although we're a so-called 'Oldies' station, we do play a couple of current records an hour; there's a good mixture of oldies, with an emphasis on the '70s. We program our own oldies and have a full live staff."

Hart previously did on-air work at WWDJ/Sumter, SC and WDFN/Columbia, SC.

Tashjian
Continued from Page 1
After that statement, Judge Rymer said Tashjian was essentially claiming innocence, and suggested that she accepted the plea bargain so that her husband could avoid going to reduced charges. "It's simply not possible to accept that plea," stated Rymer. "We will go forward with the trial."

"Valerie does have a defensible case," confirmed her attorney David Kenner. "That doesn't detract from the nature of her conduct, but the principal consideration for her guilty plea is to prevent the additional charges from being filed against Ralph." Parties Astonished

The surprising ruling left the attorneys from both sides, as well as the defendants, astonished. At that point the hearing was continued to the next day with the plea arrangement in limbo.

Both prosecution and defense attorneys said they expect to structure a new plea bargain deal that will be acceptable to the judge.

The Tashjians, along with Craig and Crowell, were indicted in February '98 after a two-year strike force investigation of the radio and music industry. Sources indicated that new indictment are imminent, with other significant developments forthcoming.

Potash
Continued from Page 1
Potash was President/GM of WBAP & KKSJ/Dallas-Ft. Worth until his retirement in 1988. He is a former member of the board of directors of the Texas Association of Broadcasters and past President of the Dallas-Ft. Worth Radio Station Managers Association. He currently serves as a director of Cellular Communications Inc., a New York company with ownership interests in cellular radio-telephone systems in Michigan, Ohio, and Texas.

Sharp
Continued from Page 3
lead role, but Larry's earned everyone's respect."

Sharp joined KZOK five years ago. Prior to that he did mid-days for three years at crosstown AOR KXNW. Previous PD experience was at KLAY/Tacoma in 1989.

"Asked why it took so long to get his next PD job, Sharp explained, "I love this market, and you can't just walk into a PD position here. You take what you can get, and I was happy working with Phil. I figured when the opportunity came I'd step in, and Bob allowed me to do so."

Rhodes
Continued from Page 3
Rhodes told R&R, "My brain's racing with 10,000 different ideas. The opportunity to return to the station where it all began was one I couldn't turn down. I'll be reunited with Ron (KVVG, Program Manager), who wrote the playbook and taught me how to do everything. I have so much admiration for Ron and all the folks at the station." DOE: "I don't plan to mess with what I know is a winning combination at KVVG," he added. "Tony and Ron have done a terrific job in making KVVG the giant that it is. I'm ready to put in 100% effort to come up with new ways to make KVVG even greater."

With his record company background, Rhodes feels he will bring added insights to his new position.

"Without a doubt, I now know how both the radio and record sides function," he said. "MCA/Nashville will continue to do wonderful things in the area of NAC and Jazz. It was a very eye-opening experience there."

Fall Arbitron results placed KVVG, first 12+ (8.3); it finished third in Birch (8.6) for the same period.

KSEA arts Vixen just received gold certification for their eponymous debut album. Marking the occasion are (l-r) EMI Sr. VP/GM Ron Urban, VP/Promotion Jack Satter, Vixen's Roxy Petrucci, EMI President/CEO Sai Licata, Vixen's Share Pederson, EMI Sr. VP Gerry Griffin, Vixen's Jan Kuenhrum, EMI Music Worldwide President/COO Jim Fixfield, and Vixen's Janet Gardner.

Music Negotiations

Top Priority

While music licensing strikes many as an arcane topic, Harris said it is a focal "package in sue" facing broadcasters. The radio industry's current five-year license expires in 1999 and BMI's runs out the following year. Harris said radio broadcasters paid the two licensing agencies more than $125 million in 1998 alone.

Harris said he is planning a campaign to raise $11 million for the All-Industry Music Licensing Committee over the next three years, and he hopes to open a New York office for the committee in the upcoming year. He is asking all radio stations to donate two percent of their annual ASCAP and BMI licensing fees to bankroll the operation. He also asked that radio stations cooperate in planning the committee with financial information for use in the upcoming negotiations, and pledged the data will be handled in confidence.

Harris's new members serving on the all-industry committee include: Susquehanna Broadcast Co. Sr. VP Art Carlson; Federated Media President John Dille III; KVEN/ Ventura, CA Chairman Robert Fox; Hicks Broadcast Corp. President David Hicks; and KRO Radio President Jerry Lyman. Vonelle Pearce of Radio South will continue as Vice-Chairman and John Hamor of WHO/AM & FM/Dayton, OH, will remain as Treasurer.

KXYQ FM PORLAND, OR
WKQR FM CINCINNATI
KBEQ FM KANSAS CITY

Source: Arbitron Fall 1988 • Metro: Average Quarter Hour • Persons 12-34 • Exact Air Time

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20.8 Share 12+!

"It's the highest jump of any daypart I've ever seen in my six years of programming the station. Open House Party is the hottest show on the Gulf Coast for the entire weekend!"

Leslie Fram, PD — WABB-FM/Mobile

17.8 Share 12+!

"Hearing it on my own station blew me away. Instant street talk. It's the best thing on the FM dial in the State of Connecticut. Any major market PD who doesn't grab it will regret it!"

Stef Rybak, PD — KC-101/New Haven

WELCOME ABOARD KRBE-FM Houston, KQKS-FM Denver, POWER 99 Atlanta, POWER 105 Pittsburgh, POWER 108 Cleveland.

NOT ANOTHER COUNTDOWN OR ONE-DEMO DISCO SHOW
Open House Party is the live Saturday and Sunday CHR all request party show delivered live by satellite. There's never been anything like it before.

We're the best of what great CHR is all about; multi-demo all hit music, great talent and production, and a live excitement and bigness that makes you the national CHR Superstation in your market!

It's great entertainment that 'cuts through'. Host John Garabedian along with Lisa Lipp do great phones. Fun contests, and hot guests build those quarter hours. Superstars like Samantha Fox, Paula Abdul, Jay Leno, Guns N' Roses, Bobby Brown, and even Robin Leach.

TOP-RATED ON WXKS-FM
After a year, Open House Party continues to dominate in Boston with the second highest AQH share 18+ of any daypart on top rated WXKS-FM.

"It's the biggest show in CHR today, and the only long form syndication we carry. Live excitement and big sounding weekend party fun is what it consistently delivers my station," says PD Sunny Joe White.

FIRST 6 MONTHS — 33 CHR'S PARTY
It's a CHR masterpiece. Unlike trendy dance shows, the music doesn't lock you into a potentially unhip "disco sucks" positioning.

Through our toll-free 800 lines, we reflect the listeners' weekend music preferences in real time while the show airs.

Saturday features up tempo all-demo "party music," while Sunday is a more conventional CHR mix of what your listeners request as they wind down the weekend.

YOU SOUND LIKE YOU'RE BROADCASTING COAST TO COAST
Just ask Power 108 PD Steve Kelly about the crowd of listeners gathered in front of his station in downtown Cleveland waiting for New Kids On The Block the night we had them on.

All our stations have similar stories. Like WZPL-FM GM Roger Ingram having a client ask how he got such big stars to come to the station New Year's Eve.

Unlike all other syndication, this show is designed to sound like it comes from your studio. It's live, and your call letters are always first words out of music.

BEST BARTER IN BUSINESS
You keep eight minutes per hour ... we only use 2½.
This means plenty of time to run your regular station promos, big time music sweeps, and no revenue loss.

LOCK IT UP NOW
Get Open House Party on your station now! Maybe we'll be crowing about 50-100% share increases in your Spring book. For info and availability in your market, call Brian Beecher or Sam Kopper at Superadio now, (617) 266-2900.

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A Valentine Split

The five-and-a-half year magical management relationship between Michael Jackson and Frank Dileo is over. The breakup had been rumored for months and apparently focused on Jackson's recently-announced recording and touring hiatus . . . and Dileo's desire to stay active in the music biz and take on other clients. Rumors of career disputes between the two arose, as Dileo is not known for being a "yes man."

Jackson and Dileo set world records that should stand for a while — two of the largest-selling albums, the most number one singles, the world's biggest-grossing concert tour, and the best-selling music videos of all time. Dileo is currently relaxing in Ohio with his family, and his only comment to R&R was, "I'm no longer exclusive."

As ST went to press, negotiations were hot 'n' heavy in Seattle, where KXRX PM drivers Crow & West were deciding whether to jump back to crosstown KISW for mornings. They were two of more than a dozen KISW staffers — including GM Steve West — who defected when the "X" signed on two years ago.

If the duo opts to remain with KXRX, they'll segue to morning drive, swapping shifts with Robin & Maynard (who are moving to afternoons regardless of what else happens). If Crow & West return to KISW, their current contract will probably keep them off the air for several months. Whatever happens, ST hears changes may be in the works at several Seattle stations.

Word from the Capitol Tower is that Joe Smith has inked a five-year extension to his current contract. Now that should provide stability in the upper echelons of the label and squelch some of those farfetched rumors hitting the streets. And . . . ST predicts that Smith will make the Solar deal happen at Capitol.

What are Irving Azoff and David Geffen up to? And why are they talking to one another so many times each day? And could a movie deal for Azoff be in the works over at MCA?

ST hears that former WMMS/Cleveland PD Jeff McCartney is about to land the KTFM/San Antonio PD post.
Radio—What Are You Waiting For?

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From The Debut Album Watermark

Real Action!

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KISN/SALT LAKE CITY
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“The most phenomenal record I have ever played during my career in radio.”

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“Selling like CRAZY... Maximum calls... Even teens are phoning for it!”

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“Enya could be our next #1 record... unique sound for a hit record!”

Buzz Bennett
Y95/DALLAS
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“Enya has been a Top 5 record for two weeks now... this is a GIANT record with MALES!”

Over 100,000 albums sold in the last week — total sales to date over 400,000!!

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WMJO 28-22
CKOI 28-21
KKBQ 26-18
KXXR 4-2 (HOT)
KCPX 1-1 (HOT)
KSND 26-19 (HOT)
KCAQ 29-15
KKFR 23-19 (HOT)
KZZU 6-5 (HOT)
Z103 40-34
WIBW 29-12 (HOT)
KZFN 1-1 (HOT)

...and much more!

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& REGINA BELLE

"ALL I WANT IS FOREVER"

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BREAKERS

AC CHART: DEBUT 30
NOW ON 44 AC REPORTERS
ONE OF THE MOST ADDED

URBAN
CONTEMPORARY
CHART 17

... and now "Tapping" its way to CHR!
Hasty calls to NAC WHVE/Sarasota — at 102.5, the closest to 102 — brought a quick denial from GM Gordon O'Barney concerning a format change to dance-CHR. Interesting, however, to note that WHVE's antenna now sits on a newly-improved stick, and that it has just completed construction on studios in nearby St. Petersburg. Watch this one.

**Record Roundup**

- EMI has uppered Western Regional rep Norm Osborne to National AOR Director, based in NYC.
- Leslie Marquez exits Virgin to join Capitol as National Secondaries Promo Manager.
- Denise George, most recently with A&M, will now handle local Detroit duties for Atco. Look for more hires soon by Atco VP/Promo Craig Lambert.
- A&M National Dance Music Director Steve Bartels has been promoted to Miami local rep. Also new to the label is Kelly Castruita, who will handle the Chicago market, and Eileen Dalley, who'll operate out of Detroit.
- Mark Westcott, a Columbia promo rep for nearly 15 years, has left his Big Red Chicago local slot. Reach him at (312) 397-7213.
- MCA Atlanta rep Michael Steele is about to move to Universal City to handle National Secondaries.
- Gefen Cleveland rep Rob Ellis has joined IRS for the Regional Upper Midwest gg, based in Minneapolis. And ... ST hears more IRS staffings are on the way.

**New Legacy** Regional Director/Programming Ted Utz will now oversee WNEW-FM/NY in addition to WLLZ/Detroit and WMMR/Philadelphia (where he remains OM). "New" has tightened considerably since GM Peter Coughlin took over last month, and the Pollock Media Group has been playing a much bigger role in music choices. Look for Utz to continue the library-cutting process that has reportedly set stomachs grumbling among many of the station's veteran staffers.

ST also hears that Pollock is now in line to consult Evergreen Media's KFAC-FM/L.A. If Scott Ginsburg is successful at changing the station from its current Classical format, could this then mean a new AOR for L.A. — instead of the long-rumored CHR that Buzz Bennett would like to see?

Swingshifter Brian Douglas has been named MD at Q102/Cincinnati.

Q107/DC has promoted five-year promotion/programming coordinator Laura Shostak to MD.

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(with Romeo J.D.)

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from the album TAKE IT WHILE IT'S HOT

Produced by Steve Peck for Platinum Vibe Productions, Inc.

Management: Artists Only Management Company

**Major Action:**
- KIIS add 31
- KGKI add 31
- WEGX deb 29
- Y100 deb 29
- FM102 deb 27
- KITY 16-15
- B96 32-30
- WNCI 34-31
- KKLQ 27-25
- KWSS 25-22
- HOT97 12-9
- WPGC 27-24
- PWR99 4-4
- PWR106 17-13 (HOT)
- KMEU 10-8
- HOT977 6-5

**Also Includes:**
- WFLY add
- WNNK add
- WKEE add
- WBBQ add
- WCGQ add
- WDJS add
- KXXX deb 37
- KQMO deb 28
- WYCR 35-31
- KZFM 33-30
- KTUX 39-33
- KSSS 25-13
- KMKG 34-32
- KMGX 29-25
- KYPK 32-29
- KCQ 39-27

On Atco Records, Cassettes and Compact Discs.
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Produced by L.A. and Babyface for LAFACE Inc.
From The Album KARYN WHITE

CHR CHART DEB 34
One Of The “Most Added”
138/53

KKHT/Houston debuted its Energy 96.5 format without an airstaff, so PD Steve Smith is looking to fill in the gaps fast. Send your T&R or buzz him at (713) 790-0965. And if you’re interested in the Hot 97.7 PD post, contact Anaheim Broadcasting VP/Operations Jeff Salgo at (714) 774-9600.

Power 99/Atlanta morning man Steve McCoy is headed to KVIL/Dallas for afternoons and a reported four-year, million-dollar deal! Meanwhile, Power 99 PD Rick Stacy is looking for his replacement ASAP. Overnight your unneeded T&R to him or give him a call at (404) 266-0997.

WBTIC-FM/Hartford had Tiffany on-air for an interview with morning man Gary Craig & Company, and she returned later to host a pizza party for TIC-FM listeners. In the meantime, she paid a visit to crosstown CHR WKSS, but chose not to go on the air.

However, OM/morning man Jeremy Savage had promised his listeners he’d be taking with Tiffany, and finding himself in a bind used a female — definitely NOT Tiffany — to stage a short interview.

Meanwhile back at the hotel, La Tiffany was spinning the radio dial only to catch a snatch of her impostor. At the sound of the flying fur, call . . .

Terry Arnold has been appointed PD at Jazz-formatted WJZZ/Detroit.

KBEQ (Q104)/Kansas City morning man Randy Miller held the first annual Kansas City Condom Drop on Valentine’s Day, which — not coincidentally — also begins National Condom Week.

The 104 inflated condoms were loaded with gift certificates that were good for prizes when turned into the station as well as a $5 donation to the Good Samaritan Project, a local nonprofit agency benefiting AIDS research.

For the third straight year, McGhann Radio Productions will link jocks from 14 different cities for “Grammy Week . . . Live!” Participating stations include WXKQ/NY, WYSP/Philly, WJFK/Detroit (all three simulcasting Howard Stern), KLSX/L.A., WKLU/ Milwaukee, WYYY/Baltimore, KYSK/Chicago, WKDF/Nashville, WLVQ/Columbus, WNOR/Norfolk, KCOL/ Houston, KOME/San Jose, KKRZ/Pittsburgh, and WHOI/Claremont, NH.

PARTY O’ THE WEEK — The Pollack Media Group bash held at El Lay’s friendly Palette (2/23) was such a smash it was chosen as the L.A. Times’ Party O’ The Week (2/13) — and the action continued the following night with an invite-only Roxy concert featuring the Smithereens and Melissa Etheridge. Pictured at the show are (l-r) PMG Sr. Programming Advisor Tommy Hadges, Etheridge, and Pollack.

A Cardiac Request
When KPSI/Palm Springs morning man Ace O’Connell recently asked listeners to bring in an organic heart to win a night on the town with all the trimmings to celebrate Valentine’s Day, he reasonably expected people to make a stop at the local butcher shop for the cardiac request. Apparently, listeners thought the idea rather gross, the promotion was cancelled, and PD Mike Doyle was told the services of O’Connell were no longer needed.

Doyle reportedly protested management’s decision — which got him turfed as well — whereupon he drove out to local Wendy’s where O’Connell was doing a remote to give him the bad tidings, and thereupon was reported to have mooned the assembled multitudes as a parting gesture. And how was your Valentine’s Day?

Oops. Last week’s item about PolyGram’s Cliff O’Gunn who should have listed him as West Coast VP/Product Development, as Jim Urie remains PG’s WC VP/Marketing.

The Hamilton High School Academy of Music, L.A.’s magnet school for music and the performing arts, will dedicate its newly-refurbished, 700-seat Norman J. Pattiz Concert Hall on February 21. Westwood One Chairman/CEO Pattiz graduated from Hamilton in 1960. Mutual talk star Larry King will emcee the event, with Doc Severinsen and his band Xebron to provide entertainment.

Clivelifestyles Of The Rich & Famous
Arista President Clive Davis will be featured on an upcoming segment of “Lifestyles Of The Rich And Famous,” set to air in most major markets the weekend of February 24. Included in the proceedings are interviews with two of Davis’s biggest acts, Whitney Houston and Taylor Dayne.

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THE \textbf{PASADENAS} \\
\textbf{Tribute (Right On)}

Taken from the Columbia LP: "To Whom It May Concern" 45065
Produced by Pete Wingfield/Additional Production and remix by Jellybean for Jellybean Productions, Inc.

\textbf{NATIONALLY MOST ADDED!}

\textbf{EAST & MIDWEST BREAKOUT}

\textbf{44 OUT-OF-THE-BOX REPORTERS:}

\begin{tabular}{llll}
WXKS & KMEL & add 27 & WNOK \\
PRO-FM & WFLY & KZFM & KF95 \\
KITY & K104 & KEZB & KSNJ \\
KTFM & WYCR & Q98 & KMXM \\
KROY & K98 & WZYP & WYRK \\
KWOD & K106 & Z102 & KKKR \\
WPGC & KZZB & WHOT & KWNZ \\
\end{tabular}

... And Many More!

Check Out The Video On: MTV/VH1/BET

\textbf{JOHNNY KEMP}

\textbf{Birthday Suit}

Taken from the motion picture soundtrack "Sing" 45086
Produced by Rhett Lawrence/Executive Producers: Dean Pitchford and Craig Zadan

\textbf{ANOTHER DOUBLE-DIGIT WEEK}

Adds:
Q102 add 34 - KCAQ \\
WHYX add 34 - WFIL \\
HOT97 add 38 - WHTO \\
HOT97 add 38 - WJAD \\
WAEB add 38 - WZKX \\
JET-FM add 38 - KXKX \\
WRCK add 38 - WBWJ \\
KZFM add 38 - KMXL \\
KZOU add 38 - WKFR \\
WGZT add 38 - KMDK \\
KZIO add 38 - KVOE \\
SLY96 add 38 - KVRD \\

Plus Action At:
WZOU add 34 - PRO-FM \\
KTFM add 34 - WHM \\
B96 add 34 - KROY \\
WPBC add 34 - WPGC \\

Urban Contemporary: Nationally Most Added

\textbf{MARTIKA}

\textbf{More Than You Know}

Taken from the Columbia LP: "Martika" 44290
Produced by Michael Jay/Additional Production and remix by Jellybean for Jellybean Productions, Inc.

\textbf{CHR CHART 34-29}

Already TOP 15 At:
\begin{tabular}{llll}
WXKS & WMJQ & add 28 & KZPP 24-19 \\
WZOU & WNCI & add 32 & KUBE 25-26 \\
KITY & PWR99 & add 27 & WNVR 25-28 \\
WCZY & KPLZ & add 27 & KSNJ 25-28 \\
KOY-FM & WKSE & 20-17 & KBBQ 25-30 \\
KKRZ & WLLO & 20-17 & KXYQ 25-30 \\
KROY & FM102 & 25-18 & KXJY 25-30 \\
PWR106 & KIIS & 25-19 & KRBQ 25-30 \\
HOT977 & WMJQ & 25-19 & KRBQ 25-30 \\
\end{tabular}

Hot P1 Chart Action:
\begin{tabular}{llll}
WMJQ & KZPP 24-19 & KUBG 25-26 & KBBQ 25-30 \\
PWR99 & WNVR 25-28 & KXJY 25-30 & KRBQ 25-30 \\
KPLZ & KSNJ 25-28 & KXYQ 25-30 & KRBQ 25-30 \\
WKSE & KBBQ 25-30 & KXYQ 25-30 & KRBQ 25-30 \\
WLLO & KXYQ 25-30 & KRBQ 25-30 & KRBQ 25-30 \\
FM102 & KXJY 25-30 & KRBQ 25-30 & KRBQ 25-30 \\
KIIS & KRBQ 25-30 & KRBQ 25-30 & KRBQ 25-30 \\
\end{tabular}

\textbf{www.americanradiohistory.com}
Birch Vs. Arbitron: Response Rate Key To Difference

By Tom Birch

No research company can be expected to measure successfully the listening of everyone selected in the initial sample; some people may be unavailable or unable to cooperate, and others may refuse cooperation.

Response rate is a gauge as to how "projectable" a survey statistic is to the measured universe. All things being equal, the higher the response rate, the better the estimate. For example, a 60% response rate in a radio ratings study means that usable listening information was recovered from the majority (60%) of the respondents selected for sampling, and it is assumed that the listening of the unmeasured minority is properly represented by the respondents. At a 40% response rate, it is assumed that information recovered from the responding minority (40%) is representative of the non-responding majority.

But here's the rub: responders are quite different from non-responders. As response rates drop, so does the projectability of research. In other words, as response rates drop the research becomes increasingly biased against non-responders. Statisticians call this phenomenon "non-response bias." Non-responders are more likely to be younger (in age and outlook), more active in lifestyle, and from the lowest and highest socio-economic fringes.

Most importantly, responders to radio ratings studies have notably different listening patterns than non-responders.

The Effect of Non-Response

In 1978 and 1984 Arbitron conducted telephone interviews with diary non-responders to determine the impact of non-response bias on Arbitron estimates. While the 1978 study was published, Arbitron confirmed that the unpublished 1984 study produced similar results.

As can be seen in the "Differences In Format Preferences" chart, the younger-skewing formats are most affected by non-response bias. For example, CHR and AOR together pulled a 51% format share of the listening of diary non-responders, but only a 24.8% share of the listening of diary keepers. The differences were even more pronounced among Black/Urban listeners: non-response bias accounted for a whopping 56.3% difference between the format share of non-responders (14.2%) and responders (9.2%).

Given the impact on the estimates, all of the syndicated radio ratings companies have been making significant efforts to achieve the highest possible response rates from their respective methodologies. To date, the telephone-based methods utilized by Birch and RADAR (the leading network ratings service) have yielded the highest response rates (see "Unweighted Comparison: Average Response Rates" chart). Arbitron has been working hard to catch up, and has made notable progress in the past two years.

Determining Your Report's Response Rates

Response rate information is readily available in the ratings reports. In Birch, the response rate is listed in two places: at the bottom of page one, and again on Methodology Page V (in the back of the book), together with a chart illustrating how Response Rate is calculated. Arbitron provides the ingredients for calculation of the response rate on page 3A (divide total individuals who returned a usable diary (in-tab) by total residences: estimated persons 12+), but does not actually publish the rate itself. To compare Arbitron to Birch, be sure to use the Metro Information.

Response rate is considered by statisticians to be a critical determinant of the projectability of survey data, and has proven to be a key factor in explaining the differences in results between Birch and Arbitron.

Tom Birch is Chairman/CEO of Birch Scarborough Research Corp. (305-753-6043), whose Birch Radio Division supplies telephone-based audience estimates on some 260 markets annually. He will contribute to this section on a regular basis.
KSCS Notches Country Conquest

1988 was a thrilling year for KSCS-FM. Winter to Fall, the station came from a 4.2 to a 7.4 12+, surpassing rival KPLX for the first time in four years. The winning formula? Smart programming adjustments and powerful television-based marketing from Film House.

First came the Film House Sing-A-Long/Spokesman campaign, which helped thrust KSCS from a 4.6 to a 6.9 25-54 in the Spring. In the Summer, after KSCS acquired morning dynamo Terry Dorsey, Film House created a custom Music Machine campaign to herald his arrival and the station climbed to a 7.5 25-54. Then finally this Fall, KSCS scored their best book since Fall '84, following up the strategic Music Machine campaign with a tactical Money Machine sequel to top the crowded country field 25-54 with a gratifying 8.3.

"When we made the decision to get more serious about marketing KSCS, I wanted to make sure I had Film House working for us," says OM Ted Stecker. "Film House is simply the best at what they do, and they've certainly had a lot to do with what we are accomplishing in Dallas."

Put Film House on your station's marketing team today, and let us help you "do" your market this Spring.

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Setting The Standards
Playing The Name Game

Radio is a funny business. Most of us begin our careers hoping to become famous, but the first thing many of us do is give up our identities in favor of a catchy air name. Since I began publishing my first comedy service 13 years ago I have had some form of correspondence with approximately 10,000 DJs and PDs. I probably know more jocks’ real names than anyone else, and this gives me a unique insight into the evolution of individual air names.

As you might guess, the most common air names use the jock’s middle name as a last name. Thus, Robert James Rheinblatt becomes Robert James. Often an “s” is added to the middle name, so James Robert Rheinblatt becomes Jim Roberts. (Note: as far as I know, there is no DJ whose real name is Robert James Rheinblatt — and, to ease the minds of many readers, this column does not reveal anyone’s real name. If they wanted the world to know, they probably wouldn’t have changed their names in the first place.)

For a while now I’ve wondered just which name is the most common among announcers. While the statistical sample I’m using is not random, it certainly is large; I suspect we can safely generalize from the findings of this exhaustive study. (And “exhaustive” is the word for it; believe it or not, those 10,000 names I mentioned above are on individual file cards and not in a computer database.)

As expected, converted middle or first names made a strong showing. Of the 46 DJ surnames that registered at least 40 times, 19 are heavily influenced by conversions. Many are straightforward: Michaels, Edwards, Richards. Others benefitted from being a common name (such as Johnson) and from being a commonly converted name (such as John converted to Johnson).

Most Popular

46 Most Popular Last (Air) Names

1. Michaels (147)
2. Davis (135)
3. Williams (133)
4. Allen (122)
5. Kelly (122)
6. Johnson (109)
7. Smith (107)
8. Scott (105)
9. Stevens (100)
10. Thomas (96)
11. Roberts (96)
12. Edwards (91)
13. Taylor (90)
14. Brown (87)
15. James (83)
16. Miller (82)
17. O’Brien (74)
18. Roberts (73)
19. Jones (72)
20. Martin (72)
21. Walker (71)
22. Morgan (69)
23. Jackson (68)
24. McKay (65)
25. Moore (63)
26. Lee (60)
27. Clark (58)
28. Wilson (58)
29. Mitchell (57)
30. Collins (55)
31. Anderson (54)
32. Daniels (53)
33. West (52)
34. Fox (52)
35. King (51)
36. Lewis (50)
37. Stewart (49)
38. Thompson (45)
39. Anthony (44)
40. Harris (44)
41. Nelson (44)
42. Phillips (44)
43. Stone (43)
44. Adams (42)
45. Evans (42)
46. Tom (42)

A Colorful Group

In addition to being the definitive article on jocks’ names, this is also likely to be the only major trade article on the subject, so let’s take a few moments to pay tribute to the potpourri of monikers by which we are addressed by our public. Unless otherwise noted, all of the last names:

Wild West: Johnny Ringo, Jessie (James) James, Bill Cody, Billy Hickok (3), Doc Holliday (3)

Military Figures: Stonewall Jackson, John Paul Jones, Hannibal, Robert E. Lee (3)

Legendary or Mythical: Moses, Sampson, Oedipus, Casey Jones

Literary: Shakespeare, Hemingway

Geographical: London, Boston, Brooklyn, Cincinnati, Cleveland, Dallas, Denver, Fairbanks, Hollywood (first name), Houston, Stockton, California, Montana, Holland, Canada, Britain (sic), Spain, Israel

Nicknames: (first names) Lefty, Mucho, Flash, Kid, Brother, Crazy

Rank and Nobility: Lord, Pope, Majors, King, Knight, Saint; (first names) Dr., Captain, General, Colonel, King, Major, Mayor; and at least two jocks known only as “The Doctor”

Wild Kingdom: Fox, Bird (Beryl), Crow, Fish, Fishhead, Lyons, Pigeon, Rabbit, Smoke (names) Wolf, Trout, Colt, (first names) Cat, Coyote, Rooster

Precious Names: Diamond, Silver, Pearl, Dollar, Ruble, Sterling, Cash, Rich

Body Parts: Butts, Cheeks, Rump, Heart (Hart); also, although the overwhelming majority of jocks are male, the majority of those Hart are female

Auto-Biographical: Chrysler, Ford, and three different Cadillac Jacks

Occupations: Baker, Cook, Carpenter, Dancer, Plummer, Singer, at least two known as “The Hillman”

Weather: Storm, Gale, Flood, Snow, Cold, Stormy (first name)

Mother Nature: Moon, Ocean, Rivers, Lake, Hills, Sands, Shore, Breeze, Wind, Waves, Ice, Freeze, Bush, Fort, west, Stone, Flowers, Posey, Rose, Winter, Summers (Sommers, Somers), Shade

Taste Treats: Spice, Pepper, Peach, Rice, Ham, Hamburger, Coffee (Coffy)

Speedy Jocks: Quick, Fast, Rush, Speed, Chase, and three different Fast Edies

Descriptive: Sharp, Strong, Gay, Good, Wise, Young

Romantic: Love, Darling, Valentine

On the Charts: Rock, Roll, Funk

The ‘60s Live: Peace, Love

Secret Identity Advice

In our industry, your name is your calling card. If you give in to the belief (yours or a PD’s) that an air name must be bland and must sound like a “radio name,” it can be much harder to establish an industry-wide identity. Such an identity is something you might never think you need — until you find yourself trying to get a job in another market.

Here’s one other radio rule you might have heard: make sure your air name is easy to pronounce and very easy to spell, because if it’s not you can’t be successful. Just ask Jonathan Brandmeier.

Dan O’Day, author of “Personality Radio,” conducts air talent seminars for stations, groups, and associations. He can be reached at 11003 Cashmere St., Suite #100, Los Angeles, CA 90049; (213) 479-1767.
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— JIM PRAIN, GSM
Y-108, Denver, Colorado

"We already generated thousands of dollars from the Shelf Talkers alone."
— BRIAN ONGARO, VP/GM
WMIL/WOKY, Milwaukee

"The Retail Display System enabled us to secure store space in over 200 retail locations, generating untapped new business dollars."
— BOB HOGAN, GM
KJR/KLTX, Seattle

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CHRIS BECK
COMMUNICATIONS
A Chronicle Of Black Artists’ AOR Hits

A Black-And-White Documentary Featuring Living Colour

CHR Assistant Editor Paul Colbert was looking at the AOR LP chart and noticed Living Colour at #10 late in January. He wondered if any black group had ever done better in the AOR format.

With my usual assiduity and authoritative tone in place, I had my answer ready in an instant: “Darned if I know.” But it struck me that a look at black artists’ historical AOR success could be interesting, and, based on the format’s longstanding lack of enthusiasm for black music, could probably be compiled in a document of less than Dostoevskian length. (Unlike the preceding sentence.)

The Colourisation of AOR.

As you can see at right, it’s not a terribly long list. Twenty-nine albums by black artists have hit the AOR LP Top 15 since AOR charts were introduced in early 1975. Somewhere in excess of 1200 albums have reached Top 15 at that time, meaning black artists have accounted for a bit less than 2 1/2% of the total.

Open-And-Shut Playlists

In the early days of AOR, the accent was on Albums rather than Rock per se. As you can see in the yearly breakdown at the bottom of the page, there were seven Top 15 LPs by black artists in 1975 and 1976, or about half the total for the past 14 years. And those hits include LPs by Earth, Wind & Fire, Stanley Clarke, Billy Preston, War, Minnie Riperton, and other decidedly nonrock types. At the end of 1976, Stevie Wonder was able to score an eight-week #1 with “Songs In The Key Of Life,” the only album by a black artist ever to hit the top spot. Wonder has never had another Top 15 AOR album.

The walks began to come down in 1977 (although EWF still managed a hit) and descended with a vengeance in 1978, as AOR stations leaned on the Rock. In the ten years from 1978 through 1987, only eight black-artist LPs hit Top 15. Although a certain amount of hostility toward black artists surfaced in listener call-ins (the at-titudinal movement did have its ra-cist undertones), it’s also undeniable that AOR listeners wanted to hear rock and little else but rock, and not many black artists were working in that vein. In general, the way to an AOR hit for a black act had to be paved by the patronage of an acceptable white artist during the ’78-’79 era.

The Pointer Sisters, for example, made it in ’79 on the strength of their Springsteen cover, “Fire.” Springsteen’s production of Gary U.S. Bonds’ “Dedication” LP boosted it Top 10, and Phil Collins’ dubbing presence on “Easy Lover” enabled Philip Bailey to reach #6 in ’84. Tina Turner had all kinds of rockstar presence on her hit LP, as well as a strong rock orientation on many of the tracks. Joe Butcher and often-overlooked guitarist Garland Jeffreys played the rock game and won, and Prince’s “Purple Rain” phenomenon (with some rock flavoring present) was simply too strong to ignore.

Robert Cray scored with the blues, but that form had long since been more appreciated by white rock audiences than by most of the black music audience. Still, achieving two Top 5 AOR LPs with a black music form is a worthy accomplishment. Folk-styled Tracy Chapman, nouveau reggae star Ziggy Marley, and the eclectic Ivan Neville have also been principals in a mild resurgence for black artists in ’87.

And now Living Colour, not the first black hard rock act but the most successful for AOR airplay, have hit the Top 10. In answer to Paul Colbert’s question way back in the first paragraph about the highest AOR chart position for a black group, Bob Marley & The Wailers and EWF share that honor so far at #8, with the Pointer Sisters also earning a #10 posting. (Integrated groups like the Cray Band and the Jimi Hendrix Experience have placed higher.) As more black artists take a shot at rock & roll, it’ll be interesting to see how AOR listeners (and programmers) accept them.

Top 15 AOR LPs

The following alphabetical list comprises Top 15 AOR LPs by black artists and groups from March 1975 to the end of January 1989.

<table>
<thead>
<tr>
<th>Artist/Title</th>
<th>Months/Year Peaked</th>
<th>Point Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOAN ARMATRADING / Joan Armatrading</td>
<td>9/76</td>
<td>15</td>
</tr>
<tr>
<td>JOAN ARMATRADING / Show Some Emotion</td>
<td>11/77</td>
<td>10</td>
</tr>
<tr>
<td>PHILIP BAILEY / Chinese Walls</td>
<td>12/84</td>
<td>6</td>
</tr>
<tr>
<td>GEORGE BENSON / Breezin'</td>
<td>8/76</td>
<td>12</td>
</tr>
<tr>
<td>GARY U.S. BONDS / Dedication</td>
<td>5/81</td>
<td>10</td>
</tr>
<tr>
<td>JON BUTCHER / Wishes</td>
<td>3/87</td>
<td>7</td>
</tr>
<tr>
<td>TRACY CHAPMAN / Tracy Chapman</td>
<td>7/88</td>
<td>8</td>
</tr>
<tr>
<td>STANLEY CLARKE / School Days</td>
<td>9/76</td>
<td>13</td>
</tr>
<tr>
<td>ROBERT CRAY BAND / Strong Persuader</td>
<td>1/87</td>
<td>5</td>
</tr>
<tr>
<td>ROBERT CRAY BAND / Don't Be Afraid Of The Dark</td>
<td>9/86</td>
<td>5</td>
</tr>
<tr>
<td>EARTH, WIND &amp; FIRE / Gratitude</td>
<td>1/77</td>
<td>9</td>
</tr>
<tr>
<td>EARTH, WIND &amp; FIRE / Spirit</td>
<td>12/77</td>
<td>14</td>
</tr>
<tr>
<td>RICHIE HAVENS / The End Of The Beginnings</td>
<td>9/76</td>
<td>11</td>
</tr>
<tr>
<td>JIMI HENDRIX / Crash Landing</td>
<td>3/75</td>
<td>2</td>
</tr>
<tr>
<td>JIMI HENDRIX / Midnight Lightning</td>
<td>11/75</td>
<td>11</td>
</tr>
<tr>
<td>ISLEY BROS. / The Heat Is On</td>
<td>7/75</td>
<td>15</td>
</tr>
<tr>
<td>GARTHLAND JEFFREYS / Escape Artist</td>
<td>3/81</td>
<td>11</td>
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<td>LIVING COLOUR / Vivid</td>
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<td>POINTER SISTERS / Step In / Stop It</td>
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<td>BILLY PRESTON / It’s My Pleasure</td>
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<td>MINNIE RIPERTON / Taste Of Paradise</td>
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<td>TINA TURNER / Break Every Rule</td>
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<td>WAR / Why Can’t We Be Friends</td>
<td>8/75</td>
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<td>STEVIE WONDER / Songs In The Key Of Life</td>
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The Honest-To-God Last Grammy Handicap Reminder (I Mean It This Time, Really)

Even with the Post Office taking Monday Feb. 20th off (for some obscure historical precedent), you should still see this list of hip for this year’s Grammy Handicap by February 21, which is the deadline for entries. In a more primitive technological era, like last year, you would have been up the proverbial creek (which empties into the Old Adage River). But now, with swinging faxes easily accessible (and R&R’s own expanded capacity), even if you just used fast forward on this machine on Feb. 21, you can quickly fire off a fax via the (213) 383-9763 number and still be eligible for the prizes and industry-wide acclaim a Grammy Handicap winner accrues. (Do not interpret this last sentence to imply that we’re awarding a Grammy Handicap winner a cruise.) Check Page 48 of the January 20 R&R for the category list and give it a shot.
TV's Brit Awards — 'Top Of The Flops?'

"Millions See TV's Big Awards Night Degrade Into Top Of The Flops." That was one of the morning-after headlines that greeted the eighth annual British Record Industry Awards, now renamed the Brits. As presenters MICK FLEETWOOD and SAMANTHA FOX presided over a TV debacle with falling autocue, wrongly announced guest stars, and great confusion all around, some were these of the official highlights:

Paul Collins was voted Best British Male Artist and also won the Best Soundtrack award for "Buster." Phil's next engagement is his solo album: "I've got the songs written, so I'll be in the studio in April, then I'll be on tour maybe the early part of next year, and hopefully there'll be a film sometime. I think that 'll all happen before a Genesis project."

Annie, Tracy & Eddi

Making her first public appearance since the loss of her baby before Christmas, ANNIE LENNOX won the Best British Female Artist award, and with her ERYTHMICS partner DAVE STEWART announced the winner in the Best Independent Newcomer category — TRACY CHAPMAN. One of the Erythmics' former backing singer is DIDDIE READER, and her band FAIRGROUND ATTRACTION walked off with two awards: Best British Single (for "Perfect") and Best British Album (for "First Of A Million Kisses"). Other winners included ERASURE in the Best British Group (for "Sisters of Mercy") and BILLY REID for "Right On Time." The only American to take a Brit is ROY ORBISON, who was honored with the Special Award for "The Most Significant International Star."

Cliff Notes

CLIFF RICHARD picked up a special Lifetime Achievement award to mark his 30 years in the British music industry. Cliff says he's busy planning his follow-up to his Christmas UK number one, "Mistletoe & Wine." This next 45 will be his 100th single and now looks likely to be a STOCK, ATT-KEN & WATERMAN composition and production rather than the track he recently recorded with rock/reggae artists ASWAD.

Unfortunately, what the British public will remember will be the live TV coverage, complete with its catalogue of disasters. As scenery threatened to fall down towards the end, many of the paying audience started to leave their seats as MARK KNOPFLER and RASHID JAMAL'S "super-group" filled in extra time.

"In a way, a lot of people enjoyed it," said nominee CHRISSIE REA the next day. "If there was going to be another one next week, it would get maximum ratings because everyone would want to see what was going to go wrong. It was quite hilarious, and 11 points out of ten to everybody who actually watched their screen out of curiosity. Those [bands] who didn't should have known better.

 interesting Drugs & Other New Stuff

MORRISSEY's follow-up to "The Last Of The Famous International Playboys" is likely to be called "Interesting Drug," to be released in April.

BOY GEORGE and BREATHE together on record? Sort of. The groups DAVID GLASPER contributes backing vocals to George's version of "What Becomes Of The Brokenhearted," which is on the CD version of his new UK single, "Don't Take Me My On A Trip."

"When I Grow Up" is the latest single to be lifted from MICHELLE SHOCKED's "Short Sharp Shocked," with a album version of "I Am In Amsterdam" on the B-side, and a live "Goodnight Irene" on the 11-inch and CD. Also on Monday (2/20), HOWARD JONES preview his new album with the release of the single "Everlasting Love," co-produced by CHRIS HUGHES and IAN STANLEY from the TEARS FOR FEARS camp with ROSS COULUM. "The One Is To Blame" is an extra track on the CD.

ELVIS AND MACCA'S co-composition "Victimina" becomes CON-TELLO'S new UK single on Monday, with the previously unissued "The Room Nobody Lives in" on the 12-inch and CD, together with the "Spaile UK album track "Coal Train Robberies."

Old, New, Borrowed & Blue

This week FLEETWOOD MAC unveil another live cut recorded in San Francisco as the B-side of their new single. The old blues number from their early days ("I Want Another Woman") appears as the flip of "Hold Me," itself re-released as a 45 from their "Greatest Hits" album.

Sad to report the death in Sydney last week of TREVOR LUCAS. The former guitarist with FAIRPORT CONVENTION and husband of the late SANDY DENNY — they also performed together in the group FOTHERINGAY — died from a suspected heart attack.

British Charts

1. M. ALMOND I.G. FITNEY'S something's... (Parlophone/EMI)
2. SIMPLE MINDS'S! Rule Of The Street (Virgin)
3. HOLLY JOHNSON'S Love Train (MCA)
4. ROY ROACHFORD'S Cuddly (Virgin)
5. MIKE & THE MECHANICS'S The Living Years (WEA)
6. BOBBY BROWN'S My Prerogative (MCA)
7. THAT FINE YOUNG CANNIBALS'S She Drives Me Crazy (RCA)
8. ANNE'S New (Virgin)
9. ROY ORBISON'S You Sat 1 Virgin
10. CHELSEY EASTON'S The Lover In Me (MCA)
11. TOM JONES'S Only Love (Elektra)
12. ROBERT HOWARD & KYM MAZELLE'S Wait For Me (RCA)
13. THE HUE & CRY'S Looking For Linda (Columbia)
14. SAMANTHA FOX'S Only Wanna Be With You (MCA)
15. PRINCE'S Every Rose Has Its Thorns (Enigma/EMI)
16. FINE YOUNG CANNIBALS'S She Drives Me Crazy (London/Polydor)
17. TINA TURNER'S What's Love Got To Do With It (Warner Bros.)
18. SAMANTHA FOX'S Only Wanna Be With You (MCA)
19. SAMANTHA FOX'S Only Wanna Be With You (MCA)
20. Big Brown/Stag (A&M)

Moving Up

TEXAS' Don't Want A Lover (Mercury/Mercury)
LEPPARD's Rocket (Mercury/Mercury)
RAZEE's Love (Champion)

Cliff — 99 going on 100

Australia

1. IAN MOSS/Tender's Daughter
2. 2 MENTAL AS ANYTHING Rock 'n Roll Music
3. 3 1927/1 Geoff
4. 4 NOISEWORK'S You Of Nation
5. 5 1927/1 You Know
6. 6 SANDIE'S The Music Goes Round My Head
7. 7 DARYL BRAYWATER'S I Do
8. 8 CROWDED HOUSE'S Temptation
9. 9 JIMMY BARNES'S Last Frontier
10. 10 PAUL KELLY'S The Unity

Canada

1. CANDI/Under Your Spell
2. 2 SASS JORDAN/Tell Somebody
3. 3 COLIN JAMES/Pine Long Years
4. 4 GLASS TOWER/Send Your Love
5. 5 KIM KANS/Beg Your pardon
6. 6 TOM COCHRANE/Good Times
7. 7 CROWDED HOUSE'S A Tree Falls
8. 8 DALBELLO/Tango
9. 9 SHERIFF/If I'm With You
10. 10 NORTHERN PIKES/Hope's Go Adrift

Most Added

POW/The Big Picture


Most Added

PURSUING HAPPINESS/She's So Young

Top 10 Canadian chart hits courtesy The Record (416) 120-9417.

RMJ NEW MUSIC

2/2/17

1. REPLACEMENTS/I'll Be You (Sire/Reprise)
2. VOILENT FEMALE/Waiters (Stax/WB)
3. LILLI REED/Cagnetic Blvd. (See/WB)
4. NEW ORDER /Fine Time (Deeds/WB)
5. 5 R.E.M./Green (WBD)
6. ELVIS COSTELLO/Veronica (WBD)
7. FINE YOUNG CANNIBALS/She Drives Me Crazy (RCA/MCA)
8. COWBOY JUNKIES/Casey Jane (BNA)
9. DEAD MILKMAN/Pool Rock Girl (Enigma)
10. SONIC YOUTH/New Age Riot (Best Product/Enigma)
11. POSSEU/Weird (Mercury/Mercury)
12. WATERBOY'S/Fisherman's Blues (Enigma)
13. FALL NEW Big Pimp (Bergamot Banquet/RCA)
14. LOVE AND ROCKETS/Metaphor (Bergamot Banquet/Enigma)
15. XTC/The Mayor of Simplon (Geffen)
16. PURSUIT OF HAPINESS/I'M An Adult Now (Chrysalis)
17. LIVING COLOUR/Gut Of Personality (Warner Bros.)
18. THRESHOLD Muses/Ozy (Sire/WB)
19. MIDDE UGRE/Dee God (Enigma)
20. ERNA/Orcoma Row (Warner Bros) (Geffen)

Moving Up

HITTER EBC/Correct (I'm Here/Sire)
WONDER STUFF/Uve, Get, Give Me More More, More More (Polydor)
R.E.M./Rio Song 2 (WBD)
FOX/Der Omen Ouf (RCA)
BRUCE COCKBURN/A Time Falls (Gold Castle)
EASTERNBOY/Come On Out Fighting (Columbia)
PROPHECY/In Goes 2 B (Miles) (Chrysalis)
DIOCCYE YOUNG/I'm The Groove (Bass First/Enigma)
TONY LOC/Magic (Waitex/Vinylyard)

Chart derived from tracks supplied by a panel of college and commercial radio stations reporting to CMJ New Music Report (516) 248-9600. Imports are noted.
Fresh Traxx is your ticket to a fast forward ride into the future of urban contemporary music. It's the first place to catch the hot releases from the newest faces on the street. And the first chance to hear the latest from your all-time favorites.

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So grab hold of tomorrow's hit music today with Fresh Traxx. Contact your Westwood One Representative today at (213) 204-5000, FAX (213) 204-4375 or Telex 4936015 WWONE.
Ross Rejoins Motown — As Partner

After an eight-year absence, Diana Ross has rejoined Motown Records, the label for which she recorded from 1961-81. In addition to her familiar role as a recording artist, La Ross will also hold an equity partner's position with the recently restructured label. Although the terms of the agreement remained undisclosed at press time, Motown President Berry Gordy noted that "we are thrilled to have her input on the operating committee of this company," adding that Ross's first album to be issued under the new arrangement will be titled "Workin' Overtime."

Produced by Nile Rodgers, the new LP will hit the streets in early May, with the first single scheduled for April release. At that time, Ross will embark on a world tour that will begin in Europe, arrive stateside in June, and conclude with a series of Australian and Japanese dates in the fall.

"The ghost of John Lennon will be seen by record buyers dodging traffic in Times Square," so says soothsayer Billy Starr, on record in the fashion industry circles: "Top Psychos' Amazing Predictions For Spring '89." The chilling sight will prompt thousands of baby boomers to hold their all-night, candle-light vigil outside the plush New York City apartment where Lennon was savagely gunned down. Lennon's recording "Give Peace A Chance" will shoot to number one."

Perhaps Ms. Starr ought to consider starting her own psychic firm, as she also predicts "Tammy Faye Bakker will lead the lead role in an off-Broadway musical that will spawn a huge hit record."

A Message To Michael

The Star reports that Michael Jackson has been telling friends he’s been receiving psychic messages from the late great Jackie Wilson, warning MJ to fly. Meanwhile Michael is, of course, busy shopping in New York — witness his recent occasion to quit touring.

More Amazing Predictions

"A hundred years from now, it’s Yoko Ono the world’s going to remember, not John Lennon or the Beatles."

— performance artist Charlette Moorman, quoted in People

Z'NE CINE PREDICTING THE HITS

As a public service to our readership, the Star is proud to present the week's periodicals — from the slicks to the slums — and encapsulate the top music-related stories, as follows:

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KEEF SEX STONES WILL ROLL

"World's greatest rhythm guitarist" Keith Richards told a UPI reporter last Friday (2/10) that the Rolling Stones will put out an album this summer, then tour the US from September through December. No details from the Stones' PR people, but Keith claims he and the other guy wrote "about 35 songs together in a week" whilst on a busman's holiday in Barbados.

KEEF — A Glimmer Twin in his eyes

Spector & Klein Vs. Leiber & Stoller

The charges and countercharges are flying fast 'n' furious in a battle over royalties to some of the most famous songs of the early '60s. This week songwriters Jerry Leiber & Mike Stoller contend that producer/writer Phil Spector and attorney/manager Allen Klein set up a dummy corporation for tax fraud, double billing, and concealing royalty funds. This in response to Spector's December '88 lawsuit claiming that Leiber & Stoller were systematically bilking him of royalties via fraudulently endorsed checks and secret bank accounts. Spector's $15 million lawsuit centers around a 1972 agreement under which Moshier Berta (Phil's company) and Trio Music (Leiber & Stoller's firm) would split publishing rights to "Da Doo Ron Ron," "Chapel of Love," and "Be My Baby," among others, with Trio administering the monies.

INKS MANAGER FORMS OZ INDIE

"Youngblood" — a compilation album featuring 12 new Australian bands — marks the debut of rock 'n' roll, a hit. The album's indie label headed by INXS manager Chris Murphy in conjunction with Sebastian Chase and Justin van Stairs. The LP's stars of tomorrow: the Trilobites, the Faith, Violet Town, Who's Gerald?, Martha's Vineyard, Tall Tales and True, Crash Politics, 50s Isolation, the Hummingbirds, 1331 Mockingbird Lane, Sundogs, and the Hip-singers.

Short Shorts

Young 'N Wild's jazzbass the Dirty Doree Brass Band, heard recently on the Elvis's potlids and Neville Brothers albums, have signed to Columbia. LP due 2/28. Godfather Of Punk Iggy Pop is all but signed to Virgin. Deal reportedly includes rights to his vintage "Lust For Life" and "The Idiot." RCA will issue a new Graham Parker LP: "(Live! Alone! In America!)" on 2/28. Taped during his recent solo tour, the album sports three new songs: "New Corruption," "3 Martini Lunch," and "Drunken." Full Force have recorded two songs ("I Ain't Nothing But A Feeling" and "I Got It Like This") with Paul Labelle for her next LP.

Marshall Crenshaw, the debut album by the Thieves ("Seduced By Money") will be released by Bug/Capitol on 2/21. Debbie Gibson may soon have her own line of perfume. Revlon is developing a fragrance called "Electric Youth" — not coincidentally, the title of Ms. Gibson's latest LP — to be sold, if Debbie okays it, in record stores.

SNEAK PREVIEW

DEF LAPPON/Freedom (Mercury). Four Sex Pistols on stage. Buzz


GERRY THOMPSON/"The Idiot." LPs: "Last Days," "The Current" and "The Idiot."


CHESTER BENTON/Woody Guthrie (Columbia). LPs: "Last Days," "The Current" and "The Idiot.""
Little Richard Gets His Due

MONDAY, FEBRUARY 27
1967 Pink Floyd records its first single, "Arnold Layne," which goes on to become the UK Top 20.
1970 The Oklahoma City Council fines Jefferson Airplane $1000 for using obscenity on stage.
1974 Util Mitchell's "Court And Spark" LP goes gold.
1980 Billy Joel wins two Grammy Awards for "52nd Street" including Best Album, the Doobie Brothers win Record and Song of the Year for "What A Fool Believes," and Buck Owens is named Best New Artist.
1986 The Van Halen era begins — Van Halen releases its first single since Sammy Hagar replaced David Lee Roth, "Why Can't This Be Love." Meanwhile, Roth seeks CBS Films for backing out of financing "Crazy From The Heat."
Born: Adrian Smith (Iron Maiden) 1957, Johnny Van Zant 1959, Paul Humphreys (OMD) 1960

TUESDAY, FEBRUARY 28
1966 Liverpool's cavern Club, where the Beatles first became popular, closes when the owners go bankrupt.
1969 Frankie Lymon dies of a heroin overdose at 25.
1976 Paul Simon wins a Best Album Grammy for "Still Crazy After All These Years." He thanks Stevie Wonder, who won the award the previous two years, for not releasing an album that year.
1984 Michael Jackson says, "Thank you, I love you" eight times at the Grammy Awards. Duran Duran win the first two Video Grammys.
1996 At L.A.'s Universal Amphitheater, Barbara Mandrell makes her first appearance since a near-fatal car crash with a drunk driver several months earlier.
Born: Donna Iris 1943, Ian Stanley (ex-Tears For Fears) 1957, Joe South 1942, the late Brian Jones (Stones) 1942

WEDNESDAY, MARCH 1
1968 Man in black wed's woman in white — Johnny Cash and June Carter are married in Franklin, KY.
1969 Jim Morrison is arrested after flashing a Miami crowd, and is later convicted of charges of indecent exposure, profanity, and public drunkenness.
1980 Patti Smith, wearing ballet slippers, marries former MC5 guitarist Fred Smith in Detroit.
Born: Roger Daltrey 1944, Harry Belafonte 1927, Rudy Wolcott (Jets) 1970, Anthony Crichlow (Living in A Box) 1959, Norman Connors 1948

THURSDAY, MARCH 2
1974 Roberta Flack wins three Grammys for "Killing Me Softly With His Song," and Betty Midler is named Best New Artist.
1984 Legendary Gold Star studios (home of Phil Spector) close, then become a shopping center.
1987 "Trico" by Dolly Parton, Emmylou Harris, and Linda Ronstadt is released.
1988 Little Richard, while presenting the Best New Artist Grammy, remarks, "I've been singing for 30 years and you'll never give me nothing. I am the architect of rock 'n' roll. The Best New Artist is . . . me!" After winning one, K.T. Oslin says, "I'm so excited I feel like I'm gonna throw up any minute now. U2 wins Best Album for "The Joshua Tree."
Born: Lou Reed 1944, Eddie Money 1949, Larry Carlton 1940, Dale Bozzio 1955, Jon Bon Jovi 1962, the late Karen Carpenter 1950

FRIDAY, MARCH 3
1931 "Hi-de-de-hi-de-ho" — Cab Calloway records the first million-selling jazz record, "Minnie The Moocher."
1955 Elvis Presley makes his first TV appearance on "Louisiana Hayride," a local country show.
1957 In Ottawa, Canada, the Animals refuse to perform until they're paid in advance. 3000 impatient fans riot, causing $5000 damage.
1977 While recording "Love Gun," Gene Simmons and Kiss receive guitar kicks from drop-in guest Bruce Springsteen.
1966 The first R&R convention in nine years opens in Dallas, TX. Stevie Wonder makes a surprise appearance opening night, and John Cougar Mellencamp performs the next night.
Born: Janice Garfist (Dr. Hook) 1944, Larry Stewart (Restless Heart) 1959

SATURDAY, MARCH 4
1966 Talking to a London reporter, John Lennon remarks that the Beatles are perhaps more popular than Jesus Christ. Comments cause international controversy, Beatles record burnings, and repeated clarifications from Lennon.
1957 Steve and Matt Winwood announce they'll leave the Spencer Davis Group.
1973 Pink Floyd begins the "Dark Side Of The Moon" tour in Madison, WI.
1987 Harry Belafonte is named an American UNICEF Goodwill Ambassador.
Born: Chris Sale 1951, Chris Squire (Yes) 1948, Emilio Estefan (Miami Sound Machine) 1953, Bobby Womack 1944

SUNDAY, MARCH 5
1960 Sgt. Elvis Presley is discharged from the Army.
1963 Patay Clinic, Hawthorne Hawkins, and Cowboy Copas are killed in a plane crash near Camden, TN.
1986 Willie Nelson hosts a two-hour tour of Texas on a CBS-TV special. Also, Smokey Robinson guest on "Dolly" for a "Motown Showdown" with Parton. The duo premiere their "I Know You By Heart" video.
Born: Howard Huntsberry 1954, Eddy Grant 1948, the late Andy Gibb 1998

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NEW & ACTIVE

#1 "MOST ACTIVE"

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NET NOTES

Radio Home Shopping

Still Healthy At RRN

As any cable TV viewer can observe, home shopping channels are big business — they generate billions in sales from addicted viewers. The concept has been attempted on radio with little success — except by the New York-based Radio Retailing Network, which syndicates a talk-show-type home shopping show to stations. RRN President Tony Nikanen said his client's shows range from 15 minutes to three hours, are locally produced, with most items coming from local merchants. Nikanen has some 70 affiliates now, and said after a year and a half in business, says he is the lone survivor in the radio home shopping business. Geared towards small and medium markets, the RRN method is not unlike that of the "trading post" shows that's still a component on small stations. Chicago's Network is an anchoring CBS Radio's "Sports World Roundup." The two-minute feature is an expansion of the midweek version of the show. Also at CBS, Dick Monley has been named Eastern Sales Manager. Ivy French is now District Director/Client Relations for RadioData. Sue Swanson has been named Manager of North-West Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData. Sue Swanson has been named Eastern Sales Manager in the CBS L.A. office, and Nancy Postrel has been named Director/Client Relations for RadioData.
WWSW/Pittsburgh celebrated its first Gold birthday on Sunday (2/12) with ringing authority. Fall Arbitron results place it number one in the 25-54 demo. VP/GM Diane Sutter, who was at the helm until becoming VP/GM of WTVQ-TV/Lexington last week, recaps the initial year.

Audience Loyalty

“We’ve had four good, consistent books,” Sutter beams. “The audience loyalty is unbelievable. We’re taking audience from a number of different stations. It’s almost like a flank attack. Our core gives us our TSL, but there’s a tremendous amount of cunning, and that’s why promotion is so important to WWSW.”

By Mike Kinosian

the activities are concerned with today’s lifestyle. Our audience (25-54) isn’t looking to relive their youth.”

According to Sutter, Gold is a 50/50 male/female format. “The assumption is it’s a male format. The most successful stations will prove that’s not the case.”

Fun is a key WWSW ingredient. “We take ourselves less seriously than when we were AC,” Sutter claims. “Oldies is grown-up Top 40. Afternoon personalities can do more than just read liners. The music segues from the Beach Boys to the Rascals to Motown.”

The “more is better” approach also gets a thumbs down from Sutter. “People don’t want to hear every-thing the Beatles, Temptations, and Beach Boys did.”

Accordingly, the station is selective, concentrating on hits. One exception to that rule is Scott English’s “High On The Hill.” Sutter explains, “That’s one of the top five-testing songs in this city. I defy you to tell me another market where that could happen. If I didn’t live here, I probably would never have even heard of it. This is a big ‘blue-eyed soul’ town. Motown does very well.”

Among artists scoring high marks in station research are the Temptations (WWSW is playing 18 of their titles), the Four Tops, Martha & The Vandellas’ the Four Seasons, the Rascals, and Tommy James & The Shondells.

Money Demos

Sutter has her eyes glued to the bottom line and reports the switch to Gold has produced a “substantial” increase in billing.
FIVE-BOOK SWEEP IN SAN DIEGO

Q106 Steals Listeners From Everyone

When Garry Wall became KKLQ-AM & FM (Q106)/San Diego PD in March 1987, little did he know he would take the market lead with his second book. The next three books were repeat performances, and in the fall Arbitron Q106 was on top again with a 8.9-9.5 gain and a widening lead. (In Birch Q106 was off 12.3 to 10.8.)

Wall explained Q106's winning formula this way: "To be a number one mass appeal station you have to steal and borrow and beg listeners from everyone. We may not convert all of the competition's audience, but if we can be a solid number two choice for their listeners and maintain our own loyal core, we can be number one."

ARL (ARL posting 6.2-6.5 in Birch) and AOR KGB, which dipped 5.7-5.0 in ARB (ranking number one 9.6-13.5 in Birch).

San Diego used to be considered less responsive to CHR than other cities, but Wall disputed that view. "San Diego was really starved for what we've offered. Not only did we play a different type of music, but we set out to capture everyone's imaginations and hearts. We program Q106 for San Diego - not L.A., not Phoenix, or anywhere elsewhere. That's probably why we sound so different."

Unique Music Mix

Q106's music policy has been unique when compared to CHR stations nationally. While dance-oriented (though not enough to qualify as a P1-A reporter), Q106 played enough pure CHR to draw listeners from then-CHR competitor KSDO-FM (KS104), B100 and other AORs, and UCXHRM.

"When we started we were more Urban-dance crossover-oriented, but we kept the other elements pretty traditional," Wall recalled. "As a new station I felt we needed to be well-defined. Two years later we are blossoming and evolving musically, doing what the market expects of us. If we were starting up today we would be different. B100 and the other AORs are dabbling more in CHR and finding it to be successful, while we're maintaining our leading-edge sound and finding more overlap with other active stations like (New Rock) XTRA-FM (91X), XHRM, and KGB."

Rock product is still not favored at Q106. "Jazz is big here, so for our female target audience we've stayed away from artists like Kenny G and Anita Baker for balance," Wall said. "We've played Ben Javie - some of their tunes are pretty melodic - but have stayed away from Guns N' Roses, outside of using them for our instant request feature."

Despite that group's hits, Wall theorized "their music doesn't fit into a complementary role for us."

His approach has been to daypart more aggressively than ever. "We're trying to reflect what's going on a daypart-to-daypart basis. That's why Q106 has a different sound on Friday nights and a variation for Saturday nights; the audience is in a different frame of mind."

50% Female Airstaff

In addition to the music, Wall relies on his airstaff to capture the listeners' imaginations and hearts. "We hired longterm players who have personalities. We simply hired the best people and half of them happened to be women," he said. Anita Rauh does midnights, Whitney Allen does late nights, and Gayle Hunter takes overnights. When afternoon driver Jo-Jo Kincaid goes on vacation Whitney fills in. "Jo-Jo leads the next station (KGB) by 3.6 shares," Wall noted, "and (morning crew) Jack Murphy & Terrence McKeever are second only to (N/T) KSDF. In middays Anita is second only to (EZ/3) KQZP and at night with Chuck Cannon we're a solid number one. Not only are we on top in terms but we're in a three-way tie for number one 25-44 with B100 and (Country) KSON-FM."

"Wall describes the process of building loyalty for the station as 'establishing a bond with the audience. I don't agree with stations who are weeping too much - it doesn't build loyalty. Over the years, the best stations in this format weren't jukeboxes they were personality and music stations."

Enemy Cassette Players

Wall sees cassette players as radio's biggest enemy. "They're in cars and take away valuable tune-in time. We have to outprogram cassette players to win; that's why we only give away albums or CDs."

Q106 has managed to marry music, personality, and promotions by stressing the need for on-air reality. "Jack & Terry talk a lot but..."

Continued on Page 48
LITA FORD
duet with Ozzy Osbourne
Close My Eyes Forever

"Why does Kansas City love Lita Ford? 
#1 album sales! #1 phones—
all demos! It's been strong for
8 weeks, need I say more...
The listeners demanded it and we
gave it to them."
KXXR, Gary Franklin

"Top 5 requests. Big sales. Strong 18+
I'd like to thank Brian Burns for the lead."
Y95, Buzz Bennett

"Instant reaction.
This will be a very big record in Houston."
KKBO, John Cook

"#1 phones after only one week of play.
This record is hotter than a pistol."
K-106, Neil Harrison

"Close My Eyes Forever"...
the single that radio is demanding.
On your desk now.
Get ready for instant reaction.
From the soon to be platinum album "Lita."

Produced by Mike Chapman

Gary Osborne courtesy of CBS Associated Records
Management: Sharon Osbourne

WHEN YOU PLAY IT
SAY IT!
Q106 Steals Listeners From Everyone

Continued from Page 46

play eight to nine records an hour. They hit you in the gut by saying things you think, feel, and would like to do. Whether they give May- or Maureen O’Connor grief about the homeless issue or tell the audience there’s a new Campbell’s Soup with her picture on it, “Cream Of Wassa,” the audience really gets into it. They use the theater of the mind to the fullest. Terry went to Jack Murphy Stadium for a supposed look at the invisible Stealth Bomber, which of course wasn’t really there, and lots of people came down to look at it."

Deep Pockets
VP/GM Bob Bolinger has provided Q106 with pretty deep pockets. No money is spent on TV advertising, but extensive outdoor campaigns and thousands of bumper stickers are visible all over the market. As for contests, Wall keeps them simple in nature, but they generally involve big dollars so “they can be enjoyed vicariously by everyone. We did the ‘ATM Of The Airwaves,’ using a recorded machine which named dollar amounts. When listeners said ‘stop,’ they won the next amount, from $100 up to $1000. Each winner was eligible to go to a real ATM and cash in. In cooperation with Great American Bank and the ‘Star System,’ we reprogrammed a machine and loaded it with big bills. Our winners could get a lot of cash out depending on how fast they worked the machine.” The contest received plenty of TV coverage.

Q106 promotions often benefit the community as well. The Q106 Christmas Wish program helped 3200 people this year,” Wall reported. “We donated $5000 to a playground in Chula Vista, went to a home for battered women and bought them beds and cribs, and we found a family living in a car and got them security deposit money. We also took some kids who needed glasses and got them fitted. Our Christmas Wish committee featured community leaders from all walks of life and religions to assist in determining who received our help. ‘We’re not afraid to spend the money as long as it benefits the listeners and our image,’ Wall said. ‘Stations who don’t promote themselves are doing themselves a great disservice.” Other Q106 promotions included sending four buses loads of listeners to see Michael Jackson, and putting on seven simultaneous fireworks displays on July 4th. Production remains a key element in Q106’s success. It’s not just what comes out of the production room that counts, according to Wall, but the ability of the air talent to produce the hour. ‘They are responsible for putting the music together. Music is the most passionate part of the station; letting my air talent make decisions within the format gives them emotional equity in that position. That bonding between them, the music, and the audience will keep Q106 on top.’

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New influential friends.

MOTION

• WXGT (92X)/Columbus signs J.D. Stewart from KJYO (KJ103)/ Oklahoma City for PM drive

DAVE McKee, formerly KMGX/Fresno Research Director, has been named PD at KPFD (K100)/Marysville, CA. WZOK/Stockton, it's welcome new morning man Jeff Wicker from WBCY/Charlotte ... WPXR/Dayton, IA is looking for a new MD as John Austin leaves for a PD gig at KGGO/rapid City, IA. ... The Birdman from KSSS/Albuquerque floats into the open morning shift at WSSX/Charleston, SC ... WPST/Trenton, NJ says “Hi” to new night jock Terrie Carr ... WBEC/Pittsfield, MA, night jock Victor Lisse adds MD duties ... Jefferson Ward, previously PD at WAEB/ Allentown, now does swing at WIQO/Philadelphia. He’s looking for another PD gig ... WAYS (99WAY)/Macon, GA adds GSM Jim McLendon to GM, and MD Dee Shannon becomes inter- pd as Oscar Leverette segues to crosstown WPEZ.

BITS

• Doing Their Part — Recently in Stockton, CA, a 24-year old drifter killed several children in a schoolyard with an AK-47 assault rifle. In reaction to the tragedy, KESF/FM (91.9)/Seerra- mento appealed to its listeners to help remove dangerous weapons from the streets. The station donated $1000 for the first two assault weapons turned in to the Sacramento Police, and $200 thereafter. Listeners mailed in support of the station’s actions, and several weapons have been turned in.

• Quarterback Polons Airwaves — Green Bay Packers quarterback Don Majkowski performed Polon’s “Every Rose Has Its Thorn” for the Super Bowl talent challenge, and just missed being a finalist. But his singing career didn’t end there. WIXX/Green Bay obtained a copy of the tune, played it, and watched the request lines explode. After receiving permission from Capitol, the station began selling a cassette copy of the song for a $5 donation to the Cystic Fibrosis Foundation. Now that he’s hot, we’ve heard the quarterback is out to re-make Pat Benatar’s “Hit Me With Your Best Shot.”

• Way To Go! — WTBX/Duluth PD/morning man Wayne Coy was disturbed to hear that two area teens recently lost their fights against cancer. After relaying his feelings to listeners, he found out that 17-year-old Steven Erickson was in need of a liver transplant costing at least $75,000. Coy wanted to help, and told his listeners he’d play Mike & The Mechanics’ “The Living Years” until $5000 was raised for Erickson’s operation. The response was phenonemal. The $5000 was raised by 9am, and a few days later the total was well over $20,000. If all goes well, Steven Erickson will be a WTBX listener for a long time.

• Bet The Studio Smells Funny — To commemorate National Pizza Week, KFXD (KFXB)/Boise invited listeners to play “Name That Pizza.” A microwave-heated slice was slammed on the studio counter, and contes- tants had to identify the toppings. They were given three types to choose from. Winners won Round Table pizzas, losers were given generic frozen pizzas, and the jocks received sponges and cleanser.

• Give Credit Where Credit’s Due — WKSS (Kiss 95.7)/Hartford, CT is offering listeners its “Kiss Card” through People’s Bank. Listeners can apply for a special MasterCard em- blazoned with the station logo. “Kiss Card” holders receive low interest rates, higher credit limits, and promo- tional discounts.

• Radio On Video — KYYA (93Y) Billings, MT has initiated its “Great Video Giveaway.” For 48 days, one listener a day wins a VCR and 52 free movie rentals. Listeners can register for the daily drawing at various retail outlets.
DR. DAVE IS RUNNING!

WHTZ KIIS WMMS KKBQ
WIYY WRBQ KZZP KKLQ
WEZB WKQX KSFM WBJW

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Format's 12+ Plummer's

But There's Some Good News

It wasn't that bad. Trust me.

While a record number of AORs were down 12+ in the fall '88 Arbitron survey, the picture brightens considerably when you look at the important demos. In fact, more AORs topped their markets in target cells this time around than accomplished that feat one year ago.

12+ Tumbles, But Market
Rank Solid

As far as 12+ is concerned, the report card confirms what you already suspected: this was a historic book. The percentage of stations that fell 12+ was higher than in any other AOR scoreboard. You have to go back to the infamous '80/20' era to find a book to rival this one in terms of 12+-fulness.

Was it the "soft" diary? Lower sample sizes? Increased competition? Bad Karma? Any argument can be made for a variety of potential culprits.

However, despite plummeting 12+ figures, this book was actually as good or better than the fall '87 edition. Market rank is the key. A year ago only 49% of markets surveyed had an AOR ranked number one 12+ or better. That percentage rose to 57% in fall '88. Men 18-34 was up, as was the crucial 25-54 cell.

This book wasn't quite up to summer '88, which was the best survey the format's posted in at least two years. But the figures are comparable, and more stations were tops 18-34 in fall than in summer.

The bottom line: while many AORs may have suffered share losses in individual demos, most are so dominant in these key cells that they could afford the drops. Advertisers are far more concerned with market rank than actual AOR shares.

This is not to imply that falling shares aren't significant. If this book marks the beginning of a downward trend, there's definite need for concern. However, if I've learned one thing from doing these scorecards it's that you can't make accurate, format-wide pronouncements based on one book. There are just too many variables.

What I do know is — regardless of the 12+ tumble — the vast majority of AORs remain in excellent position to cash in on the 18-34 male audience. That's not speculation — that's fact.

Fall '88 Scoreboard
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<th>Station/Market</th>
<th>12+</th>
<th>Adults</th>
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<td>25-54</td>
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<td>2</td>
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<tr>
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<tr>
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**Fall '88 Scoreboard**

***Continued from Page 51***

Dave Logan is available in "Living Colour... And Ready to Add... Personality" To Your Radio Station

Reasons Logan is no longer with KGOG

1. "Philosophical differences" - at least that's what we're told in San Francisco.
2. Couldn't handle the commute costs - Golden Gate Bridge toll upped to $7 a day.
3. We don't care in a birch world.
4. You have "The Gig of the 90's" waiting for me.

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On Over 125 Reporters.

---

Dave Logan

www.americanradiohistory.com
**Women's Vote Upheld**

**MONDAY, FEBRUARY 27 — The right of women to vote, as set forth in the 19th Constitutional Amendment, was upheld in 1922 by the Supreme Court. In 1891, the amendment was first introduced in the Ohio General Assembly, with a majority vote of 57-47. The amendment was finally passed by the states in 1920, and women gained the right to vote in the United States.**

**Birthdays:** Howard Hesseman 49, Barbara Babcock 52, Ralph Nader 55, Elizabeth Tayler 57, Joanne Woodward 59.

**Longest Motorcycle Jump**

**TUESDAY, FEBRUARY 28 — The world record for a ramp-to-ramp motorcycle jump is 82 yards, set in 1986 by 24-year-old Todd Seeley, a professional stuntman. However, the practical application of this record is limited due to the lack of suitable ramps and the need for specific conditions and safety equipment.**

**Birthdays:** Bernadette Peters 41, Stephanie Beacham 42, Frank Bonner 47, Mario Andretti 49, Gavin MacLeod 55, Linus Pauling 89.

**Ohio & Nebraska Statehood**

**WEDNESDAY, MARCH 1 — The Buckeye State, Ohio, became the 17th state in 1803. The Cornhusker State, Nebraska, became the 37th state in 1867.**

**A Penton report in 1985 endorsed the theory that atomic war would block the sun, causing a global "nuclear winter." This theory predicts that the atmospheric dust and soot from nuclear explosions would block sunlight, leading to a prolonged period of darkness and cold, potentially causing widespread famine and economic disruption.**

**Birthdays:** Ron Howard and Catherine Bach 35, Alan Thicke 42, Dirk Benedict 45, Harry Belefonte 62, Dinah Shore 72.

**Sayonara Pioneer-10**

**THURSDAY, MARCH 2 — Pioneer-10 blasted off in 1972 on a trip that will make it the first manned object to leave the solar system. The space probe carries recordings and greetings from Earth. If anyone encounters Pioneer-10 Out There, we hope they aren't affected by atomic radiation, because the spacecraft is powered by four nuclear generators. In 1962 Willy Chamberlain became the first to score 100 points in a professional basketball game.**


**Star-Spangled Banner**

**FRIDAY, MARCH 3 — The Star-Spangled Banner, which had been written during the War of 1812, was adopted by Congress as the official United States anthem on this day in 1931. Spangle means "to sprinkle with small, brilliant objects such as sequins." The remains of Charlie Chaplin were taken by grave robbers in Switzerland in 1978; the body was recovered near Lake Geneva 11 weeks later. Florida became the 27th state in 1845.**

KANSAS CITY DYNASTY

CARTERS KEEP RADIO IN THE FAMILY

The Carter family of Kansas City could be called the first family of Black radio. Andrew "Skip" Carter was one of the first black station owners in the country, and today his descendents continue to steer KPRS-AM & FM/Kansas City, MO.

Skip Carter purchased the AM in 1990; by '92, the FM had been added. When he died last January at the age of 68 his widow, Mildred Carter, became the licensee. (Skip Carter previously had a partner who was also black, Ed Pate, whom he bought out about 17 years ago.)

The Beginning

Skip Carter was an engineer who, according to Mildred Carter, "pretty much put the station together by himself." He was born in Boston and educated at Georgia State College in Savannah. He entered the radio industry after reading an article condemning the lack of blacks owning or managing radio stations.

"It was such a challenging article that Alf Landon, the former Kansas governor, contacted Skip and asked him to come to Topeka," Mildred Carter said. "He was so impressed with my husband's knowledge that he gave him two hours every afternoon on his Leavenworth station. All Skip had to do was sell the time and satisfy the public. In return, Landon said he would work with him to help him get his own property."

Within three months Carter was selling out his two-hour program on a consistent basis, and Landon told him, "I think you need your own radio station."

"Of course, there was no money available," Mildred Carter recalled. "Landon mentioned that a station had gone dark in Olath, and he felt he could be instrumental in helping us acquire it. The governor made the necessary inquiries through the FCC and learned the station was available. Skip wanted to move the station to Kansas City, because there wasn't a significant black population in Olath, but this required permission from the FCC."

In 1940 he filed an official application in which he stated he was black. He had the endorsements of Landon and J.P. Marcum, the owner and president of the Mission State Bank. Marcum was a very close friend of Governor Landon, so he guaranteed the station's financing and the initial capital. The application was approved in 1950.

"During the same period of time, a black man named Blackburn filed for a license in Atlanta, Georgia. He was an instructor or professor at Morehouse College. Strangely enough, the licenses came almost at the same time. He went on the air approximately two or three weeks before my husband did. Meanwhile, Skip moved everything from Olath to Kansas City, and proceeded to put the station together."

The first KPRS tower was located at 19th and Brooklyn, on city-owned property behind the stadium. The original one-and-a-half room studios were situated downtown at 12th and Walnut.

The Next Generation

Today Mildred Carter is in her early seventies and leaves the operating of the stations to her grandson Michael Carter, the company President, and her daughter Pam Carter-Williams, who serves as VP. Pam's 16-year-old son Roderick Carter-Williams is a junior member of the board who also handles production.

The family dynasty doesn't end there. Michael Carter explained, "My brother David Carter is coming along right behind me and he'll be getting more involved soon. My mother Carmen Carter is the organizational treasure of all the family businesses." Besides KPRS, the Carters own real estate holdings in Florida.

Michael Carter described the stations' current sound by saying, "The AM is multi-formatted; we play gospel, jazz, and blues. We've recently made the transition to 24 hour operation on the AM side, and we plan to add some community affairs shows before the end of the first quarter. The FM is Urban Contemporary, and went live May 15, 1988."

Michael Carter said the family's goal for the future is "to continue to be a strong force in the marketplace, into and beyond the year 2000. The Carter family will continue my grandfather's dream."
COLUMBIA MEANS RATINGS!!

SURFACE
“Closer Than Friends”
Urban Contemporary Chart #4 - 68
93 UC Reporters — 99%
Conversion Factor: +25

CHERYL
“PEPSII” RILEY
“Me, Myself And I”
Urban Contemporary Chart #6
86 UC Reporters — 91%

ALYSON WILLIAMS
“Sleep Talk”
BREAKERS.
Urban Contemporary Chart #45
64 UC Reporters — 67%

SLICK RICK
“Teenage Love”
Urban Contemporary Chart #60
82 UC Reporters — 65%

RADIANT
“Something’s Got A Hold On Me”
BREAKERS.
Now On 57 UC Reporters — 60%

JOHNNY KEMP
“Birthday Suit”
One Of The Most Added
Now On 40 UC Reporters
Including:
WXYV HOT103 KJLH
WDAS WZAK KMJM
K104 WTLC XHRM
WYLD KPRS KSOL

WENDY AND LISA
“Are You My Baby”
27 Adds Out Of The Box! One Of The Most Added
Including:
WXYV KJLH XHRM
WHUR WYLD KMJM
KMJQ WBLZ KSOL

BLUE MAGIC
“Romeo And Juliet”
First Week Action:
WHUR WGCI WJZ HOT105 WEAS WGR
KRNB WJBS WJZ WKQK WTMP

PASADENAS
“Tribute”
44 CHR ADDS!
Just Out & Already On:
KMJQ WWKX WEAS WHUR
WTLC WXOK WAMM
MAKING ITS POINT

KAQ Wins 25-54 Crown

While industry insiders continue buzzing over KTVV (The Wave)/Los Angeles' number one men 25-54 full performance, perhaps the most powerful NAC ratings story unfolded at KAQ (The Point)/Sacramento — the market pacesetter for the complete 25-54 demo. KAQ PD Alan Mason “points” out how his station differs from other NACs.

"NAC" Taken Literally

"To the beginning, everybody seemed to approach the format from the Beautiful Music end of the spectrum, but we approached it from the AC side," Mason noted. "We took the name 'NAC' very literally. Our music philosophy is to be contemporary or mainstream. About 80% of what we play is contemporary jazz. There are a lot of things that fall in that category that are also pop, like Al Jarreau. Ten percent of our music is new age, with the rest contemporary.

The station is currently playing approximately 1700 cuts. Mason commented, "This format is like a stew. You put in a little bit of this and a little bit of that, let it simmer a while, taste it, and keep adding. We're constantly updating our library. As the station evolves, when we hear something that doesn't fit, we take it out."

It's difficult for Mason to compare KAQ to other NACs simply because he hasn't heard many others recently. One he is familiar with, however, impresses him. "KKSF/San Francisco is a darn good radio station," he observed. "I think we're a little higher-profile and more jazz-oriented. The luxury I have over Steve (Feinstein). KKSF PD) is that there's no NAC competition here." Feinstein faces the challenge of "Quiet Storm" facility KBLX.

When KAQ signed on last April it ran a 100-billion dollar showing. For the next four months, there was no outdoor advertising, as the station relied on word-of-mouth. A television campaign was launched in September with "thirty something" actor Timothy Busfield, a Sacramento native, as station spokesman.

"We basically reflected what the listeners told us when we signed on," Mason said. "People could now find music they liked on radio without having to listen only to tapes."

Promotionally, KAQ awards prizes to people faxing in the most clever reasons for wanting to win certain prizes, such as concert tickets. "There's no forced listening, so this type of promotion is just like the format — it breaks rules, but works," Mason said.

Sacramento's radio community remains skeptical about KAQ's success. "When we first went on the air, the feeling was it would never work. When the first book came in, we heard it was a "flash in the pan." After the second book, the reaction was, 'They've peaked.' Now they're asking, 'Can they sustain it?' Everyone here is incredulous. At the same time, though, there's nobody here wishing us ill."

Pressing Need For Vocals

Mason has fashioned an image of having the station sound "different. It's hard to describe, but we look for contemporary material that's jazz-oriented. We stay away from high-frequency guitars, and nearly anything that falls in a high-frequency range. Love songs with unhappy endings also don't get played, because Mason said, "We want to leave people with a very 'up' and positive message."

The format needs to have vocals incorporated into the mix, according to Mason. "There's no doubt that we're constantly searching for them. We play a heavier vocal mix in different dayparts. One of the things that makes us different is we pull our listeners forward. This way listeners get closer to us and we become more forceful."

Successful NACs all seem to have one thing in common: strong MDs spending an inordinate number of hours listening to stacks of new releases. Mason acknowledges that his MD, Carrie Kasak, falls into this category. "She's got a good set of ears, listens all day at the station, and takes a lot of the music home as well. She hears the same sound in her head that I hear in mine."

Announcers Focus

On Basics

Mason's airstaff assemblage is a very eclectic mix. "One of our guys came from an AC and had previously worked in Country, another was once a morning man at an Oldies-based AC, and another programmed (AOR KZAP) Z-Rock here in town. We have air people who talk about real things. They aren't artificial in any fashion. Our announcers are focused on the basics: making sure the call letters get out properly, delivering time and weather, and providing complete music information. I look at the debate about announcing songs as a personal battle, with a little ammunition. It's a service to the listener and is a basic."

Mason, whose last fulltime airshift was for a CHR, does AM drive.

Striving To Be... Third

Believing his station will continue to do well in the spring, Mason conceded he wouldn't be surprised if Gold-Based KCOS-FM once again topped the 25-54 race. In fact, Mason has a unique demo ranking aspiration.

"The Arbitron gods were very kind to us," he said. "This spring, we'll probably be number one (25-54), but don't try to be number one; my target is number three. We don't have excesses. We don't have infinite resources to generate the kind of revenue needed to stay number one. If you're number two, your ego forces you to want to be number one. Meanwhile, number three cruises along, occasionally rising to number one or slipping to number five, but consistently staying in the top five."

"We made great inroads where we wanted (35-44), but we probably got a 41-42." We haven't earned that, yet. If you factor that out, we'd be where we thought we'd be number two or three."

NAC Scoreboard
Move over, “Bridal Fair.” Here comes “Couch Potato Fair!”

Country fans are notoriously heavy TV watchers, so KKIA/Marshalltown, IA decided to turn that to its advantage by holding what it called “the world’s first Couch Potato Fair.”

“Tying in with a local TV & appliance store, a cable company, and a furniture outlet, KKIA staged a three-day event no remote-control owner would want to miss,” said Tina Owens, KKIA’s event coordinator.

Prizes, popcorn, and pizza provided thousands of wide-eyed sofa-sitters with a comfortable environment for testing recliners and getting the latest in video gear. “I wouldn’t go, but “Dallas” and “Falcon Crest” were on...”

**Zucchini Madness**

If you’re looking for something to spice up your station’s participation in a local parade (don’t forget St. Patty’s day is just around the corner), take note of a recent KTTS/Springfield, MO maneuver.

For two weeks prior to a parade, it promoted an appearance by the “Flying Zucchini Brothers” Bubba and Billy Ray – complete with on-air interviews of the fictitious pair.

“During the parade itself, a colorful KTTS “cannon” shot zucchinis – the vegetable – through the air as Bubba and BR made “circus” catches.”

Among other things folks are doing to attract a little attention to themselves:
- WKJQ/Jacksonville has been airing a song written by a local police officer as a tribute to a fellow officer killed in the line of duty. The night after it was recorded, Office Ray Shinhower himself was killed.

More than 3000 cassettes of the song “Momma, When’s Daddy Coming Home” have been sold, with proceeds going to the construction of a proposed national shrine in Washington, DC and a trust fund for Shinhower’s children.

- KSSN/Little Rock joined the city’s downtown association and other businesses to sponsor “Light Up Little Rock.” All of the downtown merchants left the lights on in their buildings for one designated evening, and KSSN encouraged local photographers to take pictures of the downtown area.

Prizes were awarded, and the winning pictures became part of a large-poster calendar. KSSN and local sponsors sold the calendar, with proceeds benefitting the local Multiple Sclerosis Foundation.

- KSSN PD Ray Randall said the event received extensive newspaper and TV coverage, and offered his assistance if you’d like details. KYSV/Denver and Vickers teamed for a promotion by sending PD/morning man Rick Jackson into the streets to visit various RRTD bus stops. Those spotting Jackson in his green station jacket and reciting the phrase “Vickers’ Better Air with KYGO” won a week’s worth of free rides.

- KNIX/Phoenix hosted an in-store with Buck Owens, promoting his new album “Hot Dog.” Staffers served up more than 1000 dogs for Buck’s faithful.

**Charitable Milestones**

Country stations spurpping listeners to help people in their communities have resulted in:
- WMZQ/Washington, DC raising $10,000 for DC’s homeless.
- KFKF/Kansas City and Southern Pacific joining to kickoff the KFKF Children’s Foundation to a visit to Children’s Mercy hospital. The station established the non-profit foundation with a $10,000 contribution.
- WKQJ/Saginaw, MI granting 30 wishes in its 13th Annual Christmastime Wish program, with gifts and services totaling $10,000.
- KMPX/Seattle receiving $15,000 in cash and collecting more than 2000 coats for the homeless.
- CKTY/Clearwater, Ontario collecting more than 5000 coats to help residents through another Canadian winter.
- KYGO/Denver sponsoring its Crusade For Children with the Denver Police Department to gather 5000 toys for needy kids at Christmas.
- WOKQ/Dover receiving 2600 gifts for kids as part of its “Wish Upon A Star/Secret Santa” program.

Fall Capsule Highlights

Here’s another brief look at stations with outstanding fall books.
- KIIM/Tucson had the best 12+ ARB in its history, moving 10.2-11.6, good for second place. In 25-54 it continued a six-book up trend, tackling on almost three points. KIIM is number one 25-54, in front by five shares.

- AM sister KCB added to the combo, going 2.4-3.2 12+ while moving up more than a point 25-54.

- KSSN/Little Rock noted its third consecutive 12+ share in the city (30.6-30.3-30.1). It’s been number one 12+ the last seven ARBs in a row. KSSN perched itself in the mid-fifties 25-54, almost 15 shares ahead of second place. Birch: 19.42.1.

- WKJQ/AM & FM/Mobile edged up 17.7-18.0. The FM led the market by 4.9 (12+) and more than six (25-54) shares. It’s been number one 12+ four of the last five sweeps. Birch, AM & FM: 15.1-14.6.

- KFMS-AM & FM/Las Vegas continued to rollseven, placing first 12+ for the second consecutive time, though falling 12.7-11.4. The combo also took the 25-54 crown for the seventh straight sweeps; Birch, combo: 9.6-10.0.


**H ave you heard?**

Rich Nichols has been appointed VP/GM for KWTQ-AM & FM/Springfield, MO. Former KYKR/Beaumont PD Mickey Ashworth is now a consultant and midday personality for crosstown KAYO. Gary Spies is the PD of new Country outlet KUAU/Ft. Collins, CO, which changed from KGJ.

Eight-year WNDE/New Orleans vet and MD/middaylayer Ralph Cherry has been named PD at WKQJ/Knox, MO. WWM/Bloomington, IL’s Art Murphy has crossed the street for the MD/afternoon gig at WGGG. K.C. Todd was named the WNYE/Evansville, IN MD; Troy Duncan arrives for evenings from WKPP/KY. Anson, FL. ... Dan Melvin is the new PD at WDMD, taking over for John Mitchell.

Dave Black, Brent Stier, and Harry McKnight have joined KMPX/Seattle as part-time air personalities. Lorraine Gabreath is also newly aboard as morning show producer... Darren Tandy segues from WCS/Columbus, IN middays to evenings at FM sister WKKG. Ramona Norman is the new WAXX/Eau Claire weekender. Reems Broadcasting has transferred Chuck Hill from WVV/Flint to WBNR/Cincinnati as Production Director. WSDC-AM & FM/Charlottesville has hired Mark Rumsey as MD.

- KRMF-AM & FM/Shreveport presents CD Dave Black with the “Tony Barrett Award,” given for “care, service, support, and dedication to duty.” Deborah Williams was named the station’s Sales Consultant of the Year and Administrative Asst. Brandi Myers was honored as KRMF Employee of the Year. Congrats!
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Send resume to: Mr. Goldberg, Westwood One, Inc. 1700 Broadway, 3rd Floor New York, NY 10019

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Minimum $450,000 PROFIT per station with broadcast education program. We handle all details. NO upfront expense. For more info write on letterhead to Radio O.J.T. c/o Radio & Records, 1930 Century Park West, Box #99, Los Angeles, CA 90067.
CAROLINA AEC seeks “The Voice” for evening love song show. Dewi, related approach. Team, T& R; Box 21378, Hill-
ton Head, SC 29355. (217) EOE

Tennessee: Top 100 Country FM seeks experienced A&P/MM
drive Personality and News Director. Needs Carrie topline, strong
phones. T& R; WYU, Box 5186, Johnson City, TN 37603. (217) EOE

New York: Need entire air staff. T& R; KESQ, Box 1363,
Big Spring, TX 79720. (217) EOE

Florida: Local AC seeks News Director. If you are a go-getter,
with a voice for now. T& R; WLVF, Tommy Rockwell, Box 1408,
Crystal River, FL 33806. (217) EOE

Morning personality needed for Coast AM format: Integrity
and experience a plus. T& R; WCOO, Blevin Bowland, Box 3806,
St. Augustine, FL 32085. (217) EOE

Country FM seeks PM drive Talented quick! Good hunk, fa-
cile, people, T& R; WLTK, Karen Sherlock, Box 1559, Lex-
ington, KY 40502. (217) EOE

Move up to Top 100 market! AM Personality with production
experience sought. Community involvement a must. T& R; LBOB
Broadcasting, RR 257, Lexington, VA 24450. (217) EOE

Market leader: ACR in Tallahassee, FL looking for a morn-
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CULF 104, 1310 Paul Russell Rd., Tallahassee, FL 32301. (217) EOE

WJXR/Jacksonville, NC has immediate overnight opening. ACR
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**WLRD/clave cities seeks partie A. Previous experience re-
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Looking for a killer 7-11 AM for Clare outcast. Advancement
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Air Talent/Program Director sought for AM Country outcast.
Programming philosophy and T& R; KELF, Jesse Morgan, Box
769, Garden City, KS 67846. (217) EOE

Experienced Salesperson needed fulltime. Excellent benefits,
established list. great potential. Resume: KCI, Box 524,
Washington, IA 52393. (217) EOE

Announcer sought for market leading UC outcast. Must be ener-
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48226. (217) EOE

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A 3 year old FM station in each Central Indiana is looking for
an aggressive Sales Manager with a strong retail sales record. Must
have the ability to train and lead sales force and carry an active list.
Send resume to:

Teresa Luttrell
WOKZ
1100 Martin Luther King Jr. Blvd.
Muscle Shoals, AL 35704

**WBBM NEWS RADIO 78**

Is looking for another great Director of National wide
Search for KILLER MORNING MAN!
KMAM, MAJIC 106 FM is looking for witty,
wafty, creative individual. Must do all basics
plus bits. If you think you’re as good as
Snowden, Joyner or Banks, rush your tape new
to Chuck Atkins, 532 DeBaliviere,
St. Louis, MO 63112. EOE

**WJMO**

Top AM needs leader for the 90's. Send
a statement of philosophy, tape, resume to
Radio & Records, 1930 Century Park
West, #376, Los Angeles, CA 90067. EOE.

**WIMPS NEED NOT APPLY.**

Rare opening for KILLER AIR TALENT on New
Mexico's Hottest Radio Station. Mid-February start.
EOE. Tapes & resumes POWER 105 (THE REAL)
Howard Johnson, 10316 Edenville Blvd. NE.
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**NO BUOFFIONS!!! MORNINGS ON THE COAST:**
New facility - Hot new group. Stability and
transit for a future for a pro who can play team ball. News
position also open. T& R with Salary History to:

John Edwards.
Westcom Communications Co.,
3303 Grand Central, Suite 229,
Aptos, Grandy, CA 95020.
NO CALLS. EOE

**THE BAY AREAS HOTTEST RADIO STATION**
WANTS YOU TO COMPLETE THE MORNING SHOW.
If YOU HAVE EXPERIENCE DOING NEWS, VOICE, AND CAN FULFILL A SIDEKICK ROLE. WE WILL MAKE YOU PART OF A WINNING TEAM. Send T& R to: STEVE SMITH, KG6.
2680 Zanker Rd., #201, San Jose, CA 95134. EOE

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One of our major Los Angeles clients has asked for a sampling of some of the best NEWS
and CHR personalities in the country. Regardless of market size, or previous track record the only
criteria is TALENT. . . lots of it! For consideration, please send T& R and resume to:

KEZER 106.5

Immediate midday opening for Contem-
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P.O. Box 2337, San Jose, CA 95109. MF
EOE.

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6001 Saticoy St., Suite 511
Hollywood, CA 90028 (213) 515-7679
Fax 818-845-1229

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P.O. Box 2337, San Jose, CA 95109. MF
EOE.

**WEST COAST URBAN STATION**
Looking for top-light morning show host. Posi-
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Century Park West, #377, Los Angeles, CA
90067. EOE.

**ALICIA 106 FM**

#1 URBAN LEADER
CONDUCTING NATIONAL SEARCH FOR KILLER MORNING MAN!
KMJM, MAJIC 106 FM is looking for witty,
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to Chuck Atkins, 522 DelAvente, St. Louis, MO
63112. EOE

**NEWS REPORTER**

TALK SHOW HOST
WJMO, Cleveland's first Urban Contem-
porary station is looking for an experienced
Reporter/Talk Show Host. Ideal candidate
must have excellent writing skills, field ex-
perience and be able to host a live call in pro-
tam. Tape and resume to Ms. Bailey, 11821
Euclid Ave., Cleveland, OH 44106. EOE/MEF

Opportunity knocks in the pages of R&R every Friday . . . call (213)
555-4339 to make it happen for you!
OPENINGS

FULL TIME
Suz Valley FM, the area's #1 Country/Adult Contemporary, is seeking a 15+ year experienced personality, with 5+ years' experience in an urban market, to join our team. Come be a part of our team and help grow the market! APPLY NOW at: www.americanradiohistory.com

ALASKA AM/FM COMBO has openings for station manager and high income potential for right person. Hours are long, benefits many, if you're adventurous this is the job for you! TUNE IN TO Radio & Records, 1930 Century Park West, Box #368, Los Angeles, CA 90067

ALASKA! Classic Hits/106 is looking for a "wakeup talent/producer/ hardworking outdoor rep" for Alaska's capital city and Anchorage. If you're interested, call: Ron Reid - KSUP, 1107 W. 8th St., Ste. 2, Juneau, AK 99801.

PROGRAM DIRECTOR

CFRH in FAST-GROWING CALIFORNIA MARKET is LOOKING FOR A CREATIVE, ENERGETIC, PROFESSIONAL DIRECTOR. MUST BE PROFESSIONAL AND ATTENTIVE. IF YOU ARE AGGRESSIVE AND PROFESSIONAL-MINDED YOU SHOULD SEND YOUR RESUME TO RADIO & RECORDS, 1930 CENTURY PARK WEST, BOX #368, LOS ANGELES, CA 90067.

NEW PRODUCTION DIRECTOR WANTED

KWSW is seeking a creative, ambitious Production Director to fill the Sandman/Morse/Lubahau mould. Copywriting, voice-overs, etc. a MUS! Must! We don’t need an engineer, we need a clever producer. Send resumes ASAP to KWSW, c/o Sky Dailies, 712 Aurora North, Seattle, WA 98109.

POSSITIONS SOUGHT

Available now. Superior performer and production quali- fied. 15 years' experience in radio work. Proficient in Spanish and English. Mangement FRANK: (313) 935-4654. (12/17)

Are you looking for a fresh team to build an exciting and fun morning show around? Call: (513) 595-0089. (12/17)

Your weekend Air Talent should sound as good as your full-time players. Find out what Los Angeles only players know. SUGAR (917) 766-9602. (12/17)

Young, energetic, personable, warm, funny everyone. History and ability plus a plus. Let’s talk. GARY: (516) 289-5593. (12/17)

Lonely Air Talent down here! I have some ideas as to how giving him a job would make him happy. If you don’t believe him, let him and his dog do anything. (414) 694-5389. (12/17)

Now available: Nine-year pro in CH/AAC/Country. Have done every spot in the book, with a large following. Very good on phones and in public. ABSOLUTELY ORDER NEEDED. DAVID: (310) 832-5814. (12/17)

Currently working at small market station in N.D., looking to advance to either small market in Minn or Minn. On radio, production and more. DAVE: (701) 873-2215. (12/17)

Young broadcaster seeks first pro job. Great ideas, energy and enthusiasm. Always ready for the next challenge. E-MAIL: bestjobever@hotmail.com. (12/17)

Mature, 13 year veteran seeks entry position at small market station. Has everything to offer. Please reply to: 295 Meridian Road, Toledo, OH 43615. (12/17)

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Air Talent with five years’ experience looking for voiceover/production work. I write, produce and do voices. TOM: (207) 711-8992.

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OPERATIONS Manager or Program Director - position in large or medium market. Programming experience in AC, Country and Adult format. Currently doing air work in Los Angeles. Prefer midwest. Good references. CALL Ron Denasing at 312/428-3122.

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Field - finished copywriting. Very fast. My name is marginLeft. 1507) 684-0306. (12/17)

Experienced Announcer seeks to return to Christian radio af - ter a nine years absence. Conversational style with strong produc- tion. DAVE: (818) 283-7788. (12/17)

No market too big or small. Six-month grad seeks first on-air position in Midwest region. MARY: (509) 441-5934. (12/17)

Programmer with six years experience seeks CH outlet for new challenge. Willing to relocate. Team-player. SEAN: (513) 491-6501. (12/17)

Excellent voice and production. Experience includes remotes, interviews, phones. Will consider on market. Team work is key. WILSON: (513) 897-9650. (12/17)

Wakeup host for Philadelphia, N.J., for major-market PS/AM/AC outlet. NEEDED: new ideas, strong writing, production, sales. Apply now. POSTAGE PAYABLE IN ADVANCE! (12/17)

The "Wide World of Tuna." "Dissipating Thrusters." "The Jive Squad." And some more. Bring it on if so call JIMMY FOSTER: (513) 320-3756. (12/17)

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49% increase (12.1) mornings. WAC, Lexington, KS # 1 (12) Y-106/ Lexoloo, KC #1 (12) 106.6, WAUS, State College, KS #3-103/ WKAL-AM


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AOR personality working at P2 rocker seeks medium/large market gig. Knows music, conversations, imaginative produc- tion. (OH) (608) 287-4744. (12/17)

The all original "TO-FO-ER." Entertaining, topical great on phones and in public. Super production, lots of voices. Mondays, Saturdays. TOM BERRY: (212) 737-5509. (12/17)

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BOB BOLTON

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Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check made out to our office in advance.

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R&R Opportunities

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Radio & Records provides free (4 words or less) listings to radio stations and record companies in Openings. Listings for the same person or job are listed once per week. Advertisements for specific work in the industry under Positions Sought. All other advertising must run display.

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For opportunities you must place your free listing by mail only. Address all 24-word ads to: R&R Opportunities, 1300 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.
FEBRUARY 17, 1989

3

Country music chart from January 1989 showing various artists and their songs.

**Breakers**

- Ronnie Milsap
- Rony Van Sleeve
- Eddy Raven
- Desert Rose Band
- Conway Twitty
- Reba McEntire
- Tanya Tucker
- Southern Pacific
- George Strait
- Sweethearts Of The Rodeo
- Restless Heart

**Tallest**

- Ricky Van Shelton
- Ronnie Milsap
- Tanya Tucker
- Desert Rose Band
- Eddy Raven
- Reba McEntire
- George Strait
- Conway Twitty
- Southern Pacific
- Dwight Yoakam

**New Artists**

- Billy Joe Royal
- Sheena Easton
- Dottie West
- Lacy J. Dalton
- Roy Orbison
- Waylon Jennings
- Liza Minnelli
- Jo Dee Messina
- K. T. Oslin
- Patty Loveless
- Foster & Lloyd
- Bailsie & The Boys

**Most Added & Hottest**

- K. Welch
- M. sexy
- C. Black
- L. Strangers
- L. Carl
- Linda Davis
- Marcy Moulty
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- Sanders
- CSNY

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Country Radio Seminar '89 is three-full days of over 20 targeted seminars and workshops featuring top industry professionals. Topics will include:

- Management
- Sales
- Research
- Programming
- Promotion
- Music

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<td><em>Randy Travis (MCA)</em></td>
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BOBBY BROWN
Every Little Step (MCA)
75% of our reporting stations on its rotations. Heavy: 0/10, Medium: 0/20, Light: 19/45, Total Adds: 52 including WTLC, WCAS, WHUR, WYVE, WHLO, KSJH, KNBR, WEDR, WYLD, HTD103. Debut at number 35 on our Urban Contemp chart.

KARYN WHITE
Love Saw It (WB)
71% of our reporting stations on its rotations. Heavy: 1/0, Medium: 11/1, Light: 55/50, Total Adds: 81 including WTLC, WCAS, WHUR, WYVE, KFXX, WKQX, WCDX, WCKO, KJLH. Debut at number 40 on the Urban Contemp chart.

ALYSION WILLIAMS
Sleep Talk (Def Jam/Columbia)
67% of our reporting stations on its rotations. Heavy: 2/0, Medium: 16/2, Light: 46/12, Total Adds: 14 including WPTK, PWRF, WBLZ, KDAY, KJLH, KJDL, WQFX, KFXX, KJLH, KJDL, WWKO, KJLH. Debut at number 39 on the Urban Contemp chart.

RADIANT
Something's Got A Hold On Me (Columbia)
60% of our reporting stations on its rotations. Heavy: 0/10, Medium: 20/3, Light: 37/7, Total Adds: 7, KBCE, WATV, WFDK, WFQX, WQMM, WMIS, WEA5, WBOZ, WHTN.

NEW & ACTIVE
WILL CLAYTON “Never Too Late” (Polydor) 4/37
Rotations: Heavy 0/0, Medium 1/10, Light: 2/5, Total: 2/7, Adds: 7, WJML, WJUL, WQFX, WJUI, WWFX, WKBK. Mediums include: WJML, WJUL, HTD103, WJUL.

TRACIE SPENCER “Imaginé” (Capitol) 4/59
Rotations: Heavy 1/0, Medium 1/10, Light: 2/15, Total: 5, KLUZ, WBBZ, KJH, KBCE, KGBS, WBBK, WJZT. Total: 2/16, Medium: WHUR, Heavy: 1/0, Medium: 2/0, KJH, KBCE, KGBS, WBBK.

BETTY WRIGHT “From Pain To Joy” (Mo, Vision) 4/53
Rotations: Heavy 1/0, Medium 3/10, Light: 20, Total: 6, KQDD, WHUR, WYLO, WZMX, WZAG. Mediums include: WHUR, KQDD, WHUR, HTD103, WZMX.

LATEasha “Move On You” (Tunawis/Slim) 4/16
Rotations: Heavy 0, Medium 5/10, Light: 35, Total: 35, Adds: 8, WBBZ, WFTK, WJZT, WWFX, WKBK, KQDD, KQDR, KJH, KBCE. Mediums include: WBBZ, WFTK, WWFX.

JAMM “You And Me” (Epic) 4/14
Rotations: Heavy 0, Medium 5/10, Light: 35, Total: 35, Adds: 8, WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE. Mediums include: WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE.

JOHNNY HARBELL “(Eat My) Cake & Drink” (Paco) 22/10
Rotations: Heavy 0, Medium 5/10, Light: 35, Total: 35, Adds: 8, WBBZ, KQDD, WWFX, WKBK, KQDR, KJH, KBCE. Mediums include: WBBZ, KQDD, WWFX, WKBK, KQDR, KJH, KBCE.

DIND “24/7” (4th & Broadway/Island) 3/18
Rotations: Heavy 2/0, Medium 1/10, Light: 25/1, Total: 27, Adds: 16 including WQFX, KBBK, WMIC, WKBK, WJZT, WWFX, WKBK, WFTK.

KID’S PLAY “Rollin With Kid’s Play” (Selected) 3/16
Rotations: Heavy 0, Medium 5/10, Light: 35, Total: 35, Adds: 8, WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE. Mediums include: WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE.

Z-LOOKE “Love Sick” (Elektra/Emi) 3/22
Rotations: Heavy 0, Medium 4/10, Light: 35, Total: 35, Adds: 8, WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE. Mediums include: WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE.

SKY “Start Of A Romance” (Atlantic) 3/23
Rotations: Heavy 0, Medium 5/10, Light: 35, Total: 35, Adds: 8, WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE. Mediums include: WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE.

BOY GEORGE “Don’t Make My Mind Up On A Trip” (Virgin) 32/34
Rotations: Heavy 0, Medium 4/10, Light: 35, Total: 35, Adds: 8, WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE. Mediums include: WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE.

JEFFREY OSBORNE “All Because Of You” (A&M) 32/6
Rotations: Heavy 0, Medium 5/10, Light: 35, Total: 35, Adds: 8, WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE. Mediums include: WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE.

INFORMATION SOCIETY “Walking Away” (Tommy Boy/Rap) 35/31
Rotations: Heavy 0, Medium 1/10, Light: 35, Total: 35, Adds: 8, WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE. Mediums include: WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE.

CASH MONEY & MARVELOUS “Plead An Ugly Woman” (Sleeping Bag) 33/6
Rotations: Heavy 0, Medium 1/10, Light: 35, Total: 35, Adds: 8, WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE. Mediums include: WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE.

SANDEE “Notice Me” (The Fever/Sky 3) 2/11
Rotations: Heavy 0, Medium 1/10, Light: 35, Total: 35, Adds: 8, WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE. Mediums include: WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE.

GRANT HARRELL “Black & White (RCA) 28/18
Rotations: Heavy 0, Medium 1/10, Light: 35, Total: 35, Adds: 8, WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE. Mediums include: WWFX, WKBK, KQDD, WFTK, WJZT, KQDR, KJH, KBCE.

Bobby Brown's records have achieved consistent airplay at 60% of our reporting stations. Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Urban Contemp chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.
The new single

Hot on the heels of her #1 sizzler “The Way You Love Me” and her heart-stopping #1 ballad “Superwoman,” “Love Saw It” is the next super step for Karyn White.

Produced by L.A. & Babyface for LAFACE Inc.

From The #1 Album KARYN WHITE

Management & Direction: Larkin Arnold
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**For the week ending Feb. 17, 1989**

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**Current Reporters**

- Current Reporters: Bob Brzozowski
- Called in Frozen Playlist (2):
  - WBOB/Washington
  - WTVM/San Diego
- No Longer Reporting:
  - WTVM/Washington
  - WBOB/San Diego

**Current Reporters**

- Current Reporters: Bob Brzozowski
- Called in Frozen Playlist (2):
  - WBOB/Washington
  - WTVM/San Diego
- No Longer Reporting:
  - WTVM/Washington
  - WBOB/San Diego
The music of Jonathan Butler can be so revealing, you feel like you’re sharing emotions, thoughts, and memories with a trusted friend. “More Than Friends,” his new single, is such a song.

Listen to this sensitive portrayal of a love triangle, and you’ll immediately sense its multi-format appeal.

“More Than Friends,” produced by Barry J. Eastmond and Timmy Allen. The new single that’s bringing people even closer to Jonathan Butler, as his career goes even further.

ON NATIONAL TOUR NOW

2/15 PITTSBURGH, PA
2/16 ALBANY, NY
2/17 ROCHESTER, NY
2/18 NEW HAVEN, CT
2/19 SPRINGFIELD, MA
2/20 COLUMBUS, OH
2/21 CINCINNATI, OH
2/22 PHILADELPHIA, PA
2/23 NEW YORK, NY
2/24 WASHINGTON, DC
2/25 RICHMOND, VA
2/26 COLUMBUS, OH
2/27 DETROIT, MI
2/28 CHICAGO, IL
2/29 CLEVELAND, OH
3/1 BIRMINGHAM, AL
3/2 NEW ORLEANS, LA
3/3 ATLANTA, GA
3/4 S. PETERSBURG, FL
3/5 MIAMI, FL
3/6 ORLANDO, FL
3/7 MONTGOMERY, AL
3/8 MEMPHIS, TN
3/9 DALLAS, TX
3/10 HOUSTON, TX
3/11 GEORGETOWN, KY
3/12 WASHINGTON, DC
3/13 CLEVELAND, OH
3/14 PITTSBURGH, PA
3/15 ROCHESTER, NY
3/16 NEW YORK, NY
3/17 CHICAGO, IL
3/18 WASHINGTON, DC
3/19 ATLANTA, GA
3/20 HOUSTON, TX
3/21 SPRINGFIELD, MA
3/22 COLUMBUS, OH
3/23 SAN DIEGO, CA
3/24 LOS ANGELES, CA
3/25 SAN FRANCISCO, CA
3/26 SACRAMENTO, CA
3/27 DENVER, CO
3/28 CHICAGO, IL
3/29 WASHINGTON, DC
3/30 CHARLOTTE, NC
3/31 ST. LOUIS, MO
4/1 INDIANAPOLIS, IN
4/2 WICHITA, KS
4/3 KANSAS CITY, MO
4/4 HOUSTON, TX
4/5 DALLAS, TX
4/6 CHARLOTTE, NC
4/7 BIRMINGHAM, AL
4/8 NEW YORK, NY

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JULIA FORDHAM
Rotations: Heavy, KIARA w/SHANICE WILSON, WKYE, WSLQ, WGLL, WSKI, WFPA, Z93, WORG, WKCX, KVIC, WMTFM, KHAT, KAYN. Light

TRAVELING WILBURYS
End Of The Line (Wilbury/WB)
53% of our reporters on it. Rotations: Heavy 1, Medium 24, Light 19, Total Ads 8, WALK, 2WD, KS95, KLCY, WEBE, WKS8, WLDK, KMQG. Debuts at number 28 on the AC chart.

LIVINGSTON TAYLOR
"City Lights" (Columbia) 37/3
Rotations: Heavy 0, Medium 151, Light 181, Total Ads 2, WKYE, WSLQ, KLCY, Medium WYKZ, WOLS, WTXR, WIES, WLES, WAFL, WSVM, WZLD, WYKZ, WZIK, WZMB, Light including WYKZ, WZLD, WZIK, WZMB.

JULIA FORDHAM
"Happy Ever After" (Virgin) 39/5
Rotations: Medium 5, Light 4, Total Ads 4, WYKZ, KLCY, Medium WYKZ, WOLS, WTXR, WIES, WLES, WAFL, WSVM, WZLD, WYKZ, WZIK, WZMB, Light including WYKZ, WZLD, WZIK, WZMB.

KIM WILDE
"Four Letter Word" (MCA) 34/4
Rotations: Medium 10, Light 5, Total Ads 4, WYKZ, KLCY, Medium WYKZ, WOLS, WTXR, WIES, WLES, WAFL, WSVM, WZLD, WYKZ, WZIK, WZMB, Light including WYKZ, WZLD, WZIK, WZMB.

JONATHAN BUTLER
"More Than Friends" (Live/ACA) 31/2
Rotations: Heavy 0, Medium 150, Light 117, Total Ads 2, WKYE, WSLQ, KLCY, Medium WYKZ, WOLS, WTXR, WIES, WLES, WAFL, WSVM, WZLD, WYKZ, WZIK, WZMB, Light including WYKZ, WZLD, WZIK, WZMB.

U2
"Angel Of Harlem" (Island) 29/2
Rotations: Heavy 0, Medium 150, Light 123, Total Ads 2, WKYE, WSLQ, KLCY, Medium WYKZ, WOLS, WTXR, WIES, WLES, WAFL, WSVM, WZLD, WYKZ, WZIK, WZMB, Light including WYKZ, WZLD, WZIK, WZMB.

ENYA
"Love And Money" "Hallelujah Man" (Mercury) 28/4
Rotations: Heavy 0, Medium 63, Light 216, Total Ads 4, WYKZ, WOLS, WTXR, KLCY, Medium WYKZ, WOLS, WTXR, WIES, WLES, WAFL, WSVM, WZLD, WYKZ, WZIK, WZMB, Light including WYKZ, WZLD, WZIK, WZMB.

KARA w-Brandon Wilson "This Time" (Arista) 25/5
Rotations: Heavy 0, Medium 64, Light 223, Total Ads 3, WKYE, WSLQ, KLCY, Medium WYKZ, WOLS, WTXR, KLCY, Medium WYKZ, WOLS, WTXR, WIES, WLES, WAFL, WSVM, WZLD, WYKZ, WZIK, WZMB, Light including WYKZ, WZLD, WZIK, WZMB.
ROSE TRAUT & STEVE ROBBY “The Great Lawn” (Columbia) 23/1

Rotations: Heavy, Medium, Light, Total Adds, 1, KKNX, KFAC, KBZM, KMIR, KYOS.

DAVID MANN “Inspiration” (Antilles New Direction/London) 21/6

Rotations: Heavy 10, Medium 6, Light 10, Total Adds. 1, WZLG, KTRK, KFKE, KHBZ, KQCB, KMCM.

FREEWAY PHILHARMONIC “The Freeway Philharmonic” (Philaphonic) 18/1

Rotations: Heavy 60, Medium 60, Light 60, Total 1. Atlantic. Heavy: KZLZ, KKFS, KXIV, KQCB.

RICK ROLLINS “Ritaia” (jazz Electric) 17/4

Rotations: Heavy 20, Medium 50, Light 10, Total Adds 4. KFKE, WFUN, WZLG, KTRK.

DAVID NUNES “Moving Pictures” (Weekend Group) 17/1

Rotations: Heavy 45, Medium 50, Light 10. Total Adds. 1. WZLG, KTRK, KFKE, WFUN, WZLG.

RUSSELL RANKIN “Moving Pictures” (Ritter Records) 17/6

Rotations: Heavy 60, Medium 50, Light 10. Total Adds 1. WZLG, KTRK, KFKE, WFUN, WZLG, KQCB.

DEBORAH HENDSON-COMAN “The Rain” (Atlantic) 16/7

Rotations: Heavy 20, Medium 50, Light 10. Total Adds. 1. WZLG, WBGN, KQCB, KMCM, KBZM, KQCB.

ALEX BUCKNER “Love Season/Seasons” (Calypso) 16/2

Rotations: Heavy 20, Medium 40, Light 12. Total Adds 2. WBGN, WBNY, KQCB, KBZM.

SONG TTTI “Sunday Market” (Ginibre/Psyco) 15/3

Rotations: Heavy 20, Medium 50, Light 65. Total Adds 3. KOPT, KFKE, KTRK, WQCM, KMCM.

SIBEL ALVYD “Origine” (Dub) 15/2

Rotations: Heavy 10, Medium 10, Light 10. Total Adds 2. BRZ, KMCM, heavy KQCB.

TEQUILA SUNRISE “Soundtrack” (Capitol) 15/1

Rotations: Heavy 30, Medium 60, Light 75. Total Adds 1. KQCB, heavy KQCB, heavy KBZM, KQCB.

KEIKO MATSUI “Under Northern Lights” (MCA) 23/6

Rotations: Heavy 30, Medium 100, Light 105. Total Adds 6. WDET, KMHD, WAEK, KXCS, WJYE, WPWE.

DAVID MANN “Inspiration” (Antilles New Direction/London) 22/1

Rotations: Heavy 60, Medium 100, Light 105. Total Adds 11. WHWP, WCPN, KJAZ, WAEK, KXCS, CJ, WDET, WPWE, WPWE.

“PASSPORT” “Talk Back” (Atlantic) 15/10

Rotations: Heavy 60, Medium 60, Light 100. Total Adds 16. WHWP, WCPN, KJAZ, WAEK, KXCS, CJ, WDET, WPWE, WPWE.

MICHAEL HAYES “I Vibe” (Surface To Air) 18/2

Rotations: Heavy 60, Medium 25, Light 50. Total Adds 2. KXCS, KBZM, heavy WAEK, heavy WKN.

WINDS “French Laundry” (Cymaxis) 17/10

Rotations: Heavy 60, Medium 75, Light 107. Total Adds. 10. WHWP, WCPN, WDET, KJAZ, WAEK, WJYE, WPWE.

TORCH SONG TRIOLOGY “Soundtrack” (Polygram) 16/5

Rotations: Heavy 20, Medium 50, Light 60. Total Adds 5. WHWP, KJAZ, WAEK, WJYE, WPWE.

KEIKO IS S H A K N’ UP THE CHARTS!

MOUNTAIN SHAKEDOWN — MOST ADDED FROM THE NEW ALBUM UNDER NORTHERN LIGHTS

KEIKO MATSUI TOURING IN MARCH

Produced by: KAZU MATSUI Management: TAIVO/RIVERIA

www.americanradiohistory.com
STEPS AHEAD OF THE REST

JAZZ @ 5
NAC 13/2 +3 Conversion Factor
Featuring The #1 Hot Track
"Well In That Case"

BIRELI LAGRENE

NAC #2
JAZZ #2
Featuring The Hot Track
"Timothé" 

TEQUILA SUNRISE

JAZZ and NAC New & Active
Key Track:
Dave Grusin's "Jo Ann's Song"
Featuring David Sanborn

New AC

ADDs & HOTS

CONTEMPORARY JAZZ

ADDs & HOTS

ENYA

"WATERMARK"
Featuring
"Orinoco Flow (Sail Away"
NAC CHART 1
**BREAKERS**

No Albums Qualified For Breaker Status This Week

---

**MOST ADDED**

- DEF LEPPARD (32)
- POISON (33)
- THIRTY EIGHT SPECIAL (21)
- EASTHER (19)
- SIREN (18)
- BAD COMPANY (18)
- REPLACEMENTS (18)
- SKID ROW (18)
- WARRANT (18)
- MELISSA ETHERIDGE (18)

**HOTTEST**

- ROY ORBISON (145)
- POISON (133)
- TRAVELING WILBURYS (130)
- MIKE & THE MECHANICS (122)
- A PETTY (119)
- CHRISSIE HYNDE (118)
- MELISSA ETHERIDGE (117)

---

**CD On Your Desk Now**

We’ll Stake Our Credibility On BRIAN SPENCE’s “REPUTATION”

Management by Kip Krones with Charly Prevost
Produced by Stephen W. Taylor and Brian Spence

When you play it, we win it.
Not your average Joe.

It doesn't happen often that an artist appears who has such a strong sense of identity, such a strong sense of songcraft, that he creates a stirring vision all his own.

JOE HENRY

MURDER OF CROWS

the debut album by Joe Henry.

(OF ISMO)

AM RECORDS

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NATIONAL AIRPLAY

172 REPORTERS

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"READY FOR LOVE"

The 12" from the forthcoming LP AFTER THE WAR. Produced by Peter Collins for Jill Music Ltd.
NATIONAL AIRPLAY

NEW & ACTIVE

GLAMOUR CAMP "She Old Girl" (EMI) 45/23 (22/22)
Adds including: WOR, WLIB, WRIF, WZQS, KCFM, KIKI, KBOY, KZIQ, KWHI, KXSA, KSOC, WFXD, WJZT, WKBW, KZGR.

MASTERS OF REALITY "The Blue Garden" (Dot American/Geffen) 38/7 (31/6)
Adds: KJQI, W⁇, WKNX, WQFX, WQFX, KSJO, KBOY, KZQI.

ADDSENT: TANITA TIKARAM, WGCX, Heavy NORTHERN PIKES KZOQ, KFMU.
WAYNE TOUPS & ZYDECAJUN THIEVES

New Rock chart Information

NEW & ACTIVE - Tracks building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week’s data).

CHARTS - Albums and tracks showing continued growth are bullied. Symbols represent more (+), less (-), and equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album’s most-reported tracks is listed in parentheses.

BREAKERS - Albums and tracks reach Breaker status the first week they are reported at least 50% of our AOR reporters.

MOST ADDED - This week’s most added albums and tracks.

MOST REQUESTED - This week’s most requested tracks.

HOTTEST - This week’s albums and tracks receiving the most heavy reports.

Tanita Tikaram "Twist In My Sobriety"

The stunning new track from a remarkable new artist.

New Rock Debut: 25

Preceded by "Tell Me When You Are Ready" from their debut album "Ancient Heart".

www.americanradiohistory.com
PLAYLISTS — Artists are listed once per playlist in the highest rotation that any of their album’s tracks is reported. For example, if tracks from the same album are reported both heavy and medium, the artist will appear in heavy.

For all stations, light rotation is condensed to include only adds to the rotation for the week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

Symbols:
   a — Album or track is newly reported.
   (M) (L) — Other tracks from that album are in those rotations (medium or light).

A "frozen" list indicates that a current report was not received, and last week’s rotations are included in the data base. Stations which fail to report for two consecutive weeks do not contribute any data to this week’s charts.

PARALLELS — Stations arranged by market size, according to Arbitron’s MSA population figures. Parallel One: 1,000,000 +,
Parallel Two: 200,000 - 1,000,000,
Parallel Three: under 200,000.
Stations at a significant ratings disadvantage to an in-format competitor are assigned a lower parallel.

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**Notes:** The table includes various information about radio stations, such as the format (i.e., News), call sign, address, contact phone number, and some notes on their programming or location. The table is divided into columns for each piece of information, making it easy to read and understand the details of each station.
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**Rotation Criteria**

Positions on those stations reporting them, and are subject to change. Rotation tables were compiled from data obtained from 2 AM to 5 PM and are subject to change.

**Rotation Schedule**

- Weekdays: Top 50 songs rotate every 5 weeks.
- Weekends: Top 50 songs rotate every 4 weeks.

**Rotation Policies**

- Songs are added to rotation on Friday of the week they are reported.
- Additions are limited to 2 per station per rotation.
- Stations report their Top 50 songs on a weekly basis.

**Rotation Notes**

- Songs that are added to rotation on Friday can be heard on the air by the following Monday.
- Stations are required to report their Top 50 songs every week.
- Rotation is based on listener demand and airplay frequency.

---

**CHR ADDS & HOTS**

**Feb. 17, 1989**

**P3**

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**www.americanradiohistory.com**
### Summary

**New Kids on the Block**
- Title: "You Got it (The Right Stuff)"
- Label: Columbia
- Total Reports: 304

**ROXETTE**
- Title: "The Look (EMI)"
- Total Reports: 225

**Poison**
- Title: "Your Mama Don't" (Enigma/Capitol)
- Total Reports: 162

**Rod Stewart**
- Title: "Sedan (WB)"
- Total Reports: 172

**Simply Red**
- Title: "It's Only Love (Fiedler)"
- Total Reports: 71

### Regional Breakers

**Regional Breakers**
- Chart Summary
  - National Summary: 6-15
  - Top 30: 140
  - Over 20: 34
  - Audios: 20

**Weekly Top Ten**
- National Summary: 6-15
- Top 30: 140
- Over 20: 34
- Audios: 20

---

**Parallels**

- Chart Summary
  - National Summary: 6-15
  - Top 30: 140
  - Over 20: 34
  - Audios: 20

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**Weekly Top Ten**
- National Summary: 6-15
- Top 30: 140
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**ANN WILSON & ROBIN ZANDER**

**Surrender To Me (Capitol)**

**ANNIV**

**Total Reports 207 894**

**REGIONAL**

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**VANESSA WILLIAMS**

**Dreamin' (Polydor)**

**UP THE NIGHT**

**Total Reports 165 749**

**REGIONAL**

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**KANYON WHITE**

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### Significant Action

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<td>She Makes My Day (EMI)</td>
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<td>The Impressions</td>
<td>Help Me Make It (Motown)</td>
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<td>The Supremes</td>
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<td>The Four Tops</td>
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<td>I'll Make You See (A&amp;M)</td>
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### Chart Summary

- **P AULA ABDUL**'s two-week reign at the top ended as she made way for **DEBBIE GIBSON**, who lost no time in making the climb. Next in line for a shot at the top is **SHEENA EASTON** with her 5-3 move, but you can't discount a strong 10-4 jump by MIKE & THE MECHANICS. **NEW KIDS** forged ahead 9-6 while BOBBY BROWN dived into the Top 10 with a 13-8 jump. **GUNS N' ROSES** were headed for paradise with a 16-9 leap and labelmates **EDIE BRICKELL & NEW BOHEMIANS** rounded out the Top 10 with an 11-10 showing.

**EMERSON**, **12-11**, and **WILSON & ZANDER**'s **4-12** were both slowed by the strong efforts of Bobby Brown, Guns N' Roses, and Edie Brickell, but still have plenty of chart momentum left in them. **ROD STEWART** grabbed four spots for a 19-15 gain, as did **BREATHE**'s 20-16, which pushed the **BOYS** out.

**KON KAN** advanced 28-23 and hit Breaker. Just behind him was **ROXETTE** with the biggest jump, 13 points for a 37-24 move. The other strong move worth noting was the **BANGLES**' nine-pointer, 31-22. The other Breakers looked like this: **R.E.M.** up 38-31, **ROY ORBISON** 39-35, **FINE YOUNG CANNIBALS** debut #36, and **POISON** off-chart, but it should easily chart next week. Last-week Breaker **VIXEN** hit the chart at #39, while **KARYN WHITE** and **LUTHER VANDROSS** debuted ahead of Breaker at #34 and #40, respectively.

### New Artists

1. ENYA/Orinoco Flow (Sail Away) (Geffen) ........................................... 79
2. SARAH/Thinking Of You (Cutting/Mercury) ............................................... 71
3. DINO/24/7 (4th & Broadway/Island) .................................................. 71
4. TRAVELING WILBURYS/End Of The Line (Wilbury/WB) ................................ 65
5. SWEET SENSATION/Sincerely Yours (Ato) .............................................. 61
6. D. ESTUS & M. MICHAEL/Heaven Help Me (Mika/Polydor) .............................. 49
7. LOVE AND MONEY/Hallelujah Man (Mercury) .......................................... 49
8. PASADENAS/Tribute (Right On) (Columbia) ........................................... 36
9. WINGER/Seventeen (Atlantic) .............................................................. 36
10. KIARA/SHANCE WILSON/This Time (Arista) ........................................... 36

New artists have not yet had a CHR Breaker.

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I Beg Your Pardon (Atlantic)

67% of our reporters playing it. Moves: Up 02, Debuts 17, Same 20,
Down 6, Adds 33 including B104, WEGX, PWR99, KBEQ, KCPW, KSHS,
KZLO, WTC, WKCQ, WRQX. See Parallels, moves 28-23 on the CHR chart.

POISON

Your Mama Don’t Dance (Enigma/Capitol)

65% of our reporters playing it. Moves: Up 19, Debuts 49, Same 30,
Down 6, Adds 33 including B104, WEGX, PWR99, KBEQ, KCPW, KSHS,
KZLO, WTC, WKCQ, WRQX. See Parallels, moves 28-23 on the CHR chart.

FINE YOUNG CANNIBALS

She Drives Me Crazy (IRS/MCA)

65% of our reporters playing it. Moves: Up 67, Debuts 34, Same 27,
Down 6, Adds 33 including B104, WEGX, PWR99, W9MS, 9XK, WMCQ,
KCPX, KKLQ. See Parallels, debuts at number 38 on the CHR chart.

ROY ORBISON

You Got It (Virgin)

64% of our reporters playing it. Moves: Up 76, Debuts 20, Same 23,
Down 1, Adding 27 including B94, WNCL, WCZY, KUBB, WABB,
WGTZ, KAY107, KATM. See Parallels, moves 35-35 on the CHR chart.
We Were Going To Use This Space To Introduce You To

Deon Estus
But It Appears You‘ve Already Met:

New Acquaintances:
Q105
B97
KCPX
PWR99
KISN
KCPW
KBEQ
WAPE
KS104
KLUC
KKSS
WDJX
PWR96 and more . . .

Old Friends:
KDWB 30-28
KOY-FM 23-21
KPLZ 32-28 (HOT)

When You Play It, Say It, Dammit!

Deon Estus
“HEAVEN HELP ME”

Featuring George Michael.
Written by Deon Estus and George Michael.
Produced by George Michael.
From The Deon Estus Album “Spell”.

www.americanradiohistory.com
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<th>Tracks</th>
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<td>PAULA ABDUL/Straight Up (Virgin)</td>
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<td>SHEENA EASTON/The Lover In Me (MCA)</td>
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<td>MIKE &amp; THE MECHANICS/Living Years (Atlantic)</td>
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<td>BON JOVI/Born To Be My Baby (Mercury)</td>
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<td>NEW KIDS ON THE BLOCK/You Got It (The Right Stuff) (Columbia)</td>
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<td>TONE LOC/Wind Thing (Delicious Vinyl/Island)</td>
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<td>BOBBY BROWN/Rose (MCA)</td>
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<td>GUNS N' ROSES/Paradise City (Geffen)</td>
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<td>EDIE BRICKELL &amp; NEW BOHEMIANS/What I Am (Geffen)</td>
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<td>ERASURE/Close (Sire/Reprise)</td>
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<td>ANN WILSON &amp; ROBIN ZANDER/Surrender To Me (Capitol)</td>
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<td>RICK ASTLEY/She Wants To Dance With Me (RCA)</td>
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<td>MIKE &amp; THE MECHANICS/Living Years (Atlantic)*</td>
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<td>ANITA BAKER/Just Because (Elektra)</td>
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<td>BANGLES/Eternal Flame (Columbia)</td>
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<td>KARYN WHITE/The Way You Love Me (WB)</td>
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<td>DURAN DURAN/All She Wants Is (Capitol)</td>
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<td>LUTHER VANDROSS/Shes Not Talkin' To Me (Epic)</td>
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<td>CAMEO/Skin I'm In (Atlantic Artists/Mercury)</td>
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<td>PAULA ABDUL/Straight Up (Virgin)</td>
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<td>LEVON/Just Coolin' (Atlantic)</td>
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