## I N S I D E:

## UNDERSTANDING CHR IN THE '90s

"CHR isn't dead, but it is suffering from a severe identity crisis," claims Garry Wall, explaining that stations haven't reacted properly to their listeners' changing behavior

Page 28

## FCC PROPOSAL LEAVES BROKERS UNIMPRESSED

The FCC has proposed raising ownership attribution levels to spur radio investment. But brokers say the move would have no discernible impact. Also in Radio Business: SEC's capital reforms analyzed.

Page 4

## ATTENTION SHOPPERS!

In perhaps the ultimate example of fragmentation, retail giant
K-Mart is about to debut its own satellite-delivered radio network. Can "no-refund Thursdays" be far behind?

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## BOSS ADVICE

Is your boss driving you crazy? You're not alone. Turn to R\&R's weekly Management section for proven ways to cope

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## IN THE NEWS...

- J.D. Freeman, Mike Crusham

VPs at Shamrock

- Shelia Shipley named Sr. VP/Promo at MCA/Nashville
- Wayne Walker VP/GM at KVRY/Phoenix - Clancy Woods Radio Group Manager at Nationwide
-Update: Motown vs. MCA Page 3
- Jay Krugman VP/Mktg.
at Columbia/East Coast
- Kim Jones VP/GM
at WNVZ/Norfolk



## Industry Ponders 30-30 Rule

Owners, operators, brokers praise ruling. Minority owners express concern
LOS ANGELES
While most industry leaders are tak ing a wait-and-see position on the FCC's decision to relax ownership restrictions, many are hoping that the rules will pave the way to better oper ating margins.
"We are pleased the Commission has recognized the need for structural changes in radio to strengthen the industry's competitive position in the communications marketplace," said NAB President/CEO Eddie Fritts. "The licensing of 2000 new radio stations over the past decade, plus the explosive growth of unregulated competitors like cable, have clearly handicapped a radio industry that's been operating under tight structural restrictions."
Fritts is hoping that the FCC's "complicated restrictions" - including audience

Medina Sr.VP/GM At WB Black Div.
 Warner Bros. VP/ Black Music A\&R Benny Medina has been pro moted to Sr VP/GM of the label's Black Music Division. Medina will continue
Medina to oversee the division's day-to-day operations as well as serve as executive producer on various projects
"Benny's six-year tenure as head of the Black Music A\&R Department has been one of the most exciting and profitable in our history," said WB Chairman Mo Ostin. "Along with the topnotch team he has assembled, Benny has consistently championed music that sets the pace in this field.' MEDINA/See Page 29
share caps, simulcasting limits. New ownership rules and LMA rules - as well as its promise to annually review them, will ease congressional concerns about undue concentration or market power.

Much Needed Edens Chairman Gary Edens noted. "The ruling is much needed - the FCC and Con-

## FCC Fallout

## - Minorities Concerned <br> - Job Consolidation Likely <br> - Brokers May Benefit <br> - Rep Firms Not <br> Worried

gress had to realize something had to be done. We live in a multichannel world with cable companies operating numerous channels, and newspapers and magazines having the ability to put out unlimited editions to make money.
"It's appropriate for the FCC to allow us business people to take advantage of an economic trend and combine accounting. engineering and other back office functions. It's a similar situation to the banking industry where consolidation was atwhere consolidation was at profit.

REACTION/See Page 29

## Robinson Exits Unistar

C.T. "Terry" Robinson, the entrepreneur whc helped revolutionize the radio industry in the early '80s with satellite-delivered formats, has exited as Co-Chairman/CEO \& Director of Unistar Communications Group.

Robinson told R\&R he intends to stay in the radic business and expects to take an active role in his other broadcasting industry investments. He will remain a stockholder in Unistar, which is a privately held company.

The 1976 purchase of two stations in San Luis Obispo, CA signaled Robinson's entry into radio. In 1982 he and partner Bill Moyes founded the Transtar Radio Networks, which quickly became the dominant player among providers of satellite programming. Seven years later, Transtar merged with the United Stations Radio Network to form Unistar. Robinson and United Stations Chairman Nick Verbitsky became Co-Chairmen/CEOs of the new entity

UNISTAR/See Page 29 tions.

INTRODUCING


Shamrock Ups
Two Managers


Freeman
Crusham
Burbank-based Shamrock Broadcasting has promoted two of its radio managers to Corporate VPs: J.D. Freeman and Mike Crusham. Freeman is GM of Country KMLE/Phoenix; Crusham manages Gold combo WWSW-AM \& FM/Pittsburgh.
Shamrock President Bill Clark said, "J.D. and Mike have led their respective stations to record levels of financial and ratings achievement. In so doing, they have both demonstrated outstanding management skills and leadership qualities. Their stations operate in a manner absolutely consistent with Shamrock ideals. It's a real joy for me to announce their election as officers of our company."

Both stations received the company's President Cup award for outstanding station performance in 1991. Shamrock operates 14 radio and two TV stations throughout the U.S.

## Shipley Promoted At MCA/Nashville

MCA/Nashville VP/National Promotion Shelia Shipley has been promoted to Sr . VP/Promotion. Label President Bruce Hinton said, "Shelia's untiring efforts on behalf of MCA/Nashville

have never wav- Shiploy ered, and the current unparalleled success of the promotion department speaks directly to her leadership."

Shipley told R\&R, "This is a life long dream come true. I've always tried to work hard, but this is an accomplishment I didn't even see for myself. The recognition and respect afforded me by this corporation is unexcelled. And the incrediSHIPLEY/See Page 29

## Woods Named NCI Group Manager

AC KHMX/Houston GM Clancy woods has been upped to Radio Group Manager for owner Nationwide Communications. In addition to his current duties, Woods will oversee sister properties KNST \& KRQQ/Tucson and KVRY/Phoenix
"I feel honored to have this opportunity," he said. "Nationwide has given me the resources to do a good job. Hopefully, I can maintain the relationships I already have in the markets and contribute to the WOODS/See Page 30


Glenn Frey helped raise more than $\$ 50,000$ for "A Grassroots Aspen Experience" - a program that brings inner city youths to Aspen, CO for perience - a program that brings inner city youths to Aspen, CO for
seasonal ouldoor experiences - by selling works from his contemporary collection at the recent Ant From The Heart auction. Celebrating the occasion are (1-r) Giant Records Owner Irving Azoff, Frey, and Lopez \& Gonzales's Peter Lopez.

## MCA, Motown Seek Megabucks In Latest Exchange Of Legal Volleys

Motown wants $\$ 60$ million; MCA claims $\$ 75$ million

The legal rancor between Motown Records and MCA Inc. intensified this week when Motown filed additional charges on behalf of its 10-month-old lawsuit against MCA, specifying $\$ 60$ million in damages. MCA upped the ante by specifying damages of $\$ 75$ million in a countersuit.
Motown's amended complaint accuses MCA of attempting to disrupt Motown's relationship with new distributor PolyGram by dumping its remaining Motown inventory at below-market prices. It also says that "MCA destroyed significant evidence relating to MCA's failure to promote Motown records."
In its initial lawsuit filed in May 1991, Motown accused MCA of "deliberate misconduct" in the manufacture and promotion of Motown

## LETTERS

## Gag Gift Unclaimed

Dear Editor:
I am the attomey for Jacor Com. munications of Tampa (WFLA \& WFLZ [Power PigD. In a story that ran in your paper (3/6) concerning Randy Michaels's refutation of charges leveled against him during a "20/20" piece, your newspaper correctly quoted Mr. Michaels as saying:
"The only time anything involving a dildo occurred was when fformer VP/GMI Dave Macejko got one as a gag gift for his 40th birthday party from employee Sue Treccase, who stlll works there."
Mr. Michaels was mistaken, and a/though he was correct about the recipient of the gift and the occasion of its giving, he arred when he identified Ms. Treccase as the person who gave the ilem. Ms. Treccase, who does in fact still work for Jacor, considers the statement to be defamatory and is quite upset that the information was not verified with her prior to publication. For those reasons, I am formally asking you to print a correction of this statement, making clear that it was not Ms. Treccase who presented the item in question to Mr Macejko.
I thank you in advance for your courtesy and cooperation.
-Thomas Gonzalez, Tampa
product. The suit further accused MCA of "ineptness" by failing to maintain adequate inventories of hit Motown product and by collecting exorbitant distribution fees. Motown has since formed a distribution deal with the aforementioned PolyGram.
MCA, which is a minority owner of Motown, then filed a countersuit and accused its $70 \%$ investor, Boston Ventures, of being a bad influence on Motown. It also sued PolyGram upon its takeover of Motown's distribution.
MCA Preference Claimed Motown's amended complaint further states that "MCA's own re maining internal records illustrate that in mid-1991, when Motown had released hit records . . . MCA continued to give preference to its own releases and failed to promote Motown's records or paid lip service to these records with pop radio programmers.'
An MCA news release stated that the company was "not surprised at Motown's most recent effort to divert attention from its illegal conspiracy with Boston Ventures and PolyGram to deprive MCA of its valuable rights."

The MCA release further stated that the company stands by its earlier statements that it did not breach any of its material obligations at issue in the Motown suit and that it intends to file an amended complaint against "the conspirators" for $\$ 75$ million in damages.

## KVRY/Phoenix Taps Walker VP/GM

Gold KOQL/Oklahoma City VP/ GM Wayne Walker has accepted a similar assignment at Nationwide AC KVRY/Phoenix. He succeeds the retiring Dale Weber.
Nationwide VP/Radio Mickey Franko commented, "Before returning to [KOQL], Wayne owned and operated his own successful business for four years. He's very much of an entrepreneur and has hands-on broadcasting experience. We believe he's the right person at the right time to step into Phoenix and take KVRY to the next level."
Walker, who was unavailable for comment at presstime, was previously VP/GM of KEGL/Dallas for two years.

## THE TIES THAT BIND

Savvy programmers know community involvement is a crucial element in any station's success. PDs offer tips on improving your station's community awareness

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RADIO BUSINESS: FCC, SEC capital proposals analyzed

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Street Talk are registered trademarks of Radio Records © 1992 POSTMASTER Send ad. dress chances to R\&R, 1930 Century Park West, Los Angeles, Calitornia 90067.

## FCC Proposes Investor Incentives, Finders Preference

Saying it wants to promote investment in broadcasting, the FCC has proposed raising ownership attribution levels. But the commissioners voiced opposition to the move brokers say is most needed - allowing lenders to hold a security interest in licenses.
The FCC is seeking public comment on whether to double the trigger levels for attributable ownership to $10 \%$ for individuals and $20 \%$ for investment companies, which Commissioner Sherrie Marshall said "should enhance investment opportunities." That view is not shared by radio brokers.
"I can't see it having any impact whatsoever," said Star Media bro ker Bill Steding. He said what lenders want and need is a security interest in licenses so they have a way to exit bad loans.
Media Venture Partners broker Charles Giddens also said increasing attribution levels would have no effect on radio investment. He said giving lenders a security inter-
est is the only thing that would make more money available for radio deals, because "the banks are scared to death of our business."

FCC Chairman Al Sikes said he had "questioned the merits of even including security interests" in the proceeding to encourage capital investment. He said it was included only "to make crystal clear" the preeminence of Commission policy over federal bankruptcy court rulings. Most bankruptcy courts have upheld the FCC's current ban on license liens, but one judge in Baltimore recently upheld a lender's claim of a security interest.

When the issue came up at their March 12 meeting, all five commissioners spoke negatively about any change in the security interest policy.

Finders Preference
Proposed
Broadcasters who locate new FM drop-ins would get a boost from a proposal now before the FCC. The commissioners are seeking comment on a proposal to give a preference to the finder of a new frequency, similar to current minority and daytimer preferences.
"Well, it's about time," said Contemporary Communications President Larty Fuss, who proposed the preference months ago. He said the move was unlikely to result in any great number of new stations, but might discourage competing applicants from "filing on top" of a broadcaster who's spent thousands of dollars on a new FM allocation

## NINE-YEAR LICENSE FIGHT ENDS

## KUKQ \& KUPD/Phoenix Settlement Revealed

Tri-State Broadcasting Inc. has agreed to accept $\$ 7.3$ million from a challenger and give up its nine-year fight to save the licenses of KUKQ \& KUPD/Tempe (Phoenix), AZ. An additional $\$ 3.5$ million is being paid to the license challengers by their new partner, putting the total value at $\$ 10.8$ million.

Under terms of a settlement filed with the FCC, Tri-State will drop its federal court appeal of an FCC ruling that it is unfit to be a licensee. The Commission had found that Tri-State misrepresented the managerial status of Robert Melton, who was barred from ownership and management at the combo from 1974 to 1978.

KUKQ \& KUPD's new owner. subject to FCC approval of the settlement, will be G\&C Broadcasting Inc. Its owners include Jack and Jackie Grimm of Abilene, TX and Ruth Clifford of Phoenix, former owners of the combo (along with Clifford's late husband) who filed a competing application for the licenses in 1983. The largest stock-

## Group Seeks To Reopen KFIWalker Lampley Case

In a bid to have the personal attack rule abolished, a Washington, DC advocacy group has appealed the FCC's dismissal of a complaint filed against KFI/Los Angeles by disabled KCBS-TVIL.A. news anchor Bree Walker Lampley.

## unconstitutional and unenforcea-

 ble.According to the libertarian. leaning Institute for Justice (IFJ), continued enforcement of the rule has a chilling effect on broadcasters and is illegally arbitrary and capricious.

Although the Commission has made no secret of its desire to eliminate the personal attack rule and other corollaries to the Fairness Doctrine - which was abandoned in 1987 - the agency staff felt Lampley's complaint was too weak to serve as a test case for abolition of the rule. The IFJ petition asks the Commission to reconsider that decision and use Lampley's case to rule the personal attack rule
holder, however, will be former Federal Communications Corpora. tion President Robert Fish, who is moving to Phoenix to run the combo.

## Terms Outlined

Tri-State is to be paid $\$ 5$ million in cash for the stations, which would be reduced if cash flow falls; below $\$ 1.8$ million for the 12 months preceding the closing. Melton and co-owner John Nortis III would each receive cash payments of $\$ 750,000$ for agreeing not to corrpete in the Phoenix market for five years. Additionally, a company they own, Mel-Nor Development, would receive payments under a mortgage note for $\$ 805,479$.
Fish is buying a $49 \%$ stake in G\&C Broadcasting and is responsible for arranging financing for both the cash payments to Tri-State and a $\$ 2.5$ million payment to the Grimms and Clifford. Also, Jack Grimm is to receive $\$ 1$ million in seven equal annual installments of $\$ 142,857$ under a consulting agrevment.
After G\&C Broadcasting has operated the stations for one year, Fish has an option to buy out hs partners for $\$ 1.65$ million. Under a shareholders' agreement. the Grimms and Clifford may force Fish to exercise that option or may choose to purchase his shares under a formula tied to cash flow and corporate indebtedness.

Tri-State and G\&C Broadcastir:g officials did not return R\&R's phone calls. Attorneys for both firms said their clients would not comment on the settlement. The federal court and FCC were notified in January that a settlement had been reached, but the financial details were not filed until last week.

## EC Proposes Series Of Capital Reforms

While AI Sikes may be dominating the headlines with last Thursday's (3/12) change of FCC radio ownership rules, a deregulatory initiative launched one day earlier by Securities \& Exchange Commission Chairman Richard Breeden may prove to be far more important for the long-term financial health of the radio industry.

The SEC, through a unanimous vote, is asking for public comment on a sweeping series of reforms allowing small companies to easily and inexpensively raise capital by selling stock or debt to public investors. "North of $80 \%$ of the equity formed in the radio industry over the next decade will be done through this mechanism. This will be the next way to raise money and it probably always should have been done this way," commented Star Media Group CEO Bill Steding.

Dubbed the Small Business Initiative, the proposal would allow small companies to raise up to $\$ 5$ million through use of a simple Q\&A format disclosure document. Companies could raise up to $\$ 1$ million without any federal registration. In addition, the SEC proposes to allow small businesses to "test the waters" and advertise to solicit investor interest before going to the expense of preparing an actual stock offering.

One point of comment for broadcasters: While the SEC would allow both broadcast and print advertising of full-blown stock offerings, only print advertising would be permitted to "test the waters."

Other rule changes would encourage pension funds to invest in small companies and create a new class of venture capital funds A 90-day comment period begins when the proposed regulations (File \#S7-4-92) are published in the Federal Register this week Breeden recently said he hopes the changes will be in effect by year's end.

## NAB Eyes FCC Enforcement Campaign

NAB lawyer Barry Umansky is collecting information about the FCC's enforcement crackdown, because many broadcasters are complaining about what they perceive to be excessive fines for minor rule violations.
"We've been hearing lots of horror stories from broadcasters who feel they've been wronged. They feel the fines exceed the gravity of the offense," he said. The NAB wants to hear from anyone who's been fined since August 8, 1991, when the new fine policy took effect. The phone number: (202) 429-5430.

Favorite FCC enforcement targets include malfunctioning EBS monitors and sloppy public files. Umansky said some broadcasters have been fined more than $\$ 1000$ for failing to have a copy of the FCC's 1974 "The Public and Broadcasting" policy statement on file.

One example of FCC enforcement occurred this week when KRYSFM/Corpus Christi was fined $\$ 6875$ for violating lottery rules. The offense: airing spots for a local donut shop, stating that customers "who received a red star on their [donut] receipts could instantly win paraphernalia such as coffee mugs, book covers, pencils, pens, caps, neon T-shirts, or satin jackets."

Last week, the Mass Media Bureau refused to reconsider a $\$ 2000$ fine against EZ Communications' KYKY/St. Louis for violating rules concerning the broadcast of phone conversations. The fine, levied in May 1990, was handed down after a female listener complained that morning talent Guy Phillips recorded and aired her conversation without her consent. According to the FCC, "A party's awareness of a station's intent to broadcast a telephone conversation is presumed only if the party is associated with the station or the party originates the call."

In another enforcement action, the FCC has renewed the license of Ogden Broadcasting's WGSN \& WNMB/North Myrtle Beach, SC over the objections of the NAACP and Black Media Coalition, but it has refused to reconsider a $\$ 10.000$ fine levied two years ago for EEO violations.

## Candidates Get More Freebies From FCC

Broadcasters must give free production services to political candidates if similar services are provided to commercial advertisers, according to FCC Political Programming Branch Chief Milton Gross.

The issue of production costs wasn't addressed in the Commission's December 1991 order on political programming policies, but a new ruling


# Sillerman Shuffles Media Empire In \$100 Million Merger 

## Fish hooks a $\$ 7.3$ million combo in Phoenix desert

## Deal Of The Week

CF Media Stations
PRICE: $\$ 100$ million (estimated)
TERMS: Merger of Capstar Communications Inc. and Force II Inc. The new company will close Force li's pending acquisition of KKCW/Beaverton (Portland), OR from Trumper Communications for $\$ 21$ million and acquire KODA/Housion and KJQY/San Diego from Command Communications for approximately $\$ 45$ million. The company says the entire transaction has a value "in excess of $\$ 100$ million." BUYER: CF Media, whose controlling stockholder will be President/CEO Robert F.X. Sillerman of New York The other holders of voting stock will be co-Sr. Exec. VPs Norman Feuer of San Diego and R. Steven Hicks of Austin. Feuer is President of Force II, and Hicks is President of Capstar. Sillerman has interests in both companies, as well as Command and a number of other broadcasting companies. Phone: (212) 980-4455

SELLER: Capstar Communications Inc., headed by Hicks. Phone: (512) 477.7338

## WSIX/Nashville

FREQUENCY: 97.9 MHz
POWER: 100 kw at 1140 feet FORMAT: COuntry

WSSL-AM \& FM/Greenville-
Gray Court, SC
FREQUENCY: $1440 \mathrm{kHz} ; 100.5 \mathrm{MHz}$
POWER: 5kw; 100kw at 1240 feet FORMAT: Country

WDJS \& WMSI/Jackson, MS
FREQUENCY: $620 \mathrm{kHz} ; 102.9 \mathrm{MHz}$ POWER: 5 kv . day $/ 1 \mathrm{kw}$ night; 100 kw at 1800 feet
FORMAT: AC; Country
SELLER: Force II Inc., headed by Feuer. Phone: (619) $239-4242$

KKCW/Beaverton (Portland), OR FREQUENCY: 103.3 MHz POWER: 100 kw at 1654 feet FORMAT: AC
SELLER: Command Communications Inc., headed by President Carl Brazell Jr. It also owns KRLDIDallas and the Texas State Networks. Phone: (212) 486.1330

## KODA/Houston

FREQUENCY: 99.1 MHz POWER: 95kw at 1920 feet FORMAT: AC

## KJQYISan Diego

FREQUENCY: 103.7 MHz
POWER: 36kw at 580 feet
FORMAT: AC

## Alabama

WABF/Fairhope (Mobile)
PRICE: \$350,000
TERMS: Asset sale for cash, including $\$ 75,000$ for non-compete agreements BUYER: Jubilee Broadcasting Co. Inc., owned by John Hinds Jr. and Brenda Garrison Hinds of Fairhope, AL. John Hinds Jr. is an announcer at the station. Phone: (205) 928-3168 SELLER: Bee Coe Broadcasting Inc., owned by Robert Clark and Richard Pearson. Phone: (205) 928-2384 FREQUENCY: 1220 kHz
POWER: 1 kw daytimer FORMAT: AC

## Arizona

KUKO \& KUPDITempe
(Phoenix), AZ
PRICE: \$7,305,479
TERMS: Sale of assets and settlement of competing applications for station licenses, which were filed in 1983. The seller agrees to dismiss its court appeal
"Alliance wouldn't own KYNG today if it weren't for the skills, knowledge, and relationships that the guys at Star Media have."

- John P. Hayes, Jr., CEO

Alliance Broadcasting, L.P.

'Radio's Full Service Financial Specialists" ${ }^{\text {rm }}$

Star
Media
Group, Inc.
of an FCC order denying its license renewals for the combo, clearing the way for the licenses to be issued to the buyer. A cash payment of $\$ 5$ million is due at closing, along with a mortgage note for $\$ 805,479$ payable to Mel-Nor Development, a company owned by the two principals of the seller. In addition, the two principals of the seller are to receive $\$ 750,000$ each for noncompete covenants.
BUYER: G\&C Broadcasting Inc., ownod by Jack and Jackie Grimm of Abil. ene, TX; Ruth Clifford of Phoenix; and Robert Fish of Wakefield, Ri. The Grimms, Clifford, and Clifford's late husband were former owners of this combo. Fish owns an $80 \%$ non-voting interest in an applicant for a new FM at Richmond, VA. He was formerly President of Federal Communications Corporation and a former owner of WHJJ \& WHJYIProvidence and WVEZ-AM \& FM/Loulsville.
SELLER: Tri-State Broadcasting Company Inc., owned by John Norris III and Robert Melton. Phone: (602) $838-0400$
FREQUENCY: 1060 kHz; 97.9 MHz POWER: 5 kw day/500 watts night; 100 kw at 1620 kHz
FORMAT: New Rock; AOR
BROKER: Glenn Serafin and Jeanette Tully of Communications Equity Associates represented Fish in structuring this transaction.

## Callionia

KQEH (FM CP)/Lenwood (Barstow)
PRICE: \$32,500
TERMS: Asset sale for $\$ 25,000$. The seller is also to receive payments of $\$ 5000$ and $\$ 2500$ over two years un. der a consulting agreement. BUYER: Turquoise Broadcasting Inc., owned by Thomas Gammonof Arlington, VA. His Crown Broadcasting group also owns WHMA-AM \& FM/Anniston, AL; KOKL \& KXYIApple Vailey, CA; KKIS-AM \& FMIPittsburgWalnut Creek, CA; KTRR/Loveland, CO; KRWR/Carson Clity, NV; and WBEX \& WKKJIChillicothe, OH. Phone: (703) 506-0990
SELLER: Wendell A. Tyler of Lancaster, CA. Phone: (805) 265-6778 FREQUENCY: 107.3 MHz
POWER: 340 watts at 771 feet
FORMAT: Simulcast of KZXY's Goidbased AC format

## Connectiat

## WPKN/Bridgeport

PRICE: $\$ 10$
TERMS: Asset sale. The buyer is required to broadcast all away basketball games of the University of Bridgeport without charge; provide training in station operations for students of the school; provide public viewing areas for university students, employees, and visitors; and supply the school with exclusive access to a subcarrier. In return, the university is leasing the buyer studio space without charge
BUYER: WPKN Inc., a non-profit corporation headed by Chairperson

## 1992 Deals To Date:

\$226,726,709
(Last Year: \$166,462,143)
Total Stations Traded This Year:
227
(Last Year: 199)
This Week's Action:
\$112,512,644
(Last Year: \$14,274,001)
Total Stations Traded This Week: . . . . . . . . 28
(Last Year: 17)

## - Deal Of The Week: <br> - CF Media Stations $\$ 100$ million (estimated) <br> - WSIX/Nashville <br> - WSSL-AM \& FM/GreenvilleGray Court, SC <br> - WDJS \& WMSI/Jackson, MS - KKCW/Beaverton (Portland), OR - KODA/Houston - KJQYISan Diego

## WABF/Fairhope (Mobile), AL $\$ 350,000$

- KUKQ \& KUPDITempe (PhoenIx), AZ \$7,305,479
- KQEH (FM CP)/Lenwood (Barstow), CA \$32,500

WPKN/Bridgeport, CT \$10

- WZCRFL Myers Beach $\$ 1.55$ milition
- KAGB (FM CP)Monolulu, HI \$290,000
- KRXAIGooding, ID \$32,000
- KULY \& KFXXNUlysses-Hugoton, KS \$220,000

WVKYRouisa, KY \$1

- WCJUJColumbla, MO \$80,654 for $81.66 \%$
- KLDZZincoin, NE \$765,000
- WYNQ (FM CP)/Avon, NY No cash consideration
- WWILJWilmington, NC \$187,000
- KPLO/Rellance, SD \$250,000
- WDKN \& WYYB (FM CP)DDickson (Nashville), TN \$50,000 for 33.3\%
- WGCV \& WBLZIPetersburg (Richmond), VA $\$ 1.4$ million

Stephan Allison of Middletown, CT Phone: (203) 576-4540 SELLER: University of Bridgeport, headed by President Edwin Eigel. Phone: (203) 576-4895 FREQUENCY: 89.5 MHz POWER: 10 kw at 550 feet FORMAT: Variety

## Forida

WZCRIFt. Myers Beach PRICE: $\$ 1.55$ million
TERMS: Asset sale
BUYER: John R. Linn of Cleveland. He owns WABQICleveland and WDJB Columbla City (Ft. Wayne), IN.
SELLER: Gerard A. McHale, receiver for Justice Broadcasting, formerly owned by Larry Justice FREQUENCY: 99.3 MHz POWER: 6kw at 285 feet FORMAT: Classic Rock BROKER: Randall Jeffery of Media Venture Partners
COMMENT: This station has a CP to in. crease power to 50 kw .

## Hawail

KAGB (FM CP)/Honolulu
PRICE: $\$ 290,000$
TERMS: Asset sale for $\$ 117,000$ cash. Seller Roger Agnew has also entered into an employment agreement under which he's to be paid \$3000 per
month for three years to conduct research and advise the buyer. He's to receive an additional payment of $\$ 65,000$ upon delivery of specific studies regarding the Honolulu radio market.
BUYER: Coral Communications Corp., owned by President George Vandeman of San Marino, CA; An thony Cassara of Kamuela, H ; and Thomas Gentry, George Arlyoshi, and Rick Takemoto of Honolulu. A non-voting stockholder is KITV-TV Honolulu GM Richard Schaller. Coral owns KHNRIHonolulu. Phone: (808) 533-0065
SELLER: Agnew-Sachs Broadcasting, owned by Roger Agnew and Jacqueline Sachs Agnew of Lincoln, NE. Roger Agnew is 50\% owner of KKNB Crete, NE.
FREQUENCY: 99.5 MHz
POWER: 100kw at minus 387 feet

## tah!

## KRXR/Gooding

PRICE: $\$ 32.000$
TERMS: Asset sale for $\$ 6000$ cash and a promissory note for $\$ 26,000$ at $8 \%$ annual interest payable over seven years. Interest on the note does not begin accruing until six months after closing, when interest-only payments commence for six months, followed by


Pierre Bouvard, Vice President and Jon Coleman, President of Coleman Research, one of America's top two research companies.

Most researchers draw obvious conclusions and leave the real work up to you. Enter Coleman Research. Successful radio marketers who create a powerful position for your station and drive it home. Coleman Research invented the names and launched the stations that use the most powerful marketing handles in radio: Oldies, New York 1981; Lite, Phoenix 1982; Mix, Baltimore 1986 and Variety, Phoenix 1991.

It was Coleman that first conceived the marketing positions: Not Too Hard, Not Too Soft, San Jose 1983 and The \#1 Hit Music Station, Phoenix 1984.

Coleman's step-by-step programming, positioning and marketing plans have worked for more than 100 top stations. Give us a call today at 919-571-0000. watch the market notice a startling new trend. Yours.

## TRANSACTIONS

Continued from Page 6
principal and interest payments to amortize the note over the remainder of the term.
BUYER: Arlis E. and Maria O. Tranmer of Gooding, ID. They are program ming the station under a time brokerage agreement.
SELLER: Glacus Merrill of Logan, UT He's the majority owner of KBXOTrmonton, UT.
FREQUENCY: 1480 kHz
POWER: 1 kw day/250 watts night FORMAT: Country

## Kansas

## KULY \& KFXXIUlysses-

## Hugoton

PRICE: \$220,000
TERMS: Asset sale by promissory note at annual interest rate of 10\% for the ontire amount. Interest-only payments are due for the first 12 months, then the balance is to be repaid over 72 months on a 12 -year amoratization schedule, with a balloon payment at the end of the sixth year. The note is payable to Citizens State Bank of Hugoton, KS, with $36 \%$ participation by Southwest Kansas National Bank, both secured creditors of the seller. BUYER: A\&B Broadcasting Inc. headed by President Forestier Boc quet of Lamar, CO; he holds the voting ights of its $80 \%$ stockholder, Lamar Food Stores Inc. The remaining 20\% s owned by Willam Arnold of Lamar, CO. A\&B Broadcasting also owns KSEC K KLMRLamar, CO. Phone: 719) 336-2206

SELLER: Grant County Broadcasting Inc., headed by President Clart Young. It's owned by Citizens State Bank, headed by Walter and Mary Young; CSB acquired the stock in December 1991 to satisfy bank liens: Phone: (316) 356-1420
FREOUENCY: 1420 kHz ; 106.7 MHz POWER: 1 kw day/500 watts night; 35 kw at 260 feet
FORMAT: Gold


WVKY/Louisa
PRICE: \$1
TERMS: Asset sale for cash

BUYER: Walter E. May of Pikeville KY. He owns WPKE WDHRPIkeville, KY. Phone: (606) 437-405 SELLER: Lawrence County Broadcasting Corporation, represented by attorney David Stratton of Pikeville, KY. Its stockhotders include the Estate of Henry Stratton, Herman Dotson, and T. Thelmer Colley. All have interests in WFTG \& WWEL/London, KY. Dotson has an interest in WNRG 8 WMJD/Grundy, VA. Phone: (606) 437-7300
FREQUENCY: 1270 kHz POWER: 1 kw day/250 watts night FORMAT: Country

## Mississipp

WCJU/Columbia
PRICE: $\$ 80,654$ for $81.66 \%$
TERMS: Stock purchase by series of promissory notes to the individual sellers, all payable in 120 equal monthly installments at 8.5\% annual interest over five years. The sellers foreclosed on the shares of a former owner and offered them for sale, subject to FCC approval of the resulting transfer of con trol, but noting that they were unable to obtain access to the corporation's books. The buyers obtained an order from the Chancery Court of Marion County, MS authorizing the Clerk of the Court to sign the FCC application to transier control of the licensee. BUYER: Thomas F. McDanid and Kelth Bridges of Columbia, MO McDaniel currently owns a 10\% interest in the licensee, WJCU Inc. He also owns WJDR/Prentise, MS; WCHJ \& WBKN/Brookhaven, MS; and WBOX AM FMMBogalusa-Varnado, LA. Bridges is GM of WJDR. Phone: (601) 731-2298
SELLER: Marion, Patricla, James, and Lee Bullock, selling the shares of WJCU Inc., formerty owned by the Broadcasting Company. Clerk of the Court Cody Buckley signed on behall of the corporation. Phone: (601) 736-2616
FREQUENCY: 1450 kHz
POWER: 1 kw
FORMAT: Country

## Nebraska

KLDZ/Lincoln
PRICE: $\$ 765,000$

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TERMS: Asset sale for cash. The sale is subiect to approval by the Distric Court of Lancaster County, NE and the Central Trust Company of Cincinnati. BUYER: Radio One Lincoln Inc., owned by Raymond Lamb of Sioux Falls, SD. He owns KTTT \& KWMG/Columbus, $\mathrm{NE}_{;}$KOAD \& KLQLLuverne, MN; KBRK-AM \& FM/Brookings, SD; and KIJV \& KGTR/Huron, SD. Phone: (605) 336-2706

SELLER: WIlliam R. Rice, receiver of Kempff Communications Inc. Phone: (317) 844-7390

FREQUENCY: 95.1 MHz
POWER: 50 kw at 289 feet
FORMAT: Gold
BROKER: WIIliam R. Rice

## Now York

## WYNQ (FM CP)YAvon

PRICE: No cash consideration
TERMS: Contribution of CP for stake in parnership
BUYER: Radio Llvingston Limited, owned $50 \%$ by general partner Robert Savage of Lima, NY. The two $25 \%$ limited partners are George Savage of Livonia, NY and Karen Klehamer of Avon. NY. The partmership owns WYSLIAvon, NY. Phone: (716) 346-3000
SELLER: Karen Klehamer
FREQUENCY: 93.3 MHz
POWER: 1.7 kw at 404 feet

## North Carolina

## WWIL/Wilmington

PRICE: $\$ 187,000$
TERMS: Asset sele for $\$ 25,000$ cash and the remaining $\$ 162,000$ to be "treated as a charitable gift from the seller to the buyer, subject to the terms and provisions of Section 170 of the Internal Revenue Code.
BUYER: Word of Faith of dacksonville Inc., headed by James and Pameia Osborne of Jacksonville, NC. It owns WWOFICamp Lejoune, NC. Phone: (919) 347-4114

SELLER: Foursome Communications Inc., headed by Luther Jordan Jr. of Wilmington, NC. Phone: (919) 763-2441
FREQUENCY: 1490 kHz
POWER: 1 kw
FORMAT: Urban

## Puerto Rico

WPRA \& WRPC/Mayaguez-

## San German

PRICE: $\$ 35,000$ for $33.3 \%$
TERMS: Stock sale for cash
BUYER: Fernando Vigll Jr. and Miguel Maldonado of Mayaguez, PR, increasing their ownership of Amertcan National Broadcasting Corp. to 50\% each
SELLER: Jorge Torres, selling his 33.3\% stock interest

FREQUENCY: 990 kHz; 95.1 MHz
POWER: 1kw; 25kw at 1970 feet FORMAT: Spanish Variety; Spanish AOR

## South Dakota

## KPLO/Reliance

PRICE: \$250,000
TERMS: Asset sale for cash. The seller is reserving aright of first refusal to lease a subcarrier
BUYER: MAS Communlcations Inc., owned by Mark Swedsen of Pierre, SD SELLER: MIdcontinent Radio of South Dakota Inc., owned by N.L. Bentson, the Estate of Joseph L. Floyd, and the Estate of E.R Ruben. They own KELO-AM \& FMIStoux


CULTURE CLUB - RIAA President Jason Bemman (i) presents the association's 19th Cultural Award to the U.S. Copyright Office, represented by Register of Copyrights Raph Oman. Mult-Grammy winner Natalie Cole entertained Washington's movers and shakers at the RIAA's recent gala.

Falls, SD; KDLONWatertown, SD WTSO \& WZEEMMadson, W; KFH \& KXLK/Wichita-Haysville, KS; and WDGY \& KDWBSEt. Paut-Richfileld, MN. Phone: (605) 336-110 FREQUENCY: 94.5 MHz POWER: 94.6 kw at 1000 feet FORMAT: Country

## Tennessee

WDKN \& WYYB (FM CP) Dickson (Nashville)
PRICE: $\$ 50,000$ for $33.3 \%$

## TERMS: Slock sale for cash

BUYER: LeRoy Kennell of Jefferson, NC, acquiring a $33.3 \%$ interest in Edmisson/Eubank Communications Inc.
SELLER: Thomas Edmisson of Dick son, TN and Oscar Eubank of Hunts ville, AL, reducing their stock interests from 50\% each to $33.3 \%$ each. FREQUENCY: $1260 \mathrm{kHz} ; 93.7 \mathrm{MHz}$
POWER: 5kw daytimer; 3kw at 195 feet
FORMAT: COUntry; CHR
COMMENT: The AM half of this combo sold for $\$ 220,000$ in 1987

## Virginia

WGCV \& WBLZ/Petersburg (Richmond)
PRICE: $\$ 1.4$ mitlion
TERMS: Asset sale for cash. The sale is subject to approval by the U.S. Dis trict Court for the Eastern District of Virginia in a receivership action brought by State Street Bank \& Trust Co. BUYER: Sinclalr Telecable Inc., prin cipally owned by John and Virginia

Sinctair of Crawfordsville, IN. They own WNISNortolk; WCDXMechanicsville (Richmond), VA; and KINE Honolulu. They also have cable TV holdings. Phone: (804) 640-8500 SELLER: Charles Giddens, receive for Paco-don Broadcasting, formerty owned by Glenn Mahone. Giddens is also the receiver for WPLCISpoisytvania, which is not included in this sale. Giddens individually has interests in WTSH/Rome, GA; WZOT \& WTSH Rockmart, GA; WGMG/Crawford, GA; WPAPIPanama City, FL; and WSTT \& WSNITThomasville, GA. Phone: (703) 827-2727
FREQUENCY: $1240 \mathrm{kHz} ; 99.3 \mathrm{MHz}$ POWER: 1 kw : 3 kw at 328 feet FORMAT: Urban
BROKER: Charles Giddens of Media Venture Partners

## WCRR-AM \& FM/

Rural Retreat
PRICE: $\$ 125,000$
TERMS: Stock sale for $\$ 35,000$ cash An additional payment of $\$ 10,000$ is due 90 days after closing. The remainder is payable via a note at 10\% annual interest. The buyer has a fiveyear option to purchase for $\$ 100,000$ a tract of land which is being retained by the seller.
BUYER: Ora Robert Smalhwood of Ce dar Bluff, VA, acquiring all stock of Highland Broadcasting Inc. Phone (703) 686-4111

SELLER: Earnest and Ruth Wilson o Wytheville, VA.
FREQUENCY: 660 kHz ; 103.1 MHz POWER: 550 -watt daytimer; 3 kw at 328 feet
FORMAT: Country

## DO REPORT

Continued from Page 4
by Gross involving KXXV-TVIWaco, TX said the "Commission's rules also prohibit discrimination between candidates in practices or services."

According to the ruling, "broadcast stations and cable systems which offer tree production to commercial advertisers must offer free production to political advertisers on the same basis." Gross added that broadcasters are free to predicate free production on a minimum advertising buy, if the same standards apply to both commercial and political advertisers. Broadcasters aren't required to include free production when calculating lowest unit charges.

In another controversy, Gross ruled that WB8MFM/Chicago didn violate equal time regulations when it refused to provide a local politician equal time after airing public service announcements that featured his op ponent. Gross said the PSAs were recorded montths prior to any cand dacy, and the station quickly pulled them when it leamed of potential problems.

# Nan Ior andil Bonimindory Sailions 



# Digital Made Simple The New Dynamax DCR1000 Digital Cartridge Recorder 

Our new Digital Cartridge Recorder, the Dynamax DCR1000, features simple cart-like mechanics with just three front panel buttons on the playback unit. No special training or keyboard is necessary for operation. $3^{1 / 2^{\prime \prime}}$ floppy disks serve as reliable, low cost recording media.

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You will be amazed by the versatility of the Dynamax DCR1000. Call Fidelipac for more information and a brochure.


## Krugman Upped At Columbia



Krugman Jay Krugman has been promoted to VP/ Marketing, East Coast at Columbia Records.
"Jay's leadership, hard work, and insights have united Columbia's marketing department, noted VP/GM Fred Ehrlich. "He has a unique ability to motivate his staff and evoke creativity. He's also wellknown and respected throughout the industry for his accomplishments. Jay has the opportunity and platform to bring his extensive marketing experience to Columbia's artists; we look forward to his continuing success in the marketplace.'

Krugman will be responsible for overseeing the creation and implementation of marketing campaigns for all East Coast-based Columbia acts, including all marketing tools, merchandising, advertising, video development, concert tours, and special presentations.
Krugman had been Director/ Marketing, East Coast for the label. He previously spent eight years as an independent producer/engineer

## WNVZ/Norfolk <br> Taps Jones <br> As VP/GM

Wilks/Schwartz CHR WNVZ/ Norfolk has promoted GSM Kim Jones to VP/GM. He succeeds the exiting Jim Shea
Jones told R\&R, "After three years in the GSM post. I've been training for this position for a while. It's a great opportunity for me, and anyone in this position would recognize it as quite a challenge. We're well-positioned to capitalize on the economic rebound CHR is in a situation where people who understand the product can still do very well with it.'


Color Me Badd's Bryan Kyeth Abrams was on hand for ASCAP's recent Grammy nominee luncheon. Socializing at the society's NY headquarters are (l-r) Abrams, ASCAP's Wanda LeBron, producer Narada Michael Walden, and ASCAP's Marcy Drexler and Dwayns Alexander.


Marie Osmond (I) recently visited Satellite Music Network and was "a little bit rock \& roll" with Classic Rock moming man Chuck Nasty.

## EXECUTIVE ACTION

## ApHugh Promoted To KABL/SF GSM

Steve apHugh, LSM of Soft AC combo KABL-AM \& FM/San Francisco, has been elevated to GSM and will direct an eight-member staff. The stot had been vacant for the past nine months, following George Stoltz's exit to form a local ad agency

ApHugh told R\&R, "When I got this job, it was one of the proudest days of my life. We're continually trying to generate revenue in non-traditional ways through vendor and co-op. Advertisers are looking for value-added opportunities, whether it's promotion, cross-promotion, merchandising, or retail partnerships.

This is apHugh's second KABL stint. He worked in sales there for two years and then became an AE at crosstown KNBR, where he was later up ped to Retail Sales Manager. He returned to KABL as LSM last March.

## Covey Named GSM At WING \& WGTZ

Great Trails N/T-CHR combo WING WGTZ ( $\bar{z}$-93) /Dayton has promoted Sr . AE Dan Covey to GSM. He replaces Alene Greavy, who left to join WEBN/CIncinnati in a similar capacity

Covey told R\&R, "This is a quality operation with good people, and I anticipate much success working with GM David Macejko. I also look forward to the chalienges ahead at the sales helm of a great CHR lihe WGTZ and a heritage facility like WING."

Prior to joining the combo, Covey handled local and regional sales for 10 years at local ABC-TV affiliate WDTN. His radio background also includes an MD stint at WIQB/Ann Arbor, MI and the PD post at WZOK/Rockford, IL.


KSSK-FM/Honolulu Elevates Logan To Operations Manager Post


AC KSSK - FM/Monolulu midday personality Wild Bill Logan has been elevated to the newly created position of OM at the station. He will retain his airshift.

GM Ray Barnett told R\&R, "Bill's a talented and enthusiastic guy, and will be a strong factor with our quality control. He'll be another pair of eyes watching and relating to everything that comes from traffic and the station's other departments. We want to be absolutely certain that nothing slips through the cracks.
"There's lots going on here and things are moving very fast, but we must maintain a tight watch on all elements that make us a good and listenable station.

A 17-year radio veteran, Logan joined KSSK-FM
Logan about four years ago.

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## Three Keymarket PDs Rise To OM

Veteran AC PDs Nick Ferrara (WLMG/New Orleans), Mark Hamlin (WRVR/Memphis), and Joel Burke (KKMJ/Austin) have each been awarded OM titles by Keymarket Communications. Keymarket owns WLMG and WRVR and serves as management consultant to Amaturo Group's KKMJ. Each station is also a partner in an LMA.
According to Keymarket VP/ Programming Frank Bell, "All three PDs have demonstrated that they're ready to face the challenges of the 'gos head on. Each one has worked long and hard to keep his present station on target with listeners' needs, while creatively marketing a new format at an additional station"
Ferrara has been actively involved with WLMG's LMA with Coastal Broadcasting's UC KMEZ/ New Orleans since the two pacted last September. Hamlin helped WRVR LMA partner WODZ/Memphis (owned by Ardman Broadcasting) flip from AC WEZI to its current Gold format and calls. The stations have been partners since last October. And Burke is currently working with New Thinking's Gold KATG/Austin - which signed an LMA with KKMJ two weeks ago and applied for new calls (KFGI)

## Four Promoted At Video Jukebox



Several key programming positions were recently announced by the Video Jukebox cable TV network: John Robson has become Director, Programming/Music: Lou Robinson has been named Director, Promotion/A\&R; Deborah Hawes is now Manager/Music; and Max Gousse is Programming Analyst
"Our commitment has always been to ride the frontedge position in exposing new artists and working with our friends at the labels in developing artist careers," noted Jukebox VP/Programming Les Garland. "The strong programming team now assembled positions us to continue building label relations, will enhance the overall look of the network, and open the door to increase the number of onchannel promotions.'
Robson has been with Video Jukebox since its inception and was previously a freelance producer at MTV. Robinson, who will be responsible for on-air artist promotions and collaborating with record labels, had been with EMI Records and was PD for Hit Video USA. Hawes joined VJ in 1988, following a stint at ATI Video's "Night Flight." And Gousse was formerly Director/A\&R for Guess! Entertainment in Miami.

## UPDATE

## Williams, Fobbs Elevated To New EMI Rap Department Positions

 video. He will also assist the A\&R department in developing rap talent Fobbs, who reports to Williams, will manage all radio promotion for the label's rap product.
"I'm very excited to be part of this new organization and look forward to working with both [Exec. VP/GM] Daniel Glass and [VP/R\&B Promotion] Glynice Coleman," commented Williams. "We have several major rap artists on our roster, and I'm thrilled at the group's commitment to them and the genre.
"Harry is well-liked and respected in the rap community. He's done a remarkable job at EMI Records USA, and I'm sure he will continue his great work at the EMI Records Group.

## McCrummen Walks Over To M Street

Former Business Radio Network executive Pat McCrummen has purchased an equity interest in $M$ Street Corporation and will become a general part ner with company Publisher Robert Unmacht.
"Pat's love of the industry, business skills, and unique industry outlook will be a wetcome addition to our team." said Unmacht

McCrummen will oversee sales and operations for the firm and also become Associate Editor of the M Street Journal and M Street Radio Directory. He previously worked at United Stations and Drake Chenault.


## Young Goes West For KNCI PD Post

Programming
Works consultant Bob Young has been named PD of recent Nationwide Country convert KNCI Sacramento. The station flipped format and calls (from AOR KZAP) in Janu-
 ary (R\&R 1/24) and had been without a PD since then.
Nationwide Group Manager/ KNCI GM Tom Weidle told R\&R
"Bob is well-known and highly respected in the industry. He's exact ly what we were looking for in a PD. This battle [against Country and market leader KRAK-FM) is not going to be a cakewalk. We needed a good cook - we got a chef."

Young, who joined the Programming Works last December, was unavailable for comment. He programmed WXTU/Philadelphia from 1985-91 and switched legendary AOR KSAN/San Francisco to Country in 1980. Other programming stints include KHEY/EI Paso and KIKK/Houston.

Ever-Changing Times

"Artist Development in the '90s - What Has Changed?" was the topic at the Lo's Angeles Music Network's recent meeting. Taking a break from the activities at L.A.'s Young Moguls are ( $1-r$ ) Def American's Marc Geiger, LAMN President Tess Taylor, DGC's Mark Taylor, and REN Management's Steve Rennie

## Technology Showcase



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## Technology Showcase

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## Radio

- gina barbarita has been named Director/Research at KGO/San Francisco. She joins the station from Arbitron, where she served as Sr . Client Representative.
- CINDY MOSER has been promoted to VP/Human Resources at Viacom Broadcast Group. She formerly served as the company's Director/Human Resources.


## Records

- BARBARA SCHWARTZ becomes Regional Marketing Director/Northeast at Capitol Records. She vacates Chrysalis Records, where she served as Regional Marketing Manager/NY. In other activity, the label has promoted VIDA ALI to Coordinator/Media \& Artist Relations. She moves up from her post as Assistant to National Director/Media \& Artist Relations.


Schwartz


Flohr

- BRUCE FLOHR has been upped to Director/Artist Development at RCA Records. He most recently was the company's Director/Alternative Music Devetopment \& Promotion. Also at the label. THOMAS WESTFALL has been appointed Associate Director/Alternafive Commercial Promotions. Westral previously worked at Mercury Records as West Coast Regional Manager/Alternative Music.
- ALYSSA LEVY has been tapped as Manager/National Alternative Sales at Mercury Records. She formerly served as the label's National Dance Sales Manager.

- LUKE WOOD has been named Me dia \& Artist Relations Manager at Geffen Records. He most recently headed his own publicity company
- RAMONA SPOTTSVILLE has joined Quality Records as head of National Public Relations. Prior to this, she was Director/Artist Relations at Bust It Records/Management. Also at the label BARRY FRIEDMAN has been tapped as Art Director. He was formerly with A8M Records
- MICHAEL POLLACK has been ap pointed VP/Sr. Counsel at Sony Music Entertainment. His most recent post was VP/General Counsel at Arista Records.
- HEATHER IRVING has been named VP/Organizational Development 8 Training at PolyGram Holding Inc. Her most recent post was VP/A\&R at Mercury Records


## CHRONICLE

## Births:

Arista Sr. VP Jack Rovner. wife Vicki. twins Nicholas James and Haley Anna, February 26 .
XTRA/San Diego overnight personality Billy Bones and Debbie Ashlock, daughter Chantil Katherine, March 9

## Marriages:

KLOL/Houston afternoon personality Dayna Nicholson Steole to Dr. Charles Richard Justiz. March 7
Former Charisma Baltimore/ DC Promotion Manager Paulette McCubbin to John Millen. March 7
WZPLIIndianapolis evening personality Jeff Lewis to Christy Davis, March 14
WZNF/Champaign, IL MD/ middays Ken Davis to Christina Balard, March 14

## Famous Amos



Tori Amos recently gave a special showcase performance at NYC's BMG Studios to promote her debut solo album, "Little Earthquakes." Seen on the scene are (l-r) Atlantic VP/A\&R Jason Flom and Co-Chairman/Co-CEO Doug Morris, Amos, and Wamer Music Group Chaiman Robert Morgado.

# National Radio 

- ABENAA ABBOA-OFFEI has been named Manager/Advertising \& Publicity at ABC Radio Networks. She previously worked as Network Assistant for the company's Entertainment Radio Network. In other news, ABC Radio Networks will broadcast a live concert featuring Arista artist Steve Wariner 10 its affiliate stations on April 1. The concert will originate from NYC's Lone Star Roadhouse at 9pm EST; (212) 456-5566.
- LARRY COTLAR, TIM NEVERETT, and KEN SIL VERSTEIN join Sports Entertainment Network as on-air talent. Cotlar hails from WHO/Des Moines, Neverett comes from Starr \& Trans Networks, and Silverstein comes aboard from KTRH/Houston. In other network action, SCOTT HIGGINS and ROB LEE have signed on as Las Vegas-based sports broadcasters. Higgins will remain sports anchor at KLASTV/Las Vegas; Lee will retain his duties at KNEWS/Las Vegas.
- global satellite network will syndicate "A Concert For Life," the April 20 UK AIDS fundraiser/tribute to the late Freddy Mercury, to U.S. radio; ROCK OVER LONDON will clear radio rights for the rest of the world. And RADIO VISION will handle worldwide radio and TV sales for the concert; (213) 655-4 140 .
- BECKY BRENNER joins Broadcast Programming as Country programmer. She simultaneously will serve as a consultant within the BP Consulting Group. Brenner previously held the Operations Director post at KMPS/Seattle.



## Industry

- MARC GROSS has been tapped as NY Sales Manager at CBS Radio Representatives. He formerly served as the company's Director/Marketing Services.
- JOLIE DE SEDAS joins Pollack Media Group as Marketing Director. She previousiy worked in sales at KKBT/ Los Angeles.
- JOHN BRANDS has been promoted to Sr. VP of MCA Music Publishing international. He most recently served as VP of the division.
- JANE PALMESE has been appointed Director/Marketing at BMG Video. The 15 -year recording industry veteran most recently held the National Sales Director post at A*Vision Entertainment.


## Pios 01 

Doug Brooker - Overnights WKOZ/Saginaw, MI (313) 9793257
Johnna Ceccoli - MD WHYI (Y100)/Miami (305) 429-1724 Steve Hilton - Evenings WPRR/Altcona. PA (814) 944. 5946
Eric Johnson - Afternoons WTHT/Portland. ME (207) 621 . 0752
Stephen Kean - Nights AC WMGS/Wikes Barre-Scranton (800) 352-1972

Buck Nekked - Morning cohost WAQQ/Charlotte (704) 531 -9248
John Quayle - Weekends/ swing/sales WEGW/Wheeling. WV (412) 288-0563
Schelby Sweeney - Mornings WAQQ/Charlotte (704) 332-1995
Paul Williams - Promo. Dir. WAPW/Atlanta (404) 252 9288

## Changes

Wendy Figlluolo named AE at KBBY KOGON Nentura, CA.
Botsy Brown promoted to Director/ Contract Administration at Warner Special Projects.
Skip Smith appointed Director/Sales Administration, Androw Rauhauser tapped as Director/Technical Services at PolyGram Group Distribution.


Charisma execs recently presented Right Said Fred with platinum awards for the band's "I'm Too Sexy" single. Exchanging kudos at NYC's Palladium are (l-r) Charisma's VP/Press \& Artist Development Audrey Strahl and VP/A\&R Jeff Fenster, RSF UK manager Tamzin Aronowitz, band members Richard and Fred Fairbrass, Charisma's VP/Promotion Bob Catania and President Phil Quartararo, Hit \& Run Management's Paddy Spinks (RSF's U.S. manager), band stylist Peter Hawker, and Charisma's Peter Albertelli and VP/A\&R Danny Goodwin.

A \& M Joins Bundy \& Buck


Fox's "Married With Children" star Ed O'Neill and canine cast member Buck took center stage at this year's A\&M NARM presentation. Lounging around in Hollywood are (l-r) A\&M's Sr. VP/Sales \& Distribution Bill Gilbert and President/CEO Al Cafaro, O'Neill, and label Sr. VP/Marketing Jim Guerinot.


The T.J. Martell Foundation for Leukemia, Cancer and AIDS research has rallied the music and entertainment industry in raising more than $\$ 50$ million since 1976 to support ground-breaking research in the battle against these diseases.

We ask you to share the dream that the T.J. Martell researchers have for discovering new techniques to detect and defeat AIDS, leukemia and cancer...and the dream we all have that we may live to see a world where they are no more.

To share the dream, we must first share the burden. We ask for your generous support in helping to make the dream a reality.


Honorary Chairman Michael Dornemann

Honorary Vice Chairmen<br>Jim Fifield Alain Levy Bob Morgado Michael Schulhof Al Teller

# General Chairman Charles Koppelman 

East Coast Dinner Chairman Martin Bandier
West Coast Dinner Chairman Les Bider

## Five 'Crazy Bosses' And How To Cope

M
aybe it's the economy but it seems more and more employees are complaining that their bosses are driving them crazy these days. Responding to this outcry, New York executive (and pseudonymic Esquire management columnist) Stanley Bing has authored "Crazy Bosses: Spotting Them, Serving Them, Surviving Them" (William Morrow \& Co./\$20).
Bing places loony managers into one or more of the following personality types - and offers methods for dealing with their madnesses:

- Bullies: These bosses typically are the most respected in the U.S. because they get things done - if only for the short term. Bing says they "kick butt, take names, won't take no for an answer, and don't care who gets hurt in the process, reasoning that a little brain matter on the wall never hurt anybody." Solution: Compliment the boss but don't lose your dignity by becoming overly subservient. And when the bully exhibits such human traits as doubt, vulnerability. and confusion, don't ignore your original feelings of distaste.
- Bureaucrazies: Commonly found in the largest organizations, these people manage by committee and fear decision-making. The true bureaucrazy will take the credit for all the good that happens - and artfully escape any blame for the bad and the ugly.
Solution: Accept responsibility for major decisions - eventually. everyone will realize you're doing all the work. However, you'll wind up putting your children through graduate school before a bureaucrazy will promote you on your merits.
- Disaster Hunters: With weaknesses apparent in the office (and at home), disaster hunters ultimately self-destruct.
Solution: About a year before the boss's impending doom, start making friends with senior managers, preferably those one level above him. Distance yourself from the boss while maintaining solid business relations with co-workers. Be come famous for keeping cool in the face of hysteria
- Narcissists: Since narcissists have short attention spans, they hate details. They also dislike bad


## -1/캐TVE

- March 24-28 - Winter Music Conference \& DJ/Nightclub Expo. Fountainbleau Hilton, Miami Beach.
- April 13-16 - 70th Annual NAB Convention. Convention Center, Las Vegas.
- June 11-13 - R\&R Conven tion `92. Century Plaza Hotel Los Angeles.
- June 14-17 - BPME \& BDA Conference \& Exposition Washington State Convention 8 Trade Center, Seattle

R\&R CONVENTION '92 .... JUNE 11.13 IN CENTURY CITY
May 27-31 - AWRT's 41st National Convention. La Posada, Phoenix

- June 7-13 - NAB Radio Executive Management Development Seminar. University of Notre Dame, South Bend IN. Notre Dame, South Bend, IN Rock June ${ }^{7-14}$ - T.J. Martell
Charity Weekend. VariRock 'N Charity Weekend. Va
ous locations, Los Angeles. - June 10-13 - NAB Radio Montreux. Convention Center. Montreux, Switzerland

June 17-21 - New Music Seminar. Marriott Marquis Ho. tel, New York City

- June 17-21 - Raplest '92 Sheraton City Center Hotel Cleveland
- June 18-20 - Talk Show Host Convention. Mayfiower Hotel, Washington, DC
- June 25-27 - Bobby Poe Convention. Sheraton Premiere, Tysons Corner, VA
news - it interferes with the glorious story of their life - and they end up shooting a lot of messergers as a result.
Solution: Be prepared - narcis sists will take credit for your work. Compliment them and laugh at their jokes, all the while subtly exposing their insecurities.
- Paranoids: Believing the world is out to get them, paranoids rarely leave the office. They are perfectionists who surround themselves with fawning brown-nosers.
Solution: Don't hesitate to be tough or stubborn. Paranoids admire nastiness - as long as it isn't perceived as a direct challenge to them. But when paranoids get angry, shut up and let 'em vent.


## Emotional Rescue

Since bosses are authority fig. ures, it's easy to view them as parental types. Bing stresses that no matter how much you crave your boss's approval, DON'T become emotionally attached - it will be make it a lot easier to escape from under even the sanest bcss's thumb.
Bing also says it helps to remember that crazy bosses don't live forever - "they either crack up, retire, or become consultants."

## More Fax, More Often

Every 24 hours, some 15 mil lion Americans - that's $8 \%$ of the U.S. population use a fax machine either at home or at work, according to the latest survey from the NYC-based Roper Organization.
Meanwhile, $16 \%$ of America's executives and professionals, white collar workers, and members of households with incomes of $\$ 50,000+$ reported having used a fax machine in the past day. In fact. $16 \%$ of college graduates also say they faxed within the last day - up from 12\% last year


## Toss Out Traditional Selling Techniques

Companies that compete for today's consumers by using the tradi tional sales techniques of yesteryear will more than likely go the way of the dinosaur, says William Brooks, author of "Niche Selling" (Business One Irwin/\$24.95).

## 10 To Go

And the Top 10 sales tactics sure to backfire with modern clients and customers are (drum roll, please.

- Selling without considering consumer wants and needs
- Making pitches with canned and trite phrases, tricky closes, and arm-twisting techniques.
- Using scripted sales presentations that emphasize your company and its products instead of consumer needs.
- Selling price instead of value.
- Taking an adversarial selling approach.
- Employing complicated, confusing selling systems.

Failing to research the market for qualified new prospects.

- Failing to back your sales effort with reliable service.
- Hiring salespeople who don't grasp the role of your company's marketing department.
Employing marketing departments that fail to address and understand the sales force's needs.


## Change Is Good

Brooks claims that companies could previously slide by on these techiiques, because customers had little choice or knowledge in the matter. However, information is more readily available to consumers today - and so is your competitors' ability to duplicate your products.

So how can your station or company capitalize on opportunities in the increasingly competitive and rapidly changing '90s? By understanding the concept of change as it applies directly to professional sales. People who don't recognize and effectively deal with the changing sales environment. notes Brooks, will be crushed by people who do.

# Introducing: Custom CDs \$8 per Song 

Now, get custom TM Century GoldDiscs, ${ }^{\text {nu }}$ made to match your playlist and your categories! The songs in your studio will be only those in your format! Save money off "library" prices: Pay only for hits you don't already have on $\mathbb{D}$ ! TM Century custom CDs are $100 \%$ digital, cloned from NoNOISE" GoldDiscm Three or commerdial CDs for the very best quality. Fast delivery, 12 song minimum per order. $\$ 4$ exra for each song not on Gotdoisc or commerial ©. Call 1-800-TM Century for details.



In the early 1980's, we started seeing a lot of research indicating a strong market for a new format. We introduced "Classic Rock." People said it would never last. They were wrong.
Today everyone is talking about new rock. But we've already been there - with "The Edge ${ }^{(03)}$ - and we've got the
war stories to prove it.
A new rock format targeted to a modern state-of-mind, "The Edge ${ }^{\text {®" }}$ features groups like U2, R.E.M., INXS, and Talking Heads - for the growing audience that is fed up with the rap and repetition on CHR and the heavy metal approach on AOR.
"The Edge," already
researched, with logos, sales support and production packages ready to go.

There's nothing so powerful as a format whose time has come. This time, it's "The Edge."

## K-Mart To Debut In-House Radio Network

Retail giant K-Mart will cre ate its own radio network for beaming music, news and commercials via satellite from its Troy, MI headquarters into its thousands of stores around the country
This month the chain will begin testing the new system - to be known as KMRT, pending FCC approval - in 10 stores in Florida and Michigan. A further rollout in June will connect hundreds of stores, with all 2300 outlets set to be linked by year's end.

## Custom Feeds

Programming will be done inhouse with the aid of consultants. Initially, the music will be an ACModern Country mix, but eventually the store plans to add Country and Hispanic programming on a

## FILMS

## WEEKEND BOX OFFICE

 MARCH 13-151 Wayne's World $\$ 8.43$
(Paramount)
2 My Cousin Vinny $\$ 7.41$
(Fox)*
3Lawnmower Man \$5.35
(New Line)
4 American Me
(Universal)*
$\$ 3.37$
5 Fried Green $\$ 3.34$
Tomatoes (Universal)
6 Article 99 $\$ 2.46$
(Orion)*
7 Stop Or My Mom $\$ 2.07$
Will Shoot (Universal)
8 Medicine Man $\$ 1.9$
(Buena Vista)
9 The Hand That
Rocks The Cradle $\$ 1.87$
(Buena Vista)
10 Gladiator
(Columbia)
All figures in millions
-Finst week in retase
COMING ATTRACTIONS: Opening in limited release this week is Woody Allen's "Shadows And Fog," in which the director/actor/writer plays a murder suspect on the lam in 1920s Europe. Among the film's co-stars is Madonna, portrims co-stars is Madon a trapeze artist.
tren
regional basis. The feed can be tailored to individual stores thanks to identity codes, which permit customized messages.
K -Mart will sell ad time on the system, and co-op plans will tie in with the store's TV spots and circulars. Commercials will initially be
created by Ross Roy Advertising of Bloomfield Hills, MI, but will differ from in-store promos for the same items.
The net will operate 24 hours, with younger-targeted music for cleaning crews and a daily, preopening newscast for employees.

## SCREEN SCENE

## Janet Jackson Gets 'Poetic Justice'

J
anet Jackson will star in "Poetic Justice," writer/director John Singleton's follow-up to "Boyz N The Hood." Although CoIumbia Pictures refused comment R\&R hears that the Virgin artist who was formerly on the TV shows "Fame" and "Good Times" - will play the lead character, an innercity hairdresser named Justice who copes with life's strifes by writing poetry

## Role Call

- Def Jam/Columbia artist L.L. Cool J is featured in Barry Levinson's new comedy, "Toys." Robin


## VIDEO

## NEW THIS WEEK

## - THE FISHER KING

(Columbia Tristar)
Jeff Bridges stars as a cynical NY shock iock who drops out of the radio biz and beftiends a homeless lunatic (Robin Williams). The film's MCA soundtrack features "airchecks" trom Bridges's radio show and a George Fenton score.

- michael bolton: SOUL AND PASSION (SMV)
Eleven songs, 45 minutes. Clip compilation includes "How Am I Supposed To Live Without You," "Georgia," and "Soul Provider."
- Livin' LARGE (hbo Video) Feature film starring Terrance "T.C." Carson and Blanche Baker spawned a Def Jam/Co lumbia soundtrack with music by Slick Rick, the Jungle by Silck Rick, the Jungle
Brothers, Terminator X , Nice \& Smooth, and others.


## MUSIC \& MOVIES

## CURRENT

## - wayne'S world (Reprise)

## Singles: Ballroom Blitz/Tia Carrere

Bohermian Rhapsody/Queen (Hollywood)
Other Featured Artists: Black Sabbath, Gary Wright, Alice Cooper - fried green tomatoes (mCa)

Single: Illl Remember You/Grayson Hugh
Other Featured Artists: Paul Young, Jodecl, Taylor Dayne

- GLADIATOR (Columbia)

Single: We Will Rock You/Warrant
Other Featured Artists: Cheap Trick, 3rd Bass, PM Dawn

- beauty and the beast

Single: Beauty And The Beast/Celine Dion \& Peabo Bryson (Epic)

- THIS IS MY LIFE

Single: Love Of My Lite/Carly Simon (Qwest/Reprise)

- the mambo kings (Elektra)

Featured Artists: Linda Ronstadt, Los Lobos, Tito Puente

- RUSH (Reprise)

Single: Tears in Heaven/Erlc Clapton

- FOR THE BOYS (Atlantlc)

Single: In My Life/Bette Midier

- FALLING FROM GRACE (Mercury)

Single: Days Like These/Janis lan
Other Featured Antists: John Mellencamp, Dwight Yoakam

Williams stars as the man who must save his father's toy company from his evil uncle

- Joining the cast of "The Bodyguard," which stars Whitney Houston and Kevin Costner as a singer/ actress and the ex-CIA agent who protects her, is Gary Kemp of Spandau Ballet - and star of the UK gangster film "The Krays" who'll play Houston's publicist.
Also, noted record producer David Foster, who wrote and will produce the songs Houston sings in the film, appears as an orchestra conductor.
- Dwight Yoakam will make his screen debut in "Red Rock West," which stars Dennis Hopper and Nicolas Cage, later this year.


## TELEVISION

TOP TEN SHOWS
MARCH 9.15
160 Minutes
2 Roseanne
3 Home Improvement
4 Murphy Brown
5 Coach
6 Major Dad
7 Murder, She Wrote
$820 / 20$
9 Full Hous
10 Designing Women
Source: Nielsen Media Rassarch
Al show times are EST/PST unless oth. erwhe noted; subtract one hour for CST.
Check lisings tor showings in the Mountain Utime zone. All Istengs subiect to change

## Friday, 3/20

- Richard Marx, "The Arsen io Hall Show" (syndicated; check local listings).
- Primus, "The Dennis Miller Show" (syndicated; check local listings).
- Tom Petty \& The Heartbreakers' recent Europe and UK tour is chronicled in the final installment of a two-part series instalment of a two-part series (midnight). The Wonder Stuff is also featured


## Saturday, 3/21

- En Vogue, "Saturday Night Live" (NBC, 11:30pm).

$$
\text { Monday, } 3 / 23
$$

- Public Image Limited "Dennis Miller
- Roxette, "The Tonight Show Starring Johnny Carson" (NBC, 11:35pm).

Tuesday, 3/24

- Cuba Gooding Sr., "Ar sento Hall."
- Sarah McLachlan, "Late Night With David Letterman (NBC, 12:35am, Wednesday).

Wednesday, 3/25

## Hall."

- A Tribe Called Quest "David Letterman" (12:35am, Thursday).


## Gums N' Poses: Axl In ‘Stone’

Now, thanks to regression therapy, you too can jour ney back to the earliest days of W. AxI Rose's childhood. Explore the Rolling Stone cover boy's past ' $n$ ' present in an epic Interview, and learn

- How he was abused as a child! - Why this made him a misogynist! - Why lzzy Stradlin left the band! - What those journalist contracts were all about!
- Why Guns N' Roses shows start so late!
- How all those bad things he said weren't really so bad!
As the thorny Rose says, "There's a part of me that's still two and getting a little better every day."


## Pick-Up Artists

"I've had men throw their underwear onstage. My first Instinct is not to touch them . . . But I did pick up a pair once with my fingernails. I dropped them really quick because they felt really heavy," Jody Watley tells People.
And . . . the Globe reports that Michael Bolton's had cards with his number ' $n$ ' address printed up to hand out to gals.

## It's A BIG Country

In a 32-page "Special Report," Entertainment Weekly examines the country phenomenon: its new face (spotlighting WSIX/Nashville), its new stars, the women, the films the fashions, the pedal steel guitar, and 10 execs, including Liberty's Jimmy Bowen, MCA's Tony Brown, Arista's Tim DuBois, and Warner Bros.'s Jim Ed Norman.
Meanwhile, Time travels to SeatHe, where "The Puget sound is the hottest in rock" and "representatives of rival record companies prowl the streets in major-label wolf packs.

## Cover Giris

- Young \& Modem cover girl Mariah Carey says, "I really don't have the time to go out that much and experience how well-known I am.
- McCall's cover girl Vanessa Williams says, "I don't want the pressure of having to be a Paula Abdul or a Madonna or a Janet Jackson.'


CROCK O' DIAL 'TEARS' - " don't care what the chants say. I still don't believe it" - Eric Clapton, profiled in Newsweek, waxes incredulous on his current hit, "Tears in Heaven."


AIR APPARENT - "Too many entrepreneurs have gone down because they were not prepared to cash in their chips at the right time" - Richard Branson, who'll likely plow proceeds from the sale of his Virgin Muslc Group into his "first love," Virgin Atlantic Airways (Business Week).

## The Music Mistress

"The mistress can never be satisfied. She never stops beckoning, never stops demanding. She's a curse and a blessing, a whore and a saint, a witch and a goddess, my joy and my frustration" - Barry White explains music to Essence

## 'One' For The Money

That was the moment when went, 'Phew! The roof for the house in the West of Ireland is looking good!"" - U2's Edge on hearing the first tracks of "One," the band's current single (Musician)

## Jacksons Action

- "Formidable," the revue at Paris's Moulin Rouge, features jugglers, topless dancers, a horse, three crocodiles, and LaToya Jackson, who flies above the audience on a carpet. She keeps her skimpy togs on, sings "The Locomotion" and Edith Plaf, and is reportedly taking home $\$ 5$ million (Newsweek, National Enquirer)
- "Black To The Future!" screams the Globe headline on a sad tale of how Mlchael Jackson's skin lighteners could turn his skin black again - permanently!
- Janet Jackson has added eight bodyguards and two new rottweilers to her entourage because of an overzealous admirer who's threatening her (Globe, Star).
- Marlon Jackson is living in a motel with his wife and three tykes. Calling himself a "private, normal person" who's "not completely broke," he notes, "It's not unusual for a family to live in one room" (Star).


## Nuptial Nirvana

Nirvana singer Kurt Cobain and his new bride, Hole singer Courtney Love, appear on the cover of Sassy, where he predicts, "Now that I'm in love, I expect [my music] to be really happy.

Each week R\&R sneaks a peok through the nation's consumer magazines in search of every. thing from the sublime to the

## Consumer Electronics \& The U.S. Male

0ne in three men ( $33 \%$ ) considers performance before price when choosing electronic products, according to a recent Playboy study.
Although $45 \%$ of the men surveyed said they would spend more on a gadget to get state-of-the-art features and performance, $49 \%$ said they would wait for the price to drop before purchasing the product.
However, $58 \%$ of the survey's respondents said they would pay the sticker price - if the merchandise is desirable enough - but 40\% reported they would try to negotiate the cost.
Incidentally, $32 \%$ of men say they would buy a new electronic product simply to indulge themselves - perhaps as a personal reward.

Information Overload
Before buying, $46 \%$ of the men surveyed claimed they research the product. Displays are the primary source of in-store informa-

## Affluents' Electronics Ownership

While the majority (53\%) of affluent Americans own CD players, only $30 \%$ of the total U.S. population does. Af fluents - generally defined as those with annual household in comes of $\$ 50.000+-$ also are far more likely to own certain types of electronic equipment than the average American, as evidenced by the following findings extracted from author George Barna's "What Americans Believe":
tion for $41 \%$ of male consumers and a surprising $13 \%$ say the salespeople aren't helpful.
Almost $40 \%$ of the men surveyed reported having problems with the owners' manuals - $42 \%$ would like more pictures or graphics, and $43 \%$ say a toll-free number would be useful. Another $14 \%$ admitted they found the manuals hard to understand.
More than half ( $54 \%$ ) of the men

## Americans Buying More CDs

AIthough overall recorded music sales are slumping - $26 \%$ of Americans reported buying a CD. tape, or LP last year, down from $36 \%$ in 1990 - sales of CDs are nevertheless on the rise.
According to the latest survey by the NYC-based Roper Organization, the number of Americans who said they bought a CD in a typical month doubled from $4 \%$ in 1987 to $8 \%$ last year. Meanwhile, monthly cassette purchases have dipped from $18 \%$ in 1987 to $12 \%$ in 1991

## CD Buyers Vs. The Cassette Set

Who's most likely to buy CDs? The top customers for CDs earn more than $\$ 50,000$ a year ( $17 \%$ reported buying at least one CD in a typical month last year). College graduates and professionals ( $15 \%$ of each said they bought a CD in a typical month in 1991) are also heavy CD purchasers.

Cassette consumers tend to be between the ages of 18 and 29 and young singles - nearly $20 \%$ from each group buy cassettes in the average month, compared to the about $15 \%$ from each group who buy CDs

## Players Affect Purchases

One of the factors keeping CDs from commanding a greater share of the recorded music market is that CD purchases are contingent on owning a CD player. Although $56 \%$ of U.S. households owned an audiocassette player in 1991, only 13\% of American households sport a CD player.

Still, $60 \%$ of CD player owners say they particularly enjoy having one at home. Only half of cassette player owners feel the same

- The percentage of affluents who own home computers ( $52 \%$ ) is double that of the total U.S. population (26\%).
- $94 \%$ of affluents own VCRs, compared with $78 \%$ of the :otal U.S. pofulation
- $72 \%$ of affluents - and $49 \%$ of the total U.S. population - own answering machines.
- $20 \%$ of affluents have car phones, as opposed to $7 \%$ of the total U.S. population.
surveyed said they were offered a warranty at the point of sale - and 42\% purchased it.
By extension, if all consumers were offered a warranty, and $42 \%$ still took it, manufacturers could see a significant revenue increase from warranty sales.


## Environmental Perceptions

While there's little doubt that Americans are becoming more environmentally aware, some puzzling inconsistencies in how we perceive and react to envionmental threats remain
For example, $40 \%$ of consumers believe a juice can made of steel is "extremely" or "very harmfu" to the environment, while only $19 \%$ hold similar beliefs about aseptic (surgically clean) juice boxes, according to a recent survey by NYC-based researchers Gerstman : Meyers. (Environmentalists have condemned the juice boxes, white heralding steel cans as one of the most easily recycted packages on the market.)

Futhermore, even though most Americans view plastic packaging as the worst enemy of the environment, U.S. consumers are actually buying more products encased in plastic packages than ever before.

## Changing Attitudes

Folowing is a three-year look at what Americans feel are today's most important environmental issues:

| asue | 1991 | 1990 | $1 s \%$ |
| :--- | :---: | :---: | :---: |
| Air quality | $27 \%$ | $27 \%$ | $30 \%$ |
| Consumer solld waste | $25 \%$ | $\times 25 \%$ | $12 \%$ |
| Water quality | $13 \%$ | $10 \%$ | $15 \%$ |
| Ozone min | $9 \%$ | $10 \%$ | $14 \%$ |
| Oil spilis | $2 \%$ | $2 \%$ | $3 \%$ |

hOLIDAYS IN THE SUN

## Frequent Leisure Travelers Surveyed

Frequent leisure travelers (FLTs) are defined as those who take about six trips per year, or 15 trips over three years. according to a recent survey by NYC-based Erdos \& Morgan/EPG. Considering that FLTs also spend an average of $\$ 3820$ per year on vacations, here's a quick look at this potentially lucrative market: FLT Facts

- The typical FLT is married $(82 \%)$, male ( $67 \%$ ), and affluent (average household income of FLTs is $\$ 62,700$ ).
- Demographically, most FLTs fall into the $35-44$ cell ( $28 \%$ ), followed by $55-64(18 \%), 65+(15 \%), 18-34$ (14\%), and 45-49 (13\%).
- $29 \%$ of FLTs have professional or technical careers; $26 \%$ are top managers.
- $48 \%$ of FLTs are actively interested in sports, and $32 \%$ attend concerts and go to museums "fairly regularly.'
- Touring historical, cultural,
and urban centers (which accoun for $57 \%$ of vacations taken in the last three years) is the most favored vacation activity among FLTs, followed by scenic trips (48\%) and visits to theme parks
and resorts (47\%) - For domestic vacations, FLTs favor the South Atlantic states. Canada and the Caribbean are the two most preferred foreign destinations, respectively.


## ULTRA-PLUS QUALITY

## Today's Hottest Trademarks

When it comes to brandname marketing labels. the words "heart, "pure," and "fresh" are being replaced by "quality," "plus," and "ultra."
According to the latest survey by Philadelphia-based law firm Dechert Price \& Rhoads - which conducts an annual study of brandname trademark registration applications - last year the usage of "heart," "pure," and "fresh" declined by $40 \%, 23 \%$, and $18 \%$, respectively. (The presence of these particular labels had spawned
widespread complaints by healthissue advocates and federal regulators.)

However, usage of the tags "nature" and "natural" rose $25 \%$. Meanwhile, increasing environmental awareness helped usage of the prefixes "envi-" and "eco-" climb $21 \%$ and $18 \%$, respectively.

Marketers also rallied 'round the flag last year. More than 1200 ap plications employed "America" or "American," while 100 trademark filings used "Desert Shield" or "Iesert Storm."

## All New July 4th Barter/Public Service Country Music Special!


< O - R\&R March 20, 1992

"WWe Will Rock You"
FIRST WEEK:
KXXR add 30 Q99.5 add

WAAL add
999KHI add
WZYP add
WQUT deb 37
WOKI 20-16
KKYK add
KTUX add
WKDD add Y94 add WRQK add WDBR add 33 KMYZ KF95 add KMCK add WJMX add KNOE add KFMW add 40 KQIX add KTMT add OK95 add

## WARRANT SALES

ATLANTA: $\quad$ Super Club - \#36 with 462 sold (from \#43) MIAMI: Bassin - Sold 232 - "Best week yet" TEXAS: Western Merchandisers - \#34 with 591 sold (from \#34 with 448 sold)
INDIANAPOLIS: Scott's - Debut \#47
PHILADELPHIA: Wee Three - \#23
OMAHA: RTI - \#9 with 151 sold
MUSICLAND: \#39 with 1,550 sold (from \#37 with 1,360 sold)

> FROM THE ALBUM
> "MUUSIC FROM THE MOTION PICTURE "GLADIATOR"?

## Faraci Cast At Third Stone

Atco/EastWest Co-President Vince Faraci has been named Exec. VP at Michael Douglas-owned (and Atlanticdistributed) Third Stone Records. Musical focus of the label will run from AOR to Urban to CHR crossovers. Artists include Saigon Kick, Nona Gaye (daughter of Marvin Gaye), and Randy Jackson (brother of Michael, et al.).

An FCC administrative law judge ruled that Talknet's Bruce Williams held an undisclosed interest in his son Matthew's application for a new FM in Longview, TX.

What's more, the Commission says Matthew "lacked candor" when he denied being a VP and director of his father's Blue Jay Productions, licensee of Texas stations KEES/Gladewater and KYZS/Tyler.

The upshot: the judge dismissed Matthew's application. Father and son declined to comment.

## - New Rockin' In Reno, Warpin' Milwaukee

AOR KRZQ/Reno flipped to New Rock Friday $(3 / 13)$ with the help of KROQ/L.A. PD Andy Schuon. Promotion Dir. Rob "Blaze" Brooks takes over as PD/morning man, replacing Dale Kelly. Morning cc-host Skip Herman also exits. Max Volume remains MD.

The station's unusual mix - dubbed "Rock of the '90s" - avoids synth/danceoriented product in favor of guitar-based material, and still includes AOR faves such as

## Rumors

- Is Z100/NY looking for an LMA partner?
- Is Jack Satter about to sign on as Sr. VP/Pro. mo at Jive Records? Will he be hiring a promotion staff that includes ex-EMI VP/Promo Mark Kargol?
- Will former Chrysalis Nat'l Dir./Rock Promo Dave Ross join PLG's promo team?
- Are sexual harassment charges brewing at a West Coast program supplier?
- Now that the FCC's new rules are on the table, will the much-discussed Austin LMA between KHFI and B93 happen? And if it does, will 893 PD Elvis Duran return to the East Coast?
- Is former WNTQISyracuse and KFRXIIncoin PD J.J. Cook considering a return to the tatter marker?
- Will wEGX/Philly name its new APD next week?


UN-BEETLE-BLE RADIO PROMO - Touting "jingles that won't bug your listeners," Lake Tahoe, NV-based J.L. Ritter Productions recently put the bug in selected programmers' ears by sending them one of the above-pictured "Beetle" portable audiocassette players (whth headphones), customized with the supplier's name ' $n$ ' phone number. Inside the player: a 30 -selection demo cassette of the company's most bugged-oul work.

Van Halen, Metallica, and Springsteen. Another recent New Rock convert: WLZR (AM)/Milwaukee, which is calling itself "The Warp." The automated presentation is programmed by WLZR-FM PD Greg Ausham.

Racial sensitivity is top of mind at all-News WTOP/DC. Last Monday (3/9) PD Joe Gillespie was ousted following an alleged conversational reference - while chatting with a Washington Post reporter - to a local black television anchor as "the one with the lips." Managing Editor Pat Anastasi becomes interim PD.

Then on Friday (3/13), WTOP announced that - in deference to Native Americans - it will no longer refer to Washington's NFL team as "Redskins." Also banned: "Chiefs," "Braves," and "Fighting Irish." GM Michael Douglass says the move is an extension of a longtime policy against the use of any racially insensitive term.

## Sony Ups Casey \& Moore, Hires Mitchell

Look for Columbia/Nashville VP/Promotion Joe Casey to be named VP/A\&R for Sonyl Nashville. Succeeding Casey will be Epicl Nashvilte West Coast promoter Michael Moore. Taking Moore's place is former KFRE/ Fresno PD Bob Mitchell, who's been booking talent since leaving radio five years ago.

Continued on Page 22

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## RED HOT CHILI PEPPERS "UNDER THE BRIDGE"

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ONE OF THE "MOST ADDED" 32/26

| KRBE 34-31 | WPST add | WRQK add |
| :--- | :--- | :--- |
| Q102 add 34 | WBBQ add | B106 18-17 |
| KBEQ add | K106 add 40 | KXKT add 26 |
| KWCD 24-20 | 195 add | KF95 add |
| WVSR add | WZYP add | KIKX add |
| PWR92 add | WAPE add | KLUC add 30 | WLAv add

TRACK: 59

## NEW\& ACTME

KRBE add
KHTK 30-25 FM102 add KWOD 21-17 WERZ deb 29
WLAN 34-28 G105 deb 33 WZYP 32-28 WRVQ add KXKT 30-27 KF95 37-29

KIKX 24-21 KZHT deb 30 WOMP. 35-25 WHTO 38-33 WCGQ 35-30 KISR 34-29 WILN 28-22 Y94 deb 30 KTRS 28-23 KQIX 28-23

## SEAL "KILLER"

MTV-STRESS ROTATION


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## NEW \& AOTIVE

## \#1 "MOST ADDED" 119/114

First Week P-1 Adds.
WXKS add 28
WZOU add 29
WIOQ add
WMXP add
KEGL add
PWRPIG add 17
Q105 add
Q102 add 16
KXXR add
HOT102 add
KDWB add
KHTK add
WKBQ add 20
KS104 add
KIIS add
KKRZ add
FM102 add
099.5 add

KMEL add
KSOL add 25

## STREET TALK.

Continued from Page 20

Former EastWest America Sr. VP/Promo Charley Lake joins Motown as VP/Promo. Lake will work out of NY and report to Sr. VP/ Promo Frank Turner.

Ed Zelle - PD at NewCity AC WEZN/ Bridgeport, CT - has joined KKYX-FM/San Antonio in an as-yet-unspecified management capacity. The Vision Communications station recently entered into an LMA with, interestingly enough, NewCity's KK YX (AM)/San Antonio. KKYX-FM had been AC KMMX.

## Music Biz Burnout Pitch Fizzles With Jury

Former Sony/Nashville Southeast promoter Tim Pritchett - severely injured 30 months ago when he was struck in the head by an attache case that fell from an airplane's overhead compartment - has won his lawsuit against Delta Air Lines

## Rumbles

- Double 99/SF PD Jim Herron declines to renew his deal with the Viacom Adult Rocker and will exit at the end of May
- WCOD/Cape Cod PD Neil Sullivan snags the PD post at WKDDIAkron.
- KRTHILA. APD Shaune McNamara defects to crosstown rival KCBS-FM.
- Ex-Hot 102/milwaukee PD Dan Kieley locks up the PD/afternoon slot at KGGG (HIT 100)Rapid Clty, SD.
- WNFI (1100)VDaytona Beach names former WWSF/Pensacola PD J.J. Duling PD
- Six-year WVLK/Lexington, KY OM Susan Stephens adds PD duties following PD/morning man Karl Shannon's move to wakeup dutes at WSM-FMI Nashvilie. Andrea Sayre segues trom crosstown AOR WKOQ to take the WVLK morning reins.
- WFMF/Baton Rouge APD/MD Hollywood Har rison cops the PD post at KBIUILake Charles, LA Look for 'FMF afternooner Rick Lovett to be upped to MD.
- JRS Records Denver promo rep Tom Fricke joins KIKX/Colorado Springs as APD/morning man.
- After six months at the hand-rockin' AOR, KNAC/L.A. MD Randy Maranz exits. PD Gregg Steele assumes music duties and doesn't expect to hire a new MD.
- Y100/Mlami eliminates its MD position, displacing Johnna Ceccoll.
- Ex-KCMJ/Palm Springs, CA PD Jim Morales joins KISNISLC as MD, replacing Gary Michaels. Morales also handles afternoons; Rob Boshard moves to nights. Don't be too surprised if Michaets winds up at crosstown CHR KUTQ, where former KISN PD Gary Waldron is GM/PD (and also happens to be Michaels's father.)


MIATH CONTROL DEVICE - Displaying an elfin wit, WGRF/Buffalo helped listeners celebrate an extra sate St. Patrick's Day this year by passing out the above-pictured "Leprecondom" keychains at its an. nual party. Inside the handy green carrying case was an actual condom. Aside from splashing its 97 Rock logo on the front, the Rich Communications shamrocker shared logo space with the local bar (Sinbads) and the national beer (Moosehead) on the back

The defense unsuccessfully contended that "music business burnout" caused the memory loss and other physical problems that have kept Pritchett out of work since the accident. The amount of the award won't be revealed for 60 days

It just gets worse for Tom Root. First, he was sentenced to 33 months in prison for FCC-related fraud. Now the former communications lawyer reportedly faces an IRS claim for $\$ 1$ million in back taxes.

Tough times at KATM/Colorado Springs. The Surrey AOR has released morning man Duncan Scott and MD/afternooner Jennifer Bell and is going with six-hour shifts. PD Mark Blake is now doing 6am-noon; night rocker Dave Hawkins patrols 6pm-midnight; parttimers are handling the other shifts. GM Tricia York was on vacation and unavailable for comment.

XTRA (AM)/San Diego sports talker Chet Forte has received a suspended sentence on wire and mail fraud charges. Forte will have to make restitution to the businessman he defrauded of $\$ 100,000$, pay $\$ 39,000$ in back taxes, and do 400 hours of community

Continued on Page 24

## WHEN YOU'RE READY TA SMOKE 'EM!!

There is Joe Kelly...and then there are all the others.
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| Quick Action: |  |
| :--- | :--- |
| KKFR add | B95 add |
| WWHT add | KF95 add |
| HOT102 add | KYYY add |
| KZHT add | KIKX add |
| KWNZ add | KKXL add |
| KKXX add |  |

"K.M.C. KRU down right exotic, hypnotic, and absolutely erotic. Columbus is talkin' dirty and jammin' with this tune!"
ROB MORRIS PD/MD WWHT

Continued from Page 22
service. Forte, who directed "Monday Night Football" for many years, told a federal court in Camden, NJ that he stole the money in order to support his compulsive gambling, which is now under control. He will remain with XTRA.

## - LMA O' The Week

Community Service Radio Soft AC KRVR/Quad Cities, IA strikes an LMA deal with market-leading Sconnix Country WLLR, effective April 1. Sconnix assumes all responsibility for 'RVR's programming and sales.

No immediate format or staff changes are expected at 'RVR, according to 'LLR VP/GM Larry Rosmilso. "If we find some weaknesses we'll make some changes," he told ST. "But they've been doing a real good jobb, and hopefully we'll keep as many people as possible."

The stations will continue to maintain separate facilities and staffs.

Changes at N/T WMALIDC, which drops mid-morning talker David Lawrence in favor of a two-hour news magazine. The station also nixes its noon newsblock to make room for the first hour of Rush Limbaugh's show. (WMAL had been the only one of 460 Lmbaugh affiliates that didn't air all three hours.)

## - Buffalo Boycott

A morning stunt has driven the head of Buffalo's Toyota Dealers Association to launch

## Rumbles, Pt. II

- KDWB/MInneapolis morning producer Ric Tower heads to Chitown to produce B96's Eddle \& Jo Bo morning show. Meanwhile, B96 MD Todd Cavanah inks a new three-year deal
- CHR WPFM/Panama City, FL - which went dark a month ago - returns as "Power 108," under the receivership of GM Don McCoy. Former PD/MD Mike Stone resurfaces as afternoon driver, Milke Bailey climbs to PD, and Holly Bee becomes MD.
- Automated B/EZ WHPFMM-Harrisburg flips to live Rock AC WRVV as "The River."
- Power 106/L.A. 8pm-midnight personality Frank Lozano reups. He'll foliow new $4-8$ pm jammer George McFly, who hits the air at the end of the month.
- Fresh from her honeymoon, KLOL/Houston afternoon co-host Dayna Steele swaps shifts with middayer Alison Mars.
- WLXRILaCrosse, WI flips from CHR to Hot AC Monday (3/23).
- Former Z95/Chicago night shifter Danny Wright lands nights at WAPE/Jacksonville.
- KSSN/LIttle Rock's John Travis joins KKIXI Fayetteville, AR for afternoon drive.
- WMGS/Wilkes-Barre/Scranton night stalker Stephen Kean exits.
- KBCO/Denver overnighter Richard MurphyWerry becomes Production Dir, at WPDH/Poughkeepsie.
- After six years, WWFX/Bangor, ME morning man Chuck Foster exits. He'll overses construction of a new station, WFOV/Pittsfield-Waterville, ME.
- KCHX/Midland-Odessa updat9: owner/GM Michael Levine adds acting PD duties as PD Randy Street steps down. Clayton Allen will handle the APD chores.


TThe screw-Lops ' $n$ ' corkers at Arista filled in the blanes for Promo item 0 ' The Week honors, setting selected programmers' juices flowing with gen-uwine 187 ml bottles of vin extraordinaire. The customized containers are labeled "Ripple," which is - not coincidentally - the first track from the Church's new "Priest Aura" album, the dog ' $n$ ' pyramid cover art of which is also not coincidentally - reproduced here as well.
While appreciating this effort to get the lead out, our resident sip ' $n$ ' spitters can't help but sniff that this particular vino is an Italian vintage rather than the "Ripple" that we've swilled ' $n$ ' spilled on countless festive occasions.
a boycott against CHR WKSE (KISS 98.5).
Reacting to a Japanese official's remark that American workers are "lazy," KISS wakeup artist Sam Malone secured a Toyota and invited listeners to adorn the vehicle with their impressions of the Japanese opinionmaker. Malone then promised to ship the car directly to Japan.

However, local Toyota dealer Joe Callabrese took offense, began boycotting the station, and is urging other local foreign car dealers to do the same.

KISS VP/GM Darrel Goodin and PD Mike Edwards emphasized that the stunt included no mentions of boycotting foreign car dealers, and no bashing of the Japanese people.

## State of The Reunions

The 68 WRKO/Boston reunion, featuring a cocktail party and dinner hosted by Capitol Records Pres./CEO and former Beantown DJ Joe Smith, is set for May 30 in the Grand Ballroom of the Boston Sheraton. Tickets cost $\$ 100$ before April 1, $\$ 125$ afterward. Send checks to: WRKO Reunion, P.O. Box 3597 , Boston, MA 02101

Also reuniting: jocks who worked in Raleigh-Durham during the '60s \& '70s. It's all happening April 24-26 at Gold WTRG/Raleigh. KIIS-L.A.'s Rick Dees and Edens Chairman Gary Edens are among the participants. Contact 'TRG PD Randall Bliss at (919) 876-1007

Just after KOY-FM/Phoenix night slammer Kelly Urich parked the station van outside a pizza parlor where Marky Mark was set to appear last Sunday ( $3 / 15$ ), a man asked him for some bumper stickers.

Urich complied, only to find himself nose


## Reported This Week At

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Over 324 Plays in the First Week!
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## CHR Chart Debut 38

## P2 CHART 38-35

P3 CHART 29-26

## KIIS add

WXKS deb 33 WKBQ add KBEQ 16-13
KXXR 20-10 HOT
KISN 23-17
Q99.5 29-26
WGTZ deb 31
KF95 deb 38
KWNZ deb 35
103 CIR deb 30
95XXX add 34
KFQX deb 34
Q101 deb 30
WBPR deb 28
KIXY deb 36
FLY92 34-31
WAAL 13-10
WERZ 29-24
PWR92 31-27
WLAN 29-24
WPST 5-2 HOT
WRCK 36-33
WKRZ 38-33
WSTW 33-28
K106 33-29
WBBO 34-31

WZYP 25-21
WQUT 30-25
WOKI 17-14
KTUX 14-10
WRQK 3-3 HOT
B106 31-28
WIXX 31-27
KXKT 28-25
KKRD 35-31
KIKX 29-24
KZZU 31-28
WPRR 13-8 HOT
WNYP 24-20
KMCK 17-15
WYKS 35-30
KCHX 36-25
KNOE 27-22
WILN 15-13
WVBS 37-33
KYYY 31-26
WCIL 15-11
KLYV 22-18 HOT
Y94 19-16
KROC 31-26
WDBR 17-14
KFMW 8-7 HOT

Continued from Page 24
to nose with a gun. The sticker solicitor drove off in the van and allegedly used it in an armed holdup before it was recovered by police. The suspect was also charged with killing three elderly women just prior to purloining the van.

On Monday (3/16), N/T WTAE/Pittsburgh did a "radio resume" show designed to match jobseekers with potential employers. Among the 40 callers was Jeff Grossman - a radio newsman who claims he once worked at WTAE

## Boston Radio Rallies Against Gay-Bashers

After the Irish-American Gay, Lesbian and Bisexual Pride Committee won the court's permission to march in Boston's St. Patrick's Day parade (3/15), several marching bands withdrew in protest

Responding quickly, CHR WZOU/Boston pulled out of the parade to protest attempts to bar the gay group, and Classic Rocker WZLX withdrew a $\$ 1000$ donation to the parade to demonstrate its support of the group's right to march.

## $D$ <br> Follow The Bouncing Check

In honor of Tennessee's favorite
Congressional representatives, Y107/Nashville is handing out \$25 from the "House Bank" to listeners with a good excuse for bouncing a check. The offer's good until the bank is overdrawn

## Records

- Look for Charisma Southwest promo rep Scott Douglas to slide into a Nat'I AOR slot, based in Dallas. His regional duties will be picked up by former SBK West Coast Regional promo rep Grant Spofford.

Meanwhile, look for Charisma Atlanta rep Jim Davenport to take on expanded CHR promo duties in the Southeast.

- Motown's Mo' Jazz label won't start up officially until May or so, but Debbie Dumas - formerly head of MCA's jazz dept. - has already signed on with Motown Sr. VP/A\&R-GM Steve McKeever to run day-to-day operations. The label's first record will be "Too High," by young jazz gultarist Norman Brown.
- Former MCA Atianta promo rep David Coleman joins ERG for similar duties. ERG Southeast regional promo rep Monte Lipman moves to L. A.
- L.A.-based Restless Records is searching for à head of promotion. Contact GM Rich Schmidt.

- Evergreen Media elevates Greg Solk to VP/Programming - Mark Ratner upped to Reprise VP/CHR Promo.
- Bulfalo radio legend Sandy Beach becomes WMJQ PD.
- Scott Shannon promoted to VP/Programming \& Ops ai WHTZ (2100)NY
-Bob Laurence becomes Noble Broadcasting VPNat" PD-Ops.
- Lee Logan lassoes KLACL.A. PD post.
- Charlie Quinn soars to WEGX (Eagle 106) Philty PO

-ABC Enterprises announces beginning of
"Superadio" satellite network. Jock lineup includes
Robert W. Morgan, Dan Ingram, Jay Thomas, and Larry Lujack.
- Howard Stern signs a five-year contract to do atternoons al WNBCNY.
Michael Spears appointed Nat'l PD for
Fairbanks Broadcasting.

- Charlie Van Dyke resigns as KHJI.A. PD - Morning man Fred Winston goes 10 WFYR/Chicago. -WSOM/Chicago flips from Jazz with all-female air personalites to "all purpose" AOR WLUP "The Loop


WALKING ON THIN ICE - WFMS/Indy morning hosts Jim Denny \& Charlie Morgan recently performed what was reportedly Indiana's largest "wedding on ice," marrying 16 couples between periods of a local hockey game. Displaying a puckish wit, the Country outlet carried a live broadcast of the ontire event, including this snapshot of the traditional matrimonial stroll 'neath the upraised hockey sticks en route to the altared state.

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A THREE MAN NEOTERIC ROCK GROUP
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EXEMPLIFIES THE HIGHLY MELODIC ALBUM
"Extraordinary Life." (SAV-10579)


The Believers are: Andy Skelton, Manny Elias and Gary Tibbs Produced by: Grec Ladanyi

# Solving CHR's Positioning Crisis $\pm$ 

The world is changing around us - has the format noticed?

By Garry Wall

CHR is mass appeal ... CHR is youthdriven . . CHR is driven by females $18-34$ CHR plays the hits . . . CHR is dance . . . CHR is a niche format . . . CHR is dead . . . .
We come here today not to bury CHR but to try to understand it - what it is and, more important, what it should be. CHR isn't dead, but it is suffering from a severe identity crisis. Maybe it needs a long weekend in the country. To say the least, everything is more complicated than it used to be. Just ask General Motors, Gorbachev, or the Big Three networks. And we think we have problems.

## Questions To Ask

For a CHR program director, simple questions aren't so simple either. How should your station be positioned? And what should it be playing? Or not playing? Research says this ... Sales says that Requests say ... The ratings say!!??
The million-dollar questions are:

- What are your listeners really saying?
- What do they mean by it?
- What should you do about it?
There are discrepancies and gaps everywhere, not necessarily with the "facts," but in how the "facts" are viewed and interpreted. What I see quite


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## Looking back over the past year, it <br> looks as if CHR has been dismissing, if not ignoring, major trends and overplaying lesser ones.

clearly is a gap between listener/consumer behavior and CHR's reaction to it.

But this isn't rocket science, you say. It shouldn't be that complicated. Not true. We are dealing with people, and they tend to be far more complicated and

> What I see quite clearly is a gap between listener/consumer behavior and CHR's reaction to it.

## 9

somewhat less reliable than science or machinery.
What CHR should be is mainstream radio. That position is defined individually market by market. What is mainstream in one market is niche in another and vice-versa. Additionally, the mainstream audience constantly shifts its tastes and preferences. More than any other, we are a nation of immigrants, a melting pot of cultures and tastes growing differently in different cities. What are the influences that drive this so-called mainstream? Everything from social, economic, political, and psychological. It's a cauldron.
How we view this landscape is determined by the position from which we view it. It's not enough just to see things accurately. We must understand the nature of what we're seeing so we can do the right things. One thing is certain. The rules are continually changing. However, the principles remain constant.

## Build A New Road

In looking back over the past year, it sure looks as if CHR has been dismissing. if not ignoring, major trends and overplaying lesser ones. Whether or not you should play country or any other type of music isn't the point. The point is that few programmers have seriously argued about, agonized over, or really attempted to find out what was right. How can you discern the right answer if you don't ask the right question?

How do you decide whether or not to play Garth Brooks? Sometimes, when all else fails, you just have to try it and figure it out. Put it on your station; see if it works. Sometimes there is no road leading where you must travel. Therefore, you must create one.
We now pause for this trivia question: What's the fastest-growing category of food and the most popular new cuisine in the U.S.? Give up? The answer is Mexican food. Of course, you say, that's because Hispanics are the fastest-growing minority. Partially true.
Did you ever consider, however, that maybe there are a lot of others, like you and me, who like Mexican food too? By the way, salsa outsold ketchup last year in the U.S. Check your refrigerator and get back to me. Now on with the article

## McDonald's: A

 Good Analogy?Remember when CHR used to liken itself to the McDonald's of radio? Well, have you noticed that McDonald's's market share has been declining lately? Like the rest of us in radio, the fast food industry has confronted fierce competition and fragmentation.
But that's not what really bothers me about this analogy. What bothers me is that McDonald's doesn't have the best-tasting hamburgers, and it knows it. In fact, it's known it for years. Come to think of it, we've all known it.

It's always seemed obvious to me that having the best-tasting burger counts. However, its research told McDonald's that convenient locations, cleanliness, and speed were more important. So today, with more locations, superior marketing, and the highest consistency, it's losing market share. Could taste finally be catching up with McDonald's? Maybe it's time for a better burger. Doesn't that seem obvious? Don't we deserve a break today?

## Everything is more complicated than it used to be. Just ask General Motors, Gorbachev, or the Big Three networks. And we think we have problems.

And how about CHR? Have we been moving away from the issue of taste in exchange for consistency? What happened to playing the hits? Wasn't that what made CHR great to begin with? Playing the hits was a weapon that CHR owned exclusively. We could pick and choose the best songs, but other formats would be limited by their own boundaries. We had the freedom to roam, to play the best of the best, and the listeners were our leaders. Those were the days.
Something has changed. CHR has set limits on itself, deliberately choosing not to play some of the biggestselling artists, those with the highest-grossing tours

## 6

Listeners have been expecting less, and we've been giving it to them. What came first - mediocrity or low expectations?
and major public support. The reasons have been rational - if not logical - but are they?
It isn't hip . . . It's not our sound . . . It doesn't fit . It doesn't test . . . That's not what "they" expect. It seems that listeners have been expecting less, and we've been giving it to them. What came first mediocrity or low expectations?

## Taste Counts

I am led to conclude that taste, as with hamburgers, counts in radio. The listeners have been saying things with their money and their time that we don't understand or wish to acknowledge. Instead. we've chosen to blame the music. Why? Plenty of good music
is available, but in many cases CHR has chosen not to play it.

I am not recommending that you necessarily add Garth Brooks, Don Henley, Harry Connick Jr., Enya, Bonnie Raitt, or Paul Simon to your playlist. Nor am I condemning any style of music, including rap. That's for you to decide and your listeners to judge.

My conclusion is that the old view and the current paradigm aren't working. It's clear that a new paradigm is needed - one that takes into consideration consumer behavior and seeks to understand and translate it into listening habits.

You can't expect and shouldn't attempt to be all things to all people. Those days are gone forever. What you can do is seek the mainstream position for your market, then play the hits. How you lean should be determined by the "slant" of your market. That's what CHR for today should be. Now, does anybody know where I can get a great burger?


Garry Wall is President of Garry Wall Media, which develops media and marketing strategies for radio stations and music companies. He can be reached at (619) 576-2066

## Reaction

Continued from Page 1
Noting that half the stations in the country are losing money, Edens hopes that Congress pre serves the FCC's decision. He said the ruling "may or may not" change his mind about his intention to sell WRVA \& WRVQ/Richmond.
"We'd like to pay down some debt, and we may now have to consider operating in fewer markets but being bigger players in the markets we're currently in."

LMAs A Hint
Rick Cummings, Exec. VP/Programming of Emmis Broadcasting and PD of KPWR/Los Angeles pointed out. "The whole business of LMAs was an indication to the FCC rulemakers that things needed to change if radio broadcasting was going to thrive and be a profitable industry."
Gannett Radio Division Presi dent Jay Cook acknowledged that he faces some "intriguing possibilities" under the new guidelines. "But, the bottom line is, we're very happy with the Gannett Radio Divi sion as it is, but are always looking for deals that make sense.'
WSLR \& WKDD/Akron VP/GM Andy Graham noted, "IThe rule making process) is far from over and there will be a lot of gray areas to be defined. We shouldn't make any conclusions until we see the final wording of these rulings While I can't speak for Barnstable Broadcasting as a whole, I do know that this is an aggressive growth company, and we'll have our eyes open during this period of change.

## Minority Concerns

Bill Shearer, who owns and operates KGFJ/Los Angeles, a Class IV AM station that caters to an African-American audience, said minority and individual station owners might have won a backhanded victory. "At least a $30-30$ ruling puts some kind of limit on ownership. Before the ruling was announced, I was hearing that it could have been 5454 , or possibly no limit at all.
"The decision is a microcosm of what's happening in this country, whereby the big become bigger. I don't think it does anything for the minority buyer, who at least could find some seller financing on radio stations before. Now, what owner wants to carry a million and a half dollars worth of paper when a network will write a check and close in 35 days?"
Shearer expects the larger black group owners, such as Ragan Hen ry, to benefit from the new rules. "I certainly understand the rationale for it, but I expect individual broadcasters to be suspect of it. And if you're one of the big boys things continue to bounce your way."

WPAL/Charleston, SC OM Don Kendricks expressed mixed feelings over the decision, but noted, "Minorities have had a very difficult time obtaining the financing to buy the stations they have now. Just because more stations in a market might become available, there's no reason to believe that minorities would have an equal opportunity at buying one. I would have preferred that minorities continue to get some kind of prefer ence in the sale of a station, much like it was with Docket 80/90."

## Lease Options

Radio industry analyst George Nadel Rivin, a partner in the accounting firm Miller, Kaplan, Arase \& Co., does not expect broadcasters to jump into the ownership pool with both feet first.
"Look for leased with option-tobuy deals to become commonplace," he suggested. "Once a group broadcaster has seen the extent to which economies of scale have been realized, negotiating positions strengthened, and revenues increased as a result of a new product line, they will be able to decide whether or not to exercise their option to buy.A time frame of 12 to 18 months should provide adequate time to reach an informed decision."
Randy Jeffery, a broker for Media Venture Partners, agreed. "If an operator of a station can't afford to buy another station, an operator could 'LMA it’ until such time as he can afford to buy it." In such a situation, it would be important to have an option to buy in the LMA contract. LMAs should still be attractive in severely depressed markets
Rivin noted that one inevitable result of ownership consolidation will be a decline in the number of obs available.
"If a company operates four stations in a single market there will likely be one GM, one business manager, and one traffic manager. While programming may not be [affected] to the degree that the selling, technical, and administrative departments will be, no department will be free from the consolidation likely to occur as a result of the FCC's action."

## Broker Boom?

There is perhaps no segment of the radio industry more absorbed with the FCC action than station brokers, many of whom spent the last two years sitting on their hands after bank financing evaporated.
Randy Jeffery called the decision a "very positive step." and suggested that many group owners will be "getting their financial ducks in a row" to make acquisitions under the new rules.
Jeffery has fielded some preliminary inquiries about possible acquisitions since the new ownership rules were announced, but he noted, "Nobody's in a position to do anything because it's not final.'
Star Media broker Bill Steding said the rule change will, "clearly change the trading environment." but cautioned, "the impact of regulatory uncertainty could be devastating on this industry. There are a lot [of station owners] teetering on the brink. They can't last another six months without some clear rules."

## Reps Unaffected

Despite the proposed rules, Media Venture Partners broker Charles Giddens doesn't expect an escalation in station prices. "If the dust settles and people are sure Congress has been satisfied, it could mean a fair amount of activity to the bigger [brokerage] shops, but] whether it would bring up prices any, I doubt it. There are too many stations.
The leaders of the two largest radio rep firms don't expect much change in business as a result of
the changes. "I don't really think it's going to affect [the rep business] one way or another," according to Interep President Les Gold berg. "We'll get our share and Katz will get their share" as groups buy and sell stations. "I don't see a whole flood of people going to the limit.'

Katz Radio Group President Ken Swetz observed,"Repping severa stations in one market is not some thing new for us. It may be for the owners, but the reps have already been repping multiple stations."

## Unistar

Continued from Page 1
"'Transtar has been a very im portant part of my life." stated Robinson. "When [Unista: principals] Nick, Bill Moyes, and Dick Clark decided to merge Transtar and United Stations, we felt we were founding a very important competitor in the radio network industry. I'm very confident the company will continue to prosper under Nick's direction."
Verbitsky, who now becomes Unistar's sole Chairman/CEO, said. "Terry has done an outstanding job of creating and running a very successfu: radio network. We wish him well in his future endeavors.'
Robinson had been planning to work out of Unistar's new Valencia. CA office/studio complex which houses the company's radio format division. A company spokesperson said no decision has been made yet regarding additional executive level changes as a re sult of Robinson's departure.

## Medina

Continued from Page 1 Medina joined the label in 1985 after an eight-year period as Direc tor/A\&R at Motown Records. He has been widely credited for developing the careers of WB artists Tevin Campbell, Karyn White, Prince, and Atlantic Starr, among others. He will continue to work closely with joint venture/associ ated labels Giant, Qwest, Sire, and Cold Chillin'. He will also oversee the daily operations at Prince's Paisley Park label.

In a related announcement, Me dina, along with TV producer Jeff Pollack, has signed a multimedia agreement with WB Theatrical Productions for a first-look deal for film and TV projects. Medina and Pollack currently co-produce the NBC-TV series "Fresh Prince O Bel Air.'

## Shipley

Continued from Page 3 ble success this label has enjoyed over the last few years is a direct result of the efforts of the MCA promotion staff, which is the best around. This is the greatest profes sional moment of my life."
Shipley joined MCA/Nashville eight years ago as Promotion Manager. She was named Director/ Marketing \& Sales eight months later and Director/National Pro motion shortly thereafter. She be came Nashville's first female VP/ Promotion in September 1986 Shipley began her industry career in 1976, holding various posts at Monument Records, RCA Records, and the Hallmark Company, a management firm.


PLG iecently entered into an exclusive agreement to market, promote, and distribute releases from Philadelphia-based Alpha international Records giving Alpha International access to PolyGram's PGD distribution arm and allowing PolyGram to license projects from Alpha to the Polydor/Alpha label. Forming a pact for the camera are (1-r) Alpha International Chairman Joseph Tarsia, PLG PresidentCEO Rick Dobbis, and Alpha International Presidenticeo Peter Pelullo.



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## FCC

Dingell is a pit bull; he's not going to let go of this.
According to some observers, Dingell and other lawmakers are particularly upset over the FCC's apparent disregard for their request that the agency use restraint in easing the ownership limits. "ICongress] views this as an in-your-face, macho deregulatory move," said one source.

## Sikes Hill Bound

On Thursday (3/19) FCC Chairman Al Sikes is scheduled to testify before the House Appropriations subcommittee that oversees the Commission's budget. While there has been speculation that Congress might undo the new limits by amending the FCC's appropriations bill, one source said the House is likely to leave such an action to the Senate.
Senator Ernest Hollings (D-SC), who has also expressed displeasure with the FCC's ownership action, chairs the Senate subcommittee with authority over the FCC budg. et. That panel is scheduled to hold its FCC appropriations hearing next Wednesday (3/25)
On another front, both the Na tional Association of Black-Owned Broadcasters (NABOB) and the Media Access Project (MAP) have confirmed that they plan to file petitions for reconsideration of the new rules. NABOB is afraid the higher limits will increase competition for desirable stations, thus making it more difficult for minorities to trade up to better properties. MAP believes the rules threaten program diversity.

## The FCC Plan

Here's what the FCC's controversial ownership plan would do, effective August 1 :

- Raise the national ownership cap to 30 AMs and 30 FMs, up from the current 12-12.
- Eliminate the duopoly rule in favor of sliding scale local limits that allow ownership of up to 3 FMs and 3 AMs in the same market:
In markets with fewer than 15 radio stations, a licensee would be permitted to own up to three stations, no more than two of which can be FMs; provided the coowned stations constitute fewer than half the stations in the market. In markets with 15-29 stations, a licensee would be able to own up to two AMs and two FMs, so long as their combined audience share does not exceed $25 \%$. In markets with $30-39$ stations, the new limit would be three AMs and two FMs, with the same $25 \%$ share cap. In areas with 40 or more radio stations, a licensee would be able to own as many as three AMs and three FMs, again subject to the $25 \%$ audience limit.
at the time of acquisition. Groups that grow beyond that level would be allowed to continue their operations.
- To protect program diversity, co-owned same service stations whose signals have an overlap area greater than $50 \%$ of either outlet's service area would be forbidden to simulcast more than $25 \%$ of the time.
- On the LMA front, the FCC ruled that a broadcaster who provides more than $25 \%$ of the program-


Indie label World Dominatlon has signed a development and distribution deal with Capitol Records. A partnership between original Gang Of Four and Shriekback member Dave Allen, Revolting Cocks member Luc Van Acker, and Gold Mountain Entertainment Presldent Ron Stone, the label plans its first release on May 5 - Low Pop Suicide's "The Disengagement EP." Forcing Capitol President Hale Milgrim to cut a deal are (l-r) World Domination's Co-Director/,A\&R Allen, label Manager Beth Bellis, A\&R Administrator Tim Anctil and Co-Director/A\&R Van Acker, and Stone.
ming on another local station would be considered to have an attributable interest in that second station. Thus, a licensee could not engage in a time brokerage deal with a local station it could not own under the revised ownership rules. "Basically, if you broker it, you own it," said FCC Mass Media Chief Roy Stewart.

- Stations engaged in LMAs would be required to file those agreements along with their annual FCC ownership reports. Copies of such agreements would also have to be placed in the station's public file. Non-programming LMAs (joint ad sales agreements, etc.) would not be affected by the plan.


## Woods

Continued from Page 3 continued success of the stations." Woods, a former pro baseball player with the Chicago White Sox and Los Angeles Dodgers, began his radio career in 1980 as an AE at $K R Q Q$. He later became Sales Manager at KNST and was upped to NSM for both outlets in 1985. After a GSM stint at KISW/Seattle, Woods returned to the Tucson combo in 1988 and then segued to the GM post at KHMX.

## CF Media

Continued from Page
from Command Communications for approximately $\$ 45$ million.

Koenig said a previously announced deal to merge Command with Legacy Broadcasting (Sillerman is a major investor in both companies) has been called off. Instead, Command President Carl Brazell Jr. will continue to operate the entity as a separate company with remaining properties KRLD/ Dallas and the Texas State Net works.
"The combination of all of the stations accelerates what Force I might do on its own," noted Feuer. He said the merger had been in the works for some time. Originally, the deal was also to include Force II's planned purchase of WRVA \& WRVQ/Richmond and WWDE/ Hampton, VA until that $\$ 28$ million deal with Edens Broadcasting collapsed a few weeks ago

Sillerman and Hicks were both traveling when the deal was announced and were unavailable for comment at presstime.

Signing Away Again In Margaritaville


Jimmy Buffett and MCA/Nashville have formed Margaritaville Records reportedly the first artist-affiliated label arrangement for a major Nashville record company. As President of the new label, Buffett will sign and produce acts. MCANNashville will handle all marketing for Margaritaville. Shown at the signing are (1-r) MCA/Nashville President Bruce Hinton, Buffett, MCA Nashville Exec. VP/Head of A\&R Tony Brown, and Margantaville VP Bob Mercer

## Black Crowes, Lionel Richie LPs Coming

The Black Crowes recorded and co-produced their Def American sophomore set ("The Southern Harmony And Musical Companion") in Atlanta with producer George Drakoulias, who also helmed their debut. This is the band's first record with new guitarist Marc Ford, and features female backing vocalists on severa tracks as well.

Chris and Rich Robinson wrote everything on the LP except the cover of Bob Marley's "Time Will Tell." The other titles are "Reme dy," "Sting Me." "Hotel Illness," "Thorn In My Pride." "Bad Luck Blue Eyes," "Black Moon Creepin'." "'NoSpeak, NoSlave," "'Morning Song," and "Sometime Salvation." The set hits the streets May 12.

Richie's Hits +3
Lionel Richie's forthcoming greatest hits package ("Absolute Richie") sports three new original songs. Leading the pack with a late April arrival at radio will be "Do It To Me," which features Quincy Jones 111 on drum programming The others are "Love Oh Love" and "You Are My Destiny." Richie co-produced all three songs with Stewart Levine. Motown will have the 14 -song set in stores on May 12

## Wild Life Slaughter

Slaughter's second full album ("The Wild Life") is set to arrive April 21. Produced by the band's Dana Strum and Mark Slaughter. the Chrysalis/ERG set features 14 original new songs, including "Reach For The Sky," the sevenminute "Times They Change," "Out For Love," "Shake This Place," and the title track, which is headed for radio April 13.

## More Stars 'For Life'

More names have been added to the lineup for a "A Concert For Life," the UK AIDS fundraiser/ Freddie Mercury tribute. According to Rock Over London, the latest additions are L'2 (via satellite from their U.S. tour), Roger Daltrey, Extreme, Ian Hunter. Annie Lennox, Robert Plant, Seal, Spinal Tap, Paul Young, and Zucchero. Def Leppard will also perform a 15 -minute set, after which frontman Joe Elliot will sing with the remaining members of Queen.
Speaking of Def Leppard, the band's new UK single ("Let's Get Rocked" b/w "Only After Dark") is scheduled to arrive in stores this week. Look for the band's new album. "Adrenalize," to be released worldwide on March 30.


Banks Still Solo
Genesis keyboardist Tony Banks produced "Still," his solo Giant/ Reprise LP, with Genesis mixer Nick Davis. Nik Kershaw co-wrote and sings on two of the set's 10 allnew songs: "I Wanna Change The Score" and "Red Day On Blue Street." Ex-Marillion vocalist Fish co-wrote and sings on "Another Murder Of A Day" and the lead track ("Angel Face"), which comes to radio this week. The disc hits the streets April 14.

## Nonsuch XTC

Nonsuch" is XTC's first new studio recording since 1989's "Oranges \& Lemons." Due from Geffen on April 28, the set consists of 17 original songs and was produced by noted knob-twirler Gus Dudgeon. Songs include "The Smartest Monkeys," "The Ugly Underneath"" "Rook," and "Dear Madame Barnum." The first single ("The Ballad of Peter Pumpkinhead") is due at radio in early April.

Wynn-some Display
On his second RNA release "Dazzling Display," Steve Wynn gets a little help from his friends, among them R.E.M.'s Peter Buck. Concrete Blonde's Johnette Napolitano, Flo \& Eddie, John Wesley Harding, bassist Fernando Saunders, Susan Cowsill. and exBangle Vicky Peterson. Joe Chic carelli again produced.

The songs are all original except "Bonnie And Clyde," which Wynn adapted from Serge Gainsbourg's French hit. Tunes include " 405 ." "Dandy In Disguise," "Tuesday,"
and the lead track, "Drag," due at radio April 6. This will be the first RNA release promoted by the At. lantic and Rhino staffs under the labels' new distribution agreement. The album arrives April 21.

## Rogue's Gallery

Shooting Gallery boasts a raucous pedigree. combining the talents of ex-Hanoi Rocks riffslinger Andy McCoy, erstwhile Lords If The New Church bassist Dave Tregunna, ex-Dogs D'Amour axman Jo Almeida, and Paul Garisto, former drummer for Iggy Pop and the Psychedelic Furs. Produced by Ric Browde, their self-titled Mercury debut is set for a May 5 release
Along with versions of Hanoi Rocks's "Don't Never Leave Me" and Van Morrison's "Brown Eyed Girl" (featuring Nicky Hopkins on piano), singer Billy G. Bang warbles through such originals as "Litthe Bit Of Magic," "Striptease," and "Teenage Breakdown."

## Bowie's Extra 'Monsters'

The Rykodisc reissue of David Bowie's "Scary Monsters" album features four extra tracks a rere corded B-side version of "Space Oddity," a previously unreleased remake of "Panic In Detroit," a hitherto Japanese-only single entitled "Crystal Japan." and the LK single of the Bertolt Brecht-Kurt Weill classic, "Alabama Song," all dating from 1979. Look for it in stores April 17.

## Morrissey's Singular Success

Morrissey's next UK single, due on HMV at the end of April, will be called "We Hate It When Our Friends Become Successful." The song was co-written with his new collaborator. Alain Whyte, one of the guitarists in the Mozzer's touring band. Morrissey's new LP, due in July, is being produced in part by ex-Spiders From Mars guitarist Mick Ronson (ROL)

Lynch Me! I'm Dreaming:
Lynch Mob's George Lynch has teamed with Guitar For The Practicing Musician magazine to give an unknown axeman his 15 minutes of fame. The April issue lays out the details of a contest that will award the winner an all-expenses paid trip to L.A., where he/she will slap a solo onto Lynch's Elektra solo debut.

## Slayer's Full Metal Jacket

Slayer's heaviest record ever is a limited-edition ( 10,000 copies) box set of the live "Decade Of Aggression" double album - made of metal Inlaid with a laser etching of the band's eagle logo, the flat black slipcase contains two CDs (including the two bonus tracks "Skeletons Of Society" and "At Dawn They Sleep"), a full-color booklet, and a numbered certificate of authenticity. Def American will have these $\$ 39.95$ collector's items in stores this week.

## Summer Star

Donna Summer received a star on Hollywood's Walk Of Fame this week (3/18).

## BOOK BEAT

## Rock 'N' Roll 'Zines Seen

While several books on the subject of rock ' $n$ ' roll movies have surfaced over the last 20 years, the history of rock ' $n$ ' roll magazines has never been written. (Magazines - espe cially those targeted at a teenage readership - are among our culture's most ephemeral media.)

Veteran rock critic/historian Alan Botrock's recently published "Hits. ville: The 100 Greatest Rock $N$ Roll Magazines 1954-68" (Shak Books/\$13.45) is not only a groundbreaking document, but also an invaluable collector's guide to a neglected comer of popular cul ture.

Alorg with 350 black-and-white photos, the 112-page trade paper back contains capsule histories and evaluations of magazines devoted to R8B, leen idols, ginl groups, the British Invasion, the psychedetic


60s, and more. In addition to all the American 'zines, Betrock's cover age extends to mags from the UK France, Germany, and Scandinav a. For further information, 'direct orders, or interviews/phoners with the author, call (718) 499-6941

## MISIC : All:.0K

## MONDAY, MARCH 30

1970 / Miles Davis releases the "Bitches Erew" LP
1987. Herbie Hancock wins an Oscar tor scoring "Round Midnight." Berlin's Take My Breath Away" wins one for Eest Original Song
1989: Gladys Knight makes her solo detut at Bally's in Las Vegas

Born: Eric Clapton 1945. Celine Dion 1968

## TUESDAY, MABCH 31

1958 / Chuck Berry releases Johnny B Goode
967/In London. Jimi Hendrix torches his gutar onslage for the lirst time
1982; - he Doobie Brothers break up, ony to reunite for a beneftl show four vears later
Born Herb Alpent 1935. Mick Ralphs Bad Co.) 1948, Angus Young (AC.DC) 1959. Erik Turner (Warrant) 1964

## WEDNESDAY, APRIL 1

$1967 /$ The Country Music Hall Of Fame opens in Nashville
1984 Marvin Gaye, 44, is shot to death jy his father following a bitter argunent
i985 David Lee Roth leaves Van Halen
Born Rudolph Isley 1939. Ronnie Lane (ex-Faces) 1948

## THURSDAY, APRIL 2

1971 / Ringo Starr releases his first solo hit, "It Don't Come Easy. And ... David Bowie's "The Man Who Sold The World" LP - the cover of which leatures the artist in Jrag - is released in the UK.
Born: 'The late Marwin Gaye 1939, Leon Russell 1941

## FRIDAY, APRIL 3

1965/Sam The Sham of The Pharoahs release "Wooly Bully
1969/ Jim Morrison turns himself in to the FBI. Morrison was wanted on interstate flight charges. stemming from his allegedly flashing a Miami crowd a month earlier.
Born Jan Berry (Jan \& Dean) 1941 Mick Mars (Motley Crue) 1956. Melissa Etheridge 1961. Eddie Murphy 1961. Sebastian Bach (Skid Row) 1968

## SATURDAY, APRIL 4

1960/RCA announces it will release DOD singles in stereo, becoming the first company to do so.
1977, The Clash's debut album is released in the UK
Born- The late Muddy Waters 1915, the late Berry Oakley (Allman Brothers Band) 1948. Gary Moore 1953

## SUNDAY, APRILL 5

1985/ More Ithan 5000 stations simultaneously air We Are The World. Born Agnetha Faltskog (ABBA) 1950

- Paul Colbert


David Bowie - 71 was kind of a drag.

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5 ERIC CLAPTON/Tears In Heaven
6 CECE PENISTON/Finally
87 CROWDED HOUSENeathe With You

- 8 MR. BIG/To be With Ya

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Moving Up
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HAMMMERDO Not Pass Me By LISA STANSFFLD/Time To Make You Mine
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## AUSTRALIA


My Tongue
22 EUPHORIALove You Right
33 BABY ANIMALS/One Word
4 CROWDED HOUSEAt's Only Natural
5 IAMMY BARMES/Ain't No
Mountain High Enough
76 DEBORAH CONWAYRelease Me
7 KYLIE MINOGUEAt You Were With Me Now
98 MAYBE DOLLS/Cool Jesus
9 12TH MAN/Marvellous
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## CANADA

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42 BRYAN ADAMS/Thought I' Died And Gone To Heaven
33 ONE 2 ONEPrace Of Mind
14 TOM COCHRAME No Regrets
5 5 SABs SORDANMake You A Believer
76 FROZEW GHOST/Head Over Heels
87 ALANIS_Plastic
98 WEST END CRRLSShow Me The Way

- 9 LSA LOUCHEEDNord Love

1010 LOVE E 8AS/Call My Name

## Most Added

ROWete ROBERTSON/Shake This Tow PAUL MYZ/this Love is Forever

## WODE Makes Dramatic Debut

Allentown outlet takes advantage of market's FM oldies niche
By Mike Kinosian

WHXT/Allentown's format change from dance-leaning CHR to Gold (8/23/91) is already paying hefty dividends. As "All Oldies All The Time" WODE, the station trails 25-54 market leader AC WLEV by just one share.
"This is a funny market because there are only five FM signals in the metro." pointed out WODE PD Joey Mitchell. "But there's a big Philadelphia influence. In changing format, we knew our market share would be relatively large because of the lack of other FM signals."
Consulted by Pete Salant, WODE has a '60s/'70s emphasis and, as Mitchell noted, "a heavy '60s focus. The '50s and 70s are included but with very carefully selected flavor records. We basically concentrate on 1962-69.'

## Prime Time

The market seemed prime for a local FM Oldies outlet: Gold exclusive formats were airing only on two AM stations. "Wkap's summer Birch was pretty high for an AM. Our AM, WEEX, was on SMN playing oldies, but it has a relatively weak signal," Mitchell remarked. "In spite of that, it sometimes pulled two shares.
"No local FM ever did Gold; it's possible our format switch could've been made three or four years ago. [Philadelphia CBS Gold station) WOGL doesn't have a strong signal here, but it does have some penetration. WOGL also plays far more ' 50 s material than we do.
"WLEV was heavily oldiesbased and played a high percentage of '60s and '70s gold. It continues carrying Saturday night and Sunday oldies shows. WLEV's known as the Oldies station, but it was never pure gold."
According to Mitchell, WLEV has reacted to WODE's new format. "When we changed, WLEV increased the number of oldies it

## WODE/Allentown Music Monitor

Noon
GENTRYS/Keep On Dancing LEE DORSEY/Working in The Coal Mine
CHAIRMEN OF THE BOARD/Give Me Just A Little More Tme BILLY BLAND/Let The Littie Girl Dance
CCR/Green River
FOUR SEASONS/Ronnie
RASCALS/Good Lovin'
ELVIS PRESLEY/Dorit Be Cruel KEITH/98.6
DRIFTERSIOn Broadway
SHANGRHLAS/The Leader Of The Pack
MAMAS \& PAPAS/Monday, Monday
TEMPTATIONS/Get Ready BADFINGER/No Matter What LESLEY GORE/t's My Party MUSIC EXPLOSION/Little Bit Of Soul
STRAWBERRY ALARM CLOCK/ Incense And Peppermints SHIRELLES/Baby It's You


Joey Mitchell

## 6

This format might serve as an escape when people have more problems. But when times are good, you still want to feel good.

## -Joey Mitchell

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was playing, then it decreased. It's still playing some '60s music WLEV wants to maintain a variety image by using the on-air line, "The Best Mix of the Oldies to Today.'"

Music Is The Message
Unlike some Gold outlets, WODE doesn't run specials or syndicated programming. "At some point we may do special weekend stuff," Mitchell commented. "But when we signed on, we decided the music would make our statement around the clock."
Since most of the Allentown-Bethlehem-Easton market relies on nearby Philadelphia for television, WODE has concentrated on other media. "We had a pretty good billboard showing almost from day one," Mitchell said. "Right now. we've backed off somewhat on boards. Things may change, but we don't do much onair contesting. We don't want them

## DOMINO THEORIES

Woriented promotions. 64th birthday ( $2 / 26$ ).

## Early Signs Of Success

ast August, CHR WHXt/AL tenlown flipped to Gold. adopting new calls WODE. Here's some demo information detailing the benefits of that switch.
The figures following WODE's market rank in each noted demo indicate the station's fall-to-fall Arbitron improvement in that cell.

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Among 39 rated signals, WODE was one of three stations notching double digits 25-54 and finished just one share behind frontrunner AC WLEV. Incidentally, AOR WZZO came in a strong third, 0.9 behind 'ODE.
The $35-64$ contest is strictly a three-station race, in which B/EZ WFMZ holds a scant 0.4 advantage over both WODE and WLEV
getting in the way of our music." WODE's on-air presentation is completely contemporary. "Our policy is to never reflect back," Mitchell noted. "We never mention years for songs. Our philosophy is that it's 1992, and the music we're playing sounds great."

Format For All Times
Whie wanting WODE to maintain its current market position, Mitchell observed, "I'd like to pick up some more men. Oldies stations are traditionally male-dominated, but for some strange reason we seem to be female-oriented. Perhaps females in this market are slightly more active radio listeners. I'd like to keep the females and increase the men."
A non-subscriber to the theory that Gold does well in bad economic times, Mitchell reasoned, "Peo ple want to feel good all the time. This format might serve as an escape when people have more problems. But when times are good, you still want to feel good."

## Fats Where It's At

 KLR/Indianapolis and KCBS-FM/Los Angeles recently staged quick and clever Fats Domino-WKLR listeners were treated to a live performance of Fats's classic "Blue Monday" after morning personalities Steve Simpson \& Cindy Wine called the New Orleans legend at his home to wish him a nappy

Meanwhile. KCBS-FM declared the day before the start of Lent (3/3) as "Fats Tuesday." The station played Domino's hits - including the aforementioned "Blue Monday," "Ain't That A Shame," "Blueberry Hill," and "Walking To New Orleans" - throughout the day.


FIND THE MANAGER - Pittsburgh Pirates manager Jim Leyland prepares for baseball spring training by loosening up his vocal cords with the vogues at a WWSW/Pittsburgh-sponsored event.

## Hit Lists Revisited

Readers always respond when I share the results of a given station's poll of listener favorites. Last December (R\&R 12/20), I listed the Top 30 from WCBSFM/New York and did the same for sister outlet KCBS-FMI Los Angeles last month (R\&R 2/21). But many of you wanted to know what other titles were tops in listeners hearts. Rounding out WCBS-FM's top 50:
31. CAPRIS/Morse Code Of Love
32. PASSIONS/Just To Be With You
33. JAY \& THE AMERICANS/Cara Mia
34. PLATTERS/My Prayer
35. DANLEERS/One Summer Night
36. SKYLINERS/This I Swear
37. BROOKLYN BRIDGE/Worst That Could Happen
38. PERCY FAITH/Theme From A Summer Place
39. DEL-VIKINGS/Come Go With Me
40. AQUATONES/YOU
41. PLATTERS/Smoke Gets In Your Eyes
42. JOHNNY ACE/Pledging My Love
43. DEL-VIKINGS/Whispering Beils
44. DION \& THE BELMONTS/I Wonder Why
45. ROY ORBISON/Oh Pretty Woman
46. ROLLING STONES/(I Can't Get No) Satisfaction
47. EARLS/Life is But A Dream
48. ELVIS PRESLEY/Are You Lonesome Tonight?
49. CHANTELS/Maybe
50. FOUR SEASONS/Dawn (Go Away)

I welcome all listener-voted surveys and/or lists of stations' most requested songs. Send them to me in care of R\&R, 1930 Century Park West. Los Angeles. CA 90067; or fax them via (310) 203-9763

## GOLD VAULT

Management
KXKL/Denver appoints Jackie Brown to the newly created position of Community Relations Coordinator.

## Air Talent

Lots of changes at WCFLMorris, IL: Midday man Jon McCormick switches shifts with morning driver Gina Colage: Rafe Sampson handles PM drive; PD Don Beno holds on to evenings; and Mark Edwards advances from weekends to overnights.

## Miscellaneous

- KCBQ/San Diego has established the Ari Ballard Foundation to raise money to help pay medical expenses for a 16 -year-old girl who recently underwent a heart transplant operation.
- Earlier this month. KDES (AM) Palm Springs, CA signed on with Kool Gold.


Jackie Brown

- Entertainer Flippo The Clown joined winners for dinner as part of a WCOL-FM/Columbus Valentine's Day contest.
- WCBS-FM/New York aired a Motown weekend (3/7-8), featuring a countdown of the Top 101 Motown hits of the '60s.


## at Your service

## Community Ties That Bond

Here's another in our ongoing series of articles on format basics. This week: community involvement and what it can do for your station and listeners.
You don't make a station great just by playing the right records, producing snappy sweepers, and adhering to the standard formatics. What truly distinguishes a station is how well it fits in with the market and fulfills the needs of its audience. Three programmers talk about the ways in which they serve and bond with their constituencies.

## KMEL: Street Life

One of the most impressive examples of community involvement is KMEL/San Francisco. PD Keith Naftaly has raised KMEL's community awareness on several levels. "We've been running PSA-type promos at the :20 break for the last month or so. The theme is 'Five Things You Should Know About' AIDS, crack, rape, saying no to casual sex, and drinking and driv ing.

## 60

> We can act responsibly and retain entertainment value. There is no cost to any of these things. Your only budget is having a heart and a conscience."
> - Keith Naftaly
"That may seem pretty heavy, but they're so slickly produced we use beats, samples, and riffs from current music - that they sound as slammin' as the music we play. They're only $20-25$ seconds long, and they run between two


Keith Naftaly
records. They end with ' 106 KMEL Says Play Safe.' The next song is under way in no time, and the lis teners get the message we care. It's all part of our sentiment that knowledge is power, which we're also trying to bring home with some of our sweepers."
KMEL also features spots that salute community leaders whose organizations are making a difference. "They're 30-40-second interview sound bites - like one that's running for the Omega Boys Club. It ends with a short personal message from [Omega Boys Club Directorl Joe Marshall, and then [ voiceover specialist] Mitch Craig gives the phone number to call."

## Youthful Heroes

"This will evolve into a campaign featuring young people who've grown up with the odds against them and have said 'no' to all the bad stuff - like gangs, drugs, dropping out of school, and the other destructive temptations that are part of life in 1992," explains Naftaly


B-106 stocks a truck full o' munchies for a recent food drive
"What this part of the campaign will do is to position them as heroes and make it cool to stay in school. Today's 12-24s have seen weapons in school and people who can't put down the [crack] pipe, and they probably know someone who has died of AIDS. Twelve-in-a-row isn't particularly heavy on their minds."
Another unique KMEL community service concept is a Monday night program (10pm-2am) called "Street Soldiers." Naftaly gives credit to Capitol artist Hammer for coming up with the idea. "There's a cut on his current CD called 'Street Soldier,' and Hammer himself has contributed many hours to the show. We kicked it off the first Monday of the most recent 'Stop The Violence Campaign.' That week we did the show every evening, and Hammer was there


John O'Rourke
"Street Soldiers' began with people calling in and talking about someone they care about who's on the wrong track or missing or whatever. It's exploded into a feature with gang members who call in telling how they're trying to get out, 11-year-old crack addicts who want to get off the pipe, and just about everything else bad that's worrying our youth today. We've had a series of guest DJs who are ex-gang members or have graduated from drug/alcohol pro grams and are making it now
"It's making a difference in people's lives and in the community. It's gratifying to know we can act responsibly and retain entertainment value. There is no cost to do ing any of these things. Your only budget is having a heart and a conscience."
Naftaly goes on to talk about something that did cost a few bucks - KMEL's current TV spot. "This TV campaign tackles some serious issues - like safe sex, peace on the streets, and saying 'no' to drugs - all in an upbeat. totally street, hard-hitting manner that is the essence of the station and it takes just 30 seconds. Lock into your listeners' minds the fact that you care; that's how you develop loyalty."


A still from the current KMEL TV spot shows a listener promoting safe sex.

Another KMEL spectacular is the "KMEL Summer Jam," which has lured top acts for the past six summers to help raise money to combat gang problems, crack, and many other social problems in Northern California. "There are many ways to address these issues without taking away from your station's texture and flow. The payoff is awesome ... it's incredibly rewarding."

## Keeping An Ear To The Ground

Addressing the charitable and social needs of the market becomes a bt easier once you've identified the prob lem areas. KMEL PD Keith Nattaly offers some input.
"PDs should do things that may not be a part of their daily regimen. Go out on the weekends and just spy on people. Go to malls, record stores, station events, and concerts. You can really get into people's business and discover their concerns just by overhearing conversations.
"'Answer your request lines, be cause these are the active listeners. Ask what they like about the station and what they'd like to change about their world, and you'll soon have all the information you need.
"Anyone who doesn"t know what the most pressing community issues are is lazy. Just watch the local news. When you hear that more and more schools are installing metal detectors, even in the suburbs, that indicates a growing problem that you can't sweep un. der the carpet."
B-106 PD John O'Rourke also advises reading the local paper and watching the local news, but adds, "You may get something out of your station's regular ascertainment meetings, but spending some time with community leaders one-on-one will help you uncover what's applicable to your audience. Then it's up to you to use that information to address those needs in your programming."

## B106: Getting A Foot

 In The DoorFor someone like Naftaly - who grew up in the Bay Area - it's easier to identify a community's needs. But when you're an outsider like John O'Rourke is in Ft. Wayne, IN, things are a little dif ferent. As PD/morning man at WDJB (B-106), he found that, "it was difficult to get our foot in the door when we signed on, because [crosstown CHR] WMEE has been here for years. What really helped us was to start out with events for our city of license, Columbia City, IN. We hosted a carnival with all the trimmings to help the local MDA chapter, and it went over big. We've even done church picnics for free, and now we have more events than we can handle."

## W

## With the economic crunch, we're trying to help out with as many events as we can, both to benefit charities and to establish a visual presence. - John O'Rourke

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O'Rourke also created his own charity events. "For a week last May I lived on an outdoor billboard for the benefit of the Make A Wish Foundation. I raised over $\$ 14,000$ not bad for a brand new station. We had a different TV station out there each day and night, with many of the weather and sports people do ing their bits from the billboard itself. Naturally, I was doing my morning show there each day. That was a real win-win for the community and B-106."
He points out that many of the city's business leaders are involved with charities, so the good you do the community can belp offset in their minds any on-air craziness or controversy. "An event with the Ft. Wayne Philharmonic went a long way, because we were drawing attention to something that's important to the overall culture, regardless of the demographics.

Also, an event like this shows that our audience is reactive and will come out and support us. With the economic crunch, we're trying to help out with as many events as we can, both to benefit charities and to establish a visual presence."

## Total Station Effort

The big issues confronting B-106's audience are the same as those facing teens in other markets. Among them, says O'Rourke, are "teen pregnancy, getting 18 -year-olds out to vote, drugs, parental abuse, AIDS, and sex education." He adds, "Gang violence is mild here compared to other cities, but it's a growing concern.
"These issues must be addressed, but they're very heavy to talk about on the air. So in addition to the usual on-air PSAs, we have an hour-long Sunday morning [6am] talk/music show called 'Buzz Around Town.' It's hosted by our News Director, Mary Collins, who is also a local TV reporter. It may air early in the morning, but we get lots of calls about it. She brings many of her TV guests over here for this show - community leaders from Ft . Wayne and Columbia $\mathrm{Ci}-$ ty.
"Being involved with the community doesn't stop with the jocks. Sales and management are involved too, so it's a total station effort," explains O'Rourke. "Our GSM is on the Board of Directors for the American Heart Association.
" $\mathrm{B}-106$ is also involved with an anti-drug program called 'Open Your Eyes,' which is the only outside program allowed in the local schools. It includes a video and a great presentation from a guy named Tom McKean, who's an exDJ from the market. We've connected with him for some dances over the Christmas break, and we'll be working with him in a similar manner for the spring and summer breaks to give the kids something to do."

Here are a few other community events B-106 has done:

- Frostbite Marathon - O'Rourke lived in a 30 -foot delivery truck for 68 hours until the truck was filled with food donations
- Celebrity Waiter fundraiser jocks waited tables for charity
- Local Special Olympics - handicapped youngsters competed for prizes; event raised money for therapy
- JayCees Haunted House - admission donations benefitted JayCees


Ken Hopkins

- American Diabetes Association Walk-tober Fest - listeners walked for cash pledges.
"If your station can do big cash giveaways, try giving away $\$ 100$ or $\$ 1000$ to the charity of the winner's choice. Or in our case, where we don't have a lot of cash, we've recently included multiple winners' names in a cash contribution to the Community Harvest Food Bank. It's possible to make a difference in the market and communicate involvement without being too slick or too boring. It just takes some imagination and caring," says O'Rourke.


## 6

## Stay alert to the

 shifting needs of the community. By reacting to those needs, your station becomes a catalyst for change.\author{

- Ken Hopkins
}


## 39

Charity Awareness
KZZU/Spokane PD/afternooner Ken Hopkins suggests, "Keep a list of local charities and review them to see who hasn't been helped in a while. Very few KZZU events don't have a charity tie-in. I've been here for seven years, and I worked in our promotion department for a while, so I have a good understanding of KZZU's positive impact on the community
"It's one of the main elements that helps set us apart from the rest of the market. It's just being aware of what's going on and being at the events that people expect you to be at - and some that they don't. But you can't just wait for
the events to come to you ... you have to create your own happenings."
Hopkins goes on to explain that much of the station's community interest activities come from or center on the morning crew. "Mark Patrick, Jon Michael, and Lyn Daniels often find events to get involved with - like a recent chili cookoff they found by looking in the paper. They assembled a cooking crew, registered, and - for added effect - brought a juggler and singer in for their booth. It was a complete surprise to the organizers that we were going to get involved, but we made their chili cookoff a lot more fun."
Operating on the belief that the little things add up, Hopkins and the staff try to work the charity angle into the smallest events. For instance, "Tying a hunt for the dirtiest car in Spokane to a car wash for the Crisis Nursery - which takes care of traumatized kids was a big success," says Hopkins. KZZU is also active with the 'D.A.R.E. To Keep Kids Off Drugs' effort.

## Community Needs Change

Detecting a charity's needs is also an important role for a station. Hopkins notes, "When we heard that 'Toys For Tots' was behind its goals this past Christmas, the morning crew did its show for a week from the front window of the Bon Marche department store, raising a lot of money in the process.
"Every Valentine's Day, the Wishing Star Foundation - which grants wishes for kids with lifethreate illnesses - holds a radiothon by broadcasting from a mall. They've got everything organized, from the advance publicity to the phone operators. All we do is get behind it on the air and then broadcast all day from the mall. This year we helped raise $\$ 10,000$ from $6 \mathrm{am}-6 \mathrm{pm}$. That may not seem like a lot, but considering the recession. it was considered a victory."

What are the Spokane metro's biggest issues for 1992? Hopkins says they may be changing. "Drugs, gangs, and teenage AmS are all becoming bigger problems here, and we're looking to focus on these expanding areas of need. It's important for every programmer to stay alert to the shifting needs of the community. By reacting to those needs, your station becomes a catalyst for change, and you can feel pretty good about how you're serving your listeners.'


KMEL GM Paulette Williams (blonde hair, upper right side of check) presents $\$ 342,000$ to 15 Bay Area non-profit agencies involved in fighting street violence and drugs. And KMEL's AIDS Dance-A-Thon in SF (3/7) raised \$850,000 with 5000 dancers jamming to live performances by PM Dawn, Queen Latifah, Martha Wash, and six locai mix jocks.

"After one spin, it was top five phones. After two spins, it was our most requested record. Sales are through the roof. How much hotter can a song get?" 20-14
STACEY CANTRELL, KS104/DENVER
"'Baby Got Back' is the most requested record in the history of the radio station. Period!" 7-3
BOB CASE, KUBE/SEATTLE
"Sir Mix A Lot has started a new phase - look out! The '90s is the decade of the Big Butt!" 10-4 HOT GREG HEAD, KBXX/HOUSTON
"Tremendous, immediate phones!"
37-30
JOHN ROGERS, PWR96/MIAMI

| KGGI 19-14 | B106 add-39 | Also On |
| :--- | :--- | :--- |
| Z90 30-25 | KF95 add 39 | PWR99 |
| KMEL add | PWR102 37-28 | KTFM |
| WWKX add | KCAQ 37-33 | WJMO |
| WCKZ 21-19 | WVBS deb 40 | Y107 |



From the album Mack Daddy.

HARVEY KOJAN

## Progressive Rockin': ' 90 s Style

Two weeks ago, this column spotlighted SBR's attempt to market a '90s version of progressive radio called true album radio (TAR). This week I thought it would be appropriate to focus on some of the stations that have been keeping the progressive torch burning.
My recent research unearthed quite a few stations whose current programming could be considered progressive - perhaps more than you might think. The accompanying sidebar features only a partial list; I'll undoubtedly discover additional progressive rockers after this is published.

## Cape's Ear

A veteran member of the progressive posse is WMVY/Martha's Vineyard, MA, which has been entertaining Cape Codders for nine years. PD Jeff Damon, a progressive rocker for his entire career, has piloted the station since its inception.
Damon refers to WMVY's format as "album radio," explaining, "We play songs from albums in our listeners' collections - it's that simple. We feature an expanded music base, use our ears and our intellect, and respect our audience's ears and intellect.
"People's ears don't fall off after they turn 30 or 40 . Their priorities just change. They still dig good music - they just don't think about it all day long because they've got to pick up the kids from the babysitter and pay the insurance bill."
Damon says the major difference between WMVY and progressive radio's founding fathers is "we're not self-indulgent. If you use your opinion more than your knowledge, you will fail. You've got to use what you know - not what you think.
"I like to tell announcers who come to work for me to take everything they know about being a DJ and leave it at the front door. I want human beings. And they either get it or they don't."
song, rather than the artist or album."
Don't expect those hits to get played six times a day, though. Slow rotations are still a hallmark of progressive radio, especially be cause such stations tend to have lengthy TSLs. According to Damon, the absolute maximum number of times WMVY will play the same cut is three times a day.
What do advertisers think of WMVY's unorthodox approach? "The typical reaction is, 'I love your radio station.' Sure, there are some prospective clients who've looked at us as a bunch of hippies, but the vast majority of our clients are our listeners."

Damon says a WMYV-type format would work best in a market "that has a fairly large collection of college-educated adults. That's one of the reasons I've worked primarily in resort areas. Will it work in Toledo or Waterbury, CT? I don't know.
"I do know that the No. 1 comment we hear from all the tourists who visit during the summer is, 'I wish we had a station like yours back home.' And that's not just from people in New York or other big cities. It's from everyone, including people who live in Toledo and Waterbury.
"The key to success is understanding that this is a business. The elements of broadcasting don't change. You have to prt sut a quality product that will appeal to a lot of people. And we do - we just happen to play a lot of really cool tunes."

## Walking The Tightrope

The incredible rebirth of eclectic KTHX (The X)/Reno (originally reviewed in my September 13, 1991 column and updated in the accompanying story on this page) is the most intriguing of progressive ra-

## X-Tra X-Tra

ast fall (R\&R 9/13), I related the heartwarming tale of KTHX (The X)/Reno, the progressive rocker which came back from the dead. I'm happy to report the station made the most of its new lease on life.
Olympic Broadcasting, you'll recall, originally turfed the $X$ atter the spring book, citing nine months of red ink. However immediate and persistent public support, aided by local media, prompted Olympic to change its mind and bring the X back. The result: The $x$ leaped 4.2-8.6, beating Classic Rocker KOZZ (8.1) and AOR KRZO (2.7).
Was X PD Bruce Van Dyke surprised? You bet. "I just wanted to see something encouraging, maybe in the five-to-six-share range," he recalls. "So when we got the 8.6. I was flabbergasted.
"To tell you the truth, I don't know how accurate or realistic the numbers are. I feel pretty good that we're going to hang on to at least a 6.0-7.5 in the next few books. I never really asked for much more, and I'd be surprised if we got any higher than that
"There's no doubt the newspaper blitz helped get people to sample us, although it was over a month before the book began. So I'll also give us some of the credit, because we were interesting enough to keep them listening after the ratings period began. Had they tuned in


Bruce Van Dyke
during late August and not been impressed, then the newspaper blitz wouldn't have helped much
"Of course, our competitors are portraying our ratings success as a fluke and are urging agencies to use a two-book average. And that's okay, because if we can't do it two books in a row, they're right.
"You never rest on your laurels, but it's nice to be in a position where we can actually fall to a ratings position where I would have loved to be at in the first place. don't think we're a flash in the pan.
dio's recent success stories. Now the key question is: Was the X's fall explosion an isolated, publicitydriven incident or a precursor of things to come?
"I'm a little reluctant to make any kind of pronouncements right now, because the whole thing is kind of embryonic," says X PD Bruce Van Dyke. "But it could be that the timing was finally right for this. If it were 1982 , maybe it would be really tough for a station like this to get going. But the rock crowd has spent the last 10-12 years listening to a lot of corporate, consulted, computerized AOR. It just could be that the pendulum is swinging toward some loosening up. We're tapping into that, and so far we're encouraged; we're finding
there's an audience for more adventuresome programming.
"We're always walking that tightrope, trying to stretch out while at the same time keeping the station familiar enough. And that's just something the airstaff and I are learning by doing."
Unlike the other stations portrayed in this column, KTHX gives its jocks a tremendous amount of freedom. In a typical 12 -song hour, a jock chooses seven to eight songs from a card file - currents are more strictly regulated than library material - and fills out the hour with his own choices.
"We just call those four to five songs 'cheats,' because they're not in the file," Van Dyke says. "Obviously I have to count on the jocks

## WMVY

## Music Monitor

Smithereens/Too Much Passion ORIGIN/Bonfires Burning GARY WRIGHT/Love is Alive WAS (NOT WAS)/Papa Was A Rolling Stone GENESIS/I Can't Dance FLEETWOOD MAC/Crystal STYLE COUNCIL/My Ever Changing Moods LItTLE VILLAGE/She Runs Hot SANTANA/Samba Pa Ti cowboy junkies/Sun Comes Up/Tuesday
BOB DYLAN/Rainy Day Women "12 \& 35
BOZ SCAGGS/Lowdown

## KTHX <br> Music Monitor

JAMES McMURTRY/I'm Not
From Here
PETER HIMMELMAN/Woman With The Strength. RICHARD THOMPSON/1952
Vincent Black Lightning BOB MARLEY/No Woman No Cry LUKA BLOOM/Acoustic Motorbike PALADINS/Hold On BAND/Rag Mama Rag DIRE STRAITS/My Parties BILLY BRAGG/You Woke Up My Neighborhood JEFFERSON AIRPLANE/Today DAN HICKS/The Laughing Song CHET ATKINS/Why Worry

## KTCZ

Music Monitor
CLANNAD/Closer To Your Heart U2/One
PETE TOWNSHEND/Pinball Wizard DEL AMITRI/Nothing Ever Happens
BRUCE SPRINGSTEEN/Atlantic City
ERIC CLAPTON/Border Song
PRETENDERS/Don't Get
Me Wrong
FREEWAY PHILHARMONIC/The Getaway
JON ANDERSON/All In A Matter Of Time
ICEHOUSE/Man Of Colours
COWBOY JUNKIES/A Horse In The Country
lyle lovett/you Can't Resist it

## KDMG <br> Music Monitor

TOM PETTY/Aright For Now XTC/Mayor Of Simpleton TAJ MAHAL/River Of Love BEATLES/Get Back
JONI MITCHELL/In France They
Kiss On Main Street
LYLE LOVETT/Simple Songs
JAMES McMURTRY/Painting By Numbers
STEVE MILLER/Maelstrom ORIGIN/Bonfires Burning A-HA/The Sun Always Shines On TV
VAN MORRISON/Prolessional Jealousy

## WVGO <br> Music Monitor

NRBQ/Wild Weekend STEVE WINWOOD/Split Decision 10,000 MANIACS/Trouble Me ENYA/Caribbean Blue SMITHEREENS/Only A Memory ULTRAVOX/Reap The Wild Wind STEELY DAN/Peg
NATHALIE ARCHANGELIIt Don't Heal Clean
CHRIS WHITLEY/Big Sky Country
JETHRO TULL/Skating Away
RED HOT CHILI PEPPERS/Under The Bride

This is a quality. driven format, not a number-driven one. You've got to train your salespeople to love the format and get behind it. -Roger Summit
being knowledgeable about music, but if one of them is playing a Bruce Cockburn song and decides there's a Donovan song that will fit in perfectly, he's got the freedom to go ahead and play it."
KTHX may be on the eclectic side, but it's also library-intensive. Van Dyke estimates the station's current percentage is $25 \%-30 \%$.
As SBR's John Bradley admitted two weeks ago, mornings present somewhat of a dilemma for a progressivetype format. The traditional approach has been to present a music-intensive alternative to shockers, zoos, and other gabfests. But such fare rarely garners significant numbers.
Van Dyke simply does "the type of morning show I'd like to listen to. I stay away from the kind of standard bits that have been done the past $10-15$ years. Music's an important part of the mix, but I don't count totally on the music.
"When I worked at KAZY/Denver, I was the news and sports guy, and I do a lot of that here. I try to entertain and editorialize rather than just do it straight, so the newscasts turn into bits. That's primarily where the personality factor comes through.
"With my show it's also what's not on the air that can be a strength. While other guys are doing jokeoffs or whatever, I figure the best thing I can do is streamline the show, play plenty of music, and add what I can.'

## Music Is The Message

One of the few major market progressive rockers is KTCZ (The Cities' 97 )/Minneapolis, an eightyear format vet. Asked how she describes the Cities' format, acting PD Jane Fredericksen says, "That's the eternal question, because it's not easy to do. We call it 'adult album radio.' We play primarily rock music with a mellow lean, but we also mix in blues, jazz, and folk. It's really a pretty eclectic mix, with the spirit of progressive radio.
"We're truly album-oriented. We'll often play multiple cuts from an album and won't necessarily go with the single. If the single is appropriate, we're glad to jump on board. But we always try to go through the entire album and pick the strongest cuts that will work best for our audience.
"Our chief target audience is 25 49, skewing a bit male but very balanced between male and female Our listeners tend to be very musically active and well-educated, generally having higher than average incomes. It's a very attractive
audience from an advertising standpoint, and we definitely sel on qualitative information."

Fredericksen, who joined the station a month after its debut. says one of the difficulties of an adventurous format like KTCZ's is discovering appropriate, effective ways to position the station. "At first we referred to ourselves as an altemative, but now I hesitate to use the word, because it's become a format in and of itself and has a whole different set of connotations.
"It's a constant struggle to determine how to portray the station. We've tried to come up with the perfect handle or positioning statement, but we haven't had a lot of success. It really comes down to the music speaking for itself. In fact, one of our main positioning statements is 'The music is the message.'
"Variety has been our key selling point. If you want someplace different, someplace where you can come and listen for a long time, we're the station to come to."

Des Moines's Alternative
A relative newcomer to progressive rockdom is KDMG/Des Moines, which flipped from Gold a little over a year ago. Like his peers, PD Roger Summit refers to his format as "adult."

## 6

People's ears don't
fall off after they turn 30 or 40 . Their priorities just

## change.

-deff Damon

## 99

"I compare it to someone's home record collection, which includes everything from alternative to classic rock to jazz. It's similar in feel to progressive radio of the past, but it's much more scientific. At the original stations, the jocks would walk in, grab the music they wanted to play, and away they'd go. You'd end up with six different radio stations. Now there's quite a bit of pre-programming to make sure you get a good mix and rotation.
"We're fairly strict when it comes to letting the jocks choose music - I use Selector - but I do allow some leeway. They're more than welcome to grab stuff from the library and substitute songs that will fit, and most of them know what they can and can't get away with. You don't want to get too scientific."

Summit describes KDMG's tar get audience as " $25-44$, middle-to upper income. We know we're reaching them, because they're primarily the type who show up at our events. We've got this orthopedic surgeon who calls about every other day to request music while he's operating.
"We do skew younger at night. We're surrounded by a number of colleges, so there are plenty of 18 24s here. We get tremendous re sponse - from teenagers to 45 -
year-olds - to our Friday night al ternative show.'
Unlike Fredericksen, Summit doesn't have a problem with the word alternative - the station's main positioner is "The music alternative." Another is "Music you thought you'd never hear on the radio."
Despite positioning itself as alternative, KDMG doesn't get into station name-calling or competitive worries, according to Summit. "Not that I don't monitor them from time to time, but I just figure if I'm focusing too much on them I'll lose touch with our station. Besides, no one will play most of the stuff we play."

If Des Moines isn't the first market that comes to mind wben you think progressive radio, you're not alone. "The people in the radio and advertising industries here thought it would never work," Summit says. "And it's not as though we're getting big numbers in Arbitron. (KDMG earned a 3.7 in the Fall '91 book.) But the retailers know it's working. The music stores say it's been like Christmas since we signed on. We promoted a Lyle Lovett concert, and it sold out in 45 min utes.
"When you start a format like this you've got to forget Arbitron and come up with your own research. This is a quality-driven format, not a number-driven one. You've got to train your salespeople to love the format and get behind it.'

## Progressively <br> Conservative

The most recent convert to the format is WVGO/Richmond, which switched from Gold six months ago. Providing "real rock 'n' roll variety," 'VGO is also the most conservative of the stations discussed here, attempting to capture


UNDERGROUND RADIO - WBYR/FI. Wayne morning dudes Elvis (I) and Hammer (r) broadcas! from a 36-year-old bomb shelter that had previously been sealed for over two decades. The entire shetter was later taken to the Smithsonian Institute.
the spirit of progressive radio while playing things as close to the vest as possible.
"We never use the word alternative," says MD Dal Hunter, one of eight defectors from crosstown AOR WRXL. "We very much want to be perceived as a mainstream adult station, targeting $25-54$. AOR has gotten so stale that all we have to do is provide just a little originality and the audience perceives it as new and innovative."
Other than dropping in an occasional request, WVGO's jocks stick with a computerized format. According to Hunter, 'VGO shares about $50 \%$ of its music with WRXL - shying away from hard rock, "corporate" rock, and "' 60 s flower power acoustic stuff."
"We're much narrower right now than a station like KBCO/Denver." Hunter says. "Their library is so wide and deep. That's something I could see us going to at some point, if the market dictates.

But we're only six months in, so we've got to take baby steps.
"We didn't want to go in too wide, because then we'd have to tighten it and that would be a negative. We're still playing an awful lot of music no one was hearing in Richmond, unless they were listening to the college station. So we had everything to gain by coming in with a pretty tight system."

Another reason for moving cautiously: 'VGO operates sans music research. "Right now we're just going on our collective experience in the market. A lot of it is just gut."

A typical WVGO hour contains three to four currents, a similar number to other progressive types. While that may seem like a low percentage, Hunter notes, "It's actually what a lot of AORs were doing a few years ago. Many of them are so classic-based now that three to four currents seems like a lot of new music."


FRANK JAXON, PD KZRR/ALBUQUERQUE
WHAT WAS THE FIRST RECORD YOU BOUGHT? F: ELTON JOHN, "Empty Sk's'
WHO WAS THE FIRST RADIO PD TO TAKE YOUR CALL? F: Bill Mortemer of KDOQ/Albuquerque, a Country AM WHAT WAS YOUR FIRST RADIO JOB?

## F: KDOQ

WHAT WAS THE FIRST CONCERT YOU ATTENDED?
F: PETER FRAMPTON "Comes Alive" tour WHAT WAS YOUR FIRST SEXUAL EXPERIENCE? F: My wife, on our fifth wedding anniversaryl

| \#1 Most Added 56/56 |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- |
| including: | WDVE | KAZY | KQLZ | KIOZ |
| KSebut 42 |  |  |  |  |
|  | KSAQ | KBPI | KGON | KOME |
|  | WWBZ | KLOS | KBER | KSJO |

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## UPTEMPO ADULT APPROACH

## Buffalo's WBLK Powers Through Fall Ratings

WBLK (Power 94) /Buffalo made an impressive showing in the Fall '91 Arbitron sweep.
WBLK's 12+ audience grew more than half a share from summer to fall, climbing 6.16.7. The increase was good enough to lift the station from seventh place (summer, $12+$ ) into a fifth-place tie with AC outlet WMJQ. In the $12+$ race, 'BLK now trails only Country WYRK (10.8), CHR WKSE (8.4), and AC WBEN (8.0). Incidentally, WBLK's sole format rival - AM heritage outlet WUFO - rose slightly $12+$ (1.0-1.4) during the same period.
Among 18-34s, WBLK bettered its summer showing by nearly half a point, to almost a 10 share. The station is now in a threeway tie with 'MJQ and AOR WUFX for third place in the demo, lagging behind leader WKSE by less than four shares.
PD Eric Faison, who's programmed Power 94 since last September, says the ratings boost came after the station redefined its target demo. "It was targeted 18-34 but sounded like a 12 -24-year-old station. It didn't sound half bad for [the demo] it was aiming for, But we wanted to 'gray' the station a little bit, targeting 18-49-year-old listeners and keying in on a $25-35$ female core.
"Basically, we made the station more listenable. We widened the target audience a bit and pulled rap out of mornings and middays."

## Night Work

WBLK has always been competitive in the 7pm-midnight cell, and its target shift, notes Faison, hasn't damaged the station's night numbers. In fact, WBLK increased 10.2-11.0 (12+) since summer '91, but lost its nighttime crown to WKSE (which moved 8.9-12.2), Faison credits decreased competition for young listeners as one of the main reasons. "We ['BLK and


Eric Faison
'KSE] are the only two contemporary stations in town. WMJQ was CHR at one time, but it's gone AC. So there are some additional shares to play with.
"Formatically, we're still targeted to a younger demo from 7-10pm. The 'Quiet Storm' kicks in at 10pm, but from $6-10 \mathrm{pm}$ we're pretty high energy and have the personality to match. So [the increased ratings] are just a [reflection] of the marketplace and some of the tunes we're playing. People are starting to gravitate toward our format."
More Ballads, Fewer Bells To distinguish WBLK from up-per-nines 18-34 competitors WUFX and WMJQ, Faison tightened the music and on-air delivery. "WUFX is an album station, Classic Rock. WMJQ is picking up a lot of $25-34$ year-old females. So we've gone back to ballads by artists like Tony Terry and played Lisa Fischer's 'How Can I Ease The Pain.' There were a lot of hit ballads that weren't being played at the station.
"We added those back into the mix, broadened the audience a little bit. and made the station a tad


PHYLLIS \& FANS - WBLK personalities introduce a lucky listener to Zoo Entertainment chanteuse Phyllis Hyman; (1-r) WBLK's Bryan Scott, Hyman, contest winner, and Power 94 's Frank Miller.
more female-friendly. We cut out a lot of the cliches and jargon from our delivery as well as all the bells and the whistles from our drops. We pulled all the effects off the drops."
Securing Houston's Bill Travis to voice WBLK's liners and drops was another feather in Faison's programming hat. "Bill does very few stations around the country. That's another plus we have; we're not using the same old guys. We also pulled all the effects from Bill's delivery. We toned it down, had him 'talk' to us rather than scream and holler with sound effects."

## Promo Profile

Faison says that when it comes to promotions "we try to do as much as we can, but we're not that active. We do some things to keep a buzz as far as on-air promotions are concerned. But I'm now trying to gear the station toward doing things off the air.

## K

We made the station more listenable ... We added [ballads] back into the mix, broadened the
audience a little bit, and grayed the station a tad to make it more female-friendly.
"For example, we have a database of listeners we're going to send a direct mail piece to, prompting them to listen to the station at a particular time to win some money for knowing or hearing a particular song or phrase. [The contest] rewards people for being loyal listeners and for participating in whatever contests we play. [Doing this] takes the color away from all the on-air contesting other stations do."
WBLK is also involved with sports-oriented promotions. "When the Bills were on the [Super Bowl] road in Minneapolis, we had wide receiver James Lofton doing reports for us twice weekly during morning and afternoon drives. We

## Coming Soon

A look at markets with only one Urban station (AM or FM) or no Urban outlet at all. The results may surprise you.


SEXED UP - Color Me Badd group members gather around WBLK MD Roger Moore (back row, far right) following the Giant band's benefit performance at Toronto's Club Tropimar
were able to piggyback on the Bills' good season.
"We don't deal with the Sabres too much; there's a perception that our audience isn't involved in hockey, but we're combating that. We're trying to get some kind of affiliation with the Sabres because they look like they're a team on the move, Buffalo is on the verge of getting a major league baseball team and [ local minor league baseball team] the Bisons are big now. I was talking to my GSM the other day about some things we're planning to do with the Bisons.'

A 'Kinder' Station
All told. Faison would like to see wBLK receive a little more re-s-p-e-c-t for its programming and promotional activities. "The station has always been active and involved in the community. I'd like to see us take that to another level and get a little more credit for things we do in our community. We've always done things without much fanfare.
"We're trying to be a kinder, gentler radio station. One of the things I'm picking up from research is that people don't want to be smacked in the face all the time. That's not to say we want to become a background station. We can be fun, entertaining, and up-


IT'S ABOUT THE KIDS - Buffalo Bills wide receiver James Lofton (l) and an excited WBLK listener enjoy a talk with good ol' St. Nick during a WBLK Christmas promotion.
tempo without being abrasive and loud. That's what we're aiming for; our approach - the way we talk to people - is pretty adult.
"We still call ourselves Power 94; that's valuable and means something to people in this market. But we don't go overboard with tieins - Power this and Power that and use cute little catch phrases 66

## We're trying to be a

 kinder, gentler radio station . .. People don't want to be smacked in the face all the time.98
that adults really don't give a damn about. That's not to say we're not a fun radio station; we are. Our personalities and the way we deliver the product make it fun.
"The music is pretty much on target. MD Roger Moore has a great feel for flow and tempo. We have personalities, but music is the real star. The station is fun and very easy to listen to - a companion that people are very comfortable with. It's a foreground station.'

# chaka 

sings the words you always wanted to hear:

MIKE KINOSIAN

# WIKY's Kichy Fall Performance 

As usual, AC stations both within and beyond the Top 100 markets turned in winning fall performances. This week: snapshots from two $100+$ market success stories.

## Hodgepodge Adjustment

Several years have passed since B/EZ WIKY went AC in Evans ville, $\operatorname{IN}$ (market No. 144). A unique music mix preceded its current. more conventional approach to the format.
"You'd hear an MOR instrumental, followed by Frank Sinatra, and then Huey Lewis," recalled PD Joe Blair. "When Steve Edwards came in as President [of parent South Central Communications], he hired the Research Group, and the decision was made to go Soft AC.'

## AC Reporting Panel Grows

Effective last week, five new reporters joined R\&R's AC panel. We proudly present our newest members and a brief recap of their fall Arbitron ratings.

## P1

WPNTIChicago
Market \#3
PD: Harv Blain
(312) 440-3100

38 rated fall signals
18-34: \#10
25-54: \#14
35-64: \#15
KOXTISan Antonio
Market \#35
PD: Mike Scoti
(512) 220-3100

32 rated fall signals
18-34: \#8
25-54: \#4
35-64: \#3
P2
WJLKMonmouth-Ocean
Market \#44
PD: Gary Guida
(908) 774.7700

40 rated fall signals
18-34: \#5
25-54: \#2
35-54: \#1

## P3

KYMG/Anchorage, AK
Market \#168
PD: John Roberts
(907) 272.5945

16 rated fall signals
18-34: \#6
25-54: \# 4
35-64: \#6

## WLORTToledo

Market \#73
OM: Steve Kendall
(419) 244-8321

22 rated fall signals
18-34: \#8
25-54: \#6
35-64: \#3

## WIKY/Evansville Music Monitor

11am
MICHAEL MARTIN MURPHEY/ What's Forever For
MICHAEL BOLTON/HOW Am I Supposed To Live Without You MELISSA MANCHESTER/DON't Cry Out Loud
WHITNEY HOUSTON/The
Greatest Love Of All STEPHEN BISHOP/lt Might Be You RENO \& WILSON/AImost Paradise ELVIS PRESLEY/Kentucky Rain LUTHER VANDROSS/Here And Now
GARY PUCKETT \& THE UNION GAP/Over You
COMMODORES/Easy
SPINNERS/Working My Way
Back To You
CATHY DENNIS/Too Many Walls JOHN LENNON/Imagine
PETER CETERA/The Glory Of Love

Blair, whose roots are in Country (WXTU/Philadelphia and WUSY/ Chattanooga), came in as PD/ morning man. "We stuck with the format and, after some fine-tuning, we found it worked when it was done right. We don't talk over song intros, we play soft, easygoing favorites, and we always tell listeners the names of the songs we play."
In this fall's Arbitron, WIKY was Evansville's leading $25-54$ outlet, with better than a three-share advantage over format rival WKDQ. Among 15 rated signals, the latter was last fall's $25-54$ pacesetter, but slipped to No. 3 this fall.
"This is a very conservative, traditional market." Blair pointed out. "It takes time for someone to change his mind. We had to spend major dollars this fall for cume advertising; we ran lots of television."

Regarding 'KDQ, Blair commented, "It's all over the place. It'll play a current 'dance AC' song, followed by an oldie, and then a soft AC tune. It's not Soft AC, it's not Oldies-based AC, it's not much of anything.
"We selectively play currents we feel will fit our 'stationality.' If it's a soft, easygoing favorite, we'll play it, whether it's from the '60s, '70s, '80s, or today.'

A full-service feel still exists at the Bob Lowry-consulted station. "We have a very strong news image, and we mix in some humor and fun with the news in the morning," said Blair. "We have a fourman news staff, and ND Randy Wheeler is my morning partner."

WIKY slots morning newscasts every half hour (:00 and:30) until 9 am , then hourly through 5pm. A

30-minute news block ("Evansville In The Morning") airs 5:306am.

## Madonna Rolls 'Em

WIKY scored some national attention when the movie " A League Of Their Own" was being shot in Evansville, and one of the film's co-stars, Madonna, let fly with some disparaging remarks about the locale. "I did a segment on 'Entertainment Tonight' when they heard about my Madonna-bashing bit on the air," noted Blair. "After she made her comments, I opened up the phone lines and asked people what they thought. I reminded them it wasn't good to keep things inside them."
Before any such contention marred Evansville's sunny skies, however, WIKY worked with the producers of the movie. Blair explain-

## EVANSVILLE \& REDDING

## Small Market Profiles

The following summarizes the performance of WIKYI Evansville and KNNN/Redding, CA in this fall's Arbltron. For comparison purposes, stats for each station's format challengers are also noted.

WIKY's 35-64 lead over AC foe WKDO is more than 2-1. KNNN enjoyed a $31 / 2-1$ advantage over KARZ among $18-34 \mathrm{~s}$, and a $3-1$ edge $(25-54)$ over the combined totals of KARZ and KFXS.

*Station did not show in this demo.
ed, "We were the flagship station for 'extras' for the movie. We did remotes where we signed people up to appear in the World Series shoot at Bosse Field. The reason [the producers] picked Evansville was Bosse Field, which fit the era perfectly."

Crediting some of this fall's ratings success to a 32 -hour radio-
thon he did to benefit the city's food bank. Blair commented, "I interviewed all the local celebrities I could drum up, and they made their pleas for food. We raised 10 times more than we'd hoped; people came out in droves and really supported us. This promotion really helped us with listener recall and our image."

## Redding's Big Dog Barks

KNNN/Redding, CA first bowed October 26, 1989, and according to this fall's Arbitron, "K9" is the market's 25-54 and 18-34 leader.
"We haven't deviated from our original strategic plan," reported Station Manager Len Jarvela. "I don't know where our big 18-34 numbers came from, because that's not our target: Our target's 25-40. More than anything, it probably points out weaknesses in other stations in the market. This is a small market station, but we operate like we're in a large market."
According to Jarvela, the K9 handle (the frequency is 99.3) is one of the best things about the station. "It's been nothing but positive for us. I can't understand why other stations don't use it. An AOR calling itself ' K 9 ' could be the 'Rock \& Roll Animal.' Our first remote vehicle - the 'K9 FM Dog' was a '49 DeSoto. It cost too much money to run. so we gave it away in a contest."
Calling K9's musical approach "conversative," Jarvela commented, "We only play 12 currents at a time and are basically using the same [oldies library] we started with. We try to test our music once a year." He estimated K9's base library to be 800 songs.

## Competitive Complexion

KFXS and KARZ provide K9 with format competition. "KFXS has been a satellite-delivered station for a long time and has never garnered more than a three share," Jarvela noted. "It has a weak signal, doesn't have any money, doesn't promote, and doesn't market itself. As a result. it's never been a force in the market.
"KARZ has a weaker signal than KFXS. But before we arrived, KARZ was the AC leader. It doesn't put any money into the


Len Jarvela
product at all. Since it undercuts other stations on rate, KARZ doesn't have a good image in the market. When we first came on the air, we buried them. It's only gotten worse for them.'
Jarvela's confident about K9's resources, estimating his station spent $\$ 20,000$ this fall for promotion. He boasted, "There's no comparison between us and the other local stations. They can't keep up with us, because we're always do ing something. We have the highest overhead in town because we pay people better.
"Our facilities are the best in the North State. We do lots of television, little print, some direct mail, and no billboards. We always do a spring window sticker campaign and give trips to Hawaii as the grand prize. This spring. we'll give away another trip and a pickup truck."

## Delivering The

## Extra Effort

In a market the size of Redding (No. 206), community involvement can play a vital role in a station's good fortune. Not long ago, a K9-
backed project helped raise $\$ 14,000$ for the "Make A Wish Foundation." Jarvela noted, "In a town this size. that's phenomenal. We go way be yond running PSAs. We put together ad campaigns, produce pieces, and give public service groups airtime similar to commercial schedules. We try to help nonprofit organizations achieve their objectives as much as possible, just as we do our advertisers."
KNNN isn't averse to trying new things. As Jarvela said, "It's not that we're arrogant, but we're not afraid to flex our muscles. The other guys aren't going to do it, so we do it. Our promotions must pass a four-way test. They have to be fun, quality, professional, and entertaining."

## KNNN/Redding Music Monitor

AARON NEVILLE/Everybody Plays The Fool
FLEETWOOD MAC/Over My Head
herman's hermits/im into Something Good
DIRE STRAITS/Walk Of Life CATHY DENNISTToo Many Walls dan hartman/l Can Dream About You
DON HENLEY/The Heart Of The Matter
SMOKEY ROBINSON \& THE miracles/Tears Of a Clown JANIS JOPLIN/Me And
Bobby McGee
RICHARD MARX/Hazard
ROBERT PALMER/Mercy

## Mercy Me

MICHAEL JACKSON/Billie Jean CARLY SIMON/That's The Way l've...
POINTER SISTERS/Slow Hand GLORIA ESTEFAN/Cuts Both Ways

# Open Line America: The National Roundup 

For your entertainment and enlightenment, here's a compendium of tips and tidbits from around the Talk format:

## Debate That Wasn't

WWRC/Washington had to cancel a planned all-day Presidential candidate forum after the idea drew lukewarm response from the contenders.
Still, it was an interesting concept. The idea was to give each candidate one hour of airtime starting with an unedited opening statement, followed by host and listener questions. The order of appearance would have been determined by the order in which the candidates responded to invitations mailed by the station on the same day. The event was scheduled for February 27 - just five days before the important Maryland primary - and would have been carried on a statewide network.
WWRC OM Tyler Cox said, "I find it amazing that candidates claim the media filter their messages and deal in soundbites. But when you offer them an hour, including an unedited statement, it's 'ho-hum."'

T-Back Revolt
That Couldn't
WFLA/Tampa talker Carroll Sudler recently proved he couldn't get arrested if he tried. In fact. he did try. To protest Hillsborough

County's newly-nacted ban on cheek-revealing T-back bathing suits, the "Hot Talk" station sent Sudler and two lovely ladies to a Tampa dance club clad in nothing but, yep. T-backs. WFLA OM Gabe Hobbs said the station had hoped Sudler would generate some press by getting arrested. Alas, the cops didn't bite and Sudler was left to frolic the night away in his itsy, bitsy - well, you know.
Putting Spots On The Spot KSL/Salt Lake City is mulling a weekly feature in which a station reporter would dissect a negative political TV ad to evaluate the accuracy of its claims and the strategy behind its use.

## Maximizing Free Media

One of the nice aspects of the Talk format is programming that can double as a promotional opportunity. Here are some helpful hints for maximizing media coverage of your station's notable activities.

- Make Contacts. Cultivate your local television NDs and print journalists. If the only newspaper re porter you talk to on a regular basis is the one who covers radio, you have a problem. At bare minimum, you should know the metro editor and the key local political re-
porters. If there is a local wire ser vice. television network, or CNN bureau in your town. get to know them as well.
- Be Proactive. Don't assume the other media are monitoring your station. When you have a hot guest or topic looming. call your press contacts. Give them as much advance notice as possible. Fax reporters a weekly schedule of upcoming guests and topics.
And remember, when a story of national interest is developing in your market. contact the national media and let them know your station is the place to get public reaction and quotes. Call the network evening news programs, the morning shows, "Nightline" ard CNN. Recently, allSports KJK/Seatlle captured some very nice coast-tocoast coverage during the debate over Nintendo's proposed purchase of the Seattle Mariners.
- Install An ENG Patch. This inexpensive device allows TV cameramen to take sound right off your studio board, making their job that much easier.
- Logo-A-Go-Go. Make it impossible for a TV camera to avoid your station's call letters. A mise flag is not enough. Hang a banner in the studic; put a station bumper sticker above the console in front of the host; and, most importantly, get those call letters near the blinking phone lights and VU meters.


# Cashing In On The Kiddy Craze 

Not long ago, The New York Times profiled the founder of Family Fun, a new magazine focusing on family leisure activities and travel. Last month, after only two successful issues, he sold the publication to the Walt Disney Co. Asked how he came up with the idea, the 32 -year-old entrepreneur noted simply that everyone he knew seemed to be having kids.
There's a message here for Talk radio. Why not consider adding a weekend specialty show dedicated to one of the hottest topics in the country today - raising kids?
Prcperly done, such a program would appeal to a broad range of young, well-educated listeners by connecting with them on a personal level, something the typical gardening, money, or home fix-it shows are incapable of doing.

## 'Family' Advice

Here are some thoughts on the type of parenting shows that could succeed:

- Make it a personality-driven, entertaining show. Don't let the program become overly serious or sickeningly sweet. Find a hip, young host who has an interest in the topic and a strong sense of humor - ideally someone who is a parent. A male-female duo might also work well
- Put some production effort into the project. hclude some preproduced reports and features; use relevart bumper music to open segments; create intros for regular feafures. Look to the Rush Limbaugh show for inspiration in this area.
- Regular elements of the show might include revews of children's entertainment like books, video-
tapes, and movies; tips on family day trips and vacations; medical minute-type features presented by a pediatrician; and financial reports that target the concerns of young parents. These segments could be hosted by local experts who would gladly appear just for the exposure Such reports are ripe for sponsorship sales. (Did you know children's books and bookstores are booming?

When? Saturday Mornings

- Air the show mid-Saturday morning when many harried parents are in their cars running errands.
- Don't get bogged down in agespecific topics. For example, don't spend 30 minutes on when a child should start walking. That's a tuneout for every listener whose child is already walking.
- Don't allow the program to become caller-driven. Calls should be used sparingly to advance a topic or discussion
- Remember the big people. Include information that appeals to the parents' own needs. Talk about things like sex in marriage, the strain of dual-income couples, working-mom guilt, etc. Give them ideas on where to go on those kidfree getaway weekends.


## On IBN, The Only Way Is Up!

The Independent Broadcasters Network is 24 hours, and offering - FREE - the best shows you'll find on radio. IBN Programs can make money for your radio station!


These hot programs are UP and running - helping radio stations across the country make money!
-Jack Anderson - The Dean of investigative reporters. 12 Noon to 1 PM, Monday through Friday, ET.
-The Sonny Bloch Shows - Sonny talks with callers about money, business, real estate and life. M-F, 5-9 PM and Sundays, 10 AM to 2 PM, ET. -Desperate \& Dateless! A fun call-in radio-romp that puts people together. America's hottest dating show! 10PM-12AM, M-F, ET.
-On The Road With Jeff Brooks - The premiere auto information show! Sat. 10 AM - 2PM, ET. Saturday belongs to Jeff Brooks!
-Good Day, USA! With hot talker Doug Stephan. Information, opinion \& energy in the morning, or great West Coast ovemight. M-F, 6-9AM, ET. -JIm Paris, Stockbroker, and J. W. Dicks, Attorney show their listeners via two-way talk how to achieve the American Dream, M-F, 2-3PM, ET. -Plus many more!

# Giant/Nashville Goes 'Home Sweet Home' 

As Giant/Nashville moves into its new 45 Music Square West headquarters this week, James Stroud, President of the six-month-old label, will celebrate by gearing up for the April 1 release of "Home Sweet Home" - the debut single from Giant's first-signed artist, Dennis Robbins.
Giant steps into the market with a limited four-artist roster, which Stroud says is the key to his entire approach and philosophy. He believes it will set the label apart from the others in Nashville. "Our No. 1 priority is the music." notes Stroud. "I'm very confident about who we've signed and what we're going to do.
"I'm trying to apply things I learned as a producer to Giant. I want to find quality music and artists and make them the priority. I do my production that way, too. I pay close attention to the artist and what his or her needs are; so far that's worked. I'm not going to do anything that differently - just try to enhance and expand upon what I did as an A\&R person and producer."

## Experienced Veteran

Stroud began his career in the mid-70s, producing Dorothy Moore's "Misty Blue." The effort earned him three Grammy nominations. His resume also includes successful stints as Director/A\&R for MCA/Nashville and VP at Capitol/Nashville. In addition, as an independent producer, Stroud has twirled the knobs for just about everybody under the sun, including Charlie Daniels, John Anderson, Little Texas, and JJ White, among others.
Although he found producing to be a rewarding experience, Stroud admits there's nothing quite like calling the shots. "I've always wondered what it would be like to make a creative decision and follow it through." he says. "Being the head of a label, I can now oversee the whole process. As an indie producer, I had to hand it off to someone else."
Stroud intends to keep his limited roster tight; only five to seven

COUNIRY FlASHBACK

## 1 YEAR AGO

- No. 1: "Two Of A Kind, Working On A Full House" - Garth Brooks


## 5 YEARS AGO

- No. 1: "Ocean Front Property" - George Strait


## 10 YEARS AGO

- No. 1: "The Clown"


## 15 YEARS AGO

- No. 1: "Southern Nights" - Glen Campbell


James Stroud
releases are planned this year. He insists that keeping such a tight rein will ensure the best possible success for his artists. "It's hard enough to compete outside of a label in radio. But it's even harder when you have two or three people on the same label putting out the same type of music."

## Radio Report Card

In addition to Robbins (whom Stroud describes as "a stylist with a raucous, edgy kind of sound fun, slinky, and aggressive"), the label also boasts Tim Mensy (a songwriter in the traditional vein), Rhonda Vincent ("a female Vince Gill"), and Libby Hurley (less traditional, with more of an on-theedge feel).
Stroud says Giant releases will be spaced in order to give each of his artists the best possible shot on the charts. What's more, Giant staffers - both locally and within the WEA distribution system will have to become acquainted with the artist before his or her initial release. "That way, they'll know exactly what our artists are about before we put out product. and they can apply their knowledge of the artist to what they do in their jobs."
Stroud, who's planning radio and WEA branch tours for both Robbins and Mensy, is counting on radio to issue him a report card. "If I'm doing well, I want to hear it. And if I'm not doing well, I want to hear that. too. People in radio are in touch with listeners, record buyers, and fans. I value their opinions. I know they have a tough job - being inundated with great product from everybody - but I fully intend to compete. And I fully intend to win."

Black Battles Ham, BMG
Country superstar Clint Black has filed a federal suit against his former manager, Bill Ham, seek ing $\$ 5$ million in damages. Black has also asked the court to declare three contracts he had with Ham "unenforceable.
Black's suit, which also names Ham's Texas-based BH Associates


SPIRITED CELEBRATION - BMI recently held a No. 1 party for Travis Tritt and Marty Stuart's "The Whiskey Ain't Workin"' at its Nashville offices. Sharing a chuckle during the proceedings are (l-r) BMI's Roger Sovine, Tritt, cowriter Ronny Scaife, and Stuart.
and Hamstein Music Publishing. was filed Thursday (3/12) - two days after BMG Music asked a federal court to force Black to continue recording for BMG-owned RCA.
According to published reports, BMG claims to have an "inducement agreement" that binds Black to RCA regardless of management changes. Black, who severed ties with Ham in January, allegedly informed BMG that he no longer considered his recording contract enforceable.
Black's suit further claims the singer didn't participate in the original negotiations with BMG in 1987 and that he signed a document - which he allegedly did not read - at the bidding of a Ham associate because he feared recording would cease if he didn't. The singer also charges that Ham manipulated Black's recent concert sponsorship with the Miller Brewing Co. in order to secure additional commissions.
"I put my trust and faith in Bill Ham and expected that he would always act in my best interest. It was shocking to discover the financial aspects of my business relationship with Mr. Ham were grossly one-sided and served to advance Mr. Ham's personal interest at my expense - financially and professionally." Black said in a prepared statement.
Incidentally, Black has recorded two LPs for RCA, "Killin' Time" and "Put Yourself In My Shoes," both of which have sold 2 million copies.

## In Performance

Black, Alabama, Garth Brooks, Alan Jackson, Reba McEntire, Lorrie Morgan, and Travis Tritt are set to perform during NBCTV's live telecast of the ACM's 27th annual awards show April 29. Black, Morgan, and Tritt will host the program, which is also scheduled to feature live sets from all nominees in the male/female newcomer categories: Brooks \& Dunn, Paulette Carlson, Mark Chesnutt, Billy Dean, Diamond Rio, Joe Diffie, McBride \& The Ride, Ronna Reeves, and Trisha Yearwood.
And . . . Black, Gill. Jackson, Chet Atkins, Mary Chapin-Carpenter, Emmylou Harris, author Garrison Keillor, Kathy Mattea, Mark

O'Connor, Riders In The Sky, Kenny Rogers, Ricky Skaggs, Randy Travis, and Hank Williams Jr. are among the stars slated to appear on an upcoming CBS-TV special honoring the roots of country music and its most revered artists.
The two-hour broadcast, which coincides with the Country Music Hall of Fame's 25th anniversary, will be taped live April 1. No air date has been set yet.

## Bits \& Pieces

- Look for Gary Mortis to play a doctor and possible Dixie Carter love interest on CBS's "Designing Women" in the next few weeks. The role could develop into a recurring one. Meanwhile, Morris recently appeared on NBC's "One On One With John Tesh" and is set to host four hourlong TNN specials (March 31-April 3) on nations emerging from communism.
- Ricky VanShelton will serve as celebrity host during the American

Cancer Society's "Roast and Toas For Jerry Thompson" on April 15 at Nashville's Loews Vanderbilt Plaza. Thompson, a veteran Music City journalist who's battling cancer, arranged Shelton's first audition with CBS/Nashville in 1975, and the two have been close friends ever since. Shelton will perform a song written especially for Thompson at the event.

- Songwriter Pat Alger ("The Thunder Rolls," "Unanswered Prayers") will speak at the next session of the Songwriters Guild Foundation's Ask-A-Pro series on March 25 in Nashville. For more information. contact Debbie McClure at (615) 329-1782.
- Congratulations to Lionel Cartwright, whose recently released "Family Tree" single should have even more meaning for him now that he and wife Cindy are the proud parents of a new boy, Mason Glenn.
- Lorie Hollabaugh


## MUSIC MEMO

## Billy Joe's Royal Return

Billy Joe Royal recently released "I'm Okay (And Gettin' Better)," his first single in more than 15 months. The singer's forthcoming self-titled Atlantic/Nashville LP, due to hit music stores March 17, also features covers of the pop song "Just When I Needed You Most," Walt Aldridge and Susan Longacre's "Familiar Pain" (recently released by Restiess Heart), and "Funny How Time Slips Away" (also recorded by Jimmy Elledge, Billy Walker, Narvel Felts, and Willie Nelson, among others).
"Sacred Ground," McBride \& The Ride's new single from their upcoming LP of the same name, was cowritten by Vernon Rust and Brooks \& Dunn's Kix Brooks. The LP will include six songs that lead singer Terry McBride co-wrote with such notables as Kostas and Gary Nicholson. Also included: a remake of the Doodle OwensIDallas Frazier classic "All I Have To Offer You (Is Me)," a Charley Pride hit in 1969.

- MCA/Nashville newcomers the Mavericks offer a couple of classic covers on their debut album, "From

Hell To Paradise, ' set for release May 12. The foursome will give the treatment to 'Excuse Me (I Think I've Got A Heartache)" (a Harlan Howard/Buck Owens hit from 1960) and the Hank Williams Sr. standard "Hey, Good Lookin'." The LP will also feature a handful of the band's own compositions, including "I Got You" (cowritten by Maverick Raul Malo and Radney Foster) and "This Broken Heart."

- Matthews, Wright \& King's recently released Columbia/Nashville debut single, "The Power Of Love," also appeared on JJ White's debut album under the titte "Have A Little Faith." The tune, which was JJJ White's first single, was written by Walt Aldridge.
- Norman Lee Schaffer's first single, "The Way She Said Goodbye," was co-written by Paul Nelson, Don Gibson, and Carol Chase. It appears on Schaffer's eponymous Intersound Records release along with a Paul Overstreet/Don Schlitz composition ("There's No Heart So Strong") and a cover of the Poison hit "Every Rose Has Its Thorn."


Radio has made this a great year. Now, two ACM nominations:
Top New Male Vocalist Song Of The Year - Somewhere In My Broken Heart

Thanks for your Vote of Support.

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## CRS NOTES

## Garth, Germs, And Assorted Gems

Another Country Radio Seminar has come and gone. And each year it takes a little longer to recover. The panels, suites, and music were all great. Here are a few observations about one of the best seminars ever.

## Great Garth

By now, everybody's heard the story about how $300-500$ people were turned away at the Super Faces show. But have you heard the other Garth Brooks CRS story? During the opening day's artistattendee taping session, more than 100 radio folks armed with tape recorders were still standing in line at Garth's booth when the cutoff time came. Garth asked CRB Exec. Director Frank Mull to set him up in a hotel room in order to continue. Mull obliged, and Garth spent the next two and a half hours doing liners for Country radio, not stopping until every person who had been in line was accommodated. Still wonder why he's the best?

## Germ Factor

Is the CRS turning into another Fan Fair? Label reps are concerned because artists are concerned. Stars on their way to radio events used to walk down the Opryland Hotel's halls without so much as a flashbulb going off. Now they're being mobbed for pictures and autographs.

Labels are also concerned about the number of non-industry people slipping into the parlor rooms where artists are showcasing, primarily for radio. One VP/Promo tion in particular was very upset about having spent more than $\$ 50,000$ to put a priority act in front of a radio crowd only to discover that many couldn't get in the room.

What's happened is this: As labels have moved to bigger rooms to inject more and more music into the seminar, an increasing number of local fans (aka germs; pro nounced with a hard " $G$ " rather than a " $J$ " sound) have been showing up. Plus, the seminar gets a lot of local press - in advance of and during the confab. Nashville TV outlets even broadcast inserts from the opening cocktail party.
One promoter told me that while he was filling up his car with gas on the way home from the CRS on Sunday afternoon (3/8), the cashier told him that she spent the whole week at the seminar
Increased security will be a priority in coming years. Also, it's a strong possibility that radio personnel will have priority at all music-oriented events, including entry to the Super Faces show.

## Off-Campus Concerts

The above problem has many labels referring to the "RCA Solution." For years, Nipper's crew has hosted a showcase aboard the General Jackson showboat. Limited seating on the river beauty dic-

tates that it be an invitation-only event, which allows RCA to guarantee its most important clients radio - a seat for the show

Arista followed suit this year with an invitation-only showcase at the Opryland Hotel's Springhouse Golf Club
Both events were well-attended but not overcrowded - a welcome respite from most of the other mu-sic-oriented festivities at the hotel. If labels don't get security satisfaction, look for more of them to head "off campus" to ensure their target audience is served.

## Music, Suite Music

There was more live music in suites and other places this year than during previous seminars. Among those performing were MCA's Marty Stuart, Lionel Cartwright, and surprise guest Jimmy Buffett; Arista's Steve Wariner; a number of new Mercury acts, including Billy Ray Cyrus and Jeff Knight; Atlantic's Martin Delray and Karen Tobin; and Epic's Dixiana and Ellis Brothers.
The Unistar suite was swinging all week, with Mark Chesnutt, Lit le Texas, Collin Raye, and Garth Brooks singing while partygoers munched on chicken served by Kenny Rogers. And, as usual, the RCA boat cruise was a delight as newcomer Martina McBride and Aaron Tippin performed.

## Singin' What?

Arista's showcase was also unique. Hosted by newcomer Lee Roy Parnell (who performed a full set), the first annual jam session also featured one-song performances by most of the label's artists. (Brooks \& Dunn and Pam Tillis didn't appear, however, as CRS rules forbid artists on the New Faces show from performing at other times during the week.)
For those of you wondering why Alan Jackson sang "Cajun Baby" instead of a current hit or his next single, well that was part of the fun: The artists weren't allowed to sing their own material. Thus revelers were also treated to Michelle Wright's version of "When A Man Loves A Woman" (Michael Bolton, eat your heart out), Diamond Rio's "Walking In Jerusalem," and newly signed Radney Foster's rendition of "Walk On By," among others.

The highlight of the night. though, was an incredible version of Parnell's "Oughta Be A Law," featuring a super guitar jam with Parnell, John Jorgenson, and Diamond Rio's Jimmy Olander.

## Super Faces

As best as anybody can figure out, a number of factors contributed to what's been dubbed the "Thursday Night Fiasco," when hundreds of ticketholders were turned away from the Academy of Country Music-sponsored Super Faces show featuring Garth Brooks. Pick your favorite from the following:

- The ACM and Garth invited guests backstage prior to the concert, and these folks later took seats in the auditorium. As sponsor and performer, that's their privilege. But apparently nobody took that into consideration.
- The event was simply oversold. How could that happen? A CRB rep cited no-show factors as high as 40\%-45\% for past Super Faces performances. But did anyone seriously believe the no-show factor would be that high for the hottest act in all of music?
- A printer, with authorization from a CRB executive, ran off an extra allotment of tickets for his family and friends.
Perhaps the best story to come out of all this was a battle for Brooks tickets by Huntsville radio. It seems WBHP bought - as all registrants are allowed to do - an extra pair of Super Faces tickets with each registration. When crosstown WHVK heard about it, PD Jon Allen called the CRS office and was told that, while WBHP's action wasn't condoned, it couldn't be stopped. Allen explained the difficult competitive situation this put him in and was allowed to buy four extra Super Faces show tickets.
One has to wonder how many other markets this happened in and how much it contributed to the overflow crowd.


## New Faces

The New Faces show has evolved dramatically over the years. But never has change been more evident than with this year's event. There was once a time when acts on the show were really new faces. However, this year eight of the 10 performers had at least one top five record; five had scored at least one No. 1.
The consensus was that this year's New Faces show was the best ever. More than up to his annual task as emcee was Charlie Monk, who was funnier than ever. I'd share a few of his remarks with you, but this is a family trade publication.

Continued on Page 46


GET WELL, SANDY - The WOW/Omaha staff vaulted into action after Sandy Brooks, wife of superstar Garth, collapsed at the L.A. airport. Holding a giant get-well card bearing the signatures of thousands of fans are (l-r) morning man "The Real" Don Glaze, Production Director John Desjardins, middayer Ken Brooks, and PM driver Jay Daniels.

## HAVE YOU HEARD?

## Horton Named Barnstable's Best

WGNA-AM \& FM/Albany, NY OM/PD/ morning personality Fred Horton has been named 1991 PD of the Year by parent company Barnstable Broadcasting.
Barnstable President/COO David Gingold commented, "Fred's passion for his station and its audience, his incredible discipline, and just plain hard work have paid off in a big way this year." The WGNA combo finished No. $112+$ and $25-54$ in the Fall '91 Arbitron.

Barnstable also owns WGKXMemphis; WSLR \& WKDD/Akron; WHOM/ Portland, ME; WHLI \& WKJY/Long Island, NY; and WWKL/Harrisburg, PA.

## Programming

Alan Dean exits WMILMilwaukee for PD/PM driver duties at WPKR/Oshkosh, W. Also at the station: Former WYNE/Neenah, WI talent Charlie Hart comes aboard for momings, replacing Mike Reagan (who's now doing wakeups at KXIA/Marshaltown, IA); Jenny Nickel is new to evenings; and Deb Brague segues from evenings to middays ... KNFM/Midland-Odessa, TX Promotion Manager Woody Roberts has been promoted to the newly created OM post.

## Personalitios

KKIX/Fayetteville, AR PM driver Dave Crosier has left for swing/part time duties at KNIX/Phoenix; joining WKIX is Kelll O'Nell from middays at KLAZ/Hot Springs, AR . . . KEEN/San Jose PD Julie Stevens has moved to crosstown KRTY as Promotion Director/middayer; Karyann Hamilton shifts from middays to nights, replacing Terl Lake.
WGTO/Daytona Beach night jock Mark Gunder is now Production Director/middays at WYGC/Gainesville, FL

Cindy Yeager has been upped from partime to middays at WVAM/A1toona, PA . . . WGLO/Peoria, IL part timer Troy Hamilton has crossed town for afternoons at WXCL.
WWVA \& WOVKWheeling, WV's new OM Tom Miller is doing mornings at WWVA; combo PD Bill Berg segues from middays on WOVK to middays on UWVA; WWVA morning man Charlie Mitchell moves to middays at WOVK
dennifer Knight is now doing the gam-noon stot at WTNV/Jackson. TN: Walter Scott joins as Production Director noon-3pm talent.
WKX/Birmingham recently switched from satellite to live. Its on-ar lineup in.

horton honored - Fred Hotion (i) accepts the Barnstable 1991 PD of the Year award from President COO David Gingold.
cludes Paul Scott, overnights; PD Zack Owen, mornings; Ken Michaels, middays; Rick Stone, PM drive; and John Steele, evenings.

## Congratulations To .

- Country Joe Flint, who's celebrating 21 years with KSOP/Salt Lake City. In addition to his radio show, Joe hosts a syndicated country music TV show, publishes the "DJ Almanac," and owns an all-country music store. And in his spare time
- Elmer Akins started KVET/Austin's "Elmer Akins Gospel Train" program 45 years ago this month. The show still airs every Sunday.
- KRMD-AM \& FM/Shreveport was recently named Metro Market Station of the Year by the Louisiana Association Of Broadcasters.
- CKBY/Ottawa, Ontario, Canada will soon be celebrating its 20th anniversary and is looking for congratulatory audio/video messages. Contact PD Ted Daigle at (613) 238-6862.


## Welcome To . .

- wxXa/Freeport, IL. The station, which serves the Rockford market, recently switched to Country from Clas sic Rock. Send greetings to Tim Carney, President/GM; Michael Wois, PD/ mornings; Casey O'Brien, MD/overnights; Carla Coulter, middays; Nick Shannon, afternoons; and Elien Brennan, evenings.
- WDJR/Dothan, AL has changed to Country and is aiming at market leader WTV's 29.5 12+ share (Fall '91 Ar. bitron).


RCA / Nashville is proud of our first single "Rock My Baby"
Country radio will be proud of our first album Long Time Comin'

Available in May on RCA


RIDIN' HIGH - MCA's MCBrlde \& The Ride pick up the spirlts and approval of KKAT/Salt Lake City MD Jim Mickelson; (l-r) Terry McBride, Mickelson, and Riders Billy Thomas and Ray Herndon.


MIDLAND STYLE - Mercury's Sammy Kershaw cruises in Cadillac style while visiting KNFM/Midland-Odessa, TX; (1-r) PD Spencer Bennett. Kershaw, MD Julie Rich, and Mercury's Cindy Brock.


RONNIE RALLY - WSAQ/Port Huron, MI staffers and relatives greet Curb's Ronnle MCDowell prior to a recent concert; (1-r) Sharon Harris, evening jock Tim Harris, Promotion Dlrector/PM drlver Brian Harper, McDowell, newswoman Ingrid Mayar, and Mayar's sister Heidi.


HOW TO PICK UP CHECKS - Epic's Doug Stone (II, who performed a benefit concert at Ft. Worth's famed Billy Bob's to raise money for the victlms of recent Texas floods, presents a $\$ 15,000$ prize to club GM Billy Minick (c) and KPLX/Dallas personality Tim Hart.


TWO-BIT TRICKS - Still looking for someone who cares, WB's Travls Tritt (c) offers a quarter to KSCS/Dallas MD Bill Reed (I) and OM Ted Stecker. Reed declined; Stecker accepted, complaining his allowance doesn't go very far these days.


RESTLESS REWARD - WRMJ/Aledo, IL PD Mike Robinson (c) made the trek to Cedar Rapids, IA to catch Restless Heart in concert. Rewarding Robinson with a photo op are (l-r) Restless Heart's Greg Jennings, Paul Gregg, and John Dittrich, and RCA's Bart Allman.


TV TIME FOR TRACY - Atlantic's Tracy Lawrence, in Corpus Christi for a video shoot, plcks up pointers from KRYS/CC PD Scolt Ward (seen here showing his best side, of course).

## Garth, Germs, Assorted Gems

Continued from Page 44

Good Move
Is there a more perfect place for the DJ Hall of Fame presentation than the CRS New Faces show? It's great to see the CRB embrace the ceremony, which, except for the herculean efforts of one of the hall's founding fathers, Chuck Chellman, was dangerously close to fading away.

Congrats, of course, to KVOO/ Tulsa OM Billy Parker on his induction. Former KWJJ/Portland, OR personality Sammy Taylor was the posthumous inductee. Parker's acceptance speech was most heartwarming. But it's too bad folks weren't notified in advance of Taylor's admittance so that some of his background and accomplishments could have been offered to those of us who didn't know him.

## Odds 'N' Ends

- Gesture of the week: K.T Oslin. While responding to an attendee at the "Industry Women Getting the Competitive Edge" roundtable, Oslin stood up, grabbed her crotch, and explained.
"Honey, sometimes ya just gotta have balls."
- Most controversial line of the week: Warner Bros. West Coast promoter Bruce Adelman. During the "Friday Morning Music Meeting" panel, Adelman responded to a question regarding the release schedules of singles and videos by quipping, "The world of country music does not revolve around you [Country radiol."
With the room still buzzing, Adelman continued, "[We labels] will use any means we can to help sell product. If that means releasing a video before you have the single, then that's what we'll do."
- The week's scariest moment: WSTH/Columbus, GA PD Mason Dixon was robbed at gunpoint in the parking lot of the Opryland Hotel at 2 pm - in broad daylight. - Still unanswered question: Has Columbia promo rep Cindy Cunningham recovered her husband's eight-iron? It was inadvertently or so I hear - thrown into a Spring. house Golf Course lake by WHYL/ Carlisle, PA's Lincoln Zeve. The links some people go to for a laugh


## Congratulations,



# The fans called...they care! 

 Your \#1 hit Here's A Quarter (Callsemeone Who Cares) was just voted "Song Of The Year" Music City News Country Songwriter's AwardAnd congratulation wi your 5 ACM nominations-

- Single Record Of The Year • "Here's A Quarter (Call Somevinewh Cares)" - Album Of The Year • IIt's All About To Chinte
- Song Of The Year • "Here's A Quarter (Call Somequelthw Cintes)"
- Top Vocal Duet ; Travis irrittMarty stturit.
- Video Of The Year •"Anyipore' - Directed by Jacdicole -
"See Travis Tritt with co-hosts Clint Black and Lorrie Morgan on the ACM Awards, April 29th on NBC."



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 PERSONAL AIR TALENT CONSULTING
Dan O'Day is accepting a limited number of air personalities for personal consulting: show structure, job-hunting, resumes, contract negotiations, aircheck review, career planning. Short-term, affordable. For info, leave name \& mailing address at (310) 478-1972 for a confidential reply. tt's your career; why not go with the best?


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## PROMOTIONS



## $R R$

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OPENINGS
OPENINGS

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Send resumes and inquiries to: Ron Rodrigues, Managing Editor

Radio \& Records
1930 Century Park West
Los Angeles, CA 90067. EOE

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NEEDED: Female AOR 3OK, CTRY morns 21 K , OLDIES 19K, CHR 17K, CR Sidekick 30K, TALK 29K. AC staff and NEWS small mrkt, CTRY morns 80K, etc. Placed talent in NM, TN, IL. Don't get frustrated -. find out why those we've placed come back to NETWORK when they're ready to move again. Unemployed or seriously looking only. STATIONS/COMSULTANTS, thanks for calling.
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WLVW sooks PT announcers. T\&R: WLVW, Kare
Box U. Salisbury, MD 21802-1197. (3/20) EOE
Seeking coop-vendor coordinator who is experienced and do tail-riented. RESUMES: WCTC/WMGO, Box 100, New
Brunswick. NJ O8903. $3 / 201$ EOE

Experienced ND sought for morning drive. Excellent pay and bene
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WCIZWNCO sooks afternoon talent/production director T8R: Tod Bilodeau, RD2, Gifford Road, Watertown, NY 13601. (3/20) EOE

Country WFRE seaks talent with promotional aptitudes. Righ person can advance up the ladder. TAR: WFRB, RT2, Bo 373. Frostburg. MD 21532. 13/20) EOE

ND and air talent sought for WLNH A/F. Immediate openings in Leke Winnepe saukee area of NH. T\&A
7326. Gilford. NH 03247. (3/20) EOE

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[^1]
# OPPORTUNITIES 

## OPENINGS

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We're not too demanding. All we require is a minimum of two years' radio promotion experience and/or related experience in sales, advertising, marketing, or public relations. You should also have strong detail, time management, writing, and people skills. Basic computer skills and experience with desktop publishing or database marketing would also be a plus. Oh, and did we mention that you have to live, breathe, eat, and sleep radio? If you've got what it takes and want to work at one of the country's most respected AOR's, get your package to Bob Bittens, Program Director, WHCN, 1039 Asylum Ave., Hartiord, CT 06105. EOE

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We're looking for a leader, teacher, motivator and closer. If you have retail and organizational skills, and can continuously develop new business, America's best sports marketers want to meet you. Resumes with cover letter and salary requirements to:

> WIP All Sports Radio

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Attn: General Manager
Equal Opportunity Employer

Seeking innovative, people-oriented general sales manager for New England AC FM. Need resourceful, experienced leader to lift vendor, local, and national to highest levels. Send complete resume and philosophy to WXLO, 104.5, East Courtyard, Worcester Center, Worcester, MA 01608. EOE

## SOUTH

Is your goon to be top talent at a 100 kw CHR? T\&R: WMXF. Box 470. Fayerteville. NC 28302. (3/20) EOE

Aggressive commercial company seeks entry level all-around FL 33317. (3/20) EOE

WNFI/CHR seoks morning knucklehead ASAP who would kill 10 win in morning drive. T\&R: WNFI. J.J. Duling, 801 W. Gra-
nada Blvd., 2201 . Ormond Beach. FL $32174.13 / 20)$ EOE

KLSF/Amarillo sooks bright AC talent for all shifts. T\&R: KLSF, 803 S. Rusk. Amarillo, TX 79106. (3/20) EOE

KCHXKIIOL CHR with LMA CR seeks AT with production. live and on-air experience. CALL: Mike. (915) 570-8833. 13/20)
EOE

WXFX/Montgomery seaks FT rock AT with production skills. T\&R: WXFX. Box 604, Prattville. AL 36067. (3/20) EOE

Seeking mature pro for on-arr with Contemporary Christian AC. Multitrack production a must. T8R: WJRX, Alan Kn
les. Box 9511 . Chattanooga. TN 37412 . 13/13) EOE

PERSONABLE! TOPICAL! FUN! ENTHUSIASTIC! EXPERIENCED! Florida Contemporary FM looking
for morning show host(s) with | tireless energy to win! Must enjoy working with public! T\&R: Radio \& Records, 1930 Century | Park West, \#560, Los Angeles, CA 90067. EOE

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If you're a top-rated adult morning team, we want to hear how you work the phones, character voices, comedy bits. Ideal for medium market team ready to move up. Send rating history, a tape showcasing your creative work, and resumes to: Radio \& Records, 1930 Century Park West, \#554, Los Angeles, CA 90067. EOE

Nighttime air talent for major Sun Belt AOR. At least one year medium/major market on-air experience. T\&R to Radio \& Records, 1930 Century Park West, \#556, Los Angeles, CA 90067. EOE M/F

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Funny, Creative, Seff-Confident
Entertaining, Crazy, Loves Radio, Likes to
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Can Capture Listeners Imagination, Loves
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News, Likes to Work Cheap!
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Send tape, resume, and philosophy to:

Mark St. John WAPI-FM 2146 Highland Avenue South Birmingham AL 35205

WAPHFM is an equal opportunity employer and ncourages minortiy and lemale applicants!


## MIDWEST

FS AC soaks afternoon drive talent with experience T\&R WBAT, Box 839. Marion, IN 46952 (3/20) EOE

## (97)

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Send tape and resume to:
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Marion, OH 43302 EOE
(614) 387-9343


Immediate opening for a marketing/promotion-oriented programmer at Barnstable Broadcasting's Long Island Oldies-based AC, WKJY-FM. Candidates must have a proven track record of success in personality-oriented adult music radio and know how to take a radio station to the streets. New York area suburban market radio experience is a major plus. Women and minorities are encouraged to apply. Rush T\&R with income history in confidence to: Jane Bartsch, VP/GM, WHLI/WKJY-FM, 1055 Franklin Ave., Suite 306, Garden City, NY 11530. EOE

## SOFT AC PD's

If you have vision, PD or APD experience, people and marketing skills rush materials to: Steve Nicholl, 219 McFarland St., Cincinnati, OH 45202. EOE. No Calls!

Heritage Top 10 Midwest AOR looking for midday or afternoon MEGA personality. Card readers need not apply. T\&R: Radio \& Records, 1930 Century Park Radio \& Records, 1930 Century Park
West. \#558, Los Angeles, CA 90067. EOE

Midwest medium market group seeking Soft AC, Oldies and lovesongs personality/production/ promotion pros for future openings. If you can relate to any adult audience and have a wide range of skills, we want to hear from you. T\&R to Radio \& Records, 1930 Century Park West, \#565, Los Angeles, CA 90067. EOE

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> Looking for a quality radio job? We are in constant, direct contact w/ almost every station in the country! We've placed broadcasters in great jobs just days after they contacted us! All experience levels and formats. Confidential. 201-865-2606. Coast to coast.
> Radio Placement Services.

Sales Manager needed for heritage rocker in Big 10 college town. Emphasis on teaching a young sales staff. Must be a team player, no prima donnas. Salespersons also encouraged to apply. Send resume and management style to WPGUFM, 204 E. Peabody Drive, Champaign, IL 61821. No phone calls please. EOE

Get a job? Need a jock? Put it in Opportunities - and get results! Call 310-885-4550.

## OpENINGS

onsersin
PROGRAM DIRECTOR
Milwaukee's Oldies FM, WZTR is looking for a program director who is ready to take us to the next level. If you're a promotion maniac, can lead by example, and are ready to roll up your sleeves, rush your tape and materials to: Dave Dunkin, Group Programming, Shockley Communications Corporation, 2306 West Badger Road, Madison, WI 53713. No calls please. Equal Opportunity Employer.

Midwestern CHR looking for afternoons, nights, parttime. We have the tools, you need the right attitude together we'll win! Music and research experience required. Perfect opportunity for team player who wants stability and the perks of a great company. Send T\&R to: Radio \& Records, 1930 Century Park West, \#562, Los Angeles, CA 90067. EOE

## WEST

KFFM/Vakima seoks T\&Rs for talent files. T\&R: KFFM
Adams, Box 1460. Yakima, WA 98907. (3/20) EOE KAAA seeks aggressive newsperson with sports ability. T\&R: KAAA. D. Hawkins, Box 3939, Kingman, AZ B6402. (3/20) EOE
KXFX seoks PO for top-rated No. CA AOR. T\&R: KXFX, Box 2158, Santa Rosa, CA 95405. (3/20) EOE

CR soeks eduh communicator for evenings. T\&R: KBFX 1777 Forest Park. Anchorage. AK 99517. (3/20) EOE

KZRAMIVA-Alouquerque seeks production wizard. T\&R: KZRQ. 10316 Edith Blvd., NE Albuquerque, NM 87113 (3/20) EOE

KERN-FM seoks FT air tatent. Production and promotion back ground a phus. T\&R: KERN-FM. Dave Dart, 1400 Eas
Drive, Suite 134, Bakersfield, CA 93309 . (33/20) EOE Moming co-host/newsperson sought for top.rated metro. fringe CHR. Females and minorities encouraged. T\&R: KA
2501 W. Avenue I, Lancaster, CA 93536 . (3/20) EOE

KRAB/Bakersfield soeks AOR talent. No calls. T\&R: KRAB. Chris Squires, 3701 Pegasus Drive. Sute 123. Bakerstield CA 9330B. (3/20) EOE

## IWO POSITIONS AVAILABLE

Resort FM station seeks on-air personality and news reporter/anchor, both with managerial experience. Send resume and air check to: Marie Munday, 305L AABC, Âspen, CO 81611. EOE

## MORMING MISSION STATEMENT

FOR A DOMINANT COUNTRY STATION:
Warm, friendly, lots of high-touch community involvement. Comedy not necessary, but a sense of humor is vital.
IS THAT YOU?
Rush tape and information to: EOE
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Positions Sought

Wanted... Bright articulate male and female voices to work as anchors and reporters for the nation's largest traffic reporting service. Full and parttime Minimum four years' broadcast experience. Call (213) 464-8400. EOE

## CAN YOU KEEP OUR 25 + SHARE?

Our medium market top-rated morning person has moved up the corporate ladder. To fill these shoes you must: love and live Country music, know how to have CLEAN, ADULT FUN on the air, be a team player at all times, have that star quality image (without an attitude) for our many promotions, and the ability to leap an occasional tall buidling. Your rewards will be a "station of the year" nominated staff to work and grow with, West Coast sunshine in a great community to live in, and compensation limited only by your performance. Teams, side-kicks, etc. definitely a plus. Beginners, "market-climbers" and prima donna s need not apply. Send three recent airchecks, resumes, photos, and salary requirements to: Radio \& Records, 1930 Century Park West, \#544, Los Angeles, CA 90067. EOE

## Positions Sought

Dynamic and rofrashing suburban Top 40 M/F morning drive
eeam seeks Top 75 Hot AC/CHR/AOR. GARY: 741.2414. (3/20)

Bright, energetic, dedicated, and award-winning radio news 287-9057. 13/20
market now. PETER: 17021027 4245. $13 / 20$
Creative nine-year pro major market experienced CHRNC/Jazz talent seaks PD/APD/MD in medium to small market. Jazz talent seeks PO/APD/MD
SKIP: (212) 465-3416. (3/20)

Let me phease youl Dedicated graduate with six years' on-aic and production, seeks airshift, responsibility, chance to ceed. Guaranteed! STEVEN: (516) 221.7042. 13/20
Solid 10 -yoar air personality seeks stable CHP/CR home. Pre fer Midwest. but
$235-8947$ (3/20)

Mujor manket repo
Full or PT with a Full or PT with any format/size in So. CA. DAVID: (213) 656 -0375 (3/20)

Make vour station sound great with voice of Lady Comets. 25.BI Ex-KTID/San Rafael weekender free for morning drive (3/20)
Bright, enthusiastic, new radio talent seeks to join a team and relocate DAWN (916) 666.6709. 13/20)

Currently swing/woakend in Philadelphia, Smooth, adult communicstor seeks FT gig with adult alterrative/NAC/Soft
AC. Team plaver. GREG: 1609 ) 646.4055 . (3/20)

Broadcazter with 18 years' experience seeks AC position. Prefer nights, but will consider all. Stable and dependable. PIKE: 19041) 255-6950. 13/20)

POSItIONS SOUGHT
POSItIONS SOUGHT

## AIAN GIIt Jote KABEL

They're putting pictures of missing milk cartons on my face. Filling in gorgeous St. Cloud, MN. Afternoons all this month. See, you don't you don't have to be unemployed to be a burden on society. My face has finally lost the will to live. Hey, I noticed by your calls that some of you don't know how to take a joke...steal 'em then! I've still got tapes from WAVA (nights/afternoons), WZOU. WLOL, (nights and afternoons) and Z95. I'm still filifn' and chillin'. Give me a call stuffed shirt tie wearing a corporate dude!

## 612-544-5099

1 live, brsathe and eat! Production/eomedian/AT hungry for
AC/CHR market to breathe in. Diverse experience, and sold commitment. AJ: (603) 448-5968. $13 / 20$ )

16 years' programming experience with CHR/FS. A real people person who is very locused. JAMIE: (515) $792-6449$ (3/20)
12-year seasoned AT with newshtall:/production/PBP experience seoks on air PD gig. Great pipes will go anywhere, but prefer FL. JAY: (419) 756-4897. (3'20)

3 clios, 14 addys, 22 years' expenence. Creative directort PO/OM/promotions director seeks new challenge. MIKE: (715) 359-0503. (3/20)

Ondies and production whiz with experience in remotes, news and comedy seeks AC/Oides/CR in Midwest or NW. PAUL (513) 256-1945. (3/20)
radio $G$ en our morning show was doing a 24 in AM 781.6608. (3/20)

Young burst of energy seeks summer fun CHR/dance station I'll bring the sunathine, ycu supply the beach OYNASTY: (901) $661.9540 .13 / 201$

NOT A GOOD MORNING SHOW A GREAT MORNING SHOW. The original "HARLEY WORTHIT" is immediately available. Hire him. Operators on duty twenty-three hours a day. Dial (612) 943-2069.

AT with almost two years' CHR ex serience seeks more ma-
ture format. Strong on Oldies. BRJCE: (3094) $725-8123$. (3/20)
Energatic femalo brondcast graduate seeks start with CHR format. NY/CT NJ areas preferred. What are you wating for EDEN: (212) 365-5605. (3/20)

Large market FS/Taim veteran with a rrack record, humorous writing/performing style and grow a the seets large mas ket team. 1301 431-1960. 13/20

Due to a format change two excellent employees are available. For a tape and resume contact Tom Ryder and Tim (Marshall) Engels. Both are CHR jocks; Tom doubles as music director and Tim also does play-by-piay. For references contact General Manager Bob Kelley or Program Director Bob Mays. WKTG, Box 338, Madisonville, KY 42431

$$
\text { 501-821-1 } 156 .
$$

Dedicarsd hardworker seaks on-alr gig. Experience include over two vears' FT overnights. All areas considered excep AK. MEL: (609) 522 -4531. 13/20)
 roon operation and production excellent. KEVIN: 1417 883-4050. 13/20)
Hardworking. pleasant professiona' willing to relocate. Con rol room operation and production excellent. CYNTHIA WITT: (4) 7 ) 466-7806. (3/20)
Arrention GMz! ! 've paid my dues a:, 10 -year AT/APD in a ma jor martet. Now seeking to conquer management. Lots of po rentral, let's win together. T. BELL: (718) 657-9136. (3/20 Hol room operation and jroduction exceilent. TOM: (417) 883-4060. (3/20)

## Attention PDs, OMs, NDs, GMs <br> Searching for Talent? CALL NATIONAL!

It's Qulck ... Easy ... and your only cest is a telephone call ... 205-822-9144. National represents hundreds of protessional broadcasters for all size markets and all formats. Announcers, news, sports, production. We can schedule a complete presentation within 24 hours of your call. Call Now - 205-822-9144.
$\frac{\text { NATIONAL BROADCAST TALENT COORDINATORS ACr }}{\text { Dept. R., P.O. Box } 20551 \text { • Birmingham, AL 35216 • (205) 822-9144 }}$ N!

Two-fors. Ha's a major market award-winning production pro, and she's a drive-time air personality. Both seek quie
stability somewhere with trees. (800) 972.0798 . $3 / 20$ )
Experienced news hound seeks new chatlenge. Please, ser ous news only. SHEILA: (309) 685-8036. (3/20)

Soeking next step up. AMDIAT for KUPD seeking MD gig a (3/20)
Wholl Stop and read this. Digital/multirrack production whiz with creative copy. character voices and an orgamized pro duction systern. JiM: (313) 521 1-7652. (3/20)

## perience. (813) 275-9918. (3/20)

## AT/PD looking

for the next step.
Aggressive team player that knows play is hard work. From Country to AOR, Tve done it all and I can do it for you. (615) 968-3548.

## R\&R Opportunities Display Advertising

Display $\quad \$ 75$ finch $\quad \$ 60$ /inch
Rates are per week (maximum 35 words per inch including heading). Includes generic border. II logo, custom border or larger heading is required add $1 / 2$ inch ( $\$ 38$ for $1 \mathrm{X}, \$ 30$ for 2 X ).

Blind Box \$100/inch 75/inch Rates are per week (maximum 35 words per inch including heading, box number and R\&R's ad dress). If custom border or larger heading is re quired, add $1 / 2$ inch ( $\$ 50$ for $1 \mathrm{X}, \$ 38$ for 2 X ) Rate includes generic border, box number, and postage/handling.

## Payable In Advance

Display \& Blind Box Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Ads must be submitted by mail except for credit card orders which are also accepted by fax: $310 \cdot 203 \cdot 8727$. Visa, MC, AmEx accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

## Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PST) eight days prior to issue date. Address all ads to: R\&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067. Fax: $310 \cdot 203 \cdot 8727$.

## R\&R Opportunities <br> Free Advertising

Radio \& Records provides free ( 20 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought

## Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PST), eight days prior to issue date. Free Opportunities listings should be typewritten or printed on $81 / 2^{\prime \prime} \times$ 11 " company/station letterhead and are accepted only by mail or fax: $310 \cdot 203 \cdot 8727$. Addres all 20 -word ads to R\&R Free Opportunities. 1930 Century Park West. Los Angeles, CA 90067.

# BREAKERS 

## EN VOGUE

My Lovin' (You're Never Gonna Get It) (Aico/EastWest)
85\% of our reporting stations on it. Rotations: Heavy 0/0, Medium 11/7, Light 64/63, Total Adds 70 including WBLK, WRKS, WDAS, WKYS, K97, WOWI, WIZF, WZAK, KKBT KTAA. Debuts at number 36 on the Urban Contemporary chart.

## MELI'SA MORGAN

Still In Love With You (Pendulum/Elektra)
72\% of our reporting stations on it. Rotations: Heavy 0/0, Medium 1/1, Light 62/62 Total Adds 63 including WUSL, WHUR, WEDR, WOWI, WZAK, WJLB, KKBT, Z93, WBLX, WJFX

## JODECI

Come \& Talk To Me (Uptown/MCA)
$69 \%$ of our reporting stations on It. Rotations: Heavy $1 / 1$, Medium 13/3, Light 47/21, Total Adds 25 including WBLK, WAMO, K104, WEDR, WGCI, WZAK, OC104, HOT105, WTUG, KJLH. Debuts at number 38 on the Urban Contemporary chart.

JERMAINE JACKSON
I Dream, I Dream (LaFace/Arista)
$66 \%$ of our reporting stations on it. Rotations: Heavy $0 / 0$, Medium 4/1, Light 54/20, Total Adds 21 including WAMO, K97, WZAK, WWIN-FM, WRKE, WOFX, WFXM, WDZZ, WMVP, XHRM.

## R. KELLY \& PUBLIC ANNOUNCEMENT

Honey Love (Jive)
64\% of our reporting stations on It. Rotations: Heavy 0/0, Medium 6/0, Light 50/23, Total Adds 23 including WBLK, K97, WYLD, WGCI, WCKX, WTLC, KPRS, WWIN-FM, OC104, wVOI.

## BOYZ II MEN

Please Don't Go (Motown)
$61 \%$ of our reporting stations on H. Rotations: Heavy 6/0, Medium 22/2, Light 26/14, Total Adds 16 including WRKS, WAMO, WKYS, K97, WZAK, WTLC, KPRS, KMJM, 293, KFXZ. Debuts at number 32 on the Urban Contemporary chart.

## BLACKSHEEP

The Choice Is Yours (Mercury)
$60 \%$ of our reporting stations on it. Rotations: Heavy $8 / 0$, Medium 24/0, Light 21/5, Otal Adds 5, K104, OC104, WRKE, WFXA, WQOK. Moves 34-31 on the Urban Contemporary chart

## KARYN WHITE

Walkin' The Dog (WB)
$60 \%$ of our reporting stations on it. Rotations: Meavy 0/0, Medium 23/0, Light 30/4, Total Adds 4, WDAS, WVEE, KPRS, WKKY

## NGWe, -Icrly

CAMEO "Emotional Violence" (Reprise) 52/2
Rotations Heavy 4/0. Medium 29/0, Light 19/2. Total Adds 2. WZAK, WJIZ Heavy WFXA, KOXL, WPLZ, KTAA Mediums clude K97. KBCE, WAT, WENN. WAGH Moves 39-37 on the Urban Contempor
SMOOVE "(Meanwhile) Back At The Ranch" (Atco/EastWest) 51/7
Rotations Heavy 5/0. Medium 17/0, Light 297. Total Adds 7. WAMO, WEDR. WKKV, KFXZ. WFXM. WALT. WTLZ Heavy KMJM, WXOK, WENN, WGZB, WJFX Mediums include K97. WJLB. KOXL. WCDX. XHRM Debuits at number 39 on the porary chan
GARY BROWN "Don't Make Me Beg Tonight" (Capitol) 50/11
Hotations Heavy 010. Medium 12/0. Light 38/11. Total Adds 11 including WBLS. K97. WTLC. KPRS. WWINFM, WATV. WJTT WOMG. WEUP, $Z 16$ Mediums include WJLB. KMJM. WFXE. WOFX, KIPR
KATHY SLEDGE "Take Me Back To Love Again" (Epic) 49/17
Rotations Heavy 00. Medium 3/0. Light 46/17. Total Adds 17 including WKYS. K97. WOWI. KPRS, WWINFM, WJIZ. KOXL JTT. WAGH, KIPR Medium WDAS, WZAK, KFXZ
OAKTOWN'S 3.5.7 "Honey" (Bust It/Capitol) 49/2
Aotations Heavy 110, Medium 24/0. Light 24/2. Total Adds 2, WAMO. WIKS Heavy WOIS Mediums include WXYV, K 104 K97. WOWI. KBCE
BIG DADDY KANE "The Lover In You" (Cold Chillin"/Reprise) 48\%
Aotations Heavy 10, Medium 10/0. Light 37/6. Total Adds 6. WKYS, WCKX. KMJM. WXOK. WEUP, WVOI Heavy W.JLB BROTHERHOOD CREED BHC "Helluva" (Gasoline Alley MCA) 46/3
hotations Heavy $8 / 0$. Medium 29/0, Light 9/3. Total Adds 3. WBLK. WJIZ. WOOK Heaves include KMJO. WOWI, WJLB Rolations Heavy $1 / 0$. Medum 29/. Lrght 9/3. Total Adds 3 . WBLK. WJIZ. WOOK Heavies include KMJO. WOW
Z16. BAS-NOIR "Superficial Love" (Allantic) 44/14
Rotations Heavy 00 . Medium 6/0. Light 38/14. Total Adds 14 including WIZF, KPRS. WXOK. WENN, WJTT. WAGH. WPLZ WVOI. KTAA. XHRM Mediums include WHUR, WTLC. OC104. WJMI, WCDX
OIGITAL UNDERGROUND "No Nose Job" (TNT/Tommy Boy) 44/2
Rotatons Heavy $4 / 0$. Medium 22\%. Light 18/2. Total Adds 2 including WGCI, WJJN Heavy KMJO WOWI, KMJM, WEAS lediums include KiO4. Kg. WiLC. OC104. WhKe Moves 40.40 on the Urban Contemporary chan
LISA TAYLOR "Secrets Of The Heart" (Giant/Reprise) 43 7
Aotations Heavy 000. Medium 1210 Ligh 31/7. Total Adds 7. WHUR. WYLD. KKBT. WJIZ WFXA WTLZ. KTAA Mediums
include WXYV. WBLS. WDAS. K97 WJLB clude WXYY. WBLS.
EL DEBARGE "My Heart Belongs To You" (WB) 39/6
Rotatons Heavy $0 / 0$, Medium B/O, Light 31/6. Total Adds 6 including K97, KBCE. WATV. KIPR, KJMS WJFK Mediums TEMPTATIONS "Hoops Of Fire" (Motown) 37/3
TEMPTATIONS "Hoops Of Fire" (Motown) 37 ,
Rotatons Heavy oro. Medum 110 . Light 26/3. Total A
Rotations Heavy 000 , Medium $11 / 0$. Light 26/3, Total
WWOM. WMVP. WVOI
X.C.M. "Let Me Groove You" (Virgin) 35/12

Rotations Heavy 010 . Medium 210. Light 33/12. Total Adds 12 including K97. WTLC. WJIZ. WOMG. WEUP. KFXZ. WALT WCDX, WEAS. XHRM Medium KMJM. WOOK
MODEST FOK "Love Or The Single Life" (Atco/EasiWest) 35/3
Rotations Heavy 010. Medum 2/0. Light 33/3. Total Adds 3. Z104, KMJJ. XHRM. Medium WHUR, WTLC
CECE PENISTON "We Got A Love Thang" (A\&M) 34/7
Hotations Heavy 4/O. Medium 15/0. Light 15/7. Total Adds 7. WXY, WRKE, WFXE, WPGA, WOOK, KMJJ. K98-FM Heavies cilude: WBLS, WOWI. WTLC. WIKS. Mediums include: WBLK, WRKS, WHUR, WKYS. WILD
RIFF "White Men Can't Jump" (SBK/ERG) 30/3
RIFF "White Men Cant Jump (SBK/LRG) 3013 , WIZF 293 wIKS Medim. wZAK wAGH WFXE

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EN Vogue (0)
MELI'SA MORGAN (63)
RANDY CRAWFORD (29) JODECI (25)
ค. KELLY \& PUBLIC... (23)
JERMAIME JACKSON (21)
KATHY SLEDGE (17)
BOYZ II MEN (16)
ALYSON WILLIAMS (16)
BAS-NOIR (14)

HOTTEST
patti labelle (80) VANESSA WILLIAMS (74) MICHAEL JACKSON (65) PRINCE \& N.P.G. (49) GLENN JONES (36) ATLANTIC STARR (29) CHRIS WALKER (20) MINT CONDITION (17) TLC (14)
AARON HALL (8)
SOUNDS OF BLACKNESS (8)

## 

## RECURRENTS

 WTWT. TERRY/Everlasting

2 R. KELLY/She's
3 JODECI/Slay
4 GERALD LEVERT/Baby
5 BOYZ II MENNhh
6 MARIAH CAREY/Can't
7 T. CAMPBELL/Tell
8 SHANICE/ Love
9 KEITH SWEAT/Keep
10 MINT CONDITION/M

## RANDY CRAWFORD 'Who's Crying Now' (WB) 29/29

Rotations Heavy $0 / 0$, Medium 0 0. Light 29/29. Toial Adds 29 including WBLK, KMJO. K97, WZAK. WWINFM, KBCE KOXL WXOK. WATV, WENN
BY ALL MEANS "The Feeling I Get" (Motown) 29/10
Rotations Heavy 0/0. Mecium $1 / 1$ Light 28/9. Total Adds 10 WDAS. WWINFM. KBCE. WATV, WAGH, Z104, WOFX, WOIS B.B. KING "The Blues Come Over Me" (MCA) 28/3

Rotaions Heavy 10 . Medium $15 / 0$. Light 12/3 Total Adds 3. WZAK. WATV. WOFX Heavy WJMI Mediums include WKYS
UMC'S "One To Grow On" (EMI/ERG) 28/2
Rotations Heavy 0 O. Medum 7\% Light 212 . Total Adds 2, WAMO, KTAA Mediums include WBLS, WKYS, KMJO. WZAK
WIKS WHIS
WHISTLE "If You Don't Say" (Select/Elehtra) $26 / 4$
Rotations Heavy $1 / 0$. Mecium 90. Light 16/4, Toal Adds 4, KMJO. WPEG. Z16. KTAA Heavy WOWI Mediums include
WDAS, WAGH, WFXE, K99-FM. WMMY
JOHN PAYNE "She Jast Can't Help It" (Man Network) 26/3
Rotations Heary O/O. Medium 7/O. Light 19/3. Total Adds 3, WJTT, KJMS. WCDX Mediums include WDAS WWINFM
WEUP. WPGA, KJLH

## EJGJリFJenurfigerlon

CLIVILLES \& COLE "A Deeper Love" (Columbia) 23/0
Rotations Heavy 0\%. Medium 110 . Light 1210. Total Adds 0
2-PAC "Brenda's Got A Baby" (Interscope) 21/3
Rotations Heavy $0 / 0$. Merlum 811. Light 13/2. Total Adas 3. WBLK, KJMZ, WCDX Mediums include K97, WZAK, WJLB
KMJM, WAGH
LUKE "I Wanna Roch" (Luke) 203
Rotations Heary $3 /$ O. Medium $8 / 0$. Light $9 / 3$, Total Adds 3. WZAK, KFXZ, KIPR Heavy WEDR. WOWI, WJMM Mediums
include KJMZ, KMJO, K97, WAGM, WFXM SHABBA RAMMS "Th, WAGH, WFXM
SHABBA RANKS "The Jam" (Epic) 19/2
DEEGREES OF MOTION "Do You Wani It Right Now" (Esquire) 19/0
X-CLAN "Fire And Earth" (Polydor/PLG) 17/2
MICA PARIS "Young Soul Rebels" (Acid JazzScotti Bros.) 170
Rotations Heavy 0\%, Mecium 1/0, Light 16/0. Total Adds o Medium WEUP
GOLDMONEY "Money" (TNT/Tommy Boy) 16/1
WFXA Modum kMJO
FORCE MD'S "Your Love Drives Me Crazy" (Tommy Boy) 13/11
Rotations Heavy 010 . Medium to. Light $12 \mathrm{f1}$. Total Adds 11 including K97 WJTT. WJJN. KFXZ. KIPR. KJMS. WPLZ
ROBYN SPRINGER "Forever \& Ever" (Cardiac) 13/0
Rotations Heavy 0/0. Medium 2\%. Light 11/0. Total Adds 0 Medium WaGH WJus
STACY EARL "Romeo And Juliel" (RCA) 12/12
Rotations Heavy 010. Medium 010. Light 12:12. Total Adds 12 including K97 OCIO4 WRKE, KBCE, WAGH. Z104, WEUP
WPGA. WJFX, WTIZ WPGA. WJFX. WTLZ
ARRESTED DEVEL
ARRESTED DEVELOPMENT "Tennessee" (ChrysalisfERG) $12 / 9$
Rotalions
K98.FM Heavy 00. Medium 00. Light 129 Total Adds 9. KJMZ. KPRS. KBCE, WPEG, WFXE, WEUP, KFXZ. KJMS.
SCARFACE "A Minute To Pray" (Rap-a-Lot) $10 / 2$
Rolatons Heavy 00 . Medium 00 . Light 1012. Total Adds 2 WOWI. KFXZ

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[^2]


A\&M Records has received the prestigiols NAACP Image Award for creating the successful Y.E.S. TO JOBS program, which places exceptional minority teenagers in summer entertainment industry jobs. Now in its sixth year, Y.E.S.TO JOBS will find summer jobs for hundreds of high school students in 10 cities across the country. A new generation of outstanding teenagers is ready to work for you.

YOU COULDN'T ASK FOR A BETTER DEAL

Just by hiring one or more employees at minimum wage for 10 weeks, you make an immeasurable investment in the future. Y.E.S. TO JOBS has grown from 50 interns at 25 companies to over 200 interns at 75 companies. The program has become a major way of finding talented newcomers for the entertainment industry. Last year nearly $20 \%$ of the interns found permanent work in the industry at the end of the summer. When you invest in a Y.E.S. TO JOBS teenager, you join a growing list of entertainment companies investing in the suture.

## YOU COULDN'T ASK FOR BETTER COMPANY SPONSORING COMPANIES

A\&M Records • Atlantic Records • KTLA Television • Polygram • Warner Bros. Records Warner/Chappell Music • Warner/Elektra/Atlantic Corporation

## PARTICIPATING COMPANIES

ABC Watermark • Almo Irving - Arista Records - Billboard Publications • Black Radio Exclusive • The BMG Group, including Arısta, RCA and BMG Distribution - Bust It Records • Capitol Records • Chrysalis • Cypress Records • East West Records • EMI Epic • Fletcher's • HITS Magazine • I AM Records • Image Consultants • Irell \& Manella Island Records • Jackson Jones Management • Jam Power • KABC Raidio's "America's Top 40" • KACE • KBIG • KCOP • KDAY • KFI • KGFJ • KISS • KKBT • KKGO-FM/KKJZ-AM KOST • KRLA • KWPR • Kemp Mill Records • L.A. FACE Records • The Laws Entertainment • Lee Bailey Communications • Los Angeles Chapter of the National Academy of Recording Arts and Sciences • Mercury Records • Mitchell, Silberburg \& Knupp•MTV Networks • Music West • National Academy Of Recording Arts \& Sciences New Marketing/BNW Entertainment • Original Sound Entertainment• Peaches Records Personics • Perspective Records • Polygram Group Distribution • RCA • Radio \& Records • Record Bar • Recording Industry Association Of America (RIAA) • Reprise Records • Rose Records/Stirling Ventures • Select Records • Show Industries/Music Plus • Sleeping Bag Records • Sound Disk-Tributors/Streetside Records • Sound Warehouse • Spec's Music • Tommy Boy Records • Tower Records • Universal Record Distributors • Urban Network • V-IO3 • Video Jukebox Network • WGCI • Waxie Maxie's Records • Westland Graphics • Westwood-One • Wherehouse Entertainment Wright/Banks Films • Zoo Entertainment

# LIBERTY RECORDS PROUDLY CONGRATULATES OUR ACM NOMINEES! 



## Paulette CARLSON



- Top New

Female Vocalist


## BREAKERS.

## TRAVIS TRITT

Nothing Short Of Dying (WB)
On 93\% of reporting stations. Rotatlons: Meavy 0, Modlum 54, Light 132, Totat Adds 72 Including WYRK, WCTK, WBEE, WYAY, WYLK, WCMS, KKYR, WGAR, KCLR, WDDD, KCKC, KDRK. Moves 42-30 on the Country chart.

## RICKY VAN SHELTON

Backroads (Columbia)
On 81\% of reporting stations. Rotations: Heavy 0, Medlum 42, Light 121, Total Adds 50 Including WCTK, WILQ, WUSY, WIVK, WSM, WTXT, WWaM, WMIL, WOXK, KNAX, KUAD, KMPS. Moves 43-36 on the Country chart.

Breakers are those records that have achieved concurrent airplay at $60 \%$ of our reporting siations. New \& Active records are those receiving airplay at $30-59 \%$ of the stations. Records in Significant Action are receiving airplay at $5-29 \%$ of the stations. Records do not have to reach Breaker in order to chart.

## DOUG STONE

Come In Out Of The Pain (Epic)
On 77\% of reporting stations. Rotations: Heavy 1, Medium 33, Light 120, Total Adds 62 including WVAM, WIOV, KASE, KKIX, WLWI, WWKA, WUBE, WGEE, KCJB, WWJO, KFMS, KKAT. Moves 47-37 on the Country chart.

LEE ROY PARNELL
The Rock (Arista)
On 60\% of reporting stations. Rotations: Heavy 3, Modium 49, Llght 69, Total Adds 6, KEAN, WYNK, KAJA, KRMD, WTQR, KYCK. Moves 46-42-39-38 on the Country chart.

## Already On:

| WOW | KFDI | WTCM | KQDY | KHEY |
| :--- | :--- | :--- | :--- | :--- |
| KVOO | KVOC | WYGC | KTTS | KIXS |
| WTCR | WICO | KMML | WNWN |  |

## From the Hollywood Pictures

 release STRAIGHT Opening April 3rd
## NGWE ACHリV

BILLY JOE ROYAL "I'm Okay (And Gettin' Better)" (Atlantic) 115/30
Rotations Heavy 0 . Medium 19. Light 96 , Total Adds 30 including WVAM. WOCB. WDSY KEAN. WXBO. KPLX KKIX, KIKK KSSN, KLLL KNFM, WCMS WWKA, WYYD, WTNT, WTXT, WTOR, WHOK. WGEE WFMS WDAF WXCL KASH KFMS RONNIE MILSAP "All Is Fair In Love And War" (RCA) 113/56
Rotations Heavy 0 . Medium 20. Light 93. Total Adds 56 including WRKZ WDSY WCOS KOUL. KPLX KTCS. KSSN WGKX WKSJ. WSIX, WSM, WWKA, KNUE, KHAK, WGAR, WFMS, KFKF, WITL, KXXY, KZSN, KNIX, KKAT, KRPM, KDRK Debuts a
RONNA REEVES "The More I Learn (The Less I Understand About Love)" (Mercury) 109/16 holatons Heavy O, Medum 25. Light 84, Total Adds 16. WGNA, WOKO. WNUS, KOUL, WAMZ WKNN, WOYK, KHAK KDRE Moves $48-45-41$ on the Country chan
TRISHA YEARWOOD "The Woman Before Me" (MCA) 99/96
Hotations Heavy 2 , Medium 7 , Light 90 . Total Adds 96 including WPOC, WWYZ. WDSY. WCTK, KASE, WEZL, KPLX, KHEY beruts an ine 44 on the Coun. Wamz.
PAUL OVERSTREET "BIlly Can'I Read" (RCA) 87/16
Aotations. Meavy O. Medium 20. Light 67. Total Adds 16. WVAM. WOCB. WTCR. WIOV. WWNC, KKIX, WBKR, WOWW KKYR. WDAF, KZKX, WXCL. KTPK. KFMS. KNIX, KUPL. Meduum WRWD. KTEX, WKNN, KODY, KVOX, WTHI, KUZZ, KWJJ ebuis al number 45 on the Couniry chat
MICHELLE WRIGHT "Take It Like a Man" (Arista) 86/47
Rotations Heavy 0 . Medium 5. Light 81. Total Adds 47 including WPOC. WOKO. WWYZ, WDSY. WDLS. KRRV. WTDR WHIZ, WMSI, KSSN. WGKX, WRNS, WWKA. WACO. WDAF, WFMB, KUZZ, KHAY, KWJJ. KCCY, KSOP. KRPM, KDRK KXDD. Debuts at number 46 on the Country chart.
LIONEL CARTWRIGHT "Family Tree" (MCA) $60 / 34$
Molations Heavy O. Medium 5. Light 55. Total Adds 34 including WAYZ. WOSY. WCTK. KEAN. WWNC. KOUL. WCKT WYGC, WVLK, WBKR, WAXX, KVOX, KZKX, WMUS, WFMB. WTHI, KTPK, WTCM, KZSN, KMIX, KHAY, KNIX, KORD Debut at number 49 on the Country char

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MATTHEWS, WRIGHT \& KING "The Power Of Love" (Columbia) 48/48
Rotations Heavy 0 Medium 1 Ligh 47 . Total Adds 48 including WWYZ WRKZ. WIOV WCTK WICO KMML KSCS WTV JEFF KNIGHT "They've Been Talkin' About Me" (Mercury) 46/9
Rotations Heavy 0 Medium 3. Light 43. Total Adds 9. WIOV. KAYD. KYKX WYNG WNWN KCIB wOw KHAY KDRK Medium woce kvoo Light WRKZ. WBEE KRRV KMML KHEY KYKS WRNS KODY WGTC KFDI KUZZ KMLE. JJ WHITE "Jezebel Kane" (Curb) 40/17
Rotations Heavy 0 Medium 1. Light 39, Total Adds 17. WRKZ WCTK WDLS, WKAK KAYD WTVY KHEY KYKS WYAK KTEX. WCMS KCJB WFMB, KTPK, WTCM KRWO. KHAY Medum KALF LIght WRWD WKML WYGC WGKX WOWW DeANNA COX "Texas Sidestep" (WB) 37/14
Rotations Heavy 0 . Medum $\dagger$. Light 36. Total Adds 14, KMML WXBO. WIVK, KSSN KYKX WCMS, WBKR KIXS WAXX, KCJB. WOW. WTCM KALF KRWO Medium KFDI Light WAWD WCTK. WTVY KHEY KYKS KGKL KODY KCLR KIXO

SKIP EWING "Naturally" (Liberty) 33/13
Rotatons Heary O. Medum 4, Light 29. Total Add 13. WCTK, KHEY. WKML. WPCV KTEX. WFMB, WTCM, KVOC, KEKB Rotations Heary O. Medum 4, Light 29. Total Adds 13. WCTK, KHEY, WKML, WPCV KTEX. WFMB, WTCM, KVOC, KEKB
KHAY, KDRK, KORD, KXDD Medum WNWN, KVOO Light WPOC, WWYZ, WRKZ, WYGC, KYKS, KIXS, KLUR, WOW KFDI, KNCO

LYNYRD SKYNYRD "Pure \& Simple" (Atlantic) 33/0
Rotations Heavy 0 Medium 8 Light 25 Total Adds 0 Medum WWYZ, WKAK KCLA. WNWN, KSUX KTTS. WTCM. KUGN DIAMOND RIO "Norma Jean Riley" (Arista) 23/19
Rotaions Heavy O, Medium 3 Light 20 . otal Adds 19 WGNA. WICR. KEAN WCKT KICS. WMSI WAMZ. WANS. WTN WUBE WYNG KIOX. WIIL. WMUS WICM, KVOC KUAD KNIX. KSOP Light WNOE KIXO KXXY KEEN FORESTER SISTERS "What'll You Do About Me" (W8) 210
Rotations Heavy 0 . Medium 2, Light 19 Total Adds 0 Medium KFDI, KNCO Light wWYZ. WICO KEAN KRRV KMML WSTH, KHEY WKSJ, KGKL. WCHY KIXS KLUR, WYNG WITL. WO W. WDDD. KTTS, WWJO KVOO
NORMAN LEE SCHAFFER "The Way She Said Goodbye" (Intersound) $18 / 2$
Rotations Heavy 0 . Medium 2. Light 16, Total Adds 2 . WIOV. KRRV Medium KTTS, KVOO Light WRKZ WRWD wICO KAK, WSTH WTVY KHEY KYKS, WANS WBKR, KGKL KLUR, KODY. WOW
RAY STEVENS "Power Toots" (Curb/Capitiol) 17/ Wotations Heavy 0. Mediun O, Light 17 . Total Adds 3. WRKZ.
WEZL. WSTH, WTVY, KLUR, KODY, KTTS. KTPK, KVOO, KFDI SUZY BOGGUSS "Aces" (Liberty) 16/15
Rotations Heavy 0, Mediun 3. Light t3. Total Adds 15. KASE, WTVY, WVLK, woww WAVC, KSUX, WTCM, KVOO, KIK FM, KUGN, KEKB, KRWO, KMIX, KMLE, KNIX Lght KVOC
T.G. SHEPPARD "Eve ything I Do (1 Do For You)" (Curb) 15/9

Rotations Heavy 0 . Medium 2. Light 13. Total Adds 9. WICO. WKAK, KRRV, KMML. WTVY, KLUR, KCJB, WOW, KTTS
DOLLY PARTON "Straight Talm" (Hollywood) 14/14
Rotations Heavy O, Mediun O. Light 14. Total Adds 14. WTCR WICO, KMML, KHEY, WYGC, KIXS, KODY, WNWN WOW DAVID LYNN JONES "Her Love Don't Lie" (Liberty) 13/2
Rotations Heavy 0. Medium i. Light 12. Total Adds 2. WCTK, WFMB Medium kVOO Light WICO. WSTH, KHEY, KLUR, KODY. KTTS, KFDI, KEKB KWJJ. KORD
BILL WOODY "(l've Got) A Broken Hearl To Save" (Phoenix) 11/3
Rotations Meavy 0 , Medium 0 , Light 11 . Total Adds 3. KRRV, WTVY. WOW Ligh WRKZ, WICO. KHE Y, KYKX, KLUR, KTTS. KVOO. KFDI

## 

ARTIST/Song Title (Label)
Album Title

GARTH BROOKS/Against The Grain (Liberty) GARTH BROOKS/We Bury The Hatchet (Liberty) GARTH BROOKS/The River (Liberly) REBA McENTIRE/The Night The Lights Went Out In Georgia (MCA) JOHN ANDERSON/Seminole Wind (BNA)
ALAN JACKSON/N idnight in Montgomery (Arista) JOHN McEUEN/Return To Dismal Swamp (Vanguard) LITTLE TEXAS/You And Forever And Me (WB) LITTLE TEXAS/What Were You Thinking Of (WB) HAL KETCHUM/Five O'Clock World (Curb) JOHN ANDERSON,'When it Comes To You (BNA) BROOKS \& DUNN/Boot Scootin' Boogie (Arista) ALABAMA/Hats Off (RCA)
GARTH BROOKS/Eurning Bridges (Liberty)
ALAN JACKSON/Just Playin' Possum (Arista)

Ropin'The Wind Ropin' The Wind Ropin' The Wind
.For My Broken Hearl Seminole Wind Don't Rock The Jukebox String Wizards First Time For Everything First Time For Everything .Past The Point Or Rescue .Seminole Wind Brand New Man Greatest Hits II Ropin' The Wind Don't Rock The Jukebox




BREAKER 36
163/50
$\square$
48

# It's Right 0 n Track 



## She Took It Like A Man

## fll Aboard: Mlarch 33

## Producer-Barry Beckett

Album Street Date: April 28




ALABAmA "Born Country" (RCA 62168-2)
Prod: Josh Leo. Larry Michael Lee, Alabama Wr: John Schweers, Byron Hill Pub: Colins Cour Music (BMI) Mgr: Dale Morris \& Associates JOHN ANDERSON "Straight Tequila Night" (BNA 62140-2) Irving Music/Coller Bay Music: Dixie Stars Music (BMI; ASCAP) Migr: Bobby Roberts Entertanment

SUZY BOGGUSS "Aces" (Liberty 79252)
Prod: Jimmy Bowen, Suzy Bogguss Wr: Cheryl Wheeler Pub: Cheryl Wheeler
Music (ASCAP) Mgr: Chuck Morns
SUZY BOGGUSS "Outbound Plane" (Liberty 79052)
Prod: Jimmy Bowen, Sury Bogguss Wr: Nancl Grithth. Tom Russell Pub:
Wing And Wheet Music, Irving Music (BMi) Mar: Chuck Moris GARTH BROOKS "Papa Loves Mama" (Liberty 79204) Prod: Allen Reynolds Wr: Kim Williams. Garth Brooks Pub: Sony Cross Keys.
Mapr Bob Musc (ASCAP) Mgr: Doye Lewis Manegement GARTH BROOKS "What She's Doing Now" (Liberty 79009) Prod: Allen Reynolds Wr: Pat Alger, Garth Brooks Pub: Bait \& Beer Mustc,
Forerunner Music. Major Bob MuskicMid-Summer Muscic (ASCAP) Mor: Doylei Forerunner Music. Major Bob Music/Mid-Summer Music (ASCAP) Mgr: Doyle
BROOKS \& DUNN "Neon Moon" (Arista 2388)
Prod: Scott Hendricks, Don Cook Wr: Ronnie Dunn Pub: Sony Tre Publishing (BMI) Mgr: Bob Titley

## C

LIONEL CARTWRIGHT "Family Tree" (MCA 54366)
Prod: Andy Byrd. Lonel Cartwright Wr: Lonel Cartwright Pub: Warner Tamerlane Pubishing/Long Run Music (BMI)) Mgr: Nool Fox MARK CHESNUTT "OId Flames Have New Names" (MCA 54334) Prod: Mark Wright Wr: Bobby Braddock. Rate Van Hoy Pub: Sony Tree DeANHA COX "Texas Sidestep" (WB 5314) Managemen DeANHA COX "Texas Sidestep" (WB 5314)
Prod: Gregg Brown Wr: DeAnna Cox, Muchaer Garvin, Jetl Twoet Pub: Plum Creek Music/Music Corporation of America, Bistineau Music, Wood Eye Music, ROB CROSBY יWorting Woman" (Arista ROB CROSBY "Working Woman" (Arista 2397) Prod: Scoll Hendricks Wr: Rob Crosby. Will Robunson. Tum DuBous Pub: Courtiand Pubishng: Alabama Band Music. WB Musc
DuBois Music (BMI; ASCAP) Mgr: Smalltime Management RODNEY CROWELL "Lovin' All Night" (Columbia 38 74250) Prod: John Loventhal, Rooney Crowell Wr: Rodney Crowell Pub: Sony Tunes (ASCAP) Mgr: Bill Carter

## D

OAVIS DANIEL "Fighting Fire With Fire" (Mercury 866 132) Prod: Ron Hattkine Wr: Michaer White. Conley R. White Pub: Makin' Songs
Music, Song Box Music (ASCAP) Mor: Ron Hattine Music, Song Box Musce (ASCAP) mgr: Ron Hatkkine BILLY DEAN "Only The Wind" (SBKRiberly 79053) Prod: Chuck Howard, Tom Shapiro Wr: Tom Shapro. Chuck Jones Pub: Edge OWoods Mussc/Kinetic Diamond Musk, Moline Valley Musk (ASCAP)
DIAMOND RIO "Norma Jean Riley" (Arista 2407)
Prod: Monty Powell, Tim DuBois Wr: Monty Powell. Dan Truman, Rob Honey
Pub: Rasaca Beach Music Warner.Tarnertane Pubishing Dan Truman Musit Pub: Rasaca Beach Music/Warner-Tarnerlane Publishing, Dan Truman Musici
Music Corporaton of America, Stucio Bee Music/Mountan Green Music (BMI) Mgr: Ted Hacker
JOE DIFFIE "Is It Cold In Here" (Epic 34 74123)
Prod: Bob Montgomery, Jonnny Slate Wr: K.K. Phillips, Danny Morrson, Joe Dithe Pub: Texas Wedge Music: Songwriers Ink. Danny Boy MusicFForrest
Hilts Music (ASCAP; BMI) Mgr: Danny Morrison
DIXIANA "Waitin' For The Deal To Go Down" (Epic 34 74221) Prod: Bob Monlgomery Wr: Bobby Fischer, Charie Black. Austin Roberts Pub: Bobby Fischer Musc, Chappell \& Co. Sereniny Manor Musci MCA Muskic
Publishing (ASCAP) Mgr: Rotnbaum \& Garner Pubishing (ASCAP) Mgr: Roinbaum a Gamer

## SKIP EWING "Walurally"' (Liberty 79973)

Prod: Jmmy Bowen. Skip Ewing Wr: Skip Eming. Rick Bowhes Pub: Acuth-Rose Music. Maypop Music (BMI) Mar: CK. Spurrock

FORESTER SISTERS "What'll You Do About Me" (WB 5237) Prod: Robert Byrne. Alan Schulman Wr: Dennis Linde Pub: Combine Mus Corporation (EMI) Mgr: Refugee Managerment

## 

VINCE GILL "Take Your Memory With You" (MCA 54282)
Prod: Tony Brown Wr: Vince Gill Pub: Beneht Music (BMi) Mgr: Fitzgerald
CLINTON GREGORY "Play, Ruby, Play" (SOR 437)
Prod: Ray Penningion Wr: Tony Brown. Troy Seals Pub: Warner-Tamerlane
Publishng: Warner Bros. Music Corporaton, Two Sons Music (BMI; ASCAP) Publishing: Warner Bro
Mgr: Ray Pennington


HIGHWAY 101 "Baby, I'm Missing You" (WB 5238) Prod: Paut Worrey, Ed Seay Wr: Steve Seskin, Nancy Montgomery Pub: Love

ALAN JACKSON "Dallas" (Arista 2385)
Prod: Scont Hendricks. Kerth Siegall Wr: Alan Jackson. Keth Stejall Pub:
 JJ WHITE "Jezebel Kane" (Curb 096)
Prod: James Stroun Wr: Janice White, Jayne White. Andre Pessis Pub:
CuroSongs,AnvinBerty Music. Endless Frogs, Bob-A.Lew Music (ASCAP) CurbSongs,AnvinBerty Music. Endess Frogs, Bob-A.Lew Music (ASCAP)
(Ander Pub: Mgr: Tom Skeeter
DAVID LYNN JONES "Her Love Don't Lie" (Liberty 79187) Prod: Richie Albright. David Lymn Jones Wr: David Lymn Jones Puo: Mighty Nuce Muscic. Skunk DeVille (BMi) Mgr: Richue Albnght

## K

SAMMY KERSHAW "Don't Go Near The Water" (Mercury 866 324)
Prod: Buddy Cannon, Norro Wisson Wr: Chapin Hartord, Jim Foster Pub: Sony Tree/Bieamus Musc. Wilesden Music (BMI) Mgr: Jim Dowell HAL KETCHUM "Past The Point Of Rescue" (Curb 098) Prod: Allen Reynolds. Jim Rooney Wr: Mick Haniey Pub: Stainless Music,
Foreshacow Musc (BMI) Mor: Mighty Cunn Managent JEFF KNIGHT "They've Been Taltin' Aboul Me"
(Mercury 866 520)
Prod: Bud Logan, Harold Shead wr. Jeff Knight Pub: PRI Songs Music Oil The Worid (BMI) Mgr: Ken Stiths
L.

TRACY LAWRENCE "Today's Lonely Fool" (Allanlic 7-87547) Prod: James Stroud Wr: Kenny Beard. Stan Paul Davis Pub: Golden Reed Musc. Now Clarion Music Grouphoggy Bayou Muscic (ASCAP) Mgr: Music Manters Managemen
LITTLE TEXAS "First Time For Everything" (WB 7-19024)
Prod: James Stroud. Cristy DiNapoli, Doug Grau Wr: Porter Howert. Dwayne
OBrien Pub: Howlin. Hits Music. Square West Music (ASCAP) Mgr: Chnsty
DiNapoli DiNapol
PATTY LOVELESS "Jealous Bone" (MCA 54271)
Prod: Emory Gordy Jr.. Tony Brown Wr: Rick Giles. Steve Bogard Pub: Edge OWoods MusickKinetic Darmond Music. WB Music Corporation'Rancho LYNYRD SKYNYRD "Pure \& Simple" (Atlantic 4429-2) Prod: Tom Dowd Wr: Johnny Van Zant. Ed King, Roben Whit Jonnson,
Michael Lunn Pub: WB Musk Corporaton L8K Music. I Can I Read Musc WB Music Corporation, R W.J. Music WB Music Corporation. Lunnmusic (ASCAP) Mgr: Joe Boylan

## M

MATTHEWS, WRIGHT \& KING "The Power Of Love"
(Columbia 38 74275)
Prod: Sieve Buckngham, Larry Strickland Wr: Wall Aldrige Pub: Rick Hall
McBRIDE \& THE RIDE "Sacred Ground" (MCA 54356)
prod: Steve Gibson. Tony Brown Wr: Kix Brooks. Vernon Rust Pub: David 'N REBA Mic, Sony Cross Keys Pubishing (ASCAP) Mgr: Ken Slitts Prod: Tony Brown, Reba McEntre Wr: Susan Longacre, Rick Gies Pub: W.B.M. Music/Long Acre Music; EdgeO Woods Musicikinetic Diamond Music SESAC: ASCAP) Mgr: Starstruck Enterainmeni
RONNIE MILSAP "All Is Fair In Love And War" (RCA 62217-2) Prod: Ronnie Milsap, Rob Galbrath Wr: Tim Nichols, Rober Byrne Pub: Hannah's Eyes Muscic. Fame Publishing (BMI) Mgr: Moress. Nanas Govden
LORRIE MORGAN "Excepl For Monday" (RCA 62105-2) Prod: Richard Landis Wr: Reed Nielsen Pub: Englishiown Music (BMI) Mo
Moress. Nanas. Golden Enterainment
O
PAUL OVERSTREET "Billy Can't Read" (RCA 62193-2) Prod: Brown Bannister. Paul Overstreet Wr: Paul Overstreet. Jerry Michael
Pub: Scarlet Moon Mustc. Filly Grand Music (BMI) Mar: Bobby Robents Pub: Scarlet
Entertanment

LEE ROY PARNELL "The Rock" (Arista 2400)
Prod: Scoll Mendncks. Barry Becketl Wr: Jim Varsos. Russell Smith Pub: WB Music Corporation, Patrix Janus MusiciMCA Music Pubishing (ASC AP) Mgr:
DOLLY PARTON "Straight Talk" (Hollywood 61303)
Prod: Greg Ladanyi, Dolly Panon Wr: Dolly Parion Pub: Holpoc Musc, Velvet
PIRATES OF THE MISSISSIPPI "Till I'm Holding You Again (Liberty 79146)
Prod: Jimmy Bowen, Rich Alves Wr: Larry Gortied, Rich Alves, Bull McCorvey Pub: Jutann Music: Great Cumberland Muscic. Flawfactor Muscic (ASCAP. BMI)

COLLIN RAYE "Every Second" (Epic 34 74242)
Prod: Jerry Fuller. John Hobbs Wr: Wavie Perry, Geralí Smith Pub Zomba
Enterprises: O-Tex Mussc (ASCAP: BMi) Mgr: Sieve Cox

RONHA REEVES "The More I Learn (The Less I Undersland About Love)" (Mercury 866 380)
Prod: Harold Shedo, Clyce Brooks Wr: Steve Dean, Karen Staley Pub: Tom Colinns Musc: AMR Publications (BMI; ASCAP) Mgr: Ronald Cotton
REMINGTONS "I Could Love You (With My Eyes Closed)" (BNA 62201-2)
Prod: Larry Michaol Loe. Josh Leo Wr: Richard Manegra, Rick Yancey Pub:
Maypoop Muscr. Anta Cloud Nine Music (BMI) Mgr: Vector Management RESTLESS HEART "Familiar Pain" (RCA 62054-2)
Prod: Josn Leo. Larry Michaed Lee Wr: Susan Longacre. Wan Aldridge Pub:
W B.M. Musc Corporation/Long Acre Muscr: Rich Hall Music ISESAC: WB.M. Musc Corporation/Long Acre Musc: Rich Hall Music (SESAC:
ASCAP) Mgr: Larry Fitzgerald ASCAP) Mgr: Larry Fitzgerald
BILLY JOE ROYAL 'I'm Okay (And Geltin' Better)" (Allantic 4428-2)


## 5 In int

SAWYER BROWN "Some Girls Do" (Curb/Capitol 79200) Prod: Randy Scruggs. Mark Miller Wr: Mark Miller Pub: Zoo II Music (ASCAP) NORMAN LEE SCHAFFER "The Way She Said Goodbye" (Intersound 9106)
Prod: Ed Keeley Wr: Paul Nelson. Dave Gibson, Carol Chase Pub: Maypop
Musc. Nocturnal Echipse Musc: Colgems EMI Music (BMI: ASCAP) Mrr: Ed RICKY VAN SHELTON "Backroads" (Columbia 38 74258) Prod: Steve Buckingham Wr: Charlie Maprs Pub: Cormer Publishing (SOCAN) Mgr: John Dotson
TG SHEPPARD "Everything I Do (I Do For You)" (Curb 090) Prod: Buddy Killen Wr: Bryan Adams. R.J. Lange. Michaed Kamen Pub: Zachary Creek Muscic: Almo Music Corporation/Badams Music. Zomba RICKY SKAGGS 'Same OI' Love" (Epic 34 74147) Prod: Ricky Skag9s. Mac McAnally Wr: Chris Austin. Greg Barnhill Pub:
Wamer-Retuge Musc, Blownig Rock Music (BMI) Mor: Ricky Skages RaY STEVENS "Power Toots" (Curb/Liberty 79190) Prod: Ray Stevens Wr: C.W Kalb. Jr. Pub: Ray Stevens Music (BmI) Mgr:
DOUG STONE "Come In Out Of The Pain" (Epic 34 74259)
Proo: Doug Johnson Wr: Don Ptrmmer, Frank Myers Pub: G I.D Muscr. Oxxie
Stars Music/Josh Nuck Music (ASCAP) Mgr: John Dorris. Phyllis Bennette MARTY STUART "Burn Me Down" (MCA 54253)
Prod: Arichard Benneri. Tony Brown Wr. Edolie Miller Pub: Warrier,Elektra,
Asylum Music Vidor Pubthcations (ASCAP) Mor: Rothbaum \& Garner

AARON TIPPIN "There Ain't Nolnin' Wrong With The Radio" (RCA 62181-2)
Proo: Emory Gordy Jr. Wr: Aaron Tippin, Buddy Brock Pub: Acutt-Rose Mustc
AANDY TRAVIS "Better Class Of Losers" (WB 7-19069)
Prod: Kyte Lething Wr: Randy Travis. Alan Jackson Pub: Sometumes You
Win Musc, Seventh Son Musc. Mattie Ruth Musck (ASCAP) Mor: Lb Hatcher Wm Musc, Seventh Son Musc, Mattie Ruth Musck (ASCAP) Mgr: Lb Hatcher TRAVIS TRITT "Mothing Short Of Dying" (WB 7-18984) Prod: Gregg Brown Wr: Travis Tnitt Pub: Sony Tree Pubilshing/Post Oak
Pubtshing (BMI) Mar: Ken Kragin
TANYA TUCKER "Some Kind Of Trouble" (Liberty 79132) Prod: Jerry Crutchnetd Wr: Mike Revd. Don Potter. Brent Maher Pub: Almo
Music/Ano Bues Musc, Welbeck Music Biue Quill Music: She in Tow Music Music/eno Elues Mustc, Welbeck Music Bive Quil Muscic: Sheo in Tow Music

## w

STEVE WARINER "The Tips Of My Fingers" (Arista 2393) Prod: Soott Hendricks. Tim DuBois Wr: Bill Anderson Pub: Sony Tree KEITH WHITLEY "Somebody's Doin' Me Right" (RCA 62166-2) Prod: Blake Mevis, Garth Fundis Wr: Fred Knobloch. Pauil Oversireet. Dan
Tyler Pub: Colgems-EMI Muscr. BMG Songs, Sharo Curcle Music Screen Tyler Pub: Colgems-EMI Mustc. BMG Songs, Sharp Circle Music. Screen (ASCAP: BMI) Mgr: None
BILL WOODY "(I've Got) A Broken Heart To Save" (Phoenix 001)
Prod. David Kasite Wr: Bil Woody Jr. David Kastie Pub: Heatherwood Music Corporation (BMM) Mgr: Phoenix Entertanment Group MICHELLE WRIGHT "Take It Like A Man" (Arisla 2406) Prod: Steve Bogard. Rick Gies Wr: Tony Haselden Pub: Mullhouse Music Songs Of poly Gram intemational (BMI) Mgr: Brian Ferriman WYNONNA "She Is His Only Need" (Curb MCA 54320) Prod: Tony Brown Wr: Dave Loggins Pub: MCA Music Pubishing, Emerald
River Music (ASCAP) Mgr: Ken Sthts

TRISHA YEARWOOD "The Woman Betore Me" (MCA 54362) Prod: Garth Fundis Wr: Jude Johnstone Pub: Mad Jack Music (BMI) Mgri DWIGHT YOAKAM "It Only Hurts When I Cry" (Reprise 7-19148)
Prod: Pete Anderson Wr: Owight Yoakam. Roger Miler Pub: Coal Dust West
Music. Adam Tayior Music (BMI) Mor: Gary Borman

## ASCAP \& Radio Together, Great Music for America!

## BREAKERS

## WILLIAMS BROTHERS

Can't Cry Hard Enough (WB)
$56 \%$ of our reporters on it. Rotations: Heavy 1, Medium 25, Light 26, Total Adds 8, WYXR, WARM98, WGLL, WQHQ, WLHT, KGBX, KMJI, KRNO. Moves 24-20 on the AC chart.

MARIAH CAREY
Make It Happen (Columbia)
$55 \%$ of our reporters on it. Rotations: Heavy 2, Medium 30, Light 19, Total Adds 8, WPNT, KS95, WVAF, WGLL, WAHR, WJDX, WLTS, KSSKFM. Moves 21-19 on the AC chart.

## LUTHER VANDROSS

Sometimes It's Only Love (Epic)
$55 \%$ of our reporters on it. Rotations: Heavy 1, Medium 24, Light 26, Total Adds 10, KQ102, WLTE, KESZ, KEZR, WQHQ, KMGL, WMXB, WKDQ, WLHT, WQLR. Moves 27-21 on the AC chart.

## BONNIE RAITT

Not The Only One (Capitol)
52\% of our reporters on it. Rotations: Heavy 1, Medium 18, Light 29, Total Adds 18 including WMTX, WUSA, KBIG, WKLI, WLEV, WOBM, WLMX, WKDQ, WCRZ, KRNO. Moves $30-22$ on the AC chart.

## NGWéfersly

BETTE MIOLER "In My Life" (Attantic) 40/2
Rotations. Heavy 1/0, Medium 190, Light 20/2. Total Adds 2. WLTF, WaLR Heary KVIL. Medium WARM9e, WKOI, KBIG KESZ, WOBM, KKMY. WLMX, WTCB, WAHR. WLTS, KMGL. WKDQ, JWM, JOY99, WSGY. WNMB, WFFX, KZLT. WLOR Light including 2WO. KLSY. WKLI, WLEV. WGLL. WJOX. WIVY. WAVA Moves 25-25 on the AC chan miCHAEL DAMIAN "(There'll Never Be) Another You" (A\&M) 38/
WLIT. WMTX. WUSA, KOST, KKCW. KSFI, WKLI, WZNY, WJOX, WMXB, KISC. WGGY, WAMR, KKLD, WLOA. Medium WOLA LMIX. WUSA, KOST, KKCW. KSFI. WKLI, WZNY, WJDX. WMXB, KISC. WSGY. WFFX, WMTFM, KZLT. WQLH. ENYA "Chi ENYA "Caribbean Blue" (Reprise) 35/4
Rotations Heavy 4/0. Medium 13/1, LLght 18/3, Total Adds 4 . KRNO. WFFX, KMAJ. KYMG. Heavy KKCW, KSFI, KKLD WLLAR Medum including WLTT. WMTX, B100. WMXB. WRMF, WKDa. KMJI, WSGY, KVIC, KZLT, WQLH. WLDR. Ligh nnciuding WARM98, WWNK, KS95, KESZ. KLSY, WGLL. WZNY. WJDX. WMGN. 3WM Moves $29-27$ on the AC char RESTLESS HEART "Till I Loved You" (RCA) 33/3
Rotations Heavy 210. Medium $16 / 0$ Light 15/3. Total Adds 3. WMAG, WOLH, WLOR Heavy WLTE. KKLO Medium KESZ,
KSFI, WOBM. WZNY. WTCB. WAHR WRVA WKDO 3WM WSGY WNMB KTY KSFI, WOBM, WZNY, WTCB, WAHR. WRVR. WKDQ. 3WM, WSGY. WNMB, KTYL, KVIC, WMTFM, KZLT, WLOR Ligh
including KKCW, WLMX, WIVY, KMGL. WCRZ. WFMK, KRNO. KISC. WKTK Moves $28-28$ on the AC Chat ISA STAMSFIELD " WII W, KMGL. WCRZ. WFMK, KRNO. KISC. WKTK Moves $28-28$ on the AC chat Hotations Heavy 2/0. Medium 11/1. Light 19/2 Total ardiuding WGLL, WOBM. WZNY, WAHA, WNMB. KTYL. KVIC, KZLT. WIDA, WLOA Ligm including KESZ KK Medium KKMY. WTCB, WJOX, WLTS. WMXB. KMJC. ЗWM. KRNO. KISC. KKLD. WFFX. WMTFM. Debuts at number 30 on the AC chart.

Norarjen Bizanours

|  | Toral Reports/Adds | Heory | Medium | Ligh |
| :---: | :---: | :---: | :---: | :---: |
| (1) VANESSA WILLIAMS | 93/0 | 92 | 1 | 0 |
| 2 MICHAEL BOLTON | 93/0 | 84 | 9 | 0 |
| (3) ATLANTIC STARR. | 89/2 | 68 | 17 | 4 |
| (4) ERIC CLAPTON. | 86/3 | 64 | 16 | 6 |
| 5 EDDIE MONEY | 79/0 | 47 | 26 | 6 |
| 6 AMM GRANT. | 76/0 | 48 | 23 | 5 |
| 7 SIMPLY RED | 7710 | 47 | 23 | 7 |
| (8) RICHARD MARX. | 80/2 | 44 | 29 | 7 |
| (9) XENWY LOGGINS | 7710 | 42 | 31 | 4 |
| 10 PAUL YOUNG | 680 | 35 | 25 | 8 |
| (1) MR. BIG | 60\% | 33 | 24 | 3 |
| (12) KATHY TROCCOLI | 70/8 | 15 | 43 | 12 |
| $(13)$ ARETHA FRANKLIN \& MICHAEL McDONALD | 64/4 | 15 | 39 | 10 |
| (10) MICHAEL JACKSON | 51/1 | 12 | 32 | 7 |
| (15) CURTIS STIGERS | 56/4 | 7 | 40 | 9 |
| (1) DESMOND CHILD. | 57/4 | 9 | 32 | 16 |
| (1) BRUCE SPRINGSTEEN | 60/8 | 1 | 37 | 22 |
| 18 CELINE DION \& PEABO BRYSON | 41/0 | 12 | 21 | 8 |
| (19) MARIA CAREY | 51/8 | 2 | 30 | 19 |
| 20) WILLIAMS BROTHERS | 52/8 | 1 | 25 | 26 |
| (2) LUTHER VANDROSS | 51/10 | 1 | 24 | 26 |
| (2) BONHE RAITT. | 48/18 | 1 | 18 | 29 |
| (23) MICHAEL DAMIAN | $38 / 1$ | 5 | 17 | 16 |
| 24 JAMES TAYLOR | 4010 | 3 | 28 | 9 |
| 23 BETTE MIDLER. | 40/2 | 1 | 19 | 20 |
| 26 ROD STEWART | 35/0 | 8 | 19 | 8 |
| (2) ENYA... | 35/4 | 4 | 13 | 18 |
| (3) RESTLESS HEART | 33/3 | 2 | 16 | 15 |
| 29 GEORGE MICHAEL \& ELTON JOHN | 23/0 | 4 | 15 | 4 |
| (30) LISA STANSFIELD | 32/3 | 2 | 11 | 19 |



HOTTEST
VANESSA WILLIAMS (91) MICHAEL BOLTON (73) ATLANTIC STARR (55) ERIC CLAPTON (52) AMY GRANT (33) EOOIE MONEY (24) SIMPLY REO (23) KENNY LOGGINS (22)
FICHARD MARX (21)
MR. BIG (14) PAUL YOUNG (14)

NATALIE COLE "The Very Thought Of You" (Elehtra) 29/4
Rotaticns Heavy 0 . Medium 11/1. Light 18/3. Total Adds 4. KSFI, WOBM, WJOX, WLOR Medium including KO102. WAHA WMXB, 3WM, KKLD, WSGY. WFFX. KTYL. KZLT. WLDR LIght Including WARM 98 , KKCW, WKLI, WJLK, WARM, WZNY ROXETTE "Church Of Your Heart" (EMI/ERG) 29/4
Rotaticns Heavy 0 , Medum 9\%, Light 20/4, Total Adds 4, WKOX. WLDA, WLQR, KYMG Medium WNSR, WMTX, WGLL WMGE, WMXB, KRNO, WSGY, KTYL, KVIC LIght including WRQX. KHMX. WKQI, KMXV, KYKY. B100, WKYE, KKMY WBTFM. WMAG, WCRZ. WNMB, KZLT, WOLH, WQLR, KIZZ.
AARON NEVILLE \& LINDA RONSTADT "Close Your Eyes" (A\&M) 25/4
Rotations Heavy O, Medium 7/0, Light 18/4, Tolal Adds 4, KESZ. WCRZ. WSGY. WLOA Medium Ka102, KSFI, WZNY WAHR WLTS. WFFX, KZLT Light ncluding WWNK. WMYX, KKCW, KKMY, WFVR. KMJC, WMGN, 3WM, KKLO. WNMB
KTYL KVIC, WMTFM KYuG KIYL. KVIC, WMTFM. KYMG
GRAYSON HUGH "I'll Ramember You" (MCA) 24/6
Rotations Heavy 0, Medium 5/1. Light 19/5, Total Adds 6, WLMX, WMAG, KGBX, KRNO, KIZZ, WLAR Medium including WAHR WSGY, KZLT, WQLR Lighe including WMTX, WKaI, WGLL, KKMY, WTCB, WIVY, JWM, KISC, KKLD, WNMB, WFFX

JANIS IAN "Days Like These" (Mercury) 24/0
Rolaticns Heavy 0 . Medium 1010. Lighl 14/0, Total Adds 0 . Medium WGLL. WAHR, WMGN, KRNO. KISC. WSGY. WNMB KZLT. WLDR, WLQR. Ligh WZNV, KKMY, WLMX, WTCB, WRVR, WFMK, 3WM, KKLD, WFFX, KTYL, KVIC, WMTFM. WOLH WQLA
JOHN MELLENCAMP "Again Tonight" (Mercury) 23/1
Rotations Heavy $1 / 0$. Medium 100. Light 1211, Total Adds 1 , WAHR Heavy WKOX Medium: WRQX, WMTX, WGLL, WKYE WMGS. WKDO. WSGY. WFFX, KTYL, KZLT Light including KHMX, B100, KKMY. WMAG, KMJC. KKLO. WNMB, KVIC Wach. WaLR, KIZ2
U2 "One" (IstandPLG) 20/6
Rotations Heary 0. Medium 710 , Lght 13/6. Total Adds 6 . WKQX, KMXV, B100, WKYE, KMJC, WFMK. Medium: WMTX
WMGS, KKMY WMXB. WSGY KVIC WOLR WMGE. KKM. WMXe, WSGY. KVC. WQLR Ligh including KHMX, WGLL. 3WM, WNMB, WFFX, KTYL. KZLT
CARLY SIMON "Love Of My Life" ( 0 westReprise) 19/1
Rolatons Heavy O. Medium 5/0. Light i4/1, Total Adds 1, WLAR. Medium KESZ, KKCW, WAHR, KRNO. KZLT LIgh PEABO BRYSON "Lost in The Night" (Columbia) 15\%
 WARMSB, WWNK, WKOI, KKCW, MRNO, KKLD. WSGY, WLDR, KYMG

## GJGNJFJOMNHAOTION

COLLIN RAYE "Love, Me" (Epic) 14/1
Rotations Heaw 1/0. Medium 7/0, Light 6/1. Total Adds 1. WSGY Heavy WRVR Medium K0102, KSFI, WTCB, WMXB KKLD, KZLT, WLOR Ligh: Including WLACFM, KRNO. WNMB. KVIC, WOLR
NEIL DIAMONO WFIM CARNES "Hooked On The Memory Of You" (Columbia) 13/13
Rotations Heavy O. Mediem 1/1. Light 12/12. Total Adds 13. WKLI, WJLK. WTCB. WAHR. WRVR, WLTS, KMGL, KKLD
WSGY. KTYL. WMTFM. KZLT. WLOR
SWITHEREENS "Too Much Passion"' (Capltol) 13/8
Rotations Heavy 0. Medim $3 / 0$. Eight 10/8, Total Adds 8 . WWNK. WGLL, KKMY, WSGY, KTYL. KZLT, WOLR, KMAN
Medium WROX. WMGS, KVIC Len including WKOX WMXB
RTZ "Until Your Love Comes Bact Around" (Giant//eprise) 13/1
Rotations Heavy $1 / 0$. Mecium 7/ig. Ligh $5 / 1$, Total Adds 1. WWNK Heavy WQHQ. Medium WRQX, KMMX. WKQX, B 100
WVAF WMGS. WSGY PROCOL HARUM "A Dream in Ev'ry Homa" (Zoo) 12.6
PROCOL HARUM "A Dream lin Ev'ry Home" (Zoo) 12/6
Rotations Heavy 0. Medium 0. Ligh
3WM, KKLD. KTYL. KVIC. WLDR
GENESIS "I Can't Dance" (Allantic) 11/2
Rolations Heavy 4/0, Medium 4/0, Light 3/2. Total Adds 2, KMXV. WSGY Heavy KHMX. 2WD, waHa, wMGS Medium WMTX WKOX. WPNT. WKOI Light including WRQX.
WARREN HILL "Promises" (Novus/RCA) 11/1
Aotaticns Heavy 0. Medium the. Light 10/1. Total Adds 1 . WAHR Medium KRNO Light including WARM98, WLMX, KISC. KKLD, WSGY, KVIC. KZLT, WQLR. WLDR
B0BBY CALDWELL "Don't Lead Me On" (Sin-Drome) $9 /$
Potations. Heavy 10 . Medium 211 , Light 610 , Total Adds 1 , WMGN Heavy WAHR. Medium inciuding KKCW Light WGLL.
WZNY. KKLD. WSGY. KZLT. WOLF:
MARC COHN "Ghost Train" (Allantic) 7/7
I KKMY KKLD WSGY, KTYL. KZLT WOLR, WLOR
WYNONNA "She is His Only Need" (Curt/MCA) 5/5
M. WMXB, KKLO, KZLT

VOICE OF THE BEEHIVE "Petfect Place" (London/PLG) 5/0
Rotations Heavy 0 . Medium 10. Light 4io. Total Adds 0 Medium WSGY Light WRQx, WLTS, WMXB, KISC

"I Found
Already On:
WMGN, KKLD,
WMNB, \& WSGY!



CJ

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## CONTEMPORARY JAZZ



CHURCH "Ripple" (Arista) 27/4 (23/1
AJds WBCN, WNOR. KEZO. KZKZ. Medium 6. KUPD, KRQR, WEZX, WIZN, KKEG, KOWB


Rsports/Adas

## 

BLACK SABBATH "Time Machine" (Reprise) 25/13 (14/10)
Adds including KSHE, KISW, WTPA, KNCN, WKLQ, KATT, WIOT, KICT, KPOI, KATP. Heavy 2: KIOZ, KNAC. Medıum 3: WXTB, KOLZ, KILO.
BRITNY FOX '"Over And Out'" (Atco/EastWest) 24/4 (21/1)
Adds including WBAB, WSTZ, WZNF. Medium 6 including KNCN, WZZR, K.ATM, WKIT, KJKJ.

SOUNDGARDEN "Rusty Cage" (A\&M) 22/6 (6/6)
Adds including KSAQ, WMMS, KUPD, KGON, WAAF, WDHA, WCCC, KNCN, WRCQ, KPOI. Heavy 1: KNAC. Medium 1: KMBY

MARC COHN "Ghost Train" (Atlantic) 22/5 (17/17)
Adds including WDHA, KZRR. Medium 7 including WNEW, WRKI, WTPA, KZKX, KBOY

DRAMARAMA 'What Are We Gonna Do?'' (Chameleon/Elektra) 22/3 (20/6)
Adds including WRXK, KPOI. Heavy 1: KQLZ. Medium 7 including KLOS, WPDH, WZZR, KMJX, KKDJ, KTYD.

GRAPES OF WRATH "You May Be Right" (Nettwerk/Capitol) $16 / 4$ (12/4) Adds: WDHA, WKIT. WRUF, KQWB. Heavy 1: WMMS. Medium 3: WDVE, WROQ, KJKJ.


## buyjest



UGLY KIO JOE/Everything (72)
METALLICAMothing (43) MIRVAMAMCOMA (42) RUCE SPRINGSTEENMuman (26) O2ZY OSBDURME/Mama (24) TESLA/What (24) TOM COCHRAME/Lite (22) U2/One (21) PEARL Jam/Alive (18) MELISSA ETHERIOGEMMeavy (17) OUEENSRYCHE/Anybody (17)




# WHAT YOU SHOULD KNOW ABOUT THE 

 INFECTIOUS GROOVES:- "DO THE SINISTER" is the track.
- KROQ is bangin' it.
- INFECTIOUS GROOVES are Mike Muir from SUICIDAL TENDENCIES, Stephen Perkins from JANES ADDICTION, and lots of other guys.
- INFECTIOUS GROOVES will sell out the Universal Amphitheater (8,000 seats) April 18.
- INFECTIOUS GROOVES sounds psychotic on the radio.



## 171 REPORTERS

-Kapos bulter due io
211716 (16) TOM COCHRANEMad Mad World (Capitol) continuad growth.

Dance (Allantic)

- Li GaY MoO
$\begin{array}{llll}29 & 2 & 19 & \text { (9) FOUR HORSEMENNobody Said It Was Easy (Det American/Reprise) }\end{array}$
${ }^{28} 2020$ MSGMSG (Impaci)
- 6 is 21 STEVIE RAY VAUGHAN \& DOUBLE TROUBLE/The Sky Is Crying (Epic)
. 2 GUNS $\mathrm{N}^{\prime}$ ROSESNse Your Illusion II (Geften)
23 KING'S XKing's X (Atlantic)
DEBUT (24) MITCH MALLOYMich Malloy (RCA)
13 is 2125 PEARL JAM/en (Epic Associated)
${ }_{24}^{24} 26826$ 28 TOM PETTY \& THE HEARTBREAKERSAnto The Great Wide Open (MCA)

27. D.A.DRiskin' It All (WB)
${ }_{25}{ }_{23} 28$ RICK VITOKing Of Hearts (Modern/Atlantic)
${ }^{28} 272429$ VARIOUS ARTISTSNayne's World (Reprise)
${ }_{37} 3230$ S30 LIVEMental Jewelry (Radioactive)
34 3532 (3) BABY ANIMALS Baby Animals (Imago)

- 39 33 32 SCREAM Ret It Scream (Hollywood)

9 is 2533 DIRE STRAITS/On Every Street (WB)

-     - 39 SOCIAL DISTORTION/Somewhere Between Heaven And Hell (Epic)
${ }_{31} 3_{37} 3_{35}$ S3 SHOTGUN MESSIAH/Second Coming (Relativity)
CONCRETE BLONDE Nalking In London (IRS)
- 10 (3) ROXY BLUE Nant Some? (Geffen)

19233138 WEBB WILDER/Doo Dad (Praxis/Z00)
${ }_{25} 24 \quad 2240 \mathrm{KIXHot}$ Wire (Atco/EastWest)

MARCH 20, 1992
"One" (153) "Unti"" (55) "Mysterious" (14)
"Dream" (155) "Right" (21) "Top" (3)
"Come" (153) "Smells" (6) "Lithium" (4)
"Again" (95) "More" (66) "Melting" (5)
"Help" (131) "Tears" (43)
"Everything" (148) "Madman" (2)
"Anybody" (149) "Rainy" (10) "Thin" (1)
"Nothing" (143) "Unforgiven" (18) "Sad" (4)
"What" (152) "Call" (3) "De-Rock" (1)
"Mama" (109) "Tears" (4) "Tinkertrain" (2)
"Heavy" (136) "Crazy" (2) "Dance" (1)
"Died" (130) "Honey" (4) "House" (1)
"Bravado" (86) "Ghost" (43) "Thing?" (3)
"Life" (132)
"Over" (131) "Wild" (1)
"Jesus" (68) "Dance" (34) "Dreaming" (
"She" (111) "Solar" (1)
"Cold" (122)
"Tired" (121) "Rockin" (2) "Lookin" (1)
"Gone" (105) "Eve" (1) "Ending" (1)
"Empty" (61) "Wing" (7) "Sky" (3)
"Tied" (102) "Yesterdays" (1)
"Flag" (94) "World" (1)
"Anything" (83)
"Alive" (55) "Flow" (4) "Black" (1)
"Noise"(53) "King's" (8) "Into" (1)
"Grow" (81) "D-Law" (1)
"Desiree" (65)
"Hot" (43) "Time" (25) "Bohemian" (4)
"Operation" (74)
"One" (62) "Painless" (6) "Big" (1)
"Father" (71) "Tell" (1)
"Bug" (28) "When" (5) "Every" (4)
"Bad" (81)
"Heartbreak" (55)
"Ghost" (42)
"Rob" (65) "Times" (1)
"Tough" (30) "Meet" (1)
"Bridge" (43) "Suck" (1)
"Tear" (48)

| Repors/Adds | neevy | Medium |
| :---: | :---: | :---: |
| $164+/ 4$ | $114+$ | 43 - |
| 160-10 | $101+$ | 51 - |
| $154=11$ | $90+$ | $49+$ |
| 130-/8 | 88 - | $31+$ |
| $143+/ 6$ | $72+$ | $57+$ |
| 149-10 | $87+$ | 36 - |
| 152-10 | $60+$ | 71 - |
| $146+/ 5$ | $51+$ | $60+$ |
| $154=/ 2$ | $61+$ | 61 - |
| 110-10 | 71 - | $28=$ |
| $138 / 3$ | 43 | 87 |
| $134=13$ | $54+$ | $59-$ |
| $116+/ 12$ | 42 - | $58+$ |
| $132+/ 12$ | $40+$ | 72 - |
| 132-/1 | 38 - | $63+$ |
| $95+/ 10$ | 41 - | $47+$ |
| $113+/ 2$ | $35+$ | $61-$ |
| $124+/ 6$ | $21+$ | $75+$ |
| $121+/ 6$ | $10+$ | $66+$ |
| $106+/ 12$ | $17=$ | $51+$ |
| 67-10 | 37 - | $25-$ |
| $103+/ 22$ | 7+ | $32+$ |
| $94+/ 12$ | $3+$ | $39+$ |
| $83 / 7$ | 9 | 43 |
| 57-10 | 15 - | $26-$ |
| $61+/ 15$ | $14+$ | $35+$ |
| 82-/3 | $5+$ | 34 - |
| 67-10 | 8 - | 49 - |
| 65-14 | $6+$ | 19- |
| 74-12 | $6+$ | $30=$ |
| $66+/ 10$ | $8+$ | $30+$ |
| $72+/ 16$ | $5+$ | $26+$ |
| 35-10 | 15 - | 16 - |
| $81+/ 18$ | $1+$ | $14+$ |
| $55+14$ | $8=$ | $17=$ |
| 44-12 | $6=$ | $27=$ |
| $65+/ 11$ | $3+$ | $16+$ |
| 30-10 | 11 - | $14-$ |
| $44+/ 19$ | $4+$ | $18+$ |
| 48-10 | 2 - | 17- |

##  TUESDAYS RAM

## A Most Added

Already On
KSAQ
WXTB
KQLZ
KRXQ

KIOZ KILO
KISW
WRCQ WXKE and more!


MELISSA ETHERIDGE
Never Enough (Isiand/PLG)
$81 \%$ of our reporters on H .

## MSG

MSG (Impact)
$62 \%$ of our reporters on it.

## GUNS N' ROSES

Use Your Illusion II (Geffen)
61\% of our reporters on it.

## HOTTEST

U2 (114) VAN HALEN (101) NIRVANA (90) JOHN MELLENCAMP (88)
UGLY KID JOE (87) ERIC CLAPTON (72) OZZY OSBOUANE (71)


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## CHR P1 PLAYLISTS




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## SIGNIFCANT ACTION

| TORI AMOS <br> Silent All These Years（Atlantic） <br> LP Ltitie Earrqquakes | Years（Atlantic） akes |  |
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| ANGELICA <br> Next 2 U（Quality） <br> LP Angel Baby |  |  |
| PT <br> w <br> 9074 reng on MIDEST <br> PMin 106 an fr aros on alot an $290 \quad 13-10$ | wner $\alpha-29$ <br> P2 <br> m <br> wna $35-34$ <br> saum <br> row ： <br> ntimest <br> ver <br> cown $\alpha-30$ <br> cise on | 855 <br> $23-17$ <br> 2． <br> 102 （TSI． <br> P3 <br> $\omega$ <br> soum wava minest <br> mes ком $n$ |




JOE COCXER
Feels Like Forever（Capitol）


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MAUGRTY BY MATURE （P Naughty By Nature Be．．．（Tommy Boy）

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QUEENSRYCHE
Anybody Listening？（EMI／ERG）
AP Empre


REO HOT CHILI PEPPERS
Under The Bridge（WB）

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| REDHEAD KIMGPIM 3－2－1 Pump（Virgin） |  |  |
| wor <br> wow a <br> 3007 <br> Fim $x$ <br> wer 22－7 <br> HOT 102 2\％－20 <br> ves <br> KSTIOM <br>  P102 on |  <br> P2 <br> 曾男T <br> HY解 LIM <br> serthin <br> 693 9－7 <br> 10FW 30，20 <br> REDEST <br> B105 20－24 <br>  | 1005：33－30 <br>  <br>  <br>  <br> P3 <br> H5 <br> moes97 on Pr <br> 50041 <br> WIUN <br> METBET <br> Wice datio <br> जला <br> ver on |

## SIGNIFICANT ACTION

| RIGHT SAID FREDDon' Talk Just Kiss (Charisma) |  |  |
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| 8 mm | ${ }^{2} \mathrm{~m}$ | ${ }_{\text {w }}$ |
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| mix | ${ }_{\text {mas }}$ | $\cdots$ |

R.O.C.


RUSH
Ghost Of A Chance (Atantic)

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| ntomes |  | KISM : KNIN $32-27$ |
| noar 9-31 | UT | мtrost |
| ver | kzzv on |  |
| P2 |  |  <br> nest |
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2WD II MOME


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| SHANICE <br> I'm Cryin' (Motown) <br> LP inner Cruid |  |  |
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You (Columba) st


## P1

 Major Markets$\sim^{\omega}$<br>VANESSA WILLIAMS／Save The．．．（Wing／Mercury）<br>ATLANTIC STARRMasterpiece（Reprise）<br>3 michael Jacksonremember The Time（Epic）<br>4 COLOR ME BADD／Thinkin＇Back（GiamReprise）<br>5 Mariah Careymake II Happen（Columbia）<br>6 （ 6 INT CONDITION／Breaking My Heart．．．（Perspective）<br>127 CECE PENISTON Ne Gol A Love Thang（A\＆M）<br>${ }^{13}$（8）CELINE DION \＆PEABO BRYSONBeauty And The．．．（Epic）<br>g KLF t／TAMMY WYMETTE／Justitied And Ancient（Arista）<br>\＆ 10 michael boltonmissing You Now（Columbia）<br>911 MA．BIG／To Be With You（Allantic）<br>12 NKOTBAi You Go Away（Columbia）<br>1013 AMY GRANTGood For Me（A\＆M）<br>${ }^{17}$（10）ERIC CLAPTON／Tears In Heaven（Reprise）<br>16 （15）STACY EARL I／THE WILD PAIRRRomeo And Juliet（RCA）<br>19（10）KATHY TROCCOLIEverything Changes（Reunion／Getien）<br>1417 GEMESISA Can＇t Dance（Allantic）<br>23 （18）Jody watleyfim The One You Need（MCA）<br>22 （1）JOE PUBLICRive And Learn（Columbia）<br>15 20 BOYZ II MEMNHh Ahh（MaOWn）<br>23）JODECTSLay（MCA）<br>29）U2／One（Island／PLG）<br>${ }^{26}$（33）RICHARD MARXAHazard（The River）（Capilol）<br>？．2．ROXETTE／Church OI Your Heart（EMIERG）<br>DEBUT（25）BRUCE SPRINGSTEENHuman Touch（Columbia）<br>826 SHANICEA Love Your Smile（Mdown）<br>2527 RTRNntil Your Love Comes Back Around（Giann／Reprise）<br>31 ．20．WILLLAMS BROTHERS／Can＇t Cry Hard Enough（WB）<br>DEBUT CHRIS WALKER／Take Time（Pendulum／Eletra）<br>330 Smithereens／roo Much Passion（Capitol）<br>OEBUT（31）EN VOGUEMy Lovin＇（You＇re Never Gonna．．．）（Alco／EasiWest） 36 （32）GERALD LEVERT／Baby Hold On To Me（AlcoたastWest）<br>33 SIMPLY RED Stars（AlcoEastWest）<br>33 34 SALT－M－PEPANou Showed Me（Next Plateau）<br>3035 MC BRAINS／Oochie Coochie（Malown）<br>37 ．3．NAUGHTY BY NATURE Everything＇s Gonna Be．．．（Tommy Boy）<br>DEBUT（3）TLC／Ain＇t 2 Proud 2 Beg（LaFace／Arista）<br>DEEUU（38）BRYAN ADAMS／Thought I＇d Died And Gone To Heaven（A\＆M）<br>10．EnYa／Caribbean Blue（Reprise）<br>DEBUT © LIDELL TOWNSELLNu Nu（Mercury）

54 REPORTERS

|  | HOT1HES1 |
| :---: | :---: |
| EN VOGUE（27） | Vanessa williams（43） |
| PRIMCE \＆N．P．G．（20） | ATLANTIC STARR（21） |
| QUEEN（16） | ERIC CLAPTON（21） |
| CURE（R） | MINT CONDITION（11） |
| SHANICE（8） | MARIAH CAREY（8） |
| GEOFFREY WILLIAMS（8） | DION \＆BRYSON（8） |



## Secondary Markets

${ }_{4}(1)$ VANESSA WILLIAMS／Save The．．．（Wing／Mercury）
62 ATLANTIC STARRMaslerpiece（Reprise）
－ 3 mICHAEL JaCKSON／Remember The Time（Epic）
s 4 GENESISA Can＇I Dance（Allantic）
8 © ERIC CLAPTON／tears In Heaven（Reprise）
26 MICHAEL BOLTONMMSSing You Now（Columbia）
10 mariah caheymake it Happen（Columbia）
38 AMY GRANTGood For Me（A\＆M）
79 MR．BIG $\pi_{0}$ be With You（Allantic）
13 （10）KATHY TROCCOLIEverything Changes（Reunion／Geflen）
12．（1）COLOR me Badd Thinkin＇Back（GiamReprise）
14 （12）STACY EARL I／THE WILD PAIRRomeo And Juliet（RCA）
16 （13）RICHARD MARXAHazard（The River）（Capitol）
1114 KLF ITAAMMY WYNE TTE／Justified And Ancient（Arista）
915 RTZNntil Your Love Comes Back Around（Gian／／Reprise）
21 （10）CELIME DION \＆PEABO BRYSOM／Beauly And．．．（Epic）
18 （1）Smithereens $\pi$ too Much Passion（Capitol）
22（1）ROXETTE／Church Of Your Heart（EMI／ERG）
20 （13）VAN HALENRight Now（WB）
is 20 JOHN meLlencamp／Again Tonight（Mercury）
26 （2）MINT CONDITIOMBreaking My Heant．．．（Perspective／A\＆M）
24 （22）OZZY OSBOURNE Mama，I＇m Coming Horne（Ejic Assscialed）
34 （23）U2Fone（island．PLG）
27 2．WILLLAMS BROTHERS／Can＇t Cry Hard Enough（WB）
25 （23）SIMPLY REDStars（Aico／EastWest）
31 28．BAYAM ADAMSIThought I＇d Died And Gone To．．．（A\＆M）
29 2．CECE PENISTON Ne Got A Love Thang（A\＆M）
${ }^{28}$（28）MKOTBAI You Go Away（Columbia）
39 BRUCE SPRIMGSTEEN／Human Touch（Columbia）
1730 PAUL YOUNG What Becomes Of The Brokenheated（MCA）
35 （31）JODY WATLEYA＇m The One You Need（MCA）
1932 SHANICEA Love Your Smile（Motown）
DEBUT（33）JOE PUBLICRive And Learn（Columbia）
40 mimvanaicome as you are（DGC）
${ }_{38} 35$ L．A．GUNSAt＇s Over Now（PolydorPPLG）
OEBUT（3）UGLY KID JOEFEventhing About You（Stardog／Mercury）
DEBUT（3）CHRIS WALKER／Take Time（Pendulum／Elektria）
2338 EDDIE MONEY＇ll Get By（Columbia）
3039 BOYZ II MEN NHh Ahh（Motown）
DEBUT ：CAUSE \＆EFFECTNou Think You Know Her（SRCR200）
106 REPORTERS

| 1j05゙5－100三0 | H1O1HEST |
| :---: | :---: |
| PRINCE \＆N．P．G．（46） | VANESSA WILLIAMS（80） |
| EN VOGUE（36） | ERIC CLAPTON（72） |
| QUEEN（36） | ATLANTIC STARP（48） |
| CUAE（30） | GENESIS（26） |
| UGLY KID JOE（21） | MARIAH CAREY（25） |


iw

## GENESISI Can＇t Dance（Atlantic）

VANESSA WILLIAMS／Save The Best For Last（Wing／Mercury）
EAIC CLAPTON／tears In Heaven（Reprise）
MICHAEL JACKSONRemember The Time（Epic）
michael boltonmissing You Now（Columbia）
（6）RICHARD MARXMAzard（The River）（Capitol）
AMY GRANTGood For Me（A\＆M）
（8）ATLANTIC STARRMasterpiece（Reprise）
（9）mariah carey make it Happen（Columbia）
（10）COLOR ME BadD／thinkin＇Back（GiamReprise）
（1）SMITHEREENS／Too Much Passion（Capitiol）
（13）KATHY TROCCOLIEverything Changes（ReunionGeften）
13 RTZNntil Your Love Comes Back Around（Giam／Reprise）
14 JOHN MELLENCAMP／Again Tonight（Mercury）
（15 VAN HALEWRight Now（WB）
18（18）KLF t／TAMMY WYMETTE／Justified And Ancient（Arista）
22 （1）ROXETTE／Church Of Your Heart（EMIERG）
21 （18）STACY EARL I／THE WILD PAIRRomeo And Juliet（RCA）
20 （13）WILLIAMS BROTHERS／Can＇t Cry Hard Enough（WB）
20 MR．BIG／To Be With You（Allantic）
${ }^{23}$ 23）OZZY OSBOURNE Mama，I＇m Coning Home（Epic Associated）
（22）BAYaN adams／hough I＇d Died And Gone To．．．（A\＆M）
32 （23）BRUCE SPRIMGSTEEMAHuman Touch（Columbia）
28 26）U2One（island／PLG）
${ }^{27}$ 25．CELINE DION \＆PEABO BAYSOMBeauty And The．．．（Epic）
29 L．LA．GUNSAt＇s Over Now（PolydorPRG）
27 SIMPLY RED Stars（Atco／tastWest）
1928 PAUL YOUNG What Becomes Of The Brokennearted（MCA）
${ }_{31}$ ．MINT CONDITION／Breaking My Heart．．．（Perspective／A\＆M）
37 （30 JODY WATLEYA＇m The One You Need（MCA）
36 （3i）CECE PENISTON We Got A Love Thang（A\＆M）
46 （32）MIRVANa／Come As you Are（DGC）
DEBUT（33）UGLY KID JOEEverything About You（Slardog，Mercury）
3830 STORM Show Me The Way（Interscope）
DEBUT 35 CHRIS WALKER／Take Time（Pendulum／tektra）
2436 EDDIE MONEY A＇Il Get By（Columbia）
DEEUT（3i NKOTBAf You Go Away（Columbia）
DEBUT（58）mETALLICANothing Else Matters（Eleetra）
DEBUT BC CAUSE \＆EFFECT Nou Think You Know Her（SRC／Zoo） DEBUT © PRINCE \＆N．P．G．Money Don＇t Matter 2．．．（Pasley ParkNB）

69 REPORTERS


## PERFORMING WHERE PLAYED

| Artist／Song／Label | Reports | Report \％ | Conversion \％ | Top $15 \%$ |
| :---: | :---: | :---: | :---: | :---: |
| UGLY KID JOE，Everything Aboul You（Stardog／Mercury） | 128 | 56\％ | 68\％ | 14\％ |
| MIRVANA／Come As You Are（DGC） | 121 | 53\％ | 75\％ | 7\％ |
| L．A．GUNS／t＇s Over Now（Potydor／PLG） | 118 | 52\％ | 76\％ | 17\％ |
| METALLICA Nothing Else Matters（Elekira） | 96 | 42\％ | 54\％ | 2\％ |
| LISA STANSFIELD／All Woman（Arista） | 85 | 37\％ | 54\％ | 7\％ |
| STORM／Show Me The Way（Interscope） | 78 | 34\％ | 69\％ | 9\％ |
| CAUSE \＆EFFECT／Mou Think You Know Her（SRC／200） | 69 | 30\％ | 72\％ | 38\％ |
| JODECISlay（MCA） | 68 | 30\％ | 74\％ | 40\％ |
| ENYM／Caribbean Blue（Reprise） | 68 | 30\％ | 65\％ | 32\％ |
| SCHOOL OF FISH／3 Strange Days（Capitol） | 68 | 30\％ | 46\％ | 10\％ |
| SEALKaler（SireNB） | 58 | 25\％ | 55\％ | 0\％ |
| GERALD LEVERT／Baby Hold On To Me（Atco／Eastwest） | 52 | 23\％ | 77\％ | 20\％ |
| KENHY LOGGINS／The Real Thing（Columbia） | － 4 | 20\％ | ＊＊＊＊${ }^{3}$ | 2\％ |
| TLC／Ain＇t 2 Proud 2 Beg（LaFace／A rista） | 37 | 16\％ | 70\％ | 46\％ |
| SHAWN CHRISTOPHER／Don＇t Lose The Magic（Arista） | 4 | 15\％ | ＊－ | 17\％ |
| REDHEAD KINGPIN3－2－1 Pump（Virgin） | 35 | 15\％ | 63\％ | 18\％ |
| R．KELLY \＆PUBLIC ANNOUNCEMENTISha＇s Got That Vibe（Jive） | 31 | 4\％ | 55\％ | 18\％ |
| TRACIE SPENCER／Love Me（Capitol） | 30 | 13\％ | 50\％ | 20\％ |
| LIDELL TOWNSELLNu Nu（Mercury） | 26 | －4．3\％ | 77\％ | 30\％ |

UGLY KID JOE Eventhing Aboul You（Stardog／Mercury）
mavamicone as Mour（DGC）

LISA STAMSFIELD／All Woman（Afista）
CAUSE \＆EFFECTNou Think You Know Her（SRCR200）
JODECISLay（MCA）
SHOOL OF FISH／3 Strange Days（Capitol）
SEALKiller（SireNB）
GERALD LEVERT／Baby Hold On To Me（Aico／Eastwest）
TLCAin＇t 2 Proud 2 Beg（LaFace／Arisla）
shawn Christopher／Don＇t Lose The Magic（Arista）
REDHEAD KIMGPIN $\beta$－2－1 Pump（Virgin）
TRACIE SPENCER／Love Me（Capitol）

Note：See Parallels 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．

PERFORMING WHERE PLAYED is a weekly listing of records in New \＆Active and Significant Action with
－ 25 or more reports
－Chart positions at $50 \%$ or more of stations reporting them．
－No more than five fewer total reports than the previous week＇s．
See Parallels for a complete picture of all station activity．

## 

1 UGLY KID JOE／Everything．．．（Stardog／Mercury）． 128
2 L．A．GUNSIt＇s Over Now（PLG）
3 METALLICA／Nothing Else Matters（Elektra）．．．．．．．．．．．．． 96
4 GEOFFREY WILLIAMS／It＇s Not A Love Thing（Giant／Reprise） 90
5 CAUSE \＆EFFECT／You Think You Know Her（SRC／Zoo）．．．． 69
6 ENYA／Caribbean Blue（Reprise）．．．．．．．．．．．．．．．．．．．．． 68
JODECI／Stay（MCA）．．．．．．．．．．．．．．．．．．．．．．．．．．．． 68

SCHOOL OF FISH／Three Strange Days（Capitol）．．．．．．．．． 68
9 RICHIE SAMBORA／One Light Burning（Mercury）
10 GERALD LEVERT／Baby Hold On To Me（Atco／EastWest）．．． 52


## BREAKERS

## CHRIS WALKER

Take Time (Pendulum/Elektra)
$\mathbf{6 2 \%}$ of our reporters playing it. Moves: Up 63, Debuts 27, Same 34, Down 0, Adds 17 including Q105, WJMO, KBEQ, WKBQ, WNNK, WKSI, KRNQ, KQKQ. See Parallels, debuts at number 35.

## JOE PUBLIC

Live And Learn (Columbia)
$61 \%$ of our reporters playing it. Moves: Up 49, Debuts 23, Same 30, Down 0, Adds 38 including Z100, B94, Q105, KDWB, KKRZ, FM102, B106, KKSS. See Paralféls, moves 39-33.

## NGWC:IOTJリE

UGLY KID JOE "Everthing About You" (Stardog/Mercury)
including Z 100 . PRO.fM, KRBE, wNvz, kBEO KKAZ FM100 KEG 17.9 O 10234.29 KXXP 23. NIRVANA "Come As You Are" (DGC)

PRINCE \& HEW POWER GENERATION "Money Don't Matter 2 Night" (Paisley ParkWB)
Reponts 119 Moves Uo 3 Debuis 1. Same 1. Down 0, Adds 114 including WXKS. WZOU, WIOO, WMXP. KEGL. PWPPIG L.A. GUNS "It's Over Now" (Polydor PLG)
 KBEO 16.13 KIXR 2010 KISN 23.17 WAA 1310 WERZ 2924 WPST 5.2 WKRZ 38.33. WSTW 33.28 See Parallals
metallica "Nothing Eise Matters" (Elextra)
Reports 96 Moves UD 36. Debuis 14 . Same 28. Down 0 . Adds 18 including 0995 , WMXF. wDJX. WROK. WGRD. KXK K293. KSND. 0102 28.22. PWH92 32-28. 999KH1 36-30. 195 32".24. WHOT 20-15
EN VOGUE "My Lovin' (You're Never Gonna Get It)" (AtcoEasiWest)
Reporis 91 Moves Up A. Cebuts 3 , Same 1, Down O. Adds 83 ncluding 920 . WXKS. 2100 . WEGX wiOO WMXP. PRO.FM OUEEN "Bohemian Rhapsody" (Hollywood)
 geoffrey williams "il's Not A Love Thing" (Giant/Reprise)
Reports 90 . Moves UD 19. Debuls 23, Same 28. Down O. Adds 20 including WIOO. KTFM, KDWB, WKBO, KKRZ FM 102 LISA STANSFIELD "All Woman" (Arista)
Reports 85. Moves: UD 33. Debuis 6. Same 36. Down 0. Adds 10 including WMXP. wBBo WSSX. WCKZ. WMXF. WAPE STORM "Show Me The Way" (Interscope)

Adds 2. K293. KFRXX KDWB 12.8. WKRZ 35-30, WZYP 34.30. CAUSE \& EFFECT "You Think You Know Her" (SRCZOo)
 XL1067 KPXR. PWR99 6.2. KWOD 1-1. WLAN 9.8. K106 11-9, KPRR 6-4, WDJX 20.12. KLUC 1-1. KZHT 5-3. See Perrallels ENYA "Caribbean Blue" (Reprise)
 JODECI "Stay" (MCA)

SSHOOL OF FISH "Three Strange Days" (Capitol)
Repors: 68 Moves. UD 19. Debuls 9 Same 35. Down 1 Adds 4 WAAL. WOUT. WDJX. WHTO. WPST 32 .29. K106 34 -30, CURE "High" (Fiction Eleitra)
hepons 67 Moves Upo De Debuis 0 . Same 0 . Down 0 . Adds 67 ncluding KEGL. KRBE. O105. WDFX, KBEQ. KXXR. KWOD. 0995 . WOGN 999 KHI . WBBO KHF1. WBBO, HOT955
RICHIE SAMBORA "One Light Burning" (Mercury)
Repons 66 . Moves. UD 24. Debuis 7 , Same 33. Down 0. Adds 2 . WRCK. WIN. WEAZ 26 -20. PWR92 40.35 WPST 26.22 LIGHTNING SEEDS "The Lile of Riley" (MCA)
 35-24 ${ }^{34}$.
Reponss. 60 . Moves. Up 5. Debus 13 . Same 24, Down 0 . Ados 18 including PWR99. WYCR, WCKZ, KPRR. HOT955, WDJX TESLA "What You Give" (Geffen)
 SEAL "Killer" (Sire WB)
Repors: 58 . Moves: Up 20, Debuls 10, Same 24, Down 1, Adds 3, KRBE. FM 102, WRVO. KHTK 30-25, KWOD 21.17. WLAN
 GERALD LEVERT "Baby Hold On To Me" (AtcofasitWesi)
nepons 52 . Moves: Up 25. Debulis 5 . Same 18, Domin 2. Adds 2.920. Ho

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Luther vandross "Sometimes I's Only Love" (Epic)
 KENNY LOGGINS "The Real Thing" (Columbia)
Repors: 46 Moves Uo 20. Debuis 2, Same 23. Down D. Adods 7 , KPAT. O102 30.24, KEEO 21-18. KISN 30.20. WOU

TLC "Ain't 2 Proud 2 Beg" (Laface/Arista)
 OT977. KRO. KZI. WZOU 20.13. WPGC 3.2 KBXX 14.10 . WHYT 13.8. KKFR 18.14. KOV.FM 20.14. FM 102 23.9. KMEL PARTY "Private Aftair" (Hollywood)



## SUGARCUBES "Hit" (Elextra)


REDHEAD KINGPIN "3-2-1 Pump" (Virgin)
KOY-FM 6.3 .393 9.7. 8106 2 $8-24$. KCAO 16-10. KRO 23-19
SHAWN CHRISTOPHER "Don't Lose The Magic" (Arista)
 22.18. KOY.FM 23.18 . WWKX 28.19 . 893 37.32. KZFFM 38.31.
RED HOT CHIL PEPPERS "Under The Bridge" (WB)

NCluding O102. KBEO. WUSR. PWR92 WLAN WPST R. KELIY \& PUBLIC ANNOUNCEMENT "She's Got That Vibe" (Jive)

9 Same 8 Down O. Adds 8 . WMXP. WHT.WGGN. WMXF. WBBO. KKSS. WHTO WJAD.


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PRINCE \& N.P.G. (114) EN VOGUE (83) QUEEN (78) CURE (67) UGLY KID JOE (42) JOE PUBLIC (38) SHANICE (25) GHTNANG SEEDS (22) LIGHTNING SEEDS (22)
GEDFFREY WILLIAMS (20)
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## HOTTEST

Vanessa williams (170) ERIC CLAPTON (143) ATLANTIC STARR (103) MARIAH CAREY (52) GENESIS (52) KLF (31) MICHAEL JACKSON (29) OZZY OSBOURNE (26) michard marx (25) MR. BIG (24)
tracie spencer "Love Me" (Capitol) Reports 30. Moves Up 7. Debuts 7. Same 7. Down O. Adds 9. HOT97. HOTIO2. KHTK, KM
999KHI. PWR102 WPGC 6-4 KKFR 30-25. Z90 29-26. KUBE d-30. WKSS 35-32. B93 39-33 DEVONSQUARE "II You Could See Me Now" (Ailantic)
. WKP. KTRS WLAN व40 WROK 22.16 WMYP SHANICE "I'm Cryin"" (Motown)
Reports 28 Moves Up 2. Debuss 0 , Same 1 . Down 0. Adds 25 including WXKS. PWRPIG, WWHT. MOT102. KHTK. KS104 nUCLEAR VALDEZ "(Share A Little) Shelter" (Epic)
Aeponts 26 Moves Up 5. Debuls 2 Same 14 Down 0, Adds
LIDELL TOWNSELL "Nu Nu" (Mercury)
Row 26 Moves CD ARTHUR BAKER INIKEETA "IOU" (RCA)
Repons. 24 Moves Up 10. Debuis 3. Same 8. Down 0, Adds 3. WWHT, B93. KKSS. PWRPIG 19-14 ROT102 d-25. KKFR QUEENSRYCHE "Anybody Lislening?" (EMI/ERG)
RTRS WLAN GIGGLES "What Goes Around Comes Around" (Cutting)
Repons 23. Moves Up 12. Debuts 1. Same 7. Down 2. Adds 1 KPRR, Z100 21.18 PWR99 7-4 PWR96 d.36. B96 3.3 WARRANT "We Will Rock You" (Columbia)
. Adds 19 including KXXR. O99.5. WAAL. 999 KMI. WZYP. KKYK, KTUX
DANGER DANGER "I Still Think About You" (Imagine/Epic)
Repons. 22. Moves: Up 11. Debuts 2. Same 9. Down 0. Adds 0, WPST 38-32. KTUX 31.28. CK 105 40-36. WIOG 6-4. WHTO JOE COCKER "Feels Like Forever" (Capitol)
Reports 24 Moyes. UD TORI AMOS "Silent All These Years" (Allantic)

KJ103 d.36. KISR d-35. KYYY on
NAUGHTY BY NATURE "Everything's Gonna Be Alright" (Tommy Boy)
Reports 21, Moves UD 11. Debuls 1, Same 5. Down 3. Adds 1. KPSI, WZOU 21
WWHT 23-20. 1106 14-11, 290 16-13, KSOL 13-10. B93 24-20. KCAO 40-35.
SIR MIX-A-LOT "Baby Gol Back" (Def American/Reprise)
Reports 20. Moves Up 9. Debuis 1. Same 5. Down 1. Adds 4. KMEL. WwKX 8106. KF95, KBXX 10-4. PWR96 37.30 BAS NOIR "Superficial Love" (Atlantic)
 R.O.C. "Dedicated To my Girl" (Scotil Bros.) 83 38-34. KZFM d-39
(Scoll Bros.)
ANGELICA "Next 2 U" (Quality)
Repors: 17 Moves Up 4. Debuls 2. Same 7 Down 0. Adds 4. KTFM, KBFM. KPSI, WJAD PWR96 on PWR106 on KGGI KEEDY "Wishing On The Same Star" (Arista)
KDON. WMMZ KLYV. B94.75.5.
MC LUSCIOUS "Boom! I Got Your Boyiriend" (Avenue)
. Add
RUSH "Ghost Of A Chance" (Allantic) 9.5. KMYZ d.30. KNIN 32.27. KFMW 17.13 (Mercury)
BLACKSHEEP "The Choice Is Yours" (Mer

Reports 14 Moves: Up 7. Debuis O. Same 2. Down 2. Adds 3. WMXP. WWKX. KWIN. 920 11.7. HOT97 26-18, PWR96 LAURA ENEA "This Is The Las! Time" (Next Plateau)
Reports 14 Moves: UD 7. Debuts 3. Same 3. Down O. Adds 1. PWR102. WIOO 17-12. 290 d-30. TIC.-FM 30-26, WKSS MARC COHN "Ghost Train" (Atlantic)

## KMGZ. KFMWW Z97

BOB SEGER \& SILVER BULLET BAND "Take A Chance" (Capitol)
RIGHT SAID FRED "Don't Talk Just Kiss" (Charisma)
Reports 12 Moves UD 2, Debuls 3 . Same 0 . Down D. Adds 7 . WXKS. WZOU CK105, KLUC, KWNZ, KZHT, WJAD, WJMO KRIS KROSS "Jump" (Columbia)
Repors. 12 Moves UD 5. Debuts 1. Same 0. Down 0. Adds 6. KTFM. WJMO. KSOL. KUBE. B95. PWR102. WPGC 19.12 KBXX 19-11, WHYT '8-12, KKFR d.28, KMEL 34-24, WCKZ
INGRID CHAVEZ "Hippy Blood" (Paisley ParkWB)
Aeports 12 Moves
2ND II NONE "If You Want It"' (Protile)
Reponts. 11 Moves UP 5. Debuls i. Same 3. Down O. Adds 2. KOY-FM. FM102. KBXX d-25, KGGI 17-15, KMEL 9-6, KSOL
TOP "Number One Dominator" (Island/PLG)
Reports 11 Moves Up 5. Debuis 0 . Same 5. Do
KFMW 39.29 e994 7 on do
K.M.C. KRU "'Talk Dirty To Me" (Curb)
K.M.C. KRU "Talk Dirty To Me" (Curb)
Reports 10 Moves: Up 0 . Debuis 0 . Same 0 . Down 0 . Adds 10. WWHT. HOT102, KKFR. KKXX. KF95, KIKX. B95, kWNZ

3 SHADES BROWN "Nasty Bass" (Interscope)
Reports 10 Moves UD 1. Debuls O. Same 6. Down O. Adds 3. WZOU. KBXX. WJMO. KKFR on. HOT977 on ap. 999kMl on
DEL THA FUNKEE HOMOSAPIEN "Mistadobalina" (Elektra)
heports: 10 Moves: Up 3. Debuls 1 , Same 3. DonO Adds 3. WKSS. WSPK B93. WZOU d-28. WIOO 10.8. TIC.FM 23 -19
2PAC "Brenda's Got A Baby" (interscope)
Reports 10. Moves. UD 4. Debuls 2. Same , Down 0 .
FM102 d-24, KMEL d-26, KSOL 17.13. HOT977 on-di
TIA CARRERE "Ballioom Blitz" (Reprise)


## INNOCENT CHILD

## Cins

## ${ }^{3}{ }^{3}{ }^{2} \mathrm{w}$

1）VANESSA WILLIAMS／Save．．．（Wing／Mercury）
atLantic stara Masterpiece（Reprise）
miChaEl JackSONRemember The Time（Epic）
MARIAH CAREY Make it Happen（Columbia）
genesis $/$ Can＇l Dance（Allantic）
ERIC CLAPTON／／ears In Heaven（Reprise）
COLOR ME BADO／Thinkin＇Back（Giant／Reprise）
MICHAEL BOLTONMissing You Now（Columbia）
amy ghant／Good For Me（A\＆M）
KATHY TROCCOLI／Everylhing Changes（Reunion／Getten）
stacy earl ithe wilo pairRromeo And Juliet（RCA）
MR．BIG／İo Be With You（Allantic）
KLF ITAMMMY WYnETTE／Jusifified And Ancient（Arista）
RICHARO MARXMazard（The River）（Capitol）
MINT CONOITION／Breaking My Heart．．（Perspective／A\＆M）
CELINE OION \＆PEABO BRYSON／Beauty And．．．（Epic）
RTZNntil Your Love Comes Back Around（Gian！Reprise）
SMITHEREENS／Too Much Passion（Capitol）
ROXETE／Church Ol Your Hearl（EMIERG）
CECE PENISTONNe Got A Love Thang（A\＆M）
JOHN MELLENCAMP／Again Tonight（Mercury）
U2／One（Island／PLG）
VAN HALEN Right Now（WB）
nkOTBAf You Go Away（Columbia）
WILLIAMS BROTHERS／Can＇l Cry Hard Enough（WB）
bruce springsteen／Human Touch（Columbia）
ozzy ossourne mama，I＇m Coming．．（Epic Associaled）
SIMPLY REOSLars（Alco／tastWest）
bRYAN AOAMS／Thought l＇d Died And Gone To．．（AsMM）
jody watley ${ }^{\prime}$＇m The One You Need（MCA）
PAUL YOUNG What Becomes Ot The Brokenhearted（MCA
SHANICEA Love Your Smile（Molown）
BREAKER 33 JOE PUBLIC $\boldsymbol{3}$ ive And Leam（Columbia）
Breakrer 35 CHRIS WALKER／ake Time（Pendulum／Elekra）
CHRIS WALKER／Take Time（Pendul
NIRVANA／Come As You Are（DGC）
UGLY KID JOE／Everyything Aboul You（Stardog／Mercury）
L．A．GUNS／t＇s Over Now（PolydorPLG）
JODECI／Slay（MCA）
CAUSE \＆EFFECTNou Think You Know Her（SRCROO）
NRA Pg．90；Playlisfs Pg．76；Parallels Pg． 81 ：
Parallal Chart Analysis Pg． 88

${ }^{3}$ was wes Lw Tw
（1）V．WILLIAMS／Save The Best．．．（Wing／Mercury）
michael bolton／missing you now（Columbia）
atlantic starr／Masterpiece（Reprise）
ERIC CLAPTON／Tears In Heaven（Reprise）
EOOIE MONEY／nll Gel By（Columbia）
amy grant／good For Me（A\＆M）
SIMPLY REO／Slars（Alco／EastWesi）
hicharo mabx（Hazard（The River）（Capitol）
KENnY Loggins／the Real Thing（Columbia）
PAUL YOUNG／What Becomes of The Brokentearted（MCA）
MR．BIG／To Be with You（Atlanic）
KATHY TROCCOLIEverything Changes（Reunion／Getten）
A．FRANKLIN \＆M．McOONADLDEvver．．．（Arista）
michael Jackson／Remember The Time（Epic）
CURTIS STIGERS rou＇re All That Matters．．．（Arista） DESMOND CHILD／ODSession（Eleatra）
bRUCE SPRINGSTEEN／Human Touch（Columbia）
$\begin{array}{lllll}12 & \text { is } & 15 & 18 & \mathbf{C} \text { C．DION \＆P．BRYSON／Beauty And（Epic）}\end{array}$
BREAKER 19 MARIAH CAREY Make II Happen（Columbia）
BREEAKER 20 WILLAMS BROTHERS／Canil Cry Hard Enough（WB） BREAKER（21）LUTHER VANOROSS／Sometimes II＇s Only Love（Epic） breaker 22 bonnie raitinot The Only One（Capitol）
${ }_{27}$ 2s 23 33 MICHAEL DAMIAN／（There＇ill Never Be）Another．．．（A\＆M）

| 25 | 22 | 22 | 24 |
| :--- | :--- | :--- | :--- |

${ }_{29} 2_{2} 25$ 25 BETTE MIDLER／n My Life（Atlantic）
$\begin{array}{lllll}5 & 9 & 16 & 25 & \text { ROO STEWART } \text { Nour Song（Polydor／PLG）}\end{array}$
－ 2929 ENYA／Caribbean Blue（Reprise）
$\begin{array}{ll}28 & 28 \\ 28 & \text { RESTLESS HEART／／ill I Loved YOU（RCA）}\end{array}$
10 is 1929 G．MICHAEL \＆E．JOHN Don＇t Let．．．（Columbia）
DEBUT（30 LISA STANSFIELD／AII Woman（Arisla）

## 

$\qquad$
1 PATTI LABELLE／Somebody Loves You．．．（MCA） VANESSA WILLIAMS Save The Best（Wing／Mercur） michael Jackson／Remember The Time（Epic）
atlantic starrmasterpiece（Reprise）
5 GLENN JONES ／Here I Go Again（Allantic）
（ CHRIS WALKER／Take Time（Pendulum／Elektra）
aARON hall Doon＇t be Afraid（MCA）
PRINCE \＆N．P．G．Diamonds And Pearis（Paisley ParkWB） PHYLLIS HYMANWhen You Get Right．（PhillyZoo） SOUNDS OF BLACKNESS／Testily（Perspective／A\＆M） bebe \＆CECE WINANSAt＇s O．K．（Capitol）
JOE PUBLICCive And Learn（Columbia）
KEITH SWEAT Why Me Baby（Elektra）
TEVIN CAMPBELL／Goodbye（QwesIWB）
TLC／Ain＇t 2 Proud 2 Beg（Laface／Arista）
mariah Carey make it Happen（Columbia）
MINT CONOITION／Breaking My Heart．．（Perspective／A\＆M） hammen／do Nol Pass Me by（Capitol）
lisa stansfield／all Woman（Arista）
SkYYNp And Over（Atlantic）
KEITH WASHINGTON When You Love．．．（QwesIWB） thacie spencerfove Me（Capitol）
A．FRANKLIN IM．MCDONALOEver Changing．．（Arista）
SHANICE ${ }^{\prime}$＇m Cryin＇（Motown）
Callowaynel＇s Gel Smooth（Solar／Epic） CHERRELLE／ears Of Joy（Tabu／A\＆M）
Luther vanoross／Sometimes il＇s Only Love（Epic） JOOY WatLEY $/$＇m The One You Need（MCA） ALYSON WILLIAMS／Can＇t Have My Man（OBR／Columbia） ROGER／Take Me Back（Reprise）
BREAKER（31）BLACKSHEEP／The Choice is Yours（Mercury）
BREAKER 32 BOYZ II MEN Please Don＇I Go（MOlown）
BOYZ II MEN．Please Don＇t Go（Motown）
BROTHERHOOD CREED．．．．Melluva（Gasoline Alley MCA）
baRAY WHITE TDark And Lovely（A\＆M）
36 CHIC／Chic Mystique（WB）
BREAKER ©N VOGUE／My Lovin＇（You＇re Never．）（Alco／EasiWesi） CAMEO／Emolional Violence（Reprise）
EREAKER 33 JODECI／Come \＆Talk To Me（UplownMCA）
DEBUI（35）SMOOVE／（Meanwhile）Back Al The Ranch（AlcoEasiWest） digital unoerground no nose．．．（INT／Tommy Boy）

Now \＆Activo，TOP 10 Recurrents Pg． 52
1」ヨうデヒだに


KILAUEAATropical Pleasures（Brainchild） NELSON RANGELLAn Every Moment（GRP） PETER WHITEExCusez－Moi（Sin－Drome） STEVE LAURY Passion（Denon） BOBBY CALDWELL／Stuck On You（Sin－Drome）
ENYA／Snepherd Moons（Reprise）
9 AKIRA JIMBOMSIOw Boal（Optimism）
ANOREAS VOLLENWEIDERBook Of Roses（Columbia）
TOM GAANTAn My Wildest Dreams Nerve Frecast）
SKYWaLK＿arger Than Lite（Bluemoon）
Complete TOP 30 NAC Chart Pg． 66

## 

（1）ELLIS MARSALISA Heart Of Gold（Columbia） VANESSA RUBIN／Soul Eyes（NovusRRA）

4 PAOUITO O RIVERA Havana Cale（Chesky）
（ JUST FRIENDSIA Gathering In Tribute To Emily（Justice）
6 BOBBY MCFERRIN \＆CHICK COREAPPIa（Blue Note）
3 JOHN BEASLEY Caulcron（Windham Hill／Jazz）
OIRTY DOZEN BRASS BANO ODPen UD Whatchz．．．（Columbia）
BRIAN BROMBERGAI＇s About Time（Nova） HOLLY COLE TRIOBlame It On My Youth（Manhattan）

## 

${ }_{\text {Wrs whs Lw Tw }}$
（1）BRUCE SPRINGSTEEN／Human．．．（Columbia）
（2）VAN HALEN／The Oream Is Over（WB）
（3）NIRVANA／Come As You Are（DGC）
（ $\mathbf{U 2} /$ One（Island／PLG）
5 BRUCE SPRINGSTEEN／Better Days（Columbia）
UGLY KID JOE Everything About You（SlardogMercury）
（ TESLA What You Give（Geffen）
8 QUEENSAYCHE／Anybody Listening？（EMI／ERG）
（9）METALLICA Nothing Else Matters（Elektra）
（10）melissa etheridge／Ain＇t It heavy（Island．PLG）
OZZY OSBOURNE Mama，I＇m Coming．．．（Epic Associated）
（12）BRYAN aDAMS／Thought I＇d Died And Gone．．．（A\＆M）
（13）ERIC CLAPTONHelp Me Up（Reprise）
TOM COCHRANE $\Lambda$ ite Is A Highway（Capitol）
15 L．A．GUNSAtt＇s Over Now（Polydor／PLG）
16 JOHN MELLENCAMP／Again Tonight（Mercury）
（1）Litile village／She Runs Hot（Reprise）
（1．）GAAY MOORE／Cold Day In Hell（Charisma）
（20）FOUR HORSEMEN／itred Wings（Det American／Reprise）
MSG When I＇m Gone（Impact）
RUSH／Bravado（Allantic）
22 Stevie ray vaughan \＆．．．Emply Ams（Epic）
23）GENESIS／Jesus He Knows Me（Allantic）
KING＇S XBBlack Flag（Allantic）
GUNS N＇ROSES Pretty Tied Up（Getfen）
mITCH MALLOY／Anylhing AI All（RCA）
27 U2Nntil The End Of The World（Island／PLG）
20）JOHN MELLENCAMP Now More Than Ever（Mercury）
29 RUSH／Ghost of A Chance（Atlantic）
$\begin{array}{llll}36 & 33 & 33 & 30 \\ 0 & \text { D．A．O } & \text { grow Or Pay（WB）}\end{array}$

| 10 | 19 | 24 | 31 |
| :--- | :--- | :--- | :--- |

$\begin{array}{ll}40 & 35 \\ 35 & 35 \\ \text { LIVE／Operation Spirit（Radiaactive）}\end{array}$
$\begin{array}{llll}30 & 29 & 27 & 33 \\ \text { RICK VITO Desiree（Modern／Altantic）}\end{array}$
58 46 34）TOM PETTY \＆THE．．．．Makin＇Some Noise（MCA）
541235 SOCIAL DISTORTIONBad Luck（Epic）
57 a7 13 13 SCREAMFather，Mother，Son（Hollywood）
595044 Baby Animals IOne Word（Imago）
133938 SHOTGUN MESSIAH／Heartbreak Blvo．（Relativity）
$\begin{array}{llll}26 & 36 & 39 & \text { ERIC CLAPTON／Tears In Heaven（Reprise）}\end{array}$
6048 40 ROXY BLUE Rod The Cradle（Geffen）
Complote TOP 60 Tracks Chart Pg．69；LP Chart Pg． 72

WKS WKS IW TW
（1）REBA McENTIRE／Is There Life Out．．．（MCA）
2 wYnonna She is His Only Need（Curb／MCA）
（3）BILLY OEAN／Only The Wind（SBKLLiberty）
VINCE GILL／Take Your Memory With You（MCA）
6 STEVE WARINER／The Tips Of My Fingers（Arista）
（6 OWIGHT YOAKAMAt Only Hurts When I Cry（Reprise） RICKY SKAGGS／Same Of＇Love（Epic）
alan Jackson／Dallas（Arista）
（9）AARON TIPPIN／There Ain＇t Nothin＇Wrong With（RCA）
（10 tanya tucken／Some kind of Trouble（Liberty）
（1）TRACY LAWRENCE／Today＇s Lonely Fool（Allantic）
12 SUZY BOGGUSS／Oubbound Plane（Liberty） 13 KEITH WHITLEY／Somebody＇s Doin＇Me Right（RCA）
（4）marty stuart／Burn me Down（MCA）
22 is（15 HAL KETCHUM／Past The Point Of Rescue（Curb）
3120 20 MARK CHESNUTT／Oid Flames Have New Names（MCA） alabama boon Counly（RCA）
$\begin{array}{lll}32 & 27 & 21 \\ \text {（10）BROOKS \＆OUNN Neon Moon（Arista）}\end{array}$
$191717 \quad 19$ HIGhway 101 Baby，I＇m Missing You（WB）
（50）GARTH BROOKS Papa Loved Mama（Liberty）
BREAKERS
BREAKER 30 TRAVIS TRITTNothing Shorl 01 Dying（WB） BREAKER 30 RICKY VAN SHELTONBackroads（Columbia） BREAKER 3）DOUG STONE／Come in Out OI The Pain（Epic） BREAKER（3）LEE ROY PARNELL／The Rock（Arista）

## DEBUTS

OEBUT（3）RONNIE MILSAP／AII Is Fair In Love And War（RCA）
DEBUT TRISHA YEARWOOD／the Woman Betore Me（MCA）
DEBUT 19 PAUL OVERSTREET／Billy Can＇t Read（RCA）
OEBUI © MICHELLE WRIGHT／／ake II Like a Man（Arista）
OEBUT－© LIONEL CARTWRIGHT／Family Tree（MCA）

Complete TOP 50 Country Chart Pg． 57
Country Song Information Index Pg． 62


[^0]:    Produced by Fred Maher and Mafthow Sweet Managemenf: Russell Carfer Artist Management

[^1]:    Top-rated Cape Cod AOR has an immediate AT opening. Could become assistant PD. All shifts available. Benefits, remotes and club appearances. No calls. T\&R: Al Makkay, 1481 Rt 132. Hyannis, MA 02601. EOE

[^2]:    SMOOVE/(Meanwhile) Back At The Ranch (Atco/EastWest)
    GARY BROWN/Oon't Make Me Beg Tonight (Capitol)
    51/7
    KATHY SLEDGE/Take Me Back To Love Again (Epic).
    BROTHERHOOD CREED BHCHelluva (Gasoline Alley/MCA)
    49/1
    BAS-NOIR/Superficial Love (Atlantic) 46/3

    LISA TAYLOR/Secrets Ot The Hean (Giant/Reprise)
    44/14
    LISA TAYLOR/Secrets of The Hearl (Giant/Reprise)
    $43 / 7$
    K.C.m. 2 Let Me Groove You (Virgin) .................

    35/1
    MODEST FOK Love Or The Single Life (Atco/EastWest)
    35/11
    CECE PENISTON/We Got A Love Thang (A\&M)
    $35 / 3$
    $34 / 7$
    10 UMC'S/One To Grow On (EMIERG) . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 28/2

    34/7

