ISSUE NUMBER 858
THE INDUSTRY'S NEWSPAPER
SEPTEMBER 21, 1990

INSIDE:

KKB T, WRKS SCORE
BIG IN SUMMER BIRCH

Evergreen's KKB T/L.A.
vaulted two more shares in
the just-released summer
Birch to become the market's
third-ranked station. In New
York, Summit's WRKS
extended its lead despite
increases among its three
closest competitors. Full
details — including race
results for Chicago, San
Francisco, Philadelphia,
Detroit, Boston, and
Washington — inside.

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SILLERMAN SUED

Bank of New England is
foreclosing on Bob Sillerman's
Northampton, MA. combo. But
the industry mogul denies any
financial trouble, blaming the suit on "a
revolving door of bank personnel."

Page 6

EZ IS STILL A
BEAUTIFUL FORMAT

Is the exodus from B/EZ really
sound programming strategy, or
merely the latest example of radio's
lemoning mentality gone awry?
Ameron Broadcasting chief Joe
Dorton says aggressively marketing
B/EZ's audience benefits makes far
more sense than compromising the
format's "unique brand franchise."

Page 41

NASTY BOYS

The gloves are definitely off in
Grand Forks, where KKXL-FM
adopted an in-your-face approach
to challenge market leader KOHT.
The result: one of the mightiest
northwest CHR battles this side of
Tampa. Sample salvos:

KKHT PD Jay Murphy: "They're
perpetual liars... their ratings
are hype. They've got their
heads so far up their rears
they've resorted to doing nothing
but copying everything we do."

KKXL PD John Scott: "They
blinked so hard it strained their
faces. Murphy doesn't like me,
and 1 have no respect for a man
with no chin."

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RADIO & RECORDS

WGCI Appoints
Alexander Programmer

Urban WGCI-FM/Chicago has
called WJR/DETROIT PD
James Alexander (aka Jimmy
Wonder) OM/Program Manager,
replacing Jimmy Smith.
Alexander will announce the post
on September 34.

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Stessel New
Epic Sr. VP

Larry Stessel has upped Larry Stessel
VP/West Coast Operations
to the newly created posi-
tion of Sr. VP/Marketing. He'll
be responsible for the artist
development, media, and market-
ing departments in both New
York and Los Angeles. Rejo
ing the East Coast, he'll
report directly to President
Dale Greer.

"For the past ten years, Lar-
ry's creative planning has been
an essential component in the
STESSELL/See Page 28

NAB’s Boston Tea Party

Digital audio broadcasting
violated with a proposed 5% spe-
ctrum tax and other financial
woes for programmers at Radio's
'90 in Boston last week.
The 7241 attendance figure set a
new record (up from last year's
60), as 56 foreign broad-
casters from 25 nations con-
tributing a stronger
industry presence.

Page 9

Debt And Tax Proposal Raise Fears At Radio ’90

NAB leaders taking every
opportunity to rally their troops
and whip broadcasters into
campaign against it.

Page 9

AVERAGE PD SALARY $30,431

New Surveys Track Trends
In Revenue, Pay, Deals

AM daytimers have suffered
a dramatic financial slide in the
past three years, even as rev-
ues and pre-tax profits have
increased at fulltime AM sta-
tions, according to a new sur-
vey conducted by NAB and the
Broadcast Cable Financial
Management Association.

The associations' "1990 Radio
Financial Report" was one of three
financial studies released
during last week's Radio '90 con-
cvention. The report in-
dicates AM daytimers suffered
an average 1989 pre-tax loss of
$9692 after posting an average
profit of $1418 in '88 and $790 in
'97. Fulltime AMs, meanwhile,
showed an average '90 pre-tax
profit of $103,063, up from
$89,053 in '88. Their average net
revenue also increased in '90 to
$1,006,050.

AM & FM stations shows an average pre-tax
profit of $37,911 in '96, down from
$6,897 in '88, while the average

Salary Ceilings

A second NAB-BCFMA sur-
vey covering employee com-
penation reports PIs are paid
an average base salary of
$30,431, with an average bonus
of $131. Large market pro-
gamers earned an average
base of $71,420, with a bonus of
$66,414, while those in the small-
est market (population under
25,000) earned an average of
$18,440, with a bonus of
$790.

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An Affair To Remember

CBS Records Division President Tommy Mottola was the 1990 re-
cipient of the City of Hope's "Spirit of Life" award. In the award
presentation, Gloria Estefan added a special touch to the evening,
making her first public appearance since she was injured earlier this
year. Also on hand were the many artists on hand to congratulate Mottola was Mi-
chael Jackson. Emcee Jay Leno, the Manhattan Transfer, and Harry
Connett Jr. provided entertainment for the event, which netted over
$2 million for the City of Hope.

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NEWSSTAND PRICE $6.00
MTV WORLD PREMIERE VIDEO SEPTEMBER 21
SOMEONE TO BELIEVE IN

THE NEW SINGLE AND VIDEO
A LASTING IMPRESSION FROM THE DOUBLE PLATINUM ALBUM
FLESH & BLOOD
MTV WORLD PREMIERE VIDEO SEPTEMBER 20TH

THE POISON WORLD TOUR CONTINUES...
9/19 Green Bay, WI
9/20 Madison, WI
9/22 Cedar Rapids, IA
9/23 LaCrosse, WI
9/25 Ames, IA
9/26 Sioux Falls, SD
9/28 Omaha, NE
9/29 Bottineau, ND
9/30 Wichita, KS
10/2 Carlisle, PA
10/2 Longview, TX
10/3 Peoria, IL
10/5 Terre Haute, IN
10/6 St. Louis, MI
10/7 Front Royal, VA
10/9 Chattanooga, TN
10/10 Nashville, TN
10/11 Chattanooga, TN
10/12 Toledo, OH
10/13 Lexington, KY
10/14 Nashville, TN
10/16 Memphis, TN
10/17 Memphis, TN
10/18 Kansas City, MO
10/19 Knoxville, TN
10/20 Norfolk, VA
10/21 Columbus, OH

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CO-PRODUCED BY MIKE BRENNER
MANAGEMENT: KE MANAGEMENT, INC./ HOWARD KAUFMAN

On ZIMA/VUANTO/GALETES, COMPACT DISCS AND CASSETTES.

e Through EMPORIA

A Lasting Impression From The Double Platinum Album
Flesh & Blood

MTV World Premiere Video September 20th

The Poison World Tour Continues...
WB Taps Two VPs
Spann Joins To Head Black Promotion; Jordan To Oversee Black Division Sales

Swensson New VP/GM At WYHY
WYHY (Y107) GSM Dan Swensson has been promoted to VP/GM, following former VP/GM Mike Kinsey's move to Legacy's soon-to-be-acquired KJQY/San Diego (R&R, 8/14). Jacob co-Exec. VP/CEO Randy Michaels was not available for comment at press time. Swensson, who's awaiting Y107's transfer from Jacor to Legacy, told R&R, "Naturally, I'm thrilled and excited to be part of one of the best CHR's in America, and that includes the backing of one of the most creative artists I've ever encountered. Between (OM) Jack Evans and (PD) Louis Kaplan, they'll manage to keep me in line."

Prior to serving as Y107's GSM for the past three-and-a-half years, Swensson had been acting Station Manager and LSM at Jacor's WBVE & WSKS/Cincinnati.

Krum Assumes VP Position At Enigma

Miller Boosted To WQYK GM
Country combo WQYK-AM & FM/Tampa has promoted PD Jay Miller to GM. He succeeds VP/GM Charlie Osbs, who left for a similar post at WMZZ-AM & FM/Washington two weeks ago.
Infinity President/CEO Mel Karmazin commented, "Jay has done an excellent job as PD and I'm confident he has the management skills and leadership abilities to take WQYK to an even greater level of success."

Fleischman Joins MCA As VP/AOR
Atlantic Sr. Director/National Album Promotion David "Flash" Fleischman has been named VP/Album Promotion at MCA, and will relocate to Los Angeles. "We looked long and hard for the best person possible to run our album radio team," commented Sr. VP/Rock Promotion & Artist Development Bill Bennett. "In hiring Flash, I'm positive we've found that person. Not only does he strengthen our credibility, but he helps to grow. WQYK has MILLER/See Page 28

Lin Brehmer
Lin Brehmer, MD at progressive-leaning AOR WXRT/Chicago since 1984, has accepted the PD post at similarly formatted KTCZ (The Cities' 97)/Minneapolis. He succeeds Alan Lawson, who is leaving the Parker Communications station to pursue management opportunities.

"There are perhaps three or four people capable of taking over for Alan, and Lin is the best," remarked KTCZ GM Mike Boen. "He has charisma, and it's obvious he deals well with people and they respect what he has to say. He'll have to learn a few administrative details, but he's well-versed and knows his music."

Atlantic Ups Ianello To VP
Atlantic has promoted Joe Ianello from Sr. Director to VP/Pop Promotion. He'll report to Sr. VP/Andrea Gansis. "During the eight years Joe has been part of the Atlantic team, he's developed into one of the best pop promotion men in the business," said Gansis. "His round-the-clock dedication to breaking records is well-known."
KCMO-FM Promotes West To PD Post

KCMO-FM/Kansas City APD/Production Director Phil West has been promoted to PD of the Oldies outlet. His appointment follows the departure of KCMO-AM & FM Director/Operations & Programming Dene Hallam, who transferred to sister KBBQ-AM & FM/Houston as PD. Mike Shanin continues as PD of News/Talk KCNO (AM).

KCMO-AM & FM President/GM and Gannett Radio Division VP Don Troutt told R&R, "Phil has grown under Dene's tutelage to the point where he has the capacity to do this job; he can completely handle the music. Not only has his excellent production won many local awards, but Phil has the heart and soul to be our new PD." West said, "Obviously, this is exciting. Gannett is a great company to work for, and it's an honor and a real rush to have all its talent and resources at my disposal. I'm also extremely happy about the internal leadership we have in place with Don Troutt. And I'm very grateful to Dene Hallam; I've learned a lot from him."

West joined KCMO-FM (formerly CHR KCPW) just over a year ago from crosstown KUDL-FM, where he was Production Director/midday personality. His background includes a three-year programming stint at WAEV-FM/Savannah and an on-air post at WSFB-FM/Atlanta.

Scott Joins WKJY As Programmer

CHR WXXL/Orlando morning man Jay Scott has been tapped to program Barnstable AC WXIL/Long Island. In addition, Scott will also handle morning drive. He succeeds Keith Hill, who is now PD at WMXN/Norfolk. Consultant George Hart had been WXXL's interim PD.

VP/GM Ken Harris remarked, "Jay's a real pro and a genuine entertainer. He'll add a new dimension to our station." Scott told R&R, "I may miss Florida's weather in a couple of months, but I'm looking forward to this challenge. WKJY was a background, wimpy AC; now it's a mainstream, Gold-based, personality-oriented AC. I tried Lite Lake, [John] Landecker's news/ MID day sidekick at CHR WFHR/Cleveland, to do the same here." Regarding AC competitor WALK, Scott added, "WALK is Suffolk County-oriented, and we're more Nassau County-oriented. I don't consider them a problem."

Scott's previous programming credits include WAIN/Jacksonville (now WKQL), KOB/Albuquerque (now KKOB), and KSFM/San Antonio. He has also worked on-air at KXL/Des Moines.

Bishop Named PD At Special Blend

Don Bishop has been named PD of Unistar's Special Blend Soft AC format. He replaces Dan McKay, who's leaving the company to program KLM/Ft. Myers.

"We feel especially fortunate to have someone already on board who has Don's major market track record and sensitivity to the needs of our Special Blend affiliates," said Unistar President Gary Fries. "Don has quickly demonstrated a great feel for the role of air talent on Special Blend, and we're confident his proven skills as a coach and teacher will contribute to our continued success."

"I'm looking forward to working with the many top broadcasters who are realizing the potential of the Easy Listening of the '60s," Bishop stated.

Staff

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Michael Crusham
General Manager
WWSW-AM/FM, Pittsburgh

Adults 25-54, AQH share. M-S, 6A-12M, MSA.

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Spectrum Fee Faces Uncertain Future

A Bush administration proposal to levy a 5% spectrum user fee on commercial broadcasters faces an uncertain future because of congressional opposition, according to a Capitol Hill source familiar with the ongoing budget talks.

"[The fee] will probably never see the light of day," said the source. "They [Congressmen] aren't idiots. They know they have to go back home [and face local broadcasters] at election time."

Among the lawmakers who have expressed reservations about a spectrum tax are two longtime critics of broadcasting, Sen. Ernest Hollings (D-SC) and Rep. John Dingell (D-MI). A source close to Hollings said the senator believes the spectrum fee is unfair.

The current administration proposal calls for larger radio and television stations to fork over 5% of their gross revenues as an annual spectrum use fee. Radio stations with revenues under $100,000 and TV stations generating less than $2 million would be hit for 2.5% of their grosses. Initially, the administration had called for a flat 4% tax on all spectrum users.

At R&R's Tuesday (8/14) pressbriefing, NAB and other industry groups conceded the televised politics and tight secrecy surrounding the budget talks made it difficult to determine the fate of the spectrum tax.

"Now that it's just the [administration and congressional] leadership meeting, it's nearly impossible to learn anything," said NAB spokesman Walt Wwertz.

WARC-92 UPDATE

FCC Seeks Input On DAB Shortwave Allocations

The FCC is seeking comments on an array of spectrum allocation issues — including digital audio broadcasting — to help prepare official U.S. delegations positions for the 1992 World Administrative Radio Conference (WARC-92) in Spain. FCC approval of a wide-ranging Notice Of Inquiry (NOI) was set for Wednesday (9/19).

FCC Chief Engineer Tom Stanley told R&R the NOI would "basically ask lots of questions" and "air many options in the proposal" for FCC endorsement. In fact, Stanley said, "some [proposals in the document] are contradictory."

An Industry Advisory Committee (IAC) with many subcommittees has been given the FCC information on a multitude of proposals — some for new services which would require spectrum allocations, and others for expanded frequencies sought by current users.

Many users are after the same prime pieces of spectrum to be carved up at WARC-92. Some DAB proponents, for example, are seeking the space around 1500 MHz — the same frequency sought by mobile satellite service interests and targeted for possible future use by personal communication devices, a technology viewed as a quantum leap beyond cellular phones.

The FCC's WARC-92 inquiry addresses some of the same issues in the Commission's current inquiry on DAB (R&R, 8/26). Stanley told a Friday (8/14) IAC meeting that asking about U.S. positions for WARC-92 "doesn't necessarily open or close options" under the DAB proceeding.

European Positions Revealed

International shortwave radio is also on the WARC-92 agenda, but it's a far less contentious issue. The world gathering will consider adding 47 MHz to various high frequency broadcasting allocations, nearly doubling the total allocation for shortwave radio. Some of those frequencies are already being used by countries dissatisfied with the current allocation tables.

Some European nations' leanings on WARC-92 issues were revealed in a position paper at a communications conference taking place this month in Montreal. CEPT, a powerful consortium of 26 countries' postal, telephone, and telegraph administrations, is backing a worldwide allocation of about 50 MHz for DAB. "Two options are being considered," according to the position paper: "An allocation around 1500 MHz or an allocation around 2500 MHz." But it noted that neither is yet fully acceptable owing to conflicts with current users and other proposals for new spectrum allocations.

Interep Funds Radio Marketing Plan

Interep Chairman Ralph Guild Thursday (9/13) unveiled a $5 million effort to increase radio's share of the advertising pie. At a news conference during NAB's Radio '90, Guild announced the rep firm had commissioned Dr. Leonard Lodish, a noted Wharton Business School economist, to draw up the industrywide plan dubbed "Radio 2000/An Alliance For Growth."

"Radio is the last major medium to recognize that it must market, not just sell," Guild told the Boston gathering. "Selling alone merely redistributes the same dollars among more and more stations each year."

What Guild wants from Lodish is a "comprehensive marketing strategy and plan to lead radio from its current 7% share of advertising to 9% by the year 2000." According to Guild, when the strategic plan is ready — sometime in January — "we will first share it with our client stations and enlist their participation and support," then invite others to join the effort.

Guild said Interep will commit $5 million to Radio 2000 during the next ten years, and he's inviting others from the radio industry to make their own contributions. Guild added the money Interep has earmarked for the plan is being diverted from "interindustry competition."

"Interindustry rivalry between rep companies costs millions of dollars each year," Guild said. And, he noted, "that rivalry does not produce one single dollar's worth of new revenue for the industry."

Sillerman Faces Foreclosure Fracas

Robert F.X. Sillerman is facing a foreclosure lawsuit in Massachusetts, where Bank of New England is moving to take over his WHMP-AM & FM Northampton, MA on grounds that the Manhattan media mogul's company has failed to meet payments on a $2.36 million mortgage.

According to a suit filed in Hampshire County Superior Court, Sillerman's Northampton Holdings Inc. missed March and June mortgage payments and failed to supply financial information. The bank wants the entire loan repaid with $114,000 interest, plus a temporary restraining order that requires weekly financial disclosures and prohibits a shutdown or sale of the stations.

Sillerman denies any financial trouble at the combo, which generates about $500,000 in cash flow, according to radio brokers. He blames the suit on a revolving door of bank personnel and accuses BONE of reneging on an agreement to liquidate the loan at a discount.

"We bought out several loans from Bank of New England and thought we had a deal to buy out this one in full. We have a disagreement about the amount. When that's resolved, we'll pay it off. I have no interest in keeping my relationship with a bank that's not supportive of the industry," Sillerman says.

His attorney is seeking additional time to prepare a response because the bank is refusing to settle, and Sillerman is considering a countersuit. Meanwhile, he admits financing difficulties contributed to his recent FCC request for a 60-day extension to close Legacy Broadcasting's $32 million purchase of three Jacob stations. He contends he needs time to raise the money for his bid, but there's no question the environment out there is difficult."

A quick closing of that deal is vital to Jacob's Terry Jacobs. His company's note holders agreed last week for a second time to defer interest payments that were due last month, as negotiations proceed to restructure the company's debt. The new note holder deadline is September 28.

Kagan's Luck Runs Out In Reno

Media investor Paul Kagan is the latest victim of radio's recession as he prepares to surrender KHIT & KIIZ/Reno to a Baybanks receiver after the combo defaulted on a $1.5 million mortgage.

"It's a private investment, and my policy is never to comment on such investments, good or bad," Kagan said. A Kagan investment partnership bankrolled Euphonic Broadcasting's $2.5 million purchase of the combo in 1988, but owner Terry Gillingham fought unsuccessfully to keep sliding market revenues from undermining the station's leveraged financial foundation. Baybanks probably will come out whole on the deal, but the other investors may lose $1.5 million. That includes the previous owner, Chapter 11 casualty Olympiad Broadcasting, which is holding $500,000 in seller paper.

Despite industry rumors that Kagan threw the combo's keys on the table when workout talks stumbled, one well-placed insider said that was "bunk" because negotiations were orderly and peaceful.

"Reno's a bitch right now, and the entire industry there is taking a hit. Even savvy investors such as Kagan would be foiled once in a while. Not every investment is a home run," the dealer said.

Civil Court Coverage Tests Allowed

Seven years of lobbying by media groups began to pay off last week when the federal court system agreed to allow a limited test of radio and television coverage of civil proceedings.

The experiment was approved by the U.S. Judicial Conference, which sets policy for the federal courts. It calls for broadcast cameras and microphones to be permitted in one or two appeal courts and as many as six trial courts during a three-year test period that set to begin next July.

Judges who volunteer to open their courtrooms to cameras and microphones will be given strict control over the coverage — right down to how the clothes dress.

RTNDA President Dave Bartlett applauded the experiment but said ground:subsequent percolations from the tests mean the broadcast media is still barred from the most newsworthy events down at the federal courthouse.
REMEMBERING LENNON

10 YEARS LATER

Where were you on December 8, 1980?

The day Lennon was shot was a day we all remember... and John’s music is something we’ll never forget. The ABC Radio Networks will commemorate the tenth anniversary of John’s assassination with a very special radio tribute: REMEMBERING LENNON: TEN YEARS LATER.

This four-hour music-intensive sound scrapbook is the only complete John Lennon program ever produced, as it celebrates John’s life and music. Hosted by Graham Nash, it features Lennon’s best-known songs and samplings of his most famous interviews and remarks. Plus, exclusive comments from those closest to him: Paul, George, Ringo, Yoko, Julian, and others.

REMEMBERING LENNON: TEN YEARS LATER is produced for ABC by Denny Somach Productions, and is on CD, of course. REMEMBERING LENNON is available to only one station per market. To reserve this exclusive special call Jessica Ettinger at 212-887-5118. Outside the U.S. call Radio Express 1-213-850-1003.

abc ABC RADIO NETWORKS
"MISSUNDERSTANDING"
THE NEW SINGLE FROM
AL B. SURE!

Make no mistake about it. Al B. Sure! is back with a vengeance. "MISSUNDERSTANDING," the first single from his new album PRIVATE TIMES... AND THE WHOLE 9! The follow-up to the double platinum debut album IN EFFECT MODE!

Produced by O.J. Sneed andDisplayed for Untouchables Music, Inc.
Co-produced by Al B. Sure! for Suresh Photo! Recordings, Inc.
King, WGN Top Marconi Awards

The second annual Marconi Awards capped the convention Saturday night. Gary Owens co-hosted the affair with Mutual's Larry King, who also won the Network/Syndicated Personality of the Year award. WGN Chicago was deemed Legendary Station of the Year.

Station Of The Year
- Major Market: KMOX, St. Louis
- Large Market: WTIC (AM), Hartford
- Medium Market: KSSN/Little Rock
- Small Market: WAXX/Eau Claire, WI

Station Of The Year By Format
- AC/EZ: KOST/Los Angeles
- AM/Classic Rock: WLPJ/Chicago
- Big Band/Nostalgia: KCRC/San Francisco
- Black/Urban: WVEE/Atlanta
- CHR: KISS/Los Angeles
- Country: KILT-FM/Houston
- Jazz/NAC: WZLZ/Baltimore
- Full Service AC: WGN-Chicago
- News/Talk: KABC/Los Angeles
- Gold: WCBS-FM/New York
- Religious/Gospel: WAOX/Atlanta
- Spanish: WAGI/Miami

Personalty Of The Year
- Major Market: Don Imus, WFAN/New York
- Large Market: Gary Burbank, WLW/Cincinnati
- Medium Market: Luther Massegill, WDEF-AM & FM/Chattanooga
- Small Market: Bobby Owen, KEAN-AM & FM/Athens

KSSN/Little Rock owner Jerry Atchley accepts the Medium Market Station of the Year Marconi.

Larry King pauses during one of his two live broadcasts at the convention to chat with NAB President/CEO Eddie Fritts.

Exchanging observations are (r-l) NAB Exec. VP John D. Abel, Hicks Broadcasting owner David Hicks, EZ Communications President Alan Box, and NAB VP/Sales & Technology Michael Rau.

Conference. My guess is that between 1994-96, the FCC will decide whether we have a satellite or terrestrial system or not. He said NAB will continue to promote a ground-based DAB system, despite recent filings at the FCC asking that a hybrid satellite-terrestrial system be allowed.

When a German broadcaster questioned the NAB's opposition to satellite delivery, Abel drew applause as he explained that direct broadcast satellites threaten the underpinnings of the American system of broadcasting: "The satellite is a direct threat to the concept of localism. In America, the concept of localism is not something that's talked about - it's practiced every day."

While current DAB applicants were not invited to participate as panelists, Radio Satellite Corporations Chairman Gary Noren captured the crowd's attention by holding aloft a tiny prototype car DAB antenna that fit in the palm of his hand (see picture, Page 1).

Hardly a session passed without some mention of DAB. In the consultants seminar, Burkhard Douglas & Associates' Dwight Douglas quoted from a discussion of new programming sources to call DAB "a political bombshell. If it hits this country, it's going to tear radio in half."

Unveiling the government's energy conservation campaign are (r-l) Bozell Advertising's David Isel, the Ad Council's Eve Kasten, U.S. Secretary of Transportation Samuel Skinner, Chairman Michael Deland of the President's Council on Environmental Quality, and Admiral James Watkins, U.S. Secretary of Energy.
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Detroit Bankers Shave Reams’s ‘Beaver’ Price

Religious Station Jumps From Joy In Pennsylvania

Deal Of The Week:

WBVE/Hamilton
(Cincinnati), OH
Price: $3.2 million
Terms: Asset sale for cash plus a minority tax certificate.
Buyer: LC Communications Group Inc., of Southfield, MI, whose voting stock is equally owned by Lewis Gibbs, Vince Frugé, Gary Martin, and Michael Kromka. Frugé is the CEO at WCKX/Columbus, OH, and Gibbs is Technical Director at WXYT-TV/Detroit. Martin and Kromka are investment bankers with Portfolio Financial in Detroit.

Seller: Reams Broadcasting Corporation, owned by Frazier Reams Jr. and managed by Exec. VP Peter Cavanaugh. Reams also owns WCWA & WOTT/Tacoma.

Terms: Asset sale for cash. Proceeds from the sale are to be distributed first to Park Leasing Company and next to the IRS to settle outstanding claims, with any remainder going to the seller.

Buyer: Idaho Heartland Broadcasting Inc., owned by Dean Hagerman of McCall, ID; Nancy Gentry of La Jolla, CA; Charles Wilson of Boise, ID; and William Boyd of Princeton, NJ, who also own KMCL/Fairglen, CT; KRAM/Kimberly, WI; and KBFM/Boise, ID.

Comment: A previous deal to sell “The Beaver” to Joe Field’s Entercom group for $85 million (RJR, 11/13/99) never closed. Reams will now sell the station for $2.65 million in this deal. Reams purchased the station from Jacor Communications for $4.5 million in 1996.

Alabama

WKXJ/Russellsville
Price: $50,000
Terms: Asset sale. The buyer has executed a promissory note for the entire amount of an annual interest payment, payable in 72 monthly installments to former owner, Kenneth Casey, who has agreed to take no action against the seller for defaulting on an April 1989 promissory note for $100,000.
Buyer: Ronnie Underwood of Russellville, AL, a former GM of the station.
Frequency: 1500 kHz
Power: 1kw daytimer
Format: This station is dark.

Colorado

KRMM/Pueblo
Price: $237,181
Terms: Asset sale. Proceeds are to be distributed to creditors of the previous owner, including federal, state, and local tax claims totaling $35,954 and a secured claim by Broadcap Broadcasting Capital Inc. in the amount of $163,951.
Buyer: Vanata Enterprises Inc., owned by Jerry De La Cruz, Diane Young, Baltazar Mendoza, and Richard Gonzales of Pueblo, CO.
Seller: Carole Carson, Chapter 11 bankruptcy trustee for Neldig Corporation.
Frequency: 890 kHz
Power: 250-watt daytimer
Format: Spanish

Georgia

WBTT & WDDQ/Adel
Price: $165,654
Terms: Asset sale. The buyer is paying $164,148 in cash for the station assets, including real estate, and is assuming a note to the Georgia Development Authority in the amount of $31,506.
Buyer: Williams Investment Company, owned by John L. James, and Robert Williams of Adel, GA; John Richard Williams of Valdosta, GA, and Debra Williams of Valdosta, GA.
Seller: DRR Broadcasting Inc.
Frequency: 1470 kHz.
Power: 1kw daytimer; 0.5kw at 300 feet
Format: Religious; AC

Idaho

KZID/McCall
Price: $10,000
Terms: Asset sale for cash. Proceeds from the sale are to be distributed first to Park Leasing Company and next to the IRS to settle outstanding claims, with any remainder going to the seller.
Buyer: Idaho Heartland Broadcasting Inc., owned by Dean Hagerman of McCall, ID; Nancy Gentry of La Jolla, CA; Charles Wilson of Boise, ID; and William Boyd of Princeton, NJ, who also own KMCL/Fairglen, CT; KRAM/Kimberly, WI; and KBFM/Boise, ID.

Comment: A previous deal to sell “The Beaver” to Joe Field’s Entercom group for $85 million (RJR, 11/13/99) never closed. Reams will now sell the station for $2.65 million in this deal. Reams purchased the station from Jacor Communications for $4.5 million in 1996.

Kansas

KLLR-AM & FM/Waller
Price: $255,000
Terms: Asset sale. The seller is to receive $255,000 cash at closing, and $25,000 as a consulting fee to be paid over 30 months without accruing interest.

Continued on Page 13

Total Stations Traded This Week: 22

Total Stations Traded This Year: 964

This Week’s Action: $6,351,335

More Closings Than Anyone in Calendar 1990...by Far!
The Allman Brothers are back! To Celebrate, Gregg Allman and Dickey Betts have joined Unistar for a brand new three hour special celebrating their long career from their earliest days through their current album Seven Turns and their triumphant concert tour.

What a career it's been! Early Duane Allman sessions like his work with Eric Clapton on "Layla"; the landmark Eat a Peach album; the Fillmore concerts; and the classic Brothers and Sisters album with some of their most memorable music like "Ramblin' Man."

It's their latest interviews, their greatest classics, and as the band would say, "It's Good, Clean Fun!"

The Allman Brothers Story airs on October 19-21 and is available on a swap/exchange basis to stations in the top 170 Arbitron rated metro markets from Unistar.

Reserve it now by calling 1-800-654-3904.
Win The '91 Ratings Race

Effectively impact your specific market and emerge as a consistent winner... book after book... in 1991.

Build CUM: effect TSL, increase gross revenue, and enhance your bottom line.

Market your station to those prospects who are most likely to listen to and enjoy your programming.

Broadcast Direct Marketing will professionally develop a database marketing system for your station. Within this system, we'll create highly targeted programs that will enable you to identify, reach, and command, continually develop and effectively manage your active core.

These will be custom interactive programs, tailored to solidly build CUM, encourage TSL, and improve the profits of your station.

Now is the time to begin developing your strategy for 1991. We look forward to discussing your goals with you soon... in confidence. Please call us today to ensure market availability.

Miami: 305/662-9524 (Courtney Thompson)
Los Angeles: 818/782-9524 (Joe Schwartz)
Chicago: 312/693-6919 (Meg Daly)

© Broadcast Direct Marketing
Wasted Days & Wasted Nights

How Sales Opportunities Slip Into The Future

Attention all salespeople! What's the absolute best way to waste your time? By sitting in your office, of course! Don't be surprised if you're soon told that you'll be useless away from where the action is, but also that someone else will close what could have been your new account.

According to "Dynamic Professional Selling" author Arnold Schwartz, even some of the best salespeople waste their time (albeit unintentionally) due to a lack of proper time-management skills.

Although sitting around the office is tops in time-wasting, the following five examples are almost equally as unproductive:

- Not qualifying prospects. Don't go after every business listed in the Yellow Pages. What's the use in trying to close a funeral home or retirement fund account if you're a rep at a Hot Mix CHR or New Rock station? Instead, concentrate your time and attention on pursuing accounts that are likely to prove fruitful.

- Reluctance to press for orders. Close the client while you can. Failed to ask for orders only leads to further call-backs and lost sales.

- Unplanned territories. Spend a couple of minutes to map out the best (i.e., the most efficient) route to be taken when making calls. Otherwise, you'll find yourself needlessly criss-crossing your territory. Schedule appointments so that you can stay the planned course.

- Poorly kept records. Devise a system whereby you can find and file information neatly and quickly.

- Inefficient transportation to work or fly from market to market. Do the same reading and paperwork that's likely to help you bring a new client to the station or get more revenue out of an account.

Top Fax Machine Brands

How did we get along without a fax machine all these years? Below are the five most popular fax machine brands in today's offices, ranked by percent of market.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ricoh</td>
<td>26.0</td>
</tr>
<tr>
<td>Canon</td>
<td>16.5</td>
</tr>
<tr>
<td>Sharp</td>
<td>15.3</td>
</tr>
<tr>
<td>Pitney Bowes</td>
<td>11.9</td>
</tr>
<tr>
<td>NEC</td>
<td>11.6</td>
</tr>
</tbody>
</table>

Source: Communications News

Let Fired Workers Appeal To Peer Review Panels

You just fired an air talent and he's threatening to sue the station. What do you do? Allow him to appeal to a peer-review panel, according to a recent survey conducted on behalf of the Alexandria, VA-based Society For Human Resource Management. For the panel to be most effective, it should consist of five randomly selected members — with more workers than managers — and both the company and the employee must agree to adhere to its findings.

The survey of ten national firms with a combined 10,000 employees found:

- Only 7% of firings were reversed after appeals to a panel.
- In contrast, 25% of firings were reversed after appeals to management.
- Only 2% of the firings followed peer reviews led to lawsuits.
- Employee panel members gave their peers far less sympathy than management.

SERIOUS ABOUT MARKETING?

Two new books help you win!

THE PUBLICITY YOU DESERVE

Up Your Profile: Publicity Tactics for Radio Teaches how to turn everything your station does into free coverage. How to use publicity to fill the gaps between advertising and promotion. How to drive your message home.


Written by Shane Media Services for stations who want to maximize publicity.

SHANE MEDIA

THE SALES IMPACT YOU NEED

Power Selling Tactics is packed with techniques for success: Prospecting tactics, New business leads, Making a first impression, Strategic listening, Motivational triggers, Worksheets for planning, Checklists for cutting through the clutter to get to closing.

Written by Shane Media Services for radio sales people who want to increase impact and income. Buy this book now. It shows you how to get better customers by being a better sales person.
"At 'Q-95' we've been able to do what a lot of CHRs haven't...achieve great numbers 25-54.

We've done it with the help of The Research Group and several of their special studies, especially their Music Essence Test with advanced cluster analysis. It pointed us toward this really unique execution of the format that's just gone up and up every book. We saw this great opportunity back in the winter of 1989 when the station was mainstream CHR and only #6 25-54. The results since then have been fantastic. 'Q-95' is now up to #3 25-54. We're pushing for #1 and we're just about a share point away.*

I've worked with The Research Group at almost every station I've programmed or consulted. They excel at helping stations in tough competitive situations...that's when they really shine.

The numbers are the judge and with The Research Group it really works."

Gary Berkowitz
Vice President/Program Director
WKQI-FM "Q-95." Detroit

"'Q-95' Detroit: Adult CHR wins big 25-54"

The Research Group develops the right information, then uses a special system of strategic planning to help you win—and stay strong—in tough, competitive environments. Some managers may have the perception that using the best is prohibitively expensive. With The Research Group, that is not true. Call today about our availability in your marketplace and for prices which will fit your budget.

For more information, call Larry B. Campbell, President (206) 624-3888.

In almost every field, there is a company that has earned a reputation as the leader.

The Research Group

Radio's Strategic Research Team

METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY • SEATTLE, WA 98101 • (206) 624-3888
Fifty-old veteran Darrell Lewis is ready to marry and start a family now that he’s finished serving in a 24-year-old boy who shared her bed with photos of singer Johnny Mathis instead of the sexy 16-year-old. “She hugged his picture and over again,” Lewis tells the current Weekly World News. His wife of two years also kept one of the crafty crooner’s albums propped up in bed, and slept snuggled up to one of Mathis’s tapes! “Why should she be kissing him instead of me?” asks Lewis, who says his current sweetheart, a 22-year-old Jessa, has “no hang-up about singers.” “There’s just her and me between the sheets,” he cooed. 

The film’s 15th anniversary is Rhino Records, which will release a boxed set of four cassettes or CDs on the Ode Records label on September 30. The box will include the cast album from the stage show, the movie soundtrack, original radio ads, highlights from five international cast LPs, several rare and never-released songs, and a special color booklet.

The film reportedly won’t be shown on pay-per-view, cable, or television for at least two years. Meanwhile, the limited-release video will include an 800 number that viewers can call for a list of theatres showing the film.
STAR QUALITY IS VISIBLE FROM ANY DISTANCE.

“FROM A DISTANCE”
By BETTE MIDLER

From the Divine Miss, who gave us the Grammy-winning #1 “Wind Beneath My Wings,” an outstanding first single from her new album SOME PEOPLE’S LIVES.

Produced by Arif Mardin for Deniz Productions, Inc.
Associate Producer: Marc Shaiman
Get the Class back into Classic.

That's what the Westwood One Radio Networks and BBC Radio veteran Richard Skinner do everyday with BBC Classic Tracks.

Dip into the famed archives of the BBC, and you'll hear a 4-8 minute daily dose of rare, live performances and inside stories from the royalty of rock including the Beatles, the Rolling Stones, Dire Straits, the Police, Led Zeppelin and Supertramp.

It's the best of Britain on BBC Classic Tracks, exclusively from the Westwood One Radio Networks. For further information, contact your Westwood One representative at (213) 840-4244, FAX (213) 204-4375, in Canada at (416) 597-8529 or Telex 4996015 WWONE.
SCREEN SCENE

David Cassidy: Spirit In Disguise

E nigma recording artist David Cassidy heads the cast of Castle Rock's forthcoming comedy "Spirit Of 76." The film — described as a satire of the 70s in the grand tradition of "Bill & Ted's Excellent Adventure" — is set in the year 2176 and centers on Cassidy's mission to travel back to 1776 and retrieve the U.S. Constitution.

Things take a turn for the mirth when Cassidy and fellow starship troopers Olivia D'Abo ("Wonder Years" beauty and daughter of coc-tail Manfred Mann vocalist Mike D'Abo) and comic/mime Jeff Hoye miss their mark by 300 years, arriving instead in 1776.

Unaware of their mistake, the trio begin to search for historical icons and signs of Intelligence in the disco era — a quest highlighted by cameos from Moon Zappa (an astrology-enthusiast boutique clerk), Tommy Chong (a cr. pipe and tobacco shop proprietor), former teen idol Jeff Garret (Ed-die Trojan, the ultimate disco dancer), and singer Julie Brown (a stripper in States of Liberty bar).

Atlantic recording artists Redd Kross, Cassidy's labelmates Devo (who play futuristic Ministers of Knowledge), former Bay City Roller guitarist Ian Mitchell, and father 'n' son actors 'n' directors Carl and Rob Reiner are also featured.

Look for the film to open in Seattle and Austin on October 12, with a national release to follow.

Madonna The Cop?

Madosona and "Ghost" star Demi Moore reportedly plans to play by day cop in director Joel Schumacher's forthcoming action flick "Leda And Swan." According to Daily Variety, the Warner Bros. film will be executive produced by Joel Silver and Michael Levy, and will be in the vein of Silver's "Lethal Weapon" series. "Body Double" writer Robert Avrech is scripting.

Trailer

- Soul icon Isaac Hayes has landed the role of a police captain in "Blood Law" — a comedy-thriller starring David Haveser as a small-town cop caught between the underworld and federal agents. Tony Curtis costars as a mob kingpin.

- The multi-talented Cher and "Bouleous Blues Boys" manager Michelle Pfeiffer are set to costar in an Orion comedy about a famous actress and a snippy reporter who become friends. Working title: "Tabloid.

FILMS

WEEKEND BOX OFFICE

SEPTEMBER 14-16

1 Postcards From $7.87
   "The Edge" (Columbia) (Paramount)
   2 "Ghost" $5.86
   3 Death Sentence $5.02
   (MG/MC歌手)*
   4 Presumed Innocent $2.71
      (Warnor Bros)
   5 Flattliners $2.64
   (Columbia)
   6 8 Men At Work $2.38
      (Millimeter)*
   7 Darkman (Universal) $2.14
   8 Mind Games II $1.35
      (Epic-Thrill)
   9 Man On Fire $1.15
      (Fox)
   10 Problem Child $1.09
      (Universal)

*All figures in millions
First week in release
Source: Exhibitor Relations Co.

COMING ATTRACTIONS:

This week's openings include "GoodFellas," starring Robert DeNiro, Ray Liotta, and Joe Pesci; "Terminal," a story of three decades of life in the Metta. The Martin Scorcese-directed film's forthcoming Atlantic soundtrack sports period pieces ranging from Tony Bennett and the Hampton Carols to Aretha Franklin and Bobby Darin to Cream and Derek & The Dominos.

‘Forbes’ Lists Top 40 Richest Entertainers

New Kids Debut At No. 5; Cosby Takes Top Spot

N ew Kids On The Block came out of nowhere (OK, out of Boston) to garner the No. 5 spot on this year's fourth annual list of the 40 richest entertainers, as ranked by Forbes magazine in its October 1 issue.

The rich Kids debuted with a projected 1989-90 pretax income of $78 million, topped only by Bill Cosby (in first place with a two-year income of $115 million), Michael Jackson (last year's chart-topper, with an even $100 million this time around), the Rolling Stones ($88 million), and Steven Spielberg ($87 million).

Musicians — counting sometime-singers — Eddie Murphy, who appeared in "48 Hours" (in place with $48 million) and Bruce Willis (16th, $36 million) — dominated the list this year, taking 21 slots on the chart.

Other chart debuts include Paul McCartney (14th, $45 million), Billy Joel (32nd, $33 million), Janet Jackson (36th, $30 million), and Paula Abdul (33rd, $23 million). Falling out were Bruce Spring-steen, Def Leppard, Van Halen, Kenny Rogers, and Rod Stewart.

Rounding out the list of artists with the highest projected two-year incomes are: Madonna (eighth, $52 million; 1990's estimated $39 million makes her this year's top female earner), the Who (17th, $15 million), Bon Jovi (18th, $15 million), Prince (30th, $15 million), Aerosmith (32nd, $15 million).

Pink Floyd (34th, $33 million; down from seventh, $36 million last year), the Grateful Dead (35th, $30 million), Frank Sinatra (37th, $27 million), U2 (38th, $25 million), George Michael (39th, $18 million; down from 10th, $47 million last year), and Guns N' Roses (40th, $17 million).

MUSIC & MOVIES

CURRENT

*GHOST (Varone/Sarebande/MCA)
Single: "Unchained Melody/Righteous Brothers (Verve/Polydor)
*BLAZED OF GLORY/GOOD GUNS II (Mercury)
Single: "Blazed Of Glory"/"Bon Jovi
*PUMP UP THE VOLUME (MCA)
Featured Artists: Concrete Blonde, Cowboy Junkies, Soundgarden
*ARACHNIDPHOBIA (Hollywood)
Single: "Blue Eyes Are Sensitive To The Light/Sara Nickman
Other Featured Artists: Breeders, Poor Boys, Party
*MUSIC FROM MO' BETTER BLUES (Columbia)
Featured Artists: Gangstarr, Branford Marsalis Quartet
*ARENTHS, ARENTHS, ARENTHS (Electric)
Single: "Sad To Be Alive/Teddy Pendergrass & Lisa Fisher
Other Featured Artists: Queen's tribes, Billy Idol, Dion

UPCOMING

*RETURN OF SUPERFLY (Capitol)
Single: "Superfly"/"Don't Push My Luck/Style-Tone"
Other Featured Artists: Todd LaRocca, Easy-E, Del Jef
*LISTEN UP: THE LIVES OF QUINN JONES
Single: "Listen Up"/"Listen Up" (R&B/Reprise)
*GRAFFITI BRIDGE (Paisley Park/WE)
Single: "Who's In The Temple/Prince
Other Featured Artists: Time

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Nuclear families - married parents with biological children: account for 79% of all U.S. families. However, the number of "neo-nuclear" families - married with children, but not purely biological - is growing at a steady pace. Rising divorce and premarital childbirth rates should ensure this trend continues in the future.

According to a recent study by the U.S. Census Bureau, 16% of married-couple families are "step-families," with a child of just one of the parents. Purely adoptive and joint biological/adoptive families each represent 1.8%.

What makes these statistics interesting from a marketing standpoint is that families with stepchildren exhibit significant differences from those which are purely biological, purely adoptive, and biological/adoptive. For example, stepfamilies tend to have relatively lower incomes and levels of education.

In addition, 60% of stepparents have married more than once (compared with 32-92% of the biological, adoptive, and biological/adoptive groups).

Not surprisingly, only 12.26% of stepchildren have been married more than ten years, a much lower percentage than biological (67%), adoptive (90%), and biological/adoptive (95%) marriages.

Money Matters

Regardless of their earnings, Americans spend almost ten times as much on entertainment as they do on books, according to a recent article in U.S. News & World Report. For more cold, hard (cash) facts, read on:

- After U.S. families' annual earnings top $70,000, they spend more on restaurant meals ($3500 a year) than on groceries ($3100).
- American families with incomes of $50,000 typically ring up a $700 phone bill each year. This figure rises about $100 a year for each additional $10,000 in earnings.
- The average U.S. monthly mortgage payment is 32% of the average monthly income.

Ethnic Diversity: Perception Vs. Reality

In one recent survey, the U.S. public estimated that seven in ten Americans are black, Hispanic, or Jewish — but these three ethnic groups actually make up less than one-quarter of the nation's population. Here are the figures:

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Public estimate</th>
<th>Actual figure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>32%</td>
<td>12%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>21%</td>
<td>4%</td>
</tr>
<tr>
<td>Jewish</td>
<td>18%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Gallup Poll Monthly

91,000 LISTENERS PER QUARTER HOUR
$35,000 A MONTH IN REVENUE

CAN YOU AFFORD TO MISS OUT ON THIS HEALTH Benefit?

Dr. Robert Atkins, host of the longest-running daily health and nutrition program on radio (WOR-New York), is going national with his talk show. The famous doctor whose books have sold over 10,000,000 copies is coming to your market, offering the healthy alternative that expands your listenership.

"YOUR HEALTH CHOICES WITH DR. ROBERT ATKINS" is the weekly program that breaks down the barriers to a healthy lifestyle through nutrition and the combining of conventional care with holistic health options.

Contact Steve Murphy, North American Network, (202) 265-3689

The House Of Our Dreams

One in ten Americans fantasizes about the "house of their dreams" every single day, according to a recent survey conducted by NYC-based Patricia Tanaka & Co. on behalf of Spiegel Inc.

This dream house sports four bedrooms, three bathrooms, two fireplaces, seven closets, three televisions, four telephones, and is located just a short stroll from the ocean.

While one in 25 Americans also wants his dream house to include a bowling alley, more sought-after amenities include: a media/entertainment center (43%), an exercise facility and a library (40%) each, a spa/whirlpool bath and a home office (38% each), and an indoor/outdoor pool (34%). Nearly 25% would like their dream house to be located at the end of an imposing driveway as well.

What fantasizes about a house? One in ten say they'd like to escape to that house (5% of the latter group reported doing so within the last 24 hours, compared with two in ten in the Midwest and the South).

Overall, however, just one in four women reported wearing nail polish within the last 24 hours. Younger females are the most likely to have done their fingernails (32% of 18-29s), compared with women aged 60 and older (21%).

First With Females

Women are more likely to consume fresh fruit (43% vs. 32%), as are the youngest and oldest demos — 47% of 18-29s say they've eaten more this year (up from 36% in 1989), as are 42% of those 60+ (up from 30%).

Only one in ten respondents cited the availability of organic fruit as a reason for buying more fresh produce. About three-quarters cited nutrition and dietary concerns as a reason for increased consumption, followed by using fruit for snacks (67%) and concern about calories (56%).

Grapes are the item of choice when it comes to eating fresh fruit — 63% of women and 49% of men named 'em as their favorites. Also ranking high in popularity: banana and apples.

Fresh Facts On Fruit

Today's health-conscious Americans are eating more fresh fruit, but the organically grown variety has yet to add much to the American diet.

Four in ten consumers say they're eating more fresh produce than they were 12 months ago, up from 32% in 1988 and 1989. Another 55% say they're eating the same amount of fruit, compared with 56% last year and 65% in 86, says a survey by Lincolnshire, IL-based Vance Research Services.
CENTURY 21 & TM’s MERGER PARTY SAVES YOU A FEW GRAND ON COMMERCIAL MUSIC!

Get 3 Production Libraries for the Price of One!

We’ve merged: Century 21 Programming, TM and the former Media General Broadcast Services (including William B. Tanner) are now one company.

We’re celebrating! And we’re giving you the gifts! For a limited time, you can get three commercial production music libraries for the price of one!

If you’re already one of 3,000 library customers of these great producers, you know this commercial music sells itself! You can now get second and third libraries—without adding an extra penny to your monthly payment!

If you’re not a library customer of Century 21, TM or Media General Broadcast Services, you’ll want to be now! Get any three for what you’d expect to pay for one!

Think of it: more variety in your music, three times as many beds, accents, stingers, work parts and sound effects and three times as many compact discs loaded with fresh music. Your commercials will sound their very best!

Best of all, these aren’t leases, they’re buy-outs! During our merger party, we’ll convert all stations that accept this offer to unlimited use on a buy-out...again, without an extra penny added to your monthly cost.

Every disc will be yours to keep and use!

All you have to do is tell us which Century 21, TM or Media General libraries you prefer, and have at least 36 months remaining on your contract (or extend the necessary months so you do). You’ll get full service on all three libraries, including the most updates available anywhere!

We guarantee your satisfaction. If you change format, or otherwise decide any of these libraries aren’t grand for you, we’ll gladly exchange it for any other library so you’ll be thrilled! You’ll have grand production music...and right now, you can save a few grand.

Call or FAX the coupon toll-free. This is a short-term offer that’s limited to stock on hand and may be withdrawn at any time.

Yes! We want to hear how our station can save a few grand! Send demo CDs for the grand production music from Century 21, TM and Media General Broadcast Services. FAX this coupon to (800) 749-2121 or mail to Century 21/TM’s address at left.

Name
Station
Address
City
State
Zip

Direct Line for Libraries: (800) 879-2100

century21 PROGRAMMING, INC.
14444 Beltwood Parkway, Dallas, TX 75244
Maggie's Dream: Duran Duran
Capitol recently hosted a bash for Duran Duran in honor of their latest release ("Liberty"), and among the revelers at New York bistro Grambel's were newly signed labelmates Maggie's Dream. Seen at the soiree are (l-r) Dreamer Lonnie Hillyer, Duran Duran's Sterling Campbell and Nick Rhodes, and Maggie’s Dream's Danny Palomo.

A&M artist Suzanne Vega left the damn good coffee down at "Tom’s Diner" for an evening to mug along with labelmate John Hiatt after his four-night stand at NYC’s Bottom Line.

Blues Means Green For Forests
Jerry Garcia (l) is not only featured on Meryl Saunders's Sumertone LP “Blues From The Rain Forest,” but also — as evidenced by the above photo — on a video to support the environmentally oriented album. Part of the proceeds from the LP are earmarked for the Rain Forest Action Network.

TVT recording artists Modern English (l-r: Aaron Davidson, Robbie Grey, and Mick Conroy) played late but rose early to greet Warner Bros. singer/performance artist Laurie Anderson after her keynote address at this year's New Music Seminar.

An English, Laurie Photo

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Douglass Answers Call For Action
Nonprofit telephone information service Call For Action honored WTOP & WASH/Washington, DC VP/GM Michael Douglass (l) for providing office space at his respective News and AC-formatted stations for the group’s new national headquarters. Also on hand for the ceremony were the organization’s President Shirley Rocker and Chairman (and News-formatted WINS/NYC VP/GM) Warren Maurer.
Congratulations!

KOST-FM
AC/EZ Station of the Year — Winner
Major Market Station of the Year — Nominee

WNCI-FM
CHR/Top 40 Station of the Year — Nominee

WRVA-AM
Alden Aaroe, Large Market Personality of the Year — Nominee

1990 MARCONI AWARDS

Paragon Research
The Research Company of Choice
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BOOMANIA IS COMING!!!

BETTY BOO

“DOIN’ THE DO”

The New Track That’s Already A Top 5 Smash In England!

From The Forthcoming Album BOOMANIA

“If The B-52’s were ten years younger and came from South East England rather than Athens, Georgia, this is how they’d sound ... damn good pop.”

- Mix Mag Update

Announcing the Sire 900 Hotline! Call 1-900-454-3355 to hear your favorite Sire artists discussing their music. Get the latest on release dates, tour info, contests and promo giveaways.

©1990 Sire Records Company
WNWV Names Kimble PD

NAC Drops Wave Net To Go Live

WNWV/Cleveland has appointed Gary Kneisler Erle PD/OM for Kimble.' WNWV, a charter member of SMN's Wave Network, dropped the Erle format Saturday at noon CT between noon and 5 p.m. Tuesday (9/18) to create its own local NAC programming.

Gary Kneisler told R&R, "SMN changed the Wave Network away from the direction we wanted. We gave it a fair shot, and the yardstick by which all stations are measured showed that, in Cleveland, it wasn't working. We need to go back to the direction. They recently eliminated all home. We had horn-withdrawal, so our first day was devoted to all-caps music."

Kimble told R&R, "When I worked at [NAC] WNUA/Chicago, I fell in love with the format. It's quite a sight to work the music and play the music you listen to at home."

"Now the station can relate locally. We're going to be adventurous and exciting, and will establish a..."

Carol Rupp To KAJA PD

KJAY/Kansas City Antioch Production Manager Randy Carroll has been named PD/MD for the Clear Channel KJAY/Clear Channel Country outlet. It's the second time he's held the PD post in his seven years with the station. He takes over both sets of chores from Ed Chandler, who remains OM/personnel management.

KJAY/VG/PM Bob Cohen told R&R, "It's not fair to have two...heads up on Ed's back. The competitive situation that all stations face means that each function is extremely important, so it doesn't make sense to spread one guy too thin. Having Randy here, who is well-versed in programming, music, and the station's direction, made that decision easy. There was no need to search for a PD: it was just time to use the people here more efficiently."

Carroll commented, "I'm excited to have the opportunity to do what I love again. It's going to be a challenge, but I'm looking forward to it.""

Since joining KJAY in 1983, Carroll has held a variety of positions, including midday WRXO/WRXO from 1983-87, and interim PD on a couple of occasions.

NAB Continued from Page 9

Sikes Speaks

In an early morning breakfast speech, FCC Chairman Al Sikes addressed broadcasters to "keep their eye on the ball" and remember that public service, not technology, is what they ought to be concerned about.

He noted that while DAB is attracting much FCC attention, efforts to improve AM quality remain a problem. He explained that he understands contentions that America may be over-radiating: "With about 10,000 commercial radio stations, including developed and important noncommercial radio sector, it's hard to say where we're going to need more and less."

Sikes said possible satellite frequency allocations for DAB will be considered this month when the Commission reviews U.S. policy proposals for the ARRC/90 talks. But he added "the FCC will not be giving existing broadcasters first priority."

"It is not my intent to try to preclude broadcasting from terrestrial radio broadcasting. It is, on the other hand, my intent to try to make sure that radio broadcasters have the opportunity to move to the next generation of radio."

Sikes hinted that he questions satellite DAB, noting that while local radio stations assure that additional voices are heard, "these local and regional contributions are in a very limited context... compares to the satellite. This fact does not mean we should foreclose satellite broadcasting -- we should not. But it does mean the importance of today's AM and FM challenge..."

DAB Engineering

Engineering sessions about DAB drew crowd to sessions held at tests sponsored by the Canadian Association Of Broadcasters were revealed for the first time. With the market...flawless. It's hard to escape the conclusion that there will be tremendous consumer interest in...advertising..."

Rogers Communications VP/Engineering Steve Edwards, who supervised the viability of a satellite DAB system, saying an extensive network of ground-based repeaters called "gap fillers" would be necessary in urban areas...in tunnels. "With such an extensive network of gap fillers, we might as well be talking about a terrestrial radio station."

Finance And

Forced Bows

The industry's financial woes were a popular topic among with many group heads saying their entire approach to station management has changed. It's not rocket science that's king. We as group heads need to show cash flow not only to protect ourselves but the station.

"We'll have to make some tough decisions," said Jim Chapman of Beck-Ross Communications.

The atmosphere at financial sessions was tempered with an especially dark mood prevailing at an SRO conclave on financial workshops. Interest in techniques for funding financially distressed stations was high, with many operators grumbling about the economy and the trouble they're having servicing debt.

As several lenders walked the audience through a series of financial presentations, broadcast operators were told quick action is necessary for successful restructuring. But chances for success are limited in many cases because many operators are too highly leveraged and cannot meet overly rigorous requirements."

"In many cases, the best available option is to cut and run," said Jack Koe, a workout specialist with the Reinhart Group of Bank of Commerce. "If you want to start working with a workout officer, you'll find his list of goals and objectives is fairly extensive."

In a Friday session entitled "Finding Money in the Credit Crunch," media broker Gary Severson informed broadcasters not to think they've been singled out for a credit crunch. He cited the collapsing real estate market and continuing shakeout in the securities industry as evidence that the U.S. is "clearly in the recession, there's no question about it..."

He added that because many media lenders "lack an understanding of the broadcast market," there is no current market for public "values" affecting the industry as banks flee the market. "The hang-in, make-money market is on fees. There's nothing wrong with fees, but the reality is that isn't how the system was ever supposed to be run.""

Amelco Radio Brokers President Dan Gammon commented that station pricing has been "permanently altered" by the result of the market shakeout won't be evident for months. "The market is still not in equilibrium, but the economics of the previous couple of months is what you'll be living with for at least the next two or three years," he said. For commercial banks, the shakeout will become a second source of lending behind finance companies, in smaller cooperatives, and private capital pools.

Perot Straight Talk

At Friday's Radio Management Luncheon, keynote speaker H. Ross Perot scolded broadcasters to "stop crying and start acting" to solve the nation's problems. The computer magnate said American businesses quickly deplete the nation's budget deficit and improve education or else be doomed to second-class status in the global marketplace.

"Our nation will do anything to avoid working problems. We must not allow ourselves to be cornered," said Perot. "Time is running out. We can't keep spending beyond our means. We can't confuse talk with action. It's time for us to use our position and good fortune to carefully build a better country for our children and grandchildren.""

EEO Session

At "Promoting Developing Qualified EEO Applicants," FCC Mass Media Bureau Chief Charles Kelley noted his bureau had acknowledged an improvement of EEO standards, and that in 1996 Congress approved fines up to $250,000. Cox Enterprises' Jack Daniel was quoted as saying that his program has instituted an EEO officer, and concluded, "You have to learn how to network -- that's the important part..."

Energy Campaign

In the wake of the Persian Gulf crisis, a new energy conservation campaign was launched by Washington radio station WTAQ/AM. The campaign was unveiled Thursday, U.S. Energy Secretary James Watt and Transportation Secretary Elizabeth Dole joined representatives of the advertising community and the NAB in asking for radio listeners to contribute to a "new slogan and six radio spots" serve," "You're Part, Drive Smart!"

Dan Bell, President of Bell Advertising, which created the multimedia campaign, called radio "the heart of the campaign," which is to include radio stations. Skinner noted, "The campaign will only be successful as the commitment of the members of the NAB.""

CHR: Stay In Touch

The CHR format session concentrated on audience research and promotions. It was described as the "format for the young and the young at heart, and the one that the music is most like rock and roll." Attendees were told to stay in touch with the street and keep the presentation up, bright, and positive. "Music is also styles of music with new and familiar products, and to teach and critique your air talent, being a fad as well as..."

Attitude-Oriented Radio

Attitude, ads, and age groups dominated the AOR format session. WIVY/Baltimore PD Ross Miles said the format is no longer targeting 18-24. He added, "People listen to AOR to stay hip...but we're not hip anymore. AOR has become a snow," KDJ/Modesto PD Mark Davis brought up the topic of inappropriate music, and WIVYT's PD/OM (1/4/90) on a Taco Bell campaign featuring Young MC. Most agreed that the best response is in the air, and to choose an advertiser and/or maintain the station's attitude and make the best of it..."

The session ended on a note of philosophical difference: KLBJ/ Austin PD Jeff Carroll said AOR should address the boomers and focus on the next group, while WRFX/Charlotte GM Jack Daniel disagreed, saying the boomers "just keep rocking and..."

Phillips Fills WYST GSM Slot

AC/Gold combo WYST-TAM & FM/Baltimore NSM Bob Phillips has been named GSM Slot by National Broadcasting. The position had been open for several months, following William D. Hauser's promotion to GM. Phillips told R&R, "We're young men [guy]...and we've given them a big opportunity with lots of responsibility. We're trying to change our focus from direct retail, and develop a program to target direct retail business. We're always on the go -- with copywriters and can produce commercials and jingles for clients. We can't be so dependent on agency business; in a short time, that approach will pay off for us." Phillips joined WYST three years ago as an AE, left to join cross-town Gold outlet WQRE as an AE, and then returned to WYST as NSM.

WJQI Appoints Salierno GSM

Salierno has exited as Station Manager of AOR WQJQ/Orland Park, to become GSM at AC WJQI/Orlando.

WJQI GM John Moen said, "Salierno is a long-term positive addition to our staff. His background shows he's highly dedicated and enthusiastic. And his excellent sales skills and personal reputation will be of great value in leading our sales team to the top."

He added he was excited to join a broadcast company which exhibits a well-focused plan and all the resources necessary to win." WJQI has long been noted for its support served as GSM before being elevated to Station Manager.
Radio

**DEBBY NICHOLS, WOOZ & WVFY/Midland, GM AND GERALD NETZ, WILK & WPKZ/Wilkes-Barre, GM** add VP stripes at the Keymarket Communications stations.

**TOM VOGEL** is named Sr. VP/Radio at Educational Television Association, parent of classical radio station WPTF/Chicago.

**RICHARD YANKUS** is tapped as VP/GM at WGET/Saginaw-Bay City-Midland, MI. He was most recently President/COO of Caravella Broadcast Group, which owns seven stations.

**DAVID PRESHER** moves to KYKU/Sacramento as Sales Manager. He had been a National Rep at Group W Television/Los Angeles.

**ART SUBERBIEN** KANE/New Berlin, IA. President/GM, has been named Chair of NAB’s 1990-91 AM Improvement Committee. Others heading NAB committees are: Snider Corporation President TED SNIDER, AM Receiver Manufacturer Lasson Task Force; WPXE & WPKZ/Pikeville, KY President WALTER MAY and California Oregon Broadcasting President PATRICIA SMULLIN, Congressional Relations; EZ Communications President ALAN BOX, Digital Audio Satellite Sound Broadcasting Task Force; Shamrock Broadcasting and KMLE/Phoenix Technical Coordinator BERT GOLDMAN, FM Transmission; WCEO & FM/Easton, MD GM JAMES HAMMOND, Insurance; WUH & WUPF/Teaneck, WA VP/PM DENISE SHOBLOM, Radio Allocations & Regulatory Review; WSN & WLTG/Milwaukee VP/GM STEVEN DOWNE, Radio Membership And Board Composition; CBS Radio Division President NANCY WINDMANN, Radio ’81 Steering, WCCH & WSGC/Chattanooga President/GM DONALD NEWBERG, Research; WEAZ-AM & FM/Philadelphia President JERRY LEE, Research. Submit to Local Radio Audience Measurement (COLRAM); KAGE/Winnipeg, KBFR/Flagstaff Falls, and KBWB/Blue Earth, MN, send their names to President JERRY PAPFUS & Eure Communications President WILLIAM EURE, Small/Medium Market Radio.

**Andrew Piretti** is promoted from Director/VP/Planning at CBS Records Distribution, Concurrently, CBS Records Director/Technical Support & Administration, MG JIM PUJADESE is named Director/Marketing Systems, MIS.

**Melburne** at Columbus Records, Mid-Atlantic Local Promotion Manager LISA WOLFE is upped to Assoc. Director/Field Promotion, and KEVIN KERTES joins the company as Promotion Manager/Secondary Markets.

**Paul Belz** joins Priority Records as VP/Business & Legal Affairs. He was most recently Director/Music Business & Legal Affairs at the Walt Disney Company.

**Suzanne Jessup** steps up from Sr. Staff Asst. to Product & Promotion Manager at EMI Music International.

**Elizabeth Evans** joins CEMA Distribution as Marketing Manager. She formerly worked in marketing at a customs brokerage firm.

**Kevin Curry** is elevated from Director in Finance & Administration at Coast ASR Rep at Virgin Records.

**Laura Swanson** steps up from West Coast Director to National Director of Sales Utility/West Coast at A&M Records.

**Ben Mayberry** is upped from Asst. Director/Public Relations, East Coast to Director/Public Relations at SFA Records.

**David Knight** joins Radio Vision International as VP/Product. Acquisitions at Westwood One Radio Networks.

**Billy Meshel** adds CEO/COO duties at All Nations Music. He is President of the music publishing firm.

**Hunter Meadows** steps up from VP/Sales Manager, Atlanta to VP/Stations, Southeast Division at Christian Radio. Concurrently, AE ELLEN O’CONNOR is also promoted to Sales Manager/Atlanta.

**Thomas McPartland** steps up from Sr. Director to VP/Legal Business Affairs at BMG Music.

**Russel Zecker** joins Virgin Music as Director/Creative Affairs. He had been Creative Director at Chrysalis Music Group.

**Barbara Quinn** moves up from Manager/International Creative Affairs at Interscope Records to Creative Affairs Manager at Warner/Chappell Music.


**Greg O'Mara** is elevated from GM/Northwest to Director/Sales, Los Angeles at Major Market Radio.

**Kelly Chandler** joins Durpur & Associates as Regional Manager/Seattle. She had been Radio Division Manager at Thatcher Company, a Seattle-based regional radio network.

**Kathi DeMartini** moves to MJI Broadcasting as Director/Promotions. She was formerly a Sr. Media Exec at Westwood One Radio.

**Richard Butler** joins international publishing firm NEM Entertainment as Creative Manager. He was for- merly Director of the Black Cultural Music Group. Concurrently, NEM announces the purchase of Dileo Music Group, including the Powerhouse Music, Larry Butler Music, and Wilbros catalog.

**Dana Krug** steps up from Researcher to Director of Broadcast Investment Analysts/Frazier, Gross & Kadlec. Other promotions include Appraiser ROBERT SCHOONBERG, Analyst ROBERT WATT to Manager/Financial Analyst. JOSEPH METTIANO joins the firm as Research Analyst.

**Chris Mays** is Wood as Regional Manager at format syndicator Broadcast Programming. He was previously PO at KMJX-AM & FM/Seattle.

**Arnie Celsie** becomes a Consultant with Vancouver, BC-based Bohs & Associates, and is also promoted to Senior Financial Analyst/ROBERT WATT to Manager/Financial Analyst. JOSEPH METTIANO joins the firm as Research Analyst/Regional Manager.

**Amy Hamill** is appointed Director/Research at Saurage-Thibodeaux Research. She previously worked as an Analyst/Consultant for Frank N. Magid Associates.

**Bill Bungafroth** announces the formation of Consulting Partners, a Columbus, Ohio-based sales and management consulting firm. He was most recently VP/Major Market Affiliations at Unistar. The firm can be reached at (719) 576-2620.

**Michael Schroeder** has founded Boulevard International, a financial investment and consulting company specializing in broadcast and cable mergers and acquisitions. The 20-year vet of Golden West Broadcasters was most recently Exec VP at the company. The new firm will be based in Beverly Hills, CA.

**Lindene joung** has formed Millenium Business Ventures, a consulting firm focusing on management, financial planning, human resources, and general business services for the radio industry. He was formerly Exec VP at Genesis Broadcasting. The firm can be reached at (214) 360-9156.

**Tom Riedman** and Ted Brown announce the formation of Riedman Brown & Associates, a multi-air format consulting firm specializing in broadcast services. Both have served in various programming and engineering positions and were most recently analysts with the Satellite Music Network. They can be reached at (708) 083-0777.

**Liz Heller** is named President of Island Visual Arts, an audio-visual entertainment division of the Island Group. The division will specialize in the development and production of original and licensed musical, nonmusical, and interactive programming for the visual and audio market. The new MCA Records VP who most recently directed the marketing efforts of Gloria Estefan.

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R&R TIMELINE

**1 YEAR AGO TODAY**

- Tom Birch leaves Birch/Schorbarn to form Opus Media
- Nancy Reynolds tamed as KFY-AM & FM/Phoenix VP/GM
- Michael Walker climbs into KRLD/Dallas PD/chair
- Chuck Morgan chosen as WLT/Washington PD
- KFAC/Los Angeles ends 40 years of Classical Music to “Rock with a Beat!” as KBBT

**5 YEARS AGO TODAY**

- Westwood One buys Mutual Radio Network from Amway Corporation
- Richard Kessler chosen as WDFL/Wichita GM
- Robert Hall promoted to SMN VP/Programming
- Michael O’Brien joins KXW/Pittsburgh as PD/program manager
- Tom Paterson joins SDN as morning PD at KDWN/Las Vegas and mornings at KGIL/Chicago
- Sky Daniels upped to KMET/Los Angeles Asst. PD

**10 YEARS AGO TODAY**

- Khurshid-Abrams names Lee Michelson President of Superstar Division and Dwight Douglas President of Programming
- Cassadaga boots Bob Coyle to VP/National Pop, and jerry Busby to VP/R&B promotion
- Dave Verdy joins Bonneville Broadcast Consultants
- KZAI/Kansas City, CA and KOMA/Oklahoma City after 22 years of Top 40

**15 YEARS AGO TODAY**

- Don Benson elevated to WOJ/Los Angeles
- Bob Marshall appointed WIGN/Providence PD
- Reggie Blackwell joins WRFI/Atlanta, GA for middays

-Hurricane Heenan
AMERICAN TOP 40 DELIVERS...

RATINGS
Karen Barber, Program Director
Q104/Kansas City
AT40 has always been a ratings success in Kansas City. Other stations have run lesser quality shows in the same time period and they just can't beat AT40.

BILLBOARD'S HOT 100
Dave Robbins, Program Director
WNCI/Columbus, OH
AT40 is the unique countdown today! It has propelled WNCI to a 20 share in a competitive market. The show is timeless. The Billboard chart gives the show amazing credibility.

TRADITION
Tom Huttyler, Program Director
KUBE/Seattle
I feel AT40 gives us a built-in edge, because it has a heritage and tradition that no other countdown show can offer. AT40 has maintained an image of integrity and class... I think it is highly respected and envied for its status in the music world.

PRODUCTION QUALITY
Joel Folger, Program Director
KEGL-The Eagle/Dallas
AT40 is the benchmark by which all other countdown shows are compared. AT40 with Shadoe Stevens has history on its side. AT40's relationship with KEGL goes back many, many, many years. Our listeners recognize excellence and appreciate the consistent top-quality production that comes with AT40 on a weekly basis.

LONG DISTANCE DEDICATIONS
Lorrin Palagi, Operations Manager
MIX 107.3/Washington, D.C.
AT40 is the original countdown show. Listeners love the Long Distance Dedications.

AMERICAN TOP 40
WITH SHADOE STEVENS
To obtain AT40 for your market, call Paul Miraldi, Manager, Entertainment Programming (212) 887-5218 or fax (212) 887-5449. Outside the U.S. call Radio Express 1-800-423-1003.
Promoting AC

Friday's nearly full AC format session focused on a study of each of the stations represented on the dais and dealt primarily with promotions. Panelists agreed on the wisdom of attaching a charity angle to dollar-driven promotions and of timing attention-getting stunts to coincide with television news shows for live - hence almost guaranteed - coverage.

New Marketing

RAB President/CEO Warren Polsak packed an appreciative room with his "Selling Toward A New Century" presentation. Noting the decline of newspapers and network TV's market share, he advised radio operators to step up marketing efforts, "stop beating on your colleagues," and reach "for the fruit closest to the ground - newspapers.

Licensing 'Shakedown's?

Legendary radio personality Paul Harvey lashed out at ASCAP and BMI, comparing their alleged efforts to collect music licensing fees from small businesses to gangland shakedowns. "I heard a whole bunch of people compelling forced to pay a fee to play a radio. As a long time resident of Chicago, I'm accustomed to the way in which AI Capone and his heirs demand payoffs from merchants, so my antenna went up.

Harvey said that, despite assurances from ASCAP that the group has no right or interest in licensing single radios played in small business establishments, he still receives hundreds of letters complaining about ASCAP and BMI's licensing practices.

He also speculated that ASCAP and BMI might be working with Muzak to gain customers for that music service. "I suspect - but cannot prove - that it works like this. If I pipe Muzak music into my bookstore, I pay Muzak and Muzak pays royalties to ASCAP and BMI.

So it's to the interest of all of them that I sign up with Muzak. And if I do not sign up, the enforcers from ASCAP come around and, in effect, give me a choice. Sign up with Muzak or pay them directly.

"Now at what point does business become blackmail? At what point does a sales pitch become a shakedown?"

Political Ads

The recent FCC audit of 30 radio and TV stations, according to Alex Jones, dominated "Conlicts, Letters, and Political Spots: New Advertising Laws For Broadcasters." The TV/AM chairman explained that the Commission's "surprise" investigations were the result of "evidence of fairly widespread noncompliance with the lower cost rule ... We found a lot of smoke, but whether there is a fire will be determined." Jones is the chairman of the Washington, D.C., town of Leventhal, Senter & Lerman, to broadcasters:

- Keep the political file up to date and in good shape at all times
- New disclosure policies are especially onerous if you have multiple stations.
- You're asking for trouble if you have a class of time sold only to politicians, so either get rid of it or also sell that full price time to commercial advertisers
- Tell sales staffs to "spoil their guts to politicians. "Here's every option we have.

Kotzen & Naftalin's M. Anne Swanson suggested creating a model disclosure agreement for distribution with rate cards, and pointed out that commercial make a good policies can set dangerous precedent. "Some Femons & Topel's Howard Weiss noticed that clerical workers main-

licensing policies may not have the sensitivity to execute the task properly.

In other convention developments:

- NAB and the city of Montreux, Switzerland announced a joint venture for a four-day European radio conference in June 1992. "The NAB/Montreux International Radio Symposium and Exhibition" has been endorsed by the European Broadcasting Union, and will be planned by a committee of European and American broadcasters.

In a related development, smaller NAB members were asked in a recent letter to plan several European cities beginning next year.

- WB's Jim Miller transferred to WQYK (Power 96)/Miami, assuring them it was not, while noting it was being shifted from a database of listeners. Since format over the past few months.

The key point stressed was the importance of working with retail and clubs to find the latest street music and expose it.

NAC Poised For Success

At the generally optimistic NAC session, WHJB/Boston MD Ann Winblad noted a "lightening of tone" - a sense there's a sense of embarrassment about the format - and I don't know why. There should be more writing from the rooftops.

She noted that back-announcing and accessibility help build loyalty. KLON/Santa Fe-Albuquerque GM/partner John Knaus said one of the keys is to "continually expand the playlist. When you get conservative on the listeners, they rebel." Looking forward to a day when 35-44s are dominant, he added, "We'll be poised to become the format of that demographic."

Surveys

Continued From Page 1

Alexander

Continued From Page 1

the Chicago market and to a station on WGT's clat. The tis unre.

Before his 21 years in radio, Alexon has also programmed WBRX (now WFUZ)/Chicago and WBOB/Newark. He began his career on-air at WCIN/Cincinnati while still in high school.

Miller

Continued From Page 3

been successful for many years because of its wonderful stuff. I expect even greater success in the future.

Miller transferred to WQYK as PD in 1987 after programming In-

famous' WQYK/Chicago for three years. Before that he was with The Broadcast Group (now Great Ameri-

can) as PD of its syndicated Prime Time Nickolatog format.

Fleischman

Continued From Page 3

reafmir MSCA's commitment to rock 'n' roll and artist develop-

Fleischman told R&R, "I'm looking forward to working at MCA with some of the finest record execs in the business. This label is committed more than ever to the promotion of AOR radio and the development of rock music."

Fleischman started his music industry as a singer in the Mem-

bend band Flash & The Board of Directors. He joined Atlantic in 1979.

Brehmer

Continued From Page 3

been music, so programming op-

Brehmer's wedding is next week and he'll begin his new job after the honeymoon.

Krum

Continued From Page 3

Krum joined Enigma last year as VP/CHR Promotion after hav-

ing 17 years at Brehmer Radio as National Promotion Manager and then VP/Promotion.

Bishop

Continued From Page 4

Prior to joining the network, Bishop programmed KMGR/Salt Lake City and crowsmouth KLCY. He's also worked at KQRT/Wash-

tington, Satellite Music Network, KNUS/Dallas, KJQA/Los Angeles, and WCLC/Chicago.
The cart machine with bells and whistles your audience will never hear.

Finally, a cart that delivers the creature comforts that other Otari audio machines have offered for years! And not only does Otari's CTM-10 make your job easier, it also delivers outstanding audio performance, so your output sounds more like a CD player than a cart.

You get extensive metering, including dedicated metering for the cue-track. (Now you can verify the cue-tone before you go on-air!) And for adjustments to program length, there's a true vari-speed control.

You'll also find a record azimuth adjustment system with phase display for when you want to make the best recording possible.

But the CTM-10 is not all just bells and whistles. It's the only cart you can buy with HX-Pro.* That means that you can get a really hot signal off the tape, and still keep those high frequencies where they need to be for that crisp, clear sound.

And some things we keep real cool, like we don't use solenoids for our pinchroller because they can generate excess heat. You'll also appreciate the CTM-10's fast start time—it lets you cue up tighter without worrying about wow.

*HX-Pro is a trademark of Dolby Laboratories Licensing Corporation

And, of course, we give you choice. There are stereo and mono record/play decks, and a mono/stereo play-only deck.

Call us at (415) 341-5900 for more information about the CTM-10. The cart machine we built for perfectionists.

OTARI
Red, White & Hot!

DAMN YANKEES

"High Enough"

The follow-up to the No. 1 AOR smash "Coming Of Age" and the blistering Top 5 track "Come Again"

From the Gold album
DAMN YANKEES

NEW & ACTIVE
88/45

One of The "Most Added"

This Weeks Hot Action:

KSAQ 39-34 WPXR deb 28
Q102 add 33 KZ93 deb 24
Y108 add WZOK 35-28
KISN add KATM add 29
KWSS deb 29 WWFX add 40
KPLZ add WHTO 35-28
KUBE deb 30 YES97 deb 40
PIRATE deb 21 KMCK add 40
WVSR deb 40 WJMc deb 36
999KJI deb 36 KYYY deb 37
195 add 27 WBNQ deb 37
KZ106 deb 25 WLRW deb 29
WCGG deb 31 WKFR deb 38
WRMO deb 28 WPFR deb 39
KTUX 40-34 KFMW 36-28
WKZL deb 28 KXPR add 34
92X deb 25 KRZC deb 18

Track 10
Just Added At MTV!

On Tour with Bad Company!
"GO WITH THE WINNERS.  DYNAMAX CTR100 SERIES"

"I go first class with the DYNAMAX CTR 100 Series. Air time is friendlier with DYNAMAX cart machines."

Tom Joyner
"The Flying DJ"
KKDA-FM
#1 Urban Station in Dallas

Fidelipac Corporation
P.O. Box 808
Moorestown, NJ 08057
U.S.A.
609-235-3900
TELEX: 710-897-0254
FAX: 609-235-7779
They had three Top 10 hits the first time out. And it's happening again.

**BREATHE**

*Say a Prayer*

"Say A Prayer," the first single from the new album *Peace Of Mind*.

**CHR Chart**

25 - 20

89% Of CHR Reporters

**AC Chart**

14 - 9

Out-Of-The-Box Smash At Retail

**STREET TALK**

Boston Charity Concert Challenge

**RUMBLING 'N' MUMBLES**

- Is Summit AC WFYU/Chicago considering a move to CHR? Summit VP/Ops Mary Catherine Sneed denies the rumbles, but ST hears some fascinating conversations took place at last week's NAB conflagration.

- Is Atoz VP-Promo Craig Lambert a prime candidate to head up Interscope? And is the ink almost dry on an Inter/Def/DCG distribution deal via MCAT?

- Will WHFM/Southampton, NY pick up Z100/NY for a simulcast? Meanwhile, ST hears that Long Island CHR WHTI is taking a more adult CHR sound.

- While Alan Konik has already inked John Hey as VP/Ad at Impact Records, other names have begun to surface around the Sr. VP/CHR and VP/Natl CHR promo slots. Including former MRR sales honcho Tony Smith and Island VP/CHR Promo Lisa Velasquez. (ST hears Velasquez is still being courted by East West America and that Hollywood Records is taking a look at her as well.)

- Is Columbia VP/Promo Bert Baumgartner going to start from "square one" in his search for a WC VP/Natl Promo rep? ST hears talks with Gavin Report Top 40 Editor Dave Seldom have hit the skids. Incidentally, Seldom still denies any such talks have ever taken place.

- Could Infinity Broadcasting be cutting a major affiliation deal with Westwood One sometime within the next few days? It's not a done deal, but Infinity CEO Moe Karmazin was certainly hobnobbing with WHTI Chairman Norm Pattiz and President Bill Battison at the NAB shindig.

- Does Country KRST/Albuquerque, NM PD Don Christ have the inside track on the vacant PD slot at W2OR/Winston-Salem?

- Can we talk about Dance CHR KROY/Sacramento going Classic Rock?

- What well-known indie record promoter is about to launch a new, as-yet-unlabeled label with Japanese backing?

- Spike those rumors about Rock CHR K92/Corpus dropping CHR altogether. PD Tom Gilligan has added some dance product, however.

- OM Ric Lippincott denies he's exiting Z91/Chicago.

- Is former Hot 105/Miami APD/MD afternoons driver Dennis Reese exploring the PD post at KYIS/San Antonio, and airstrips at Y100/Miami and Q105/Tampa?

**Audio Concepts & Engineering**

Broadcast Audio Consultants

804-550-3337  fax 804-550-3291

Audio Concepts & Engineering is proud to consult and congratulate WCDX-POWER 93FM/Richmond, VA for its nomination as Urban Station of the Year at the 1990 Marconi Awards. Built on a foundation of quality, consistency and teamwork, we have enjoyed the past three years and look forward to many more.

Continued on Page 34
Love Is A Rock

The first single from the Epic release, "The Earth, A Small Man, His Dog And A Chicken" 45249
Management: Barucio Consolo Management Co.
Concurrently, Geffen has terminated its manufacturing and distribution deal with Def American over the “creative philosophy regarding the affixing of logos and stickers to albums by Andrew ‘Dice’ Clay, Slayer, and Danzig, and the refusal to distribute the rap LP by the Gato Boys.” Look for Def American to be distributed through a WEA label... possibly Atlantic.

ST hears that Chrysalis VP/AOR Steve Schnur and A&M VP/AOR J.B. Brenner are among the first to get the scan to replace DDia.

After more than a decade as Chicago AV CEO and Creative Director at SuperSpots, Joe Kelly has resigned. He’ll remain on the Board of Directors and as a special consultant through year’s end.

Contrary to pavement palaver, curb chatter, or what you may have read in the L.A. Times, former CBS honcho Walter Yetnikoff has not been barred from “Black Rock.” CBS spokesperson Bob Altshuler told ST, “It’s emphatically not true. I don’t know where this rumor started, but Mr. Yetnikoff is free to come and go in this building as he pleases.”

Consultant’s Clipboard

* Former WLOL/Minneapolis ten-year morning veteran Bob Berglund has opened the doors on the BBC Network, a consultancy specializing in medium and small markets.
* WTDR (Thunder 98.9)’s Charlotte PD Mark Tudor has formed a full service broadcast consultancy, Mark Tudor & Associates, with WTDR as the firm’s first client.
* KRTH/L.A. OM/PO Phil Hall is not leaving, but will open a new consultancy, the Radio Group.

Open House Party

One of the blazing sidelines of last week’s NAB Boston gathering was the blowout thrown by Superadio Net’s “Open House Party” honcho John Garabedian at his home/studio in nearby Southboro, MA.

Reportedly, more than 900 guests, including a veritable who’s who of radio ‘n’ records, showed up for a concert by Perfect Gentlemen, Black Box, Guys Next Door, Brother Beyond, Candy, Ella Florence, Biscuit, and George Lomond. Beantown homeboys New Kids On The Block also put in a cameo appearance.

Mad Dog & Englishman

WNX/Cleveland personality Jerry Shirley — yes, that Jerry Shirley of Humble Pie fame — is now doing morning drive at

Groovy Situations

* RCA Nat’l Dr. Field Promo Ray Carlton will be the new VP/Pop Promo at Giant, effective October 8, and former Capital VP/Artist & Product Development Bill Burks will head Giant’s marketing services department.
* Enigma names Dr. Nat’l Rock Promo Ron Carrillo interim head of AOR. Look for recently named VP/Promo Mike Krum (see Page 3) to pick a permanent AOR director soon. Meanwhile, Elektra Nat’l Sales & Mktg Coordinator Buck Blitzen Enigma as Nat’l Dir./Sales.
* And... Enigma Atlanta rep Brad Moss and WC Regional promo Ken Alexander have exited.
* Island promotes WC Dir. Black Music: A&R Kevin Fleming to VP/Black Music Division and WC Mgr./Promo & Mktg. Charlie Seabron to Nat’l Dr./Black Music Promo. Both will relocate to NYC. Meanwhile, WXKY/FM Channel Hill MD Glenn Boothe is named EC Mgr./Nat’l College & Alternative Promo. He’ll be working in conjunction with his WC counterpart Howie Mira.
* RCA VP/Promo Butch Waugh just inked a new three-year deal with Nipper.
* A&M Sr. VP/AOR Steve Ravibovsky has resigned. Current label VPs David Andereck and Mark Mazetti will take over administrative responsibilities for now. ST hears that Ravibovsky is heading to Electro.

Capitol VP/Mktg. Ron McCarron is leaving the Tower. Professional future TBA shortly. No replacement named yet.

Mercury NY promo rep Chris Lopes and Cleveland promo rep Jimmy Fay both jumped to Hollywood Records. Lopes will stay in NYC; Fay will relocate to Chicago.

Arista Sr. Dir. Nat’l Publicity Larry Jenkins becomes Sr. Dir./Media & Artist Relations at Capitol. He replaces Cary Baker, who’s headed to Enigma as VP/Publicity.

Macy Lifman Marketing VP/Sales & Mktg. Services Barbara Firstman joins EMI as WC Dir./Mktg.
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WAL1 add 34  KWZN
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Z102  WYKS
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Hot At:
KHMX 12-10  KQKQ 9-7
KISN 28-19  FM104 5-2
HOT949 12-6  103CIR 14-11
WPS2 25-17  KNN1 14-9
K106 18-13  WTBX 32-23
99WAYS deb 34  KMOK 16-11
W1XX 6-5

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Honor Roles
- Handlerman Company Chairman/CEO David Handlerman will receive the Human Rights Award For Lifetime Achievement from the Anti-Defamation League of B'nai B'rith. Ceremonies are set for October 2 at the Marriott Marquis Hotel in NYC.
- Danny Goldberg, Gold Mountain Entertainment President and chair of the Southern California ACLU, will receive the Playboy Foundation's 1990 Hugh M. Hefner First Amendment Award on October 25 at the NY Waldorf-Astoria.
- MCA Music Entertainment Group Chairman Al Teller will be presented with the "Unsung Hero" award at the Betty Clooney Foundation For Persons With Brain Injury's first-ever "Thanksgiving Awards of the Music Industry" dinner, which will be held November 11 in Santa Monica, CA.

Rebel Trouser
A practical joke apparently backfired at Big Band/New Rock combo WHTG-AM & FM/Asbury Park, NJ, which has fired its veteran programming staff. Snyder, who was planning a 1994 retirement, has moved the date up just a bit . . . like to yesterday!

Chatterbox
- Although Sherman Broadcasting has announced plans to keep its WDFX/Detroit, both parties deny there's any deal yet. Nevertheless, the possibility of such a sale has put the "DFX PD search on hold, at least temporarily," one insider at KKEC, O, adopts the "Quiet Storm" format. No surprise, considering new PD Lawrence Tanner helped pioneer the format during his time at downtown WJTE.
- Veteran WSTM-FM/Nashville PD morning man Bruce Sherman is stepping down as PD, but will be staying on the air in an as-yet-untitled position.
- Former KWOD/Sacramento PD/afternoon driver Willie B. takes on the PM drive duties at KSAG/San Antonio.

The unofficial story: AM News Dir. Elliot Alzamor, having accepted a new job at another station, was delivering his final cast. Chopper, not wanting to make a memorable one and pulled down Alzamor's pants. Owner Faye Gade didn't appreciate the gesture and axed Chopper.

A shocked Robinson attempted to resolve the situation. Three days later, Gade told him to look for another gig. Gade referred ST's calls to OM Dick Swifflts, who referred ST's calls to the station's attorney, who was in court and unavailable for comment.

WJJS & WXYU/Lynchburg, VA AE Dave Snyder hit the Virginia State Lottery for $10.9 million, which makes him the state's single biggest winner.

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"FALLING TO PIECES"

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Noreen Pioneers Satellite Radio

Plans To Launch FM-Quality Service, Provide Space For Superstations

Radio Satellite Corporation (RSC) founder and President Gary Noreen was trained as an electrical engineer and designed communications systems for interplanetary space missions at NASA's Jet Propulsion Laboratory. In 1985 he formed Transit Communications Inc., which was one of the original entrants in the field of commercial land mobile satellite services. TCI became one of eight stockholders in American Mobile Satellite Corporation, a consortium which plans to launch a satellite by the end of 1990.

Noreen serves as President of TCI and a Director of AMSC. His new company, RSC, applied in May for an FCC license to offer a number of mobile services from the AMSC satellite, including ten channels of digital radio. Noreen was interviewed by R & R Assistant Editor Jack Massener.

R & R: How did you get into the satellite radio broadcasting?GN: I got my start at [NASA's] Jet Propulsion Laboratory, where I designed communications systems for advanced missiles. In my last year there I was leader of the Land Mobile Satellite Service Study Team. I saw land-mobile satellite service could become economically viable, so I left JPL, and formed Transit Communications and also became Director of American Mobile Satellite Corporation.

R & R: What was your first venture into satellite radio?GN: I actually broadcast through a satellite in 1964 over the whole western hemisphere, using a satellite that was launched in 1967. I was able to receive it with an antenna made of chicken wire and two-by-fours on top of my car. I wasn't intending to demonstrate broadcasting so much as two-way voice. However, I wasn't able to transmit in both directions at once, because I only had a single transmitter and a single receiver.

By accident, I implemented a working satellite sound broadcasting system that covered the whole western hemisphere. It's not that rare — a lot of other people have done it too.

R & R: AMSC's satellite is the one you're proposing to use for satellite radio. GN: Yes — the satellite AMSC's planning to launch in 1990. Mine is the only proposal to use the AMSC satellite for broadcasting. Everybody is very receptive to that idea.

My proposal is to provide a number of services, including satellite sound broadcasting. The objective is to have car radios on dealer shelves during the Christmas season in '90 so consumers can buy a super-radio capable of receiving pages, data broadcasts — a number of different audio transmissions from the satellite, including commercial audio broadcasts or voice transmissions for two-way voice communications.

R & R: What will such a "super-radio" cost?GN: Based on discussions I've had with companies capable of building the components required, I project a retail cost of between $100 and $200 per radio above the cost of a conventional radio.

R & R: What radio services do you plan to offer?GN: Initially, we want to provide ten channels of one-way audio transmissions with quality comparable to FM. The radios are capable of receiving CD-quality transmissions. The satellite is capable of transmitting CD-quality transmissions, but CD-quality requires so much more capacity on the satellite that we have to be able to justify much higher revenue for it, and we're not sure we can do that yet.

We're able to respond to whatever the market requires. If the market requires CD-quality, we'll be providing it. If the market says it's more important to have diversity in programming, and people would rather have a choice of two channels than one channel with somewhat higher quality, then we will support more channels.

"We invite all broadcasters to come to us and use our system to extend their broadcasting throughout the country." R & R: What's your outlook on receiver sales?GN: Our market projections show 15 million receivers in place by the end of the century. The rate of adoption increases every year, so the first year we're talking maybe two or three hundred thousand, the second year maybe one or two million, and sales will increase from that point onward.

R & R: The 1992 [World Administrative] Radio Conference will be considering other frequencies strictly for digital audio broadcasting, whether terrestrial or satellite. Is it possible there will be two competing bands of digital radio?GN: Our system would be potentially compatible with a dedicated satellite sound broadcasting allocation. All we have to do is make sure the radios we're distributing are capable of receiving frequencies transmitted through another satellite system and make sure other satellite systems are compatible with the type of modulation encoding that we use.

"Nobody's told me they have to get 100 channels or they won't want to buy the radio. Ten channels is a sufficient number to interest people." R & R: How many channels will you have?GN: Nobody's told me they have to get 100 channels or they won't want to buy the radio. Ten channels is a sufficient number to interest people.

Potential Superstations R & R: You're not planning to do any programming yourself. What do you envision in terms of programming?GN: We invite all broadcasters to come to us and use our system to extend their broadcasting throughout the country. We expect a number of superstations to be established without TCI. We're providing the only proposal to use the AMSC satellite. Is it possible there will be radio superstations?

R & R: Have any broadcasters approached you?GN: We haven't signed any yet, but a number of them have expressed a high degree of interest.

"Broadcasters who sign up now ... and have to live through the lean years will have control over their channels for the longterm." R & R: You claim you can be in operation years before any competitor who proposes to launch a new satellite. Why?GN: If you try to launch a new satellite system, you have to go through a new petition for rule-making to obtain frequency allocations [at the FCC] and a petition on licensing procedures. AMSC has already gone through all that. It's been years from the date an application was filed to actual satellite launching. I don't see why it would happen any more quickly in a new dedicated [digital radio] satellite proceeding.

R & R: Critics say you aren't offering enough channels. GN: Nobody's told me they have to get 100 channels or they won't want to buy the radio. Ten channels is a sufficient number to interest people.

Potential Superstations R & R: You're not planning to do any programming yourself. What do you envision in terms of programming?GN: We invite all broadcasters to come to us and use our system to extend their broadcasting throughout the country. We expect a number of superstations to be established; we've got our interest people.

GN: Nobody's told me they have to get 100 channels or they won't want to buy the radio. Ten channels is a sufficient number to interest people.

Potential Superstations R & R: You're not planning to do any programming yourself. What do you envision in terms of programming?GN: We invite all broadcasters to come to us and use our system to extend their broadcasting throughout the country. We expect a number of superstations to be established; we encourage all others to provide programming.

"It will be a lot like what happened with FM ... organizations that bought FM when it was still cheap were able to do very well." R & R: Do you foresee development of a terrestrial digital radio service? Would such a service be complementary or competitive to yours?GN: Speaking for myself and not for Transit Communications, AMSC, or Radio Satellite Corporation, I hope it happens because I'd like to listen to it. I think it will happen.

But I don't think it makes anything I'm doing obsolete. I'm addressing a different market than is normally addressed by most terrestrial broadcasters. I'm looking at a market comprised predominantly of people who travel between cities and want to listen to the same radio program everywhere.

The satellite, and they're not going to be kicked off. If they stick with it through the few years when there's not much advertising revenue, then their station will be worth a substantial amount. And they'll be able to sell it just like any other station.

It will be a lot like what happened with FM. Initially, there weren't very many FM receivers. But organizations that bought FM when it was still cheap were able to do very well.

"It will be a lot like what happened with FM ... organizations that bought FM when it was still cheap were able to do very well."
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Jumping Back On The B/EZ Bandwagon

Stations' Exodus Overlooks Format's Potential

The bandwagon effect in radio programming is well-known. Every week we read about format changes and the latest programming innovations. Lately, Beautiful Music/Easy Listening stations are switching to Soft AC in increasing numbers.

Having managed KBIG/ Los Angeles when it was B/EZ and No. 1 in the market and subsequently consulted the Bonneville Broadcasting System, I thought it would be interesting to follow the bandwagon effect and carefully examine the actual results of this so-called "exodus" from B/EZ.

"Where's The Beef?"

In the past year, 15 major stations left the B/EZ format in search of improved images and greater numbers of those elusive 25-54s. The impact of these "solutions" is reflected in the spring '90 Arbitron books. With results in hand, many astute radio operators are asking Clara Peller's famous question - "Where's the beef?"

In most cases, savvy, forward-looking broadcasters traded a well-established niche format to search for a way to improve their stations' qualitative and quantitative yields and better define their images and marketability with agencies and advertisers.

In doing so, they assumed the B/EZ format was old and that core listeners weren't getting any younger. They supposed baby boomers weaned on FM CHR wouldn't acquire a taste for EZ instrumentals as they aged. Last, they hoped to anticipate future demographic erosion by acting fast to stave off doomsday. The logic makes sense. So what happened?

If we analyze the ratings results, in many cases stations leaving the format have cashed in a unique brand franchise for an insurgent position as the second or even third Soft AC in an overcrowded marketplace. In many cases the

By Joe Dorton

Joe Dorton total audience attracted has been substantially less. In others, the numbers have not been flat or marginally greater, regardless of considerable increases in advertising and promotional expenditures.

Consider these results:

- **KABL-AM & FM/San Francisco** traded a 5.9 share among adults 25-54 for a 1.9 in their first book as a Soft AC. In switching from a primarily instrumental approach, this legendary combo blew away half its audience in the key demographic it hoped to attract.

- **KJJQ/San Diego** abandoned its Group W-formulated adult soft rock format and dropped 5.1-3.1 among 25-54s. Multimedia's WZ/WM/FM/Milwaukee dropped 4.6-3.3, its poorest showing in over a decade, which, when compared to its new format competitor, WLTV (at 7.1), makes the switch from B/EZ hardly seem worthwhile.

- **WSJY/Seattle** traded a 14.1% share among 25-54s for an 11.8% share. Meanwhile, KOSI/FM/Denver posted a 6.1, down from the 6.8 scored as a B/EZ. Overall, 13 of the 15 stations dropped one to two shares among 25-54s and lost two to three shares among 35-54s.

**Marketing Door To Success**

In many of these cases, stations that have defected from B/EZ have lost audience, lost shares, and lost rank in their markets. This performance can't possibly yield greater revenue on the eve of a recession. And that's even before we examine the qualitative picture.

Meanwhile, B/EZs that have focused on marketing the format's benefits to their audiences are enjoying major demographic and total audience successes:

- **WGAY/Washington** increased nearly a full share to a 7.1 12+ and ranked fourth among 25-54s with a 5.9.

- **WYCI/Lancaster, PA** moved to No. 1 with a 14.1 share, up from a 9.7 12+. And the station virtually doubled the audience among 25-54s to claim the No. 2 spot with a 10.7.

- **WFMZ/Allentown** continued in first place with a 14.9 12+ share. It ranks third among 25-54s with a 10.3.

- **KMU-AM & FM/Honolulu**'s audience increased 39% to an 11.2 share among 25-54s.

**Drawing Conclusions**

Programmers will debate the nuances of the ratings results and search every cell in the book for a story to tell and sell. But for practical broadcasters, a number of conclusions emerge from the first ratings among B/EZ defectors:

- Soft AC ain't B/EZ. Soft AC - as a variation of AC formatics or as an alternative to B/EZ - doesn't necessarily guarantee bigger audiences or broader acceptance. Soft AC doesn't provide a magical answer to the problems that supposedly plague B/EZ as a format.

- Don't mess with the music. While many stations initially attracted to Soft AC increased the number of vocals and have spent hours and hours discussing and debating the relative merits of instrumentations and formatics, the evidence suggests B/EZ, for whatever reason - psychological, sociological, musicological, or even magical - works.

It's time to leave the music alone and effectively market the radio station and the format. Perhaps too many amateur Jeanne Dixon have all too precipitously counted the format out.

- Capitalize on your franchise. While increased competition may have reduced the mammoth audience shares, B/EZ still responds directly to the lifestyle and psychological needs of a large and growing conservative adult segment of the population. It's not a niche format. Before you toss away this large number of hard earners because Surly Q Media Buyer doesn't understand them or isn't instructed to buy 35+, you ought to sell it to yourself to give it your best marketing effort.

Even Soft AC switchovers with all the bells and whistles seem to have missed the mark. So stick with your franchise and creatively communicate its place and its benefits to listeners and clients.

- There's no EZ way to the top. Whether operators have switched from B/EZ to Soft AC in search of larger audiences, in search of format acceptability, or in search of increased national dollars, the switch is not enough.

Marketing, research, and promotion are all critical to making the switch (or the switch back) work. In markets where stations heavily promoted Soft AC, the ratings have not, in many cases, justified the expense necessary to attain audience attention and marketplace awareness.

Uncharted Waters

Jumping off the B/EZ bandwagon into a transitional or modified AC format is like entering uncharted waters. Many broadcasters are really saying is that they need to be able to apply the magic word - AC - to their stations in order to sell them better.

Stations like WGAY make no apology for the affluent, upscale audiences they offer advertisers. As the number of stations has nearly doubled over the last 15 years, radio has become increasingly competitive. If a station owns a franchise in a market, its management needs to look long and hard at the potential consequences before abandoning something that works.

B/EZ is a format with a future, one that presents advertisers with a very desirable group of consumers. And while the current marketplace thinking holds that B/EZ isn't necessarily easy to sell, there are any instant "add-water-and-sell" alternatives?

Joe Dorton is President of Ameron Broadcasting. He can be contacted at (205) 942-4133.
Cure Turn Pirate DJs For A Day!

The CURE tried their hand at DJ-ing when they launched their own pirate radio station (“Cure FM”) over the first weekend of this month. Deciding to break the law, the band set up a transmitter on top of their management’s offices in London’s Maida Vale.

The aim was to give fans a chance to hear material from the Cure’s “Mixed Up” LP, due at the end of October. The broadcast was scheduled to kick off at midnight on Friday, but technical difficulties delayed the transmission time until after 2am Saturday (9/1).

Singer ROBERT SMITH eventually began proceedings by playing a selection of tracks from the forthcoming LP, including “Let’s Go To Bed” (a remix of which is on the other side of their current single, “Never Enough”). Various members of the band also took over in front of their own tracks, spinning off commercials, and doing interviews with U.S. air personnel until the scheduled time.

But once listeners managed to locate the “station,” they found it difficult to interpret what was going on, due to strong interference from other frequencies, including BBC Radio 2. The Cure found themselves drowned out by MICK JAGGER — at one point FRANK SINATRA singing “Strangers In The Night”! The band has no intention of repeating the experience.

Meanwhile, the new non-Fiction label (sister label to the Cure’s Fiction Records) has released a second album this month, as part of its “New Bands” series: “Psycho” from CAFE and “Eat” and “Listen” from the HONEY SMUGGLERS. Non-Fiction product is distributed internationally by Polydor.

King Horse

ANDY PARTRIDGE of XTC has been working with PETER BLEGVDAD on the latter’s new album, “King Strut And Other Stories,” released this month. Blegvad spent two years in the mid-’80s with the GOLDEN PALOMINOS, whose floating lineup included JACK BRUCE, T-BONE WATERS, and R.E.M.’s MICHAEL STARR.

Partridge co-wrote the title track and produced three songs on the LP. The rest was produced by another former Golden Palominos — CHRIS STAMEY — and a couple of tracks sport guest vocals from yet another, SYD STRAW.

BRITAIN

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<tr>
<td>1</td>
<td>STEVE MILLER BAND/The Joker (Capitol)</td>
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<td>2</td>
<td>DEE DEE-LITE/Goose Is In The House/What Is Love? (Elektra)</td>
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<td>3</td>
<td>ADAMSKI/The Space Jungle (MCA)</td>
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<td>KLF/Children Of The Revolution/What Time Is Love? (KLF Records)</td>
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<td>5</td>
<td>DEACON BLUE/Four Barchard &amp; David Songs EP (CBS)</td>
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<td>6</td>
<td>MILLER/KID/What The World Is Waiting For (Silvertone)</td>
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<td>7</td>
<td>BREDWOOD/Down Your Guns (Epic)</td>
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<td>8</td>
<td>MAY-SA/Dismiss (Elektra)</td>
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<td>LOOGE END/Don’t Be A Fool (10/Virgin)</td>
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<td>10</td>
<td>BOMBALURIN/Fifty Tons Of Money (Polydor)</td>
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<td>11</td>
<td>MARY JAKSON/Black Cat (EMI)</td>
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<td>12</td>
<td>BETTY BOO/Where Are You Baby? (Rhythm King)</td>
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<td>13</td>
<td>BASS-O-MATIC/Fascinating Rhythm (Sire)</td>
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<td>JANET JACKSON/What The World Is Waiting For (Silvertone)</td>
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<td>GEORGE MICHAEL/Playing For Time (Epic)</td>
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<td>16</td>
<td>LONDONBEAT/I’ve Been Thinking About You (A&amp;M)</td>
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<td>JASON DONOVAN/Rhythm Of The Rain (Parlo)</td>
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Moving Up

TALK TALK/It’s What You Make It (Parlophone/FM) |
CHARLAKAS U.K.(Situation) |
STONE ROSES/What The World Is Waiting For (Silvertone) |
FAITH NO MORE/groupName (Slash) |
AC/DC/Tush (Atco) |
S-EXPRESS/Nothing To Lose/Find Time To Be Yourself (Rhythm King) |

AUSTRALIA

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<td>JIMMY BARNE/Just Down Your Guns</td>
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<td>JOHN FANHAM/Chain</td>
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<td>3</td>
<td>BLACK SORROWS/Harry &amp; Rose</td>
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<td>INDI/Suicide Blonde</td>
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<td>MARK WILLIAMS/Show No Mercy</td>
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<td>6</td>
<td>SOUTHERN SONS/At The End Of The Street</td>
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<td>ANGEL/Sexton Street Pick Up</td>
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<td>8</td>
<td>ABSENT FRIENDS/Don’t Want To Be Nobody But You</td>
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<td>9</td>
<td>JIMMY BARNE/You’re A Little Bit Last At Night</td>
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Most Added

JHON FANHAM/That’s Freedom |
BLACK SORROWS/New Way Street |
MARTIN ANTON/Taken Angels |
ICEHOUSE/Me & Myself |

CANADA

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<th>No.</th>
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<tr>
<td>1</td>
<td>COLIN JAMES/Just Can’t Keep Back</td>
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<td>GOWAN/All The Lovers In The World</td>
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<td>CELINE DION/Movement</td>
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<td>SUE MEDELEY/That’s Life</td>
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<td>NORTHERN SOLES/Get With A Friend</td>
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<td>KIM MITCHELL/A Wild Party</td>
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<td>PURSUIT OF HAPPINESS/New Language</td>
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<td>ALAN/More Than Words</td>
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<td>10</td>
<td>M.C. E &amp; COOL/So Listen</td>
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Most Added

CANDI & THE BACKBAND/Together In The World |
PAUL JAMES/Keep On Turning |
KINN McLEAN/Don’t You Know It |
FILLING A TALL ORDER...

ALAN JACKSON

HERE IN THE REAL WORLD
The smash debut album goes Gold!

TWO CONSECUTIVE #1 SMASH HITS:
"Here In The Real World" and
"Wanted" from the Top 10 album

FOUR C.M.A. AWARD NOMINATIONS!
Single Of The Year:
"Here In The Real World"
Album Of The Year:
Here In The Real World
Song Of The Year:
"Here In The Real World"
Horizon Award Nominee

A MUCH-ANTICIPATED NEW SINGLE
AND VIDEO ON THE WAY:
"Chasin' That Neon Rainbow"

Congratulations Alan, on your
remarkable breakthrough success.
Your Arista family.

Produced by Keith Stegall and Scott Hendricks

WE STAND BEHIND OUR COUNTRY.
Simón's 'Saints' Swings To Brazilian Rhythms

Paul Simon's Brazilian-and African-influenced "Rhythm Of The Saints" LP will be released on October 16. The ten-track disc features a host of guests, some of the most familiar being Fabulous Thunderbirds vocalist/harmonica Kim Wilson, J.C. Cale, Adrian Belew, Herbie Hancock, Randy and Michael Brecker, C.J. Chenier, and African-born guitarist Vincent Guini (the last of whom plays on most cuts).

The WB album also sports a duet with Brazilian Milton Nascimento, and the single "The Obvious Child," featuring a percussion track recorded live in a Brazilian town square.

Mute Becomes Elektra

Elektra Entertainment has inked a U.S. licensing, pressing, and distribution deal with UK-based Mute Records. Under the terms of the pact, the Inspiral Carpets and Nick Cave & The Bad Seeds will be directly marketed by Elektra in the U.S.

Cave's "The Weeping Song," and The Carpets' "Commercial Rain," have already been shipped to radio, and plans are afoot to release Cave's "The Good Son" LP this fall. (The album was released in the U.S. earlier this year under Mute's now-defunct deal with Elektra.)

Gaye Stars On Hollywood Boulevard

Site soul giant Marvin Gaye will be awarded the 1990th star on Hollywood's Walk Of Fame in ceremonies slated for 10:30am on September 27.

Motown founder Berry Gordy, current label chief Jheryl Busby, and former labelmates and friends Diana Ross, Smokey Robinson, The Temptations, and Lionel Richie are expected to be on hand to watch Gaye's three children - Marvin III, Frankie, and Nona - accept the honor.

Tom Fogerty, 48, died September 6 of respiratory failure stemming from tuberculosis.

Tones On Tail

Eric Clapton, Billy Gibbons, Don Henley, and U2's Adam Clayton are some of the folks joining Taj Mahal on his forthcoming Private Music LP. The disc was due in early '91 - is being recorded in Philadelphia, Los Angeles, and at Mahal's Hawaiian home.

The tribute concert to benefit recuperating soul singer Curtis Mayfield has been moved to September 25. Mayfield's old group, Impressions, and rapper Kid Frost will join previously reported (R&R, 9/17) acts Ice-T, Tone Loc, Easy-E, and Mellow Man Ace. Proceeds from the show are intended to help Mayfield meet rising medical costs. Donations can be sent to the Curtis Mayfield Recovery Fund c/o Jack Culthrod, 10 Piedmont Center, Suite 302, 3406 Piedmont Road NE, Atlanta, GA 30305.

"The Good Son" will be released on Cave's "The Good Son" LP this fall. (The album was released in the U.S. earlier this year under Mute's now-defunct deal with Elektra.)

EXCLUSIVES

ASCO/Thundertails (Asia) 2
FACT Ho Ho Ho Failing To Pass Through (Pass The Racket) 6
HEART/Crystal (Canada) 2
H.C. HAMMER/Fly (UK) 5
POISON/Somebody To Love In Engina (Japan) 4
SNAP! Snap! (Japan) 7
WARRANT/Chinese Fly (Canada) 9
WARRANT/Miss Away (UK) 8

STRESS

URBAN DANCE SQUAD/Super Shack (US) (4) 3

BUZZ FIN

CULT/Never Enough (Japan) 2
JANE'S ADDICTION/Drug (US) (4) 3
WAY P.O.P. (UK) 1

MEDIUM

ALABAMA/More Than Words Can Say (EMI) 2
LARRY/Postman (RCA.) 2
CONCERTO/Blue In The Face (UK) 5
DARK HAVEN/Get A Life (A&M) 1
LORDS OF THE HURRICANE (USA) (4) 4
QUEENSRYCHE/Enough (ERA) 5
RICK NEWTON/You're A Joke (Japan) 4
VARIOUS ARTISTS/You're A Joke (USA) 2
WALTER WATERMAN/In The (US) (20) 2

BREAKOUT

AKERS/All The Time (Stargate/Alone) 2
DONALD GILDEA/Miss America (UK) 1
DANNY VAREDY/Right In The Rain (UK) 2
DON DILLON/Mistta (S/T) (UK) 1
DOUG DYLAN/It's Doing It (UK) 1
DUBLANDIA (USA) (4) 4
DUBSTEP/DEEPER (Deeper Life) 2
JOHN FORD/Nothing But The Truth (UK) 2
MAY TIDES/In A Lifetime (UK) 2
ROGER WATERMAN/In The (US) (20) 2

BREAKOUT VIDEOS

LIGHTNING SEEDS/Nothing (UK) 1
CREATED BY LIGHT (USA) (20) 1
DAMON/Nothing (UK) 1
HEARTBEAT/Nothing (UK) 1
LILLIE ROSE/The Heart Is A Band (UK) 1
PEOPLE GIVING/You Think You're Special (USA) 1
RICHARDS/In A Lifetime (UK) 1
ROGER WATERMAN/In The (US) (20) 1

HOT NEW VIDEOS

THINK NO THOUGHTS/Nothing (USA) 1
FAITH NO MORE/It's Too Late To Die (USA) 1
FAITH NO MORE/It's Too Late To Die (USA) 1
HEART/Girls (USA) 1
HEART/Girls (USA) 1
HEART/Girls (USA) 1
HEART/Girls (USA) 1

ADDS

ALABAMA/More Than Words Can Say (EMI) 2
AKERS/All The Time (Stargate/Alone) 2
AKERS/All The Time (Stargate/Alone) 2
DANNY VAREDY/Right In The Rain (UK) 2
DON DILLON/Mistta (S/T) (UK) 1
DOUG DYLAN/It's Doing It (UK) 2
DUBLANDIA (USA) (4) 4
DUBSTEP/DEEPER (Deeper Life) 2
JOHN FORD/Nothing But The Truth (UK) 2
MAY TIDES/In A Lifetime (UK) 2
MAY TIDES/In A Lifetime (UK) 2
MAY TIDES/In A Lifetime (UK) 2
MAY TIDES/In A Lifetime (UK) 2
ROGER WATERMAN/In The (US) (20) 2
ROGER WATERMAN/In The (US) (20) 2

New Tours

Jonathan Butler
Beverley Knight
NRW
Gary
Joe Jackson
Grand Master Mastic
Modern English
10,000 Maniacs
They Might Be Giants
Randy Travis
The New York Dolls
The New York Dolls
The New York Dolls
The New York Dolls

The CONCERT PULSE is a weekly compendium of concert meshing work each week for its own purpose.

Information current as of September 18
Congratulations to our outstanding RADIO 1990 NAB Award Winners

Robert Hyland Jr.
Senior Vice President/CBS Radio
General Manager/KMOX and
KLOU St. Louis
NATIONAL RADIO AWARD

KMOX St. Louis
MAJOR MARKET STATION OF THE YEAR

WCBS-FM, New York
OLDIES STATION OF THE YEAR
With This Week’s R&R

Your Complete Industry Resource Guide

Brought to you in part by the Westwood One Companies

MUSIC DATEBOOK

Stones Fans Get What They Want

MONDAY, OCTOBER 1
1967/New York greets Pink Floyd as the band arrives for its first U.S. tour.
1970/Rolling Stone reports Curtis Mayfield has left the Impressions to start his own label, Curtom, and go solo.
1981/In Philadelphia, Pretenders drummer Martin Chambers severs tendons in his hand when he punches through a window. The group is forced to cancel the remainder of its tour.
1987/The Time plays its first reunion show at the Minnesota Black Music Awards. All members except keyboardist Monte Moir appear.
1988/This time they got the real thing — During the Rolling Stones/"Steel Wheels" tour, several Foxboro, MA, fans gather in a parking lot singing "You Can’t Always Get What You Want." They’re stunned when Mick Jagger walks up and joins in on the second verse.

TUESDAY, OCTOBER 2
1965/The Who makes its U.S. television debut performing "I Can’t Explain" on "Shindig!"
1975/Bruce Springsteen’s Milwaukee show is interrupted by a bomb scare. Bruce and the band down a few brews at the bar while waiting for a midnight restart. Confessing he’s "a little loose," he finishes the show in a hilariously wild fashion.
1984/Freddie Jackson celebrates his 28th birthday by beginning recording sessions for his first album.
1986/Billy Vera & The Beasters "At This Moment" is featured in a two-part episode of "Family Ties."
1986/NBC TV’s switchboards are flooded with inquiries about the tune, sparking its eventual rise to No. 1.
1988/Apolonia loses her black Mercedes Benz when she’s caught in a Los Angeles police drug sweep.

WEDNESDAY, OCTOBER 3
1965/Manfred Mann becomes the first western rock band to perform behind the Iron Curtain.
1972/George Carlin finds that the "seven dirty words you can’t say on TV" can’t be said in Milwaukee either. He’s arrested for doing his now-legendary routine.
1987/Fleetwood Mac introduces new members Billy Burnette and Rick Vito with a show at a Hollywoodoundage.
1989/Psychedelic visions are my life—"Imagine," a documentary on John Lennon, opens. Much of the film is compiled from Lennon and Yoko Ono’s home movies.

THURSDAY, OCTOBER 4
1970/Shortly after recording sessions for her "Pearl" album had been completed, Janis Joplin is found dead of a heroin overdose in her Hollywood hotel room.
1980/Carly Simon’s severe stage fright gets the best of her when she collapses during a Pittsburgh show.
1983/Flaming Lips appear on the US Marching Band during halftime at a game in Los Angeles. After the show, a university president is presented with a gold record for "Tusk."
1985/Elandleedsrimming a Meleon Riddle, who had most recently soaked up a trio of albums with Unda

FRIDAY, OCTOBER 5
1962/The Bootles’ "I Want To Hold Your Hand" is released in the UK. The original mix features Ringo playing tambourine instead of drums.
1968/Two rock & roll classics, Steppenwolf’s "Magic Carpet Ride" and Cream’s "White Room," are issued.
1973/"Have I the Right" tops the first R&R Ch-1 chart.
1985/Lionel Richie undergoes successful surgery to remove nodes on his vocal cords.

SATURDAY, OCTOBER 6
1969/"Something," becomes the first A-side Beatles single written by George Harrison.
1985/Bandleader/arranger Nelson Riddle, who had most recently worked on a trio of albums with Linda Ronstadt, dies at 64 of kidney failure.

SUNDAY, OCTOBER 7
1967/"Mama!" Cass Elliot winds up in a London jail after arguing over a hotel bill.
1975/John Lennon wins his multiyear battle to maintain residence in the U.S. A previous UK drug bust is deemed unjust by American standards.
1989/Re:ving a group tradition, the Jefferson Airplane plays a free concert in San Francisco. Proceeds are later earmarked to aid victims of the earthquake which hit on 10/17.

Born: John Cougar Mellencamp 1951, Tico Torres (Bon Jovi) 1956, Kieran Kane (O’Kane) 1949.

— Paul Colbert
REVIEWS REPORTER TECHNIQUES

Pro Advice At The Scene Of The Airplane Crash

Last week's column about an inexperienced reporter covering his first airplane accident story ended with the quip, "Experience is what you get just after you need it the most."

But of course there's a wealth of experience already available for reporters to assimilate before they actually cover an airplane mishap. Here's some free advice from the Aviation/Space Writers Association (Columbus, OH).

The AWA isn't impressed with the job some of us do. In a forward to a booklet entitled "Air Accidents & The News Media," AWA President Paul Turk frankly states that reporters "continue to write about air accidents with virtually no understanding of what they're writing about."

First on its list of pitfalls is making assumptions. AWA advises journalists not to jump to conclusions. "Rely on statements made by qualified experts and check theories with people who know aviation before you use them."

Take the statements of eyewitnesses with a grain of salt. The AWA has learned the hard way that "untrained observers...may not know what they have seen." And here's a piece of advice that holds true for virtually every kind of news story: pin the blame. "Attributing statements and conclusions. This will assist your audience in determining how qualified the source is to comment."

Privileged Access

At some crash sites these newspeople will get privileged access, while at others they won't. The aviation writers say, "Obey the law...ignoring a safety cordon can get you arrested. At the scene of a crash involving government aircraft, the presence of classified information or hardware can make security tight."

"Local press credentials are usually adequate to get past the outer cordon. The National Transportation Safety Board will provide special credentials to enter the accident site itself. Stay courteous. At an accident site, your needs aren't a priority. The accident is."

The AWA writers would be delighted if newsmen wouldn't misuse aviation terms. They point out that "black box" is a generic name for any of several kinds of flight recorders (none of them black): they're International Orange, including the cockpit voice recorder, the older flight data recorder, and the newer digital DFDR. Emergency landings involve a threat to the safety of the aircraft, such as an engine fire. Precautionary landings are for inspections or repairs which the pilot judges preferable to continuing the flight, such as loss of oil pressure in an engine. Unscheduled landings usually involve situations such as sickness or childbirth.

Summing up the high points, the pro aviation writers advise, "Don't speculate, ask questions, and stay away from unnecessary drama in the story."

Monday, October 1 — More than 6000 East Germans crowded aboard "freedom trains" to West Germany in 1989. Another 2500 awaited their turns, squeezed in the West German embassy at Prague (Czechoslovakia); in the next few days 6000 more arrived in route to freedom.


Tuesday, October 2 — Charles Schulz, a 27-year-old who took a correspondence course in cartooning and then became an instructor at the school, hit the big time in 1950 when his "Peanuts" comic strip premiered in eight newspapers. Charlie Brown, Lucy, Linus, and Snoopy are now syndicated to 2200+ papers, and Schulz is the world's richest cartoonist.

Gorbachev warned in 1989 that the Soviet economy was on the brink of collapse. Rock Hudson died in 1985. Johnny Carson hosted his first "Tonight Show" in 1962. Tin cans with key openers were patented in 1866.

Wednesday, October 3 — Panamanian troops loyal to Manuel Noriega squashed a coup attempt in 1989 in less than two hours. In the U.S., critics charged the Bush administration hadn't been fully aware of developments leading to the overthrow attempt and said Uncle Sam should have coordinated support for the rebels.

The Roman Catholic church announced in 1988 that carbon-dating tests had revealed the Shroud of Turin to be a fake. A foot of rain caused floods that killed 13 in Arizona in 1983. A volcano destroyed two villages 100 miles south of Tokyo in 1983.

Thursday, October 4 — New England was hit by an impressive snowstorm in 1987 just two weeks after the end of summer. North Springfield, VT got 21 inches, the area's heaviest snow on record. Williamstown, MA had an even foot, and six inches in Albany, NY.


Chester Gould's "Dick Tracy" premiered in 1931. In the Revolutionary War, the British took Philadelphia in 1777 and occupied the city for a year.

Friday, October 5 — Television preacher Jim Bakker was convicted in 1989 on 24 fraud and conspiracy counts in the collapse of the PTL empire (which Bakker had sworn was the fault of Jerry Falwell, a temporary custodian). Prosecutors say Bakker took donations for vacations he knew PTL couldn't deliver, then spent almost $4 million of the donated money on "a lavish lifestyle."

Poland's Lech Wałęsa won the Nobel Peace Price in 1983. David Kunst completed a four-year walk around the world in 1974. Sentinel, AZ reached the USA's record October high of 116 degrees in 1917. The Dalton gang tried to rob two Coffeyville, KS banks in 1892, leading to a shootout in which four gang members and four townspople died.


Monday, October 6 — From the outside, the East German security state looked like a police state. The so-called "security organs" (thirteen in all) were responsible for 10% of the state's budget. The outer cordon was a "den of spies"; the inner cordon was the "den of the spies' spies." Gorbachev recruited the source is to comment.

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Showdown In Grand Forks

KOHT Still On Top Despite Challenger

The struggle for CHR supremacy in Grand Forks, ND has escalated into a full-scale battle. The most recent Arbitron was marked by plenty of on-air mudslinging and even an arrest. When the dust cleared, KQITT (Magic 96) was off 17.2-13.8 while KXXL-FM (XL93) rebounded 3.3-10.9.

‘Below The Belt’

Magic 96 PD Jay Murphy has been in the job only two months; he was upped from APD/MD when Ray Bell exited after KRNQ/Des Moines. Sounding an upbeat note, he said, “I was here when we beat KXXX last year, and we’re still the only station in the market with double-digit book growth.”

As for the competition’s tactics, he said, “My dream title for this article would be: ‘Magic 96, where the good guys finish first.’ At CD Broadcasting, we have high standards and ethics. We don’t take on-air cheap shots at our underdog competition. The first person to lose in an on-air pissing match is the listener. KOHT PD John Scott and his staff have brought bad radio and ethics to the market; I’m afraid their attempt to reposition us and their nasty habits will turn people off to radio.”

“XL93 has deceived its listeners and clients and was only one of a handful of stations flagged by Arbitron in the spring book,” Scott said. “(Ratings Ruckus)” Its ratings in

KOHT Music Monitor

KOHT (Magic 96) runs nine-ten spots an hour and bills itself as “The valley’s best music.” Beyond sales and requests, PD Jay Murphy has no in-house research, but is aided by consultant Larry Moffitt. Here’s a sample 5pm hour:

Sawless LeBongs Don’t You Forget About Me
JON BON JOVI Blaze Of Glory
VALEN HALEN Finish What You Started
PHIL COLLINS Something
HAPPENED ON JOURNEY’s Lights
M.C. HAMMER U Can’t Touch This
DON HENLEY The One That You Love
JANET JACKSON Come Back To Who U Were
CARLS/Let The Good Times Roll
SWEET SENSATION If It’s A Thrill

Copycat Charges

The ratings war definitely got personal, but Murphy insisted, “If there’s a personal battle to be fought, Scott started it. We play clean, and if you mess with the bull you get the horns. They’re perpetual liars and we have to keep them honest. They were ripping off the Technologies CD library for their on-air sweepers and we called Technologies and blasted them.” (Scott flatly denied this charge.)

“Our staff consists of locally oriented talent. XL93 hasn’t done its local homework. Scott has his head so far up his rear he’s resorted to doing nothing but copying everything we do. Months ago, they faced an ultimatum which read, ‘Get out of our format. I’m going to fax them back a $2000 bill for consulting services.”

Promotional Magic

Magic 96 ran “$1000 Thursdays” in April, handed out cash every day during May, and also tied in with Cake for the ‘Magic Can’ promotion. Murphy recounted, “We bought TV time and a giant boom box, which greatly added to our visibility. We did special features like ‘Limo To Lunch’ every Friday with the morning team, ‘Lunchtime Trivia’ in middays, the ‘Drive To Stay Alive’ at 5pm, featuring ten songs in a row. At nights we ran the ‘Top Nine At Nine’, ‘The New Music Challenge’, and ‘The Good Night Line’ – all of which remain staples.

The lineup consists of morning team Magic Mark & Paul Braun, middayer Shelly Carr, Murphy in afternoons, Shockover night, and Greg Fite in overnight. Murphy predicted an up trend in the next book. “The market’s not buying XL93’s act. We’re going to continue to concentrate on the listeners – they’re who we care about most.”

KXXL Rebounds

To Second Place

Market Gets A Dose Of In-Your-Face Attitude

PD John Scott’s arrival at KXXL (XL93)/Grand Forks, ND brought a charged competitive atmosphere to the market and a facelift to the station. Scott had served as APD at KHYI (Y95)/Dallas under former PDs Buzz Bennett and Mark Driscoll; he imported to Grand Forks the in-your-face attitude he’d learned in Dallas.

Creating A Buzz

“KKXL was a mess,” Scott declared. “We had a 3.3 and it was no wonder. We were playing 1000’s titles, some current with a lot of AOR gold. The station lacked identity and was totally invisible promotionally. I kept most of the existing staff, moved people to the proper shifts, and went to work focusing the music, cutting the clutter, and putting on outrageous promos.”

Part of the approach was to reposi- tion crosstown CHR KOHT (Mag ic 96) in listeners’ minds. “We aired a promo stating, ‘Magic 96 has been taking advantage of Grand Forks listeners through a lack of competition and has now met its maker.’ You have to be careful with negatives – listeners can grow tired of them and they can make you sound petty. We stopped using them just about the right time. Negative or positive, it worked. We didn’t think you think you’re doing? ‘We did things no one had ever done in the market, like an on-air wedding and having a jock crawl out of a manhole on Ground Hog’s Day. Our ‘Cash Call’ contest rewarded listeners with $1000 for say-
strung out

wendy & LISA

Passionate change
set in spare, sexy rhythm
by two fine musicians
strung out
and out front
on love
evoking a unique new sensibility
with the distinctive first single
from their album eroica.
KKXL Rebounds To Second Place

Continued from Page 48

Who's Copying Whom?
Scott countered Magic 96 PD Jay Murphy's claims that XL83 copies Magic 96 promotions. "Magic 96 is very much a 'me too' station. We take the lead and they soon follow. So we try to do things they can't duplicate. We reopened a drive-in for one night that had been closed for six years. It cost a lot, but more than 2000 listeners showed up in the pouring rain for two flicks."

"On Labor Day and Memorial Day, our Urban Cruiser stopped in 60 cities shaking hands and passing out goodies. We staged a huge lawn dance during rush week at the University of North Dakota for 3000. Magic 96 barely had 300 people at their party; we were playing all the party music for six commercial-free hours."

"Lynden Johnson became president by shaking the hands most. This town is small enough to get to everyone. Our folks are on the streets every day. Our 'Shut Up & Dance' T-shirts are the primary handouts, along with dinners for two, movie passes, and CDs."

Describing the station's musical approach, Scott said, "While we're not a dance station, we're the most rhythmic station in North Dakota. Urban crossover music has been perceived negatively here, but research showed females would accept this music and, according to the ratings, they've done so. Magic 96 still kills us in teens but we're on top in 18-34 women."

"We have the luxury of a full-time research department, which does perceptuals and catchall. We can use our requests because most of the calls come from adults. There aren't a lot of teens here - it's an older city with an active adult audience."

Tangling With The Law
As for the incident between himself and Magic 96 night DJ Pat Shocker, Scott explained, "What happened is owed to psychological warfare. Magic 96 blinked so hard they sprained their faces. They weren't ready to take on someone who was willing to do just about anything to beat them. I sent Magic 96's GM a bill for $1000 - a format duplication fee. I used to write their notes and let them know I was aware of what they were going to do. I'd pre-promote their contests and they'd have to change them."

"I went over to Magic 96 with a couple of staffers. We knew a cop who would get us newspaper coverage and a rebellious reputation. Shocker was outside the station. I unleashed a verbal barrage on him."

"I didn't realize they were determined to run me out of town and pursue legal action. No one hit anyone and no one got thrown down any stairs, which is what they claimed. So as not to make this a long, drawn-out thing, I pleaded guilty to a charge of simple assault and spent five days in jail on work release and did 40 hours of community service. My bosses were 100% supportive and we didn't lose a dime of revenue."

"Magic 96 is too busy reacting to us instead of concentrating on themselves. We have room to go up and they don't. 'Mr. Momentum' is on our side."

MOTION

- KIIX/Glorado Springs inks J.J. Hemmingway from KTDQ/Nacogdoches, TX for mornings.
- John Montgomery from WKKX/Montgomery, joins WAPI-FM (95) Birmingham as Promotions Director.

Dallas programming assistant Steve Graham has joined crosstown K-MZ in the promotion department.

KKLO (Q106)/San Diego night rocker

Kansas program director Scott moves to WLUM/Milwaukee as Production Director. Former KEGE.

BITS

- Middle East Feeding Frenzy - XXXX (K100)/San Francisco AM's Bill Kelly and Al_kline did their part to ease the Gulf crisis tension. The duo managed to contact fast food restaurants in Saudi Arabia and sprung for free food and drinks for any American troops dining at the restaurants. One Pizza Hut patron personality Buddy Scott moves to WLMU/Milwaukee as Production Director. Former KEGE.

Chuck Boom Boom Cannon exits and late-night jumber Chio The Human (not Chico) grasps the 6-10pm slot... WKBQ/St. Louis morning producer/weekender Rod Lawless landed afternoons at WLNN/Lancaster, PA.
WESTWOOD ONE RADIO NETWORKS PRESENT

IN CONCERT

MIDNIGHT OIL

THE WEEK OF OCTOBER 1ST

For more information, contact your Westwood One representative.
In Los Angeles call (213) 840-4244, in Canada (416) 887-8829 FAX (213) 204-4375.
PROGRESS REPORT

Z-Rock: The Abrams Years

It was exactly two years ago that the irrepressible Lee Abrams swaggered into the Managing Director job at Satellite Music Network’s Z-Rock, promising to make the fledgling hard rock format “successful beyond everyone’s imaginations – bigger than ‘Superstars’ ever was.”

Abrams hoped to have 100 stations in the fold within a year. As I write this, however, SMN has 15 Z-Rock affiliates – and only two FMs. Apparently, Abrams’s reputation has not been enough to sway today’s 25+ happy operators. As he admitted last year, “Few of us realized the obstacles we’d be faced with from the broadcasting community.”

Nevertheless, Abrams remains undaunted, convinced that Z-Rock is only a couple of success stories away from mass acceptance. In the following interview, Abrams reflects on the past two years and looks forward to the future with his typically unashamed optimism.

Slow Going

R&R: Why has Z-Rock’s progress been so slow?

LA: It’s been slow, but realistically slow. I took AOR about four years before it got rolling. And a lot of the fears people have about Z-Rock are almost exactly the same ones they had about early AOR. Back then it was, “All AOR listeners are hippy Communists pot heads.” Now it’s “All Z-Rock listeners are devil-worshipping, U2-loving bohemians.”

One of our biggest problems has been the baggage from the original Z-Rock, which had this death radio image. But it’s not this death metal thing, it’s just this great ’80s party rock ‘n’ roll radio station.

Of course, we could make it more palatable to broadcasters in an effort to get more stations. But we don’t want to compromise the format. That’s not what the listeners want. So if it takes another three years to do it, that’s fine.

R&R: The “early days of AOR” analogy works to a point, but there are a couple of key differences. First, back then you got your shots on FM, not AM. Second, there’s the question of demographics. AOR benefited by appealing to the baby boom population bubble. Z-Rock’s prime available audience is much smaller. And most operators are blessed with 25-34.

LA: Trying to compete on AM has been a problem, because we see ourselves as direct competitors of AORs and CHR stations. And if we wanted to compete head-on with those stations, we have to have equal footing. Getting more shots on FM will speed things up incredibly.

R&R: You’re pretty much stopped taking AM clients, haven’t you?

LA: Over the past three months we’ve probably turned down about 25 stations. Half of them would have ended up going away in a year. When you live in AM at 1530, it’s hard to get to any numbers. We had an AM in Grand Rapids that . . . well, my toaster was tuned to it. I remember going to the market, I couldn’t hear it. Then somebody in another market calls and says, “Yeah, we’re thinking about Z-Rock. But how come you only got a 0.2 in Grand Rapids?”

Lee’s Z-Rock “Mythbusters”

MYTH

Z-Rock is a teen format.


MYTH

It won’t get numbers.

Lee: Z-Rock is a good partner for a rock FM.

MYTH

It’s heavy metal. It’s death radio.

Lee: It’s a fed.

MYTH

It’s satellite — not local.

Lee: I can’t make money with it.

MYTH

It’s a X-rated radio that’s gross and begs for FCC problems.

Lee: As far as the demos go: I have to stress that our 25-34s are almost as good as the 18-24s. It’s really a true 18-34 format. And being alone in that area is an advantage. Instead of being one of 12 stations fighting over 25-34, we can dominate the lower end. It does take a skilled sales department, but if the numbers are there, they can sell it. A lot of CHR stations have younger demos and make a ton of money.

Scheid’s ‘AOR Baggage’

R&R: How has your concept of Z-Rock evolved over the past two years? Has anything surprised you?

LA: I brought along a little AOR-

THE NEW WAVE

The New Wave

Heard SMN’s Wave lately? If not, you’re in for a big surprise, because it’s undergone a total format change under the guidance of Managing Director Lee Abrams.

Gone is the Wave’s jazz and new age-oriented, predominantly instrumental sound. It’s been replaced by an upper-demo, AOR-rooted mix that sounds an awful lot like . . . dare I say it . . . EDR/ (For the benefit of our younger readers, EDR — Eclectic Oriented Rock — was a format marketed by consultant John Sebastian.)

There are many similarities between the new Wave and EDR, Abrams acknowledges. “You might also consider it a ’80s version of the old KFOG/San Francisco. Right now it’s in a total transition stage, because a lot of people who listened to the old Wave can’t relate to all at all. The phones indicate 60% of the listeners have tuned in during the last six weeks.

Real Radio

Why did Abrams feel a need to overhaul the format? “It was getting tiring when things don’t go well. We felt that all the time was going to be very, “he explains.

As it turns out, we have found a new format that’s very successful, even for the target demo 18-34.

Lee: “So we saw this opportunity to create a little more sophistication, AOR-oriented station.”

Unlike the old Wave, we want to be a real radio station. There was this myth that the Wave was special and didn’t have to subscribe to some of the traditional rules of radio and could get away with a lot of unfriendliness. A backlash on the old Wave sounded like a Venezuelan baseball lineup.

A lot of NAC-types still have the typical listener wakes up on Sunday, meditates, goes to a hydroponic gardening festival, watches PBS reruns, drinks a big glass of organic carrot juice, and goes to bed. Whereas it’s more likely he’s up, plays golf, goes to Sunday brunch, and watches football. So we’re focusing on a less elite audience.

We’re going after people with AOR roots who find today’s AOR repetitive and juvenile. I don’t think there’s a lot of 40-year-olds find much attraction in a Motley Crue twitover.”

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Built To Last.

"Concrete and Steel"

Laying the Foundation!

From the album Recycler
Produced by Bill Ham for Lone Wolf Productions
Z-Rock: The Abrams Years

Continued from Page 52

baggage that might have held us back in the early days. I was more musically conservative, thinking we had to play lots of "Classic Metal" like Led Zeppelin and Bad Company. But I quickly found out while that stuff was okay occasionally, the real focus has to be on music that's happening right now - stuff that's on the cover of Circus and Hit Parader.

"We had an AM in Grand Rapids that... well, my toaster was more powerful."

Something I was unsure about was the MTV-type national muscle value we tried to instill. I didn't know how people in market X were going to relate to a station coming from Dallas. But we were upbeat about that, and it works great. We play that up, and the listeners look at it as big and national, kind of like "east of the Mississippi vs. west" and really take it over the top.

One thing I wasn't prepared for is just how much our listeners are into these bands and this music. It's something you don't really get from reading anything about the band. We have contests like "east of the Mississippi vs. west" and really take it over the top.

LA: Yeah, there's a little of that. You too can play to win a fax-board for your computer! Call (212) 472-0054 for details! Call (213) 553-4330 with your add!

R&R: Do you ever think, "I know I've got a winner on my hands, but nobody's hearing it?"

LA: Yes. It's no longer just a project - it's a mission. Everybody from (SMN Chief) John Tyler on down knows it's going to work. There's a huge, unserved audience out there, and we're convinced Z-Rock is going to be a major hit.

One thing we're seeing that will speed things up is that a lot of people are in financial binds and have to do something to cut costs. And while we're not here to be a cost-cutting venture, Z-Rock is definitely four or five run because we're on satellite. So as more broadcasters feel the economic pinch, our prospects will improve.

We've got four more FM's signed, all off the success we've had in Fresno (KZRR). And we've got a lot of other stations waiting to see some FM successes. Plus we've had phenomenal numbers wherever the "Z-Rock 90" [Sunday night countdown, which SMN offers separately] is running.

I anticipate having eight to ten FM affiliates on for the fall, and if those do well it'll have a snowball effect.

R&R: So SMN is totally committed to the project, no matter how long it takes.

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R&R: Do you ever think, "I know I've got a winner on my hands, but nobody's hearing it?"

LA: Yeah, there's a little of that. But you can't sit there and get frustrated. You've got to be realistic. I'm 36, and if I wasn't attached to this I probably wouldn't be listening to it. But from a pure radio standpoint - presentation, marketing, merchandising, special features - it's amazing. It reminds me of CHR from 1984 with music of the '80s. It's ridiculously cool.

The most important factor in our favor is that there's a huge audience for this format, people who want to hear Def Leppard, Queensryche, and Metallica without having to worry about hearing a Crosby, Stills & Nash record in between. And that's the bottom line: as long as there's an audience out there for Z-Rock, it will be successful. Sure, I'd love to have 100-200 stations, but we're certainly not giving up. If anything, we're more confident than ever.

THE FOLLOWING PROGRAMMERS HAVE ALREADY PLAYED "SCREAM BLOODY MURDER".

Lorraine Caruso, WNEW-FM
Carter Alan, WBCN
Jim Rising, WEZK
Beau Roberts, KAZY
Scott Jameson, KZAP
Dave Kane, WCFM
Steve Funk, KRZQ
Virgil Thompson, KGB
John Knapp, WYIY
Rick Strauss, WYYT
Bob Richards, WGR
Andy McPherson, KRIX
Tom Van Sant, WIZN
Harry Guscott, WRUF
Dave Frisina, WAQX
John Anberg, WIZN
Tom Van Sant, WIZN
Harry Guscott, WRUF
Dave Frisina, WAQX
John Anberg, WIZN

BLAME IT ON DIO — WAZU/Dayton staffers hang with Ronnie James Dio; (r)- personalities Ronni Hunter and Paul Hinder, Promtion Director Teresa Strong; Dio, Promotion Asst Chris Hawkey, morning news goddess Missy Kemper, Production Director Shaun Higgins, and AFO Kevin Cox.

SEGUES

He's back! Vern Argo — "Mr. Missoula" — reclamed the PD job at KZQQ as Dave France departed the Montana AOR... WZRH/Oscojty City, MD ups MD Cepth Michaelis to PD... WRPO/Laredo, TX's Kirk Davidson makes the intransit move to KRRK/Brownsville, where OM Oscar Adame and PD Brian Boyd exit... WSTJ/Jackson, MS Interim PD Dru Labrda gets the permanent job... WYCL/Charleston, WV ups MD Mark Savage to PD... Veteran KM4Q/Loxmo MD Joe Sable, who exited last week, has landed the morning gig at KATT/Oklahoma City; Sable's been replaced by Jon Terry.

ME & ALAN — KTYD/Santa Barbara enjoyed Fiesta weekend with a free concert from Human Radio. Priced post party are (r) Columbia's Alan Ohrman, MD Bruce Kendall, night rocked Jim St. John, Human Radio's Ross Rice, afternoon Mark Avery, HR's Steve Ebe, and Columbia's Greg Pfla.
IT’S TIME TO GET SERIOUS ABOUT...

ANTHRAX

NEW THIS WEEK:
KITS
KMJX
WAZU
WXQR
KCHV

STILL TICKIN’ AT:
WIXY  KDJK  91X
KUPD  KZRR  WBAB
WDHA  KBPI  KEZO
WSHE  WFNX  WBRU
KRZQ  KNAC  WTXB
KDEGE  KROO  WHTG
WQFM  WLRS  KRKX

“Got The Time”

“The right time is any time that one is still so lucky as to have.” HENRY JAMES

“Top ten retail on the new release ‘Persistence of Time.’ It’s obvious that Anthrax has outgrown the skateboard/speed metal scene. We put these guys on the radio at night and whammo — top 5 requests!” JOHN KNAPP, WIYY

“Remember that time is money.” BENJAMIN FRANKLIN

“Antitrax is going through the roof — great sales and Top 5 requests!” J. DAVID HOLMES, KUPD

“It’s the coolest thing I’ve heard in the last 6 months.” MAD MAX, WFNX

“The wasting of time is an abomination to the spirit.” BORIS PASTERNAK

Produced by Anthrax and Mark Dodson
Mixed by Steve Thompson and Michael Barbiero
Executive Producers: Jon and Marsha Zualla

MEGAFORCE WORLDWIDE

ISLAND
M. C. HAMMER
PRAY

URBAN BREAKER 32
A Most Added UC

THE NEW single and video from
THE #1 QUINTUPLE PLATINUM ALBUM
PLEASE HAMMER DON'T HURT 'EM.
ON CAPITOL CASSETTES, COMPACT DISCS AND RECORDS
PRODUCED BY M.C. HAMMER
CO-PRODUCED BY JAMES EARLEY & FELTON PILATE
EXECUTIVE PRODUCERS: M.C. HAMMER, BIG LOUIS BURRELL & SCOTT POLK
NOW ON TOUR
Charlotte Combo Is Hot, Hot, Hot
New Music, Research, Marketing Help Pen WGIV & WPEG Success Story

Charlotte, one of the Sunbelt's fastest-growing cities, is home to a popular Urban combo: Broadcasting Partners' WGIV & WPEG. In the spring sweep, the stations finished first in Birch and second in Arbitron (to Country WSOC-FM).

Winning Formula
Combo OM/MD/afternoon man Michael Saunders counts eight years with the stations, three of them in his current position. He attributed the stations' success to several factors:

- **Set Goals** - "At the beginning of the year we set goals we wanted to achieve, and we've stayed focused on those goals. We haven't allowed any of our competitors to make us deviate from our approach."

- **Community Involvement** - Like many successful UC stations, WPEG is "always heavily involved with our community. Programs like 'Will Power' raised money all summer for the needy throughout local schools. People know we care about the entire community and its residents. That's important for all broadcasters, not just UC and Black radio professionals." (Editor's note: Charlotte's 12+ black population numbers 20%)

- **Research** - "I think we're making an impact throughout the Carolinas, not just in the city of Charlotte. Others are following our lead, thanks to the standards we're setting. We're probably the most researched radio station in the Carolinas. We work very closely with the Research Group and Strategic Radio Research, and it's obvious they help us immensely."

- **Strategic Format Choices** - "They've timed down to the exact second. We're very precise, also, the music is preprogrammed and always times out perfectly." On the other hand, Saunders added, "We also do things like our 31-in-a-row continuous music sweeps, mostly in midnights or after 6pm."

- **New Music** - "Our station plays more new music than I've ever heard on any radio station in the country. The people of Charlotte really enjoy that so we play it."

- **Public Affairs** - "They also set us apart. Most of our news is programmed from 6-10am. We have one three- or four-minute newscast per hour, updated each day. We want our public to be informed."

- **Marketing** - "Turning to the subject of the combo's marketing strategy, Saunders explained how the stations targeted a larger midday-in-office audience. "We learned from CHR stations across the country. Reading about promotions they've done in middays, we've come up with our own approach. It wasn't a matter of adjusting our promotions to office listeners. Right now we're running a fax promotion in middays. We ask listeners to fax us their top nine requests. If they hear their names and call us back in nine minutes and eight seconds, they win dinner for two."

- **WPSN** - "Our personalities, like [morning man] Skip Murphy, really set us apart. Skip's been here for the past six years, and he's one of the best morning men I've heard in a long time. He's a smaller market version of Tom Joyner -- very entertaining and comical. Barbara Taylor does nights. "We've got a soul people in this area enjoy. Charlotte is like a big town, not a city. We're growing into a large metropolis like Atlanta, but we're not there yet. So being what we are for us at this time."

"At the beginning of the year, we set goals we wanted to achieve [and] haven't allowed competitors to make us deviate."

**Fast Figures**
Out of 25 radio stations in Charlotte, 19 scored at least a one share in the spring sweep. Here's how WGIV & WPEG fared:
- **Rose** 13.2-11.6-13.2-14.7-16.6-12.4 from spring '88-spring '90 to place first in Birch
- **Moved** 10.6-11.4-9.5-9.3-11.7 to place second in the corresponding Arbitrons.
- **No. 1 in Birch** 18-34 with a 21.2 share
- **No. 1 in Arbitron** 18-34 with better than a 16 share
- **No. 1 in Birch** 25-49 with a 14.0 share
- **No. 2 in Arbitron** 25-54 with almost an 11 share

**WPEG 98FM**
"We're truly blessed... But we're expecting additional good things."

Gospel According To WGIV
"We didn't start any special promotion for the spring book," Saunders explained. "We continued doing the contest we were doing in February -- $86 Every 98 Minutes. When people hear the new 'power song' every 98 minutes, they call in; the eighth caller wins $86. We promote this by saying, 'It's your chance to win your share of $86,000 every 98 minutes.' Immediately after we have a winner, we start all over again with a new power song."

Saunders added that WPEG's AM sister, WGIV, "simulates with WPEG most of the day, but plays gospel music on Monday-Friday from 7pm-midnight. It also programs gospel the entire day on Sundays, with Rev. Benny Davis as host from 9am-moon. He has a huge following and is very well- respected by his audience. The show is a combination of traditional and contemporary gospel, but it does lean more modern."

**Pump Up The Power**
Foreseeing a very rosy future, Saunders said, "We're No. 2 in Arbitron and No. 1 in Birch with 50,000 watts. We only reach four or five counties out of the seven surveyed. The FCC has approved a move from a 650-foot to a 1800-foot tower, plus a power boost to 100,000 watts. We're truly blessed with these current numbers. But we're expecting some additional good things."

**Picture This**
Do you ever picture yourself in R&R? Gather your best black & white photos (clear color shots are fine, too) of station promotional events, concerts, concert tie-ins, in-studio visits by artists, or local benefits, and mail to: Walt Love, 1930 Century Park West, Los Angeles, CA 90067.
ACTION

Personnel Changes

KQXL/Baton Rouge ups MD Chris Clay to PD. Clay replaces A.B. Welch, who will concentrate on his airshift. KKDA/Dallas middy personality Lynn Haze moves to RCA/Los Angeles; WQFX/Gulfport PD Al Lux assumes Haze's post as YBPC president. WHUM/Charleston, SC morning man Mike Evans joins Pam Wells in mornings at WHRK (KSJ)/Memphis.

Steven J. Gray zooms to crosstown competitor WHQT (HOT 105)/Miami for evenings. WFDZ (FOXY 104)/Charleston names Connie "Big Mac" McPhaul as APD. WAMO/Pittsburgh adds Louis Lipp to the morning "Breakfast Club" show with Frankie Mayson and Mitzi Miles. KJZM/Dallas welcomes former WOWI Norfolk afternoon personality Rick Party for the same shift.

Promotions

Recently, KJZM/ Dallas (100.3 JAMZ) informed listeners it intended to "go black," and began broadcasting positioners such as, "If you thought we were black before, just wait — we're about to get even blacker." Morning man Russ Parr informed listeners the station would broadcast live performances by Basic Black and the Black Flames.

WHQT (HOT 105)/Miami and WWAZ (V103)/ Chicago, along with Procter and Gamble, will co-sponsor two Freddie Jackson concerts to raise funds for the national "Just Say No" organization.

WJFX-WI Wayne held a 32-hour marathon to raise funds to build a new home for the East Wayne St. Community Center.

WJMO/Cleveland and WAMO/Pittsburgh placed a wager on the Steelers/Browns game. In the event of a Steelers victory, JMO middy Doc Reno pledged to come to Pittsburgh and work Dr. Michael Lynn's middy shift. But in the event of a Browns triumph, Lynn promised to travel to Cleveland and work a day for JMO.

WRKX/New York did its part to ease the crunch of high gas prices and transit fares. The station's "Wake-Up-Club" showed up at various subway stations throughout the city and offered to drop a token in the turnstile for any rider who knew a secret password.

WAZA-AM & FM/Jacksonville has added "Straight Talk," a talk show hosted by Marc Little. The show is provided by Urban Media Communications. The first subject on the agenda: black-on-black crime.

Events

The 13th annual Communications of Excellence to Black Audiences (CEBA) Awards Gala will be held Thursday, October 18 at the New York Hilton. This year's co-chairmen are Coca-Cola Bottling Company/Philadelphia & WKBW-TV/Queen City Broadcasting CEO J. Bruce Llewellyn and Young & Rubicam CEO Alexander Krell. For more information, contact the CEBA Awards, Seventh Avenue, New York, NY 10019, (212) 714-1509.

The ninth annual Minnesota Black Music/Art Awards will be held Saturday, October 6 at 7pm. Scheduled to host the evening are A&M recording artist Vesta along with WGGI/Chicago personality Doug Banks and artist Rockie Robbins. This year's honorees are Prince and the Time. For more information, call (212) 296-8742.

CAUGHT CATCHIN' COOPER — WBLS/New York afternoon personality Frankie Crocker (c) and Shalamar's Micki Free (l) were given a tour of the Hollywood Palladium by its VP/Promotion & Marketing Felipe Darrell after a recent Michael Cooper show.
THANKS URBAN RADIO!

TODAY

THEY'RE GETTIN' FUNKY ON THE RADIO WITH THE NEW HIT SINGLE

I'VE GOT THE FEELING

FROM THEIR NEW RELEASE "THE NEW FORMULA" AVAILABLE AT RETAIL TODAY.

PRODUCED BY DR. FREEZE FOR "H" PRODUCTIONS
MANAGEMENT: NORRIS ENTERTAINMENT GROUP
Replacing A Legendary Full-Service Morning Talent

Full-Service ACs (FSAs) tend to be perceived as market "institutions." Accordingly, their morning men are usually deemed market landmarks. FSA PDs face a unique challenge when legendary wake-up men decide to call it quits.

**Fresh Start**

"When that happens, the station actually has a wonderful opportunity to bring in younger listeners," opined WJR/Beaumont PD David Bernstein. "Fresh talent can enable some younger listeners—who might expect their style of contemporary radio only on FM—to sample AM. An FSA's backbone is its information. With a credible news department, traffic network, and current weather reports, a station should remain in solid shape. It's a matter of adding a talent who'll add to the credibility of those services."

Having been involved in two major transitions involving FSA morning, mainstay PDs would agree that, the five-month, WJR PD may be termed an authority on the subject.

Last year, as WBTC (AM)/Hartford's PA Bernstein oversaw the transition of 55-year morning man Bob Steele to a one-hour morning shift.

When Bernstein arrived at '92 in April, the station had just completed an evolutionary phase which saw local television personality Tom Bergeron join for mornings in place of ten-year morning man Stormy Daniels, who moved to turner.

**Consider All Options**

While finding instant morning legends poses a thorny problem for many FSA PDs, Bernstein indicated qualified replacements may already be in the building. He noted that Steele's successor, Tom McCarthy, was doing afternoon drive at WDBO/Orlando, the station Bernstein programmed prior to WTC, and had never done morning drive. PDs should limit themselves to people moving up, he said. "They should pick people who understand where you want the morning show to go, and what it's supposed to accomplish. The perfect FSA morning man may come from your own news department or might be a news reporter at a local television station."

While some major market PDs shy away from hiring small market talent as AM drive replacements, Bernstein boost small market talent. "A big programming mistake is the fear of hiring someone from a small market. Most of us started in small markets. Hiring from smaller markets brings people who are eager to be part of the team, and who will earn their way in. Many opt to stay in small markets because it's a wonderful way to exist in this business. The talents in small markets aren't necessarily there because they weren't able to go to medium or large markets."

David Bernstein

Get That Endorsement

Securing the outgoing legend's on-air endorsement of his replacement is vitally important when in transition from one morning man to the next. Not securing this bona fide endorsement, Bernstein claims, is the biggest mistake stations in this situation can make. "You'll have every chance to keep current listeners and bring in younger ones. If your outgoing guy makes the endorsement, it will work."

"People trust the morning man; he's part of the family. When a family member says, 'This is what I'm doing, why I'm doing it,' and someone from another station in the family says, 'This is what it's supposed to accomplish. They abided by market rank reemergence. The station and local artist's chart and local artist must be seen."

**Alternate Routes**

It's not unusual for GMs and PDs to conduct role-playing sessions. Bernstein said a GM should ask his PD in such sessions what he'd do if his morning man were to quit the next day, calling that query "one of the most important questions an FSA PD will deal with. Not having an answer can really cost the radio station. It's important to have an alternate game plan in place, because you never know what's going to happen."

**Building Bench Strength Pays**

The longevity of Full-Service AC morning personalities such as J.P. McCarthy (WJR/Detroit), Bob Steele (WTC (AM)/Hartford), Wayne Perkey (WHAS/Louisville), Boone & Erickson (WCCO/Minneapolis), John Signa (KDKA/Pittsburgh), and Harden & Weaver (WMAL/Washington) is legendary. Finding comparable replacements isn't an enviable task.

WJW/Cincinnati AM driver Jim Scott is a 20-year wakeup duty vet. He's spent about five of those years at the Clancy powerhouse. His contract runs through the end of the year, and PD/OM Vance Dillard hopes to extend it.

"I wouldn't want Jim to be available to someone else in the market," Dillard indicated. "It would be very tough for us to hire a replacement from another station in town. The type of people we need don't exist here. [Crostown FSA competitor WORC morning man] Jerry Thomas would be a possibility, but I don't know if he'd hold up here."

Dillard reasoned that if he was, however, forced to seek a replacement for Scott, he'd want to see what's going to be at my bench strength.

**Full-Service Holding Steady**

The following summarizes spring Arbitron and Birch progress of Top 100 market Full-Service ACs. Column one is the station's Arbitron 35-64 spring-flush fluctuation. It's followed by market rank (spring/spring). The third and fourth columns represent Birch spring '90-35-64 share/market rank. The

<table>
<thead>
<tr>
<th>Station</th>
<th>Placm</th>
<th>Rank</th>
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<th>Ptsh</th>
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</tbody>
</table>

**Full-Service Focal Points**

- Comparing the two major ratings services, FSAs continue to perform slightly better in Arbitron.
- 62.6% of FSAs slipped 35-64 (Arbitron): 42.1% improved; 52% were flat. This is an improvement from last spring, when 60% of FSAs were down.
- The average Arbitron spring '90-35-64 increase was +2.4; the average demo loss was -2.1. WTVN/Columbus led the largest spring gain (+5.9), WRRV/Grand Rapids (-4.8) suffered the largest loss, though it maintained its No. 1 ranking.
- The average Arbitron spring '90 market rank was 2.4 (com- pared to 2.2 last spring). This spring's average Birch market rank was 2.7.
- The average FSA 35-64 demo share was 11.8 (Arbitron) and 11.3 (Birch).
- 26.3% were No. 1 35-64 in both Arbitron and Birch. The dual top- rankers were: WGN/Chicago, WLUW/Louisville, WJZ/Detroit, WTC (AM) Hartford, WIBC/Indianapolis, WTMM/Milwaukee, WCCO/Minneapolis, KDKA/Pittsburgh, WRRV/Grand Rapids, and WSYR/Syracuse.
- 47% had the same 35-64 market rank in both surveys: 44.1% of stations had higher Arbitron (compared to Birch) 35-64 rankings; and 8.8% placed higher in Birch.
- Four stations included in past FSA recaps — WHP (AM)/Harrisburg, KMOX/Louis, KNBR/San Francisco, and WMAL/Washington — are now Talk.
Too Cool to Ignore

Guaranteed phone ringer. When I first started playing the record, we got automatic phones from women. And now MEN are calling:

MIKE OBRENE/KLKY - Salt Lake City, UT

"The first time I played the record I immediately got a call from a 29 year old MALE professional. My PD played it the next day and got five calls - all from target (upper) demo females."

Vince Garcia/KAIR - Sacramento, CA

"At last a love song with a smile. Jill tested well for a new artist in our initial callout and the research was good enough for airplay on KLSY."

Bob Brooks/KLSY - Seattle, WA

Instantly got phones from upper demo females. Over the past few weeks, the Jill Sobule record has now become a staple for our audience:

Greg Rambouskay - McAllen Brownsville, TX

"What Jill says in this song is hitting home with our target demo!"

Carla Foskett - Phoenix, AZ

"It's working and sounds good on the air. No negatives. WTMF is a mainstream A/C and Jill fits just perfect."

Mark McKinney/WTMF - Johnson City, TN

"Immediate female position reaction on the first spin."

Tom McSweeney, WFMK - Lebanon, ME

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ONE OF THE MOST ADDED

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"Too Cool to Fall in Love"
The New Single From The Debut Album
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Fresh Patriotic Promotions

Most Country radio stations have been heavily involved in the wave of patriotic fever which has swept the nation since U.S. troops were sent to the Persian Gulf. Stations everywhere have been assailing support for the troops through various promotions.

When KRAK-AM & FM/Sacramento's OM Don Langford called in to describe his station's activities, he pointed out that it's important to keep the promotions fresh — especially in a situation that threatens to drag on for a long period of time.

"It's difficult to sustain the enthusiasm for what you're doing over a long period of time," he said, "Giving the jocks something positive to focus on helps them maintain an up attitude."

He also advocated relating much of what you do on-air to the overseas situation. For example, include the temperature in Saudi Arabia or note the overseas temperature reading.

"With that in mind, here are a few things stations around the country are doing that you might be able to incorporate...

Flag-Waving Promotions

KRAK dedicates each hour to an individual serviceman; his name and unit are mentioned several times within the hour. Those saluted are selected from cards and faxes sent in by relatives. Messages from those friends and family members are included in the hour. On Fridays people come by the station to deliver their messages personally. "Another way to increase the intensity," noted Langford.

The shows are mailed to the serviceman in Saudi Arabia. Langford said the programs are also giving airplay on marine radio aboard ships. He said the shows will continue to be aired in all dayparts until they begin to wear. Then they will be featured in select dayparts.

KISS 'N TELL — The folks at GSN/Edmonton are very proud of their logo, which includes a big red lip set. So they couldn't help but notice when those lip set were left out of some promotional pieces from the Canadian Country Music Association. PD Ruth Bakley (#) and Promotions Manager Debbie O'Brien did more than feel Country Music Week Chairman Bill Maxon to read their lips — the two pucked them up and papered their truck with hundreds of GSN logos.

HAVE YOU HEARD

KWNR Challenges KFMS

KFW-AM & FM/Las Vegas, which has been on the defensive over a "Price War" with KFMS-AM & FM, is demanding the station's "No Slack For Iraq" bumper sticker.

KFMS-Harlingen, TX posted a bounty of $500 for the gas station offering the lower price. The "air price war" finally resulted in a local outlet pumping 1000 gallons of free gas and donating the $500 to the Muscular Dystrophy Association.

Harvey Tate, President of KTEX and Tate Communications, matched the donation. An additional $700 in donations was collected from those receiving free petrol.

Another KFMS-AM & FM strategy was to give the first 40 cars that pulled in one morning. Morning team Buddy King and Peg Daniel emphasized those in line to their horn-to "let the wacky Iraqi know they were still around."

KRTY/Sacramento, CA is very proud of that flagf Mx. Snaider is now MD Jay Taylor to PD. Steve Sawyer is now MD.

People

WDEW/Williams, PA is doing an airshift at WCEO Sports. WDEW/ED Bob Cook is now handling PD chores. 

KWNR is now on the market 12-10 and consistently wins 25-54. Only KHR and KLUC-AM & FM regularly post double-digit numbers. The last five Arbitrons for KFMS-AM & FM have been 10.3, 10.6, 10.2, 10.1. KFMS-AM's 12+ numbers for the same period have been 2.6, 2.4, 2.7, 2.9, 1.9.

Programming

KTRY/Springfield, MA is Mike Serrell is now a full-timer at KWNR. His duties include weekday mornings and weekend mornings.

KFW/Des Moines, IA has flipped to Country as KBGM.

KXLY/Payetteville, AR is now booming with 100kw, an upgrade from 300kw.

Radio Free Dolly — Dolly Parton recently purchased WSEV & WDLY/Seville, TN and celebrated by giving away 1000 tickets to a concert at Dollywood's Celebrity Theatre. With her are Station Manager Dave Wilson (#) and OM Adrian Charles. The Mike on the table in front of them is the one Dolly used to record her first song at WSEV in 1955.
MUSIC MEMO

Covers, Copyrights, & Custom Cuts

You say you're looking for interesting tidbits to impress your listeners and friends. Bunky? Well, you've come to the right place.

- Kenny Rogers's new Reprise LP, "Love Is Strange," includes the Even Stevens and Randy McCormick-penned "Crazy In Love." The song, currently a single for Conway Twitty, has also been cut by Keri Kelli and Holly Kaizer. The project also includes "So Little Love In The World," written by Michael Smotherman; the song recently peaked in R&B's Significant Action section for Gary Morris. Skip Ewing and Don Sampson also contributed two tunes to the Rogers LP.

- K.T. Oslin's forthcoming RCA LP, "Love In A Small Town," includes her ballad version of "Love Is Strange," the current single by Kenny Rogers and Dolly Parton. The song was first recorded by pop act Mickey & Sylvia in '62 and has been later released by Back Owens and Susan Raye in '75. Oslin's album, due in November, also includes "Cornell Crawford," the first song she ever wrote and a concert favorite.

- Clint Black will debut "Put Yourself In My Shoes," the first single and title cut from his upcoming RCA album, during the Country Music Association awards program on October 8. The song was written by Black and Shake Russell, who will ship to radio on October 4.

- Mark Chesnutt recorded his third R&R single, "Too Cold At Home," for radio stations around the country. The cuts substitute other major league teams for the Los Angeles Dodgers in the line, "We proudly wore those uniforms, just like the Dodgers did." The customizing idea came from KKEV/ KSN/ San Francisco MD Carl Brown, who has two teams (the As and the Giants) in his area.

- Gary Morris's new single, "Workin' Man Blues," was written and originally recorded by Merle Haggar. Haggar's version went to No. 1 in '69. The song appears on Morris's new "These Days" Capitol LP.

- Matraca Berg's new RCA album, "Lying To The Moon," features Emmylou Harris on background vocals on the song "Appalachian Rain." Ex-Eagle Bernie Leadon and ex-New Grass Revival member Sam Bush also contributed to the project.

- Willie Nelson's new Columbia single, "Ain't Necessarily So," was written by Beth Nielsen Chapman, who also wrote No. 1 "Nothing I Can Do About It Now," for him. The new tune is on Nelson's "Born For Trouble" LP, due in early October.

- Wild Rose's current Capitol single, "Everything He Touches Turns To Gold," wascowritten by Lionel Cartswright and Harry Stinson. The tune is on the group's forthcoming "Straight And Narrow" project, produced by James Stroud.

- Wayne Newton's new Curb single, "At This Moment," was No. 1 for Billy Vera & The Beaters on the CDR and AC charts in '87. The song, written by Vera, also reached No. 43 on R&B's Country chart.

- Hoyt Axton's new DPI album, "Spin Of The Wheel," includes a cover of "Heartbreak Hotel," the song his mother, Mae, penned for Elvis Presley. She co-wrote the song in '56 with Tommy Durden and Presley.

- BMB, RCA/Nashville's parent company, has asked the Nashville Chancery Court to decide who should receives royalties from Keith Whitley's records. According to BMG's attorneys, Whitley had asked company officials at various times to pay royalties to former manager Don Light, McFadden Artist Corp., and Rounder Records. Wife Lorrie Morgan, who is the administrator of his estate, has asked that BMG pay all royalties to the estate. BMG has asked for permission to deposit almost $85,000 in royalties in Chancery Court so it cannot be blamed for mispending the money.

NEW QUARTET? — Some 2000 guests turned out for the Seventh Annual Harlan Howard Birthday Bash, held recently at BMI. Over 20 songwriters performed at the benefit for the Nashville Entertainment Association and the Nashville Songwriters Association International. Among the well-wishers were (l to r) Waylon Jennings and wife Jessi Colter, Roger Miller, and BMI VP Roger Sova.

Stars on October 9. Candidates are voted on by the Country Music Foundation Board of Trustees.

— Ken Tucker
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If You Don't Buy It, Your Competition Will!
Call 804-547-4000
MARKET EXCLUSIVE

A KILLER VOICE ON YOUR STATION!

ID's/Promos/Sweepers/Dry Voice or Produced phone or fax for a demo.
The Jim Raposa Company, Inc. (401) 846-2825 •
fax (401) 841-5508 TAKE Advantage of Special Radio '90 rates!
**TOP 50 LIGHT AC TALENT NEEDED...**

**Northeast Top 50 Market...**

If you have 2-5 years of experience and want to be part of a great team, apply today! We offer a competitive salary and benefits package. Please send your resume to John Martin, VP/General Manager, at 9030 Century Park West, Los Angeles, CA 90067. EOE

**ACCOUNT EXEC.**

Northern New York's premier radio stations have a rare opening for an account executive. Solid professional with good communication skills to sell for our top-rated combos. Great commission structure, paid benefits and pension. Join a stable winning team. Resume to J. E. W. R. L., WMHT AM/FM, Watertown, New York 13601. EOE

**SOUTH**

Live voice production sought for Coastal North Carolina station. Must be experienced in broadcast production, audio editing, and computer skills. WAAP, 7167, Greenville, NC 27853. (252) 821-821 EOE

**OPENINGS**

**PROMOTION DIRECTOR**

KHYF FM/955 is looking for an individual with strong communication and organization skills to handle the responsibilities of Promotion Director. The ideal candidate will be highly creative with excellent interpersonal skills. This position requires (3) years radio experience or (5) years experience in related fields, as well as a college degree. Applicants should send their resumes to John Martin, VP/General Manager, 955, 545 E. John Carpenter Pkwy., #1560, Irving, TX 75062. KHYF is an equal opportunity employer.

**ATTENTION PROMOTION WIZARDS**

If you're aggressive, creative, and possess a great working knowledge of TV, radio, print, and new media, bring your marketing and organizational skills that make your mumma proud, rush your resume to "Thunder 96.9", 392 South McDowell Street, Suite 210, Charleston, SC 29404. WTDR is an equal opportunity employer and encourages members of minority groups and women to apply.

**NEWS ANCHOR**

If you can write and anchor concise, lifestyle newscasts and handle street reporting in a state of mind, send T&R to: Ted Houston, 1234 12th St., Charleston, SC 29403. KHYF is an equal opportunity employer.

**TOP 50 MORNINGS**

Currently doing a morning show in an unrated or top 100 plus market? Move up to a top 100, Sunbelt market on the beach! 100,000 watt CHR needs a morning personality with lots of phones, bits, comics, and energy. EOE

**NEWS DIRECTOR**

KHYF FM/955 has an opening for a News Director. This position requires 7 years on-air news experience. Qualified candidates should have also had top 50 market morning show experience. Applicants should send their tape and resume to Randy Fabrich, Station Manager, 955, 545 E. John Carpenter Pkwy., #1560, Irving, TX 75062. KHYF is an equal opportunity employer.

**MIDWEST**

**OPENING**

Opening for high energy morning AT with production skills. Must have extensive knowledge of morning show promotion and marketing: WAAP, Box 732, Laramie, WY 82070. (307) 742-2194 EOE

**RECENT GRADUATE記者**

Radio station seeks AT with production skills. Call: WMHT-FM, Lampe-Way, 971-473-1933. EOE

**GENERAL MANAGER**

Top 100 West Coast FM Music station seeks sales oriented General Manager. Must be able to run a lean & mean operation. Fantastic upside potential. Respond to: Radio & Records, 1930 Century Park West, #208, Los Angeles, CA 90067. EOE

**LARGE MARKET**

Full service AC seeking AT, conceptual, lively, talk host with strong production and promo skills. Must have natural humor, good phones, T&R to: Radio & Records, 1930 Century Park West, #208, Los Angeles, CA 90067. EOE

**MAJOR MARKET**

Looking for ALL SKILLS. It doesn’t matter where you’ve been as long as you sound great! Proven people preferred. RPM MONEY for great talent. Rush T&R, tape & resume to Radio & Records, 1930 Century Park West, #208, Los Angeles, CA 90067. EOE

**MORNING PERSONALITY**


**WEST**

Public radio KCSN seeks Development Director. Suburban LA location. CSU, 1111 Northfield Street, Administration 614-4, Northridge, CA 91330

Southern California Oldest FM seeks full time Air. KMST, 7251 11th Street, #209, Los Angeles, CA 90067. EOE

**MIDWEST**

IMMEDIATE OPENING

Must have country background. Must eat and sleep country music. One of the best respected country stations in the Midwest. Must be a team player and want to be involved. Please send resume and tape to WJII RADIO, Leigh Ellis, 2755 Sager Street, Valparaiso, IN 46383, or call (219) 482-8125.

**MORNING DRIVE PERSONALITY**


**MORNING SHOW OPENINGS**

If you’re ready to move up to a Top 50 market and can entertain in a top-notch, quick and multi-demonstrated fashion, you should apply. Expect the best! Need someone to take over morning show. T&R/MD/Full Time. T&R to: Radio & Records, 1930 Century Park West, #208, Los Angeles, CA 90067. EOE

**PROGRESSIVAM**

Top 10 West Coast FM turnaround. Top salary. Required experience programmed in highly competitive market with personality radio. Must be a team player and want to be involved. T&R to: Radio & Records, 1930 Century Park West, #208, Los Angeles, CA 90067. EOE
CHIEF ENGINEER
Top 10 West Coast FM seeks experienced Chief Engineer for major market. Background capable of assuming group engineering responsibility. Prior experience with studio and tower planning necessary. Excellent compensation with great career potential. Radio & Records, 1930 Century Park West, #201, Los Angeles, CA 90067, EOE

POSITIONS SOUGHT
Use my talents! Seven years small-market AT/PO/MN-house experience. Will relocate. DIAL: (812) 451-1507 or (312) 922-4067.

Creative enthusiastic conversational AT seeks small or medium market CD/DX/OR/AC. Seven years experience, degree, will relocate. Radio & Records, 1930 Century Park West, #201, Los Angeles, CA 90067, EOE

Positions open for creative, seasoned, knowledgeable on-air personalities with proven track record. Seeks major market to air. (312) 463-3785. FAX (312) 259-0242.

Attention Top 100! Good guys don’t always finish last. MD ready to analyze your competition. Serious only. CALL: (310) 482-7787.

Seeking that special AT? I provide the literacy with entertainment, companionship, and a sense of well-being. E-mail: JAE.THOMAS@RADIO.COM, (202) 722-6009.

Experienced, reliable market AT for over ten years, well known in SE or SW market. FT challenge available in NW Ohio/DX/OR/AC. Seven years experience, degree, will relocate. Radio & Records, 1930 Century Park West, #201, Los Angeles, CA 90067, EOE

Attractive market AT with sales experience, strong voice. Pays better than DX/OR/AC, know the business. Write: P.O. Box 60, Marblehead, MA 01945.

R & R Opportunities

R & R Opportunities

Display Advertising
Display: $55 per inch per week (maximum 35 words per inch). Includes border and logo.

Radio & Records records provide free (24 words or less) for up to 24 days prior to radio and record companies in Openings. Free Opportunities listings should be typewritten or printed on 8 1/2” x 11” paper and are accepted only by mail or by fax: (303) 877-872. Address all 24-word ads to R & R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R & R Opportunities

Free Advertising

Radio & Records provides free (24 words or 3 trips) for up to 24 days prior to radio and record companies in Openings. Free Opportunities listings should be typewritten or printed on 8 1/2” x 11” paper and are accepted only by mail or by fax: (303) 877-872. Address all 24-word ads to R & R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.
CIENE
URBAN CONTEMPORARY BREAKERS.
UC DEBUT NOW ON 61 UC REPORTERS INCLUDING:
WDAS WHUR KHYS K97 WGCI WJLB KPRS
WAMO WKYS WGZB WYLD WZAK WTLK WMVP
KMJM ...AND MANY MORE!

CAMEO
CLOSE QUARTERS
URBAN CONTEMPORARY BREAKERS
UC DEBUT 35
NOW ON 61 UC REPORTERS INCLUDING:
WDAS WHUR KHYS K97 WGCI WJLB KPRS
WAMO WKYS WGZB WYLD WZAK WTLK WMVP
KMJM ...AND MANY MORE!

ATLANTA ARTISTS
MERCURY
### EAST

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<td>Tony Wright</td>
<td>New York</td>
<td>NY</td>
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<td>Miami</td>
<td>FL</td>
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<tr>
<td>Donnie Taylor</td>
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<td>GA</td>
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<tr>
<td>Jessica Jones</td>
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### SOUTH

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<td>Dallas</td>
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<td>Del Spencer</td>
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<td>John Smith</td>
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### MIDWEST

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<td>Chicago</td>
<td>IL</td>
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<tr>
<td>Scott</td>
<td>St. Louis</td>
<td>MO</td>
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### WEST

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<td>San Francisco</td>
<td>CA</td>
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<tr>
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<td>Seattle</td>
<td>WA</td>
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<tr>
<td>William</td>
<td>Portland</td>
<td>OR</td>
<td>555-5555</td>
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</tbody>
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**94 Current Reporters
96 Current Reports

Called in Froshon Report (1):

WEAS/Savannah
K.M. Oldies is a new Urban reporter.**
BREAKER!!

HI-FIVE
"I Just Can't Handle It"

Hi-spirited. Hi-energy.
Hi-Five are five teens from Texas and Oklahoma.
who score hi-marks with their debut album, "HI-FIVE."
Featuring "I Just Can't Handle It," "Just Another Girlfriend," "I Can't Wait Another Minute"
and "Too Young." It's hi-time you listened.

ON OVER 60 UC REPORTERS
INCLUDING
WBLS KHYS WYLD
WAMO KMJQ WOWI
WHUR K97 WGCI
WKYS WHQT WTLQ
K104 KPRS

GLENN JONES
"Can We Try Again"

ON 55 UC REPORTERS
INCLUDING
WDAS WGZB WOWI
WHUR WHQT WZAK
WKYS WMYK WMVP
K104 KMJM

JONATHAN BUTLER
"Heal Our Land" BREAKER . . . And Beyond!
UC 37-33 Tour Starts November!
SEPTEMBER 21, 1990

TOTAL COUNTRY AIRPLAY

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NATIONAL AIRPLAY Chart

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HOTTEST SINGLES

1. STEVE WARINER/As The World Turns (RCA)
2. RICKY YORK semantic"
3. DONNY HABRETT/Bein' On My Mind (Curb)
4. MIKE HANSEN&CO./Don't Give Up On Me (Capitol)
5. MARK HOWELL/When Love Comes Crying (Capitol)
6. STEVE WARINER/As The World Turns (RCA)
7. K.T. OSLIN/Here Comes Next Monday (RCA)
8. RANDY ROYAL/Among The Giants (Curb)
9. BILLY JOE ROYAL/A Ring Where A Ring Used To Be (Atlantic)
10. SHANE DAHL/In This House (Columbia)

DOUBLE BREAKERS

MATRACA BERG
“Things You Left Undone”
Double Digit Adds Every Week!

K.T. OSLIN
“Come Next Monday”
#1 Most Added!

R&R 36 BREAKER THANKS, COUNTRY RADIO R&R 68 BREAKER
ROBIN LEE "Love Letter" (Atlantic) 25/26

BWILY & TERRY SMITH "Blue Stay Away From Me" (Capitol) 26/7

NITTY GRITTY BAND "You Made Life Good Again" (MCA) 25/8

SUZI BEATY "There's A Phone On Every Corner" (Starr) 18/3

LEE ROY PARNELL "Family Tree" (Arista) 16/15

MARSHALL TUCKER BAND "Stay In The Country" (Capitol) 13/6

JOEY DAVIS "Laying" (Warner Bros) 12/4

WILD ROSE "Everything He Touches" (Capitol) 11/10

CHRIS WALL "Empty Seat Beside Me" (Arista) 10/1

BAMA BAND "She's Movin In" (Capitol) 9/1

WAYNE NEWTON "Al This Moment" (Curb) 9/0

WAYLON JENNINGS "Where Corn Don't Grow" (Capitol) 23/9

JEFF CHANCE "Talkin' To Your Picture" (Mercury) 31/12

REBA MCENTIRE "He She or Me" (Capitol) 13/6

GARTH BROOKS "Wild Horses" (Capitol) 12/2

REBA MCENTIRE "For The First Time" (Capitol) 11/3

REBA MCENTIRE "From A Distance" (Capitol) 10/4

REBA MCENTIRE "Mary, Mary" (Capitol) 9/5

REBA MCENTIRE "Never Again" (Capitol) 8/6

REBA MCENTIRE "Let Your Love Flow" (Capitol) 7/7

REBA MCENTIRE "Shadows & Stars" (Capitol) 6/8

REBA MCENTIRE "The Bluest Eyes" (Capitol) 5/9

REBA MCENTIRE "The Trouble With Me" (Capitol) 4/10

REBA MCENTIRE "The Way I Ought To Be" (Capitol) 3/11

REBA MCENTIRE "We Don't Get To Heaven by Ourselves" (Capitol) 2/12

REBA MCENTIRE "When The Blanche Comes" (Capitol) 1/13

REBA MCENTIRE "You're My World" (Capitol) 0/14

GARTH BROOKS "Highway" (Capitol) 13/6

GARTH BROOKS "I Do" (Capitol) 12/2

GARTH BROOKS "I'm Still Yours" (Capitol) 11/3

GARTH BROOKS "Let's Go" (Capitol) 10/4

GARTH BROOKS "Love Is A Highway" (Capitol) 9/5

GARTH BROOKS "Need You Now" (Capitol) 8/6

GARTH BROOKS "Never Alone" (Capitol) 7/7

GARTH BROOKS "You and I" (Capitol) 6/8

GARTH BROOKS "You Can Run But You Can't Hide" (Capitol) 5/9
First Artist To Achieve FIVE #1 Singles From A Debut Album In Any Music Format

**CONGRATULATIONS CLINT!**

And A Very Special Thank You To Everyone At RCA, Radio and Retail For Helping Clint Make Music History

Howlin' Hits Music, Inc. (ASCAP)
A Division of Hamsteln Publishing Company, Inc.
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<td><strong>HOTTEST</strong></td>
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<td>Texas (Capitol)</td>
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<tr>
<td>Willie Nelson (Capitol)</td>
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- **COUNTRY ADDS & HOTS**
- **186 Current Reporters**
- **181 Current Playlists**

Called in Proven Playlist (3):
- KPRC/Sparks
- WANC/Louisville
- WGAH/Cleveland

Did Not Report, Playlist Proven (1):
- WTNT/Tallahassee
## New & Active

### Rotation Breakouts

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<th>Total Placement</th>
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<td>72</td>
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<td><strong>Phil Collins</strong></td>
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<td>3</td>
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<tr>
<td><strong>Heart</strong></td>
<td>73/4</td>
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<td><strong>Linda Ronstadt</strong></td>
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**Scrambled Critics**

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**Hottest**

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**Scrambled Critics**

*Most Added*
ANSWERS

to frequently asked questions . . .
(or how to get more out of your R&R).

#5. How does R&R handle letters to the Editor?
We're more than happy to publish letters that address concerns of our readership as a whole or make a constructive point. Send them to Gail Mitchell, Executive Editor.

#6. How are your guest columnists chosen?
R&R provides its readers winning strategies from the top creative minds of our industry. John Parikh, Rob Balon, and Jeff Pollack are among the experts who contribute guest columns to R&R. If you feel your expertise offers a unique and constructive view, contact Gail Mitchell, Executive Editor.

#7. How do I get an ad in the “Free Classifieds”? 
R&R provides a free listing of 24 words or less to radio stations and record companies looking for personnel in “Openings” or individuals seeking work in the industry in “Positions Sought”. The listings are included on a space-available basis only, and for a single week. If you wish to have the ad run more than once, the listing should be resubmitted for each week. All listings must be received in writing. Deadline for submission is the Thursday of the week before publication (i.e., copy deadline for the issue dated March 11, 1989 is Thursday, March 9).

Advertising space, including more words per inch, a headline, and a border, may be purchased in “Openings” or “Positions Sought” for one or more weeks as an “open” ad or a “blind box.” Contact the R&R Opportunities Department at (213) 553-4330 for terms, prices, and deadlines.
**PLAYLISTS** — Artists are listed by each station's rotation in the highest rotation that any of their albums tracks is reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

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

Symbols:
- 'a' — Album or track is newly reported.
- 'L' — Other tracks from that album are in those rotations (medium or light).
- A "frozen" list indicates that a current report was not recorded.

**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-formaat competitor are assigned a lower parallel.
Continued on next page
REGIONAL AOR ACTIVITY

WEST (Continued)

KLOS/Los Angeles (213) 946-6420
95.5
KSPX/Salt Lake City (801) 283-5401
KURL/Portland (503) 223-1011
KUSC/Culver City (310) 394-4956
KMBZ/Monterey (650) 645-7250
KFWF/Chico (916) 343-2031
KYGO/Santa Barbara (805) 967-4011
KAIY/Zaragoza (619) 822-4000
WONK/Long Island (516) 932-6900

ADDS & HOTS
P2

WHTW/Auburn Park (518) 434-9112
Rich Robinson
KATH/Albuquerque (505) 319-0337
Jerry Kaan

KUPX/Phoenix (602) 858-3062
KQGF/San Francisco (415) 794-8967
KPOJ/Sacramento (916) 357-2300
KZED/Eugene (541) 342-7864
KQX/Reno (702) 837-0405
KONA/Garrett Pass (719) 374-7584
KBOO/Portland (503) 770-2244
KSMU/Starkville (662) 377-5388
KFFA/Santa Rosa (707) 345-6000
KCJL/Chicagoland (708) 329-4114
Andy School

KROG/Los Angeles (213) 805-1187
Andy Aiken

KUSI/San Francisco (415) 388-3672
Andy Aiken

KZAP/Sacramento (916) 831-2100

P3

WSGL/Beaver PA (724) 272-5535
Terry Poynter

WEZ/Philadelphia (215) 322-4277
Dave Ecks

WCMF/Dallas (214) 632-9000
Alex DeLucia

192 Current Reporters
176 Current Playlists

Called In Frozen Playlist (1):
KUSI/Portland

Did Not Report, Playlist Frozen (3):
WALR/Portland
WIXL/Richmond
WSUM/Milwaukee

Did Not Report For Three Consecutive Weeks, Not Used In This Week’s Data (1):
WEBN/Cincinnati

182 Current Reporters
176 Current Playlists

NEW ROCK

WFTX/Brantford (519) 858-3006
Mae Max

KEDT/Beaumont (409) 832-6512

WKNR/Des Moines (515) 345-0335

KJKJ/Medford (541) 347-6969

KZQX/Bakersfield (661) 329-6245

KXWE/Lake City (951) 333-3315

28 Current Reporters
28 Current Playlists
GONE ROMANO, WDVE: "From the moment we put 'My First Million' on the air, we've gotten tons of calls! And they're still coming!"
King Swamp

Wiseblood

Guitar grooves.
Slabs of bass.
Rampaging funk.
Sonic assault.
Stripped down.
Geared up.

Ready to rock.

The first track. From the just-released album Wiseblood. Produced by Bob Clearmountain and King Swamp.
## AOR Albums

### September 21, 1990

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<td>&quot;Boys&quot; (161)</td>
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<td>&quot;Days&quot; (157)</td>
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<td>&quot;Night&quot; (148)</td>
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<td>&quot;While&quot; (136)</td>
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<td>&quot;Seven&quot; (12)</td>
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<td>&quot;Young&quot; (152)</td>
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<td>&quot;Enuff&quot; (112)</td>
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<tr>
<td>&quot;Something&quot; (31)</td>
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<td>(Warner Bros)</td>
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### Breakers

#### Robert Cray

- Midnight Stroll (Mercury)
- "Warrant" (Cherry Pie, Columbia)
- 79% of our reporters on it.

#### Don Dokken

- Up From The Ashes (Geffen)
- 64% of our reporters on it.

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**JUST THE FACTS, MAN!**

**ROGER WATERS/BRYAN ADAMS**

*"Young Lust" From "The Wall"

**ROBERT CRAY**

*"The Forecast (Calls For Pain)"

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**MOST ADDED**

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<td>NEIL YOUNG &amp; CRAZY HORSE (69)</td>
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**HOTTEST**

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**NEW THIS WEEK:**

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<tr>
<td>&quot;MIRACLE&quot;</td>
<td>JON BON JOVI</td>
<td>Mercury</td>
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**WALTERS/BRYAN ADAMS**

*"Young Lust" From "The Wall"*
STYX

Dennis DeYoung
James Young
Glen Burtnik
John Panozzo
Chuck Panozzo

"Love Is The Ritual"

"Love Is The Ritual," the first track from the forthcoming album
Edge Of The Century
Produced by Dennis DeYoung
Management: Ron Welner Entertainment

BREAKER
TRACK DEBUT 25
AN AOR MOST ADDED
NOW ON

121 AORS OUT OF THE BOX, INCLUDING
WIYY
WBCN
WDVE
WKLS
KTXQ
KLOL
WXTB
WYNF
WLUP
WLLZ
WRIF
KYYS
WLZR
WQFM
KSHE
KLOS
KUPD
KRXQ
KZAP
KBER
KGB
KOME
KSJO
KISW
### AOR TRACKS

**Most Added**

<table>
<thead>
<tr>
<th>Track</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay the Night</td>
<td>INXS/Suicide (131)</td>
</tr>
<tr>
<td>Heartland</td>
<td>INXS/Suicide (138)</td>
</tr>
<tr>
<td>American Beauty</td>
<td>BAD COMPANY/Roys (115)</td>
</tr>
<tr>
<td>Believe</td>
<td>ERIC JOHNSON/Criff (31)</td>
</tr>
<tr>
<td>Talk Of The Devil</td>
<td>WARRANT/Cherry (28)</td>
</tr>
<tr>
<td>Summertime</td>
<td>SLAUGHTER/Fn (28)</td>
</tr>
<tr>
<td>Keep It Real</td>
<td>GUNS N' ROSES/GiGi (25)</td>
</tr>
<tr>
<td>Just Like Heaven</td>
<td>DAMN YANKIES/Rig (20)</td>
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<tr>
<td>The Look Of Love</td>
<td>GARY MOORE/GiGi (29)</td>
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**Hottest**

<table>
<thead>
<tr>
<th>Track</th>
<th>Artist</th>
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<tbody>
<tr>
<td>Electric Avenue</td>
<td>AC/DC/Thunderstruck (156)</td>
</tr>
<tr>
<td>Rock &amp; Roll / Good Times</td>
<td>VAUGHAN BROTHERS/Tick (147)</td>
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<tr>
<td>Take Me Back</td>
<td>STYX/Love (120)</td>
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<tr>
<td>Come Together</td>
<td>BOB DYLAN/1967 (118)</td>
</tr>
<tr>
<td>Love Medley</td>
<td>TOMMY CONWELL/Symphonies (22)</td>
</tr>
<tr>
<td>The Last Supper</td>
<td>JEFF HEALEY BAND/Whale (97)</td>
</tr>
<tr>
<td>Encore</td>
<td>CURE/Former (26)</td>
</tr>
<tr>
<td>In The End</td>
<td>COLIN JAMES/Keep (19)</td>
</tr>
<tr>
<td>River</td>
<td>JOHNNY VAN ZANT/Hearts (18)</td>
</tr>
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**Most Requested**

<table>
<thead>
<tr>
<th>Track</th>
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<tbody>
<tr>
<td>Electric Avenue</td>
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<td>Rock &amp; Roll / Good Times</td>
<td>INXS/Suicide (138)</td>
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<td>The Last Supper</td>
<td>BAD COMPANY/Roys (115)</td>
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<td>Love Medley</td>
<td>BAD COMPANY/Roys (32)</td>
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<td>Love Medley 2</td>
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<td>Love Medley 3</td>
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<td>La Cucaracha</td>
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<td>Gimme A Kiss</td>
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<td>Keep It Real</td>
<td>DAMN YANKIES/Rig (20)</td>
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<tr>
<td>The Look Of Love</td>
<td>GARY MOORE/GiGi (29)</td>
</tr>
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### New Rock Debut

**Crystal Clear**

Crystal Clear, the first track from the new Darin Buds album, "CRAWDADDY". Produced by Morgan Street. On Columbia.

**New & Active**

- Tracks building in airplay and coming closest to charting. Numbers indicate total reports/edits, 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 bulleted. Symbols represent more (+), less (-), or 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 reaching Breaker status the first week they are reported by at least 60% 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.
LOCK & KEY
THE FIRST TRACK FROM THE NEW ALBUM WING AND A PRAYER

Produced by Andy Johns and Michael Doman
Management Michael Striar for Jetrink Management
### EAST

**WBSB**
- **B94 FM**
  - PD: Sunny Joe White
  - MD: Jerry McKenna

**KISS**
- **KKBE**
  - PD: Steve Wysocki
  - MD: Cheryl Broz

**Q96 FM**
- **KSAQ/San Antonio**
  - PD: Leo Vela
  - APD: Lee Cruz
  - MD: Riko Olveriz

**POWER 99 FM**
- **PD**
  - Rick Stacy
  - MD: Lee Chesten

**NEW YORK**

**WAVA**
- **105.5 FM**
  - PD: Chuck Beck
  - APD/MD: Dave Elliott

**Z100**
- **105.5 New York**
  - VP/Dir. Ops. & Prog.: Steve Kingston
  - APD/MD: Frankie Blue

**WBLI**
- **Long Island FM 106**
  - VP/Programming: Bill Terry
  - MD: Mark Lobel

**EAGLE 106**
- **95.5 FM**
  - PD: Todd Fisher
  - APD/MD: Jay Beau Jones
  - Music Coord.: Chuck Tosi

**MIX**
- **96.5**
  - PD: Marc Aronowitz
  - APD: B.J. Hart
  - MD: Jeff Kapogi

**SOUTH**

**WZOU**
- **94.5 FM**
  - PD: Steve Rivers
  - MD: Cadillac Jack McCarney

**B97**
- **New Orleans**
  - PD: Greg Roling
  - APD/MD: Joey GIOVINGO

**KHMX**
- **106.7 FM**
  - PD: Guy Zapatas
  - OM: Jeff Scott
  - APD: Kurt Kaly
  - MD: Michael Newman

**POWER 104**
- **PD**
  - John Clay
  - APD: Mike Zook
  - MD: John Loeby

**Q105**
- **Tampa**
  - VP/Dir. Ops. & Prog.: Steve Kingston
  - APD/MD: Frankie Blue

**KKBQ**
- **105.5 FM**
  - PD: Dave Hallam
  - APD: John Cook
  - MD: Mike Snow

**Z104**
- **The #1 Hit Music Station**
  - PD: Chris Bailey
  - MD: Beaver Cleaver

**Y95**
- **APD**
  - J.J. McKay
  - MD: Mike Easterlin

**KHYI/105.5**
- **Dallas**
  - Station Mgr: Randy Kabinch
  - APD: J.J. McKay
  - MD: Mike Easterlin

**92 PRO**
- **FM**
  - Providence
  - PD: Paul Cannon
  - MD: Tony Bristol

**92 THE BEAT**
- **92.1**
  - PD: Todd Fisher
  - APD/MD: Jay Beau Jones
  - Music Coord.: Chuck Tosi

**MIX 96.5**
- **Houston, TX**
  - PD: Marc Aronowitz
  - APD: B.J. Hart
  - MD: Jeff Kapogi

**POWER 99 FM**
- **PD**
  - Rick Stacy
  - MD: Lee Chesten
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>PD</th>
<th>OM</th>
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<td>KKLQ-FM</td>
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<td>OM</td>
<td>APD</td>
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</table>

*Midwest*
### CHR P1 PLAYLISTS

#### CHR P1A

**KWSS** 94.5 - San Jose
- PD: Larry Morgan
- AP/MD: Rich Antom
- Format: Mainstream CHR

**KWSS** 94.5 - San Jose
- PD: Dave Ferguson
- MD: Alie D
- Format: Mainstream CHR

**WPGC** 95.5 FM - Washington, D.C.
- VP/Programming: Bill Tanner
- PD: Frank E. Walsh
- MD: John Rodgers
- Format: Mainstream CHR

**X106** 97.7 - San Jose
- PD: Ken Richards
- MD: Ross Knight
- Format: Mainstream CHR

**X100**
- KXXX (X100) - San Francisco
- PD: Dan O'Toole
- MD: Mike Kelly
- Format: Mainstream CHR

**102.5**
- WMQ/Philadelphia
- CM: Mark Driscoll
- PD/MD: John Roberts
- Format: Mainstream CHR

**HOT 102**
- WLUM/Milwaukee
- CM: Kevin McCabe
- MD: Dana London
- Format: Mainstream CHR

**99.1 KGKI FM**
- Quadraples the Music!
- KGKI/Riverside
- CM/PD: Larry Martino
- APD: Steve Craig
- MD: Harley Davidson
- Format: Mainstream CHR

**KMEI 106 FM**
- San Francisco
- PD: Keith Naftali
- MD: Hosh Gurel
- Format: Mainstream CHR

**Power 105 FM**
- KPWR/Los Angeles
- PD: Jeff Wyatt
- Format: Mainstream CHR

**Power 92 FM**
- KFFR/Phoenix
- VP/Programming: Steve Smith
- APD: Paco Lopez
- Prog Coord: Christopher Dano
- Format: Mainstream CHR

**KZZP 104.7 FM**
- The Number One Music Station
- KZZP/Phoenix, AZ
- PD: Bob Case
- MD: Danny Sanders
- Format: Mainstream CHR

**HOT 97 FM**
- WQHT/New York
- CM: Joel Salbert
- MD: Kevin McCabe
- Format: Mainstream CHR

**HOT 97 FM**
- WQHT/New York
- CM: Joel Salbert
- MD: Kevin McCabe
- Format: Mainstream CHR

**Pirate Radio**
- Los Angeles
- PD: Greg Cassidy
- MD: Dana London
- Format: Mainstream CHR

**KZMT**
- Salt Lake City
- PD: Lou Simon
- MD: John Griffin
- Format: Mainstream CHR

**FM102**
- Sacramento
- CM/PD: Bob White
- MD: Mike Termack
**UB40**

"THE WAY YOU DO THE THINGS YOU DO"

"Instant familiarity and incredible hit potential across the board. 65% familiar and tested #1 for hit potential out of 44 records!"

Gwen Roberts, KIIS/Los Angeles

"Blowing out in 18-34 female callout!"

Guy Zapoleon, KHMX/Houston

<table>
<thead>
<tr>
<th>49/12 Including:</th>
<th>KSMB 9-7</th>
<th>K106 27</th>
<th>K106 36-31</th>
<th>KKBQ 7-3</th>
<th>KIIS 20-14</th>
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<td>WXKS</td>
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<td>WPHR 22</td>
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<td>KCPX 25-21</td>
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</table>
Please note, frozen playlists are indicated with an "F" next to the previous week's chart position.

RAR's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

P1-A Reporters: Selected leading-edge major market CHR stations whose playlists diverge significantly from mainstream CHR hits.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

259 REPORTS

A

ADVENTURES OF STEVIE V
"Dirty Cash (Money Talks)" (Mercury)
Total Reports: 91

ALIAS
"More Than Words Can Say" (EMI)
Total Reports: 14

ANITA BAKER
"Soul Inspiration" (Elektra)
Total Reports: 29

B

AFTER 7
"Can't Stop" (Virgin)
Total Reports: 202

BLACK BOX
"Everybody" (RCA)
Total Reports: 187

BLACK BOX CONTINUED

MADIAN
"Knockin' Boots" (Epic)
Total Reports: 65

C

ABBA
"Dancing Queen"
Total Reports: 70

BREATHES
"Say A Prayer" (A&M)
Total Reports: 230
<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
<th>Total Reports</th>
<th>Parallels</th>
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<tr>
<td>DINO</td>
<td>Romeo Island</td>
<td>LP: Swing</td>
<td>204</td>
<td>468</td>
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<tr>
<td>EN VOGUE</td>
<td>Lies (Atlantic)</td>
<td>LP: Born To Sing</td>
<td>110</td>
<td>275</td>
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<tr>
<td>GENE LOVES JEZEBEL</td>
<td>Jealous (Geffen)</td>
<td>LP: Kiss Of Life</td>
<td>65</td>
<td>275</td>
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<tr>
<td>HALL &amp; GATES</td>
<td>So Close (Arista)</td>
<td>LP: Change Of Season</td>
<td>131</td>
<td>516</td>
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<td>TRICIA LEIGH FISHER</td>
<td>Empty Beach (Acol)</td>
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<td>195</td>
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<td>JOHNNY GILL</td>
<td>My, My, My (Motown)</td>
<td>LP: Johnny Gill</td>
<td>163</td>
<td>136</td>
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<tr>
<td>DURAN DURAN</td>
<td>Violence Of Summer (Capitol)</td>
<td>LP: Liberty</td>
<td>62</td>
<td>225</td>
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<tr>
<td>M.C. HAMMER</td>
<td>Pray (Capitol)</td>
<td>LP: Please Hammer Don't Run In</td>
<td>106</td>
<td>36</td>
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<tr>
<td>HUMAN LEAGUE</td>
<td>Heart Like A Wheel (A&amp;M)</td>
<td>LP: Romantic</td>
<td>102</td>
<td>59</td>
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<tr>
<td>BILLY IDOL</td>
<td>L.A. Woman (Chrysalis)</td>
<td>Total Reports 102 70S</td>
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<tr>
<td>JAMES INGRAM</td>
<td>I Don't Have The Heart (WB)</td>
<td>Total Reports 270 305</td>
<td></td>
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<tr>
<td>JANET JACKSON</td>
<td>Black Cat (A&amp;M)</td>
<td>Total Reports 270 305</td>
<td></td>
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<tr>
<td>GLENN MEDEROS</td>
<td>All I'm Missing Is You (Amberst/MCA)</td>
<td>Total Reports 176 465</td>
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<tr>
<td>GEORGE MICHAEL</td>
<td>Playing For Time (Columbia)</td>
<td>Total Reports 254 405</td>
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<tr>
<td>NELSON</td>
<td>Love And Affection (DGK)</td>
<td>Total Reports 213 405</td>
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<tr>
<td>MELISSA</td>
<td>Giving You The Benefit (MCA)</td>
<td>Total Reports 250 615</td>
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<td><strong>R</strong></td>
<td><strong>S</strong></td>
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<td><strong>RIGHTeous BROTHERS</strong></td>
<td><strong>SLAUGHTER</strong></td>
<td><strong>LISA STANSFIELD</strong></td>
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<tr>
<td>Unchained Melody (Verve-Polydor)</td>
<td>Fly To The Angels (Chrysalis)</td>
<td>This Is The Right Time (Arista)</td>
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<tr>
<td>LP: Greatest Hits</td>
<td>LP: Rock It To Ya</td>
<td>LP: Attention</td>
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<tr>
<td>Total Reports 215 826</td>
<td>Total Reports 78 305</td>
<td>Total Reports 208 80</td>
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<th><strong>SONY</strong></th>
<th><strong>VIXEN</strong></th>
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<tr>
<td>Ice Ice Baby (SBK)</td>
<td>Happy Chick (Atox)</td>
<td>How Much Love (EMI)</td>
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<td>Total Reports 131 515</td>
<td>Total Reports 71 285</td>
<td>Total Reports 96 278</td>
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<td>Close To You (Charisma)</td>
<td>Crack Up (Arista)</td>
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<td>LP: Raven</td>
<td>LP: World Power</td>
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<td>Total Reports 256 925</td>
<td>Total Reports 70 275</td>
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<th><strong>T</strong></th>
<th><strong>TONY! TOM! TONE!</strong></th>
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<td><strong>Feels Good (Ring/Polydor)</strong></td>
<td><strong>Total Reports 67 265</strong></td>
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<td>LP: The Revival</td>
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### Significant Action

**London Quireboys**
- "I Don't Love You Anymore" (Capitol)
- LP: "A Bit Of What You Fancy"

**Seduction**
- "Breakdown" (Vendetta/M&M)
- LP: "Nothing Matters Without Love"

**UB40**
- "The Way You Do The Things You Do" (Virgin)
- LP: "Labour Of Love II"

**Maria McKee**
- "Show Me Heaven" (Geffen)
- LP: "Days Of Thunder" 51

**Stray**
- "Shining Star" (Enigma)
- LP: "Against The Law"

**Caron Wheeler**
- "Livin' In The Light" (EMI)
- LP: "UK Rock"

**Teenage Mutant Ninja Turtles**
- "Count On Us" (MCA)
- LP: "Coming Out Of Their Shells"

**Winger**
- "Miss Away" (Atlantic)
- LP: "In The Heart Of The Young"

**Railway Children**
- "Every Beat Of The Heart" (Virgin)
- LP: "Naked Place"

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### New Artists

1. Vanilla Ice - "Ice Baby" (SBK)...
2. Sydney Youngblood - "I'd Rather Go Blind" (Arista)...
3. David Cassidy - "Lyrin' To Myself" (Enigma)...
4. Concrete Blonde - "Joy" (RCA)...
5. Adventures Of Stevie V - "Dirty Cash (Mercury)"...
6. Damn Yankees - "High Enough" (WB)...
7. Slaughter - "Fly To The Angels" (Chrysalis)...
8. SOHO - "Hippy Chick" (Atco)...
9. Deee-Lite - "Groove Is In The Heart" (Elektra)...

**Gene Loves Jezebel** - "Jealous" (Geffen)...

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**CHR Reporter Index**

- 1. Vanilla Ice - SBK...
- 2. Sydney Youngblood - Arista...
- 3. David Cassidy - Enigma...
- 4. Concrete Blonde - RCA...
- 5. Adventures Of Stevie V - Mercury...
- 6. Damn Yankees - WB...
- 7. Slaughter - Chrysalis...
- 8. SOHO - Atco...
- 9. Deee-Lite - Elektra...

- 69. Gene Loves Jezebel - Geffen...

New artists have not yet had a CHR Breaker.
TOKYO TONI TONEI "Feels Good" (Wang/Polydor)

VOCAL "How Much Love" (EMI)

PHIL COLLINS "Righteous Brothers (111)"
Reports: 101. Moves: Up 89. Debuts 2, Same 0. Adds 0.

GEORGE MICHAEL "Ng Be" (EMI)
Reports: 102. Moves: Up 88. Debuts 2, Same 0. Adds 0.

JAMES INGRAM "I Can't Help Myself"
Reports: 103. Moves: Up 87. Debuts 2, Same 0. Adds 0.

JOE BOWIE "Navy Blue"
Reports: 104. Moves: Up 86. Debuts 2, Same 0. Adds 0.

JAMES "Unbelievable" (EMI)
Reports: 105. Moves: Up 85. Debuts 2, Same 0. Adds 0.

STEVE HARRIS "The Whole Thing"
Reports: 106. Moves: Up 84. Debuts 2, Same 0. Adds 0.

MAXI PRIEST "One More Love"

BILLY IDOL "To Be Loved"
Reports: 108. Moves: Up 82. Debuts 2, Same 0. Adds 0.

CONCRETE BLONDE "Jody"

CONCRETE BLONDE "Be My Love"
Reports: 110. Moves: Up 80. Debuts 2, Same 0. Adds 0.

DURAN DURAN "Love in the Afternoon"
Reports: 111. Moves: Up 79. Debuts 2, Same 0. Adds 0.

DURAN DURAN "Love in the Afternoon"
Reports: 112. Moves: Up 78. Debuts 2, Same 0. Adds 0.

SLAUGHTER "Fly To The Angels"
Reports: 113. Moves: Up 77. Debuts 2, Same 0. Adds 0.

SOUL "Getting Up (A)
Reports: 114. Moves: Up 76. Debuts 2, Same 0. Adds 0.

BARRY MANILOW "I'm In Love With A Girl"
Reports: 115. Moves: Up 75. Debuts 2, Same 0. Adds 0.

LIONEL RICHIE "Lion Love"

SUGAR HILL "Sugar Hill"
Reports: 117. Moves: Up 73. Debuts 2, Same 0. Adds 0.

AIR "Skyscraper"
Reports: 118. Moves: Up 72. Debuts 2, Same 0. Adds 0.

BRIAN PAUL "Heart Of Stone"

DONNA SUMMER "I'm In Love With A Girl"
Reports: 120. Moves: Up 70. Debuts 2, Same 0. Adds 0.

THE KOMETA "I'm In Love With A Girl"
Reports: 121. Moves: Up 69. Debuts 2, Same 0. Adds 0.

ABBA "The Winner Takes It All"
Reports: 122. Moves: Up 68. Debuts 2, Same 0. Adds 0.

DUB "Skanking"
Reports: 123. Moves: Up 67. Debuts 2, Same 0. Adds 0.

SKIDS "Skanking"

MÖTLEY CRÜE "Same Old Story" (EMI)

TRIGE LEIGH "Fish & Chips"
Reports: 70. Moves: Up 64. Debuts 2, Same 0. Adds 0.

SYDNEY YOUNGBLOOD "I'd Rather Be Gone"
Reports: 67. Moves: Up 63. Debuts 2, Same 0. Adds 0.

M. HAMMER "Pray (Capitol)

BARRY MANILOW "The Best Of You"

CHRIS CONTE "You're The Best"
Reports: 3. Moves: Up 60. Debuts 2, Same 0. Adds 0.
NEW KIDS

Let's Try it Again.

The emotionally charged
third single from the
mammoth world-wide
album, "Step By Step."

The Top Ten Singles

1. "Let's Try It Again."
2. "Step By Step."
3. "Brother's Keeper."
4. "Mambo No. 5 (A Little "L" Joey)"
5. "The Burning Ballad."
7. "You Can't Fight It."
8. "Let's Hang On."

Dec. 1
Nov. 29
Nov. 22
Nov. 15
Nov. 8
Nov. 1
Nov. 8
Nov. 22
Nov. 29
Dec. 1
Top 5 Track: "Jealous Again"
Top 10 Track: "Twice as Hard"
The Only Band To Debut With Two Top 10 Tracks This Year
Over 500,000 Units Sold
MTV Video Music Awards Nomination: Best New Artist In A Video
Among The Year's Most Requested Bands on MTV
On This Fall's Biggest Tour With Robert Plant
The Black Crowes

Just Added In
Active Rotation On

The Asni
SELaE Track and Video

- From The
GOLD Debut Album Shake Your Money Maker.

Hard to Handle

The New Single, Track and Video

From The GOLD Debut Album Shake Your Money Maker.

Produced by George Drakoulias. Executive Producer: Rick Rubin. Management: PETE ANGELUS, BADHEART BUFFALO ENTERTAINMENT.
### CHR

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<thead>
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<th>Week</th>
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<th>Artist/Song</th>
<th>Label/Company</th>
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<td>JOHNNY GILL</td>
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<td>INXS</td>
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### Urban Contemporary

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<td>Good All Over (Mercury)</td>
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### New & Active

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### Complete Top 50 New Rock Chart

- **1.** THE PRODIGY - Firestarter (Parlophone)
- **2.** WHITECHAPEL - Beyond the Wilderness (Elektra)
- **3.** DAVID BOWIE - Absolute Beginners (Columbia)
- **4.** TINA TURNER - What's Love Got To Do With It (Capitol)
- **5.** DARYL HANLON - Something's Gotten to Me (MCA)
- **6.** HEART - Be My Baby (Atlantic)
- **7.** NINA BLACKBURN - Nothing's Changed (Atlantic)
- **8.** STREET SCENES - The Right Night (Atlantic)

### Complete Top 30 Music Chart

- **1.** JOHNNY GILL - Fairweather Friend (Motown)
- **2.** LOU REED - Waiting for the Man (Sire)
- **3.** RICK SPRINGFIELD - Drive (Elektra)
- **4.** THE RAMONES - Rocket to Russia (Sire)
- **5.** JIMMY BARNES - From the Inside (MCA)

### Complete Top 30 Country Summer Chart

- **1.** JOHN RICH - Drinkin' From the Halo (Sony)
- **2.** GARTH BROOKS - Friends in Low Places (Capitol)
- **3.** LARRY LEE LUNA - Good All Over (Mercury)
- **4.** LAS VEGAS - The Time (CBS)
- **5.** JOHN RICH - Drinkin' From the Halo (Sony)

### Complete Top 50 Country Chart

- **1.** JOHN RICH - Drinkin' From the Halo (Sony)
- **2.** GARTH BROOKS - Friends in Low Places (Capitol)
- **3.** LARRY LEE LUNA - Good All Over (Mercury)
- **4.** LAS VEGAS - The Time (CBS)
- **5.** JOHN RICH - Drinkin' From the Halo (Sony)