Radio Holds America's Hand

Networks Respond Immediately To War; Local Stations Segue Back To Music; CNN Service Hijacked

When Westwood One news producer Craig Katz answered the hotline to Saudi Arabia at 6:30pm last Wednesday (1/16) and heard a correspondent say five specific words, he knew war had started over the Persian Gulf.

"The balloon has gone up!" shouted pool reporter, ABC Radio's John Bascom. "It's starting to happen."

"Just tell us what you see," said Katz.

News Outlets Attack With Nets, Local Angles

American's News Talk and all-news stations were apparently better prepared than Saddam Hussein's Wednesday night's raid on Baghdad by U.S. and Allied forces.

Upon airing the first bulletin on the opening action of the Gulf war at about 6:40pm (EST), News-oriented stations from coast to coast activated battle plans that called upon the networks to attack the story head-on while local reporters and talk hosts laid down a supporting barrage of war-related news from the home front.

"We've been 'All Gulf, All The Time,' instead of 'All News, All The Time,'" chuckled Ray Shapire, WPAGM of KYW/Philadelphia.

With the outbreak of war, most stations turned immediately to commercial-free continuous network coverage that allowed listeners (and station staffers) to get up to speed on the rapidly unfolding Gulf situation.

By later that evening or early Thursday, stations had taken control of the story and were producing their own coverage, which continued to rely heavily on network material.

Station reporters have covered such local stories as airfare rises, security at public and military facilities, and the reaction of military families.

Network Newsrooms in Action


Bottom, Westwood One Arlington, VA newsroom in high gear following Allied invasion of Iraq. From left, Producer Craig Katz, Sr., Producer Lou Geselmann (seated), and Producer Emery Kooch.
PLATINUM ALBUM IN U.K.

"I DON'T KNOW WHAT THIS IS, BUT IT'S GREAT"

NME
The Stage is Set. Again.

The Jeff Healey Band

1989-90
- See The Light, their debut album, is released to critical raves.
- "Confidence Man," the lead track, hits Rock Radio and goes Top 10.
- "See The Light," the follow-up, makes a major impact as well.
- Album sales surpass 300,000 copies.
- "ANGEL EYES," the third track, strikes Rock Radio & crosses over to become a TOP 3 POP SMASH!
- Album sales EXPLODE past 800,000!!!!

1990-91
- Hell To Pay, their second album, is released also to unanimous acclaim.
- "I Think I Love You Too Much," the lead track, soars to Rock Radio's Top 5.
- "While My Guitar Gently Weeps," the follow-up, also goes Top 5 at Rock Radio.
- "Full Circle," the third track, becomes a Top 10 Rock track.
- Album sales already past 600,000.

January 21st, 1991
THE HEALEY EXPRESS CONTINUES!
"HOW LONG CAN A MAN BE STRONG"
The new single from The Jeff Healey Band. The Top 40 follow-up to their smash hit "Angel Eyes."

A Repeat Success Story in the Making!

Arista

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www.americanradiohistory.com
WMJI Names New Execs

Legacy Takes Over, Appoints Thacker GM; Gorman OM/PD; Feighan GSM

It took approximately nine months for Legacy to assume control of Gold outlet WMJI Cleveland from Jaeger (see related business story, Page 8). New to WMJI's management team is former GM Dean Thacker, OM/PD John Gorman, and GSM Chris Feighan.

Gorman, who will maintain his independent programming consultancy, told R&R, "We're coming out of the previous station with its guns fully loaded. I'm putting together a library and systems, and there will be changes. We plan to move to new studios and offices. The station already has great numbers, and we feel it has incredible potential in this market."

WMJI recently left AC — and such rivals as WLTF, WDKO, and WQLQ — to adopt a Gold format. Gorman explained, "This was probably the only Top 25 market that didn't have a fulltime Oldies format on FM. It was clearly overdue."

"WMJI's been operating in limbo because of the time it took for this deal to close. We have the makings of a very strong team here. Basically, it's onward and upward."

Thacker and Feighan were unavailable for comment at press time.

MCA, Left Bank Make Impact

MCA Records and Left Bank Music Group have formed Impact Records. Left Bank Management co-owner Allen Kovac will be CEO of the new full-service label, which will be distributed domestically by MCA and internationally by EMI.

MCA Music Entertainment Group Chairman Al Teller noted, "Allen Kovac is a music industry entrepreneur who has achieved success in all areas of the business. We are very excited to join him in this new label venture."

MCA Records President Richard Palmese added, "MCA Records is delighted to be working with the talented and capable Impact team in the establishment of this vital new label."

Kovac told R&R, "Our goal is to IMPACT."

Rowley Takes Nat'l CHR Post At Geffen

Michael Rowley

Geffen Records' Northwest rep Michael Rowley has been elevated to national CHR promotion. He'll continue to work out of Seattle, but will expand his contacts to the national arena, emphasizing the West Coast.

Geffen GM Al Coury said, "I've known and worked with Michael for many years when he was at other labels. He's always been a star in promotion, and to elevate him to a national position is something worthy of both his abilities and his accomplishments."

Rowley will report to national CHR promo head Peter Napolitoe, who commented, "We're happy to have Michael take on more territory. His national radio contacts are very strong and are sure to add a great deal to the promotion effort at Geffen."

Before joining the label in 1988, Rowley was National Director of Promotion for DeMann Entertainment. He's held promotion posts at Columbia, Elektra, RSO, Motown, and A&M.

Robert Fuilstone

KLOU Taps Fuilstone As VP/GM

Robert Fuilstone, two-year VP/GM at KPLR/TV-St. Louis, has been tapped as VP/GM at cross-town CBS Gold KLOU/St. Louis. Fuilstone replaces Tien Derewy, who joins Cable Ad Net/St. Louis as GM/SALES.

Fuilstone told R&R, "The data shows we have a greatly balanced audience. We consistently rank first or second 25-54 among college graduates and people with homes valued at more than $25,000. There's a very good staff here. My approach is to get to know those people as quickly as possible. I want to add some more local presence to the property."

He added that Mike Wall, former AM drive co-host on cross-town AC KYKY, will join KLOU January 29. Fuilstone was previously OM at KLOU sister station KMOX/St. Louis; Regional Director/Sales for FULLSTONE/See Page 44.

KEEPS CORPORATE DUTIES

Cagle Upped To KWOD Station Mgr.

Gerry Cagle

Royce International Broadcasting VP/Corporate Programming

Gerry Cagle has been upped to Station Manager at CHR KWOD/Sacramento, where he's been OM/PD. He'll retain his corporate duties.

Cagle told R&R, "This is part of a natural evolution for me to move into the day-to-day management of the station. I'm happy to still be involved in the programming from a corporate level, but my first priorities are to hire a new PD and GSM for KWOD."

Cagle has previously programmed WHLY/Orlando, WAPP/New York, KFRC/San Francisco, KLJH/Los Angeles, KCQF/San Diego, and WHKO/Boston.

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AVOIDING OBSOLESCENCE

The best personalities know that no matter how many years of experience you've got under your belt, there's always room for improvement. Dan O'Day explains.

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URBAN CHARTS

NEW ROCK, NAC, CONTEMPORARY JAZZ HIGHLIGHTS BACK PAGE

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If you want great adult success in CHR, who do you turn to?

KMEL, San Francisco

"Having The Research Group on our team puts us way ahead of our competitors. They really know CHR. With their help, we’ve become northern California’s #1 Music Station. They are totally dedicated to helping us maintain our #1 position and success year after year."

Paulette Williams
Vice President/General Manager

KISS, Los Angeles

"The Research Group has been invaluable in keeping KISS focused and consistent. With their expertise in CHR, they’ve helped us protect our position in an increasingly competitive market. The quality of their work is always top-rate and their people are the best."

Jay Cook
President, Gannett Radio; President/General Manager, KISS-AM/FM

WTIC, Hartford

"The Research Group really cares about the long term success of WTIC. For more than ten years they’ve helped us grow this station and defend its dominant shares. They know CHR like nobody else... they’re the best."

Bob Dunn
President, Radio Division, Chase Communications

These and over 37 CHR stations in large, medium, and small markets use The Research Group’s unique system of listener focus, strategic warfare, music testing, and marketing that brings extraordinary success. If you’re a CHR station, consider a partnership with the firm America’s top CHR stations turn to.

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
Atco Ups Pollack To Sr. Dir./AOR

Matt Pollack has been appointed Sr. National Album Director for Atco. He's served as National Album Director at the label since its reactivation two years ago, when he segued from the same position at Relativity.

Atco Sr. VP Craig Lambert said, "Matt's contributions since joining Atco in early 1988 have been considerable. His consistency in developing each of our acts, established and new, in the AOR arena is evident by our chart dominance."

WTVN Promotes Hatfield To OM

WTVN/Columbus has elevated PD Bobby Hatfield to OM/PD. He's been at the Full-Service AC nearly two years.

WTVN VP/GM Perry Frey told R&R, "Bobby's done a great job as PD, and he's been a great influence on our staff. Promoting him is a way to streamline things."

Hatfield added, "I got the promotion so I can deal more effectively with the engineering and news departments. Until now, I've had to go through the GM; now those department heads report to me. You can cut the red tape very quickly, which is really important, especial-

Estefan's Plaque Buildup

Epic brass presented Gloria Estefan with a double platinum award for her "Cuts Both Ways" album. The singer's next LP "Into The Light") is slated for release on Tuesday (11/28). Celebrating in the studio are (l-r) Epic Sr. VP Larry Stessel, VP Dan Beck, and Sr. VP Polly Anthony, album co-producer Jorge Casas, manager/co-producer/husband Emilio Estefan Jr., Gloria Estefan, Epic EP Glen Brunman and President Dave Glew, band member Teddy Mullett, and co-producer Clay Ostwald.

New York Minute

The Big Cheese converged on the Big Apple recently when Columbia artist Billy Joel (l) received a humanitarian award at the Cathedral of St. John the Divine. On hand for the ceremony were Sony Music President Tommy Mottola (l) and New York Gov. Mario Cuomo.

IT'S TIME YOU DID SOMETHING TO BE REMEMBERED FOR.

Go ahead. Spend all you want to promote your station. But if you're not getting top-of-mind awareness from listeners, you can get the same value for your money by tossing it into the next big gust of wind.

You need to be recognized. You need B.R.A.N.D.™ from Stratford Research, a powerful, proven method of positioning and marketing your station.

In today's tough times, the competition for higher ratings and bigger profits is relentless. You need the support of a strong marketing concept. A proven method of getting listeners to remember who you are.

Our Brand Recall Analysis in Diary-keeping brings your station to the top of listeners' minds and keeps it there. Exactly the position you want to be in.

Call Lew Dickey, President of Stratford Research, at 1-800-662-1166, for information and availability in your market.


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JUST HOW SENSITIVE ARE YOUR MEDIA COLLECTIONS?

When it comes to collecting past-due media receivables, one clumsy move could shatter a solid business relationship. That's why you need the sure touch of a specialist.

Szabo Associates is the only collection firm specializing in media collections, whether U.S. or foreign. We have a special knowledge of each country's media customs, language, banking practices and regulations. Call us today to turn past-due receivables into cash.
NAB Board Asked To Endorse Eureka DAB ‘Concepts’

NAB’s Board of Directors will be asked to take an aggressive stance in favor of digital audio broadcasting at its winter meeting in Naples, FL (1/26-31). NAB’s DAB Task Force wants the board to endorse the “concepts and development work” of the European Eureka 147 system as a DAB standard so terrestrial broadcasters can move to rapid implementation and “foreclose development of satellite DAB systems.”

Task Force Chairman Alan Box, President of EZ Communications, said the decision to back Eureka over Stanford Telecom’s competing DAB system was simple: “It works. I haven’t seen the other one work.” Box refused to say just how far the NAB board is being asked to go in backing the European system. “That’s their decision, not mine,” he told R&R. Box’s panel wants the NAB board to approve a package of 11 policy objectives for DAB implementation, which will be reviewed at a Saturday (1/28) briefing for group operators. Among other things, the task force is recommending that NAB take the lead to identify spectrum for DAB, endorse a technical standard, and “minimize opposition” with a rapid rollout of terrestrial DAB before satellite interests have a chance to implement their systems. “With an aggressive DAB implementation plan, radio broadcasters are in a much better position to determine their own futures and win the digital race,” the task force said.

CBS and Gannett Radio engineering officials refused to comment on yesterday’s subject matter or whether or not they are concerned about new DAB standards. CBS’s Tony Massiello and Gannett’s Paul Donahue wouldn’t even tell fellow members of the Committee for Digital Radio Broadcasting what they are working on. The independent committee is actively selecting an in-band DAB system compatible with analog FM – an approach NAB’s task force has dismissed as unfair to AM broadcasters.

NAB, NRSC Seek Radio Data Proposals

As radio moves increasingly toward digital technology, the NAB is seeking proposals to enhance current radio stations with digital displays and paging for receivers. Such a system would allow listeners to locate stations by format, using information transmitted digitally on stations’ subcarriers.

Radio Data System, already in use in Europe, was demonstrated at last spring’s NAB convention in Atlanta. “We want to find out if there are any other systems out there,” said NAB engineer Stan Salek. He said technology used in the paging industry might be used to create a similar radio system.

The NAB and the National Radio Systems Committee, whose members include broadcasters and electronics manufacturer representatives have set a February 25 deadline for system submissions. An NRSC panel plans to begin work March 14 on a voluntary U.S. standard for a radio broadcast data system (RBDS).

Although the FCC adopted NRSC’s RBDS standard at a December 1988 meeting, Salek said no such action would be needed for an RBDS since subcarriers are discontinued.

With an RBDS station would be able to display its call letters, logos, or even ads on small receiver digital displays. Another feature would interrupt CD or cassette player emergency broadcasts or traffic updates.

Radio Data System currently is used only on FM in Europe. Its designers have said, however, that some features may be applicable for use on AM subcarriers.

Back To Basics At RAB Conference

Caught up in a recession, a war overseas, and gloomy predictions for advertising spending, the RAB is emphasizing a “back to basics” attitude at its Managing Sales Conference (1/24-27) in Nashville.

Sessions for the more than 900 sales executives expected to attend will focus on such topics as selling, training salespeople, and getting paid by advertisers. For example, “10 Tips To Faster Collections In A Tight Economy” will address the new economic realities facing broadcasters. And “Creating Radio Campaigns For Troubled Times” might sound like the ultimate gloom and doom symposium – except that the speaker will be one of the funniest men in radio: Dick Orkin, President of Dick Orkin’s Radio Ranch.

Before heading to Nashville, RAB President/CEO Warren Potash pitched radio as the “niche” medium of the 1990s to a luncheon of the Ad Club of New York (1/17).

“Niche – a new word for a lot of people, an old word in our business,” he told the Madison Avenue crowd. But Potash let satisfied

Legacy-Jacor Deal Enters History Books

Carl Hirsch and Robert F.X. Sillerman’s Legacy Broadcasting Partners L.P., has finally closed its $29.75 million purchase of WMJ/Cleveland and WHYN/Nashua from Jacor Communications. Jacor Chairman Terry Jacobs said his company will post a $12.4 million profit on the deal.

“At a sale price of almost ten times trailing cash flow, we believe this sale demonstrates that professional, experienced radio operators such as Legacy Broadcasting recognize the true value of top-performing, cash flow radio properties in Top 40 markets. The transaction will serve to contradict the negative prognostications offered by many in today’s financial environment that radio station values have been significantly across the board,” Jacobs said in a prepared statement.

About $22 million of the proceeds will reduce Jacor’s senior debt, and the rest will buy back ex-President Frank Wood’s stock. That doesn’t leave anything for Jacor’s long-delayed $51.5 million purchase of KTRM & KLOL/Houston, and insiders tell R&R the 14-month-old deal looks dead.

Meanwhile, Sillerman has successfully completed a $35 million private placement for Legacy, including $21.5 million of senior debt, $7 million of senior subordinated debt, $500,000 of junior subordinated debt, and $6 million of preferred and common stock.

War Jitters Hit Radio Dealmakers

Star Media CEO Bill Stedding said the Legacy-Jacor deal nearly became the first casualty of the Persian Gulf conflict because the war jitters of several bankers, including Heller Financial, nearly derailed the deal.

“It was touch and go up to the very end. They closed the funding 30 minutes before [the Allied forces] bombarded Baghdad. If we had started bombing earlier, they might have pulled back and said, ‘Let’s see how we’ll do over the next day or two.’ It was great theater,” Stedding said.

So how will the war affect radio dealmaking? Stedding speculated it has a positive effect because early American successes “have given people confidence.” But other top bankers aren’t as optimistic.

• Rich Foreman: “The war is going to impact negatively. There’s great hesitation on the part of consumers. It’s spreading into the retail atmosphere and will hurt advertising. Vietnam was bad enough, but at least we had a stable economic climate. We don’t have that now.”

• Norman Fischer: “It can’t have much impact on dealmaking, because it can’t get much slower than it is now. But a lot depends on how long this thing lasts. There will be problems, especially in markets dependent on military bases. For instance, Kileen, TX has been totally decimated. Advertising business is off 30-40%.”

• W. W. LeGras: “I have a Jacor ad deal in Southern California. I talked to my broker Monday morning (1/21), and he said people are just sitting home watching TV. I’m stuck. It’s the same in radio – everybody’s doing a ‘wait and see.’”

• Chester Coleman: “Unless a deal is already in motion, it’s going to stall until people get enough confidence to go ahead. We’re all nervous about this. Two solid buyers I had just decided to take a pass on a deal because of war”

Olympia Stock Drops From Sight

Olympia Broadcasting is deleting its stock from public trading because investors jumped ship after the company filed Chapter 11 bankruptcy proceedings. The SEC requires companies with 500 or more shareholders to file public reports, but Olympia said only 120 people still hold its stock and only ten own its junk bonds.

Greyhound Financial Corp., which owes $3.1 million, said it no longer has faith in Olympia’s current management – including Chairman James Ireland – because of “personal infighting.” A hearing is scheduled (1/25) in Seattle’s Bankruptcy Court on Greyhound’s petition to appoint a receiver.

Other lenders getting tough these days: Fleet National Bank and Bumm, Edge & Ballew, which obtained a court order naming veteran broadcast creditor Rick Phalen as receiver of Radio Santa Barbara Inc. The company owns California outlets KIST & KMGG/Santa Barbara, KKAM & KBOI/Fresno, and KXBS/Oxnard.

SALES UPDATE

DAB

NAB

NEW YORK, NY - January 17, 1991

NAB, NRSC Seek Radio Data Proposals

As radio moves increasingly toward digital technology, the NAB is seeking proposals to enhance current radio stations with digital displays and paging for receivers. Such a system would allow listeners to locate stations by format, using information transmitted digitally on stations' subcarriers.

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"Niche -- a new word for a lot of people, an old word in our business," he told the Madison Avenue crowd. But Potash let satisfied
What do these incredibly successful country stations have in common?

WIVK, Knoxville
"We've been working with The Research Group for over seven years now, and have seen our ratings grow to almost double from the 21 share we had back then. The Research Group really knows how to maximize ratings for country stations, even if they are already on top."
Bobby Denton
Vice President/General Manager

KRAK, Sacramento
"Through the efforts of The Research Group, our FM has always been #1 or #2 and our AM has been very viable - giving us a great combo. If you're interested in improving and maintaining great ratings in country, The Research Group is it."
John Winkel
Vice President, Western Region, EZ Communications

KCYY "Y-100", San Antonio
"'Y-100' has quickly become a dominant station in the market and #1 in adults with a big lead. We're convinced that our partnership with The Research Group has been a strong contributing factor in our success. They're really the country experts."
Hugh Barr
Group Vice President, NewCity Communications

These and over 35 country stations in large, medium, and small markets use The Research Group's unique system of listener focus, strategic warfare, music testing, and marketing that brings extraordinary success. If you're a country station, consider a partnership with the firm America's top country stations turn to.

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

The Research Group
Radio's Strategic Research Team
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TRANSACTIONS

Tate Targets Arrow At $1.5 Million Arkansas FM

Busy Brokerage Week For Jorgenson, Chapin & Co.

Deal Of The Week:

KZBB/Poteau, OK- Ft. Smith, AR

PRICE: $1.5 million

TERMS: Asset sale for $1.3 million cash and $200,000 promissory note

BUYER: Tate Broadcasting, owned principally by Harvey Tate and George Hochman. The company also owns KMCA/Siloam Springs, AR; KVJY & KTJK/McAllen-Brownsville; and KMKA & KHAT/Lincoln, NE.

SELLER: Arrow Communications Inc., headed by Paul Rothluss. The company also owns WZNY/Augusta, GA; KMQJ/Quad Cities, IA; WFRG-AM & FM/UR-OM-Rome, NY; and WRLX & WFXF/Tuscaloosa, AL.

FORMAT: CHR

POWER: 100kw at 2000 feet

FREQUENCY: 97.9 MHz

FORMAT: Contemporary Christian

California

KZIO-AM & FM/Ridgecrest

PRICE: $650,000

TERMS: Asset sale for cash

BUYER: Michaels Media, owned by Pat Michaels of Corona Del Mar, CA

SELLER: Bel Air Broadcasting Corp., principally owned by Robert Rosenthal of Beverly Hills, CA

FREQUENCY: 1360 kHz; 92.7 MHz

POWER: 1kw; 1.6kw at 1296 feet

FORMAT: Gold; AC

BroKER: Mark Jorgenson of Jorgenson, Chapin & Co.

COMMENT: This combo was sold for $335,000 in August 1986

KSOI/Greeley

PRICE: $625,000

FREQUENCY: 1110 kHz; 98.9 MHz

POWER: 10kw; 100kw at 1157 feet

FORMAT: AC, the buyer plans to simulcast the AOR format of WKLT.

Louisiana

KTQQ/Sulphur (Lake Charles)

PRICE: $608,760

TERMS: Asset sale for $429,500 plus $379,260 in noncompete and consulting agreements

BUYER: 21st Century Communications Inc., headed by President Keith Baine Martin


FREQUENCY: 100.9 MHz

POWER: 3kw at 328 feet

FORMAT: Country

BroKER: Randy Jeffery Jr. of Media Venture Partners

COMMENT: This station was sold for $615,000 in January 1988.

Missouri

KFEJ/St. Joseph

PRICE: No cash consideration for 46.1%

TERMS: Stock transfer as gift to university

BUYER: The Kansas State University Foundation in Manhattan, KS is acquiring 46.1% of the station.

SELLER: Ross Beech of Hayes, KS is reducing his 50.68% ownership. Beech also owns KAYS & KHAZ Hayes, KS; KVOP & KATU/Plainview, TX; KHOI/Great Bend, KS; KLOE & KKOL/Goodland, KS; KCCO & KAAG Alliance, NE; KQO & KELN/North Platte, NE; KBWM & KHub/Hutchinson, KS; and has interests in several Kansas cable TV systems.

FREQUENCY: 680 kHz

POWER: 5kw

FORMAT: Country

TRANSACTIONS AT A GLANCE

1991 Deals To Date:

$19,479,516

(Last Year: $66,395,000)

Total Stations Traded This Year: ............ 26

(Last Year: 14)

This Week's Action: ..................... $6,829,516

(Last Year: $4,900,000)

Total Stations Traded This Week: ............ 23

(Last Year: 12)

Deal Of The Week:

KZBB/Poteau, OK- Ft. Smith, AR

$1.5 million

Closed:

December 17, 1990

KKWM-FM

Dallas, TX

from

AnchorMedia Group

to

WSB Inc.

QUESTION

Radio Station Brokerage & Financing Services

Don Bussell

Gaithersburg, MD / (301) 963-3000

Marc Hand

Denver, CO / (303) 534-3939

TRANSACTIONS

Continued on Page 13

www.americanradiohistory.com
"I've used HOT MIX both at HOT 101.5 in Jacksonville and here at WJMO-FM. It's one of, if not the, best mix shows for a mass appeal audience without sacrificing the funk!" - Keith Clark, PD, Jammin' 92, Cleveland

"HOT MIX has been a staple of WDJX for over three years. It has a large audience and has been a great way to showcase new music in the market and make it familiar." - Chris Shebel, PD, WDJX, Louisville

"HOT MIX really pulls in listeners, and is an image enhancer ... it beats the hell out of OPEN HOUSE PARTY! The show does great!" - Ken Ross, PD, 990, Toledo

"HOT MIX is a truly hit oriented mix show ... never a worry about the material being compatible with the format. A great source for revenue. Our nightclub business is booming!" - Rich Hawkins, PD, Mix 100, Pittsburgh

"HOT MIX generates the party atmosphere we want for WORO's 18-34 females on Friday nights, we're very pleased with the program. And perhaps the most unique compliment ... it's the only weekend program I've ever used that the DJs fight over who gets to take it home." - Ron Brandon, PD, 98 WORX, Grand Rapids

HOT MIX is 4 hours of today's hottest music mixed back-to-back and beat-to-beat. Each week, HOT MIX arrives at your station UNHOSTED and ready for you to localize. And ... it's the only show of its kind on CD.

For further information on how to lock-up HOT MIX for your market, contact Janet Fischer at ABC Radio Network Entertainment Programming, (212) 456-5379 or FAX (212) 456-5449. Outside the U.S. contact Radio Express at 1-213-850-1003.

Mixed by: Dave Raijput  Produced by: Andrew Starr

DON'T GET BURNT, GET HOT MIX!

Hot Mix is a trademarked logo for the exclusive use of HOT MIX affiliates.

© ABC Radio Networks
The Research Company of Choice

WAPW/Atlanta   KFI/Los Angeles
KOST/Los Angeles WHVE/Tampa
WPOC/Baltimore  KISW/Seattle
WRVQ/Richmond  WMGN/Madison
WFMS/Indianapolis KLUC/Las Vegas

To discuss programming research options for your station contact Vicki Mann or Mike Henry at (303) 922-5600

Paragon Research
The Research Company of Choice

All telephone based studies are conducted from Paragon's internal WATS facility, The Research Center.
550 South Wadsworth Boulevard, Denver, Colorado 80226
NAB Board Asked To Endorse Eureka DAB ‘Concepts’

Comments Sought
On 1500 MHz

Satellite CD Radio has stirred interest at the FCC with a technical filing claiming there’s plenty of room for its proposed satellite DAB system around 1500 MHz, if only current users would abide by federal standards for frequency use. Through more efficient spectrum use, SCDR claimed the 47 MHz bandwidth could be reallocated to DAB from aeronautical telemetry.

SCDR claimed aerospace companies and the U.S. Air Force have been separating telemetry transmitters by a “wasteful 6-10 MHz” during aircraft tests, rather than the 1 MHz or less separation required by FCC rules.

FCC official Steve Selwyn said SCDR’s claim of inefficient spectrum use is serious enough for the Commission to seek additional comments, although the filing deadline for the spectrum inquiry has already passed. Officials of the Aerospace and Flight Test Radio Coordinating Council refused to comment on SCDR’s allegations, pending the filing of an official response.

Japan Update

Two U.S-controlled companies are among six applicants for space on Japan’s second DAB satellite, according to Counselor Yasum Sa- nuki of the Japanese Embassy in Washington. The 18 nationwide DIF-quality channels should be operating by this fall, with each company programming three channels.

Suzuki said Kentucky Fried Chicken is the 60% owner of Japan’s new FM Audio Broadcasting and that a firm he identified as Herald Corporation is the principal owner of Japan Music Congress. KFC spokesman Twyla Hull told R&N Tuesday (1/22) she had no information on the DAB application, but noted that KFC is involved in a number of Japanese joint ventures with Mitsubishi.

Radio GMG, Japan’s first satellite DAB station, began broadcasting in November (R&N, 12/7/96). It plans to begin charging subscribers about $5 a month for the service in April. Applicants for the additional 18 channels, which will be on a different satellite, haven’t yet indicated which will be pay services and which, if any, will carry advertising.

Back To Basics At RAB Conference

Continued from Page 8

radio users do most of the talking.
“AT&T is committed to repositioning itself to a younger market,” said Doug Ritter, Advertising Director for AT&T Business Communications Systems. He said the phone company has been battling a conservative image and has made it its target for growth. AT&T went after that group last year with its sponsorship of Richard Marxs’s U.S. tour, although Ritter said it took almost nine months to sell $5,000; balance due via a seven-year promissory note at 10% interest, payable in 84 equal monthly installments. An additional, but undisclosed, payment is required for a noncompete agreement.

BUYER: William Johnson of Circle- ville, OH
SELLER: Larry Duke Sr. He also owns KFINI Jonesboro, AR.
FREQUENCY: 910 kHz; 100.9 MHz
POWER: 1kw daytimer; 3kw at 300 feet
FORMAT: Country; R&B
COMMENT: This combo was sold in May 1981 for $700,000.

Oregon

KAGO-AM & FM/ Klamath Falls
PRICE: No cash consideration for 64.46%
TERMS: Stock transfer for estate planning purposes
BUYER: Kristy Family Trust and William Gerrard
SELLER: A.J. Kristy and John Fern are transferring their collective 64.46% stake in Key Broadcasting Inc.
FREQUENCY: 1150 kHz; 99.5 MHz
POWER: 5kw daytimer/1kw night; 28.5kw at 360 feet
FORMAT: AC

WASHINGTON

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1990 IN REVIEW

The Year's Biggest Deals

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<th>Price</th>
<th>Deal</th>
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<tbody>
<tr>
<td>$100,000,000</td>
<td>Legacy Broadcasting-Command Communications merger (3 stations &amp; Texas State Networks)</td>
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<tr>
<td>$45,000,000</td>
<td>Jacor Communications (2 stations) to LBI Holdings &amp; Capstar Communications</td>
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<tr>
<td>$26,000,000</td>
<td>Infinity Broadcasting (17 stations) 50% stock and warrants to Lehman Brothers Merchant Banking Partnerships</td>
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<tr>
<td>$28,000,000</td>
<td>Nationwide-Shamrock swap (2 stations)</td>
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<td>$22,000,000</td>
<td>KMGC/Dallas to Cook Inlet Radio Partners</td>
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<td>$20,700,000</td>
<td>WERC &amp; WMMJ/Birmingham to A mereon Broadcasting</td>
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<tr>
<td>$20,000,000</td>
<td>KJQY/San Diego to LBI Holdings</td>
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<tr>
<td>$20,000,000</td>
<td>NewCity Communications refinancing (13 stations)</td>
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<tr>
<td>$18,500,000</td>
<td>KXXX/San Francisco to Bedford Broadcasting</td>
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<td>$18,000,000</td>
<td>KMGC/Dallas to Alliance Broadcasting</td>
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<tr>
<td>$17,650,000</td>
<td>KOCM/Newport Beach, CA and KSRF/Santa Monica, CA to Brentwood Communications Ltd.</td>
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<td>$16,000,000</td>
<td>Sunshine Group (8 stations) to Saga Communications L.P.</td>
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<tr>
<td>$15,000,000</td>
<td>KKWM-FM/Dallas to Cox Enterprises</td>
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<tr>
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<td>WMTR &amp; WHDA/Morristown-Dover, NJ to Legend Communications</td>
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<tr>
<td>$14,500,000</td>
<td>WXDJ/Minneapolis to Vibe America Media Group</td>
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<td>WARY &amp; WLRJ/ Albany and WUTG &amp; WOURS/Albany, NY to Paul Bandt</td>
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<td>WTRG Raleigh and KGFX/ Austin to Joyner Broadcasting</td>
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<td>WTUX &amp; MLCI/Indianapolis to Broadcast Partners Inc.</td>
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<td>$12,500,000</td>
<td>WFSAM-AM &amp; FM/White Plains, NY to High View Broadcasting</td>
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<td>KKAT/Salt Lake City to Apollo Radio Ltd.</td>
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<td>WECK &amp; WJYE/Buffalo to EBE Communications</td>
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<tr>
<td>$12,000,000</td>
<td>WLJL/Pittsburgh to Minnesota Public Radio</td>
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<td>$12,000,000</td>
<td>WMTR &amp; WHN/ Morristown-Dover, NJ to Signal Communications of New Jersey</td>
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<td>$11,600,000</td>
<td>WGRF/Ft. Pierce, FL to the Trenton Group</td>
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<td>KFRG/San Bernardino to Keymarket Group</td>
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<td>$10,900,000</td>
<td>WOF/Detroit to Sherman Broadcasting</td>
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<td>$10,400,000</td>
<td>KESZ/Phoenix to Arizona Television Corporation</td>
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<tr>
<td>$10,000,000</td>
<td>KNUI/Seattle to Brown Broadcasting</td>
</tr>
<tr>
<td>$10,000,000</td>
<td>WAFX/Suffolk (Norfolk), VA to Radio Ventures L.P.</td>
</tr>
</tbody>
</table>

CBS Reps Work One-on-One.

CBS has virtually one salesperson on the street for each station we represent. One-on-One. It’s the best selling ratio in the business.

CBS invented today's new business tactics. Our Marketing Directors work one-on-one with clients to develop strong, team relationships and to capitalize on sports programming.

We back it up with CBS research and experience. We are selective. This guarantees productive, profitable relationships. We work with your people, follow your marketing plan, sell your packages and deliver your rates.

If you want to go one-on-one, Call Tony Miraglia at 212-975-1877.

CBS Radio Representatives

1990 Radio Transaction Summary: How It Works

Welcome to R&R’s annual summary of the previous year’s radio transaction activity. The information is unique in the industry for its accuracy, comprehensiveness, and easy-to-read presentation.

The idea is to give you all the basic facts about the year’s mergers, acquisitions, and recapitalizations. In the box at left, every deal announced at a value over $10 million is listed, top to bottom. There’s also, in the adjacent shaded box, a quick-read breakdown of station trading by type of facility.

R&R systematically collects station trading information from a wide variety of sources. Experienced financial journalists review every license-change application filed with the FCC, collate information from brokerage and corporate announcements, examine SEC securities filings, and receive information from a wide network of industry dealmaking sources in order to make our transactions summaries the most valuable in the industry. Please note: our statistics include announced but subsequently cancelled sales, as well as some deals pending FCC approval.

On Page 18, our exclusive Broker Scorecard lists the top-grossing brokerages in order of the dollar value of announced deals, along with the number of stations

Transactions At A Glance For 1990

Total Stations Traded: 1353
Total Dollar Volume: $1,181,217,886
- Combos: 321
- FM Stand-Alones: 263
- AM Stand-Alones: 371
- AM CPM: 8
- FM CPM: 86
- Shortwave: 1

When I need money for acquisition or refinance, why can’t I go directly to the source of capital?

"You can. But since you generally only have one chance to ask for the money, you want to ensure yourself the highest probability of getting a "yes." Our established relationships with banks, insurance companies, pension funds, and other sources of capital, enable us to offer access to capital sources that can commit to the transaction. In addition, we know the elements that must be included in a presentation to these people, what objections they’re likely to make, and how to overcome them."

R. Dean Meiszer, President and Managing Director of Crisler Capital Company, investment bankers specializing in mergers and acquisitions by communications organizations, answers many more questions like this in our brochure. Write or call for your copy.

CRISLER CAPITAL COMPANY
601 Vine Street, Suite 270, Cincinnati, OH 45202
(513) 241-3444
What made WMMO-FM go from nowhere to the top so quickly? A new format called "AC/Rock" developed by Bolton Research. According to Bob Poe, WMMO General Manager, "We asked Bolton Research to create the format franchise of the '90's - and look how they delivered!"

"It's proof that adherence to a carefully crafted, research-based plan works."

"We clearly had a great team. Poe went on, "Our staff executed every stage of the plan, and the plan we had was one of the best and most complete that probably has ever been created for radio."

Poe continued, "All I can say is that if you are sitting around as the second, third, or fourth player in your format, you should call Bolton Research today. They have methods to discover entirely new format holes and opportunities, and the staff to aid you through every level of execution. Instead of being the second AOR, or the third CHR, we're just #1 in the entire market!"

Bob Poe, General Manager of WMMO-FM

Bolton Research Develops New Format--AC/Rock

ORLANDO, JAN. 25--WMMO-FM, a new signal in Orlando which debuted on August 20 with a new AC/Rock format, shocked the radio world by finishing in Arbitron #1 25-54 and #18-34 (with a 12.5 share) after its very first book.

Using a format and market developed by the team at B Research - a Philadelphia-based research firm - WMMO u enerey its format AC/Rock and the format p become a franchise which in most major markets.

All of the traditional features covered in Orlando. WMMO with being at best the any format, and po even fourth. Instead, it developed an entirely new AC/Rock is the format research Research. (The combination in Orlando's "Rock & B scary stuff

Want To Know More?

Call Larry Rosin or Lou Patrick at

Bolton Research CORPORATION

215-640-4400

250 West Lancaster Avenue
Paoli, Pennsylvania 19301
1990 IN REVIEW

Dollar Volume By Month

All figures in millions (rounded)
1989 Total: $2.76 Billion
1990 Total: $1.18 Billion

Stations Sold By Month

1989 Total: 1337
1990 Total: 1353

1990 State-By-State Radio Transactions

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*Counts as two stations  **Utah total includes 1 shortwave station

BATTLELINE

It's unique: the only 'crossfire' style show on talk radio. Conservative Pat Korton, former Justice Department spokesman and veteran broadcast newsmans, Liberal Barry Lynn, civil liberties lawyer and peace activist. It's fast-paced, informative, and exciting. There's nothing else like it, and no better long-form show to take you through the Persian Gulf War with top newsmakers.

Call now to get your demo tape, at (301) 587-9222.
Ask for Bill Trombley, Director of Affiliate Relations, Newstalk Radio Network.
Today's Birch/Scarborough
... Giving you the whole picture

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George Duffy
Vice President/C.O.O.
shamrock communications inc.

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Birch Scarborough
1-800-62-BIRCH
A UNI BUSINESS INFORMATION SERVICES COMPANY
1990 Broker Scorecard

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Total 310 $1 712.1

*All figures in millions

1990 Radio Transaction Summary: How It Works

Continued from Page 14

sold. The brokerage statistics include only the value of announced radio station trades. Sales of other broadcasting-related properties which are exempt from FCC licensing, such as networks or production houses, are not included. In transactions involving multiple brokerage houses, equal credit is assigned to each broker.

On Page 16, state-by-state radio station sales are totalled and broken down by facility type. In addition, a graph depicts the number of stations sold month by month in 1989 and 1990.

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$159,000,000 IN CLOSINGS IN 1990.

KTTV-TV, Sioux City, IA
WRFY-FM/WRAW-AM, Reading, PA
WMJJ-FM, Birmingham, AL

WKII-FM/WABY-AM, Albany, NY
WOUR-FM/WUTQ-AM, Utica, NY

$13,500,000

KQFX-FM, Austin, TX
WTRG-FM, Raleigh, NC

$13,300,000

KODE-TV, Joplin, MO
Mid-Atlantic Broadcasting/Refinancing
KLSI-FM, Kansas City, MO
WYLL-FM, Chicago, IL

$9,500,000

$8,250,000

$8,000,000

$8,000,000

$7,000,000

WLMX-AM & FM, Chattanooga, TN
WLVH-FM, Hartford, CT

$6,000,000

WCKN-FM/WAIM-AM, Greenville/Spartanburg, SC

WLCFTV, Clermont, FL
WDBR-FM/WTAX-AM, Springfield, IL

$5,500,000

$4,000,000

$1,800,000

LPTV W53AA, New York City

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$5,500,000

$4,000,000

$1,800,000

LPTV W53AA, New York City

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(404) 892-4655

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4th Quarter '90 Deals

$100,000,000 Legacy Broadcasting-Command Communications Merger
- KRLD/Dallas
- KODA/Houston
- KJJO/San Diego
- Texas State Networks

$25,000,000 Nationwide-Shamrock Swap
- KMGC/Dallas
- KWSG/Gilroy (San Jose), CA

$17,500,000 KCOM/Newport Beach, CA and KSRF/Santa Monica, CA to Brentwood Communications Ltd.

$16,000,000 Sunshine Group stations to Saga Communications L.P.
- WIXY & WQJY/Springfield, MA
- WGAN & WMGX/Portland, ME
- WFEA & WZID/Manchester, NH

$15,000,000 KKWM-FM/Dallas to Cox Enterprises

$14,500,000 WXDJ-Homestead (Miami), FL to Viva America Media Group

$12,000,000 WLOL/Minneapolis to Minnesota (Tie)
- Public Radio

$12,000,000 WMTR & WDHA/Morristown-Dover, NJ to Signal Communications of New Jersey

$10,900,000 WDFX/Detroit to Sherman Broadcasting Corporation

$8,500,000 WASP-AM & FM/Lafayette, IN to Schurz Communications

COMPETENCE AND INTEGRITY

Identifying the Objective
Negotiating the Transaction

James A. Gammon, President

GAMMON MEDIA BROKERS, INC.
Radio & Television Brokerage
1925 K Street, NW, Suite 304, Washington, DC 20006
202-362-2200
Member: National Association of Media Brokers (NAMB), NAB

QUARTERLY UPDATE

4th Qtr. Station Trading Flat, Values Down

The dollar value of station transactions in the last quarter of 1990 slipped to $340 million, down 58% from 1989's final quarter total of $808 million. Overall, 356 stations were traded in the last three months of '90, versus 365 the previous year.

The quarter's biggest deal was a $100 million merger of Legacy Broadcasting and Command Communications, a deal which included three major market stations and the Texas State Networks.

Brokers reported slow deal flow - station sellers were reluctant to unload properties in the depressed market conditions even though values continue to drop. Sunbelt markets continued to attract the most buyer attention: Texas and California were the most active states for dealmaking, with 29 and 27 stations traded, respectively.

Blackburn & Co. led the brokerage rankings for the fourth quarter (13 announced trades valued at $52.4 million), Kalil & Co. ranked second (three proposed deals worth $27 million), and Questcom made a strong showing, announcing $21.1 million in business from three station sales.
**Broker Scorecard**

1990 Fourth Quarter Results

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**Dollar Volume By Month**

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** Stations Traded By Month**

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Finding The Source Of Station Turmoil

If you've been in radio for any length of time, you know that there's a good you've seen more than a few Turmoil Creators. You know, the manager who fosters internal disruption, havoc, and confusion by making changes under the often incorrect notion that changes alone are improvements. Not only does this "fine-tuning" prevent your station from developing a foundation for success, it also leads to personnel and format shake-ups, confuses your audience, and weakens your credibility with advertisers, according to Richard-based broadcast consultants Ott & Associates.

Caution: Ego At Work

What transforms an otherwise intelligent executive into a Turmoil Creator? Ego gratification and/or financial desperation. Just as drug addicts need a fix, managers with huge egos need a constant supply of "ego food," defined by Ott as "new employees." The gratification of hiring a new person -- or better yet, stealing someone from the competition -- is so exhilarating that many managers become hooked on (and driven by) the turmoil such actions create.

Under Pressure

Concern over cash is the second -- and perhaps the most common cause of station turmoil. However, these concerns do not originate with the TC, but with another familiar station fixture -- the Pressure Exerciser. A true Bosszilla, the Pressure Exerciser pushes the TC's panic button by demanding certain results (sales goals, etc.) within a specified time period (a ratings sweep, for example).

Solving The Problem

To avoid becoming a Pressure Exerciser, GMs and owners, you should carefully consider each bit of pressure that you place on program and station managers. You'll also find it far better to allow your staffers to put the pressure on themselves by letting them know the competition in the goal-setting process.

Meanwhile, you PDs and managers are advised to find other outlets for the pressure that can turn you into Turmoil Creators. It's called "expressing." No matter what time of day, the best course of action is to -- e-mail at all.

SPURN THE PAGE

Every U.S. Phone Book
-- On Two CDs!

Research directors: Are your fingers fatigued from flipping through too many phone books? Try letting your PC do the walking.

PhoneOne USA recently introduced a two-volume set of read-only CDs containing all the information found in America's 500 printed telephone directories. Each disc (one Eastern and one Western residential edition) sports some 45 million listings. Using a PC and CD-ROM drive, researchers can access the information by name, area code, city, etc. The disc, which weigh 7.5 ounces (compared to 10,000 pounds of phone books), are available for a yearly subscription rate of $995 per disc or $1800 for the set.

For more information, call the Marblehead, MA-based company at (800) 284-8333.

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Don't be misled into paying more! For information call Collect, Person to Person Byron J. Crecelius 314-423-4411 Home of the "TRAVELING BILLBOARD" Bumper Strips & Window Labels

Tape & Label St. Louis, Missouri
In an era of the diminishing advertising budget, a war for the advertising dollar will become inevitable. One way for radio to flourish is through the united efforts of the entire radio industry.

To begin a new period of unparalleled effort and cooperation for the mutual benefit of all radio, a new association has been established.

At the vanguard of this movement will be Communication Graphics, initiating a call to battle by providing symbols of unification that will remind us daily of our mission. It will strive to increase the awareness of the effectiveness of radio advertising. An organization of the radio, by the radio, and for the radio.

This new order will be known as U-Rap (Unification of Radio Advertising Professionals) and its battle cry will be...
The New Dynamax® CTR90 Series
Sounds as good as CD on the air

With a -81 dB signal to noise ratio, the new Dynamax CTR90 Series is the best piece of equipment that we have ever built. And, we're convinced, the best cartridge machine ever built. What's more, the CTR90 Series outperforms other elements of the broadcast chain, including typical STLs, exciters, transmitters, and even the best audiophile quality receivers.

In addition to Dolby HX Pro™ Headroom Extension and DNR® Dynamic Noise Reduction, the CTR90 Series provides many useful features including Extended Scale VU/PPM Metering, a Real Time Minutes & Seconds Timer, Active Balanced Inputs & Outputs, and both XLR and "D" type Input/Output Connectors. All models are ruggedly constructed to Dynamax standards, with toroidal transformer based powering, constant current solenoid drive, DC/PLL motor control, and an improved high stability Head Bridge with non-interactive adjustments.

And, believe it or not, the new and fully loaded Dynamax CTR90 Series is about the same price as our CTR10 Series, the most widely accepted cartridge machine worldwide for the past 4 years. So, if you want top value, and cartridge performance comparable to CD, try the Dynamax CTR90.

Call your Dynamax Dealer or Fidelipac for a complete CTR90 Series brochure.
Leadership Skills For Tough Times

By Chris Beck

"Companies that provide salespeople with direction, skills, and a positive environment will not only survive, but excel."  

On the other hand, companies that provide salespeople with direction, skills, and a positive environment will not only survive, but excel. These firms will attract the talented salespeople and managers. New leaders and heroes will emerge in the coming decade — but so will crises and constant changes of direction. Many companies will lose their top performers due to improper management. Companies that base their efforts on a culture of constant reaction — rather than leadership and positive action — will suffer the greatest losses.

Consumer Evolution

As I mentioned, we're in the midst of a three-part evolution. The first stage was the consumer evolution — people became bored, melancholy, and less loyal, changed their spending habits, and were generally more difficult to hook.

This created a tremendous decrease in retail growth, especially among traditional retailers, which led to the debt load agencies, retailers, and manufacturers face today. This debt was caused partly by ignorance and partly by the feeling the double-digit growth would continue.

Sales Backlash

As a result of the first stage and of the variety of additional media that have evolved, we're entering the second stage. In this phase, we have our work cut out for us — we'll have to reevaluate the media and review marketing options and clients' debt loads.

The reason for this backlash is that we're feeling the impact our clients felt during the first stage. If you study retail trends, you can learn a great deal from past successes and failures.

Traditional-thinking retailers of the '70s and '80s hired "bodies" with moderate skills, provided no training or incentives, and believed consumers would tolerate this lack of skill, attention, and product knowledge. Today, however, bottom-line marketing and sales skills have never been more important.

However, the top retailers tuned into the demands of today's evolved consumers. As a result of increasing training and compensation, today's "glamour" retailers — such as Nordstrom, Home Depot, and the Gap — generally have the best sales associates.

Those retail leaders share similar traits. Not only do they recognize the demand for skilled salespeople as well as the need to constantly refine those skills, they also possess marketing competence and are better compensating their key players.

Washout Period

The third stage of this advertising evolution is the washout period. The traditional media that are well-staffed and stay on top of trends and products will emerge stronger than ever. Those that don't will be the Ames, Sears, and Campeau of the '90s.

There is a way to prevent this from happening to you. First, recognize the items within your control (those you can influence directly). Second, recognize the ones (such as ownership strategies) over which you have indirect control.

Now concentrate on the things directly under your control. Don't use the items not under your direct sphere of influence as scapegoats. If you can't do that, maybe you should find another job — or develop a plan of attack and stick to it.

Chris Beck is the President of Beck Marketing Group, an international sales and marketing consulting firm. If you have a written threat phone at (619) 594-0581; fax at (818) 594-0332, by Prodigy electronic mail at ID # SRTN15A; by CompuServe at ID # 78002.5334, or by mail at 22900 Ventura Blvd., Suite 340, Woodland Hills, CA 91364.

Below is a test to determine the type of environment in your office. Obviously, this test is completely unscientific and is supposed to be somewhat humorous, but it has a serious purpose as well. You may want to look carefully at your test score — the answers may be your keys to future success.

1. Over the past year, our sales staff compensation has:
   A. increased
   B. remained the same
   C. decreased

2. Over the past year, our sales staff size has:
   A. increased
   B. not changed
   C. decreased — when people leave it practically takes an act of God to replace them

3. Regarding the sales staff's experience, we've:
   A. retained our top players and even hired a few new ones
   B. retained our top players but haven't hired any new ones
   C. lost some top players

4. My supervisor/owner encourages failure:
   A. definitely
   B. somewhat
   C. not at all

5. I'm encouraged to experiment:
   A. definitely
   B. somewhat
   C. not at all

6. I'm personally receiving ----- training and support than a year ago:
   A. more
   B. the same
   C. less
   D. the same (none!)

7. We need ------ staff training:
   A. more
   B. the same ("none" doesn't count)
   C. no (unless we exceed the budget)
   D. no (I've got it under control)

8. I'd consider my job on the line over the next three months:
   A. no, management has confidence in me
   B. yes, implied threat
   C. yes, verbal or written threat

9. I have actual, on-the-street appointments:
   A. 3-5 times a week
   B. 1-2 times a week
   C. once or twice a month — I'm too busy with paperwork

Continued on Page 26


**SALES & MARKETING**

**Culture Test**

10. Of my appointments, ______ are first-time calls:
   A. 50%-75%
   B. 25%-50%
   C. less than 25% (that's the salespeople's job)

11. I was ______ involved in our 1991 budget preparation:
   A. highly
   B. somewhat (at least they listened)
   C. not (I was told about it at a company meeting)

12. The amount of paperwork I'm expected to prepare compared with last year:
   A. has decreased (it's more streamlined and useful)
   B. is about the same
   C. has increased (I spend most of my time responding to memos and crisis reports)

13. The amount of paperwork my salespeople prepare compared with last year:
   A. has decreased
   B. is about the same
   C. has increased

14. I network with respected sales managers:
   A. a lot
   B. occasionally
   C. rarely, outside the RAB convention

15. My interaction with the staff usually consists of:
   A. mostly guidance, support, and help, with some accountability review
   B. half business matters, half guidance
   C. mostly budgets, account list reviews, and pending proposals

16. I meet with my employees for formal training:
   A. once a week (varies depending on their needs)
   B. once a month (mostly for package introductions)
   C. 4-6 times a year
   D. rarely (there's no fixed schedule)

**14 COPY TIPS**

**Motivating Today's Consumers**

W
tich catchwords and phrases will motivate consumers in 1991? Following is my list of the year's best. (The three worst:
"Once in a lifetime savings," "You'll never see prices this low
again," and — yes — the generic "Sale.")

- Prudent decision
- Secure decision
- Solid investment
- Environmentally safe
- Simple satisfaction guarantee
- Service guarantee
- Longterm

- Convenience & quality
- No hype, no gimmicks
- Conservative
- Personal attention
- Child care provided
- Quality craftsmanship
- Quality at consistently low prices

17. I offer my employees formal outside training (provided by the station):
   A. 6-10 times a year
   B. 4 times a year
   C. once a year (maybe, depending on budget)
   D. never (our sales are too low to afford it)

18. My station's share of the local market revenue is ______ the 12+ share:
   A. 50%-100% of
   B. 25%-50% of
   C. a little over
   D. under

19. ______ of our total business is new:
   A. 25% or more
   B. 10%-25%
   C. 5%-10%
   D. Less than 5%

20. My attitude on sales is:
   A. I'm always discovering something new — learning is one of the more fulfilling parts of my job
   B. Just when I think I have a handle on it, I learn something new
   C. I'm open to learning, but the problem is . . .
   D. I know it all — I've been doing this a long time

21. I usually work:
   A. 10-12 hours a day, 5-6 days a week
   B. 8-10 hours a day, 5 days a week
   C. 9am-5pm, 5 days a week
   D. 12+ hours a day, 6-7 days a week

22. My leisure activities include:
   A. regular recreation (not work-oriented)
   B. sporadic recreation
   C. who has time for leisure activities?

23. Regarding my vacation days:
   A. I take all the time allotted to me
   B. I use maybe half the time I have
   C. I can't remember the last time I took a whole week off

24. We use ______ sales resources than last year:
   A. more
   B. about the same number of
   C. fewer
   D. uh . . . what resources?

25. The amount of corporate red tape involved at my station when trying to capitalize on an unbudgeted opportunity:
   A. if I justify the expense and have made other prudent suggestions, corporate might even pay for it
   B. I can usually take it out of another budget
   C. I might hear back in a month
   D. too many forms to list here

**The Moment Of Truth**

T
hat wasn't too tough, now, was it? Time to see how you did. Scoring is easy: Give yourself three points for every "A" answer, two for each "B," one for each "C," and zero for any "D" responses. Now match your score with the appropriate company profile below.

- 76-85: Cheater, cheater — the top score is 75.
- 66-75: Congratulations — you're one of the few who work in a dynamic and productive environment. You're crazy if you don't become a company lifer.
- 56-65: Forward-thinking culture — keep your job! You're in the top 20% of managers and corporations.
- 46-55: Average culture — you could probably use more support from the top guns, but you're likely to make it through the tough times.
- 36-45: Traditional-thinking culture — you'll probably change jobs before year's end. This low score reflects a negative environment; if you had your way, things would be different.
- 26-35: Red light, red light (siren sound effects) — try recalculating your score; you must have made a mathematical error (yeah, that's it!). Nobody would work at a place like this for more than a week.
- 16-25: Sorry, pal — you must be a programmer or record promoter.
- 15 points: Lowest score possible. I know what you're thinking: "What a jerk! Beck guy doesn't have a clue." If you can wait just two more weeks, I'll address your problems (or, slight setbacks) in my next column.

[www.americanradiohistory.com](www.americanradiohistory.com)
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Send your listeners to Hollywood - the ultimate party town - for a week-end party that includes dancing on THE PARTY MACHINE with NIA PEEPLES, passes to see THE ARSENO HALL SHOW and $500!

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SCREEN SCENE

Tom Waits For 'Queens Logic'

Raspy-throated Island rocker Tom Waits stars as "a trafficker in goods of questionable origin" in New Visions' forthcoming "Queens Logic," opening in selected markets in early February. Waits' character, Monte, also has the curious habit of buying a new Monte Carlo each year.

As previously reported (R&R, 3/22/90), the film co-stars Jamie Lee Curtis, John Malkovich, Kevin Bacon, Chloe Webb (who played Nancy Spungen in "Sid & Nancy"), Ken Olin (of TV's "thirtysome-thing"), and Joe Mantegna as a group of lifelong friends who return to their native Queens for a wedding.

All's well until Olin's character gets cold feet, triggering a 'Big Chill' like examination of past and present relationships among the friends. Supporting actor (and Queens native) Tony Spierakis scripted the project. Steve Rash (of "The Buddy Holly Story" fame) directed.

Musically, the film is supported by a recently released Epic soundtrack featuring Henry Lee Summer's version of Elvin Bishop's 1976 hit "Fooled Around And Fell in Love" as well as vintage tracks from Sly & The Family Stone, Cheap Trick, and J.D. Souther, among others. Newly signed Virgin act Joe Jackson provides the score. Meanwhile, Waits watchers should keep their eyes open for the forthcoming features "At Play In The Fields Of The Lord" and "The Bear," the second of which is not a sequel to 1989's family film, "The Bear".

End Credits

• MCA scoremeister Danny Elfman is profiled in the January Premiere. "I'd kill to work with Kubrick and Coppola and Scorsese," he says of future film aspirations. "And I'd almost kill I'd injure horribly. I would maim—to work with Demme, Cronenberg, and Lynch." Elfman is also spotlighted in the premiere issue of Inside Hollywood, currently on newsstands.

• IRS Media recently purchased a 270-acre estate in the south of France and plans to turn the prime real estate into a movie production facility. First project: a movie based on the life of French impressionist painter Camille Pissarro.

• SBK recording artist/actor Eric Bogosian was recently in Boston to film a version of his one-man show "Sex, Drugs, And Rock 'N Roll." The John McNaughton-directed movie will be released by Avenue in the spring.

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In The Can

CA's marketing department recently rolled out specially crafted double-CD soundtrack samplers designed to underscore the label's influence with music n' movies. One disc collects 14 songs from a variety of films, while the other features excerpts from 11 separate film scores.

Packaged in custom-made miniature film canisters, the promo-only "Real Music" set spotlights current and forthcoming features ("Edward Scissorhands," "Russia House," "Exile Of The Lambs") as well as gems from the vaults ("Beverly Hills Cop II," "Ghostbusters II," "Weird Science"). Reel clever.

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NINTENDO PREDICTS VIDEOGAMES MAY OUT-EARN FILMS THIS YEAR

Video game revenue may surpass motion picture revenue—possibly as early as this year—says videogame maker Nintendo. Movie ticket sales dipped from $5.03 billion in 1989 to $5.02 billion in 1990, while the videogame market grew from $3.4 billion to $4 billion.

Nintendo is projecting $4.7 billion in '91 industry sales. The company says a recent "Q rating" (a standard measure of a celebrity's popularity among children and adults) shows its video character Mario enjoys higher audience identification than Mickey Mouse!

Attesting to the popularity of the company's products, Nintendo says its help line receives 100,000 calls each week from videogame players wanting answers.

Nintendo firmly believes that the video industry is not a fad—as was the case in 1982, when industry sales rose to $3 billion before plummeting to $100 million in 1985. At that time, the typical videogame player was a 10-year-old boy.

Today's more sophisticated videogames are responsible for the adult segment of the videogame market climbing from 34% in 1982 to its current 46%. Similarly, the number of females who play Nintendo's home entertainment system has increased from 27% to 36%.

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MUSIC & MOVIES

CURRENT

• THE GOOFATHER PART III (Columbia)
Single: Promise Me You'll Remember/Harry Connick Jr.

• MERMAIDS (Coffen)
Single: The Shoop Shoop Song (It's in His Kite)/Cher

• Other Featured Artists: Lesley Gore, Four Seasons, Miracles

• ROCKY V (Buena Vista)
Single: Go For It! (Heart And Fire)/Joey B. Ellis & Tynetta Here

• Other Featured Artists: Elton John, M.C. Hammer, Snap

• ARA CHINOPHOBIA (Hollywood)
Single: Swear To Your Heart/Russell Hitchcock

• Other Featured Artists: Sara Hickman, Brent Hutchins, Poorboys

• TUNED IN TONIGHT (CBS/20th Century)
Featured Artist: Wynon Martsalis

• GRAFFITI BRIDGE (Palisade Park/WB)
Singles: Round And Round/Ronnie Campbell

• METROCOOL (Mavis Staples)

• MARKED FOR DEATH (Delicious Vinyl/Island)
Single: Pick Up The Pace (1990)/Young MC

• Other Featured Artists: Tone Loc, Kenyatta, N'Dee Davenport

UPCOMING

• QUEENS LOGIC (Epic)
Single: Footed Around And Fell in Love/Henry Lee Summer

• Other Featured Artists: Marvin Gaye, Van Morrison, Mott The Hoople

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OVERVIEW

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Lifestyle Choices For 1991

If you were fed up with the '80s and are now concerned about the '90s, you've got a lot of company.

All the '80s promises - wealth for everyone without really working, a quick cure for AIDS, a kind of conventional warfare, and a big-screen TV in every home (just kidding) - are gone. Instead, we face the unyielding, environmentally sensitive world ruptured by war. What's more, our personal incomes have become stagnant. What does this mean for radio and records in 1991?

For 13 years I've written an annual synopsis and forecast ("Lifestyle Year-End Review And A Look At The Coming Year"). Sometimes, the predictions seemed far fetched:

- In '87, at the height of disco fever, I suggested disco would peter out during the coming year but dance music would come back in cycles, alternating with rock.
- In early '88, I urged broadcasters to get heavily involved in ecology. Many laughed it off as a passing fad.
- I said 1990 would be the year when everyone would get sick of incredibly rich people who weren't very smart. By year's end, everyone was joking about Zsa Zsa Gabor, Michael Milken was in jail, and Donald Trump's $30 book was selling for 30 cents.

Setting The Stage

A review of 1990 helps set the stage for '91.

The ordinary family continued to gain popularity over the traditionally artificial families of sitcom stoners. It was average working people, such as the "Simpsons" and "Roseanne," who drew the attention - not an aging M. F. K. Fisher.

NPR's Dick Ebersel violated the first rule that every radio programmer knows - be careful when you tamper with a familiar face or voice in the morning. People change many habits very slowly. When Deborah Norville replaced Jane Pauley, "Today"s ratings dropped.

MTV proved it's not reflecting the culture but rather monopolizing it (thanks to deals it has inked with record companies). Acting increasingly like a '73-era Top 40 station, it banned Neil Young in '88. In '90 it banned Madonna.

Turning to films: Surprise summer hit "Ghost" gave aging baby boomers an optimistic view of their own mortality. Box office smash "Home Alone" spoke directly to over 20 million kids who've been pushed into instant adulthood owing to an increasing number of two-income or single-parent households.

On the media side, negative political advertising continued to work. We reacted to these negative images without thinking about the issues. Low voter turnout was a result of this.

On the social front, the world shook in 1990. The Berlin Wall fell, Russia teetered on the verge of collapse, Nelson Mandela was freed in South Africa, and Saddam Hussein invaded Kuwait.

The drug war faltered, so war was declared on music. In a replay of the Lenny Bruce controversy, publicity-hungry politicians and prosecutors chased 2 Live Crew and a few unfortunate record operators. And then there were Robert Mapplethorpe's artistic but shocking photo for those not on the rap music bandwagon.

Format-Finding Radio

The arts will once again come under close scrutiny in '91. Their lack of organization and ability to relativate make them easy targets for politicians who should be devoting more time to homelessness, the deficit, and other issues.

If you're in radio or records, be prepared to fight back.

On the technological front, digital audio tape arrived with a whimper. The CD market posted significant gains in the under-$25 demo, and Panasonic unveiled its new format-finding radio, the QGID-90. A computer chip allows the driver to push a button saying "rock," "country," or even "classical," enabling the radio to lock on a signal (if the format is available).

Radio worried about lower CHR ratings and was elated about AOR's "rebound." NAC suffered a blow when Satellite Music Network's Wave format went under.

On the prerecorded music side, it's interesting that many of the Top 10 artists of '90 were new and disproportionately dance- or AC-oriented. M.C. Hammer, Wilson Phillips, Simon & Garfunkel, Big B, DeVoe, and Mariah Carey were high-profile big sellers. In a class by themselves the New Kids On The Block, latter-day Herman's Hermits, registered record concert grosses. Did they lip-sync? It didn't matter to their fans. Only to MIBI's Vanilli.

And finally, Rick Jagger tied the knot, perhaps serving as a reminder to everyone that baby boomers are getting older.

Audience Implications

The aging of the baby boom generation will be even more important in '91, having a special effect on the AC format. There are 50% more people aged 30-44 than 15-30 or 45-60. This translates into an extra 15 million people in prime AC demographics and room for the format to experiment and fragment.

It also suggests that brilliant innovative hybrids such as KTRM/KBKL and a lot of companies.

"An extra 15 million people in prime AC demographics [means] the format has room to experiment and fragment."

"Rap will continue to be integrated into mainstream dance and rock forms, providing CHR's biggest challenge."

"And finally, Mick Jagger tied the knot, perhaps serving as a reminder to everyone that baby boomers are getting older."

"Lifestyle Choice For 1991"

1991's Top 5

- Money
- Ecology
- Aging
- Authenticity
- Ordinariness

Station must be more careful not to blindly copy formats but to tailor them specifically to the age and racial makeup of their own marketplaces.

"stations must be more careful not to blindly copy formats but to tailor them specifically to the age and racial makeup of their own marketplaces."
ON YOUR
DESK NOW
AND PLAYING
ALL OVER
THE COUNTRY
ON CHR RADIO

"I'VE BEEN THINKING ABOUT YOU"

#1 In

Eleven Countries,
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U.S. Charts

Produced By Martyn Phillips • From The Forthcoming U.S. Debut IN THE BLOOD • Marketed By MCA Records/Uni Distribution
Stone Catapults To A&M Sr. VP/Promo

Look for NY-based A&M VP/Promo Rick Stone to be elevated to Sr. VP/Promo. He'll still live in NY, but will spend more time in L.A. Also, expect Seattle-based Nat'l Promo Dir. Lori Anderson to get a bump as well.

So, where does current Sr. VP/Promo Charlie Minor see his future? As ST went to press, Minor and label prez Al Cafaro were taking a Tuesday night meeting on the matter.

Hoax Signals

KEGL/Dallas morning sidekick Rusty Humphries was arrested last Tuesday (1/15), after smuggling toy weapons through security at Dallas/Fort Worth International Airport.

KEGL morning man Kidd Kraddick reportedly thought having Humphries test the airport security — which supposedly had been beefed up in the wake of the Persian Gulf crisis — would make for an interesting on-air bit. (January 15 was the U.N. deadline, you'll recall.)

Humphries reportedly had no problem passing through Delta security twice, even though he was packing a plastic toy gun, knife, and hand grenade in his briefcase! The stunt was discovered when a woman notified security upon overhearing Humphries saying "I've got the guns" while talking to Kraddick on a cellular phone.

Humphries was quickly arrested and charged with having a "hoax bomb," a Class A misdemeanor punishable by a $1000 fine and/or two years in jail. He was freed later that afternoon.

Rumors

* Is Columbia VP/Promo Burt Baumgartner about to finalize the label's WC Nat'l Promo staff? ST hears it's down to two candidates.

* KMOG & KXJZ/Seattle VP/GM morning man Bobby Rich has exited the Noble outlets under amicable conditions. Is Rich — formerly OM/mornings at B100/San Diego — heading back to SD to join crosstown KYYY? And is a format-'n'-calls change in the works?

* Is ex-92X/Philadelphia morning man Tom Gilligan about to become GM at crosstown CHR WWRZ/Marysville-Columbus?

* Is KX106/Birmingham PD Brian Christopher talking to Power 92/Phoenix PD Paco Lopez?

* Is Turner/KHFI/Austin PD Selby Edwards about to land the PD post at KZZB/Beaumont? Or will Turner/KXY/San Angelo, TX PD Jeff Garrison get that gig?

Banned By The BBC?

In an internal memo to its 37 regional outlets, BBC Radio listed 67 songs that it advised stations NOT to play because they might offend listeners in light of the current situation in the Persian Gulf. Among the 'questionable' material: John Lennon's "Give Peace A Chance" and "Imagine," Edwin Starr's "War," the Bangles' "Walk Like An Egyptian," Desmon Dekker's "Israelites," Bruce Springsteen's "Born In The USA," and Robert Flack's " Killing Me Softly."

The BBC's national pop radio station, Radio 1, was not issued the advisory, which the organization stressed was not a ban, but rather a guideline for programmers. While some radio execs had already compiled similar lists or indicated they'd stick to the BBC's directive, others said they'd make their own decisions about whether Phil Collins' "In The Air Tonight" — not to mention anything by Bomb The Bass — was appropriate in today's climate.

Latest WZOU/Boston PD rumors say acting PD Cadillac Jack McCartney is in the running along with former crosstown WXKS PD Sunny Joe White.

Could Beantown AC WROR be considering a format shift to Urban? And is ROR talking to the Sunny one, too?

And... while we're at this tea party, WLOL/Minneapolis PD Greg Strassell has resigned. He was spotted last weekend in Chicago and is back on the air. ST hears no immediate charges will be pressed against Kraddick.

KEGL VP/GM Ed Wodka declined to comment on the incident.

Meanwhile, PD talks continue between KEGL's CHR rival Y95 and Y107/Nashville OM Louis Kaplan, who is currently sans contract at the just-acquired Legacy CHR.

Incidentally, Y95 Station Mgr. Randy Kabrich denies he's interested in any other job, including WEGX/Philly and WZOU/Boston, or that he's relocating to Evergreen in L.A. Kabrich maintains he's still carrying on his day-to-day duties at Y95, which include interviewing other candidates for the Y95 PD job.

However, you can expect Kabrich to advance into another Evergreen corporate position in the near future, as his new offices are in the company's Dallas HQ.

Speaking of bomb hoaxes, MCA's Universal City HQ received a telephone bomb threat last Thursday (1/18). A swift search found nothing of the sort and no evacuation was necessary.
THE NEW SINGLE FROM THE PLATINUM-PLUS ALBUM RECYCLER

ONE OF THE "MOST ADDED" INCLUDING:

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TRACK: 2
ALBUM: 1 (16th WEEK)

LEGAL

ZZ TOP 'GIVE IT UP'
"The MTV audience has already shown an interest in the pop rap of MC Hammer and Vanilla Ice, two of the biggest stars of 1990. GERARDO has the same charisma and a great song; already pulling phones. Debut #9 Dial MTV."

Abbey Konowitch, SR VP/Music & Programming MTV

"Rico Suave' is exploding the phones after just a few weeks....GERARDO is definitely going to be big in '91. Te juro que es un hit."

Michael Martin, MD

KIDS-FM

"Big phones from first play, and record continues to grow....exploding sales...this will be huge. Just play it."

Marc Katri, PD

KCHX

"You don't get requests unless you play a song people want to hear. 'Rico Suave' is a smash hit. It gets instant phones. Put this one on!"

Ray Miller, PD

WZKX

PWR96 add
KSAQ add
KTFM add
B95 add
KISI 29-26
PWR106 32-28
KKFR
KOY-FM

FM102
Q106 deb 26
KMEL
HOT977
WQBN add
KZFM 36-32
KPRR deb 29
KOKQ add
KKMG add 40
B95 add
KPRR add
KKXH 33-25
KNOE add
KKY add
KIXY add

east west records americas

www.americanradiohistory.com
PAUL SIMON

"PROOF"

U CAN'T TOUCH THIS.

The fans and critics have cast their unanimous vote: Paul Simon's The Rhythm Of The Saints—whose worldwide sales have exceeded four million—is "a stone beauty" (Time magazine), "a triumph on the order of Graceland" (USA Today) and, quite simply, the hottest ticket in town. We now offer "Proof" the new single and video (featuring Steve Martin and Chevy Chase), as just one of the reasons why.

PRODUCED BY PAUL SIMON • ENGINEERED BY ROY HALEE
"BORN AT THE RIGHT TIME" NATIONWIDE TOUR NOW UNDERWAY!
Two more WL0L/Minneapolis alums have found homes at crosstown Malrite combo WDGY & KEeY. LOL OM Gregg Swedberg has been named Dir./Program Development, while Dir./Marketing & Sales Development Dan Seeman has joined as Dir./Marketing & Sales Promotion.

Meanwhile, KEeY MD Wayne Elliot has been upped to AP&M/MD.

The late Douglas Edwards, a 46-year veteran of CBS News, is the latest radio inductee into the Broadcasting Hall Of Fame, sponsored by the NAB. Edwards will be honored during the Leadership Luncheon on April 16 at NAB '91 in Las Vegas.

**Butt Bowl**

In the beginning, there was the Super Bowl. Now there was Anheuser-Busch's Cheezy advertising ploy the "Butt Bowl." Now, Power Pig/Tampa proudly introduces the "Butt Bowl," with the station searching, searching, searching for the listener with the widest derriere. Appropriately, the winner will receive two seats to accommodate the extra payload.

**Records**

- Charisma Dir./Album Promo Lenny Bronstein has been promoted to the VP/Promotions. Meanwhile, Charisma L.A. promo rep Jeff Neihans has been moved to Nat'l Promo at Atlantic. The replacement will eventually take A&R, Marketing, and Sales Promotion.

- Billboard's "Bar B-Q Country Chart" has been totally revamped with new sales criteria and reporting.

- Q106 debuts 5/10, debuting 4/10, and debuts 4/11.

- WFLY debuts 5/10, debuting 4/10, and debuts 4/11.

**Love Breakers**

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- Love Breakers
Borchetta Joins MCA/Nashville
As Nat’l Promotion Director

Independent country promoter Scott Borchetta has been named Director/National Promotion for MCA/Nashville. He replaces Pat Surnegle, who’s now handling West Coast promotion for Mercury/Nashville.

According to MCA/Nashville VP/Promotion Sheila Shipley, “Scott has proven himself through his independent promotion of MCA product. I’m extremely proud to have him now as an integral part of my team. His addition rounds out what I believe is the best team on the street.”

Prior to heading his own independent company, Borchetta was

REMAINS WMAG GM

Harlow Adds WWMG General Manager Responsibilities

WMAG/Greensboro GM and Voyager Group VP Dick Harlow has replaced D.J. Mitsch as GM of Gold WWMG/Charlotte. He’ll serve as GM of both Voyager properties.

Mitsch succeeds Sandy Smith as GM of Durham Radio combo WDNC & WDCG/Raleigh.

Voyager Chairman Carl Venters told R&R, “Dick took over WWMG because he’d already taken over responsibilities of the station as our Group VP. Back in Greensboro, he has a Station Manager [John Jenkins] for WMAG, and a WMFR GM [Bill Johnstown]. Dick will spend most of his time in Charlotte.”

Harlow explained, “WWMG has been steady: it hasn’t had many fluctuations in recent Arbitron or Arbitrend. The opportunity is on the revenue side. We’re very pleased with listener and advertiser perception. The staff’s been in place for quite a while, and it’s very dependable.”

Browning Upped To VP/GM At WHIO & WHKO

At WHIO & WHKO/Dayton, OM/acting GM Chuck Browning has been promoted to VP/GM of the Cox Talks/Country combo. Sam Yacovarzni, whom Browning succeeds, became Ill last May and has relinquished his position because of his disability.

Cox Exec. VP/Radio Mike Faherty said, “I’m very pleased we can promote such a capable manager as Chuck from within. During his four years with our company, Chuck’s established an outstanding record. We’re confident he’ll build on the success Sam has achieved for our Dayton stations.”

Browning joined WHIO & WHKO in January 1987 as OM. In his 20 years in radio, he’s held program management positions at WOQ-FM/Philadelphia, KLZ & KAZY/ Denver, KZAP/Sacramento, and WONE & WTUE/Dayton.

KLXR Names Meneffe GSM

After more than 30 years at KVIL/Dallas, Local/Regional Sales Manager Larry Meneffe crosses the street to join rival Cox AC KLXR as GSM over a six-member sales staff. The post had been open for some time under former owner Ascher Media, when the station was KKWM.

KLXR VP/GM Gregg Lindau commented, “Larry’s years of experience in Dallas make him the perfect person to lead our revenue-producing efforts. We want to excel at customer service and be involved at all levels in the community; he’ll give us key leadership in these areas.”

Meneffe told R&R, “This is a once-in-a-lifetime opportunity to be a charter-member of what promises to be a great station.”

KLXR is reportedly looking to hire a PD, and may do so by early next week.

BMG Int'l To Distribute Ear Candy

BMG International has entered a joint venture with RoCo Entertainment Co., a new company formed by noted producer Nile Rodgers and Tom Cosse that will operate Ear Candy Records. The new NYC-based international label which will be distributed by BMG in the U.S. separately from RCA and Arista, will have an R&B and rock roster, and plans to announce its first release shortly. Marking the merger are (L-R) BMG International President/CEO Rod Gassner, Rodgers, BMG Sr. VP Heinz Herrn, and Cosse.

Survey

Continued from Page 1

cent of the stations aired one bulletin per hour, 19% aired two per hour, and 21% aired three or more reports per hour. Seventeen percent aired continuous coverage the first night.

Of the six that aired no reports at all, one was CHR-formatted, one was AC, and four were Urban.

R&R assumed all-News and News/Talk stations aired extensive coverage, so they weren’t polled (see story, Page 1).

TV Crushes Other Media

The Birch/Scurthorpe telephone survey of 307 persons — conducted on Thursday, January 17 — concluded that 61.6% of the respondents first heard of the war via TV. Radio listeners accounted for 18.1%, and the rest heard of it from other sources, including other people.

When asked what they first did upon hearing of the war, 31.9% said they turned on the TV, 30.1% stayed with the radio or TV station to which they were already tuned, 8.3% turned on the radio, 16.4% told or called someone else, 11.9% changed the TV channel, and 1.3% changed radio stations.

On the second day of the war, radio’s popularity increased: 54% of respondents primarily turned to TV for war news, 22.7% listened to radio, 8.9% read the paper, 9.4% expressed no preference, and 4.3% didn’t keep up with war news.

Radio took the biggest beating when respondents were asked which medium had the best information on the first night of the bombing — radio or TV? Televison garnered 88.6% of the responses, while radio came up with 6.6%. Those expressing no preference or not following war news accounted for 4.8%.

Impact

Continued from Page 3

establish new acts while taking established acts to the next level, much as we did as a management company. The goal is to deliver quality songs and artists, and that’s the key to the game. If we’re half as successful as the management company, we should be a company to watch.

Impact’s first release will be by the Fixx. Also among the eight to ten releases foreseen in ’91 will be product from acts like the Michael Schenker Group, Poco, Contra-band, Sass Jordan, and Dee Dee Bellson (Pearl Bailey and Louise Bellson’s daughter). Left Bank currently manages artists such as Tony! Ton! Toes!, Ratt, Thomas Dolby, and Foco, as well as a variety of producers.

Borchetta
Director/National Promotion at MTN Records, handling Country, AC, and AOR promotion.

Dick Harlow
“We’re well-focused, and our new PD [Joes Breest] has the station sounding good. My job is to manage — nothing dramatic needs to be done. I look to move down here in the spring.”

Prior to joining Voyager in 1983, Harlow was Sales Manager at WYYD/Raleigh and an AE for WGLD/High Point, NC (now WWWB).

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Problem:
We Had to Change Format!
...and to get the Best Quality
...Correctly
...Quickly

Solution:
GoldDisc Compact Discs & Denon Players from TM Century
(TM Communications, Inc. and Century 21 Programming, Inc. recently merged. They are now subsidiaries of TM Century, Inc.)

"KJQY was faced with the major task of switching a Beautiful Music station to soft AC. Not only did this mean establishing a new identity, but we also needed new music. The fastest, easiest and best way proved to be the TM Century GoldDisc library. We had the library overnight and the quality is spectacular!
We vanquished our main AC competition in 45 days!
In San Diego when you punch between 'Sunny' and competitors, our quality of music on 'Sunny' is vastly superior and that's a direct result of our GoldDiscs.
The whole TM Century package of GoldDiscs and Denon CD 'cart' players with 'dial a cut' is terrific!"

Jay Meyers
Vice President, Sherman Broadcasting & Consultant to "Sunny"—KJQY FM
San Diego, CA

Do stations in major markets like San Diego get all the music they want from record companies? Perhaps...but what does it cost?! Some format changes—like "Sunny" KJQY's in San Diego—had to be kept secret. But it's a record promoter's job to talk!

KJQY also needed the best equipment, and wisely chose Denon's CD "Cart" Players. Again, they needed confidentiality that equipment suppliers simply don't offer.

Radio's problem solver is TM Century! KJQY instantly got the perfect AC library on GoldDisc Compact Discs and Denon CD "Cart" Players they needed—quickly and confidentially from TM Century.

 Nothing else sounds as good as TM Century's music CDs. You'll get radio versions of all the hits, and better quality than you'll find in the stores.

Mail or FAX the coupon toll-free for the full story on GoldDiscs™ and HitDiscs™. They'll solve your problems.

Solve Your Music Problems with GoldDiscs™ & Denon CD Players

TM Century Inc.
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Toll-Free Line for GoldDiscs: (800) 937-2100

Yes! I want to hear how GoldDisc Compact Discs and Denon CD players with the 'dial a cut' feature can solve my music problems! Mail to: TM Century, Inc., 14444 Beltwood Parkway, Dallas, TX 75244-3228, or FAX toll-free to (800) 749-2121.
Name_________________________Title_________________________
Station_________________________Phone ( )_________________________
Address_________________________State_________________________
City_________________________Zip_________________________

www.americanradiohistory.com
Radio
- BONNIE STONE is upped from LSM to Sales Manager and ANDREA COHEN-EN SIEGEL is elevated from AE to Retail Sales Manager at KZLA & KLAC/Los Angeles.
- VON FREEMAN is tapped as Promotions Director at XTRA/San Diego. He segues from KBEQ/Kansas City's promotions department.

Records
- LINDE THURMAN is boosted from Manager to Associate Director/AC Promotion for Elektra Entertainment.
- BOB KNICKMAN is elevated from Manager/Talent Acquisition, West Coast to Director/A&R, East Coast at EMI Records. Concurrently, ALISON BALL-GABRIEL arrives as Manager/Urban A&R, West Coast. She had previously been Assistant to the VP/Black A&R at Epic Records.
- JIM FISHEL arrives at GRP Records as Director/International Operations. He was previously an independent marketing consultant.
- SUJATA MURTHY has been promoted to Manager/Media & Artist Relations at Capitol Records. She most recently worked as an assistant to the department head.

National Radio
- BILL WARDINO is named Assistant to the President at Kayla Satellite Broadcasting Network. He had been VP/Sales & Marketing for Kayla's North America One programming service.
- MJJ BROADCASTING, official broadcaster of the Grammy Awards, will simulcast "Countdown To The Grammys" with VH-1 on February 17,

Chronicle

Changes
Mark Garry and Marne Spiz are appointed AEs at WMAQ/Chicago.
Todd Mitchelbrink is named an AE at WSOB/Seattle.
Marcia Mitchell is tapped as AE at Wawy/Portland.
Joseph Schwartz is appointed AE at KZLA & KLAC/Los Angeles.
Sarah Stocker and Daphne Harris join WZPL/Indianapolis as AEs.
Andrew Weinberg is named Manager/Client Accounting at Katz Communications/New York.
Jeffrey Gaasman assumes AE duties at Dial Communications Group Inc.
Robert Reymont is upped to Director/Radio Engineering at Nationwide Communications.
Sean Knight is named Coordinator/Promotion at Smash Records.
Jerry Brown arrives at Geffen Records as a Jr. Publicist.
Rhonda Mann joins WJ Records as an Assistant to Sr. VP/Artist Development Ann Carni.
Lisa Liese and Stephen Whitney are tapped as Coordinators for Elektra International.
Dan Ashbrook is appointed talent scout at EMI Records.
Kevin Odegard is named Director/Education & Member Services at NARAS.
GETTING A "TAPSCAN-LIKE" SOFTWARE SYSTEM COULD PROVIDE YOU WITH AN EARLY RETIREMENT.

Don’t let anyone convince you that “software is software”. We don’t think that having a software product other than TAPSCAN is going to drive you into bankruptcy. However, we do know that a “TAPSCAN-like” system will not provide your station with all the features and advantages that make TAPSCAN software superior.

So, as times get tougher and budgets get smaller, you need to be well prepared to make your station virtually recession-proof by being on the cutting edge in sales and programming. Through innovation and dedication TAPSCAN is, and will continue to be, the industry leader in broadcast software.

The choice is yours. You can choose a TAPSCAN-like system that may save you money or get TAPSCAN and gain a competitive advantage that will make you money.

Call for a demonstration today.
Radio's Response

Continued from Page 1

Westwood One broke with a news bulletin at 6:50pm featuring a live report from Baghdad correspondent Don Kirk. The network switched to full coverage at 7:27pm.

CBS Radio aired its first bulletin at 6:49pm. "By 6:35, we were certain something was going on," said marked VP/News Larry Cooper. "Our Baghdad correspondent first reported nothing unusual, but ten minutes later said, 'all the lights are going out...,' and we lost the phone connection."

AP Radio's continuous coverage at 6:50pm, and was the first to confirm—at 6:50pm—that the war had officially begun. Unistar broadcast its first report at 6:50 as well.

Local Stations

Break Format

President Bush's 8pm address to the nation was aired on more stations simultaneously than any other event in the modern radio era.

Once the speech was completed, however, most music stations began a transition back to music. AOR, KLO, 1010AM, played "Give Peace A Chance" and related songs. ND Martha Martinez handled newscasts and war updates, supplemented by Source reports once or twice an hour.

"When something like this happens, it's hard to compete with CNN," said PD Ken Anthony. "We're giving people information, but I think we're primarily there to be therapeutic."

Country KPLX/Dallas PD Bob Deibert agreed. In going back to music, KPLX was supplying lots of coverage, it's important to get the station back to normal: life goes on.

Because Rochester has no full-time news station, Country-formatted WBDY/FM (102.9), went wall-to-wall for two days, featuring Unistar reports along with locally produced ratings news and "talked up" interviews. After the initial hours of the crisis, the station aired about one report an hour on a patriotic nature. It rapidly aired the liner, "If anything happens, we'll let you know immediately. Some things are more important than 12 in a row."

Across town at AOR WCMF/Rochester, the market's top-rated station did not run the President's speech (it has no network affiliation) and has kept news updates to a minimum. PD Tom Main explained, "We're not a News station. Our morning newswoman's more of a comedic entertainer. Besides, every time we go on the air with an update, we're basically saying, 'Hey, why don't you just shut the damn radio off and tune in CNN?'"

The morning after war broke out, however, WCMF morning drive personality Brother Wease let his listeners know just how "we should have fun today or what?"

"At first," reported Main, "everybody said you were on the side that called up crying and said, 'My son is over there. Just play music.' That flipped the Wease out, and for the rest of the day he just took calls."

TV Connection

KFMB-AM-FM-TV/San Diego mounted a trimcast of the first night. Two radio stations simulcast Wall Street commercial without interruption the first nine hours. To show their solidarity, the stations distributed 3000 American flags—1000 in just one hour.

KRG/Tucson PD John Peake said the KRG began supplying information every other record for a brief update. We carried the Bush speech and the second back on the ABC Information Network for status reports.

We pulled all jingles off the air to tone things down, and we took off a few harder music titles—but we've since evolved back to speed again.

Peake said the station has been playing Ray Charles' "America The Beautiful" and "The Entertainer" for a "huge" response to Lee Greenwood's country smash, "God Bless The U.S.A." faced with listener droppage.

KISS-AM & FM/Los Angeles PD Bill Richards told R&R, "The morning following the invasion, [America personality] Rick Dees puts lots of time into the air and asked questions like, 'How do you explain war to a child?' At that noon, we did an all-news and dedication simulcast, which we sent to the troops."

Network Interest High

All the major networks report a sharp increase in affiliations since the invasion began. Unistar President Gary Fries said the 32 affiliates of the CNN News Network—which made the "first light"-are at last night which have signed up since last week.

Fries said Unistar "has tape reports of ten stations which are not affiliated with CNN that have pirated the signal and re-played it." Although he wouldn't identify any ten, he acknowledged WAVA/Washington was one of them. He said Unistar also sent a cease and desist notice to rival Satellite Music Network, which Fries said repeatedly played CNN on all of its music programming formats. SMN is owned by Cap Cities/ABC—operator of the ABC Radio Networks.

Unistar VP/News John Bogner reported the transmission appeared to 13, but said he hoped to head off any legal action by promising not to air any more of CNN's reports. Officials at SMN could not be reached for comment.

NAB Issues Warning

In related news, the increased terrorist threat precipitated by the war has spurred the NAB to advise all member stations to increase security at studios and transmitters. The warning was underscored Tuesday night (1/22) when AIDS activists marched onto the sets of the "CBS Evening News" and "MacNeil Lehrer Report" while those shows were being aired live nationwide.

—Reported by Ron Rodriguez.

Contributing Editors: Joel Desver, Evan Kenyon, Mike Kinosian, Lon Helton, Pat Clawson, and Randall Bloomquist.

Fullstone

Continued from Page 3

KMOX & KHTR (now KLOU)/KHTR's Station Manager, and KMOX'S NSM and GSM. He also was an AE for CBS Television Stations Spot Sales in both New York and Chicago.

Doctrine

Continued from Page 1

An aide to Hallings said the senator's statement referred to the report refused by some stations to air paid anti-war messages. Hollings, the aide said, was not "attacking news coverage" of the war.

Dengel's bid to codify the Fair

Doctrine has been designated H. 330.

In other legislative action, Hollings and Dingell joined Sen. Daniel Inouye (D-HI) and Rep. Edward Markey (D-MA) to introduce legislation that would require the government to turn over 200 MHz of spectrum for use by public safety and commercial operations. Among the possible uses for the cited spectrum: digital audio broadcasting.

News Outlets

Continued from Page 1

Some stations have supplemented their network feeds with material from other sources. Several CBS City's, for example, are receiving updates from various local networks' reports in various Midwest locations, including Kansas City, St. Louis, and various Mideast locations, including New York and Los Angeles. The Liner, however, while originating the news reports, stressed that these reports are "timely, competent, and responsive."

WKBW/10NEWS and WKBW 10 Forever Your Newsman's coverage which includes a list of sickened 'uncast nation was reported that viewers had received from their network's coverage instead of that provided by ABC Radio."

We went with TV because it was more immediate and compelling than [radio]."

"We're primarily there to be therapeudic."

More N&O's and DJs said they were pleased with the material they received from network operations. WWRK/Washington Program Manager Tyler Gene "Killer" Williams said in a statement his station is part of an interactional lineup with ABC News which has received requests that not their coverage is 'timely, competent, and responsive."

WKBW/10NEWS and WKBW 10 Forever Your Newsman's coverage which includes a list of sickened watching CNN."

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Doctrine

Continued from Page 1

An aide to Hallings said the senator's statement referred to the report refused by some stations to air paid anti-war messages. Hollings, the aide said, was not "attacking news coverage" of the war.

Dengel's bid to codify the Fair

Doctrine has been designated H. 330.

In other legislative action, Hollings and Dingell joined Sen. Daniel Inouye (D-HI) and Rep. Edward Markey (D-MA) to introduce legislation that would require the government to turn over 200 MHz of spectrum for use by public safety and commercial operations. Among the possible uses for the cited spectrum: digital audio broadcasting.
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'Simul-Operators': Pioneers Of The '90s

By Tommy Hedges

It's every broadcaster's worst nightmare: You've achieved your ratings goals and met your sales targets. But you hit a brick wall when you try to meet the accelerating growth projections needed to accommodate the rising costs of doing business and servicing debt.

Survival Tactic

Aggressive broadcasters are searching for ways to maximize profitability. In a growing number of U.S. and international markets, there are pioneer "simul-operators." Through the simultaneous operation of two or more properties in a single market, they are exploiting a new opportunity which is proving to be economically sound and a practical means of achieving competitive stability. This trend can help a weak broadcaster survive and make a strong broadcaster even stronger.

Until recently, this opportunity has been typified by one licensee controlling both an AM and FM facility in a single market: targeting an older demographic with a News or Talk format on the AM and a music format aimed at a younger demo on the FM. However, the continuing decline of AM audience usage, along with advertisers' emphasis on the 25-54 demo, has lowered the sales gains for these AM/FM combos. It's only when you look at the simul-operation of two music-based FMs in one market that the really interesting possibilities become apparent.

"As long as the audiences of the two stations complement each other, the sponsors will benefit and buyers should increase accordingly." To quote former WNEW-FM's President and General Manager, Tommy Hedges. He has been president of Pollocks Media Group (213-459-8556) an international programming agency, consulting all radio formats in nine countries.

"In simul-operation one station becomes the base station with the other station's entertainment programming chosen to be complementary, thus producing the best possible combined demographic targeting and ratings impact." - Tommy Hedges

"As the market becomes more competitive, simul-operators will benefit from this strategy.

"Simul-operation"... can help a weak broadcaster survive, make a strong broadcaster even stronger.

In simulating operation

One station becomes the base station with the other station's entertainment programming chosen to be complementary, thus producing the best possible combined demographic targeting and ratings impact."

Testing Efforts

For formats with completely different audience targets, joint promotional efforts save on the expense of staging separate campaigns for each station.

From a sales standpoint, the synergistic combination of each station's audience can increase sales. Thus, the sales department of the two stations complement each other, the sponsors will benefit and buyers should increase accordingly.

By offering a yearly contractual price for all the advertising available on both stations, the base station's sales department is able to offer combo rates that more efficiently address the advertiser's needs. In these cases, the inventories of both commercial spots and commercial promo_avail are included in the agreement to give the sales department maximum pricing flexibility."

Efficiency Of Scale

In searching for a simul-operation partner, the key is to look for demographics and appeal in dissimilar programming options without cannibalizing the existing audience. The goal is to expand as much as possible beyond the audience already attracted to one or both of the properties. For example, a broadcast partner searching for a suitable simul-operator partner might look at stations with weak ratings in the upper demos. The simul-operator partner may see a way to launch a new format, with the goal of attracting a new audience whose demos would specifically complement the base station.

Once a simul-operation is agreed upon, a review of the programming and sales staffs can indicate possible ways of sharing workload and personnel and finances. Put simply, in simul-operation, one station becomes the base station with the other station's entertainment programming chosen to be complementary, thus producing the best possible combined demographic targeting and ratings impact.

"Certainly changes in FCC multiple-ownership laws would help accelerate the simul-operation process. But even under current laws, the opportunities are present." - Tommy Hedges

Most importantly, coordinating and marketing tactics strengthens any weaknesses in the dynamics of the performance of the base station. So the combined numbers become a must-buy. Even if the base station is already the market leader, having one sales department handle two stations represents tremendous efficiency of scale.

"Even if the base station is the market leader, having one sales department handle two stations represents tremendous efficiency of scale." - Tommy Hedges

Case Studies

One of the most publicized simul-operations involves the agreement between WNEW-FM/New York and FM outlet WWBH/Hampton Bays, NY (R&R, 11/1). Under this arrangement, WNEW-FM became the "program supplier" in the same way a network would supply programming to its affiliates.

As WWBH owner Eddie Simon explains, "WWBH scrupulously monitors and controls the programming and advertising on our airwaves. We also determine the amount of WNEW-FM programming that we choose to use and are mindful of our obligations to broad

cast issue-responsive community affairs programming. In fact, we have substantially increased our community programming since we began simulcasting."

This kind of arrangement is mutually beneficial, since the WNEW-FM signal is weak on Eastern Long Island, which is part of the New York City Arbitron metropolitan survey area. WNEW-FM programming can attract a measured audience in the Nassau-Suffolk area that didn't have access to the station's signal before. The WNEW-FM sales department can guarantee better coverage of this entire area owing to the combined listening of WNEW-FM and WWBH-FM.

At the same time, WWBH maximizes its profitability and minimizes the effect of any possible economic downturn. This situation also makes particular economic sense to WNEW-FM since it hasn't had to modify its programming. WNEW-FM's coverage area is simply serving to extend WNEW-FM's reach into New York state.

Worldwide Application

In parts of the world where licencing laws are less restrictive, there are several anecdotal examples of simul-operation's potential success. The New Zealand broadcasting laws allow multiple licenses to be granted to one owner in a single market. Independent Broadcasting Group, the owner of Australia's 91FM, immediately purchased two additional major signals in the city: Radio Hasaraki was changed from CHB to AGR (reducing audience losses for 91FM), which had never been tried in New Zealand before. AM & FM Full-Service MOR Radio 1 is being split — the high-profile personalities will remain on the AM, while the FM becomes music-intensive.

The end result of these changes, as reflected in the most recent Nielsen Audit, shows how beneficial this cooperative programming planning can be. 91FM has retained its No. 1 10+ ranking, Radio 1 has maintained its upper-demo appeal, and Radio Hauraki has achieved double digits — while the third CHB in the market, which has been knocked out of contention. In short, an admirable sales story for the owner and one which will allow the owner to thrive, despite the increasing number of signals in the Auckland market.

It's also important to note that this scenario has created a diversification of programming for the Auckland audiences: namely, an AOR station and a music-intensive AC FM. Without the economy of scale the new joint ownership laws permitted, it's doubtful New Zea

land's economic climate would have allowed broadcasters to take such a large programming risk.

AC Europe 2 and CHR Skyrock in France have developed individu

al programming niches. This re

pective concentration on the older and younger ends of the pop music spectrum allows the sales department to create combo buys that blanket the market. And the most recent Mediameasure survey results indicate that for the first time, per

tennial market leader NRJ has been topped by the Europe 2 and Skyrock combo. Similarly, in the Soviet Union, Europa Plus Moscow and M Radio will be directed toward older and younger demo

graphics, respectively.

Certainly changes in FCC multi

ple-ownership laws would help ac

celerate the simul-operation pro

cess. But even under current laws, the opportunities are present. For those with the determination to work within the system and still achieve the goal of increased market share, simul-operation may well become the typical means by which to survive and flourish in the '90s.
12+ FALL ‘90 ARBITRON RESULTS

Salt Lake City-Ogden-Provo

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Norfolk-Virginia Beach-Newport News

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For The Record

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P1 Chart 25

Check These Moves...Again!

KSAQ 30-23
KTFM 8-6
KPRR 12-7
PWRPIG 14-10
WCKZ 8-7
KDBW 9-5
WLOL 6-5
KS104 18-13
KWJ 11-18
KDON 7-5

Plus...

WXKS 20-18
WZOU add
WAVA 22-19
WTVX add
WNVZ 7-7
KHTK add 30
Q105 30-25
KXSS add 39
KWRK 18-26
KJ 10-8
KISS 8-16
KWON 7-5

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12+ FALL ’90 BIRCH RESULTS

Denver - Boulder

Su 90 | Fe 90
---|---
KBPJ (AOR) | 9.0 | 9.4
KXGZ-FM (Cry) | 9.3 | 8.3
KOA (Talk) | 6.3 | 7.8
KBCO-AM & FM (AOR) | 6.6 | 7.2
KQKS (CHR) | 6.9 | 7.1
KRXY-AM & FM (CHR) | 9.2 | 6.0
KXLY (AC) | 4.8 | 5.8
KXKL-AM & FM (Gold) | 5.1 | 5.1
KXTL (AC) | 2.9 | 4.8
KRX (CR) | 5.5 | 4.5
KAZY (AOR) | 6.4 | 3.5
KCFR (Class) | 3.3 | 2.6
KHOU (AC) | 2.8 | 2.6
KVOO (Class) | 1.8 | 3.5
KHHS (AC) | 1.0 | 1.0
KEZL (B&B) | 1.3 | 2.1
KWBI (Retail) | .7 | 2.1
KSYT (AC) | 2.7 | 1.8
KYBY (B&Z) | 8 | 1.4
KZRN (News) | 5 | 1.1

Portland - Vancouver

Su 90 | Fe 90
---|---
KZ106 (CHR) | 11.8 | 12.1
KUPF-FM (Cry) | 9.9 | 7.9
KEX (AC) | 7.3 | 7.6
KXSM-FM (Gold) | 4.2 | 7.5
KFUP (AOR) | 7.4 | 7.5
KCCW (AC) | 6.3 | 6.8
KINK (AOR/NAC) | 7.3 | 6.2
KXYQ (CHR) | 6.8 | 5.3
KGO (AOR) | 6.3 | 4.2
KXLL (N/T) | 4.1 | 3.7
KXSN (Gold) | 1.5 | 2.7
KXLL-AM (AC) | 2.3 | 2.7
KWG (Talk) | 2.8 | 3.3
KOMP (Misc) | 1.5 | 2.1
KMBZ (UC) | 3.1 | 1.8
KWJ (Cry) | 1.7 | 1.6
KJWJ-FM (Cry) | 2.0 | 1.8
KHMJ (AC) | 1.7 | 1.6
KPDQ-FM (Cry) | 1.2 | 1.6
KJMJ-FM (AC) | 1.8 | 1.3
KUPL (Cry) | 1.0 | 1.1

Kansas City

Su 90 | Fe 90
---|---
KXYS (AOR) | 10.3 | 11.3
KDAO (Cry) | 11.8 | 10.3
KXFFF (Cry) | 8.1 | 10.2
KPRIS (UC) | 8.3 | 9.0
KQBE (CHR) | 9.0 | 8.4
KCFX (CR) | 3.9 | 7.1
KCMO (N/T) | 4.0 | 5.2
KMBZ (AC) | 4.2 | 4.2
KUDL (AC) | 3.6 | 4.2
KXXR (CHR) | 3.1 | 3.7
KCMO-FM (Gold) | 5.8 | 3.4
KRVK (AC) | 4.8 | 3.4
KSD (AC) | 4.2 | 3.1
KMBR (B&Z) | 3.3 | 3.1
KXUR (Misc) | 1.4 | 1.5
KLCG (Rom) | 8 | 1.1
KXTR (Class) | 1.7 | 1.1

Providence

Su 90 | Fe 90
---|---
WPRI-FM (CHR) | 13.8 | 12.0
WHJY (AOR) | 12.5 | 7.2
WWAL (AC) | 5.7 | 5.9
WWAX (CHR)* | 5.4 | 5.4
WWBB (Gold) | 6.3 | 5.1
WCTK (Cry) | 2.4 | 4.7
WHJJ (N/T) | 5.7 | 4.7
WHDE (Cry) | 3.9 | 4.5
WXRT (Cry) | 3.8 | 3.9
WPHD (Talk) | 4.1 | 3.6
WRBI (N/T) | 3.3 | 2.9
WHIN (Cry) | 2.3 | 4.3
WPLM-FM (B&B) | 2.2 | 2.4
WHRM (Cry) | 1.5 | 2.2
WAFL (AC) | 6 | 1.6
WBCH (AC) | 9.1 | 9.9
WAFP (AC) | 1.8 | 1.7
WODS (Gold) | 1.0 | 1.0
WBZ (RC) | 1.6 | 1.3
WXRS-AM (Cry) | .8 | 1.3
WBSM (N/T) | 1.9 | 2.5
WHJZ (AC) | 1.3 | 1.2
WWAZ (Class)** | 6 | 1.1

Sacramento

Su 90 | Fe 90
---|---
KAG (AOR) | 13.0 | 11.8
KRFA (Cry) | 10.2 | 11.1
KFBX (N/T) | 7.9 | 8.9
KRAK (Cry) | 7.8 | 7.9
KZAP (AC) | 6.6 | 5.3
KOPT (NAC) | 3.7 | 1.5
KYMX (AC) | 4.1 | 5.1
KHYL (CARD) | 5.8 | 4.5
KXOA-FM (Cry) | 5.4 | 4.1
KCRY (AOR) | 1.3 | 3.7
KAEN (AC) | 4.1 | 3.2
KEWD (Cry) | 3.3 | 2.0
KROY (CHR)* | 2.6 | 2.8
KXXR (Cry) | 2.9 | 2.6
KGO (N/T) | 2.9 | 2.6
KCTC (B&B) | 1.4 | 1.3
KFCR (Nost) | 7 | 1.2
KQQR (AOR) | 3.2 | 1.2
KJSM (Gold) | 4 | 1.2

or becomes KEMO (B&B) toward end of rating period

San Jose

Su 90 | Fe 90
---|---
KQHT (CHR) | 8.0 | 8.4
KGO (N/T) | 8.3 | 8.0
KGO (AOR) | 6.9 | 6.0
KSDO (AOR) | 7.3 | 5.9
KITS (NAC) | 3.4 | 4.5
KZML (CHR) | 3.5 | 4.5
KCBS (News) | 2.8 | 3.9
KBYT (B&B) | 3.1 | 3.7
KZER (AC) | 3.7 | 3.4
KBIR (AC) | 4.0 | 3.3
KGSN (Cry) | 1.6 | 3.1
KSFQ & KYA

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Including:

WKID 29-15
WYKQ 21-17
WNCI 24-21
KZQF add
KRRZ add
WJZM 31-24
FNY2 add
WFER add
Ki 31-26
WCLA 30-23
KZQI add
WQLW 25-25
WQUT 35-26
KLY 37-30
FM 100 28-23
WBTX add
K99 add
K92 30-33
KMOK add

AC Chart Debut

Twente 1

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www.americanradiohistory.com
Gridiron Tactics

Balancing Offensive, Defensive Strategies

By Lee Abrams

Radio is like football. The dream team has a tough-but-benevolent owner like George Halas, a head coach (GM) like Vince Lombardi, a PD like Joe Montana, and a team of all-star players (jocks) — not to mention an ace promotion and marketing staff. Taking the idea a step further, radio stations can borrow the concept of separating and maximizing offense and defense.

"In radio terms, defense means taking action to keep competitors from gaining ground."

In radio terms, defense means taking action to keep competitors from gaining ground — playing the right records, employing proper call letter orientation and formatic execution, etc. An airtight defense is difficult to beat. Offense is doing aggressive and clever things geared to pierce the competition's defensive armor.

Ideally, a station should have a strong offense and defense. But in most cases, stations have one or the other. In the early AOR days, some stations played perfect music but were terminally boring in presentation, while others were fun to listen to but had music flaws. Look back at any great station in any format:

- Chances are, it balanced offense and defense.
- Designated Strategies
  - Defense — It can be boring but is essential to winning and staying on top. The key to defense is setting up systems that insure air tight delivery of the most rudimentary reasons for not to listen.
  - Offense — It's more fun but not necessarily more important. Offense becomes a critical ingredient when attacking a station with holes in its defense. A great offense is blatantly clever, aggressive, gutsy — but never at the expense of defense. An aggressive offense that steps on its own defense cancels out the effectiveness of both.

"Ideally, a station should have a strong offense and defense. In most cases, stations have one or the other."

"You need to pretend you're under direct attack, even if you're not. Declare war before it's declared on you."

"A great offensiv is blatantly clever, aggressive, gutsy — but never at the expense of defense. An aggressive offense that steps on its own defense cancels out the effectiveness of both."

Defensive Guide

- Face the cold, hard reality. There's not much passion to defense. It's all about muscle. That's a critical attitude.
- Separate defense from offense. The defense plan must be separate from the offense. There's no room for overlap. Staff meetings need to devote time to both.
- Organize your plan. Defense is all about rules and their organized execution. It's about protecting yourself and being airtight. Free-thinking creativity is offense; cold, disciplined thinking is defense.

Offensive Guide

- Rethink. It's important to rethink traditional ways of doing things. The van vs. limo is a classic. Statikns assume you have to have a van. But why? Why run the popular "Top 500" songs on Memorial Day when everyone else does? Run them at a time that catches people — including your competitors — by surprise.
- Ask. Many radio people are shy about asking for things. Try it. Want to do a live broadcast of Pink Floyd? It's worth a phone call. Make a list of 100 things you'd like. You can choose to either forget it or make 100 calls. If you do make the calls, odds are you'll end up with something on your list.
- Nurture. It's important to nurture the offensive attitude with your designated team. A number of stations are strictly defensive — offense is taboo or unwelcome. Other stations welcome ideas. That's important. Someone may have 100 ideas which are all bad except for No. 64. That one idea is worth it.
- Stay alert. Most competitors these days aren't dumb. There are enough niches to preclude guessing what a station will do. So stay in a constant state of alert. Evaluate yourself. Stay offensively aggressive at all times regardless of your competitive stature.

"A station that works at both [offense and defense] will be difficult to defeat in the short- and longterm."

Lee Abrams is Managing Director of Satellite Music Network's Z-Rock, Heat, and Classic Rock formats. He can be reached at (214) 991-9200.

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2 GRAMMY NOMINATIONS FOR:
Best R&B Song
Best R&B Vocal Performance/Male
Tears For Fears Dance Remix Truly A Fluke

1991's Glastonbury Festival Cancelled

England's annual Committee for Nuclear Disarmament event, the Glastonbury Festival, has been cancelled this year due to the increase in violent disorder by traveller's and 'hippy' convoys in 1990. Farmer Michael Evans, quoted as saying, 'The convoy gave us too much trouble and grief last year that we've decided to take a year off to let things quiet down.'

UK Screen Scene

To update our top story of last November 30, ROL now understands why former ART OF NOISE member Anne Dudley may have been a little reluctant to divulge the title of the film for which she's almost finished the soundtrack, titled 'The Pope Must Die?,' the film stars Scottish comedy actor Robbie Coltrane as a guitarist and mechanic who accidentally elected to be the Man in the Vatican.

In the meantime, Dudley's been busy elsewhere with a slightly controversial project - RICK ASTLEY's new album.

Maggie's Last Party

Former British Prime Minister MARGARET THATCHER starts on the debut single from V.I.M., which she's acclaimed as parts of her speeches, mixed them with a dance beat, and watched "Maggie's Last Party" hit the lower reaches of the UK chart this week.

Roll's not sure how Maggie will take to the track, though. She announced at the BPI Brit Awards last year that her idea of a good song is "How Much Is That Doggy In The Window."

New Sinead LP News

SINEAD O'CONNOR's next LP will be called "Eli For Ziggie"

is currently set for a March release through Island.

In other Irish music news, Dub- line's locally acclaimed into PARADISE released "Burns My Skin" this week. It's the group's first single for Ensign Records, and will be followed by an LP ("Churchtown") in March.

Meanwhile, Ensign recording artists the BLUE AEROPLANES went back into the studio this week, having written some 30 new songs which will be on the road last year.

However, they'll be recording without drummer JOHN LANGLEY (brother of singer GERARD), who's reported to have left the band as a result of the intense workload. PAUL MULREANY from the JAZZ BUTCHER has been tipped as John's replacement.

Everybody's Got To Learn Sometime

Meanwhile, ROL sincerely hopes that the Gulf War won't impede the work of International Heritage Re- lease (IHR), the Bristol-based charity that's working to free non-political hostages worldwide. IHR will release its double compilation album ("Everybody's Got To Learn Sometime") on February 4. DIRE STRAITS, PETE TOWNSHEND, TINA TURNER, PETER GABRIEL, TALK TALK, and CLANNAED are among the artists who've donated tracks to the LP.

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CAP CITIES/ABC CHR s SET FOR REBOUND

WPLJ, Z95 Fight For Ratings & Respect

While I usually focus on successful stations in these pages, I thought it might be interesting for a change to look at the troubles of two major market CHR s - Cap Cities/ABC's WPLJ/New York and WYTW (Z95)/Chicago.

WPLJ: A Short History

What went wrong at WPLJ? After years as a respected CHR, it went CHR in 1983 almost simultaneously with crosstown WHTZ (Z100). Despite competitive ratings, WPLJ has consistently trailed Z100 in Arbitron for all but one book. Then in August 1986, WQHT (then Hot 103, now Hot 97) debuted with a successful Dance CHR format. While Z100 lost some ground, WPLJ bore the brunt of 'QHT's impact.

In 1987, under then-PD Larry Berger, WPLJ renamed itself WPPR - "Power 96," a move some felt maddened its image. In 1988, 14-year vet Berger left the station. Soon thereafter morning mainstay Jim Kerr also left - he's now in mornings at crosstown WNYN. Gary Bryan came in as PD/morning man and restored the old WPLJ call and "96.2" handle in late 1988. He watched the ratings slip even further and left after a year. After sitting for a noncompete he's now copping mornings at Z100.

Bryan was replaced nine months ago by ABC Network VP/Programming Tom Cuddy, hot off a successful programming run at sister CHR WPXY/Philadelphia. He instituted a two-year plan to turn WPLJ around with such elements as new jingles and aggressive music promotion, and marketing postures.

An aircast overhaul brought in morning man Rocky Allen, among others. Within the last four months, however, one of WPLJ's strongest talents, night rocker Dominick, left to rejoin WPW (Power 99)/Atlanta.

R&R: Is WPLJ flexible? TC: I think it is. It's just taken a lot of time to put all the pieces in place. The biggest problem was finding the ultimate morning man. Rocky Allen didn't get here until the beginning of the fall book, so he hadn't had time to kick in. We need to make WPLJ the top-of-mind station and erase some of the negativity of past associations.

We're doing a talent search to replace David Haines, and all our changes will be complete at month's end. In my time here we've changed every daypart but middays. We've done extensive music testing, and we now feel the right product is on the air. We're launching a stabile marketing campaign in February.

MD: Our four steps are: target the audience, improve the product, and define our position; now we're ready for marketing. We haven't spent a nickel in this arena yet. The best is yet to come. The varsity is on the field, and now we have to start the game. Sure, our +2 was off 2.2-2.2, but our 18-34 women were up 4.4-4.4. If we'd gone 2.5-3.0, no one would have been more surprised than us. Our expectations weren't out of line, so we're not overly concerned.

R&R: Have you considered a call letter change? Maybe to WABC-FM?

MD: I don't believe our image is bad enough to make such a drastic move. There's already been enough confusion as to what WPLJ was. Coming from its AOR heritage it made a good transition to CHR. Yet it became inconsistent within CHR. While a lot of people still came us - we often beat Z100 in curls - our target is 18-34 women. We're being consistent with that target. Radio is a companion medium, and what makes a listener choose one station over another is consistency - knowing what to expect. WPLJ is no longer going to be 'flavor-of-the-month radio.'

Tom and I felt this was a strong enough situation to move here, and we knew it would take time to correct the previous damage. We no longer care what any other station says about us or what the press writes about us.

TC: In the past, WPLJ reacted to everybody and everything. The station became a target for everyone. It was a dance flavor, eliminating the rap songs and hard-edged guitar we used to play. WPLJ is a current-based CHR with an aggressive music policy that will appeal to adults and offer something fresh for the younger listeners. We have to be different from Z100 or Hot 97.

MD: Making WPLJ different is a big part of our plan. Rocky Allen sounds different from anyone else in mornings, and that's a positive. If you try to duplicate someone else, you come off like Pat Sajak did versus Johnny Carson.

Hail To The Chiefs

How do the big guys at Cap Cities/ABC Radio feel about WPLJ/New York and WYTW (Z95)/Chicago? Group I President Don Bouloukos and Group II President Norm Schrott offered their views.

"I feel very positive about WPLJ," said Bouloukos. "Both Mitch [Bouloukos, PD President/GM] and Tom [Cuddy, VP/Programming], have great track records in the company. It's just taken time to align them, and I'm not concerned. Still, I don't like being a 2.2 station.

"Our personalities are excellent, and I'm very happy with (morning man) Rocky Allen's performance. Our turnaround situation isn't easy, so we're taking it one stage at a time. Our cume has held up nicely, which shows we're being sampled. WPLJ has to become the listener's primary CHR choice, not secondary or tertiary."

Don Bouloukos

Schnurt, speaking of Z95, added, "We've made some mistakes and we have to fix them. There are a lot of little things that have added up to big problems - our ratings.

"Hiring [Jaci/Critical Mass Media's] Randy Michaels to consult is a major step forward. He and (PD) Ric Lippincott work well together. Randy's track record tells me he can and will help Z95 dramatically. With what we've got planned, I'd be surprised if we don't see some immediate short-term growth. We do nothing without a great deal of input. Sometimes we're considered slow to react, but I'd rather be slow and right than fast and just hoping things work."
Do you know this person?

Last Contact: 01/16/91 WINNER OF PHIL COLLINS TICKETS
Code: 29 Added: 01/16/91

P1 Station: WAAA
P2 Station: WBBB
P3 Station: WCCC

Title: FASHION CONSULTANT
Company: Fashions Unlimited
Address: 432 52nd Ave. #1402
City: New York
State: NY Zip Code: 10123

Home Phone: 212 555-6555
Fax Number: 212 555-1123

DOB: 03/16/64 Marital Status: (M/F): F Race (ASHO): 0
Age: 26 Sex (M/F): F Race (ASHO): 0
Soc. Sec. Number: 333-22-1111

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Continued from Page 54

**Z95: A Short History**

Z95 faces similar problems. Once known as WLS-FM, it struggled against the image of then-dominant sister CHR WLS (AM). The two simulcast intermittently in the early '80s. At one point, WLS-FM morning mainstay Larry Jagacki left to do his show on the AM. That left WLS-FM to battle such formidable morning talent as WLUW's Jonathan Brandmeier and WKQX's Robert Murphy. Afternoons at WLS-FM were in good shape with Steve Dahl and Garry Meier for a while, until the pair moved to WLS (AM), then to WLUP-FM, and subsequently to WLUP (AM), where they're currently in morning. WLS (AM) became a Talk outlet in late 1988.

In the last decade a host of PDs passed through WLS-FM, including current OM/PD Ric Lippincott, as well as Steve Casey, John Gehron, and Dallas Cole (now known as Jeffrey Rowe). During Jan Jeffries' tenure, WLS-FM became Z95. Lippincott returned as combo OM in 1986. WLS-FM was a rock-based CHR by heritage. In 1982, croonsound WBBM-FM (WBBM) debuted Hot Hits under PD Buddy Scott and beat WLS-FM soundly. B96 eroded and Scott eventually took the station into more of a Charlatan direction, later modifying it to more of a Dance/CHR. Z95's last great book was in Spring '89, when it scored a 4.4 to top B96's 4.1.

Shortly after this victory, Z95 shifted into an adult mainstream direction and in Fall '89 dipped to 3.7, still enough to beat B96's 3.6. When Scott left B96, WTTW-FM PD Dave Shakes came aboard and lit a fire under B96. Thanks to Shakes and consultant Alan Burns, Z95 reached its all-time high in the just-released fall Arbitron, rising 5.2-6.2, while Z95 dropped 2.6-2.1 to an all-time low. To remedy the problem, Z95 has inked not one but two consultants: Burkhart/Douglas's Don Benson, and Jasper Exact, VP/COO/Critical Media honcho Randy Michaels. Lippincott and Michaels spoke about the station.

**R&R:** Can Z95 be fixed?

**RL:** It is absolutely a fixable situation. I'm very fortunate to have two great consultants to help put this place together. Don is an intellectual, logical, and well-balanced thinker, while Randy is about a sandwich short of a picnic. He's absolutely out of his mind. Randy's an air-to-ground missile that's lost its guidance system and is out of control — but when that missile gets there it's going to make a big boom.

**BITS**

- Line Of The Times — As a public service, WKSS (KISS 97.5)/Hartford installed a 24-hour recycling into fine to assist residents with the what, when, where, and how of complying with a new recycling law that recently went into effect in Connecticut.

**MOTION**

- **KFDX/Boise** names Dave Stone PD, succeeding Mike Kasper.

- **WZEE (Z104)/Madison ups MD Fletcher Keyes to APD**

- **KZPH/Phoenix MD Darcy Sanders adds Research Director duties**

- **KSDN/Eugene, OR's new MD/morning man is "Dynasty's" Darrin Stone, most recently A/P/afternoons at KHHT (97)/Santa Barbara, "SND also welcome Mike Abrahams from (Q102)/Reno for Research Director/nights duties ... WVBW/Wilmington, NC adds GM/PD Bob Bolton and MD Scott Edwards, both from WQCR-Richmond at WNSF/North, MD Ellis B. Feaster joins the morning wakeup crew, and night person Jeanie Fever moves to afternoons. Mark Olson exits mornings at WTVS/Toledo. OH ... At KTTX/Jefferson City, MO, night rocker Hollywood Harrison takes MD duties, midnight personality Krist Frazier returns from KNMU/ St. Louis, midday Jim Williams moves to swing, and former MD/dinner-nighter Kevin Michaels exits, replaced by weekender Kenny Knight ... Lloyd Maxwell from WYW/Myrtle Beach, CA joins KCAQ/Oxnard-Ventura, CA as Promotions Director. After two years, WPXV (BPXY)/Rochester morning man Larry wax exits. Weekender Gene Fillasse joins Mark Cooper & Joan Brandenburg for weekups, and new to BPXV's nights is Ryne from KDVZ/Des Moines ... At KFXQ/Kaukia, TX, afternoon driver Chris Kelly is upped to MD. Former WHZT (Z100)/New York swing man Bobby Willis is swinging again at CHR sister WEGX-Philadelphia ... KGUS (KGG5)/Sioux City, IA PD Matt Tomstone takes a midnight shift as Mike Logan joins Denny Anderson in mornings ... K2D0/Duluth, MN welcomes back Promotions Director/right man Hurricane Hamilton.
GIVE PEACE A CHANCE

AMINA • ADAM ANT • SEBASTIAN BACH • BROS • FELIX CAVALIERE • TERENCE TRENT D'ARBY
FLEA • JOHN FRUSCIANTE • PETER GABRIEL • KADEEM HARDISON • OFRA HAZA • JOE HIGGS
BRUCE HORNSBY • LEE JAFFE • AL JARREAU • JAZZIE B • DAVEY JOHNSTONE • LENNY KRAVITZ
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MICHAEL MCDONALD • DUFF MCKAGAN • ALANNAH MYLES • NEW VOICES OF FREEDOM
RANDY NEWMAN • YOKO ONO • TOM PETTY • IGGY POP • Q-TIP • BONNIE RAFFT • RUN DMC
DAVE STEWART • TEENA MARIE • LITTLE STEVEN VAN ZANDT • DON WAS • WENDY & LISA

AHMET ZAPPA • DWEEZIL ZAPPA • MOON ZAPPA

Lyrics rewritten by Sean Ono Lennon.
Produced by Lenny Kravitz.
All proceeds from the sale of the commercial single will be donated to The John Lennon Foundation.

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Prevailing Over The 'Big R'

Just about everyone now concedes the U.S. is in a recession. How long it will last and how bad it will be is anyone's guess. But there's no doubt the nation's economic woes directly affect radio's bottom line. How stations deal with the "Big R" will go a long way in determining who ultimately wins and loses over the next year or two.

Although talk of a recession has escalated dramatically over the past few months, several areas of the country have been dealing with tough economic times for quite a while. The Northeast has been particularly hard hit. In this week's column, GMSs from three prominent Northeast AORs discuss the financial consequences of the recession and the strategies they're using to handle the situation.

Next week, their PDs tell how the economy has affected programming, promotion, and research.

'AQQ: That's The Brakes

WAQY/Springfield, MA VP/GM Fred Steinman has been dealing with the recession for over a year. "It really hit us last January," he said. "We came off a super year in '89, and all of sudden it was just like someone put the brakes on the brakes."

"We require our salespeople to call on three new businesses per day. That's the only way we'll stay above water!" — Fred Steinman

Fred Steinman from the previous year. Obviously, you always want to do a lot better than you did the previous year. But based on what's going on and what we're hearing, we feel pretty good about things."

Steinman singled out the auto industry as the most noteworthy underachiever. "It's way off — not just for us but for the entire market. It's really been hit hard. The entertainment and concert business is also off significantly. Those are the areas that have affected us the most."

'AQQ's' local business has really taken it on the chin. Steinman said national buys generally remained strong through much of 1990, adding, "It's only in the last couple of months that the national business has fallen behind budget." Approximately 65%-70% of the station's total ad revenues are generated locally.

Targets New Business

To try to make up for the lost business, 'AQY hired a new salesperson and aggressively targeted new advertisers, especially those that might not have been particularly strong station supporters in the past.

"The emphasis the past year has really been on new business. We stress the basics — going out there and leaving no stone unturned. We require our salespeople to call on three new businesses per day. That's the only way we'll stay above water."

"We've been able to get more banks on the station in the past year than ever before. Our C5+ numbers have improved to the point where the banks have finally started to look at us as more than a teen station. And even though car sales are down, we've been able to get co-op from some of the car dealers on the repair end of the business. We've also done well with locally owned fast-food restaurants and jewelry stores."

Steinman resisted the temptation to add more units. "That's always a tough one. The sales end of me said, 'We're going to have to run more units.' But we really stayed steady at 12 units an hour, which in this market is really something. The competition runs 14-15 units an hour."

'HCN: Selling Sunshine

At nearby WHCN/Hartford, the operative attitude is, "Recession? What recession?"

"Frankly, I don't like to use the horrible 'R' word," said HCN VP/GM Boyd Arnold. "It can become a self-fulfilling prophecy. It's like the nursery rhyme 'Chicken Little' and the sky falling. It's difficult out there, but it's really not as grim as a lot of people would have you think. For example, there's so much gloom and doom in

Recession Busters

- Get back to basics
- Aggressively target new business
- Don't compromise the product
- Think positive; "sell sunshine"

"We're not overleveraged like so many other stations, so doing business might be a little easier for us. A lot of owners are having difficulties because they didn't get the increases they projected when they took on the debt load. We haven't yet cut back on anything. We may look at things a little closer these days, but we've never been furious spenders. We've always tried to make prudent business decisions, regardless of the economy."

"Service and relationships — that's what built this business and will keep it strong." — Al Blake

'GIR: Back To Basics

"'90 was a crazy year for us," reported WGR/Manchester, NH GM Al Blake. "It was up and down. We'd have one quarter that was very busy and then another where we didn't know what happened to the business. The whole thing's hard to figure out. There are still people in this market who don't believe there's a downturn yet."

Regardless of how you view the economic situation, the stations with the strongest sales staffs will win in the long run.

"GIR: Back to basics, and that's the approach we've taken," Blake said. "The whole situation kind of parallels the real estate market."

Al Blake

For the record, 'HCN has maintained the same rate structure, maximum spotload, and complement of salespeople. Arnold said the station's revenues were up slightly vs. the previous year.

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One of the Most Active New & Breaking Records on the Street!

Great Calls Include

- WIIY
- WBAB
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Track 39 - 29
Album 35 - 30

#1 AOR New Artist

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Track 54 - 44

OUTFIELD
"FOR YOU"
The Exciting Follow-Up to the Top 10 Smash "Take It All"

Track Debut 49
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- KLOL
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- KSJO
- WEZX
- KWIC
- KKEG
- WSTZ
- KBAT

#18 AOR New Artist

BROKEN HOMES
"SOMETHIN'S GOTTA GIVE"
Early Believers Include

- WBCN
- KLOS
- WRCQ
- KEZO
- KKDJ

- WGLF
- KJKJ
- KZOQ
- KCHV
- KFMU

- WQFM
- WHEB
- KBAT
- WHTQ
- WKQZ

- WGIR
- WWTR
- KWHL
- KFMF
- KQDI

- KKD
- KGGO
Prevailing Over
The 'Big R'

Continued from Page 58

people isn’t the answer. “Why have more people getting beat up? As long as we’re covering our bases, I’d like to have a few less people making more money. If you have good people you can do that.”

Blake echoed his peers when he said the auto industry as 1990’s biggest revenue no-show. Food and health care are two industries which have helped make up the slack for other advertisers who cut back in the past year.

“Service and relationships—that’s what built this business and will keep it strong,” Blake said. “It’s a people business, period—and the real people will survive.”

HOLLYWOOD WEDDING — Dozens of AORs have performed on air weddings, but KSLQ/San Jose’s two couples after at a local night club was unique for a couple of reasons. First, morning man Lamont Hollywood actually performed the ceremony (he’s a legally ordained minister). Second, one of the brides-to-be never showed up! After delaying the ceremony an hour, Hollywood (and partner Paul Tonelli) went ahead and married one couple while the filled groom drank his sorrow away at the bar. Pictured are (l to r) Tonelli, bride Audrey Argabrite, groom Craig Argabrite, ex-groom Sully Makame, and Hollywood.

LEAN ON ME — Hangin’ with Colin James (r) are (l) WEGR/Memphis MD Zane Logan, Virgin Jagemeister Jeff Neumann, James producer Joe Hardy, and PD Drake Hall.

MARCUS WELBY, MD PROCLAIMS:

“FIREHOUSE is like a ‘breath of fresh air’.”

FIREHOUSE 37-28

“DON’T TREAT ME BAD”

Tired of being “hosed” by “garage” bands choking your playlist? Well, get ready to rev your engine for FIREHOUSE — Here’s one new band that respects great radio production values. Clearly, the first breakthrough of 1991.

Album radio knows best. That’s why “Don’t Treat Me Bad” is now on 105 stations, including

WIYY KLOL WMMS WLZR KLOS KUFO KBER KOME KISW WBAB WSHE WLLZ KBPI KUDP KRXQ KQQR KSJO WWDN WXTB WRIF WKLS WYNF KYYS

A Most Added Album & Track

SEGUES

Two prime AOR production director jobs have been filled: Bob “The Blade” Robinson jumps from WRDU/Raleigh to WDVE/Pittsburgh, and Alan Hite moves from KLBJ/Austin to WYYY/Baltimore. Brian Price will assist Robinson at ’DVE... CFNY/Toronto ups Earl Jive to MD... WKRR/Greensboro elevates MD John Amberg to APD... WGLF/Tallahassee promotes midday personality Paul Davis to MD... WHCN/Hartford Promotion Director Maria Lahodny takes the same job at KGON/Portland... Mike Phillips is the new Research Director at WXXL/Atlantic City... WGCX/Mobile rehires Tim Halmark for Promotion Director duties... KBAT/ Midland, TX welcomes Steve Driscoll for afternoons.

DOUBLED KROSSED — Redd Kross pretty boys Jeff McDonald (l) and brother Steve sandwich WhF/S-Washington personality Pat Ferrone.
Avoiding Obsolescence

When I attended radio school a couple of centuries ago, there were two fellow students who already knew everything there was to know about being a disc jockey. They constantly dropped names and call letters with which the rest of us were not yet familiar.

When other students would ask questions of the instructors, these two guys would laugh loudly, ridiculing them. They succeeded in intimidating some of the students into not voicing all of their questions, for fear of being laughed at.

I never heard of either of those guys after leaving radio school, and I'll bet a thousand bucks neither is in the business today.

Actually, however, they are in the business. But they wear different faces, use different names. They're in all formats, all airshifts, all market sizes.

Long ago they learned every-thing there is to know about being an air personality. It's only natural, therefore, that they're no more advanced now than they were last year... or two or five years ago. And, typically, their careers are no more advanced, either. (They might even have worked in a major market... once. And they spend the rest of their careers in smaller markets, with their major market glory days becoming more and more grandiose with each retelling.)

I see these guys at conventions. They never attend any of the sessions, of course. That would be a waste of their time, because none of the presenters or panelists could possibly say anything these guys don't already know.

But I understand the hospitality suites - leaning against a wall, nursing a drink, carefully cultivating the "I don't even know why I came here" sneer. When they speak, invariably it's to denigrate the talents of some other disc-jockey (who for some reason in-variably is more successful and better known than the guys who so knowingly ridicule him).

Most successful personalities have strong egos and wide stubborn streaks. (Stubbornness can be an asset when pursuing your own particular radio "vision"). Some are friendly and unassuming off the air; others are a little more obnoxious and overbearing than absolutely necessary.

But over the years, I've noticed that the jocks at the top of their craft - both creatively and financially - rarely lose their desire to learn. Just as the best hitters in baseball study videotapes of their swings and seek out the advice of batting coaches they respect, the most accomplished personalities continually strive to hone their skills, improve, and prevent their performances from becoming stale.

Don't stop growing. Don't ever delude yourself into thinking you know it all. Enjoy your success, but never be satisfied with your performance. (When you can look at yourself, saying, "Ah, what the heck, it's good enough," you know your career is about to start sliding.)

If you think, "Heck, I'm a big hit in Columbus; I have nothing more to learn," be assured that someone in Cincinnati is laughing at you. If you're thinking that in Cincinnati, someone in Detroit is laughing; in Detroit, San Francisco; and if you think it in San Francisco, it's a New York air talent laughing. If you think that a way in the Big Apple, someone across town with higher ratings is laughing. And if you're the King of New York and you think you have nothing to know... soon you will be dethroned - and everyone will be laughing at you.

What matters is the other person understood. If you did not intend to offend the jock but he was offended, you failed to communicate. You can fire him and hope to hire a jock who understand-s you more clearly, or you can try alternative communication strategies until you find one that works.

Here's another definition: "The communication is the response it elicits."

Critique, Don't Destroy

You're the program director, and you're conducting an aircheck critique session with one of your jocks. "I may be wrong," you venture, "but it seems to me that break went on a bit too long. What do you think?"

"Hey," the jock explodes, "if you don't think I'm any good, I can always take a job across the street! I don't need this kind of harassment!"

What happened here? Obviously, you communicated a constructive thought in a gentle, respectful manner. The problem here is the jock. Wrong, Mr. Personality. The communication is the message received.

I MEAN WHAT I SAY! Comments, suggestions, questions, complaints, are not going to come. Due to the volume of mail, I regret that I cannot critique the airchecks, but I'd love to hear what you're doing.

Mike's view: "What you mean is irrelevant. What matters is what the other person understood."

The communication is the response it elicits.

Gold Jocks: Relate To The Music

If you work for a Gold station, the following declaration might surprise you: People don't listen to your station to hear oldies...

Instead, they listen to hear songs they like. Your adult listeners do more than simply listen to the music you play—they react to it on a visceral level.

A couple of years ago I was asked to speak at a radio gathering in the Midwest. I awakened that morning in my hotel room. Given my dislike for public speaking, this was not a good start. Then I remembered: I had to give a speech in a couple of hours.

Now, I enjoy conducting seminars, but this wasn't a seminar. Nor was it a panel upon which I sat and simply talk radio with a bunch of others. This was a SPEECH. I hate giving speeches.

So it was morning... I had to get up... and I had to give a speech. I was in a very, very bad mood. I turned on a local radio station. The first song I heard was by one of my boyhood favorites, Rick Nelson. Unfortunately, it wasn't one of his best records. It was "Teenage Idol."

Sappy, Contrived, Maudlin, I hadn't heard it since it was a hit in 1962. I found myself remembering not just where I was when "Teenage Idol" was a hit, but also who I was. My lovely lady had recently moved from Connecticut to Florida. I hadn't wanted to leave my friends and music scene, but I was lonely in Florida.

I thought about loneliness, longing, isolation. And I felt sorry for the guy... Not because loneliness is fun, but because suddenly I was put back in touch with a part of myself I had forgotten about. I was reminded of one more piece of the puzzle that is me.

A warm feeling washed over me. And being awake earlier than I prefer and having to give a speech no longer seemed so distasteful.

We all have strong memories attached to the music we grew up with. You can connect with your listeners by sharing the connections you have to the music you play. Methods for connecting include:

- Memories: The song brings back...
- Trivia: About the record ("In a moment, the first hit record to use a synthesizer...")
- Information: Or trivia about the artist (If you ever heard Casey Kasem, you don't need any further explanation).

- How you feel when you hear it (For example, whenever I hear the Doors' "Riders On the Storm," I envision driving in a rainstorm late at night. The vision appears because I recall the incident that caused it. Many years ago I found myself driving down Wilshire Boulevard in Los Angeles around midnight... through the heaviest rainstorm, possible... with the long version of "Riders" on my car radio.)

Some jocks have mistakenly been told they NEVER should talk about their own memories or associations with songs. This will interfere, they've been told, with the listeners' own memories. That's ludicrous. When you share a memory with your listeners, you trigger their own memories.

- The song's place in music history ("Coming up, the very first hit song to feature the word 'crap' in the lyrics!")

I don't suggest you share an anecdote, memory, or emotion every time you play a record. But if you run a station (Rock, Classic Rock) and you never relate to the music you play, you might as well be automat-omated. Anyone can backseat a rec-

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A Profile In Commitment

KJLH Tightens Community Ties Through Special Features, Literacy Campaign

UC/Black radio broadcasters constantly talk about community involvement and commitment to their core audiences. Well, it’s one thing to talk and another to take action. One station that’s stepping up its community commitment is KJLH/Los Angeles.

‘Drum Of Communication’
J.B. Stone, formerly VP/GM of the station and now Director/Broadcasting for parent Taxi Corporation, believes radio must do more than just play music. “Our people have always been loyal radio listeners. I consider UC/Black radio to be our modern day drum of communication. If we don’t give our audience a local and national news perspective, plus respond to their needs, then who’s going to do it? It’s a mandate: Community service and involvement are part of our image. The only thing that can sustain a station between ratings ups and downs is close community ties.”

With that in mind, KJLH launched the “Positive Role Models,” a five-minute feature that runs three times a day. “We showcase African-Americans who are positive role models in our community,” Stone explained. Stone, “We make it a point to search out people who may not be music or sports celebrities. For example, it may be a U.S. Postal Service employee who’s doing positive things in the community. It could be a mother who raised her children alone and managed to send them all to college. We always hear music or sports celebrities. That’s why we came up with this feature. We acknowledge these people and share their accomplishments with the community.

“Each of these features is sponsored. If the package is put together properly, it can be sold. I say this because I know there’s a group out there saying, ‘We just can’t give our airtime away.’ Well, here’s a way to do some good and be profitable at the same time. You know, community service can be people-serving and revenue-intensive at the same time. It’s all in the packaging.”

J.B. Stone
Campaigning For Literacy

“We’re also involved in a massive educational campaign against illiteracy.” Stone continued. “We’ve made a firm commitment along with several corporate sponsors: We’re going to do what we can to help stamp out illiteracy in our community and [lower the number] of African-American youngsters dropping out of school. If we don’t send a message through the radio, how many of us are going to pick up the newspaper and read about the issues concerning the African-American community?

“We have a responsibility as African-American men and women in leadership positions. We’re blessed and lucky to be in the communications business because it affects the lives of a number of people. When you put on a record that’s vulgar and idiotic, it affects someone somewhere. You must be conscious that damage is being done. Just as these records can do damage, you [broadcasters] can do some good. There are plenty of people out there who can’t read. Your station can tell them where to find help.”

Stone added that this commitment extends to the political arena. “UC/Black radio must get involved in mobilizing our people to take part – voter registration leads to voter participation. Some of the candidates and issues we vote for do not always make it. But if you don’t vote at all, there certainly isn’t a good chance of making it. We must be part of the system as broadcasters we can help make people more aware.”

Giving Something Back

Discussing the literacy campaign, PD Lynn Briggs added, “I think it’s going to be our baby. There are so many of us who can’t read or write. And because we’re embarrassed, we don’t reach out for help. If we’re able to reach some of these people by telling them where to go for assistance and they follow through, then we will have given something back not only to our people but to our community. Owner Stevie Wonder is such a humanitarian and compassionate person that he encourages us to stay involved with our community in a big way.

“For instance, over the holidays we did a live broadcast from an orphanage in San Dimas, CA. People turned out from all over the city, bringing gifts and love. Some of the L.A. Raiders even came. KJLH has been doing these kinds of things for over 25 years. And we’re committed to continuing these efforts.”

Decrying the lack of news/information being aired on many UC outlets, Briggs noted, “We have a responsibility to report the news to our listeners, who spend more continuous time listening to the radio than any other group. If we don’t do it, they won’t be properly informed.”

President John F. Kennedy said, “Ask not what your country can do for you, but what you can do for your country.” Maybe UC/Black radio should say, “Ask not what our listeners can do for us, but what can we do for our listeners besides give away money and play the hits.”

WAMO Gets Into The Spirit

Remember school spirit contests? WAMO (HOT 106) Pittsburgh recycled this promotion during its morning “Breakfast Club” show with Frankie Mayson and Mittz Miles.

The station received 735,302 postcards from 14 area high schools — Oakland Catholic sent in 148,500 to become the winner. For their efforts Oakland Catholic students will be treated to a spring WAMO-sponsored concert featuring Profile artist Special Ed and station personality J.J. Stone as emcee. Second-place winner East Liverpool was awarded $500; third-place finisher Oliver High claimed $250.

By the way, WAMO also made a commitment to recycle the 735,302 postcards.

ACTION

WWIN (AM) has stopped simulcasting with Black AC sister WWIN-FM and is now 24-hour Inspirational. Harold Pompey continues as PD of both stations. Ron Baker serves as MD of the AM, which needs gospel product from all labels.

New UC WBRO/Waynesboro, GA signed on the air over the holidays. It’s programmed by Sergio Lacour, who can be reached at 307 Fourth Street, Waynesboro, GA 30873, (404) 554-7459. Morning sidekick Olive Fox and midday personality Craig Lewis have exited WUJM (94 JAMS)/Charleston, SC.

Gulf Greetings

WAMO/Pittsburgh’s Breakfast Club has instigated a special song of the day to honor the men and women of Operation Desert Shield. In addition, morning personalities Frankie Mayson and Mittz Miles are encouraging listeners to send in the names and addresses of local individuals stationed overseas. This information is relayed over the air, with listeners also being asked to write letters to the troops.

On The Move

KKDA-FM/Dallas and WGGI-FM/Chicago air talent Tom Joyner is celebrating his fifth anniversary as the “Fly Jock” by making soon-to-be-announced appearances on Fox’s “In Living Color” and “Personalities”... WULB-Detroit midday man Gerald McBride hosted a seven-hour Christmas Eve show live on Toledo’s FM-Yo-kohama.
RADIO'S GETTING BACK INTO GERALD ALSTON AND GERALD ALSTON IS...

getting back into love

URBAN CONTEMPORARY BREAKERS

UC CHART: DEBUT 37 64 REPORTERS - 68%

PRODUCED BY: STAN SHEPPARD AND JIMMY VARNER

MANAGEMENT: MERVYN DASH

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Finding air talent compatible and comfortable with a station's long-term goals and objectives can be one of a PD's toughest challenges.

Programmers representing the Soft or Lite end of AC spectrum find this especially difficult, since announcers on such stations are sometimes perceived to be merely liner card readers. Two of the country's leading Lite AC PDs discuss what they expect from their air personalities, how they work with talent, and what's required of potential on-air employees.

WJLT/Chicago PD Mark Edwards prefers not to be influenced by a resume when listening to accompanying airchecks. "I want to know if a person sounds like he can say things in his own words without reading, and there aren't many people like that out there these days. Our announcers have to be communicators rather than readers. We want the audience to think our announcers play and talk about their favorite songs. We don't want people who sound like they're 'playing what's on a list and reading colored liner cards.'"

Questionable Talent Pool

Discouraged by the talent pool in all formats, Edwards commented, "The quality of talent isn't as high as it used to be. The industry has hired people who show up and work cheap; we haven't been grooming personalities. It is possible to be a personality and read liner cards." It's the way you sell it and convey the thought.

Edwards said he'd be tempted to hire someone with whom he and his wife would be comfortable having dinner and discussing topics other than radio. "People who have more to offer and more on their minds than radio are going to convey that on the air."

Think On Your Feet

Familiar with the headaches of recruiting air talent for Lite AC, Edwards was busy during the holidays listening to a flood of aircheck tapes. He was in the process of hiring replacement talent for midday and evening duty the first of the year.

He encourages all his airstaffers to think on their feet. "I look for people who can take liners and make them sound special by adding a word or two and giving just the right inflection. Having a big voice isn't good enough anymore. Our announcers take liner card information and rework it to tie in with local events."

Based on his varied programming background, Edwards maintained Soft AC is the most difficult format in which to find and train air personalities. "Every word has to be brilliant. I get about forty tapes a week and listen to them all. To get the best talent, you have to be aggressive and find people who aren't looking for work. It's hard finding good people, and harder finding people willing to move. I won't settle for someone in town who's just okay. The days of announcers having 'blow-up' furniture are gone. If you get roots in a market, you can do things other than radio, like club work or voiceovers."

If an aircheck grabs his attention, Edwards proceeds to the resume. But a laundry list of past stations' calls doesn't necessarily impress him. "A person's life experience is very important to us. I'm curious about what they've done and where they've been."

Bringing Things Into Focus

One of Edwards' programming specialties is working closely with talent via aircheck sessions. The frequency of such meetings depends on the talent, but the importance of the big picture is always stressed. "I see some people every day, others once a week. Half the time is spent going over tapes, the other half talking about what we're supposed to be doing at the station. It's a victory when announcers understand the station's concept and can make the station sound more relatable. In the few places where our announcers talk each hour, they need to get points across and sound human.

"We're the 'Less Talk Leader.' If an announcer can't check something against that mission statement, he shouldn't do it. Nothing upsets me more than hearing an announcer ramble. If something will either help promote the station tactically, or relate directly to the target audience, it should be done as economically as possible. Talent should say brilliant thoughts in as few words as possible."

Personality Pointers

Lite/Soft AC personalities should be:

- Great communicators
- Able to think on their feet
- Concise
- Multi-faceted
- Dedicated to the product

LITE/SOFT AC PERSONALITIES

Reading Between The Liner Cards

"The industry has hired people who show up and work cheap; we haven't been grooming personalities. It is possible to be a personality and read liner cards."

Mark Edwards

Mark Edwards week and listen to them all. To get the best talent, you have to be aggressive and find people who aren't looking for work. It's hard finding good people, and harder finding people willing to move. I won't settle for someone in town who's just okay. The days of announcers having 'blow-up' furniture are gone. If you get roots in a market, you can do things other than radio, like club work or voiceovers."

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You Don't Have To Be A Star

Go on the air and be a star! For many, that embodies what a radio personality's life should be like. Many Lite and Soft AC PDs, however, have to remind their announcers to shut up and play the hits.

Believe In The Product

"Many of our guys didn't believe in their heart of hearts this was the way to get ratings," recalled WLTE/Minneapolis PD Gary Balaban. "But as the numbers have improved, they've come around. They may not like it, but they believe it works - and there is a difference. Some of our announcers may want more on-air input, but they recognize the need to do it this way and can be happy with that."

"Anybody who's been at a station more than a year is usually there because he's bought into the program. If he hasn't, he'll have real problems with himself. How do you sleep nights if you can't stand your work?"

Short And Sweet

WLTE has worked with consultant E. Karl, who's occasionally shared bits of research information with the announcers to remind them why things (like limiting talk) are done a certain way.

"It's important that they get this national perspective," Balaban remarked. "E Karl explains to them this is what people tell us when we do research. Our announcers wind up saying it makes sense to them too. There are some things you can do to bend the rules, provided you don't waste the audience's time. We remind announcers to keep things short and sweet."

Nationalwide, Lite AC personalities' on-air presence seems to be waning. Many Lite and Soft ACs have reduced their stopsets from four or five to two or three an hour. WLTE currently slots three breaks an hour, and four in AM drive, resulting in less announcer talk.

In AM drive's slightly higher profile, Balaban explained, "We play a song, segue to the next record, stop between the second and third song, do time, temp, weather, calls, play one more song, do a backfill, weather, joke, and another weather at the end of the song."

"Assuming a person can sound intelligent on the air, have a decent set of pipes, and sound real, I could potentially have interest in a hot-rockin', flame-throwin' jock." Balaban advised those interested in looking up on-air spots at stations like WLTE to be able to demystify "some of the jargon. We don't do all commercials, but I wouldn't mind hearing a live commercial and weathercast on a tape. Our announcers also don't do their own newscasts, but I want to hear one on a tape to hear how a person sounds."

Many announcers spend too much time worrying about music they include on airchecks. "I don't care about recordsegue," Balaban said. "That's a mechanical thing we can work on after a person's hired. Music on the tape isn't important, either. As far as I'm concerned, they can play Led Zep pelin. I need to hear about three minutes of how a person sounds and how he interprets this format."

Generally speaking, Balaban isn't optimistic about the talent waiting in the wings. "Not that many pleasantly surprise me," he admitted. "Most aren't good because they think they're funny, and they're not. My advice [regarding what's needed] is to know where you're going, get there, and then get out - but most announcers don't do it. They should be more like one of my role models: Chuck Knapp." (Knapp just happens to be Station Manager/morning man at Balaban's crosstown AC rival, KSTP-FM.)
KIKK-FM Back On Top In Houston

The Country lead has changed hands in Houston once again, with KIKK-FM coming out on top. Arbitron places the victory at 8.4-7.5; Birch calls the race 8.2-6.0. In the last year, KIKK-FM has taken the spring and fall sweeps, while KILT-FM has taken the winter and summer contests. The widest margin of victory for either station was 1.1 in summer '90.

KIKK-FM was second in the market 25-54, 0.1 ahead of third-ranked KILT-FM. KILT-FM won the Country morning battle for adults with a 2.1 share lead over second-place KOKI-FM. Birch showed KIKK-FM ahead 8.1-8.2 and KILT-FM up 7.4-8.0.

Station GM OM Jim Robertson and KILT-AM & FM OM Rick Candee described the playing field.

Promotions: KIKK-FM's primary contest was an extension of its summer game, in which one listener catching KIKK-FM playing fewer than 12 songs in a row won $12,000. This fall, the ante was up to $120,000 for one lucky long counter. (The $12,000 was awarded in early September; the $120,000 in mid-November.) Robertson said that other than that, the station ran only low-key maintenance contests with small cash prizes during the book.

KILT-FM aired four nine and ten of its Social Security contest with $1000 prizes and a $50,000 bonus if the winner was celebrating a birthday that day. There was no bonus winner during the fall, so the station bumped the bonus bucks to $100,000.

Early in the book, KILT-FM matched KIKK-FM's $12,000 music guarantee. But Candee said he backed off after the Middle East flareup, hitting the air with frequent Desert Shield updates and the liner: "There are some things more important than 12 in a row."

KSCS Makes It A Year At The Top In The Big D

In Dallas, KSCS has topped the market for four consecutive Arbitron and five straight Birch sweeps with its respective 8.3-10.0 and 8.9-10.9 summer-fall showings. KPLX, Dallas' other FM Country outlet, posted an ARB gain 7.2-7.4 and a Birch decrease 6.5-6.1.

Only eight times in the last seven years has a Dallas station posted double-digit Arbitron 12+ numbers, and in many of those cases it took an AM-FM combo to do it. The last time it happened was summer '97. The last Country outlet to do so was KSCS sister WBAP in the late '70s. Neither KSCS nor KPLX had ever accomplished that feat. KPLX was also up 7.2-7.4, good for third place. It was off 6.5-6.1 in Birch to finish fifth.

KSCS ranked second 25-54 in Arbitron, 1.3 shares ahead of KPLX's third-place finish. KPLX was up almost a share in adults.

KSCS' 18-34 showing was particularly impressive. Overall, it's No. 2 -- just 0.2 behind KRTX. It's here's how the battle was fought, according to WBAP & KSCS OM Ted Stecker and KPLX PD Bobby Kraig.

Promotions: KSCS continued to use Film House's direct TV birthday contest. Centered around six Thursday prizes (two $500, two $10,000, a $10,000, and a $25,000), the contest also ran four times a day the rest of the week with cash awards from $100-$1000. KSCS's total cash outlay over the book was more than $50,000.

KPLX ran the "Texas Lottery" direct mail campaign with cash prizes. Kraig said they only offered a deal not less than KSCS's.

Marketing: KSCS's birthday contest TV commercials featured morning man Terry Dorsey in a series of humorous spots. In one he was dressed as Elvis in a gold jumpsuit. (Jelly doughnuts also played a prominent role.) In another, his sidekick, "Hawkeye," was dressed as the Eveready rabbit. Kraig said this was a bit, which Dorsey ultimately blew to bits. The spots aired Sunday year-round. A black background with a fluorescent orange "963 KSCS" always fills two-thirds of the boards, and only the slug line changes. This fall, the fluorescent green message was "Dorsey Mornin'."

KPLX sat out in October but hit TV heavy in November, when its mail piece dropped. Kraig said KPLX may have been on TV longer than KSCS, but he doubted KPLX's overall schedule was heavier.

Changes: Stecker said the only programming change was the addition of an all-request and deejay show ("Cryin', Lovin', and Leavin'"), which airs 10pm- midnight during the week. KPLX made some airstaff adjustments prior to Ike book, with FM driver Jim Tyler moving to middays and market vet Larry Hayes moving to afternoons.

Continued on Page 66
New Artists For A New Year

Though the tide of new artists appears to have stemmed slightly, a number of acts will have debut singles out soon.

- **Tony Toliver** has just released "Bar Stool Fool" on Curb/Capitol. The Texas native, a veteran of Texas West's band, was produced by James Stoud. His forthcoming LP will include a duet with Merle Haggard on Haggard's '66 hit, "Swing Doors."

- **Diamond Rio**, made up of Marty Roe, Jimmy Olander, Gene Johnson, Dan Truman, Dana Williams, and Brian Prout, will release "Meet In The Middle" on Arista Records. February 5. "Meets In The Middle" will be produced by Keith Knudsen and Tim DuBois.

- **Martin Delray** has just released the Johnny Cash-penned "Get Rhythm" on Atlantic. Cash joins the Arkansas native on the song, which was produced by Blake Mevis and Nelson Larkin.

- **J.J. White**, a California duo made up of sisters Janice and Jayne White, have just released "Have A Little Faith" on Curb. Their debut single was written by Walt Aldridge and produced by James Stroud.

- **Lisa Montalvo**, an 18-year-old Californian, will release George Morgan's 1949 No. 1 "Candy Kisses." Tommy Allsup produced the Country single, due in February. 


**KIKK-FM Number One**

Continued from Page 65

- Co-host Charlie O'Neal and Joe Ladd opened the wake-up show and coughing the cash giveaway.

Robertson said KIKK purchased the name as well as the logo, a bull that might normally have been considered heavy but seemed light compared with bulls by other market outlets. KIKK-FM also ran a typical complement of boards with the message "KIKK 95FM Sounds Like Texas!"

KILT-FM aired locally produced spots with the Hudson & Harrigan morning team putting the Social Security game. The station's outdoor campaign carried the "12 in a row" message.

- **Comments:** Asked about the impact of a race in which the lead constantly changes hands and is measured in fractions of a point, Robertson said, "As in all major markets, the battle gets tighter. The top stations tend to use a ten share; now it's eight at this stage. There's no real winner or loser. The [small ratings] differences and swings don't have much effect on the bottom line. What would hurt the most is if either of us lost rank in the market." While Cannles basically agreed with Robertson's assessment, both noted they'd rather not be the guy looking up.

**KSCS Leads Dallas**

Continued from Page 65

Dixon joining afternoons Kraig said he was pleased with the results — both dayparts were up a couple share among 25-54.

- **Comments:** Stecker said even though KSCS hangs its hat on "Ten in a row," he doesn't see this as a "more music" battle. "It's our overall sound that wins. We're together, consistent, and very much in tune with the market. And it's all kicked off with a very solid morning show."

Stecker also pointed to his AM, WBAP, whose morning show ranks fourth in mornings 12-11 and fifth in afternoons — a strong accomplishment in the fall, when the Cowboys are on rival KRLD, Hal Jay and Dick Seige lost both dayparts on RAB.

Overall, Kraig was happy with the Arbitron ratings. "The best news is that KSCS's increases didn't come at our expense," he said. "(Our) middays and afternoons were up — and mornings we're only of 0.1, which was good considering the amount of money they gave away. Another bright spot is our TSL which, at 12 hours, is at an alltime high." (KSCS's TSL is 10.45)

**WYAY & WYAI Hat Trick**

Continued from Page 65 during the book, a number of moves have been made in the last few weeks, coinciding with Wise's rise to the GM spot January 1. Afternoon driver George Mason-Dixon has replaced Dave Foster as PD and moved to middays. MD/middayer Dixie Lee has switched to afternoons, and the morning show has been extended from 5:30-9am to 5:30-10am.

WKHX's morning show was revamped last summer, with newswoman Deborah Richards joining Marlowe as a co-host. She no longer does the news.

- **John McFee**, Keith Knudsen, and Stu Cook will remain together to pursue a rock deal. Warner Bros. plans to release an LP greatest hits package later this year.

The Judds, the O'Kanes, and Foster & Lloyd have all recently split.

**Bits & Pieces**

- **Dan Seals**, though recently signed to WSI, will have two more singles (including the current "Water Under The Bridge") and a greatest hits package, to be released April 15, on Capitol. His first Warner promo: a "case until next Fall."

- **Mike Reid** has co-authored a Civil War play, "A House Divided," which just opened in Nashville. Reid wrote the music for the production and co-wrote the lyrics with Tennessee Repertory Theatre artistic director Mac Pirke. Reid's theatrical debut runs through February 3.

**COLUMBIA NIGHT AT THE ROXY** — Mary-Chapin Carpenter and opening act Mike Reid played Los Angeles's Roxy last month. Backstage were (l-r) Columbia/Nashville VP/AM Steve Buckingham, Sony Music Entertainment/L.A. branch manager Jim Chad, Carpenter, Reid, Sony/L.A. Manager/Sales Colin Wilks, and Columbia/Nashville's Don Kamerer.

**NEW ARTIST FACT FILE**

**Linda Davis**

**Born:** 11/26/62 Dotson, TX

**Current Label:** "In A Different Light"

**Current Album:** "In A Different Light"

**Producers:** Jimmy Bowen, Linda Davis

**Label:** Capitol

**Management:** Starstruck Entertainment/Navel Blackstock

**Booking:** Buddy Lee Attractions

**Publishing:** Dry Hole Music

**Musical Influences:** Dolly Parton, Ronnie Milsap, James Taylor, Charley Pride, George Jones; southern gospel

**Background:** Davis was first bitten by the music bug at age six while performing with her sister's band, the Fugitives. With the support of parents, particularly her uncle, Turner Britton, Davis began performing around the region. "It's all I ever wanted to do," she says, adding, "I had a great childhood — though not a typical one."

At age 15, she became a regular member of the "Louisiana Hayride" and was also performing on the "Texas Grapevine Opry." Later, she'd record four sides in Nashville with legendary session guitarist and producer Phil Baul. This experience further convinced her that "this is what I want."

After a stint in college, Davis moved to Music City in '82. She signed an independent record deal and began singing demos, including a jingle for Kentucky Fried Chicken. She eventually met publisher Tom Collins and Bob Montgomery, then Tree Publishing Director/Co-director/Creative Services. Both took interest in her career.

Montgomery later moved to CBS/ Nashville and signed her in '87. Though several singles were released during her three years with the label, Davis felt, "All the pieces weren't there. It just wasn't time yet."

"Begging; After her stint at CBS ended, her friends, including Reba McEntire, encouraged her to continue trying to get signed to a major label. After she recorded a demo, she was signed to Mercury. She released her first single, "Greatest Hits," in '90.

"She never gave up, and she's a really sweet person," says partner Tommy Shaw, who produced her debut album, "In A Different Light.""
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WSUL CATSKILL’S LEADING FM (90 miles from NYC) seeks unaccredited AC Air Talent. WSUL appreciates and rewards talent. RUSH T&R: Bob Ollier, WSUL. AM, PO Box 983, MONTICELLO, NY 12701. Females & Minorities Encouraged. EOE

WHAG is looking for Sales for a fun & challenging T&R’s: Box 12729, Albany, NY 12212 EOE


KXJE: Creative air award and previous major market experience required. T&R: WOCA, Denver-Mile High, 2000 River Ridge Pkwy, Suite 707, Arvada, CO 80002. EOE/MF

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Cap Cities/ABC OAS seeks energetic people to head to promo staff. One year radio promo experience preferred. NY residents. CALL: Debbie. WPLJ, Fl 121, 618-8977. (212) 278-0870

Seeking AT for 100,000 FM CHR. T&R: WPVY, John Gilbert, Box 317, Prairie View, Me. 04737. (212) 953-0500

Get into management. Local oriented AM station seeks PD/AT. T&W: WNC, DM, Box 123, Hudson, NY 12534. (212) 953-0500

WLWC seeks T&R’s for future openings. T&R: Mark Reago. 100 Kandale Terrace, St. Albans, WV 25177. (212) 953-0500

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needed for Norfolk’s #1 hit station. Must be proficient with Selector Software. Send T&R to: Al Casey, GM/VP, JY 9155 Radio, 5544 Greenwich Road, Virginia Beach, VA 23462. EOE

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Another Like My Lover (WB)
74% of our reporting stations on it. Rotations:Heavy 0/0, Medium 4/4, Light 61/65, Total Adds 26 including WTXV, WYKS, KJMJ, KYHS, KMJQ, WOWI, WPEC, WMGO, WJMJ, KIPR.

RALPH TRESVANT
Stone Cold Gentleman (MCA)
69% of our reporting stations on it. Rotations: Heavy 0/0, Medium 4/4, Light 61/65, Total Adds 26 including WLAB, WYKS, KJMJ, WZQS, WYLD, WGGC, KMJM, KJMJ, KSOL.

GERALD ALSTON
Getting Back Into Love (Motown)
68% of our reporting stations on it. Rotations: Heavy 0/0, Medium 4/4, Light 60/63, Total Adds 22 including WXYB, K104, WYLD, WOWI, WJUL, KIPRS, WATY, W22Z, WZ7F, KKFX.

GEFF MCBRIDE
Don't That Mean Something (Arista)
65% of our reporting stations on it. Rotations: Heavy 0/0, Medium 4/4, Light 60/63, Total Adds 22 including WRLS, WURL, WHUR, WYLD, WATY, KPRS, WATV, WDDM, WTLZ, XHMR.

SHAWN CHRISTOPHER
Another Sleepless Night (Arista)
60% of our reporting stations on it. Rotations: Heavy 0/0, Medium 4/4, Light 59/62, Total Adds 19 including WRLS, WURL, WHUR, WYLD, WATY, KPRS, WATV, WDDM, WTLZ, XHRM.

DIGITAL UNDERGROUND "Sama Song" (Tommy Boy) 50/42
Rotations: Heavy 0/0, Medium 4/4, Light 47/42. Total Adds 4 including WRLS, WURL, WHUR, WYLD, WJUL, KIPRS, WATY, WZ7F, KKFX.

M.C. HAMMER "Here Comes The Hammer" (Capitol) 50/23
Rotations: Heavy 0/0, Medium 5/5, Light 29/23. Total Adds 20 including XNAQ, WURL, KHJ, WURL, WXPA, WXPA, WATY, WDTM, WJUL, KIPRS, WATY, WZ7F, KKFX. Medium: WRLS, XHRM.

MAXI PRIEST "Just A Little Bit Longer" (Charisma) 47/2
Rotations: Heavy 0/0, Medium 5/5, Light 28/23. Total Adds 19 including WAYS, WYLD, WATY, WHUR.

TRAVIS "I Will Always Love You" (Atlantic) 45/13
Rotations: Heavy 0/0, Medium 5/5, Light 35/19. Total Adds 18 including XFRS, WAPI, WJUL, Jcreation, WJUL, WZFX, KHJ, WURL, WXPA.

BIG DADDY KANE & BARRY WHITE "Oh All Of Me" (Reprise) 42/59
Rotations: Heavy 0/0, Medium 4/4, Light 38/37. Total Adds 38 including WRLS, WURL, WJUL, KPRS, WATY, WZ7F, KKFX.

BARBARA WEATHERS "My Only Love" (Reprise) 41/8
Rotations: Heavy 0/0, Medium 5/5, Light 34/28. Total Adds 6 including WJUL, WZFX, WXPA, WZFX, WJUL, WZFX.

BART SIMPSON "Do The Barman" (Geffen) 40/4
Rotations: Heavy 0/0, Medium 5/5, Light 34/28. Total Adds 4 including WURL, WURL, WURL, WURL.

MARION MEADOWS "The Real Thing" (Novus/RC) 39/4
Rotations: Heavy 0/0, Medium 4/4, Light 31/14. Total Adds 6 including WJUL, WZFX, WJUL, WHUR.

CANDYMAN "We'll In Your Mouth" (Elektra) 37/13
Rotations: Heavy 0/0, Medium 5/5, Light 25/15. Total Adds 14 including XKKJ, OC104, K104, WSUM, WHUR, KURL, WKRM, KURL, WZFX, WOCJ, WHUR.

EPMD "Old Giper" (Def Jam/Columbia) 35/18
Rotations: Heavy 0/0, Medium 5/5, Light 24/18. Total Adds 13 including XNAQ, WZQS, WYLD, WOWI, KMJM, KJMJ, KSOL, WZFX, WXPA, WZFX, X124, Medium: WYLD, WHUR.

BLACK FLAMES "Let Me Show You" (GRR/Columbia) 34/4
Rotations: Heavy 0/0, Medium 5/5, Light 19/14. Total Adds 4 including WZQS, WZQS, WZQS, WZQS, WKBR, KHJ, WURL, WXPA, WZFX.

MOHIE LOVE "It's A Shame" (War) 35/23
Rotations: Heavy 0/0, Medium 5/5, Light 24/18. Total Adds 23 including WRLS, WURL, KJMJ, KJMJ, KSOL, WXPA, WZFX, K104, K104, WJUL, WZFX, WJUL.

BALT-A-DREA "Do You Want Me" (Next Plateau) 34/9
Rotations: Heavy 0/0, Medium 5/5, Light 29/23. Total Adds 9 including WXYB, WJUL, WURL, WXPA, K104, WZFX, KSOL, WATY, WJUL, WXPA.

SPUNKADELIC "Boomerang" (SBK) 32/12
Rotations: Heavy 0/0, Medium 5/5, Light 29/23. Total Adds 12 including WAMO, WOWI, WZFX, WJUL, KPRS, WZ7F, KKFX, KBP."
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Randy Travis

"Heroes And Friends"

Thanks radio for the debut BREAKER in this short and troubled week.

#1 video on CMT!

Produced by Kyle Lehning

Hank Williams Jr.

"I Mean I Love You"

You Gave Him A Reason!

Produced by Barry Beckett, Hank Williams Jr. and Jim Ed Norman

The Forester Sisters

"Men"

Great Phones!

Their biggest record since "I Fell In Love Again Last Night"

Produced by Robert Byrne and Alan Schulman

Produced by Kyle Lehning
ATTEND — ADVERTISE — EXHIBIT AT THE 22nd ANNUAL COUNTRY RADIO SEMINAR

March 6 - 9, 1991 • Opryland Hotel • Nashville, Tennessee

COUNTRY RADIO SEMINAR '91 offers over three full days of targeted keynote speakers, seminars, panels, workshops and music showcases Featuring: Roy Blount, Jr, Dr. Charles A. Garfield, Dick Orkin & Christine Coyle, Bob Pittman, Ken Kragen, Bobby Ocean, Pam Lontos, Dan O'Day and Many More!!!

It's a must for anyone involved in any way with country radio and records.

“Early Bird” Registration Deadline Extended to February 1, 1991

For additional information, call or write: Country Radio Broadcasters, Inc.
50 Music Square West (#604) • Nashville, TN 37203-3227 • (615) 327-4487 or 327-4488

www.americanradiohistory.com
### MOST ADDED EAST
- Randy Travis (MCA)
- Forever (Warner Bros.)
- Clint Black (RCA)

### MOST ADDED SOUTH
- Mark Chesnutt (MCA)
- Paul Overstreet (RCA)
- Doug Stone (Epic)
- Forever (Warner Bros.)

### MOST ADDED MIDWEST
- Randy Travis (MCA)
- Paul Overstreet (RCA)
- Mark Chesnutt (MCA)
- Ronnie Padgett (Columbia)

### MOST ADDED WEST
- Randy Travis (MCA)
- Dan Williams (RCA)
- Mark Chesnutt (MCA)
- Alan Jackson (Arista)

---

**206 Current Reporters**
176 Current Playlists

KZG/Reno is no longer a Country Reporter.

Owing to the holiday weekend and the start of the year, there were a high number of frozen reports.
GEORGE MICHAEL
Waiting For That Day (Columbia)
51% of our reporters on it. Rotations: Heavy 1, Medium 24, Light 16, Total Adds 4, WOBM, WIVY, WAFL, KIDX.

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RICK ASTLEY (26)
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STEVE WINWOOD (13)
JEFF HEALEY BAND (9)
GLORIA ESTEFAN (7)
PESARO (5)
MARIAN CAREY (5)
CHICAGO (3)
RUSSELL HITCHCOCK (3)
NATASHA’S BROTHER (5)

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The complete R&R transaction report. Details on all stations traded this week. Try it free...Call R&R today: (213) 555-4530
TOM SCHUMAN
ADRIAN
Rotations: Heavy 2/0, Medium 4/0, Light 8/1, Total
WCDJ, WLVE, KHIH, KGSR.
Rotations: Heavy 5/0, Medium
WLOQ, WNND, KKVU, KEZL,
Rotations: Heavy 7/0, Medium
"TANGERINE" =
MOORE
1/0, Medium 4/0, Light 15/2, Total
Soul
"Guitars"
CHARLES MICHAEL BROTMAN/Mango
SUSAN
CHAPMAN (11)
CALDWELL/Real
"Perfect Foot"
GEBRILL (16)
"First Save" (Piano)
"Walking"
"Street" =
MANTICORE
"Perfect Foot" (Novel) (21)/2
RICK MARGITZA (18)
BARBARA DENNERLEIN (16)
JAZZ FRIENDS (15)
BOBBY WATSON (14)
DANE SCHROEDER (15)
WALTER COX (12)
SHIRLEY HORNE (8)
JOE LACOSIO (8)
GREG MULLIGAN (6)
Tony Campise "First Takes" (Heart Music) 25/6
RICK MARGITZA "Hopes" (Blue Note) 18/15
RICK MARGITZA "Soul" (Blue Note) 17/16
RICK MARGITZA "New World With A View" (Vital) 18/5
BARBARA DENNERLEIN "Hot Sista" (Atlantic) 17/16
RICK MARGITZA "World Of The Blues" (Atlantic) 18/5
BARBARA DENNERLEIN "Fruit" (GRP) 14/1
JOE LACOSIO "Jive Five" (Concord) 17/4
ROB MCCULLOUGH "Jive Five" (Arista) 16/1

BOBBY MCFERRIN
MEDICINE MUSIC
The spellbinding new album featuring
BABY, YES YOU, THE GARDEN, AND COMMON THREADS
Casting its spell on these major stations:
CONTEMPORARY JAZZ TOP 5!
NAC CHART 24
FROM EMI
### New AC

**EAST**

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### CONTEMPORARY JAZZ

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**THE GUITAR MAGIC OF . . . ADRIAN LEGG**

**NAC**

**NEW & ACTIVE**

21 NAC REPORTERS - 50%

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### First With The News...

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HAPPY MONDAYS—Pills, Thrills, And Bellyaches (Elektra)

SISTERS OF MERCY—Vision Thing (Elektra)

REPLACEMENTS—Sock Down (Sire/Reprise)

JESUS JONES—High Heel Right Here Right Now (SBK)

CHRIS ISAAK—Heart Shaped World (Reprise)

LUSH (Sire/Beggars Banquet/RCA)

DANIEL ASH—This Live (Track Beggars Banquet/RCA)

INKS (Atlantic)

DANIELLE DAX—Blast The Human Flower (Sire/WB)

ECHO & THE BUNNYMEN—Reverberation (Sire/WB)

TRASH CAN SHITATAS—(Epic/Sire)

THEY EAT THEIR OWN/They Eat Their Own (Relativity)

MISSION U.K.—Starcats Of Sand (Mercury)

VARIOUS ARTISTS—Not A Bad Blue (Chrysalis)

JANE'S ADDICTION—Ritual De Lo Hablado (WB)

POQUES—Het's Ditch (Island)

DARLING BUDS—Cardaddy (Columbia)

PRIMAL SCREAM—Come Together (EP) (Sire/WB)

LIVING COLOUR—Time's Up (Epic)

POPE WILL EAT ITSELF/Cure For Sanity (RCA)

BUCK PETERS—Mercantines (Island)

INSPIRATIONAL CARPET/Lite (Elektra)

REDD KROSS—Bird's Eye (Atlantic)

RIOT—Awomen (Sire/Reprise)

AN EMOTIONAL FISH—An Emotional Fish (Atlantic)

CONNELLS—Kie Simple West (TVY)

LITTLE CAESAR—Lynch Mob River (23)

CHARLATANS—Moving (21)

LITTLE CAESAR—“Is Your Arms” (DGC) 28/25 (1/1)
AOR包括 WBKB, WSB, KKQ, KNX, KSLB, WIGA, WW2, W217, W221, KSMG.

GARY MOORE—“Moving On” (Charisma) 26/21 (5/2)
AOR包括 WBKB, WSB, WIGA, WW2, W217, W221, KSMG, WBKT.

COLIN JAMES—“If You Lean On Me” (Virgin) 26/16 (18/15)
AOR包括 W217, WRKI, WRKT, KKBB, W221, W221, KSMG, KATS.

ALIAS—“Waiting For Love” (EMI) 22/1 (22/6)
Heavy 6 including W217, WW2, W221, W221, WW2, WACO, K217, K221, W221, WW2.

STYX—“No Dead Yet” (A&M) 21/6 (18/5)
AOR包括 W221, K217, K221, K221, W221, WW2, WACO, W221, WW2, W221, K217.

STING—“The Soul Cages” (A&M) 16/16 (8/0)
AOR包括 WBKT, W221, K217.

HEART—“Brigade Up” (Capitol) 16/4 (13/6)
Heavy 3 including WW2, WRKI, WRKT.

PAUL SIMON—“The Rhythm Of The Saints LP” (WB) 16/3 (14/1)
AOR包括 W217, WW2, W221, W221, WW2, WW2, W221, W221, WW2.

TODD RUNDGREN—“Public Service” (WB) 12/2 (14/14)
AOR包括 WBKT, W221, WW2, K217, W221.

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

CHARTS—Albums and tracks showing continued growth are buoyed. 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 reach 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.
New Artists have not yet had an AOR Breaker. The chart is based entirely on the number of stations reporting airplay on a particular track. Week-to-week add patterns are not a factor.
I TOUCH MYSELF

THE FIRST SINGLE. UNEASY. SEDUCTIVE. NAKED ROCK AND ROLL.
FROM THE JUST RELEASED VIRGIN DEBUT ALBUM diVINYLS.
PRODUCED BY diVINYLS WITH DAVID TICKLE MANAGED BY FREDDY DeMANN & BURT STEIN
FOR THE DeMANN ENTERTAINMENT COMPANY © 1991 Virgin Records America Inc.
179 REPORTERS

88 January 25, 1991

AOR ALBUMS

NATIONAL AIRPLAY®

1 2 3 4 5 6 7 8 9
WKL WKB WKT WKN

1 ZZ TOP/Recycler (WB)
2 STING/The Soul Cages (A&M)
3 STEVE WINWOOD/Abuse Of The Heart (Virgin)
4 AC/DC/Razors Edge (Atco)
5 KING'S X/Faith Hope Love (Megaforce/Atlantic)
6 ROGER McGUINN/Back From Rio (Arista)
7 DAMN YANKIES/Cherry (Virgin)
8 BLACK CROWES/Shake Your Moneymaker (Det American)
9 ERIC JOHNSON/Ah Via Musica (Capitol)
10 STEVE WINWOOD/Abuse Of The Heart (Virgin)
11 TESLA/Five Man Acoustical Jam (Geffen)
12 TRAVELING WILBURYS/Traveling Wilburys Vol. 3 (Wilburys/WB)
13 INXS/X (Atlantic)

4 3 8 14 CINDERELLA/Heartbreak Station (Mercury)
21 18 16 WARRANT/Cherry Pie (Columbia)
18 17 151 SCORPIONS/Crazy World (Mercury)
22 19 21 HOUSE OF LORDS/Sahara (Simmons/RCA)
25 19 18 QUEENSYRCHIE/Empire (EMI)
2 6 15 19 VAUGHAN BROTHERS/Family Style (Epic)
3 5 11 20 BAD COMPANY/Holy Water (Atlantic)
29 24 21 DEEP PURPLE/Saves And Masters (RCA)
28 25 25 WINGER/It's the Heart Of the Young (Atlantic)
23 23 23 RIK EMMETT/Absolutely (Charisma)
39 38 29 TOY MATINEE/Toy Matinee (Reprise)
18 17 20 VAN MORRISON/Enlightenment (Mercury)
23 22 28 ALLMEN BROTHERS BAND/Seven Turns (Epic)

3 4 23 FIREHOUSE/Firehouse (Epic)
13 13 28 REMBRANDTS/Rembrandts (Atco)
39 34 39 IGGY POP/Brick By Brick (Virgin)
40 35 25 STEELHEART/Steelheart (MCA)
14 16 31 JEFF HEALEY BAND/Heart To Heart (Arista)

8 7 13 24 CHRISSIE HYNDE/Heart Shaped World (Reprise)
32 37 35 GARY MOORE/Still Got the Blues (Charisma)
24 26 24 LAUGHTER/Stick It To Ya (Chrysalis)
19 33 26 OUTFIELD/Diamond Days (MCA)
32 32 38 JANE'S ADDICTION/Ritual De Lo Habituado (WB)
33 32 35 LYNCH MOB/Wicked Sensation (Elektra)
36 26 38 NEIL YOUNG & CRAZY HORSE/Ragged Glory (Reprise)
31 29 39 TOMMY CONWELL & THE YOUNG RUMBLERS/Guitar Trouble (Columbia)

57 56 7 34 Beggars & Thieves/Beggars & Thieves (Atlantic)

WILLY

AUGUST 29, 1991

Ashley Cleveland

BREAKERS

STING

The Soul Cages (A&M)
97% of our reporters on it.

HOTTEST

BLACK CROWES (39) FINESTONE (21)
STING (10) GARY MOORE (21)
AC/DC (26) LITTLE CAESAR (25)
TESLA (93) INXS (22)
DAVID LEE ROTH (86)
ROGER McGUIINN (22)
KING'S X (87)
BAD COMPANY (59)

AOR

1991

JANUARY 25, 1991

Reports/Adds Heavy Medium

"Give" (165) "Head's (40) "Lovething" (7)
"Let" (169) "Soul" (16) "Jeremiah" (4)
"Lil" (170) "Sensible" (10) "40" (2)
"Money" (150) "Are" (4) "Thunderstruck" (3)
"Its" (161) "Fine" (1)
"King" (162) "Someone" (2) "Suddenly" (1)
"Runaway" (149) "High" (14)
"She" (141) "Hard" (33) "Sister" (3)
"Righteous" (140) "Cliffs" (7) "Trademark" (2)
"Another" (135) "One" (13) "Come" (5)
"Signs" (121) "Comin" (2) "Paradise" (2)
"Inside" (127) "Twist" (6) "She's" (1)
"Bitter" (64) "Disappear" (63) "Suicide" (1)
"Shelter" (101) "Heartbreak" (11) "More" (6)
"Red" (130) "Uncle" (3) "Cherry" (1)
"Drop" (134) "Tease" (19) "Send" (8)
"Remember" (120) "Can't" (11)
"Silent" (109) "Best" (24) "Jet" (2)
"Telephone" (72) "Good" (10) "Long" (5)
"Needed" (80) "Stranger" (2) "Boys" (1)
"Fire" (123) "King" (4) "Cut" (1)
"Easy" (106) "Miles" (10) "Enuff" (1)
"Big" (108) "Saved" (4) "World" (1)
"Ballad" (85)
"Real" (70) "Enlightenment" (2) "Start" (1)
"Ain't" (63) "Good" (1) "True" (1)
"Treat" (105)
"Just" (49) "Burning" (3)
"Candy" (82) "Undefeated" (1)
"Never" (77)
"Long" (36) "Full" (20) "Guitar" (3)
"Wicked" (50)
"Moving" (26) "Still" (17) "Walking" (1)
"Spend" (60) "Fly" (2)
"Take" (36) "For" (16)
"Caught" (46) "Classic" (1)
"River" (51) "Wicked" (16)
"Over" (40) "Mansion" (1) "Days" (1)
"Let" (48)
"Beggars" (57)

"Most Added"

JANUARY 25, 1991

1 ZZ TOP (145) STING (138) AC/DC (118)
2 TESLA (93) DAVID LEE ROTH (86) KING'S X (87)
3 BAD COMPANY (59)
PLAYLISTS — Artists are listed once per playlist in the highest rotation that any of their album’s tracks are 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 tracks added to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

Symbols:
- g - Album or track is newly reported.
- M - (M) - Other tracks from that album are in those rotations (medium or light).
- A “rozen” list indicates that a current report was not received, and last week’s rotations are included in the database. Stations which fail to report for two consecutive weeks do not contribute any data to this week’s charts.

PARALLELS — Stations arranged by market size, according to Arbitron’s MSA population figures. Parallel One: 1,000,000 — Parallel Two: 200,000 — Parallel Three: under 200,000. Stations at a significant ratings disadvantage to an in-program competitor are assigned a lower parallel.
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Continued on next page
WEST
(Continued)

KOMO/Los Angeles (213) 324-5777
KQED/San Francisco (415) 861-5500
KPIX/San Francisco (415) 785-5600
KUSC/Los Angeles (213) 324-6570
KCBS/Los Angeles (213) 324-6558
KSBZ/Reno/Springfield (702) 323-6000
KKNX/Las Vegas (702) 739-0200
KLAC/Southern California (714) 639-4800
KFWY/Las Vegas (702) 384-6686
KZON/Los Angeles (213) 324-5600

P3

KZQO/Phoenix (602) 957-2977
KZQO/Denver (303) 296-6600
KZQO/Salt Lake City (801) 328-6000
KZQO/San Antonio (210) 224-8200
KZQO/Atlanta (404) 878-6600
KZQO/Houston (713) 522-8200
KZQO/Seattle (206) 568-6000
KZQO/Tampa (813) 870-6000
KZQO/Chicago (312) 427-2222
KZQO/Boston (617) 267-6000
KZQO/Los Angeles (213) 656-6000

P2

KDST/Salt Lake City (801) 328-6000
KDFX/San Antonio (210) 224-8200
KDFX/San Diego (619) 547-6000
KDFX/Phoenix (602) 957-2977
KDFX/Denver (303) 296-6600
KDFX/Seattle (206) 568-6000
KDFX/Tampa (813) 870-6000
KDFX/Chicago (312) 427-2222
KDFX/Boston (617) 267-6000
KDFX/Los Angeles (213) 656-6000

NEW ROCK

P1

KDST/Salt Lake City (801) 328-6000
KDFX/San Antonio (210) 224-8200
KDFX/San Diego (619) 547-6000
KDFX/Phoenix (602) 957-2977
KDFX/Denver (303) 296-6600
KDFX/Seattle (206) 568-6000
KDFX/Tampa (813) 870-6000
KDFX/Chicago (312) 427-2222
KDFX/Boston (617) 267-6000
KDFX/Los Angeles (213) 656-6000

ADDs & HOTs

WHTS/Pittsburgh (412) 852-0680
WXRV/Farmington (203) 325-1234
WXRV/Norwich (203) 325-1234
WXRV/Legacy (203) 325-1234
WXRV/Westfield (203) 325-1234
WXRV/Bradley (203) 325-1234
WXRV/Foxboro (203) 325-1234
WXRV/Providence (401) 542-1410
WXRV/Newport (401) 542-1410

39 Current Reporters
26 Current Playlists
Did Not Report, Playlist Froze (1): KROQ/Los Angeles
WDTI/Asbury Park
WHTS/Asbury Park

www.americanradiohistory.com
### CHR P1 PLAYLISTS

#### EAST

**Pittsburgh**
- **WSB**
  - PD: Steve River
  - MD: Jerry McKenna

**Boston**
- **KISS 108FM**
  - PD: Steve Rivers
  - MD: Jerry McKenna

**New York**
- **WQX**
  - PD: Tony Bristol
- **Z100**
  - PD: Paul Cannon
  - MD: Tony Bristol

**WOHT**
- **97FM**
  - PD: Jay Stevens
  - MD: Abe O.

#### SOUTH

**Long Island**
- **FM 106**
  - PD: Tony

**Philadelphia**
- **WEGX**
  - PD: Jay Beau Jones
  - MD: Chuck Tiso

**Q96FM**
- **KSAQ**
  - PD: Joe Vine
  - MD: Abe O.

#### WEST

**Kansas City**
- **Power 93**
  - PD: Dave Hatchen
  - MD: Steve Elliott

**Los Angeles**
- **KKBQ**
  - PD: David Harten
  - MD: Jeff "Booger" Kajouji
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### OTHER NOTES

- The chart includes songs reported by at least 10 of our CHR reporters. Significant A-list includes songs reported by fewer than 10, but at least 5 of our CHR reporters. The two numbers following the attribute (List) designation indicates the total number of stations that added the song to their play list this week. Numbers indicate the type of activity this week; Up for upward chart movement, Same for stayways or continued unchanged activity, Down for downward chart activity, and Add to for the number is a sampling of individual station activity. Complete activity can be found in the Farewell.
- Thousands of storms this week, both of them before midnight.
- This weekly report is based on phones calls from stations, reporting their song selection and their listener calls.

www.americanradiohistory.com
February 13th 1991 marks the 25th anniversary of the Legend of KFRC.... Northern California's Top Forty Radio Station. To honor that legacy, friends and former employees of KFRC will join together for a celebration that will become legendary in itself.

The KFRC 25th Anniversary Celebration
Grand Ballroom, St. Francis Hotel,
San Francisco, California
February 13th, 1991
6-7:30pm Cocktails
Dinner To Follow

Tickets are $100 per person (limit 4 tickets per order). Profits to benefit various Bay Area Charities. Ticket deadline is February 6th.

FOR MORE INFORMATION CALL 916-929-5000
Please note, frozen playlists are indicated with an "F" next to the previous week's chart position.

R&R'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 13+ population, according to Arbitron, of 1 million or more.

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 99,999 and below.

---

**250 REPORTS**

**AC/DC**
Moneysuits (Atco)
ULP: The Razor's Edge
Total Reports: 168

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After 7
Heart Of The Moment (Virgin)
ULP: After 7
Total Reports: 118

<table>
<thead>
<tr>
<th>National Header</th>
<th>Regional Report</th>
<th>Chart Summary</th>
<th>Parallels Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total: 118</td>
<td></td>
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---

**Dleta Adams**
Get Here (Fontana/Mercury)
LP: Clear One
Total Reports: 93

<table>
<thead>
<tr>
<th>National Header</th>
<th>Regional Report</th>
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<tbody>
<tr>
<td>Total: 93</td>
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** Alias**
Waiting For Love (EMI)
LP: Alias
Total Reports: 195

<table>
<thead>
<tr>
<th>National Header</th>
<th>Regional Report</th>
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<tbody>
<tr>
<td>Total: 195</td>
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**Bad Company**
If You Needed Somebody (Atco)
ULP: Holy Horse
Total Reports: 194

<table>
<thead>
<tr>
<th>National Header</th>
<th>Regional Report</th>
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<td>Total: 194</td>
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**C & C Music Factory**
Gonna Make You Sweat (Columbia)
Total Reports: 195

<table>
<thead>
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<th>National Header</th>
<th>Regional Report</th>
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<tbody>
<tr>
<td>Total: 195</td>
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</table>

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**Stevie B**
If It Be By Your Side (LMH/RCA)
ULP: Love & Emotions
Total Reports: 212

<table>
<thead>
<tr>
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<td>Total: 212</td>
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**Black Box**
I Don't Know Nobody Else (RCA)
ULP: Dreamwerk
Total Reports: 18

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<tbody>
<tr>
<td>Total: 18</td>
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**Tevin Campbell**
Round And Round (Pastel/ParkWB)
ULP: "Girls Bridge" ST
Total Reports: 285

<table>
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<th>Regional Report</th>
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<tr>
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</table>

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Parallels Continued on Page 98...
| MARILYN CASH | Saturday (Columbia) | LP: Maria Carey
| Regional | Total Reports: 156 |
| Chart Summary | N/A |

| MARIAN CANTY | Shelter (Mercury) | LP: Heartbreak Station
| Regional | Total Reports: 145 |
| Chart Summary | N/A |

| PHIL COLLINS | Another World (Atlantic) | LP: Senseless
| Regional | Total Reports: 136 |
| Chart Summary | N/A |

| CINDY NICHOLAS | Power Of Love (Elektra) | LP: World Clocks
| Regional | Total Reports: 134 |
| Chart Summary | N/A |

| CINDY NICHOLAS | Where Does My Heart Beat? (Cecil) | LP: Unwind
| Regional | Total Reports: 108 |
| Chart Summary | N/A |

| GUY'S NEXT DOOR | I've Been Waiting For You (SBK) | LP: Guy's Next Door
| Regional | Total Reports: 100 |
| Chart Summary | N/A |

| GLORIA ESTEFAN | Coming Out Of The Dark (Epic) | LP: Into The Night
| Regional | Total Reports: 107 |
| Chart Summary | N/A |

| DARYL HALL & JOHN OATES | Don't Hold Back Your Love (Arista) | LP: Change Of Season
| Regional | Total Reports: 107 |
| Chart Summary | N/A |
### Madonna

**Song:** Waiting for That Day (Columbia)
**LP:** Lion Without Parody Vol 1
**Total Reports:** 105

<table>
<thead>
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### George Michael

**Song:** Don't Let The Sun Go Down (Epic)
**LP:** Faith
**Total Reports:** 130

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### Nelson

**Song:** After The Rain (DGC)
**LP:** After The Rain
**Total Reports:** 206

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### Miscellaneous

**Song:** Dr. Feelgood
**LP:** Dr. Feelgood
**Total Reports:** 34

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**Song:** Eyes Don't Lie
**LP:** Eyes On Top
**Total Reports:** 85

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**Song:** Slaughtering You
**LP:** Slaughtering You
**Total Reports:** 71

<table>
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</table>

**Song:** Sure Lookin' (Capitol)
**LP:** Eyes On Top
**Total Reports:** 85

<table>
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**Song:** Candy (Virgin)
**LP:** Candy By Brax
**Total Reports:** 113

<table>
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</table>

**Song:** Dr. Feelgood
**LP:** My Life (Chrysalis)
**Total Reports:** 62

<table>
<thead>
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**Song:** No Time For Love
**LP:** No Time For Love
**Total Reports:** 59

<table>
<thead>
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**Song:** I'm Gonna Miss You
**LP:** I'm Gonna Miss You
**Total Reports:** 35

<table>
<thead>
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**Song:** Just A Little Bit Longer (Charisma)
**LP:** Just A Little Bit Longer
**Total Reports:** 92

<table>
<thead>
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<tr>
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</table>
**significant action**

**LP**
- Games (Columbia)
- M (MIT)
- P (WPGC)
- U (MS)
- W (KiIS)
- Z (SOUTH GEORGE)

**Pet Shop Boys**
- How Can You Expect To Be? (EMI)
  - LP: Interview

**Poison**
- Ride The Wind (Capitol)
  - LP: Plain & Simple

**Winder**
- Easy Come Easy Go (Atlantic)
  - LP: In The Heat Of The Young

---

**reporter index**

**P1**
- EAST
  - 1107 Northfield, TN
    - 2120 (WMC)/Memphis, TN
  - MIDWEST
    - 2310 (WJDOG)/Lincoln, NE
    - 3171 (KCTY)/Springfield, MO
    - 3171 (LAP)/Kansas City, MO
    - 3171 (WBTX)/Dubuque, IA
  - WEST
    - 605 (KQ67aa)/San Antonio, TX

**P2**
- EAST
  - 3555 (WHY) (WZAT)/Tallahassee, FL
  - MIDWEST
    - 605 (KQ67aa)/San Antonio, TX
    - 605 (KLBO)/Rockford, IL

**P3**
- EAST
  - 605 (KQ67aa)/San Antonio, TX
  - MIDWEST
    - 605 (KLBO)/Rockford, IL

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**new kids on the block**
- LP: No More Gonna Get The Raccoon Album

**Red Speedwagon**
- Half Way (Edlo)
  - LP: The Earth, A Small Man, His Dog and A Cruisen

**ZZ Top**
- Give It Up (TVP)
  - LP: Receiver
### Performing Where Played

<table>
<thead>
<tr>
<th>Artist/Group Label</th>
<th>Reports</th>
<th>Report %</th>
<th>Conversion %</th>
<th>Top 15 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC/DC/Moneytalks (Ac/dc)</td>
<td>132</td>
<td>53%</td>
<td>96%</td>
<td>39%</td>
</tr>
<tr>
<td>TRACIE SPENCER/The House (Capitol)</td>
<td>129</td>
<td>52%</td>
<td>78%</td>
<td>15%</td>
</tr>
<tr>
<td>DAT/Willie &amp; Funky (Soul)</td>
<td>129</td>
<td>59%</td>
<td>84%</td>
<td>5%</td>
</tr>
<tr>
<td>TARA KEMP/Hold You Tight (Gayt Wb)</td>
<td>122</td>
<td>49%</td>
<td>61%</td>
<td>5%</td>
</tr>
<tr>
<td>PEBBLES I BABYFACE/Time Makes Things Happen (Mca)</td>
<td>113</td>
<td>45%</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>IGGY POP &amp; KATE PIERSO/Candy (Virgin)</td>
<td>113</td>
<td>45%</td>
<td>63%</td>
<td>31%</td>
</tr>
<tr>
<td>SUSANNAH HOFFS (28)</td>
<td>96</td>
<td>36%</td>
<td>71%</td>
<td>13%</td>
</tr>
<tr>
<td>STEVIE B (35)</td>
<td>93</td>
<td>36%</td>
<td>78%</td>
<td>12%</td>
</tr>
<tr>
<td>TESLA (Guitar)</td>
<td>91</td>
<td>36%</td>
<td>75%</td>
<td>12%</td>
</tr>
<tr>
<td>DEE-LITE (From Out Of Love)</td>
<td>89</td>
<td>39%</td>
<td>53%</td>
<td>4%</td>
</tr>
<tr>
<td>ERIC B/WILLIE ROSS/Deeper Shade Of Soul (Arista)</td>
<td>85</td>
<td>34%</td>
<td>68%</td>
<td>9%</td>
</tr>
<tr>
<td>2NU/This Is Ponderous (Atlantic)</td>
<td>83</td>
<td>33%</td>
<td>84%</td>
<td>26%</td>
</tr>
<tr>
<td>PHIL COLLINS/Always In My Heart (Atlantic)</td>
<td>82</td>
<td>32%</td>
<td>50%</td>
<td>5%</td>
</tr>
<tr>
<td>BLACK BOX/Don't Know Nobody Else (Rca)</td>
<td>78</td>
<td>31%</td>
<td>73%</td>
<td>19%</td>
</tr>
<tr>
<td>HOUSE OF LORDS/Remember My Name (smb/Rca)</td>
<td>75</td>
<td>25%</td>
<td>64%</td>
<td>8%</td>
</tr>
<tr>
<td>SLAUGHTER/Spend My Life (Columbia)</td>
<td>71</td>
<td>28%</td>
<td>77%</td>
<td>15%</td>
</tr>
<tr>
<td>TEVIN CAMPBELL/Round And Round (Polydor)</td>
<td>64</td>
<td>26%</td>
<td>66%</td>
<td>40%</td>
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<tr>
<td>LL JAY/Just A Way Out (Def Jam/Columbia)</td>
<td>61</td>
<td>24%</td>
<td>86%</td>
<td>39%</td>
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<tr>
<td>TONY TONITE/Our Last Chance In Southern (Wing/Mercury)</td>
<td>60</td>
<td>24%</td>
<td>57%</td>
<td>18%</td>
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<tr>
<td>NUTS/Get Too Close To You (Sbk)</td>
<td>53</td>
<td>16%</td>
<td>64%</td>
<td>8%</td>
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<tr>
<td>CONCRETE BLONDE/Carrie (Rca)</td>
<td>43</td>
<td>17%</td>
<td>65%</td>
<td>11%</td>
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<tr>
<td>FATHER MCCY/Deliver Me (Bmg)</td>
<td>42</td>
<td>17%</td>
<td>60%</td>
<td>12%</td>
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<tr>
<td>NEW KIDS ON THE BLOCK/What Am I Worth (Atlantic)</td>
<td>38</td>
<td>16%</td>
<td>58%</td>
<td>14%</td>
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<tr>
<td>ANOTHER BAD CREATION (Soul)</td>
<td>32</td>
<td>13%</td>
<td>65%</td>
<td>32%</td>
</tr>
<tr>
<td>GEORGE MILLER/4th Of July (Mca)</td>
<td>29</td>
<td>10%</td>
<td>68%</td>
<td>7%</td>
</tr>
<tr>
<td>RED SPEEDWAGON/Hat Trick (Epic)</td>
<td>27</td>
<td>11%</td>
<td>70%</td>
<td>0%</td>
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</tbody>
</table>

Note: See Paragraphs for a complete picture of station activity. New records with large add totals won't show in Performing Where Played until those adds convert to chart. Top 15% is determined by dividing a song's total Top 15 reports by its total charted reports.

### New Artists

<table>
<thead>
<tr>
<th>New Artists</th>
<th>Reports</th>
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<tbody>
<tr>
<td>1 AC/DC/Moneytalks (At)</td>
<td>132</td>
</tr>
<tr>
<td>2 TRACIE SPENCER/The House (Capitol)</td>
<td>129</td>
</tr>
<tr>
<td>3 TARA KEMP/Hold You Tight (Gayt Wb)</td>
<td>122</td>
</tr>
<tr>
<td>4 IGGY POP &amp; KATE PIERSO/Candy (Virgin)</td>
<td>113</td>
</tr>
<tr>
<td>5 OLEAT DAMA/Get Here (Fontana/Mercury)</td>
<td>93</td>
</tr>
<tr>
<td>6 SUSANNAH HOFFS/My Side Of The Bed (Capitol)</td>
<td>85</td>
</tr>
<tr>
<td>7 URBAN DANCE SOUL/Shade Of Soul (Atlantic)</td>
<td>93</td>
</tr>
<tr>
<td>2 NW/This Is Ponderous (Atlantic)</td>
<td>83</td>
</tr>
<tr>
<td>3 TRACIE SPENCER/The House (Capitol)</td>
<td>83</td>
</tr>
<tr>
<td>4 NEW KIDS ON THE BLOCK/What Am I Worth (Atlantic)</td>
<td>75</td>
</tr>
<tr>
<td>5 ANOTHER BAD CREATION (Soul)</td>
<td>68</td>
</tr>
<tr>
<td>6 GEORGE MILLER/4th Of July (Mca)</td>
<td>60</td>
</tr>
<tr>
<td>7 RED SPEEDWAGON/Hat Trick (Epic)</td>
<td>52</td>
</tr>
</tbody>
</table>

New artists have not yet had a CHR Breaker.
"Crying In The Rain"
The New Single
Produced by Chris Neil
From the album East Of The Sun, West Of The Moon

TRAVERSE “This House” (Capital) Reports: 127, Moves: 7, Debuts (Virgin) 5. 8.

DARYL HALL & JOHN OATES “Don’t Hold Back Your Love” (Arista) Reports: 129, Moves: 25, Debuts (Virgin) 6, 9, 10, 11, 12, 15, 17, 19, WWFX.

TARA KEMP (MCA) Reports: 115, Moves: 67, Debuts (Virgin) 1, 4, 5, 6, 7, 9, 11, 127, WAAS, WXCI, WQMH, WMTS, WJSP, WWJC.

WILFRED NATE KATE WAPITI (Virgin) Reports: 85, Moves: 0, Debuts (Virgin) 0, 1, 2, 5, 6, 9, 10, 11, 14, 15, WZZQ, WPXG, WQWY, WQMX.

CHICAGO “Chasin’ The Wind” (Full Moon-Reprise) Reports: 96, Moves: 34, Debuts (Virgin) 2, 3, 5, 6, 11, 12, 13, KZQZ, KFSF.

OLITA “Iktar” (Affinity) Reports: 93, Moves: 52, Debuts (Virgin) 1, 4, 7, 10, 11, 14, 16, WZQX.

DIEE-LITE “Power Of Love” (Elektra) Reports: 93, Moves: 31, Debuts (Virgin) 3, 4, 15, 22, 23, WJZQ, WFCN, WSRQ, WJME, WXYJ.

SUZANNA HOFFS “Spanish Sky” (Columbia) Reports: 85, Moves: 0, Debuts (Virgin) 0, 1, 2, 3, 5, 7, 8, 9, KQFM, WJZQ, 02.

DONNY OSMOND “Sure Lookin’ Good” (Capitol) Reports: 85, Moves: 29, Debuts (Virgin) 0, 1, 3, 3, 4, 6, 8, 11, 15, KQFM, WJZQ, WFCN, WSRQ, WJME, WXYJ.

URBAN DANCE SQUAD “Deepest Shade Of Soul” (Atlantic) Reports: 89, Moves: 36, Debuts (Virgin) 1, 2, 3, 4, 9, 11, 12, 14, WWLQ.

BLACK BOX “I Don’t Know Anyone Else” (RCA) Reports: 78, Moves: 40, Debuts (Virgin) 0, 1, 2, 5, 6, 9, WZZQ, KZZQ, WPXG, WQWY, KJUE, WQMX.

PHIL COLLINS “Who Said I Would” (Atlantic) Reports: 89, Moves: 35, Debuts (Virgin) 1, 2, 3, 4, 5, 7, WDAD, WWLQ.

DONNY HOFFS “Spanish Sky” (Columbia) Reports: 85, Moves: 0, Debuts (Virgin) 0, 1, 2, 3, 5, 7, 8, 9, KQFM, WJZQ, 02.

HOUSE OF LORDS “Remember My Name” (Imperial) Reports: 75, Moves: 37, Debuts (Virgin) 3, 5, 6, 8, 10, 12, 14, 15, WZZQ, KZZQ.

BLAUGHTER “Spend My Life” (Columbia) Reports: 71, Moves: 45, Debuts (Virgin) 2, 3, 4, 5, 6, 7, 8, WWLQ, WZZQ, KZZQ, WDAD, WWLQ, WJZQ, KQFM, KQFX.

STEVE B. “I’ll Be On Your Side” (LRY-Black) Reports: 87, Moves: 2, Debuts (Virgin) 0, 1, 2, 5, 6, 7, WZZQ, WWLQ, KZZQ, WDAD, WWLQ, KQFM, KQFX.

HEART “Secret” (Capitol) Reports: 69, Moves: 29, Debuts (Virgin) 1, 3, 5, 7, WJZQ, KQFM, WDAD, WWLQ.

TEXAS “Last Night And Round” (Pathway/Park/NB) Reports: 84, Moves: 14, Debuts (Virgin) 1, 2, 3, 4, 6, 15, KQFM, KQFX, KQFX.

Timmy T. One More Try (Quality) 75% of our reporters playing it. Moves: Up 97, Debuts 28, Same 19, Down 0, Adds 44 including WBLI, 295, KDWB, KKRZ, KUBE, WPWR92, K106, KKYK, WKDD, KK2U. See Parallels, moves 24-18.

Richard Isisika "Wicked Game" (Reprise) 62% of our reporters playing it. Moves: Up 117, Debuts 5, Same 19, Down 2, Adds 12 including KBEQ, WAAL, WQGN, 93Q, WYCR, WSSX, WZKS, WZOK, KKRZ, WKRD, WBXX. See Parallels, moves, 25-21.

FOISON “Ride The Wind” (Capitol) Reports: 48, Moves: Up 1, Debuts 1, Same 7, Adds 0, Includes (Virgin) 2, WAAL, WPGC, WZPQ, KQBZ, KWKD.

CONCRETE BLONDE “Caroline” (IRS) Reports: 34, Moves: Up 1, Debuts 1, Same 3, Adds 1, Includes (Virgin) 3, WQKZ.

MB NIGHT “Just A Little Bit Longer” (Cherries) Reports: 59, Moves: Up 43, Debuts 1, Same 14, Adds 4, Includes (Virgin) 19, WPFR, 2613, WHTO, WJRZ, KQFM, WDAD, WWLQ, WDAD. See Parallels, moves, 23-19.

M.C. HAMMER “Here Comes The Hammer” (Capitol) Reports: 46, Moves: Up 2, Debuts 1, Same 8, Adds 3, Includes (Virgin) 19, WPFR, 2613, KQFM, WDAD, WWLQ, WDAD. See Parallels, moves, 23-19.

NEXT DOOR “I’ve Been Waiting For You” (SBK) Reports: 33, Moves: Up 2, Debuts 1, Same 4, Adds 1, Includes (Virgin) 6, WAAL, WHOT, KQFM, WDAD.

TARA KEMP (MCA) Reports: 115, Moves: 67, Debuts (Virgin) 1, 4, 5, 6, 7, 9, 11, 12, WWFX, WHTO, WJME.

REMEMBERS “Just The Way It Was” (Alto) Reports: 42, Moves: Up 1, Debuts 0, Same 9, Adds 0, Includes (Virgin) 11, WPFR, 2613, KQFM, WDAD, WWLQ, WDAD.

Z2 TOP “Give It Up” (WB) Reports: 38, Moves: Up 1, Debuts 0, Same 0, Adds 0, Includes (Virgin) 1, WAAL, WHOT, KQFM, WDAD, WWLQ.

GARY MOORE “Still Got The Blues” (Charisma) Reports: 29, Moves: Up 0, Debuts 5, Same 0, Adds 0, Includes (Virgin) 1, WPFR, 2613, KQFM, WDAD, WWLQ.

REED SPEEDGOW “Hallway” (Capitol) Reports: 27, Moves: Up 0, Debuts 1, Same 0, Adds 6, Includes (Virgin) 9, WWLQ, WJZQ, KQFM, WDAD, WWLQ.

PET SHOP BOTS “How Can You Expect To Be Taken Seriously” (Epic) Reports: 25, Moves: Up 0, Debuts 1, Same 1, Adds 0, Includes (Virgin) 1, WWLQ, KQFM, WDAD, WWLQ.

SARA HICKMAN “I Couldn’t Help Myself” (Electra) Reports: 25, Moves: Up 10, Debuts 1, Same 13, Adds 1, Includes (Virgin) 1, WWLQ, KQFM, WDAD, WWLQ.

BILLY DEV BIE “Will You See Me Smile Again” (MCA) Reports: 24, Moves: Up 12, Debuts 1, Same 2, Adds 0, Includes (Virgin) 1, WWLQ, KQFM, WDAD, WWLQ.

LITTLE CAESAR “In Your Arms” (DGC) Reports: 19, Moves: Up 0, Debuts 0, Same 0, Adds 0, Includes (Virgin) 0, WWLQ, KQFM, WDAD, WWLQ.

YOUNG M.C. “Pick Up The Pace” (Discalvin/Vinyl/Island) Reports: 16, Moves: Up 5, Debuts 1, Same 1, Adds 0, Includes (Virgin) 1, WWLQ, KQFM, WDAD, WWLQ.

HOWARD HENNET “I’ll Be There” (Elektra) Reports: 19, Moves: Up 0, Debuts 1, Same 0, Adds 0, Includes (Virgin) 1, WWLQ, KQFM, WDAD, WWLQ.

SOHO “Out Of My Mind” (Alto) Reports: 15, Moves: Up 0, Debuts 1, Same 0, Adds 0, Includes (Virgin) 0, WWLQ, KQFM, WDAD, WWLQ.

TNTY TONII TONII “I’ll Never Rain In Southern California” (Wing/Reprise) Reports: 49, Moves: Up 26, Debuts 1, Same 5, Adds 1, Includes (Virgin) 1, WWLQ, KQFM, WDAD, WWLQ.

MADONNA (27) Reports: 3, Moves: Up 0, Debuts 0, Same 0, Adds 0, Includes (Virgin) 0, WWLQ, KQFM, WDAD, WWLQ.
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SECOND PLACE—MAZDA MIATA

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