**I N S I D E:**

**CLINTON TACKLES CREDIT CRUNCH**
President Clinton announced banking regulation changes designed to ease the credit crunch affecting broadcasters, who may be able to take advantage of proposed small business tax credits as well.

**Page 4**

**FIRST QUARTER LABEL AIRPLAY SURVEY DEBUTS**
Scoring 11.5% of the chart records in five major formats, MCA topped the overall field in R&R’s new quarterly label airplay performance review. Also on tap: the overall leaders, the Top 10 labels in all nine formats, and more.

**Page 30**

**PROGRAMMING TO ‘GENERATION X’**
In four years, there will be no baby boomers in the 18-34 demo. Consultant Tom Barnes details this younger generation’s traits — and the challenge of making radio relevant to the post-boomer lifestyle.

**Page 28**

**POINT AFTER CONVERSION**
Three recent New Rock converts — KPNT/St. Louis, KEDJ/Phoenix, and WCHZ/Augusta — explain why their motives went deeper than the music.

**Page 37**

**IN THE NEWS...**
- Format flips in SF, Philly
- Scott Meier VP/GM at WOWF/Detroit
- Brad Chambers PD at KPLX/Dallas
- Jon Robbins PD at WCKR/DC
- Paul Dressen new IRS VP/Mtg. & Promo
- Ted Volk, Tracy Skelly new Geffen Promo Directors

**Page 3**

**Eastern Seaboard Stations Weather Ruthless Blizzard**

Listeners, four-wheel drives to the rescue of stranded staffers, fellow residents

Radio went into interactive mode during last weekend’s ferocious blizzard, which paralyzed much of the Eastern Seaboard. Stations throughout the region used their airtime to keep citizens calm, exchange critical information, and solicit help from and for their listeners.

Speaking from one of the hardest-hit areas, WUSY

**Page 11**

**Shamrock, Malrite Set 21-Station, $300 Million Mega-Transaction**

Deal creates second-largest radio-only group, instant SF duopoly

Following months of speculation, Shamrock Broadcasting and Malrite Communications announced plans to merge their radio groups in a stock-swap deal valued at over $300 million. The merger, which is expected to close in early summer, is the second-largest radio deal ever ranking just behind Group W’s 1989 purchase of 10 Legacy and Metropolitan stations for $350 million.

The merger, with Shamrock parent Shamrock Holdings as the surviving entity, will catalyze the company into the top ranks of group owners. It will be the country’s second-largest radio-only company (exceeded only by Infinity), with stations in half of the nation’s 34 largest markets.

Nine Malrite stations (all except WEGX/Philadelphia, which is owned by a Malrite limited partnership) will be merged into Shamrock’s radio group. Prior to the merger, both Shamrock’s and Malrite’s TV and other nonradio operations will be spun off to shareholders. According to “Duncan’s Radio & Records Market Guide (1993 Edition),” the combined Shamrock-Malrite Group (minus WEGX and WHB & KULJ/Kansas City, which Malrite intends to sell to Apollo Radio) would have had total 1992 billings of $350 million.

**Page 21**

**Cautious Radio Trims Stern**

Stung by FCC, KLXS excises graphic portions of morning show; KFBI says it’s done some

Once burned, twice learned. That’s Greater Media’s new attitude toward Howard Stern’s show, which last year rocketed the company’s KLXS/Los Angeles to a 105.0 FM/AM/AM/FM "second-tier" success. Stern’s show "is now operating on a level where it’s safe and doesn’t create a fire hazard," according to "Greater Media’s" Jim Slade.

"We have to let him do his thing and not cut back on the ratings." Stern’s show "is a key part of our station’s success. It’s not a liability. It’s a key part of our audience growth," Slade said. "We have to continue to support him because it’s working."

**Page 21**

**Feb. Revenues Increase 12%**

Radio revenues enjoyed a 12% increase last month, their highest growth in the ‘90s.

Over 90% of the 85 markets reporting revenues to Miller, Kaplan, Arase & Co. last month experienced increases over February 1992 figures. Even the West, which had lagged behind other regions during 1992, grew at a healthy pace, fueled by double-digit growth in Los Angeles and San Francisco.

National business was up 11%, just 1% shy of the 12% spurt in local radio revenues. After experiencing just four "up" months between July 1990 and July 1992, national sales have been up four of the last eight months. Through January 1993, however, no month in the prior 31 months had been up.

**Page 21**

**KABC & KLOS/Los Angeles Stage Demolition Derby**

To make room for the last phase of KABC & KLOS/Los Angeles’ expansion of new broadcast facilities, the Cape Cod/Camden Talk/AC unit’s historic studios were demolished last week (3/11).

Enacted in 1937 as a house, the original La Verne Blvd. structure was converted later into a transmitter site for predecessor KECA.

After ABC purchased the KECA radio ties and property, the combo — known then as KABC AM & FM — moved to its current location at the time from Veach St. in 1960.
the new solo album
available April 6th
featuring the first
single & video
"Jump They Say"

Produced by David Bowie & Nile Rodgers
AC Shake Up In San Francisco

Viacom wishes upon a Star; KABL now B98

San Francisco’s AC battle heated up this week, with Viacom AOR simulcast combo KDBK/San Francisco & KDBQ/San Jose-Santa Cruz entering the fray and Shambuck Soft AC, KABL adopting a more contemporary approach. KDBK & KDBQ kicked off its Hot AC “Star FM” promotion at 3pm Saturday (3/13) with 10 songs in a row. PD Chris Miller exited the stations, which are now seeking a PD, an on-air staff, and new calls. Viacom’s Los Angeles station, KYSR, also uses the Star handle, but as VP/GM Bruce Raven-Stark told R&R, “The name’s the same, but there are different market tastes, attitudes, and nuances.

SAN FRANCISCO/See Page 21

Pair Of Philly Format Flips

WEGX ‘Smooth Jazz,’ WKSZ fills CHR hole

A flurry of format flips shook up Philadelphia, with two stations making major changes within 56 hours of each other.

First Convention Foreshadows Future

Eighteen years ago this week R&R’s first convention was staged at (and overflowed from) Atlanta’s Royal Coach Motor Hotel, with an audience of more than 800 industry registrants. Attendees were welcomed by Lt. Gov. Zell Miller, 17 years before his big Democratic Convention address, and Jay Thomas emceed the closing show — starring Chess & Chuck, the Pointer Sisters, Loudon Wainwright III, and Southern acts Jim Stafford, Paul Davis, and Sami Je.

Sessions included a Q&A with Clive Davis and a radio/record debate, about which it’s interesting to note that all of the radio people are still prominent and none of the record folks are. And along with the official backgammon tournament (1), coordinated by future R&R Exec. VP John Leader, the convention featured a room in which labels showed videos of their top artists — six years before MTV.

Also Celebrating 20 Years Of Excellence: Communication Graphics Inc

Music Sales Surge In ’92

Recorded music sales in 1992 grew 15% compared to the previous year, according to the Recording Industry Association of America. The industry shipped nearly 900 million units — consisting of CDs, tapes, vinyl, and videos in both single and long-play form — with a retail value of $9 billion.

In 1991, 801 million pieces of product were shipped with a value of $7.8 billion.

PHILLY FLIPS/See Page 21

Chambers Heads To KPLX/Dallas As PD

Former KNAX/ Fresno PD/ morning man Brad Chambers has been named PD at KPLX/ Dallas. He succeeds Bobby Kraig, who left the post last last year to become Arista/Nashville’s Director — National Promotion.

CHAMBERS/See Page 21

Meier VP/GM At WOWF/Detroit

Sports radio veteran Scott Meier has been named VP/GM of Alliance Broadcasting’s FM News/Talk outlet WOWF (WOWF-FM)/Detroit. He succeeds acting VP/GM Betty Padenwick, who plans to move to the Northeast.

MEIER/See Page 21

MUSIC INFORMATION

NATIONAL RADIO FORMATS

MUSIC VIDEO: MTV, VH-1, BET, The Box lists

WORLD MUSIC OVERVIEW: UK, Australia, Canada charts

COUNTRY

COUNTRY SONG INFORMATION INDEX

CURRENT-BASED AC

ASSOCIATE REPORTERS

NAC

CONTEMPORARY JAZZ

URBAN CONTEMPORARY

AOR TRACKS

AOR ALBUMS

NEW ROCK

CHR

PARALLEL CHART ANALYSIS

AC, AOR, CHR, COUNTRY, URBAN CHARTS

NEW ROCK, NAC, CONTEMPORARY JAZZ HIGHLIGHTS

BACK PAGE

Subscription Information 310-553-4330
Clinton Urges Banks To Ease Credit Crunch

In an effort to spur investment and job creation, President Bill Clinton has announced changes in banking regulations designed to ease the credit crunch affecting broad-based and many other industries.

Clinton, addressing a group of small business owners and bankers at the White House, said he wanted bankers to know that "if you make sensible loans, the government should not come down on you."

Don't look for any quick move by banks to dole out money. It will take about three months to put the administration's regulatory changes into effect. In many ways, the Clinton move on expands on former President George Bush's call more than a year ago for regulators to ease up on banks to encourage lending. That first round of jawboning had little noticeable impact on lending availability.

Paul Kagan Associates analyst bis, and other small business owners, said Clinton's regulatory changes would help improve the lending climate. But he warned that it will be a while before all but the largest, most credit-worthy broadcast groups are able to benefit. Stein said middle market players won't see the lending climate improve "until the banking community sees a couple of years of growth and a couple of years of double- digit growth and profits." Small Business Tax Credits

Many broadcasters may be able to take advantage of the investment tax credit proposed as part of President Clinton's overall economic plan. A 7% tax credit would apply to property placed into service between December 3, 1992 and December 31, 1994. The tax credit, designed to encourage investment, would reduce the effective purchase price of a radio station. In theory, it could help get lenders to sign off on a marginal deal.

Small businesses (defined as those grossing less than $5 million a year) would be eligible for a permanent Small Business Investment Tax Credit. A temporary incremental tax credit would be available to larger companies in 1993 and 1994, but only for increased investment in qualified property (above a base calculated from 1993 through 1991 or from 1987 through 1991).

Broadcasters acquiring stations in 1992 and 1994 who didn't acquire new properties from 1989 through 1991 stand to benefit regardless of size. Since acquisition activity for the first two years was extremely low, the basic calculation shouldn't be much of a restriction for station buyers.

A recovery period of more than seven years is required to qualify for the full 7% investment credit. Therefore, only a partial tax credit will be available on most broadcast assets other than towers and certain transmitting equipment.

For small businesses, the Clinton Administration wants to keep the credit against tax credit even after 1994. But it would drop to 5% in 1995. Of course, all of these details are subject to change as the proposed bill makes its way through Congress.

—Jack Messmer and George Nadel Rivin, CPA

USA Digital Waiting For NRSC Details, Advancing Own Tests

USA Digital Radio isn't committing itself to National Radio Standards Committee (NRSC) testing of its DAB system until it receives details of the NRSC deal struck by NAB and EIA (R&R 3/12). Regardless, USA Digital plans a mobile DAB demonstration at next month's NAB convention in Las Vegas.

Gannett Company VP/Finance Dan Ehmann told R&R that USA Digital Radio (USA Digital, Gannett and USA Digital Group) "wants to know exactly what NAB and EIA are proposing to do for the NRSC's tests of in-band, out-of-band and in-band DAB, before agreeing to submit their system. To be clear, USA Digital has missed an NRSC deadline in the past, because of budget and technical pressure with NAB, and we hope to avoid a repeat of the experience. But at this point, the impact is small and they are working with FCC and congressional officials. Among those slated to appear are FCC Commissioners James Quell, Edward F. Dumaine, and Andrew Barrett, Mass Media Chief Roy Stewart, and several agency staffers. NAB also expects to draw 15-20 key members of Congress. President Clinton has been invited, but has not yet responded, said NAB officials said.

The association expects to ask a record $500,000 square feet of exhibition space. To help radio operators maximize their browsing time, radio-exhibitors will once again be gathering in one designated area.

—Paxson Enterprises has closed on its purchase of Florida Radio Network from Broadcast Equities Inc. The deal was brokered by Communications Equity Associates. No terms were disclosed.

Jacor Communications has completed a refinancing that reduced its senior debt from $69 million to $45 million. It also has a $20 million credit line for future acquisitions. Banque Paribas, First National Bank of Boston, and Continental Bank provided the financing.

Clear Channel Communications is now selling advertising for three FM's and one AM in Austin. After closing on KHTI (Clear Channel already owns the AM), the company signed a joint sales agreement with KHOW and KEYI. Even with four signals to sell, Clear Channel's sales team won't have a lock on this market. Combined revenues will still fall short of market leader KXRX.

Former WBES/Charleston, WV owner (and current creditor) Don Mills has filed against a proposed bankruptcy sale to crosstown rival WVSR-AM & FM, citing covenant failure (actual or potential) that violates the FCC's 25% cap. What the petition doesn't mention, though, is that the cume for all Charleston stations runs to 75 percent.

FCC Levies Large Fines in Small Markets

The FCC has slapped two small market operators with huge fines for violations of its ownership and operating rules.

Westport Properties' WLJ, which owns WCRS/Manchester, NH, netted an $8000 penalty for using an LMA that the FCC believes constituted an unauthorized transfer of control.

According to the agency, Westport abdicated all responsibility for the station when it entered into a management agreement with Brian Dodge, who totally controlled station operations, kept all the revenue, and paid Westport a $1275 per month "lease fee." The deal, now formally known as WCRS/CGC/Manchester, NH, is facing a $17,500 fine for violation of the FCC's main studio rule. Seems there were no employees and no public file at the transmitter site facility that the station claimed as its "main" studio.

On a positive note, the FCC has rescinded a $10,000 man studio fine against KALIF/Red Bluff, CA after ruling that the station could figure its principal community contour using Tech Note 101 -- a calculation method applied where station towers are situated on mountain tops.

Also of interest:

— Former FCC Chairman Al Sikes has joined Hearst Corp., as chief of its new Media & Technology Group. The group will try to figure out ways to adapt existing editorial and programming products for use with emerging telecommunications technologies.

— The FCC is seeking comments on new RF radiation limits, which could pose a problem for some radio stations. One proposal would incorporate two tiers of exposure levels -- with current limits applying to employees and contract engineers, but with restrictions five times stricter for areas open to the general public. That could spoil trouble for stations that have had suburban neighborhoods springing up around high power transmitters.

— The Commission last week affirmed that the "retransmission consent" provision of the new cable television law does indeed apply to radio.

Radio providers can attempt to compete with cable operators (cash or other consideration) from cable operators that carry their programming. However, because the "must-carry" section of the law does not apply to radio, cable systems are free to drop radio stations that demand too much.

— Peter Ross, Sr. Legal Advisor to Commissioner Sherille Marshalle exits to become a partner in the law firm of Wiley, Rein & Felding. Former NAB VP Joseph Domino is named acting President of National Public Radio.

— Randall Blooquist, Jack Messmer
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CAN REPORT TRENDS.
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REVERSE THEM.

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

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Transactions

Disney Expands Shamrock
With $300 Million Malrite-Mega-Merger

Cities/ABC scores Atlanta duo forly for $19 million; Edens cashes last combo to Par for $13 million

**Deals Of The Week**

**Shamrock-Malrite Merger**
- **Price:** $300 million (estimated)
- **Terms:** Duopoly deal (San Francisco only), stock-for-stock merger
- **Buyer:** Shamrock Holdings Inc., owned by the Roy Disney family
- **Seller:** Treetop Capital Investors LP, an investment fund organized by Shamrock executives, and Milton Maltz. The company is headed by President Stanley Gold, Shamrock Holdings will spin off all of its non-radio assets to other Disney company, before the merger is consummated.

**WWWW-AM & FMDetroit**
- **Power:** 285 kW, 728 feet
- **Frequency:** 97.1 MHz
- **Format:** Gold

**KZFX/LakeJackson-Houston**
- **Power:** 94.5 kW at 1971 feet
- **Format:** CHR

**KXKX/Seattle**
- **Power:** 100 kW at 1223 feet
- **Format:** AOR

**WWFM-AM & FMPittsburgh**
- **Power:** 5 kW, 50 kW at 810 feet
- **Format:** Gold

**KMLE/Chandler-Phoenix**
- **Power:** 107.9 MHz
- **Format:** Country

**KZFX/Atlanta**
- **Power:** 100 kW at 1735 feet
- **Format:** CHR

**KFWI/Indianapolis**
- **Power:** 101.5 MHz
- **Format:** Country

**KXNA/DesMoines**
- **Power:** 21 kW at 1361 feet
- **Format:** CHR

**KKFL/Ames**
- **Power:** 5 kW at 1169 feet
- **Format:** Gold

**KZFX/LosAngeles**
- **Frequency:** 570 MHz, 93.9 MHz
- **Power:** 5 kW, 18.7 kW at 3136 feet
- **Format:** Country

**KNEW/Seattle**
- **Power:** 100 kW at 1207 feet
- **Format:** Country

**KFM/LosAngeles**
- **Frequency:** 910 MHz, 94.9 MHz
- **Power:** 5 kW, 30 kW at 1207 feet
- **Format:** Country

**WWAM-AM & FMDetroit**
- **Frequency:** 1130 kHz, 102.1 MHz
- **Power:** 50 kW day/30 kW night: 100 kW at 1035 feet
- **Format:** Sports

**WKJZ/WMMS/Cleveland**
- **Frequency:** 1420 kHz, 100.7 MHz
- **Power:** 5 kW, 34 kW at 600 feet
- **Format:** News/Talk

**WAYI/Gainesville-Atlanta**
- **Price:** $19 million
- **Terms:** Duopoly deal

**KFLA-AM / FMDubuque**
- **Frequency:** 570 kHz, 94.5 MHz
- **Power:** 100 kW at 1169 feet
- **Format:** Gold

**KMLE/Chandler-Phoenix**
- **Power:** 107.9 MHz
- **Format:** Country

**KZFX/Atlanta**
- **Power:** 100 kW at 1735 feet
- **Format:** CHR

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- **Format:** CHR

**WAYI/Gainesville-Atlanta**
- **Price:** $19 million
- **Terms:** Duopoly deal
Fresh Ideas for IDs!

JAM specializes in producing creative and effective jingles for stations of all formats. For over 18 years top broadcasters have made us an important part of their success. That’s why you’ve always heard JAM jingles on stations like Z-100 (10 years), WCBS-FM (10 years), WFAN (6 years), KOST (8 years), WLS (17 years), KYGO (14 years) and hundreds more worldwide.

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Call for information about all new, all GoldDisc® NoNoise libraries like the NEW TM MIX. Highly researched and technically superior music libraries. Gold Disc—the choice of over 2,300 stations around the world.

Hits of the week on CD for AC, CHR COUNTRY, URBAN, and AOR. Now even more valuable for your station combined with GoldDisc recurrences.

The hottest stations choose TM Century to design their jingle packages. Scott Shannon’s NEW WPLJ, Southern California’s KIIS (A Lotta Music), B-96 Chicago, Young Country, Boston’s WBMX and many others. TM delivers your finished jingles on Compact Disc!

Call to find out why Gannett, Bonneville, Alliance, and many others have turned to TM Century for creative, cost effective television production.

Our newest, most complete production music library is ready to ship. Get 64 all new CD’s in the initial shipment! A total MEGA library of 100 Discs in all!

Other famous TM Century products include
Ultimate Digital Studio
Powerplay Music Scheduling Software
TM Century Comedy Network.

For complete information call your personal sales representative at:
(800) TM Century
TCMA/AM-FR/Red Lion
PRICE: $2,825,000
TERMS: Asset sale for $150,000 cash and a 15-year promissory note for $200,000 at an interest rate equal to the mortgage on the property for the seller's condominium; a 15-year installment judgment note secured by a mortgage on the property for real estate at 4% interest rates ranging from 4% to 10% interest note for $275,000 at 6% interest with principal and all accrued interest due in 5 years or when the installment judgment note is paid in full, whichever comes first.
BROKER: Thomas Harvey Moffitt Sr. of Corsicana Broadcasting Co., WTLN/AM-FM, APACoka, and WVC/CHester, PA, is a director of WEEH/CHester, NJ in his son, Thomas Moffit Jr., who has interests in other stations, including WRR/Johnsonville, KY (405) 695-8485.
SELLER: Linn Broadcasting Co. Inc., owned by John and Dorothy Norris of Red Lion. They also own WBN (Short Panel) and WCB/TEV Lion. John Norris owns Keystone Inspirational Network, a nationwide religious TV network, and has a controlling interest in Norris Satellite Communications, which has a CP for a nationwide broadcast satellite service in the Ka band (711) 24-6746.
FREQUENCY: 1440 Hz; 96.1 MHz
POWER: 1kw daytime, 5kw at 500 feet
FORMAT: Religious
COMMENT: This sale will dissolve the nation's only AM-FM-TV shortwave combination.

Puerto Rico

WOSO/San Juan
PRICE: $1.2 million
TERMS: Stockholders for $700,000 cash and issuance of $500,000 in nonvoting 8% cumulative convertible preferred stock.
BROKER: Sherman Broadcasting Corp., owned by Sherman Wildman of San Juan. Phone: (809) 266-2655.
SELLER: Cavallo Broadcasting Corp., a subsidiary of MCO Industries Inc., headed by Chairman Hugh McComas. He also owns WQBQ-Leesburg, FL. Phone: (809) 724-2424.
FREQUENCY: 1030 kHz
POWER: 10kw
FORMAT: News/Talk

South Carolina

WSHG/Ridgeland
(Hilton Head Island)
PRICE: $135,000
TERMS: Asset sale for $25,000 cash. The buyer is to make interest-only payments on the balance of $30,000 at two points above the prime rate published in the Wall Street Journal for 12 months. The buyer then has the option of paying the principal in full or making principal and interest payments in addition to the 12 months.
BROKER: Shug Broadcasting Inc., owned by Leon Harvey Jr. of Savannah. His wife, Evelyn Harvey, owns WQGT/Springfield, GA. Phone: (800) 563-7772.
SELLER: Mattox-Guest of South Carolina Inc., owned by Andrew Guest and John Metax. They also own WKKU/Blackshear, GA and WOEC/AM-FM, America, GA. Phone: (912) 449-3391.
FREQUENCY: 104.9 MHz
POWER: 1.8kw at 407 feet
FORMAT: Country
COMMENT: This sale has a station's CP to upgrade to C3 status. A sale to Evelyn Harvey for $375,000 was filed in March 1992, but never closed. This station sold for $250,000 in combination with AM in 1989.

Tennessee

WFVB (FM CP/Celina)
PRICE: $14,000
TERMS: Asset sale for cash
BUYER: Elizabeth Bernice Whitmire of Lafayette, TN. She and her husband, J.K. Whitmire, own W-KY/AM-Tomskinnville, KY. Phone: (615) 666-2642.
SPECS: Stephen W. Stapels Sr. of Monte Carlo, KY d/b/a Regional Broadcasting Co. He also owns WFLW & WYM/Monticello. Phone: (606) 348-8427.
FREQUENCY: 101.5 MHz
POWER: Swk at 328 feet

WQZZ/Columbia
PRICE: $50,000
TERMS: Asset sale for cash
BUYER: B&B Broadcasting, headed by general partners Michael Bridges and Randolph Bender of Mt. Pleasant, TN. Brenderman is an announcer at WMPG/Columbia.
SPECS: C.W. Rawdon of Lawrenceburg, TN.
FREQUENCY: 900 kHz
POWER: 500-watt day
FORMAT: Urban

Texas

KTXX/New Boston
(Texarkan)
PRICE: $90,000
TERMS: Asset sale for $200,000 cash and a five-year promissory note at 9% interest.
FREQUENCY: 103.5 MHz
POWER: 3 kw at 328 feet
FORMAT: Country (the buyers plan a CH1 format)

KPCB/Rockport
( Corpsi Christi)
PRICE: $400,000
TERMS: Asset sale for $150,000 cash and a promissory note for $250,000 at 12% interest plus a three-year promissory note for $130,000 at 8% payable to the Dellar Family Trust
BUYER: Coastal Bend Radio Active Inc., owned by Fred Hoffman, Robert Dean, Steve DeWalt, and Scott DeWalt. The DeWalt father, Stephen DeWalt, owns KDAO/Sinton, TX and KITG/Corpus Christi. Phone: (512) 729-5731.
FREQUENCY: 102.3 MHz
POWER: 3kw at 328 feet
FORMAT: Adult Contemporary
COMMENT: This station has a CP for a C2 upgrade.

KVARI/San Antonio
PRICE: $130,000
TERMS: Asset sale for $700,000 cash and a three-year promissory note for $200,000 at 8% interest payable to the Dellar Family Trust
BUYER: San Antonio Televise, Inc., a subsidiary of Harte-Hanks Communications and HHC Holdings owned by Houston Harte of San Antonio, Andrew Harte of Harte International Inc., and Larry Franklin of San Antonio. The company, which operates KVARI/FM, five daily newspapers, and numerous other publications. It formerly owned R&J and a radio group that became Edens Broadcasting. Phone: (512) 366-5000

KPLC/Spotsylvania
(Fredericksburg)
PRICE: $250,000
TERMS: Duplo deal; asset sale for cash
BUYER: Free Lance-Star Publishing Co., owned by Charles Jr., and Josiah Rowe of Fredericksburg, VA; Timothy Rowe of Durham; and Ashley Gould of Nashville. They own WFLS-AM & FM/Fredericksburg and publish the Free Lance-Star, a daily newspaper in Fredericksburg. Phone: (703) 727-1502.
SELLER: Charles Giddens, received for Pace-Jon Broadcasting Corporation. He's a media broker and has interests in seven stations, including:
FREQUENCY: 99.3 MHz
POWER: 3kw at 328 feet
FORMAT: Urban
BUYER: Charles Giddens of Media Venture Partners.
COMMENT: The application states that they have seven offices in the market created by the overlapping contours of WPLC-AM & WFLS-AM & FM and that the buyer will own less than 50% of the stations in the market. The buyer states that his newspaper ownership does not bar the WPLC acquisition because the city of Fredericksburg will not allow it to cover any part of the city of Fredericksburg.

Virginia

WPLC/Spotsylvania
(Fredericksburg)
PRICE: $200,000
TERMS: Duplo deal; asset sale for cash
BUYER: Free Lance-Star Publishing Co., owned by Charles Jr., and Josiah Rowe of Fredericksburg, VA; Timothy Rowe of Durham; and Ashley Gould of Nashville. They own WFLS-AM & FM/Fredericksburg and publish the Free Lance-Star, a daily newspaper in Fredericksburg. Phone: (703) 727-1502.
SELLER: Charles Giddens, received for Pace-Jon Broadcasting Corporation. He's a media broker and has interests in seven stations, including:
FREQUENCY: 99.3 MHz
POWER: 3kw at 328 feet
FORMAT: Urban
BUYER: Charles Giddens of Media Venture Partners.
COMMENT: The application states that they have seven offices in the market created by the overlapping contours of WPLC-AM & WFLS-AM & FM and that the buyer will own less than 50% of the stations in the market. The buyer states that his newspaper ownership does not bar the WPLC acquisition because the city of Fredericksburg will not allow it to cover any part of the city of Fredericksburg.

West Virginia

WLOG/Logan
PRICE: $40,000
TERMS: Asset sale. According to the company, this has sold sum of $40,000 shall and will consist of $30,000 insurance proceeds to be retained by the seller, and $10,000 to be contributed directly by buyer.
BROKER: CE Entertainment Inc., owned by Albert and Denise Spencer of Logan. They are the buyers of OM, respectively. Phone: (304) 752-6280.
SELLER: Southern West Virginia Community College Foundation, headed by President Eddie Cantor, Bridgeport, WV. Phone: (304) 752-6280.
FREQUENCY: 1230 kHz
POWER: 1kw
FORMAT: Variety
COMMENT: This station only recently resumed broadcasting following a forest fire that destroyed its transmitter building on February 5.

WLTP & WNUS/
Parkersburg, WV-Belpre, OH
PRICE: $75,000
TERMS: Duplo deal, asset sale for cash and a promissory note for $475,000
BUYER: WNUS Inc., owned by William Benns of Virginia Beach, VA; Barbara Peel of Cherry Hill, MD, and Roger Welge of Manassas, VA. Benns and Peel own WDAK/WV/WDN/WMK/WMX/Parkersburg/WVB/Radio City Barrackville, WV and WTUN (FM CP) Pocatello, WV. Phone: (304) 395-6307.
SELLER: TR Broadcasting Inc. Phone: (513) 489-1151.
FREQUENCY: 1450 kHz; 107.1 MHz
POWER: 1kw. 2kw at 370 feet
FORMAT: Country
COMMENT: The application states that the combined group of WB & WNUS was 23.0 in the Spring 1992 Arbitron survey of the Parkersburg-Marietta market. The buyer is programing this combo under an LMA.
Robbins Grabs WCXR PD Post

Group W Classic Rocker WCXR/Washington has hired KRXX/Minnepolis PD Jon Robbins as its new PD. He replaces Andy Beaubien, who exits to pursue other opportunities. "OKX GM Bill Sheard told R&R, "Jon clearly represents one of the most competitive programming spirits I've met, and his track record reflects it."

Robbins commented, "WCXR is a win-win (prospect) on many different levels — a great company and a strong staff. We're going to bring a lot of fun and mischief to the hallways at WCXR."

Orescan IRS VP / Marketing & Promo

IRS Records has named Paul Orescan VP / Marketing & Promotion. The nine-year company exec, most recently President of the label's Canadian operation, will relocate to the label's Los Angeles headquarters, where he'll oversee its artist development, marketing, and radio promotion efforts.

"Paul has been an exceptional leader for the Canadian company," remarked IRS President Jay Boberg. "He has proved himself by breaking records at all formats, including major market Top 40 and AOR stations. He has a strong vision for the development of the true IRS artist and his creative ideas will be a terrific asset to the U.S. company."

Geffen Elevates Two In Promo Dept.

Volk heads alternative, Skelly adult radio

At Geffen Records, Ted Volk has been promoted to Alternative Promotion Director, and Tracy Skelly becomes AC/NA/Jazz Promotion Director. Both report to Geffen VP/Promo Bill Bennett.

"We're reorganizing our promotion department to fit today's reality-based requirements, and Ted's a reflection of what our promotion department is about," said Bennett. "He has the rare ability to be analytical about where our music fits radio's needs while remaining passionate about radio's need for our music."

"Tracy's a prime example of someone who's worked hard and earned the opportunity to lead promotion of a radio format."

UPDATE

Robi ND AT WRKO & WHDH/Boston

Deborah Robi has been named to the newly created ND post at Atlantic Radio News/Talk combo WRKO & WHDH/Boston.

Robi joined WRKO 12 years ago as a reporter and anchor. She has also done hit-in-anchor work at Atlantic's crosstown WBXM.

WRKO & WHDH Operations and Programming Director David Berns-"Klein praised Robi's experience and knowledge of the market. "She has a dozen years' experience in Boston. That, combined with the fact that she's in-house, makes her the perfect choice. I love to promote from within."

OBITUARIES

Radio Execs Taber, Parker Mourned

Respected radio executive Jim Taber died Monday (3/15) after a long illness. He was 52.

Taber began his career as a teenager at KOSI/Denver. He also made stops at WABB/Mobile and WSBN/Birmingham before joining Gordon McClendon's KLF in his hometown of Dallas as nighttime personality/Music Director.

In 1972, he was hired as PD of KROM/Los Angeles and soon after bought KINT-FM/ Pasadena. He subsequently purchased other stations in New Mexico. Taber sold his radio interests in the 1980s and became an account executive for TCM Century.

He is survived by his father, famous wildlife photographer and journalist Wally Taber.

Former WDCR/Hartford PD Charlie Parker died Sunday (2/14). He was 69.

A longtime Hartford resident, Parker joined WDRG in 1944 and was promoted to PD in 1956. He retired from the stations in 1983.

Parker founded the Greater Hartford Emergency Food Bank and was also a past Chairman of the Martin Luther King Youth Fund.

He is survived by two children.

KSRR Says 'Adios AC, Spanish, SI'

Monday (3/15) at 6am, KSRR/San Antonio — as expected — switched from AC to Contemporary International Spanish under new owners Tichenor Media.

Eleazar Garcia, PD at Tichenor sister Contemporary/Regional Mexican KCOR (AM), assumes those duties at KSRR. Jesse Rios in OHT. Former KSRR PD Dave Ware has joined crosstown NT KITSA as an AE.

Rios told R&R, "Since [Tichenor's stations are] all Spanish, there was no question KSRR would become Spanish. There's a gap in the market for a format (that plays) artists like Gloria Estefan and Julio Iglesias. We wanted a station that [targets 25+ listeners], second-generation Hispanics, and people who love international music."

"We're still fine-tuning the station, but initial reaction has been very positive. We haven't hired an on-air staff — the station's automated and will remain that way until our research is completed in approximately 60 days."

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Contact Mike Henry to discuss programming research options for your station — (303) 922-5600

The Research Company of Choice
Sony Pacts With Tribeca Music

Sony Music’s Epic Records has agreed to distribute Tribeca Music, an extension of the motion picture and TV production company founded by Robert De Niro and Jane Rosenthal. “Robert is a super talented,” said Sony Music President Tommy Mottola. “He will be a magnet, attracting the brightest writing, acting, producing, directing, and new musical talent to Tribeca. For Sony Music and Epic to be involved with this caliber of artist is unique, exciting, and a groundbreaking opportunity for us.”

Tribeca Eore, VP Philip Sandhaus, a former associate of David Bowie, will oversee the company’s music operations. The label’s first release will be the soundtrack to “A Bronx Tale,” which was directed by co-stars De Niro.

Blizzard

Continued From Page 1

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The Beat Goes On

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The Beat Goes On

When KBBT (The Beat) Los Angeles took top honors in the Radio Station Promotion category at the Southern California Broadcasters Association’s eighth annual SUNNY Creative Radio Awards presentation, the station’s Art Morrison (l) accepted the trophy from KFWB & KTWW/ Los Angeles VP/GM Gefffen Directorate / International Mel Poster (I) and Aerosmith manager Tim Collins were welcomed with a billboard when they arrived in Hamburg to present the band’s forthcoming “Get A Grip” LP to MCA Music Entertainment/Germany execs.

Gripping Greeting

MEL & TIM: Let’s GET A GRIP on Rock’n’Roll

Geffen Director/International Mel Poster (I) and Aerosmith manager Tim Collins were welcomed with a billboard when they arrived in Hamburg to present the band’s forthcoming “Get A Grip” LP to MCA Music Entertainment/Germany execs.

Jackson’s Trump Card

RCA artist Freddie Jackson attended Ivan’s Trump’s Manhattan home for a party to benefit Very Special Arts, which sponsors arts programs for mentally and physically handicapped children.

Spotlight Falls

All-News WINS/New York went wall-to-wall with snow coverage from Saturday until Sunday morning, when it began including brief “in other news” capsules in its cycle. During the coverage, WINS dropped its spool time from 17.5 to 15 minutes.

Executive Editor Steve Swenson said the station used 13 reporters.

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Radio

- TOM STANTON has been upped from AE to NSM at WERE/WMWO/Cleveland.
- DAVE KAROWSKI segues to sports outlet WSCR/Chicago as Promition/Advertising Director. Prior to his appointment, he served as Director/Marketing at crosstown WCKG.
- DALE CARROLL, SCOTT SHA-STEE, and ED ALLEN become Sales Manager, PD, and MD, respectively, at newly Religious-formatted WJJO/Tulsa.

Records

- CANDY MASENGALE assumes VP/Records duties at Zoo Entertainment, exiting her Director/Independent Distribution post at the BMI Independent Group. Concurrently, USA CRISTIANO has been tapped as Manager/Alternative Promotion. She previously handled independent radio promotion at SRO Marketing. The label also boosts MATT MARSHALL from Manager/ADR Administration to Manager/Alternative Marketing.
- PAUL BARRETT has been promoted from Regional Promotion Manager/Boston to East Coast Promotion Director at MCA Records.

Industry

- STEVE SHAW has been promoted from New York Sales Manager to VPI GMT at Crystal Radio.
- LAURA HAGAN moves up from Network Sales Manager to New York Sales Manager at Katz Hispanic Media.
- RONNY YANCE has been named head of Interscope Music, a new music publishing firm founded by Interscope Records in conjunction with Warner-Chappell Music. He most recently was President of now-defunct Geffen Music.
- DEBRA ROSNER has formed the Rosner Company and is working as an independent A&R consultant and talent scout. The firm is located at 1642 Westwood Blvd., Penthouse, Los Angeles, CA 90124; (310) 980-0056.

National Radio

- CBS RADIO NETWORK and HOST COMMUNICATIONS are providing exclusive coverage of the NCAA men's and women's basketball tournaments. The companies also are offering the call-in show — “Eve Of The Final Four” — on April 2 at 8am ET; (212) 975-3773.
- SJS RADIO NETWORKS is offering “Backstage USA,” Sundays at 7am. The weekly, hourlong ’80s-romantic program is hosted by WHTZ/New York's Kid Kelly, (212) 385-7511.
- CLIFTON GARDINER, President of Gardner Broadcasting Corp., has established Radio One. The new company—which markets satellite-delivered programming — can be reached at P.O. Box 5559, Avon, CO 81620; (303) 949-4485.

Changes

- CAROL MARRUJO de O'HARA and DARWIN SEAY have been promoted to Director/Administrative and Director/Editorial, respectively, in Warner Bros. Records' newly established Media Information Services division. Murrudo de O'Hara formerly was Publicity Materials Manager, while Seay worked in the Publicity Department as a staff writer.

Papa's Got A New Award

James Brown (I) received a Lifetime Achievement Award at NABOB's awards dinner last week (3/11). Inner City Broadcasting VP/Programming & Entertainment Frankie Crocker (II) and veteran air personality "Jack The Rapper" Gibson offered their kudos onstage at the Sheraton Washington Hotel.

PROS ON THE LOOSE

Amy Beth Arkay — Mornings WFXS/Rockland, NY (914) 939-5579
Renee Blake — PD KXCI Tucson (602) 296-1294
Steve Brooks — Announcer NSE Radio Network (716) 265-3447
Bob Casey — VP/Programming Jones Eastern & PD WBBW/Washington, DC (919) 251-8811
Gary Cocker — Afternoons KQQI-San Diego (619) 256-8130
Marc DeBoisler — Pittsburgh/Cleveland promo manager Mercury Records (412) 242-3130
Stuart Goldberg — Florida promo rep A&M Records (813) 547-8159
Joe Houssoad — Morning news anchor WBAP/Dallas (817) 536-1090
Doug Kempf — Evenings WHRL/Melbourne, FL (407) 242-4839

Terry Knight — Afternoons WRNO/New Orleans (504) 899-6562
Kim Langbecker — Cincinnati promo rep Atlantic Records (513) 533-0149
Mark Lewandowski — Sports/news anchor KILT/Little Falls, MN (612) 632-2167
Glen Martin — PD KLX/Kiatt(e) (206) 483-3895
Russ Lamb (aka Steve Kelly) — PD/afternoons WOJO/Jackson, MI (313) 336-1977
Jo Jo Morales — Middays WEGX/Philadelphia (215) 647-3245
Brad Moss — SE Regional promo rep Morgan Creek Records (404) 978-7947
Art Oppermann — PD WYOO/Ponca, IL (309) 698-4552
Brock Whaley — Air talent/promotion KQDI/Honolulu (808) 530-8047
Paul Williams — Promotion Director WEGX/Philadelphia (215) 844-7471

Armadillo Audience

During the recent NARM Convention in Orlando, Garth Brooks (I) visited Disney's Pleasure Island to see his labelmates perform at CEMA Distribution's all-star concert. Planking him backstage at the feisty Armadillo country bar are EMI Music President/CEO Jim FikeL (II) and EMI Records Group North America Chairman/CEO Charles Koppelman.

Sound + Vision

Rhino Records staffers donned 3-D glasses to check out the final version of the label's new vision statement, which incorporates such multidimensional talking points as "You Ain't Seen Nothing Yet," "One Step Beyond," "Niney-Nine And A Half (Won't Do)," "You Can Get If You Really Want," "Pay You Back With Interest," and "Fish Hooks, Fish Heads, Roly-Poly Fish Heads."
We’re All Ears

The Great Radio Promotion #2 wants to hear from you.

Last year we asked you to write to us and tell us why radio is so great. This year, we ask you to sing its praises. Or say it or play it. Let the world hear what a great advertising medium radio is.
Create a radio spot or a speech, a song or a jingle. Sell radio, not just your station, not just your format. Put it on a cassette tape and send it to us. (No more than 60 seconds, please.)
For the first time, The Great Radio Promotion #2 is a special category of the Mercury Awards, the awards that celebrate radio’s creativity. The winner will be announced and the spot played at the second annual Mercury Awards dinner on June 9, 1993. The winning spot will be included in the CD commemorating all the Mercury Award winners.
Entries will be judged by the Arbitron Radio Advisory Council. All entries must be post-marked no later than April 30, 1993. Send 2 cassette copies of your entry to: The Great Radio Promotion #2, The Arbitron Company, 142 West 57th Street, New York, NY 10019.
Selling Your Ideas To Top Management

You have an idea that will make a positive difference to your company. How do you get those in charge to listen? The NYC-based American Management Association suggests you submit a proposal to upper management using the following guidelines:

State only the most vital details. Avoid the temptation to impress managers with your knowledge by digressing into scientific data or other irrelevant information.

Write in short, clear, short sentences (20 words or less). Try to use only one- and two-syllable words.

Speak your reader's language. Don't alienate your reader by using technical jargon or other insider lingo.

Help readers recognize important elements in your text by underlining key phrases, adding bullet points, or using boldfaced or italic type.

Illustrate support material (i.e., examples, case studies, and comparisons) with charts and graphs.

Incorporate a flow chart to highlight each stage of the proposed change.

Refine from naming specialized manuals, reports, and other source material. As long as your proposal makes sense, no one will look these up.

Survey: Women Work Harder

While most employed adults (39%) say there is no difference between men and women workers, a recent Gallup poll found that almost as many people (38%) felt women work harder. Only 19% said men work harder.

The majority (57%) of working women said 21% of working men - say women work harder. In contrast, 47% of working men - as opposed to 29% of working women - believe there is no difference in work by gender.

By the way, 36% of working men, but only 11% of working women, feel men work harder than women.

The Power Of Positive Criticism

It's not easy to motivate people, even while correcting them, but it can be done. As an example, Bloomfield Hills, MI-based management consultant George J. Lamden suggests that when someone proposes a bad idea - and begins to discuss it at length - you praise the worker's enthusiasm and offer to discuss the matter in private.

Keep in mind that people's egos are intertwined with their ideas. Instead of publically attacking an idea - and, by extension, the worker - offer your criticism in private, but reserve your compliments for public situations.

A GREAT PROMOTIONAL GIVE-AWAY!

Roll-A-Sign™ disposable plastic banners are a cost-effective way to promote your radio station. Each banner is printed on high quality, unstabilized, or 6 mil plastic film from 3 inches to 36 inches in width. We can print up to four colors of ink per banner. Depending on the configuration of your logo, you can get either 330 or 169 banners on a 1000' roll. It's easy to use... just roll off the desired length and cut!

Indoors or outdoors, Roll-A-Sign gets your message across and is ideal to give away at concerts and other public events. Fax us your station's logo along with the specifics on color separations, and we will give you a free quote. If you have any questions regarding quantities, sizes, imprints, and/or colors available, please call us.

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IN THIS CORNER . . .

Resolving Employee Conflicts

Two employees are in the throes of a personal conflict, consequently disrupting the entire department. What's the best way to resolve such a touchy matter?

La Jolla, CA-based psychologist and management consultant Natasha Joselewicz recommends you leave the ultimate solution in the hands of the feuding subordinates.

First, bring the two combatants into a neutral office and ask to hear each one's side of the story. Next, ask them to suggest some solutions to the problems. If they don't come up with anything, tell them they'll be left alone together until they reach a compromise or an answer. Or a compromise.

However, if it's obvious the two of them cannot reach a truce - and leaving them together may make the situation worse - either bring in an outside mediator or decide which employee should be transferred.

MANAGEMENT SKILLS TEST

10 Questions To Ask Your Staff

Just how good are your management skills? Since the people who know best - you and I - could be reluctant to share an honest appraisal of your strengths and weaknesses, the Albany-based Managing newsletter suggests you allow them to do it anonymously.

Following are 10 questions you may want your staff to answer. Feel free to add your own questions.

1. Do you understand my instructions, or do you have to spend time figuring out what I want you to do?
2. Do I ask you to alter an assignment that you're already working on because I've changed my mind?
3. Do I redo or edit your work without improving the quality of it?
4. Do I welcome new ideas?
5. Does your work appear disappointing to me?
6. Do I offer constructive criticism?
7. Do you feel you can trust me?
8. Do I work with you to develop your skills?
9. Do I make myself available when you need assistance?
10. Do I always seem to be in a crisis?
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Garth: 'Stone' Radio Consultant!

The annual Playboy readers' music poll, covered previously by Rolling Stone (1970's), is back, this year with a new twist: listeners can vote online. The results will be announced in the December issue. Garth Brooks, who placed second last year, is expected to return. The poll is open now and runs through November 30th. To vote, visit the official website at playboy.com/musicpoll.

Alternative Reality

Learn about everything from ABBA to Ben alumno's "A-Z of Alternative Culture." You'll also find Howard Stern, KROQ/LA, Sub Pop (the label), college radio, and — of course — grunge. Speaking of Stern, this spin-off offers posters of future faves from the "Fatman" himself: "The Man With Smelly Feet," "祖国love," and "The Vomiller" ("A gag fest").

Heavy Metal

"I can be sexy when being heavy and if you don't like that, then you up your ass!" — Carrie Wilson (US)


"Evel is dead . . . he was a great entertainer, a great musician, and he did a lot for rock and roll. And I think he should be remembered that way. Not as the drug-taking fat person he became." — Tom Jones (People).

Each week R&R sneaks a peek through the nation's consumer magazines in search of everything from the sublime to the ridiculous in music news. R&R has not verified any of these reports.

R&B Overview

GARTH BROWN'S NEW RECORD "STONE"}

C over Garth Brooks with 70's AOR in Rolling Stone: "[He's] saying, 'All those who want to, you can come to me, no matter what the music is, no matter what you look like.' . . . If we don't cut ourselves up into niches, we'll just play country music as a family, staying sincere and honest, I don't see this ride ever ending.'

As for his own success, Brooks says it's 'sex and pizza' — even when they're bad they're still pretty good. It's a cool ride, man.

'Playboy' Poll Pets

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Maps To Stars' Homes

For a rare look at one of Atlantic co-CEO/Chairman Ahmet Ertegun's four houses (the 10,000 square-foot Hamptons estate, see House & Garden's 17-photo spread).

LaToya Jackson blackmailed brother Michael into paying her and her manager/hubby's $517,109 tab by threatening to tell the 25% she owns of their parents' home (National Enquirer). LaToya also told the star that six Janet is secretly married to her manager, Rene Elizondo.

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R&B Overview

GARTH BROWN'S NEW RECORD "STONE"...
Westwood One Presents
In Concert: NEW ROCK

Featuring

Recorded by the BBC at the
Glastonbury Festival, U.K., 1990

THE WEEK OF: April 12, 1993

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HOME ALONE

More Americans Living By Themselves

Living alone has become more common within the last decade. A 1990 U.S. Census Bureau report found that an estimated 22 million people lived alone in 1990, double the number in 1970, and up four million since 1980.

While the great majority (78%) of those who live alone reside in metropolitan areas, a slimmer majority (53%) are renters rather than homeowners.

Most people who live alone are women, whose male counterparts by a three-to-one margin. More than half (51%) of these women are also widows, whereas 48% of men living alone have never walked down the aisle.

Owners Vs. Renters

However, 77% of these widows and widowers are homeowners, compared with the less than 33% of people living alone who never married.

Consequently, women who live alone are far more likely to be homeowners than men. They also tend to be older (median age: 69 for women vs. 52 for men). This holds true among solo women renters (median age: 56 for women, 39 for men) as well. Solo renters also pay a lower median monthly housing cost: $386 vs. $424 for all renters.

The majority (77% of women and 55% of men) of those who live alone don't owe a mortgage on their home, and their monthly housing cost is $180 — $25 less than the median cost for all other non-mortgaged owners.

One of the reasons people who live alone tend to owe less money on their homes lies in property values. The median value of the homes of women and men with no mortgage is $59,000 — 21% less than the median value ($75,400) of all owner-occupied homes in America.

Income Differences

While the household income of homeowners who live alone is significantly lower ($14,600) than the median income for all owners ($33,900) — mainly because many are senior citizens on fixed incomes — those paying a mortgage have a lower median housing cost ($860 vs. $660 for all other homeowners).

Non-mortgaged homeowners pay 25% of their current income on housing costs, compared with the 18% spent by all homeowners.

However, solo renters' median income is $14,500, considerably less than the median income of all renters ($18,410). The survey notes that this discrepancy is due to the inclusion of younger and multiple wage earners. (See the above story on solo salaries.)

Contrasting Female Purchasing Habits

35% of women in their 20s get a 'lot' of pleasure from buying music

Women in their 20s are more likely than those in their 30s to buy pre-recorded music, according to a recent study conducted by the NYC-based Roper Organization for Modernoise magazine.

In fact, 35% of twentiesomething women get "a lot" of pleasure buying pre-recorded cassettes and CDs, compared with 11% of boomers-aged women.

Twentiesomething women also prefer to purchase jewelry and watches (17% vs. 7%), leather goods (22% vs. 13%), and cars (22% vs. 17%).

What's more, nearly 75% of twentiesomething women claim to enjoy the overall shopping experience, compared with the almost 66% of boomer-aged women who say they like to shop.

Spontaneous Spenders

The younger set tends to be an impulsive group of consumers: 44% plan their purchases (and stick to their plans). More than half (55%) of thirtiesomethings do the same.

Those in their 30s also are more likely to window-shop — 42% "especially like browsing" and about 25% "often" browse. Only 33% and 17% of thirtiesomething women make those respective claims.

Incidentally, 46% of twentiesomethings have a car, compared to 71% of thirtiesomething women. Meanwhile, 9% and 18% of the respective generations are separated or divorced.

Interestingly, 44% of the younger set and a mere 8% of their older counterparts have never married. More than half (51%) of twentiesomethings and 86% of boomers have children.

Twentiesomethings also are more ethnically and racially diverse: 78% are white (vs. 82% of boomers), 14% are black (vs. 10%), and 6% belong to another ethnic group or race (vs. 5%).
Blizzard

Continued from Page 12

on the street and stayed double-stuffed with editors and writers throughout the coverage. "People were working six and seven days and putting in 12- or 13-hour shifts," said Swenson. Hot TV/PD Joel Saltzow said most station employees made it into work without problem. "We really rode the storm out with the exception of getting one of our mixers to the studio after his show in Hotoken, NJ was canceled because they lost our set. We sent a four-wheeler after him."

Saltzow said his station relied on Metro Traffic for a lot of infor-
mation, but when it didn't get a News station, a lot of our infor-
mation dealt with the cancellations of lifestyle events pertaining to our listeners. Z100/NY VP/Programming Steve Kingson said his station took advantage of the bad weather to in-
teract with listeners on the air while giving out weather, traffic, cancellations, and airport informa-
tion.

WBZ/Boston made maximum use of the storm for two weeks dur-
ing its storm coverage. In addition to reports from five radio reporters on the street, it received updates from "TV Newshound" reporters who were also proving the city. The station also kept listeners posted on conditions across New England via its network of stringers.

Sterm Sponsors

Unlike covered WINS, WBZ didn't reduce its spooldown. In fact, says ND Brian Whitemore, the station made money off prearranged
winter storm coverage sponsorships.

Buffalo, no stranger to blizzards, weathered the storm well. But when roads became impassable, Jim Melzer, VP/GM at WGR, WJZ, WKBW, WLOX, returned from a Holiday Inn for his staffs and maintained his sense of humor: "The only downside was that I didn't have to go on the TV for six hours of work to trade a trade - we paid cash."

-Rported by Ron Rodrigues.

Continuing editors: Jeff Axlered, Joel Denver, and Mike Axelrod.

Bloomquist in Washington; and Lorrie Hollabaugh in Nashville.

Meier

Continued from Page 3

Alliance President/CEO John Hayes said Meier was tapped be-
cause the "sales and skills experience in News/Talk and his leader-
ship abilities are strong."

Meier, who helps SIG on all Sports WFAN/New York, said the chance to join a new and innova-
tive station made the WOWF job an opportunity he could not resist. "The challenge of blazing a new
trail is too exciting to ignore. Noth-

ing is better than a suc-

cessful start-up."

Since 1991, Meier has been a con-
sultant specializing in sports radio programming.

Meier is an anchor, host and commentator on "The NFL Rap-

cast" on crosstown KSTP (Am).

Meier will remain in his positions to run the merged group.

"This combination will create an excellent platform which can be used to take advantage of the oppor-
tunities in the radio business created by the liberalized owner-

ship rules," said Shamrock Hold-

ings President/CEO Stanley Gold. The company still has plenty of room for growth, since the only ac-

quired by the merger is in San Francisco.

"With the new FCC rules in place, the strongest strategy is to own equity in a larger radio uni-

verse distributed over a wide range of major markets," Melzer said.

Melz and Malrite President John Chaffee won't be joining Shamrock's management ranks,

although Malz will be a consultant and director. "He did a fine job of making any new changes in Malrite's station man-

agement. "We certainly didn't buy this group to make a lot of changes," said Clark.

Even with the $300 million deal per-

ning, Clark said, "We've got a lot of work to do to assimilate these two groups."

Clark said negotiations with Mal-

rite began six months ago.

Chambers

Continued from Page 3

KJLX GM Dan Halyburton com-

mented, "I'm delighted to have Brad aboard. I really like the tech-

nical abilities and enthusiasm he has to work with and he has a special enthusiasm and creativity. He really knows the business.

Chambers said, "I'm excited about the opportunity to work for such a great station in such a great market. I'm filling some big shoes, but with the great team at KJLX, I'll have lots of help."

Chambers, a former LPX for over five years. He has also pro-

duced KRDD/Colorado Springs and KFDD/Mesquite and was an air personality at KUS/San Jose.

Revenues

Continued from Page 1

more than 3%.

Still, last month's strong perfor-

mance must be viewed with cau-

sion. February 1992's net re-

venues had fallen 18% from the pre-

vious year; therefore 1993 re-

venues are up more than 1992 levels still. On the other hand, February 1993's 12% growth in local revenues comes after a 17% rise in 1992. For the year to date, ra-

dio revenues for Miller Kaplan's market composite are up as fol-

lows: 9% for local, 6% for national, and 8% overall.

George Nadel Rifkin, CPA
Shannon Consults Z100... Philly!

PLJNY PD/morning man Scott Shannon apparently is consulting and handling voiceover chores for newly flipped adult CHR WKSZ (Z100)/Philly. While no one at KSZ will go on the record, ST sez: bank on it.

But wait... there's more! Shannon's NY rival, WHTZ (Z100), and Z100/Philly each are located on 100.3. If Z100/NY were to hire former WEQX/Philadelphia morning duo John Lander & Patty Steele — as has been rumored — and a seamless morning simulcast (covering six states) could be worked out with Z100/Philly, Shannon and Z100/NY PD Steve Kingston would be collaborating on the project.

Word is that the Lander-to-Z100/NY scenario will be on the table during soon-to-be new owners Shamrock's management talks with the NY CHR this week. Z100 insiders are optimistic about Lander landing the gig, although Kingston had no comment.

Alternative scripts? Well, Shannon might simulcast his show into Z100/Philly. He had no comment on this concept.) And the new Philly CHR could hire Lander outright. But

Rumors
- Will KMEL/USF PD Keith Neftally take a pass on a new deal with Evergreen? If so, will he stick around to fight off cross-town KSOL (and help adjust KBAY/LA) to get a record offer? Hmm (and hmmm).
- Big things within the CBS-FM chain in the wind for B99/Chicago PD Dave Shames and MO Todd Cavannah?
- Will ex-PLG/WP/Promo Mel Delattie join ex-GIANT Pres. Charlie Minor in his new indie promotorketing venture?
- Is KTWV (The Wave)/LA, AP/O MD Ralph Stewart's consulting a new daily 7pm midnight-NAC program on AC KLTX/Seattle a prelude to KLTY going NAC fulltime? ST bears ex-KKKN/Seattle air talent Eric Dahlberg will handle the evening shift and the music.
- Will Jeff & Jer move from mornings at B100/San Diego to cross-town Q106 go down soon? Has B100 aman already consulted former KGB (AM) market maven John Lander?
- Will Country KCCO/Paris, TX, Smith, AR rip to AOR under PD John Allen, ex-PD at former cross-town AOR QH1?
- Is WOVV/W Palm Beach PD Kurt Kelly ex-church?
- Why haven't WYNF/Tampa morning dudes Ron & Ron been on the air lately? Could contracts be the hang-up?
- Will former KJJO/Minnapolis PD Tony Powers — currently GM at WCHZ/DeBureysta, GA — get involved in that Twin Cities New Rock sign-on effort?

McVay Media Grows

McVay Media continues to be one of the world's fastest growing consulting companies with the addition of 16 new clients. The consultancy welcomes AC/SHOW Denver, KLCE/Idaho Falls, WHUD/Peekskill, WROW/Albany, WLQD/Dayton, WXMZ/New Orleans, and WSHH/Pittsburgh.

The Oldies Family grows with the addition of WBNZ/Columbus, KYHL/Sacramento, WJLT/Tampa, and 2CA/Canberra, Australia.

Pyramid’s crosstown Star 104.5 is a cash-heavy player and could place a bid in the Lander raffle.

Final City O’Brotherly Cheesesteaks bulletin rumble from AOR WMMR suggest dissatisfaction in certain quarters with morning team John DeBella & Howard Eskin. Could that mean a change in direction for the station? Or another morning opportunity for Lander?

Does former GM Mike Craven fit into the picture somewhere? Lotsa questions, but precious 'n few answers, as calls to Pyramid CEO Richie Balsbaugh and ‘MVR VP/GM Chuck Fee went unreturned.

As ST went to press, 99X/Atlantic PD/morning man Rick Stacy still hadn't inked a deal with Susquehanna. The company suggested Stacy shift to afternoons. He wants to remain on wakeup duty.

Word is that Stacy and management want to do the deal, but in case they can't, PD interviews already have taken place — most notably with ex-WEQX/Philadelphia PD Brian Phillips.

Speaking of Philips, ST hears he may be in line to join the Pollock Media Group as its new CHR specialist.

Geersman’s Georgia Satellite

Syndicated Infinity personality the Geersman hit the air at Classic Rock WZGC (293)/Atlanta Wednesday (3/17). However, the Geersmanite’s show will air in mornings Continued on Page 24

New Country clients include WJXY/Myrtle Beach, KZLO/Bozeman, 2SM/Sydney, Australia, and Country-FM/Auckland, New Zealand. McVay Media also welcomes CHR KAYI/Tulsa, in a dupology situation.

Join The Winners

AN EXTRAORDINARY TRACK.
AN ELECTRIFYING PERFORMANCE.

the jeff healey band

"lost in your eyes"

The powerful new ballad written by Tom Petty.
From their acclaimed album FEEL THIS.

OFFICIAL AIRPLAY DATE: 3/22

Produced by Joe Hardy and The Jeff Healey Band
Management: Forte Records & Productions

So Close has all the elements of a #1 S-M-A-S-H from the new album March 19, 1993

Bos Plays Per Week
KROS 37 KGNO 27 WGTZ 16 WTVS 14
KPRR 30 TIC-FM 17 KTFM 14

Polish Joke

Waxing fantastic over the Geo Geo Dolls' new "Superstar Car Wash" album, the "soulful r'n'b" scrubs at Metal Blade/Warner Bros. rubbed out the competition for Press line 0. The Week with kid gloves, hoping selected promoters would take a shine to customized ("'80s Glam rocks") containers of actual automobile polishing compound.

Rumbles

- CIMA (93X) Windsor-Detroit GM Al Perin ex-
- WXLE/Kabvy OMPD: Jon Knecht exited the AC test Friday (3/12). Walt Adams becomes interim PD.
- Legacy researcher Lisa Rodman shows Rock CHRI WRKQ/Canton as CM. German Media again considers the station.
- PBS talk host Charlie Rose has been design-
- CBS/KCLQ-AM & FM (0106) / San Diego

Heavy Meddle in Waco

The FBI blasted N/T KGSK/Dallas talkers Morton Downey Jr. and Ron Engelman for attempting to establish contact with besieged Waco cult leader David Koresh. In addition to on-air appeals, Engelman attempted to enter the cult's Waco compound with two doctors. PD Jim Long says his station never interfered with the FBI's work.

WAPF-FM/Birmingham established a trust fund for the doctor gunned down in front of a family planning clinic in Pensacola, FL last week. The station responded to the rather mind-boggling news that an anti-abortion group had established a trust fund for the accused assailant.

Precious nanoseconds prior to presstime, ST learned that the five-week-old standoff between KROO/L.A. and "Loveline" co-host Jim "Poorman" Trenton has come to a peaceful close. A Tuesday (3/16) summit between Trenton, PD Kevin Weatherly, and GM Trip Reeb resolved most of the major issues, and the show returns to "normal" this Sunday.

Word is that WPRO-FM/Providence PD Paul Cannon is already involved in consulting WSKX/Buffalo — along with Alan Burnes & Associates — until KSE finds a new PD. Could Cannon himself have his eye on the gig? Could be, but it depends on how things
SILENCE IS BROKEN
The new single from
DAMN YANKEES'
gold album Don't Tread.

Produced and Engineered by Ron Nevison
Management: ECM Manager: Gary Bird, Boys Banker, Bud Prince
Continued from Page 24
go when PRO-Fm’s new owner, Tele-Media — perhaps consulted by Mike McVay — takes over . . . possibly this week.

Despite earlier denials, the rumors about former Geffen promo honcho Peter Napolitano taking up residence at Capitol have taken on new life.

WPGB/ Washington’s new morning star Donnie Simpson debuted last Thursday (3/11). Simpson was met by hundreds of cheering fans, local TV crews, and congratulatory phone calls from James Brown, Jimmy Jam & Terry Lewis, Rev. Jesse Jackson, and heavyweight boxing champ Riddick Bowe.

WPYR/Memphis changed calls to WYKL (“Kool 98 1”), but — contrary to an earlier report — remains Gold. After 10 years with crosstown Country partner WGKX, Tom Stevens becomes WYKL’s PD.

WGKX owner Barnstable Broadcasting operates WYKL under an LMA with Diamond Broadcasting. The WYKL purchase should close by the first of next month.

Houston stations apparently won’t be participating in Arbitron’s on-air diary promo announcements this spring. An Arbitron official said 100% cooperation was needed from its subscribers, but acknowledged that such Space City support was not forthcoming.

Detroit and Greenville broadcasters, meanwhile, still are considering the idea, and Las Vegas stations will listen to an Arbitron presentation next Friday (3/26).

Stephen King To Bring ‘ZON Back From The Dead

Horrormeister Stephen King is back in control of W2ON/Bangor, ME. According to the Associated Press, King — who owned the station from 1983-1990 — has received permission from bankruptcy court to lift the facility out of receivership.

High fives to retiring Capitol-EMI Music President/CEO Joe Smith, who’s been appointed to the Board of Trustees for the Basketball Hall Of Fame.

Leap O’ The Week

Leap O’ The Week honors go to Bill Hickok, who exits mornings at AC Sunny 93/ Tupelo, MS (an unrated market) for wakeups at nearby Gold Kool 98.1/Memphis (#43).

Records

- Veteran A&M Sr. VP/Sales & Distribution Bill Gilbert resigns to join Chicago-based gospel label Platinum Ent. He’ll head its new West Coast expansion into pop and black gospel music.
- Longtime Atlantic Cincy local promo rep Kim Langbecker exits. The label eliminates her territory by splitting it among four field reps.
- Marketing/sales consultant Bruce Greenberg joins Liberty as special assist. To President Jimmy Bowen.
- A&M Florida promo rep Stuart Goldberg exits.
- Mercury Cleveland/Pittsburgh promo rep Marc Dubois exits.
- Columbia Denver promo rep Sandy Thompson secures into the vacant SF promo post for Big Red.
- RCA local Detroit promo rep Deanna Kamiński exits.

Leading AIDS-fighting organization AmFAR names Atlantic Sr. VP/GM West Coast Paul Cooper to its national council.

WZZQ/Terre Haute, IN conducted the familiar “What Would You Do For” promotion . . . in this case, for front-row Bon Jovi tickets. While the station was broadcasting live from a local Hardee’s, a 17-year-old male ran into the fast-food joint, brandishing a .22-caliber rifle and a pistol. While holding customers at gunpoint, he claimed to be the Messiah — then asked the station’s morning show if he was outrageous enough to win!

Shortly thereafter, the local police put an end to the proceedings. The guns weren’t loaded, and the ticketless perpetrator will do community service. The station — which incurred no blame — reportedly will be planning less outrageous promotions in the future.

Dept. Of Spelling Mistakes

When it came to Malrite last week, AP and the L.A. Times had it mail-wrong in their coverage of the Shamrock merger. Amazingly, both crack fact-checking news giants_ spilled Milt Malz’s company “Marlite” throughout their articles.
### Eric Clapton

**Winner Of Six Grammy® Awards, Including Album Of The Year**

**“Running On Faith”**

(4:30) Edit

*From The Album Unplugged*

---

### Depeche Mode

**“I Feel You”**

The new single from their album Songs Of Faith And Devotion

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### MTV-Heavy Rotation

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Z100</td>
<td>26-24</td>
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<tr>
<td>95QQ</td>
<td>21-16 HOT</td>
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<tr>
<td>KEKL</td>
<td>8-7 HOT</td>
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<td>WNVZ</td>
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<td>KJ103</td>
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<tr>
<td>K90D</td>
<td>26-23</td>
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<td>KWOD</td>
<td>7-6 HOT</td>
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<td>KROQ</td>
<td>27-23</td>
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<tr>
<td>KMCK</td>
<td>25-18</td>
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<tr>
<td>WKFR</td>
<td>35-23 HOT</td>
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</tbody>
</table>

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### FAITH NO MORE

**“easy”**

The international top five hit

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© 1993 Sire Records
Understanding, Reaching a Untapped Audience

Programming For The Generation X Crowd

By Tom Barnes

Douglas Copeland defined the group of people born after 1964 as Generation X. And while we’ve spent the last two decades chasing baby boomers into their midlife crises, this group has quietly engineered a revolution right under our noses.

Although the name may be coincidental, there was once a band called Generation X. If you’re not familiar with Billy Idol’s old band, you’re not alone. Most radio stations ignored punk, then new wave, then post-punk, then alternative. And of course we ignored heavy metal, because research said baby boomers hated that stuff. It was music that only urban white kids and college students cared about, and they didn’t listen to radio anyway.

Now, as we begin questioning our ability to attract 40-year-olds with today’s music, the focus may be shifting to the 46 million Americans between the ages of 18 and 30. It’s time to wake up — in only four years, there will be no baby boomers in the 18-34 demographic. This hasn’t been true since 1994.

Think about it... this is the new youth culture. When we started re-searching rock listeners in the late 70s, the 18-34 demographic consisted entirely of baby boomers. But since 1981, Generation X has been creeping into the 18-34 cell, distorting our research and sending us anomalous data and mixed signals.

It’s time to wake up — in only four years, there will be no baby boomers in the 18-34 demographic.

Changing Culture

As programmers, we assumed Generation X kids would follow in their older brothers’ and sisters’ footsteps, and we were right. In its introductory phase, Classic Rock did well 1981-1982 because the music was fairly new to them. But will this generation follow in its parents’ footsteps? Absolutely not! After all, Mick Jagger, once the rebellious voice of youth, is now older than President Clinton.

A fundamental shift is occurring. To profit from it, you must be informed. New Puritanism, recycled culture, and nostalgia are everywhere. And Generation X is responding. They reject their parents’ conspicuous consumption, watch less network TV, read fewer magazines, and hardly touch newspapers. Generation X is more fragmented and cynical than the baby boomers. But most important, they’re bored by the rehashing of the older generation’s culture, angered by the lack of career-oriented jobs, and cynical about the baby boomers’ ability to change the world.

True, Generation X has only half as many members as the baby boom generation, but the Roper Organization estimates their spending power at over $125 billion... and they’re being grossly underserved. Almost every station in the country is programming for and selling 30+ demos. Management is working under the assumption that buyers are only interested in 25-34-year-olds. To win in that demographic you must dominate the fattest cell: 34-45-year-olds. In most markets, inefficient levels of marketing dollars are spent to win that demographic while an under-served market goes virtually tapped. In all but the largest markets, the 18-34 cell is unclamed and unexplored. What would you rather do — devote precious resources to developing an unexploited market or try to overcome entrenched competitors in a mature one?

We assumed there was a small, extreme contingent of listeners interested in hard rock or alternative music.

Until 1988, when we could isolate Generation X in a useful demo cell (18-34), we had no idea what was going on. But then, nobody had any interest in 19-24. CHR was selling 25-44 female numbers and we all worked under the assumption that there weren’t any real 18-34 advertising dollars available, so we ignored the emerging trend.

There’s huge potential in serving Generation X. By 2010, Generation X will be the primary target for virtually every consumer product. The baby boomers will be looking for retirement homes, toys for their grandchildren, and the safest accounts for their savings. The war over boomers’ brand loyalties is in its final stages. The real war is being fought in the 18-34 demo. The young adult years are when brand loyalties are determined. Mainstream marketers know this and are beginning to target your competition. Learn their language and use it, but be careful that you don’t become bogged down by a flood of useless slang.

Be efficient. Generation X was raised on sound bites and MTV. We tell air talent, you’re in a race to press buttons in the studio before the audience presses buttons in the lobby. It’s easy to over-stress the element quickly, communicate ideas concisely, and use theater of the mind to express ideas efficiently.

Have a point of view. Generation X is suspicious of the media because it represents the establishment. They are looking for someone with ideas and not just pressing buttons on cards. They want to hear people — individuals who share their alienation and opinions. And while Generation X may be cynical and angry, it shares the same hope for the future of generations past. Successful talent will bond with this audience by balancing anger and cynicism with hope and a positive outlook.

Avoid overt commercialism. Generation X feels manipulated. They see baby boomers as having been sucked into the establishment they once rebelled against. They don’t want to be guilty of that kind of hypocrisy. Don’t support that with a lot of rebaked sales promotions. Focus on their primary needs: jobs, place to live, and things to do. Use database marketing and interactive phone technologies to learn about your audience as individuals. Contact them about promotions they’d be interested in. Talk with them about their interests, attitudes, and sensibilities. Open them up to new experiences and ideas that will truly benefit and interest them.

Create niches. Generation X is more culturally diverse than any previous generation and W.A.S.P aesthetics will not dominate its culture. Pick your target market, then integrate cross-cultural aesthetics. The best example would be MTV. Compare its creative, visuals, copy, and graphics to those of VH-1. Go to a grand concert and look at how the audience has integrated hip-hop fashions like over-sized jeans into their dress. Even Axl Rose wears a Public Enemy baseball cap in a Guns N’ Roses video.

What would you rather do — devote precious resources to developing an unexploited market or try to overcome entrenched competitors in a mature one?

By Tom Barnes

New Ground Rules

In today’s fragmented radio arena, Generation X is a great place to look for fresh cues. But to appeal to this group, you’ve got to follow a few basic, yet important rules:

• Forget the hype — they don’t believe it. You can’t be bigger, badder, or more improved; you must be different. Your benefits must be evident and your marketing message must be credible. Instead of billing yourself as “The Home Of Rock and Roll,” try saying, “We make the work day go faster” or “We’ll have your favorite new music first.” Avoid words like must, best, and longest.

• Be real. Honesty is key; explain your attributes and share your weaknesses. Generation X knows nobody’s perfect. Self-revelation reinforces credibility. Make fun of your spot breaks, sweepers, research, management, and staff. Throw out the big voices and communicate in a personal way. Con

• Beware of nostalgia. People like to revisit their youth, but baby boomers’ reminiscences dominate our culture to the extent that Generation X feels alienated. If you want to use “Brady Bunch” or “Partridge Family” bits, go ahead. The “Johnny Quest” theme works great as a traffic bed. Just make sure you approach nostalgia with a sense of humor and forget the ’80s.

These are the keys to success with Generation X. It has plenty of disposable income, but is incredibly media-savvy. They’ll see right through a poorly executed format, promotion, or marketing campaign and resent you for selling them short. Research them thoroughly before communicating with them and you’ll be rewarded with their loyalty and trust into the next century.

Tom Barnes is VP/Programming of Jon Sinton Associates. He can be reached at (404) 565-9374.
NOBODY KNOWS HOW TO DO IT BETTER THAN SOMEONE WHO'S DONE IT SUCCESSFULLY!

Now...There's **AIR SUPPORT**, the first company offering radio stations talent development programs designed by celebrated radio personalities.

**AIR SUPPORT'S** innovative, new training programs maximize current personality performance, providing an alternative to costly talent turnover.

*For A Free Consultation Call AIR SUPPORT Now at 312-642-7977*
NEW QUARTERLY LABEL AIRPLAY SURVEY

MCA 1st Quarter Champ

MCA swept an 11.5% share of chart records in the five major formats and earned first place in the inaugural R&R quarterly label performance review. The survey covers the period from December 4, 1992 through February 26, 1993. See "Ground Rules" box at lower right for the scoop on how the information was put together.

Overall Label Leaders

Combining total points for the five song-oriented formats, here are the Top 10 labels for the first quarter:

1. MCA 6. Capitol
2. Aria 7. RCA
4. WB 9. Mercury
5. Columbia 10. Reprise

MCA, the 1992 year-end champ, won again, with a massive margin paced by victories in its stronghold, Country and Urban, plus a CHR triumph. A RIA placed No. 2 in four of the five formats (all but AOR Tracks), thanks in large part to Whitney Houston's multifORMAT sweep but also to its ever-increasing Country influence. Capitol and RCA also registered substantial gains over their '92 performances.

Format Leaders

AC: Epic
AOR Albums: Geffen
AOR Tracks: Geffen
CHR: MCA
Country: MCA
Jazz: Columbia
NAC: Epic
New Rock: Geffen

Geffen -- now combined with DGc as a promotion entity -- swept to the front, with Reprise a strong second. Def American showed substantial growth, as was the case last year, it's double-credited with Reprise.

New Rock

A gain benefiting from the combination with DGc, Geffen edged Columbia (which generated massive gains) in a tight race. Heavy turnover: Only one of the top five labels was in the Top 5 in '92.

Columbia continued its winning ways in Jazz, edging Muse. Nice jump for CTI. Sony includes Tropijazz and Masterworks.

Procedures

The First Quarter Chart Share graph at top right is the sum of the chart shares in the five song-oriented formats: AC, AOR Tracks, CHR, Country, and Urban Contemporary. Chart shares are simply the percentage of all the charting songs in a format held by each label.

You'll see under each format heading a Top 10 box. This measures total performance for each label. In the five song-oriented formats, each charting record's peak performance is assigned a point value, each chart's points are added (c). The total points for those five formats determine the overall standings, which are listed in top left.

In the chart format -- New Rock, NAC, and Contemporary Jazz -- charts are assigned to each album for its entire chart career during the quarter, and each label's points are added (c). Chart share leaders and total performance leaders may differ -- see category measures for the number of chart records, the other how well they performed once they charted.
Thanks to the entire Staff for making
Tony Brown
Bruce Hinton
Richard Palmses
Ernie Singleton

MCA®

The No. 1 Overall Label
In R&R's Ranking For The First Quarter Of 1993

Al Teller
Ronstadt Rejoins Neville On His 'Grand Tour' LP


The first single will be "Don't Take Away My Heaven," which goes to radio the first week of April. While Neville himself penned "The Roadie Song," notable covers include the title track (previously a George Jones hit), Chuck Berry's "You Never Can Tell," Bob Dylan's "Don't Fall Apart On Me Tonight," the Stylistics' "Betcha By Golly, Wow," Marvin Gaye's composition for the Originals ("The Bells"), and such standards as "Pastafarian" and "Quiet Storm," "Say You Will," and "Do The Thames." The songs March 27.

Avalia's Sophomore Set

At age 17, Bobbi Ross Avalia is already on his second album. "My Destiny," which drops May 9 marks his Perspective/A&M debut. Label co-founders Johnny Mathis and Sam Lewis produced seven tracks on the LP, including the lead track ("La La Love"), which is a radio hit. Avalia produced the other eight tracks with his father, Bobbi Avalia Sr. The younger also played everything on seven songs and played several instruments on others. Prime cuts include "All That I Do," "Smooch Mama," and the bouncy "Soy Mexicano."

W
casek's "Theater" Of Words & Music

When Ric Ocasek's self-titled "Negative Theater" LP hits stores April 13, it's a book of the same name that will present fans with another perspective on the former Cars leader. Releasing both the LP and his book in "combining concepts and ideas to discover new approaches."

"Fide With Duce," the lead track on the Repulse album, ships to radio next week. Gramsci wrote all 15 songs except "Rice To No Where," which he penned with Alan Vega of Suicide and Vega plays on the set as do Brains bassist Davey Jenifer. Tim Machine touring guitarist Eric Schermerhorn, and former Cars guitarist Greg Hawkes, among others.colour.

Ocasek's "Theater" of Words & Music

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CONTEMPORARY HIT RADIO

JOEL DENVER

CONSULTING THE SPIN DOCTORS

Figuring Out Your Optimum Music Rotation

With all of the other media distractions competing for your listeners' attention, some stations have begun to re-evaluate their current rotations. This week, I talk with a number of PDs and MDs from stations with varied music lean and market situations about their rotational philosophies.

Mark Bolke
Mainstream CHR KDWB/Minneapolis PD Mark Bolke recently adjusted his station's rotations and is pleased with the results. "Overall, KDWB rotates its music a bit slower than it used to. For example, powers used to rotate in the 2:20-3:30 range, but we've stretched that to 2:45-3:00 depending on the daypart. We've seen our TSL increase to 7.8 in the latest Arbitrend, which I consider great."

Before modifying rotations, Bolke suggests you carefully examine the situation. "We began to see burnout in some demos for some of our hottest records. Changing rotations is a double-edged sword. You want to familiarize your music as quickly as possible, yet you don't want to burn those hits out. As a result, we've actually increased the number of records we're playing to compensate."

How does Bolke decide the frequency of his rotations? "It's gut feeling combined with research. While no two records react the same, after a while you get a general idea of how long it takes records to become familiar, become hits, and burn out."

Don Morgan
Dan Morgan, PD at rock-leaning WAAL/Birmingham, says, "Our rotations have pretty much stayed the same over several years. I expected some changes when we flipped consultants, but Stratford Research felt the mix and rotations were right on target for the market. Powers turn over every 3:30 in mornings and afternoons, and 3:00 in other dayparts. Things will occasionally come up every 2:45 owing to all-request hours at noon, 7pm, and 3am. New records come up every five hours, and dayparted records have longer repeat spans."

Changing rotations is a double-edged sword: You want to familiarize your music as quickly as possible, yet you don't want to burn those hits out. — Mark Bolke

[Repetition] is an inherent complaint about the format in general. — Don Morgan

Wyatt H. Fowlkes
WTIC-FM/Hartford MD Dana Lundon's rhythmic music mix has undergone some recent adjustments. "Our morning clocks were modified so that 'A’ records came up every 3:30, since the show is not as music-intensive. We've been rotating at 2:20 during the daytime and at 1:45 — or a bit less — at night. We recently added a night-time 'spike' category to test records, so we're actually programming a few more currents than in the past. And we have the 'Love Down' Monday-Thursday at 11pm when we play H&B love songs with requests and dedications."

"We're between research companies and it's been a nice experience getting back to guts, requests, and sales. The rest is just built on our programming beliefs of what we know to be right for the market and audience. I believe radio is an emotional experience for listeners, and if you want them to become emotional about your station, you need to program with emotion." — Dana Lundon

Even the hottest or most popular records can become sources of annoyance if the rotations get too tight in a market like this. — Duff Damos

Steve Wyrostok
At KRBE/Houston, PD Steve Wyrostok says his slightly New Rock-leaning CHR has entered a phase where longer rotations are important to the station. "As our TSL grows, we slow the rotation to compensate and prevent burnout. We monitor that very carefully. Our rotations are 2:30 in mornings, 2:40 in afternoons, 3:30 in middays, and almost 4:00 at night — our nighttime TSL is very long."

"We chose these rotations by putting ourselves in our listeners' shoes and taking slices out of the day based on our TSL of 6:45. That equates to average listeners tuning in for about an hour a day and P1 [core] listeners — who give us the most ratings credit — listening even longer. Naturally, I'm most sensitive to the needs of the P1 audience, so the rotations are comfortable."

Changing rotations is a double-edged sword: You want to familiarize your music as quickly as possible, yet you don't want to burn those hits out. — Mark Bolke

Rotational Guidelines

While nobody has all the answers to defining proper music rotation, most CHR PDs take into account the following criteria:

- Gut instinct
- TSL information
- Competitive market conditions
- Available audience in dayparts
- Quality of current music

I'd Die Without You, which had a lower percentage rotation vs actual rotation. The number of current titles varies depending on the amount of dayparting needed to fill out the rotations.

"The more similar the competition, the more likely you'll need a shorter list. But because we're the exclusive source for a lot of titles, we can run a longer list without the burnout. It's like the more time you spend with a friend, the more you'll need to talk about. The more time listeners spend with KRBE, we need more variety to keep them interested."

Ray Kalusa
In his three years at mainstream KWNZ/Reese, PD Ray Kalusa has maintained the status quo. "The station hasn't made many changes in its rotations since my arrival owing to the market's nature and KWNZ's history. When I arrived, we already had teens. Since then, we've been able to broaden that to where we have great 18-34 and 25-54 numbers while hanging onto that tremendous teen base."

Our hottest music rotates at just over 3:00, and rotations lengthen for the other categories. This allows us the variety needed for the adults but is quick enough to keep the younger end satisfied and our curve in good shape. We don't even vary it much at night, since the 'Hot Nine At Nine' gets us an early repeat on the hottest currents.

"The number of titles being played depends on the current flow of music, but we're generally rotating 20-35 titles," explains Kalusa. "When there isn't enough of what I consider to be great music, I'll move a couple records in to fill out my categories. While they may be a bit fried, at least they're familiar. But we try not to leave them in for too long."

Joe Dawson
Mainstream KLUV/Des Moines, IA PD Joe Dawson says, "One of CHR's inherent problems is that we play the same records over and over again. But it's core to the format's essence — people come to CHR to hear their favorites. Because of this, I've always believed in a tight rotation of the seven biggest records every 2:30. 'B's run every 3:45 and 'Cs' every 4:15. Our night category [songs dayparted between 6pm-2am] runs every 3:15.

Comparing Power Rotations

Here's a look at how our sample of stations rotates their hottest records before repeating the titles outside morning drive.

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so those songs can be heard about twice an evening.

"Playing to the available audience is the key to our success," maintains Dawson. "Many PDs have forgotten how to dappart properly and waste time playing the wrong records. Let's face it — from late afternoon onward, it's mostly teens, so we play to them. PDs need to be aware of when factory shifts change, schools are in session, and people are in commute situations. Knowing these patterns allows me to play about 45 current titles: Seven powers, 17 records in nondayparted regular rotations, and the rest split between daytime-only and nighttime-only records.

"If there are only seven big hits at any given time, then the job of a rotation system is to properly rotate the good-sounding shifts. If I had direct CHR competition, I'd program a bit tighter to keep the

Playing to the available audience is the key ... be aware of when factory shifts change, schools are in session, and people are in commute situations.

— Joe Dawson

come up and keep listeners coming back for more. In either case, this format's mission is to play the hottest current music ... over and over again."

Leo Davis

Mainstream WCGQ/Columbus PD Leo Davis believes in a relaxed rotation system. "Our biggest records will turn every 3:00-3:30 while the TSL here is so much longer than in major markets. We mostly get complaints of repeats in middays, but we think that programming the hits any slower wouldn't be to our advantage either. At night we augment the current rotation with the 'Top 10 At Nine,' which gets the hottest music an additional play. New records get heard approximately every five hours, or about three-four times a day. Any slower rotation just won't get them familiarized.

"We're probably playing a few less titles overall (about 39) because of what's presently available, not because of competition within the marketplace. I don't worry about facing direct competition — I always pretend we have a competitor in place so we'll never have to make last-minute reactions."

BEST OF THE MUDBUGS — For the second consecutive year, WEZB (B97)/New Orleans's float took first place in the "Mudbugs Lundi Grass Parade" during Mardi Grass. Dressed as police, staffers rode the "Bee Patrol" golf cart and tossed donuts and other prizes to the crowd.

HEY, JUDE — Jule Cole (second from right) spent a few truthfull moments with the folks at WNWK/Nashburg. Joining him for a quick pic are (l-r) Repeat rep Tom Cunningham, PM driver Bruce Bond, and night talent Joe Mama.

CHERRY'S IN TRENTON — Neneh Cherry (c) spent time becoming buds with WPST/Trenton, NJ MIdnight rocker Alex Valentine. Virgin rep Donna Rego joined in on the fun.

MOTION

• WERQ (92Q)/Baltimore middayer P.J. Cruz moves to afternoons, while securing weekends at WHTZ (Z100)/New York.

Five-year WNWK (99X)/Atlanta Marketing Dr. Tobi Gerson has left. No replacement has been named yet. WBBQ/Greenville, SC presents its new lineup. PD Mike Murphy and Logan Kelly handle mornings, with Kelly continuing through middays. MD Hollywood Joe takes PM drive. Boo Barro assumes the night shift, and Piste Pete does overnight. WBZ/Boston production staffer Paul Delaney segues to WHQB/Manchester, NH for afternoons, replacing Rick Newman. Partner Sarah Stern takes over Don Saunders's night shift. WKKO/Knoxville has switched frequencies with Country WNNZ. MD Jonathan Pickle has left and OM Clay Gish will handle music at WNNZ.

Lisa Kaye exits KDON/Salinas-Monterey, CA to join KHOT (Hot 97.7)/San Jose for overnights, using nom de are Lisa Fox.
Urban ACs Sing For Opus

Opus Media Group outlets WLVH-FM/Hardeeville-Savannah, GA and WKXI-AM & FM/Jackson, MS are making substantial ratings gains with the Urban AC format.

Opus Chairman/CEO Tom Birch — Marking the head of the now-defunct Birch ratings service — admits when WLVH signed on last August, "The station lacked capital and the capability to staff itself with announcers. We had no live jocks until Donzella Hendricks joined us to host the morning show in October '92. We were forced to use automation. So the station now is completely automated with digital studio equipment and uses no live air talent after 9 am.

"We've used a fully digitized approach to producing the station on the air, along with produced liners and sweepers. But the station is a very music-intensive and highly focused Urban AC."
New Stations Join The Format

A dozen stations have flipped to New Rock since last March. Three people responsible for recent sign-ons explain how they arrived at their decisions.

The music is clearly part of the attraction — witness the CBUs and AORs that have adopted a "New Rock lean" — WXNWX (WXO) (Atlanta), KFBR (St. Louis) and KQLZ (100.3) (Los Angeles) to name just a few. Other factors spur the switch?

KPN'T/ST. Louis

Back in December, River City Broadcasting hired consultant Ken Anthony to help select a new format for KFXB/St. Louis. At the time, the station was half of a double-FM Rock AC simulcast with co-owned WFXB.

"They wanted to flip KFXB to something demographically and psychologically similar to WFXB," Anthony explains. "They were looking for an audience between 18-34 — primarily male. Belton Research and researched the market in November and suggested New Rock, but they [River City] weren't convinced it would match up.

"We investigated switching to low-end AOR or a Classic Rock that really rocks. We even applied for the call letters KSRC. We could have used the call letters for either format: 'Solid Rock' [low-end] or 'The Superstars Of Rock' [Classic Rock].

"But I was uncomfortable with both of those directions. From a programming standpoint, there wasn't a hole in the market for both formats. Research showed that [crownstone AOR] KSHE was a little harder and more current than ideal for persons 18-34. I wasn't comfortable with a low-end AOR that would be harder and more current than KSHE. Plus, it's a hard sell."

Anthony admits the KSRC call letters were used as a smoke-screen. "It was only a consideration for a few days, but KSHE rejected them. They started using the term 'Solid Rock.' But when we decided on a mass appeal New Rock format, we decided to call it 'The Point' and change the call letters to KPN'T.

"Extensive market research on record sales and concerts factored into Anthony's decision to flip to New Rock. "Six of the Top 10 selling albums last year in St. Louis were 'alternative-based' records. The fastest sellouts at the Riverport Amphitheater last summer were the Cure and the Lollapalooza shows. I realized there was an audience not being served here."

"There's a huge underground music scene that had been served through specialty shows that had great ratings. There was too much of a clear opening for us to bypass a format that could create a franchise immediately. There are 135,000 registered college students. Most are commuter students, so they're at addresses that could get Ariston diaries. Even though the ratings might not be there initially, we'll become a profitable business for the company."

KEDJ/Phoenix

Resource Media's KCON/KOBE made a radical flip from Classical to New Rock KEDJ (The Edge) a couple months ago. KEDJ GM Sandy Gamblin explains, "I decided we needed to flip our format because we weren't getting enough advertising support, and a targeting the market without a direct competitor. Phoenix already had KUKQ on AM and suburban KFMA. "Crownstown KUKQ did a nice job of introducing the music to the market," explains Gamblin. "But now it's an AM vs. FM situation. We felt the listener would choose FM over AM. The two stations are really quite different."

"We felt KFMA would change formats, and they did a couple weeks after we signed on. They only covered a small percentage of the market."

WCHZ/Augusta

"The demographics of this town match the demographics of the format," explains Frank Copidades, co-owner/ID of WCHZ (Channel Z)/Augusta, GA. "We got hold of the charts and took a look at house-hold income and education. We were looking for professionals. We discovered this is a highly educated area."

"The average family income is $44,000, which is higher than the national standard. This is an upscale community with a military base, a medical college and a lot of white-collar people. This format attracts real hip, cutting-edge high school kids, college students, and people in their 20s, 30s, and 40s.

"Basically, the decision came down to our gut feeling. We've spent a lot of time in the market, and we talked to people about music. Everywhere we went, we asked people what station they listened to. Many people indicated radio was so boring that they only listened to tapes. "People kept telling us they listen to the Cure, the Red Hot Chili Peppers, Sting, and R.E.M. There was obviously a hole for this format. People were dyring for this music, and no station was playing it.

"CHR is churning out the same sound, and AOR is playing the same artists over and over. Listeners have been asking for new music."

Copidades firmly believes New Rock is the format of the future. "New Rock is the Adult Contemporary of the '90s. Who but between the ages of 25-30 considers themselves an adult? The music has been around 15 years, and there's a large base of listeners who are familiar with it. If you've been in college within the last 15 years, you're familiar with some of this music."

KEDJ didn't have the luxury of

DR. ALBAN

It's My Life

The #1 International Smash Hit

-GENE SANDBLOOM KROQ/LA:
Top 5 Phones

We love it because it appeals to the reggae, pop and alternative audiences. Staff loved it on first listen. Top 5 phones.

VIRGIN MEGASTORE LA:
Top 5 Sales

-DM CASUAL X96 SALT LAKE CITY: "Our first spin was on the New Music Hour and the phones were more than all the other records on that show combined."

ARISTA

#2 Most Added

Majors Include:

KROQ KTCX X96 KQDE WBRU WZRH

RockFile highlights breaking artists charting for the first time.
KPOI/Honolulu middayer George Sepeulveda adds MD chores to WAFK/ Norfolk PD Steve Davis now pulls PMs, replacing the exiting Jim Spector. Former 11-year WLUP/Chicago Director/Marketing Communications Sandy Stahl joins KMTT (The Mountains)/Seattle for a similar gig. WZZO/Allentown elevates PD Rick Strassau to VP/Programming. Strassau also begins consulting WTKX/Pensacola and WZEW/Mobile as part of the newly formed Gulf Rock Network.

KLOL/Houston hires KSAG/ San Antonio morning man Dave Andrews for overnights. Speaking of San Antonio, KISS promotes sister KSMG Promotion Director Carmen Del Chambré to Director/Creative Services for both stations. KISS also welcomes two weekenders. John Newsome from cross-town KSRR and Randy Morrison (aka Bones) from KNAC/Los Angeles. KQRC/Kansas City hires cross-town KYEQ weekender Chuck Dawson for similar duties, replacing Eric Taylor. WGR-PM/Manchester, NH nighttimer Ron Drew adds production duties. WMMQ/Lansing morning man Jim McKay exits.

WIZ (The Wizard)/Lafayette, IN signs on as Progressive AOR. Former WLOL & WCDO/June, IN PM drive/Production Director Tim Gailer is PD/mid-days, ex-WHCC/ Columbus, OH MD Buzz Fitzgerald joins as MD/Noons. The remaining lineup: ex-KLDE/Houston morning man Curtis Kollar, mornings; former WFRP/Fremont, IL, afternoon host Amy Hudson, afternoons; and ex-KLZQ/Kansas City overnighter Andrea Hope, overnights. KZAW/Reno bumps Z-Rock programming to nights and becomes AOR during the day. WHDQ/Claremont, NH flips from CHR to AOR.

Lineup changes at WSPN/New Bern, NC: Max The Key from middays to afternoons; Kelly Bachelor, mornings to middays; Comrie Miller, PMs to nights; and Greg Wells exits. KRCN/Rochester, MN ups overnighter Mike Romney Mikes to middays, replacing Rick Ohman. WZZQ/Terre Haute, IN hires Brian Christopher for overnights; Bill Cain exits to pursue other interests. Harris, Uitz and Associates inks WWWW/Charlottesville, VA.

KFGS/San Francisco has begun airing "Acoustic Sunrise" on Sundays from 7-10am.

HERO IN SEATTLE — KKRX/Seattle staffers hang backstage with Jeffrey Gaines; (L-R) Promotion Director Ken Cardwell, PD driver Robin Erickson, former PD brew Michaels, Gaines, morning man Mike West, and ERG's Tom Starr.

293 STRIKES AGAIN — Behold a participant in WZGC/Atlanta's recent "human bowling" tournament. Kepters enter a huge stainless steel cage and are propelled into fabric bowling pins.

BIRTHDAY BASH — More than 200 people showed up at the Thunder Dome nightclub in Red Deer, Alberta to help CIIZ celebrate its fifth anniversary. Preparing to cut the cake are afternoon newsmen Doug Rice (L) and PD Rob Robson.

SNOWED — After losing a Super Bowl bet, WHCH/Hartford morning character Rick "The Screamer" donned a Dallas Cowboys cheerleader outfit and "performed" during rush hour.

FAMOUS FIRSTS

BILL MEYER, PD, KBOY/MEDFORD

WHAT WAS THE FIRST ALBUM YOU BOUGHT?
BILL: The Beatles' second album.

WHO WAS THE FIRST PD TO TAKE YOUR CALL?
BILL: Bill Weaver, owner of KLJK/San Jose.

WHAT WAS YOUR FIRST RADIO gig?
BILL: KUT/Barstow.

WHAT WAS THE FIRST CONCERT YOU ATTENDED?
BILL: Cheap Trick in Stockton, CA, 1981. (I grew up in Milian, Ohio, and not many human bands stopped there.)

WHAT WAS YOUR FIRST SEXUAL EXPERIENCE?
BILL: It was a case of a 23-year-old divorcée taking advantage of me when I was a teenager. Not that there's anything wrong with that!

THE OUTLET

YOUR FIRST PRIORITY THIS WEEK:

ARCADE "Nothing To Lose"

Early Believers Include:

WUFX KRXX KBER KILO KJKJ

WWBZ KRXX KMJX KOMP KIBZ

No Bill pic available, but here's his wife!
Turning A Boston Pair Into A Full House
Converting WRKO & WHDH from competitors to complements

For most Talk programmers, building and maintaining one top-rated station is more than a fulltime gig. But for David Bernstein, that's just half the job description.

As Operations & Programming Director of Atlantic Radio's Talk combo WRKO & WHDH/Boston, Bernstein is charged with nurturing 'RKO's powerhouse status while simultaneously reshaping the recently acquired 'HDH into an equally potent but complementary Talk-oriented outlet.

It's a demanding job — one that more Talk PIs may be asked to perform as licensees start taking advantage of the revised duopoly rules. Jace, for example, is actively looking for a second AM to accommodate the sports and talk programming that doesn't fit on its News/Talk ROA/Denver.

Information, Not News
Bernstein joined Atlantic six months ago from Group W's crosstown all News WBZ. Since then, he's focused on transforming WHDH from a pure Talk outlet rules. Jace, for example, is a conservative up

The competition has not gone away. The producer staffs may still change after the same person to be first to get the interview on the air.

WNBC from a pure Talk outlet that competed directly with WRKO into a station that will complement 'RKO. Of course, he's hoping 'HDH will siphon off audience from WBZ, 'RKO's constant rival for the 12+ ratings crown.

There was a void in the marketplace for a warm, humanistic approach to letting people know what's going on, as opposed to saying, 'This is the news.'

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Converting WRKO & WHDH from competitors to complements

For most Talk programmers, building and maintaining one top-rated station is more than a fulltime gig. But for David Bernstein, that's just half the job description.

As Operations & Programming Director of Atlantic Radio's Talk combo WRKO & WHDH/Boston, Bernstein is charged with nurturing 'RKO's powerhouse status while simultaneously reshaping the recently acquired 'HDH into an equally potent but complementary Talk-oriented outlet.

It's a demanding job — one that more Talk PIs may be asked to perform as licensees start taking advantage of the revised duopoly rules. Jace, for example, is actively looking for a second AM to accommodate the sports and talk programming that doesn't fit on its News/Talk ROA/Denver.

Information, Not News
Bernstein joined Atlantic six months ago from Group W's crosstown all News WBZ. Since then, he's focused on transforming WHDH from a pure Talk outlet rules. Jace, for example, is a conservative up

The competition has not gone away. The producer staffs may still change after the same person to be first to get the interview on the air.

WNBC from a pure Talk outlet that competed directly with WRKO into a station that will complement 'RKO. Of course, he's hoping 'HDH will siphon off audience from WBZ, 'RKO's constant rival for the 12+ ratings crown.

There was a void in the marketplace for a warm, humanistic approach to letting people know what's going on, as opposed to saying, 'This is the news.'
WBOS/Boston Finds Rock AC Niche

Following up on my niche programming column (R&R 2/26), let’s look at WBOS/Boston — another hard-to-define station that performed extremely well (No. 4 18-34, No. 5 25-54) in the fall Arbitron.

Among Rock ACs, WBOS is widely considered to be the closest in sound to sister Grumman Communications outlet and niche pioneer WMMO/Orlando. “The same people involved with putting ‘MOMO on the air also put WBOS together,” says WBOS VP/GM John Laton. “Conceptually, the stations are very similar. [WMMO PD] Cary [Pal] and [WBOS PD] Jim Herron talk to each other all the time.”

However, market differences give the two stations their own distinct flavors. “We have an established Classic Rocker [WZLX], an AOR [WBCN], and a cutting-edge New Rocker [WFNX]. Unlike WBMO, we’re not the only game in town. When WBMO initially played the Indigo Girls, the reaction there was, ‘Oh, wow.’ We weren’t the only station in Boston playing the Indigo Girls.”

Quality & Quantity

Describing WBOS’s audience, Laton comments, “They’re high-income, educated, and white-collar. We go after advertisers who fit that description; for example, real estate, banking, and high-end automotive. My only surprise is the depth of our high-quality audience.”

“Our marketing/promoting efforts have changed recently; we’re now getting more agency business. The bread and butter — retailers and direct business — is the high-end product line. To the buying community, we’ve positioned WBOS between AOR/Classic Rock and AC.”

In terms of audience cells, ‘BOS is geared to 25-34s at FSN/WMG Greenberg; all stations confirm our comfort level because [we use] no on-air promotions, and every song is announced,” Laton notes. “We’ve done lots of research to appeal to our audience.”

Laton expects to see an increase in WBOS’s and WMMO-type stations. “The format combines the best of both worlds. There’s a good qualitative style. If done properly, you can generate significant ratings.”

ACCELERATION

Management

Tip Landry is promoted to APD at KOST/Los Angeles Sharon Brown is named Director/Air Marketing at KLXV/Dallas. CKFM/Toronto welcomes Blair Bartrem as Promotion Director. KOMO/Seattle Sales Promotion Director Shannon Grady WCLG cuts ties with KRWM as Promotions Director.

KSD/St. Louis morning show producer Libby Kochan is appointed Promotion Director at crosstown KPNT. WKTI/Milwaukee hires John Reynolds as APD/Promotion Director. Former WSTR/TVColumbus, OH sportscaster Clark Donley joins crosstown WSNY as News Director.

Ray Mariner joins WBT-FM/Charlotte as MD/afternoon/afternoon. WKLZ/Greensboro taps Scott Chapin as Director/Marketing/Development and boosts Andy Steele to Promotion Director. KXDDL/Tucson adds Lisa McDaniel as MD/APD.

KMMY/Beaumont, TX Director/Creative Services Rex Russell steps up to GM. WWNO/Memphis Operations Supervisor Tim Gardner is elevated to PD... KRNO/Reno MD/Debbie Larton

Air Talent

WVXU/New York’s new on-air line-up is Jim Ker (5:30-10am), Jim Douglas (10am-3pm), Dan Taylor (3-7pm), Bill Neil (7pm-midnight); Alain Ross (midnight-5:30am), and Steve Kamer (weekends/swing).

WMXO/Chicago shifts Ron Britain from afternoons to mornings. Lori Bennett replaces Michael Harris as WNCN/Detroit’s ‘Gillow Talk’ host... WJYI/Miami Creative Director Jay Michaels succeeds Jere Sullivan in morning drive; Sullivan retains his PD duties... Ginny Harman moves into KVRR/Phoenix’s midday slot.

KOS/Denver ups part-time Ken Hopkins to overnights. Former KRRK/Denver PD Dom Testa joins crosstown KUJZ as morning drive host.

Changes at WKRC/Cincinnati find Mutual’s Larry King moving to noon-3pm and Janee Cooling taking the 3-7pm slot.

Gray Parker segues from swing at WSMO/Orlando to similar duties at crosstown WVBF. Tommy Dupree shifts from mornings at WFM/Atlanta to WPX/Abbeville, SC to overnights at WKZL/Orlando.

Dave Sargent switches from mid-days at WFSY/Panama City, FL to mornings at WQRO/Huntsville, AL. Loretta Crawford leaves WBOS/Boston for WCIO/Portland, ME. Carla Davis exits mid-days at KQCR/Cedar Rapids, IA for evenings at crosstown WFT-AM.

Jessica West succeeds Rick Marshall in afternoon drive at KXXD/Olympia, WA. WHMI/Howell, MI adds Kevin Allen for morning drive.

Miscellaneous

WUS/Tampa morning team (PD) Bob DeCarlo and Judi Otis observed their 10th anniversary by signing a new three-year contract.

KEX/Portland Sports Director Scott Lynn has been selected as Oregon Sportscaster of the Year.
"Whenever we play a new Jennifer Warnes song, the audience responds immediately. I expect the same reaction to 'Whole of the Moon.' THUMBS UP!"
-- Amy Maglia, KESZ

"The more you hear, the more you'll be tapping your foot and humming along. Feels very much like a new female acoustic pop, Bonnie Raitt-ish kind of sound. Very happening. I agree with Amy - an enthusiastic THUMBS UP!"
-- Paul Mitchell, KRNO
DEAR DIARY...

The Agony And Ecstasy Of CRS Week

I know I'm getting older, but it seems everybody had a harder time recovering from Country Radio Seminar 24 (3/5-6). Maybe it was the extra day of activities, perhaps it was the litmus.

Saturday morning allainses all, though, the CRS is still country music's best week for going for panels, suites, music, and those wonderful hallway chats. Here are some of the things that stood out in this attender's beleaguered brain...

Music, Music, Music

The magnitude of Country radio's recent success was summed up by Friday morning keynote Gary Fries of the RAB. Noting that Country's local sales were up 12% last year while radio's overall gain was just 2%, he said, "The industry would have been flat or down if not for Country's growth. Country radio's close to the American consumer as any [format] we have."

This year's CRS was wall-to-wall music. An unofficial count puts the number of acts who performed or appeared at upward of 60. And off-campus shows gained steam again. Local clubs hosted performances by Mercury's Shania Twain, Toby Keith, and John Batten; MCA's Maverick; Atlantic's John Michael Montgomery; and much of Aristas' roster.

One of the great things about seminar performances is the potential for musical magic. For instance, will we ever again see Chet Atkins, Great Plains' Jack Sunstrand, and Sam Bush perform as a backup band? At the ASCAP lunch, they accompanied Sunny Bogguss, whose own hand was in Houston preparing for her show there later that evening.

For Ms. Bogguss, it wasn't just a seminar... it was an adventure. She spent part of Wednesday night trapped in an elevator during the much-storied blackout (caused by a wayward auto striking an electrical substation). Luckily, she had her cellular phone and was able to inform publicist Cathy Gurley of her plight...

But Bogguss recovered and came up with the week's best line. After Merlins Littlefield introduced her at the ASCAP lunch, the curtain didn't go up. After a few seconds, with everyone quietly waiting in the dark, this wispy little voice was heard saying, "I'm coo-coo-morning..."

Mystery Cousin

The ASCAP lunch was the scene of a seminar mystery as well. Opening act Run & Go performed without the services of Russell Smith, who had been injured in an auto accident late Wednesday evening. His replacement -- a stranger in a black hat and sunglasses who kept his head down for the entire set -- was introduced only as cousin Sun Burns. Although not everybody figured out the fill-in's identity, those with sharp senses recognized the distinctive auburn hair and launching of Vince Gill.

The Write Stuff

Did you hear the story about the 40 lucky radio folk who got a chance to write a song with Gill, Mark Collie, or McBride & The Ride? During a visit to the MCA/Jeff Nashville to see the artists, MCA West Coast Director/Regional Promotion Larry Hughes suggested they break into three groups and give the radio people a taste of songwriting's like. The artists performed the finished tune at the end of the session. Gill reportedly pocketed his group's idea for possible later use. But don't look for the 15 co-writers' names on his next single. Everyone's thinking in terms of loosing up for the future rather than adding to it.

Showcase Stages

In previous years, a number of labels hosted lavish, theme-oriented ballroom suites, many featuring artist performances. Unfortunately, there usually weren't enough rooms for all the labels who wanted them and -- the rooms that were booked -- became so crowded that many radio people couldn't get in, much to the record companies' chagrin. This year's innovative "Showcase Stages" setup appeared to solve those problems, with everyone having the chance to try the interactive game, those who did compare it to "being on the inside of a video game." Visored guests competed one-on-one against each other and BNA artists in the fantasy world of virtual reality.

Opening act Run C&V performed with some of the infamous CRS suite's "Virtual Reality" game were raving about it. All-i-panned 'champions.'

Stagecoach Week

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The music was great and you didn't feel crowded. The "negative" some people wished there was a dance floor. Thursday night, Henry Duford, Neal McCoy, Brother Phelps, Stephanie Davis, Emmoyos Harris, Bob Wood, Tim McGraw, Rick Vincent, and the Gibson-Miller Band. Friday performers included Don Carpenter, George Jones, Celinda Pink, Jack Robertson, Deborah Allen, Rhonda Vincent, Zaza Creek, Doug Supernaw, Lee Roy Parnell, and the Kentucky Headhunters.

The showcases provided plenty of new talent for the chance. The group's idea for possible later use. Gill reportedly pocketed his group's idea for possible later use. But don't look for the 15 co-writers' names on his next single. Everyone's thinking in terms of loosing up for the future rather than adding to it.

Unfortunately, we haven't been able to learn much about the last two years' posthumous honorees. According to Hall Of Fame trustee Chuck Chellman, efforts to locate relatives of Hoffer and last year's honoree, Sammy Taylor, have been unsuccessful. 'They've been so fruitless, in fact, that the late honorees' beautiful induction plaques aren't even hanging in relatives' homes. Taylor's is displayed at KWWJ/Portland; Hoffer's is on its way to KRAK. In a way, that's a little sad. But if you know how to reach either man's family, contact the CRS at (312) 327-8467 or yours truly at (615) 344-8922.

Room For Improvement

Although more people than ever descended on the Opryland Hotel for this year's seminar, things seemed to go smoothly — unless you found yourself in the interminable registration line. Or if you were one of the many (reports ranged from 10 to 200 people) who thought they had rooms for Saturday night... but didn't.

One of the more amusing touches on doors demanding the room be vacated. Others found their possessions had been packed up and carted away. And one woman putting on makeup in the bathroom was surprised by a gentleman who entered what he thought was his room with a key. The real answers to as why things went wrong were very difficult to come by.

Too many have been inconvenienced for too long. The Opryland Hotel is in the convention business. The CRS has been operating for 24 years now. Why can't they get it close to right?

Running a convention isn't easy. And there's no doubt the CRS is no longer a seminar — it's a convention. But every year you can count on at least a couple of major league foul-ups. Whatever happened to accountability?

By the way... next year, the seminar will no longer have control over CRS registrations. You'll have to do that yourself. Hot tip: call today!
Report Date: March 29

Vince Gill

"No Future In The Past"

the new single
Radio Cops
A Positive Attitude.
Joe Cops A
BREAKER

On Epic Nashville
Spec Imp, 9/9, Vol 5, No 17, Music Reporter
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NASHVILLE THIS WEEK

LABEL UPDATE

Springin’ New Releases

Those of you who didn’t get enough new music at CBS 24 can rest easy. Seven new acts from six Nashville labels are set to debut on Country airwaves by June’s end.

Man From Mercury

Mercury/Nashville’s newest artist needs little introduction. You’ve seen him for years on the big screen in movies like “Beverly Hills Cop,” “Delivery,” and “Total Recall.” But Randy Cook has been singing even longer than he’s been acting — his rockabilly band helped pay his college tuition.

New From Curb

The latest artist to jump onto the Curb is Billy Yates. At the ripe old age of 26, Yates has already had several careers. He’s cut hair in a salon, managed his own health club, worked at a radio station promoting country concerts, and sung with the house band at a popular area resort. After several trips to Nashville, Yates moved to New York in 1987 and eventually signed with Curb. As gifted with paintbrushes as he is with guitars, Yates was commissioned by George Jones (who cut several Yates-penned songs on his last album) to paint a mural on the back of his tour bus. Look for Yates’ first single, “Turn For The Worse,” in May.

Giant Introductions

Giant/Nashville debuts two new artists this spring. Clay Walker’s debut single, “Drowning With My Eyes Open,” will arrive May 18. A Texas native, Walker has been aiming for a country music career since he first started playing guitar and singing at age seven. Influenced by artists such as George Jones, Merle Haggard, and Garth Brooks, Walker has played the Texas circuit for some time and penned more than 60 tunes (some with friends Dave Powers and Stuart Sumner) he brought together by mutual friend Steve Earle. “Drowning” will be the first release from the soundtrack of Paramount’s upcoming “The Thing Called Love.”

Sinkin’ New Childs

RCA/Nashville introduces Memphis native Andy Childs this quarter. Childs has spent the last 10 years performing around the country with artists ranging from Charlie Daniels and Ronnie Milsap to Jerry Lee Lewis and Chubby Checker. His five-week “Star Search” TV stint (he made the finals of the male (Ron Howard) division) gained him national attention and, eventually, an RCA contract. Produced by Jess Lee and Mark Wright, Childs’ debut LP is scheduled for release this summer; the first single should cross your desk in late May.

Freedoom Rider

Liberty Records’ newest artist hails from Athens, GA, home of the University of Georgia. John Berry’s already a favorite of Bulldog fans, having played at their postgame shows for years. He’s spent plenty of time on the college circuit, but has also performed with the Judds, Randy Travis, and Alabama. Berry released several moderately successful albums on his own independent label, then was brought to Liberty’s attention by Great Cumberland Music’s Heagy Williams. (Williams’ sister, who attended Georgia, kept telling her brother about Berry.) Expect to see Berry’s first single early next month.

A New Judd

Warner Bros./Nashville will introduce Judd Erickson to the country scene midway into the second quarter. Minnesota native Erickson cut his musical teeth on Minnesota’s live country scene before joining country-rock band Tracy Lawrence. He toured extensively with the group — which cut two independent albums — before going solo and moving to Atlanta. Erickson later hooked up with producer (and Tracy Lawrence fan) Gregg Brown and landed the deal with Warner Bros. His debut single, “Toys And Games,” is expected May 4.

— Lorie Hollaugh
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President/CEO
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Rush resume and demo reel to: Director of Operations, CATSPAW PRODUCTIONS, INC., 560 Dutch Valley Road NE, Atlanta, GA 30324. EOE

WPLR seeks drive time talent. Strong personality, vast musical knowledge and experience a must. No calls. Tapes, resumes, and proof of performance to: Hire me, WPLR, 1191 Dixwell Avenue, Hamden, CT 06514.

Y-94FM/ SYRACUSE

New City is adding a 50kw Country station to the WSYR/Y94FM combo in Syracuse, New York. If you are among the best in the industry and want to join one of America's great radio groups, then we want to hear from you. All shifts and positions available. Promotions, on- and off-air. Prior experience is not a prerequisite. Rush your tapes, resume and background material to: Ron S. Greiner, Operations Manager, WSYR/Y94FM, Bridgewater Place, 500 Plum St., Suite 100, Syracuse, NY 13204. New City is an equal opportunity employer.

95 TRIPLE X

Once again losing talent to the major market. We need CHR night and overnight talent with strong production skills. Great pay and benefits, beautiful city. Send T&R to: Ben Hamilton, P.O. Box 9530, Colchester, VT 05446. EOE

COUNTRY STARTUP

New City is adding a 50kw Country station to the WSYR/Y94FM combo in Syracuse, New York. If you are among the best in the industry and want to join one of America's great radio groups, then we want to hear from you. All shifts and positions available. Promotions, on- and off-air. Prior experience is not a prerequisite. Rush your tapes, resume and background material to: Ron S. Greiner, Operations Manager, WSYR/Y94FM, Bridgewater Place, 500 Plum St., Suite 100, Syracuse, NY 13204. New City is an equal opportunity employer.

WINK 104FM

One of America's top-rated CHR stations. Are you creative? Resourceful? Work well with sales? Can you handle a heavy workload? Then we're looking for you. Keyboard experience helpful. T/R to: John O'Dea, Program Director, 3400 Ocean Ave., 6th Street, Harrisburg, PA 17110. EOE

MORNINGS

Lead person for P2 AOR market leader. Hungry, dedicated, hard working, experienced, loyal team player. Phones, topicality, personality, personal appearances, production. T&R Radio & Records, 1930 Century Park West, #865, Los Angeles, CA 90067. EOE

Top-rated ACR seeks two full-time pros. Team players only! T&R. WGSY, David Kehn, Box 2517, Columbia, SC 29202. EOE

WYAI Seeker is looking for all day talent. T&R. WALT, Randy Ricks, 236-A W. 23rd St., Pascack, NJ 07054. EOE

CHH, southern gospel music director opportunity. Promoters and managers encouraged to apply. T&R. WAAL, Tom Sherman, 1671 Trade St., Mobile, AL 36683. EOE

Newspaper Companies, top 50 market. Minimum three years' experience. T&R. WLS, Katie O'Dwyer, 989 Wabash, Nashville, TN 37203. EOE


Top-rated AC seeks two full-time pros. Team players only! T&R. WGSY, David Kehn, Box 2517, Columbia, SC 29202. EOE
GENERAL SALES MANAGER

Eagle Radio, Inc., a Las Colinas (Dallas, TX) based company, has an opening for a Sales Manager. Must have radio sales management experience to excel at top 20 market. Send resume with reference to: Ms. Donna Fadd, 222 W. Colinas Blvd., #1400, Irving, Texas 75019. No phone calls please. EOE

PROGRAMMING WINNERS ONLY!

Texas heritage rocker looking for a LEADER to take us to the next level bright, conscientious pro with a track record of innovation and success. Computer program knowledge and a killer staff will thrive. Stable company, committed to long term excellence. Tell us why you are the one. Tape, resume and programming philosophy to: Radio & Records, 1930 Century Park West, #864, Los Angeles, CA 90067. EOE

WPRO, a full service news/talk station seeking afternoon host to live, learn and talk to our market. Relate to the 25-54 year olds with a variety of subjects. Must have good phone skills and be able to handle in-studio guests as well. Mid-thirtieths rather than plus benefits to the one who can take direction, have fun and entertain. Minimum three years’ fulltime news talk experience needed. Ability to work the crowds at public appearances an added plus! Rush tape, resume and salary history to: Jon Wain, Corporate Operations Manager, Noble Communications, Inc., 3901 Bren- denwood Rd., Rockford, IL 61107. Absolutely no phone calls! This is an immediate opening.

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The Entertainment Network is seeking hungry salespeople with a passion for radio, to represent sixteen syndicated radio properties, including “Entertainment Tonight” on the radio. Must be a team player. Radio experience desired. $20,000 base plus commission per year. No phone calls. Send resume to: Andrew Peruzzi, 23700 Maiblu Road, Irvine, CA 92612. EOE


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Send your package with tape, resume and photo to:
Steve Elliott, Program Director
KVRY
P.O. Box 5159
Mesa, Arizona 85211-5500

NATIONWIDE COMMUNICATIONS, Inc., dba KVRY is an equal opportunity employer and we encourage women and minorities to apply.

Genuine one-on-one topical communica-
tors wanted for major market morning opportunity. We desire humor but not in-
terested in produced bits, toilet humor or comedy service junkies. Our city is un-
comfortably hot in the summer and bit-
terly cold in the winter. We offer few
bucks, plenty of trade, no opportunity for growth. Looking for long term (6 months) commitment and prepared to give it time to develop (at least one book). MUST WORK WITH KNOCKOUT, CONSUL-
TANT, ARPROD AND HOSPITAL STAFF. T&R: Radio & Records, 1930 Century Park West, #868, Los Angeles, CA 90067. EOE

OPPORTUNITIES

48 • R&R March 19, 1993

WE SEEK SEASONAL/TEMPORARY IMMEDIATELY. Must be motivated, positive and capable of working together as a team. T&R: WAAS, Doug Dames, WB Wizards Rd. Weekends, 8am-2pm. (310) EOE

Summer seeks newspaper/television immediately. Must be motivated, positive and capable of working together as a team. T&R: WAAS, Doug Dames, WB Wizards Rd. Weekends, 8am-2pm. (310) EOE

B-105, N. Myrtle Beach, SC, accepting applications for programming/promo-

ation assistant. B-105 is an Equal Op-

portunity Employer with an active affi-
mative action plan. We have a desire to receive applications from black can-

didates as well as others.

Position includes on-air work, technical operations, promotional activities, and other duties.

Experience extremely helpful...we will train.

Requirements include flexible hours, excellent speaking, writing skills, desire to work hard and have fun.

For application, please call B-105/WMNN at (803) 245-3441.

AT&T: JOB-HUNTERS

Let us help send you to the head of the class!

Hundreds of published listings in all fields na-

tionwide. Agent Representation. FREE REFerral with NO PLACEMENT FEES, and much more. We don’t just do it better — we do it best!

A major market has taken our PDI. Market leader, Hot Country station, needs dynamic program director/morning man to keep us #1 and reach higher goals. Must know music, promotions and have intense desire to win. Great lifestyle on the Corporate Salary bonus, benefits for the right person.

T&R: Radio & Records, 1930 Century Park West, #866, Los Angeles, CA 90067. EOE

WE NEED A SUPER MORNING NEWS PERSONALITY!

Do you have outstanding writing skills that tickle the ears and the imagination? Are you a pleasant, positive person who seeks to work with profes-
sionals in a team atmosphere? Are you a bright and interesting conversationalist with a hip outlook on life? Do you have a nice voice? Are you ex-

perience?

You could be working in excellent facilities on a beautiful island in sunny Biscayne Bay for America’s premier media company. You’ll be one half of a morning team which dominates our for-
mus in this major market, sharing the spotlight while presenting information relevant to our young adult audience. You’ll help the station grow. You’ll be well compensated. You’ll be secure.

We are especially interested in female and minority applicants. Send tape and resume ASAP to Tim Huppke, WMCJ-MOJ, 1431 Wharf Cause-
way, Miami, FL 33141. No phone calls, please.

“TALK SHOW HOST/P.D.”

Be a big fish! Winning full-service AM looking for local call-in Talk Show Host and Program Director. Competitive salary. Rush tape and resume to GM, KSCJ, 2000 Indian Hills Drive, Sioux City, IA 51104. EOE

“SYNDICATED SALESPEOPLE NEEDED”

The Entertainment Network is seeking hungry salespeople with a passion for radio, to represent sixteen syndicated radio properties, including “Entertainment Tonight” on the radio. Must be a team player. Radio experience desired. $20,000 base plus commission per year. No phone calls. Send resume to: Andrew Peruzzi, 23700 Maiblu Road, Irvine, CA 92612. EOE


VARITY 104.7

NATIONWIDE COMMUNICATION’S VARITY 104.7, KVRY in Phoenix is accepting applications for afternoon drive. The successful candidate will have a true understanding of the lifestyle of our target demographic, 25-49 women/adults. You must live the life. This is an opportunity to demonstrate that you know how to focus on the target, create and motivate. The listener by relating to them on their terms. Exceptional production skills are a must. Send your tape and resume today and take the first step to landing the position you desire with the best company in America. Major market experience is helpful but not necessary. Only the best person will be offered this position!

Send your package with tape, resume and photo to:
Steve Elliott, Program Director
KVRY
P.O. Box 5159
Mesa, Arizona 85211-5500

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TANT, ARPROD AND HOSPITAL STAFF. T&R: Radio & Records, 1930 Century Park West, #868, Los Angeles, CA 90067. EOE
GM's, PD's — DON'T HIRE ANYONE

until you've contacted us for TALENT! We represent those moving up in "In-Season" and have fill-ins in small markets and at top 50 FORMAT LEADERS at no cost to the station. Let us network with you to fill your openings in the size market or budget. Your CONFIDENTIAL, personalized presentation is just a phone call away. CALL NOW for beginners, rated talent, major market PD's, & a corn. ALL SHIFTS — ALL MARKETS — ALL NETWORKS.

50kw AM/100kw FM looking to add on-air personalities, news director, and account executives.

#1 COMBO in market. 2 years experience preferred. RUSH & R to KBCO/KCKK, P.O. Box 670, Loveland, NM 88032.

Golden Opportunity To Join The Staff of Casey's Top 40 At woodland one in Los Angeles

We're expanding! And for starters we need 2 types of people:

—seasoned pros capable of clear, concise, exciting writing —magicians with a dedication to accuracy and a deep knowledge of music.

No calls or faxes. Please send resumes and writing samples to: woodland one, P.O. Box 919, Culver City, CA 90232.

MORNINGS IN PARADISE

If you are a proven top morning or night CHRT talent, this is the job you can only dream about! Our next person will be:

1. Someone who is a "90's communicators"
2. Creates great ideas and shows the ability to write excellent
3. Has a lot of energy and drive to be the best.
4. Talented and imaginative
5. Very topical

RUSH & R to: Radio & Records, 1930 Century Park West, #839, Los Angeles, CA 90067. EOE

YOUR NEXT MORNING ACE IS RIGHT HERE!

Veteran personality and talk show host (missed in current role) seeks full-service style morning show with phones, fax, and fun. Creative talent, superb interviewer, and a great rock Oldies, or AC stations — this is your man! P.O. Box 214, Elmhurst, NY 10523.

I'M ALL TALK

Radio pro, new to talk radio. Here's an opportunity for a station looking for an af-fordable talker. Will also consider working on a syndicated basis, anywhere in continental U.S.

NET (110) 529-8051

I Want to Talk

Radio 15 years, news, talk, sports, Country sound. Top references, Major of medium. DAVE: (419) 342-7652, Ext 213.

Top 160 show! Hot AC/Hot Country currently at KLEO seeing other opportunities. STRIVE: (313) 646-6008. (13/19)


Your next program director is:

WANTED! Anyone interested in filling this program manager position should contact the Station Manager of KCHT Radio, P.O. Box 36475, Los Angeles, CA 90036. EOE

SUNDAY NIGHT SPECIAL

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: 310-203-6727.

R&R Opportunities Free Advertising

Radio & Records provides free (20 words or less) listings to stations and record companies in Opendings. Free listings of the same length are also available to individuals, companies, and trade associations. Information must be submitted at least 21 days in advance.

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 must be submitted at least 21 days in advance. Address all word-to-ad requests to R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067. EOE

Get a job? Need a job? Put in Opportunities — and get results!
Call 310-883-4350.

R&R Opportunities

Display Advertising

Display & Block Advertising orders must be typewritten on company station letterhead and accompanied by advance payment. Ads submitted electronically are subject to error and will not be accepted. Cancellation orders which are also acceptable by fax: 310-203-6727. Visa, MC, AMEX accepted. Include card number, name as you wish it to appear, and expiration date (see page 4). Blind response is 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. Free Opportunities listings must be submitted at least 21 days in advance. Address all word-to-ad requests to R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067. Fax: 310-203-6727.

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Free listings are on a space availability basis only.

GREAT CULTURAL OPPORTUNITY

Middays in the Colorado Rockies just north of Denver. 2 years full-time experience required. Public appearance, multi-track production experience and working knowledge of Oldies an important plus. START by April 2, 1993 to Randy Robbins, OM, KTRR-FM, 5125 South College Ave., Fort Col- lins, CO 80525. D.C.C. Of Colorado is an EOE. FEMALEs AND MINORITIES ENCOURAGED TO APPLY. NO CALLS please.
222 REPORTERS  MARCH 19, 1993

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. 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.

TRAVIS TRITT T-R-O-U-B-L-E (WB)
On 70% of reporting stations.  Rotations: Heavy 1, Medium 15, Light 140. Total Addes 131, Including WNGA, WPOC, WOWK, WYAY, KPLX, WMSI, KXYY, WUSW, KHAK, WILL, KASH, KRPM, KORD. Moves 47-37 on the Country chart.

Randy Travis
"An Old Pair Of Shoes"
Reports: Monday March 29

Here Comes Another Smash
From The Gold Release Greatest Hits Volume 1!

JOE DIFFIE
Honky Tonk Attitude (Epic)
On 72% of reporting stations. Rotations: Heavy 1, Medium 25, Light 134, Total Addes 46, including WYRK, WKKX, WMZQ, WPCV, WYID, KXKS, WUSB, KHAK, WILL, KASH, KRPM, KORD. Moves 47-37 on the Country chart.

NATIONAL AIRPLAY®

MOST ADDED

TRAVIS TRITT (131)
SAWYER BROWN (128)
PATTY LOVELESS (99)
SUZY BOGGUS (91)
MCGUIRE & THE RIDE (78)
JOE DIFFIE (46)
ROBERT ELLIS ORRALL (45)
DUDE MOWRY (35)
PAUL OVERSTREET (28)
SHANIA TWAIN (23)

HOTTEST

GEORGE STRAIT (138)
CLINT BLACK (127)
GARTH BROOKS (127)
PAM TILLIS (87)
BROOKS & DUNN (73)
TANYA TUCKER (71)
MARK CHESNUTT (70)
REBA McENTIRE & Vince Gill (69)
BILLY RAY CYRUS (54)
RADNEY FOSTER (46)

NEWARTISTS

1 RICKY L. GREGG/If I (Lonely)...14/17
2 SHANIA TWAIN/What Made You...70/23
3 LISA STEWART/One-Time (BNA Enter)...62/1
4 DUDE MOWRY/You Were... (Arista) 37/35
5 JOHN GORDON/When the Kites... (High Street) 3/3

104/0 46 58 18
126/3 0 26 100
131/28 5 25 124
131/28 5 25 124
114/11 1 12 101
114/17 0 14 100
135/45 0 8 107
49/0 5 26 18
99/91 0 5 90
82/70 1 4 77
73/4 0 15 58

New artists have yet had a Country Breaker or concurrent airplay from 60% of reporting stations.

Reports/Add:

Most Added & HotTEST list the most added songs numerically, and the songs reported "Hottest" compiled from all our reports. The number in parenthesis immediately following the song in Most Added & HotTEST indicates the total number of Country stations adding the song the week or noting that the song is among their five hottest.

New reports and adds are those receiving airplay at 30-99% 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.

NATIONAL AIRPLAY®
* It's a hit! When do I get the CD?... Scott Mahalick, KATM/Modesto, CA

* It's terrific!... George Johns, WCLB/Boston, MA

* Absolute KILLER song! Right time of the year – It's a hit!... Lee Logan, KSAN/San Francisco, CA

* It's up-tempo with an attitude – It's just what we're looking for... Jim Wood, Radio Consultant, Nashville, TN

Frank Bacus, Personal Manager • Entertainment Marketing Group • 615 • 256 • 6329
 boast of $249

Our award-winning design experts will produce your Radio Station's logo at a fraction of the cost.

Call Today!

Communication Graphics Inc
Toll Free 1-800-331-4438

313 N. Redbud • Broken Arrow, OK 74012 • In OK (918) 258-6502 • Fax 1-918-251-8223

NEW & ACTIVE

SAYER BROWN "Trouble On The Line" (Curb) 13/123

MICHELLE WRIGHT "The Change" (Arista) 12/6

ROBERT ELLIS ORRALL "A Little Bit Di Her Love" (RCA) 11/45

PATTY LOVELESS "Blame It On Your Heart" (Epic) 11/94

RICKY LYNN GREGG "I Had A Cheatin' Heart" (Liberty) 11/17

SUZY BOUGUESS "Heartache" (Liberty) 9/51

GEORGE JONES "Wrong's What I Do Best" (MCA) 7/11

CLINTON GREGORY "Look Who's Needing Who" (SON) 7/34

SHANA TWAIN "What Made You Say That" (Mercury) 7/23

SIGNIFICANT ACTION

BELLMANY BROTHERS "Hard Way To Make An Easy Livin'" (Bellamby Bros.) 6/24

LISA STEWART "Drive-Time" (BNA Entertainment) 6/2

TIM McGRAW "Memory Lane" (Curb) 4/75

CHARLIE DANIELS BAND "America, I Believe In You" (Liberty) 3/92

DUKE MOWREY "Maybe You Were The One" (Atlantic) 3/71

PAUL OVERSTREET "Take Another Run" (RCA) 3/28

DIAMOND RIO "Oh Me, Oh My, Sweet Baby" (Atlantic) 2/47

YERN GODDIN "Back When" (Columbia) 2/19

KENNY ROGERS "Missing You" (Giants) 1/56

ARTIST/Song Title (Label) Album Title

GARTH BROOKS/That Summer (Liberty) The Chase

ALAN JACKSON/Chattahoochee (Arista) A Lot About Livin' (And A Little 'Bout Love)

RUN C&W/Richy Twichy Spot (MCA) Into The Twangy-First Century

GEORGE STRAIGHT/Overtight Male (MCA) Pure Country

GARTH BROOKS/Every Now And Then (Liberty) The Chase

PAM TILLIS/California The Queen Of Denial (Arista) Homeward Looking Angel

GEORGE STRAIGHT/Where The Sidewalk Ends (MCA) Pure Country

REBA McENTIRE/One Last Good Man (MCA) It's Your Call

BROOKS & DUNN/Rock My World (Little Country Girl) (Arista) Hard Workin' Man

BROOKS & DUNN/Mexican Minutes (Arista) Hard Workin' Man

WYNONNA/An ½ Bit Of Love (Curb) (MCA/Wynonna)

GARTH BROOKS/Dive Chicken (Liberty) The Chase

MARK COLLIE/Shame Shame Shame Shame (MCA) Mark Collie

SUZY BOUGUESS/Other Side Of The Hill (Liberty) Voices In The Wind

Album Title

Lite MCA

Pub C. Light MCA

Pure Country

The Chase

Homeward Looking Angel

Pure Country

It's Your Call

Mark Collie

Voices In The Wind

Lit MCA

Light MCA

Pure Country
Deborah Allen

the new single

"IF YOU'RE NOT GONNA LOVE ME"

ADDS: MARCH 29
FROM THE NEW GIANT CD
DELTA DREAMLAND

Produced by Rafe Van Hoy
SO NG INFORMATION INDEX

ALABAMA "Once Upon a Lifetime" (RCA 6242-2)

BELLAMY BROTHERS "Hard Way to Make an Easy Livin'" (Bellamy Bros. 9108 C)

V I N C E N T PROD: (Bellamy Bros. 9108 C)

CLINT BLACK "When My Ship Comes In" (RCA 6242-2)

S U Z Y BOOGUS "Heartaches" ( Liberation 79633)

LUCKY JONES MUSIC, WARNER-TAMERLANE PUBLISHING CO.

BROOKS & DUNN "Hard Worker Man" (ATLANTIC 3783)

C H R I S L E D O U X "Look At Her" (RCA 6242-2)

M A R Y-CHAPIN PROD:

CANNON PROD:

TONY BRIDGES "Oh Me, Oh My, Sweet Baby" (Arista 2466)

B Y R D "I Ain't Done" (EMI April Music, Inc. BMG Music (ASCAP) W R:

JOE NILE SONGS, INC., SONG S OF POLYGRAM LTD, INC.

J O H N SIMS PROD:

D ON SCHLITZ MGR:

JOHN CARROCCIO MGR:

D O L L Y PARTON & FRIENDS "Romeo" (Columbia 378476)

P R O D):

D ON SCHLITZ MGR:

B Y R D "I Ain't Done" (EMI April Music, Inc. BMG Music (ASCAP) W R:

JOE NILE SONGS, INC., SONG S OF POLYGRAM LTD, INC.

J O H N SIMS PROD:

D ON SCHLITZ MGR:

D O L L Y PARTON & FRIENDS "Romeo" (Columbia 378476)

P R O D):

D ON SCHLITZ MGR:

J AM P T I L L M "Let That Pony Run" (ATLANTIC 378492)

S T E V E WARNER "Like A River To The Sea" (ATLANTIC 378492)

J O H N DAVIES MGR:

B Y R D "I Ain't Done" (EMI April Music, Inc. BMG Music (ASCAP) W R:

JOE NILE SONGS, INC., SONG S OF POLYGRAM LTD, INC.

J O H N SIMS PROD:

D ON SCHLITZ MGR:

R IC K T R A C K "Ain't Been A Train Th rough Here in Years"
53% of our reporters on it. Rotations: Heavy 1, Medium 33, Light 33, Total Adds 12, Including WLTS, WUSA, WKGB, KSFI, KEZ, WEVL, WMJ, WKJ, WLNT. Moves 29-23 on the AC chart.

STING

If I Ever Lose My Faith In You (A&M)

53% of our reporters on it. Rotations: Heavy 7, Medium 31, Light 19, Total Adds 5: WALK, WYAF, WLTM, WWWM. Moves 24-19 on the AC chart.

K.D. LANG "Miss Chatelaine" (Sire/WB) 4/23

Includes: Keep Butte (Due to Continued Growth.

CHARLES & JOEY (12)

57/5 73 31 19

RESTLESS HEART & WARREN HILL

594 37 2 29

HOWARD HEWETT

40/2 19 19 7

SHAWN COVIL

11 52 20 12

PEGGY BRYSON & A REGINA BELLE

1050 96 9 0

ELTON JOHN…………………

1071 86 16 5

GLORIA ESTEFAN…………

991 78 14 7

WHITNEY HOUSTON………

1053 61 35 9

JON SECADA………………

951 68 25 2

KENNY G…………………..

760 48 20 8

RESTLESS HEART & WARREN HILL

936 27 52 14

PAUL MCCARTNEY…………

840 42 35 7

REO SOUND & W SMITH

843 40 32 11

WENDY MOTEY

823 38 27 17

MICHAEL BOLTON…………

710 44 23 4

PASO BRYSON & A REGINA BELLE

670 34 27 6

DARYL CHAPIN & CHET

807 14 17 7

DURAN DURAN…………..

732 22 38 13

GO WEST…………………

80/1 9 49 22

PATTY SMITH……………

660 24 31 10

EXPLODE………………...

666 8 32 26

SHAWN COVIL

622 5 38 19

STING…………………...

575 71 31 19

BOY D IN MEN………….

401 9 12 27

HOWARD HEWETT

594 37 2 29

MICHAEL JACOBS

340 15 9 10

CELINE DION……………..

57/12 1 23 33

K.D. LANG………………

30/0 8 16 6

GO WEST…………………

32/0 7 13 12

RACHELE FERRELL…………

40/2 21 7 1

JAPAN…………………..

365 0 9 20

BOY GEORGE……………

29/12 0 9 20

ADAM…………………..

37/15 0 10 27

"That's What Love Can Do"
CHRIS ISAAK  CAN'T DO A THING (TO STOP ME)

THE PREMIER SINGLE FROM SAN FRANCISCO DAYS
RAY CHARLES
"A SONG FOR YOU"
the debut song from MY WORLD

©1993 Warner Bros. Records Inc.

MOST ADDED AGAIN!
NOW ON 31 AC REPORTERS

INCLUDING
KMXV WMXB KTWN
KKCW KTYL KVIC
KBRY WWSN WHMS
WLWX KXYQ KIDX
WAHR KKLD KMGW
KRLB

...AND MANY MORE!
CURRENT-BASED

ASSOCIATE REPORTERS

HOTTEST

ELTON JOHN (15)
Gloria Estefan (10)
John Secada (9)
Williams & McKnight (6)
Michael Bolton (7)
Paul McCartney (7)
Kenny G (5)
Duran Duran (4)
Patty Smith (4)
Sting (4)

NEW ARTISTS

1 RACHELLE FERRELL/Welcome To Love (Capitol) 20/2
2 WARREN HILL/The Passion Theme (Novus/RCA) 26/5
3 BOY GEORGE/The Crying Game (Sire/MCA) 20/5
4 BOY KAY/This Week (Capitol) 20/6
5 NICKY HOLLAND/Tongue Tied And Twisted (Epic) 26/3
6 SAWYER BROWN/All These Years (Curb) 26/7
7 R.E.M./Man On The Moon (Wb) 20/2
8 JOHN PAGAN/The Best I Ever Was (Mca) 20/6
9 INES/Ines Girl (Atlantic/Rg) 21/0
10 BON JOVI/Bed Of Roses (Atlantic/Reprise) 20/7
11 DINA CARROLL/Soo Close (Asm) 20/3

Howard Hewett
"How Fast Forever Goes"

AC 25 - 21

March 19, 1993

East

WGM/Turlock, Mountain View
Steve Chisom
RON JONES
BON JOVI
SHAKESPEARE
JENNY McCARTHY
TAMIA
FAMOUS
 handy

WECC/Genoa, Ny
Denise Frederico
HOTTEST:
Wendy Smith
Penny Smith

WEIM/Allentown, Pa
嵯峨
c

West

KIDS/Concord, CA
Bonnie/PEL
SRANDO

KOM/Logan, Ut
Mike Carney

19 Current Reporters
13 Current Program
Called in Frozen Playlist (2)
WCM/Milwaukee
Did Not Report, Playlist Frozen (4)
WAFL/Rockford, IL
WCC/Genoa
WCLS/Rockford
WUSB/Montclair

Associate Reporters are AC stations in unrelated markets with aggressive approaches toward new music. Although they do not contribute to the AC chart, their consensus Most Added and Hottest records serve as advance indicators of format hits.
71% of our reporting stations on it. Rotations: Heavy 0.0, Medium 22.0, Light 43.13, Total Ads 13, including WWDM, WILK, KBST, OC104, KBCE, WFXA, WJTT, WQFX, KIPR, WIKS, Debuts at number 36 on the Urban Contemporary Chart.

**EN VOGUE**

Love Don’t Love You (EastWest/Atlantic Group)

71% of our reporting stations on it. Rotations: Heavy 0.0, Medium 12.3, Light 53.17, Total Ads 20, including WEDR, WYLD, WZAK, OC104, WRKE, WQDM, WJUN, WQFX, WJMI, KJMJ.

**ICE CUBE**

It Was A Good Day (Priority)

66% of our reporting stations on it. Rotations: Heavy 3.0, Medium 25.0, Light 33.7, Total Ads 7: WBLK, WJIZ, WFXA, WAGH, WQFX, WQGU. Debuts at number 36 on the Urban Contemporary Chart.

**WALTER BEASLEY**

If You Ever Loved Someone And Lost (Mercury)

64% of our reporting stations on it. Rotations: Heavy 2.0, Medium 33.0, Light 24.7, Total Ads 7: WBLK, WJIZ, WFXA, WAGH, WQFX, WQGU. Debuts at number 36 on the Urban Contemporary Chart.

**BREAKERS**

Love Don’t Love You (EastWest/Atlantic Group)

71% of our reporting stations on it. Rotations: Heavy 0.0, Medium 12.3, Light 53.17, Total Ads 20, including WEDR, WYLD, WZAK, OC104, WRKE, WQDM, WJUN, WQFX, WJMI, KJMJ.

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66% of our reporting stations on it. Rotations: Heavy 3.0, Medium 25.0, Light 33.7, Total Ads 7: WBLK, WJIZ, WFXA, WAGH, WQFX, WQGU. Debuts at number 36 on the Urban Contemporary Chart.
ICE CUBE
it was a good day

THE NEW SINGLE AND VIDEO
FROM THE PLATINUM ALBUM

THE PREDATOR

NOT JUST A RAP RECORD—
A HIT RECORD!

URBAN BREAKER

UC CHART: DEBUT 39
NOW ON 61 UC REPORTERS-66%
INCLUDING:

WXYV K104 KPRS
WBLK KJMZ WKKV
WBLJ KMQJ KNJM
WRKS WEDR KKBT
WJSL WYLD WRKE
WAMO WOWI WJS
WKYS WGCJ WQK
WPEG WJLB

...AND MANY MORE!

PRIORITY RECORDS

ACTIVE HEAVY
RECORDS HEAVY
I SHOULD HAVE LOVED YOU" THE FOLLOW-UP TO
THE SMASH NUMBER ONE SINGLE "GAMES" OFF THE
ALBUM NIICE N' WIILD

“GOOD OL' DAYS”
FROM THE NEW ALBUM FOR REAL THO’
### NEW & ACTIVE

**JELLYFISH** "The Ghost At Number One" (Charisma/Virgin)
20/7 (13/8)
Add: WQDA, WRQQ, WZEN, KBAT, KJJK, KODI, KYTO. Medium 7 including KF0Q, WIKX, KEYJ, KATP, KFMY.

**JOHN CAMPBELL** "When The Levee Breaks" (Elektra)
17/3 (14/3)
Add: WKNR, WSFL, KYTO. Medium 7 including KIAQ, WIKX, KTAL, KFMY, WZKQ.

**SONIC YOUTH** "Sugar Kane" (DGC) 16/6 (10/3)
Add: KXRO, KIRK, KEZE, KGDS, KWHL, KYTO. Medium 5 including KQZL, WAUF, WPLR.

**HEAVY BONES** "Turn It On" (Reprisa) 16/2 (15/2)
Add: WZZR, WRUF. Medium 4 including WARQ, WKIT, WKZQ, WBZ.

### MOST REQUESTED

**COVERDALE/PAGE/Shake (60)**
SOUL ASYLUM/Black (31)
EXTREME/Even (30)
MICK JAGGER/Wired (26)
BON JOVI/Arms (26)
STONE TEMPLE PILOTS/Plush (21)
ARC ANGELS/Shape (16)
DANNY YANKLES/Silence (16)
Big Head Todd &... (Broken 13)
JOE SATRIANI/Cryin' (12)

**COBAIN/PAGE/Plush (74)**
UGLY KID JOE/Cats (49)
LENNY KRAVITZ/Arrest (35)
ALICE IN CHAINS/Rooster (30)
SPIN DOCTORS/Princes (28)
PEARL JAM/Black (22)
4 NON BLONDIES/What's (20)
JACKY/Down On Me (18)
MEGADETH/Swearing (18)
BRIAN MAY/Daxies (17)

### GOO GOO DOLLS

**"we are the normal"**

LORRAINE CARUSO, WNEW: "The best thing to come out of Buffalo since the chicken wing, the Goo Goo Dolls deliver one of the best songs this year."

MICHAEL LUCZAK, WMMS: "Do not make the mistake of pigeon-holing this record. 'We Are The Normal' is a great sounding rock 'n roll record. Period."

CYNDEE MAXWELL, KOZI: 'We Are The Normal' is a song for the masses. This is an obvious hit."

### MOST WANTED

**COVERDALE/PAGE/Shake My Tree (100)**
PAUL McCARTNEY/Riker Like An Icon (Capitol)
MEGADETH/Swarming Bullets (Capitol)
HOTHOUSE FLOWERS/Thing Of Beauty (London/PLG)
COPPERHEAD/Who's (Mercury)
MOTORHEAD/Don't No Nice Guy (WGT/Epic)
ENuff Z.'Nuff/Right By Your Side (Arista)
FLOTSAM & JETSMAM/Wearing Through The Darkness (MCA)
ANIMAL BAG/Everybody (Mercury)
BON JOVI/These Arms (Jamboco/Mercury)
EXTREME/Am I Ever Going To Change (A&M)
BLONDIE/Tones Of Home (Capitol)
BONE CLUB/Everybody's On Fire (Imago)
HARDLINE/Phim From a Red Car (MCA)
BEAUTIES/Mother's Finest Sun (Gasoline Alley/Atlantic)
SCREAMING TREES/Shadow Of The Season (Epic)
METALLICA/Don't Tread On Me (Elektra)
PHISH/Full F0rth For You (Elektra)
REBRANDTS/Hang On To Forever (EastWest/Atlantic Group)
GREAT WHITE/Isolated (Capitol)
DREAM THEATER/Pull Me Under (EastWest/Atlantic Group)
KELLY RICHARDSON/She's (Virgin)
IZZY STRADLIN & THE JJ JU HOUNDS/Strummin' (Geffen)
JEJU COLE/Just Another Night (Reprise)
POODRYS/No Real Emotion (Hollywood)
JAYHAWKS/Take Me Away (When You Go) (DefAmerican/Reprise)
TOAD THE WET SPROCKET/Hold Her Down (Columbia)
THE THE/Dogs Of Lust (Epic)

### AOR TRACKS

**175 REPORTERS MARCH 19, 1993**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Share %</th>
<th>Market</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>💫</td>
<td>COVERDALE/PAGE/Pride And Joy (Geffen)</td>
<td>168/10</td>
<td>153/13</td>
<td>13+</td>
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<tr>
<td>💫</td>
<td>SPIN DOCTORS/Two Princes (Epic)</td>
<td>127/2</td>
<td>110/14</td>
<td>14-</td>
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<tr>
<td>💫</td>
<td>BRIAN MAY/Driven By You (Hollywood)</td>
<td>149/0</td>
<td>77/7</td>
<td>64-</td>
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<tr>
<td>💫</td>
<td>LYNYRD SKYNYRD/Good Lovin's Hard To Find (Atlantic/AG)</td>
<td>121/1</td>
<td>87/4</td>
<td>44-</td>
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<tr>
<td>✷</td>
<td>R.E.M./Man On The Moon (WB)</td>
<td>121/1</td>
<td>103/16</td>
<td>16-</td>
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<tr>
<td>💫</td>
<td>STING/If I Ever Lose My Faith In You (A&amp;M)</td>
<td>127/2</td>
<td>92/31</td>
<td>31-</td>
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<tr>
<td>✷</td>
<td>UGLY KID JOE/Cats In The Cradle (Sordor/Mercury)</td>
<td>128/1</td>
<td>87-35</td>
<td>35-</td>
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<tr>
<td>💫</td>
<td>✷</td>
<td>MASTERS OF REALITY/Shes Got Me (Chrysalis/ERC)</td>
<td>152/2</td>
<td>53/55</td>
<td>55-</td>
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<tr>
<td>✷</td>
<td>✷</td>
<td>DRIVIN N CRYIN/See It Through Or Turn It Off (Island/PLG)</td>
<td>146/0</td>
<td>48/76</td>
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<tr>
<td>✷</td>
<td>✷</td>
<td>Lenny KRAVITZ/Are You Gonna Go My Way (Virgin)</td>
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<td>31/87</td>
<td>87-</td>
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<td>✷</td>
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<td>R.E.M./Man On The Moon (WB)</td>
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<td>50/56</td>
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<tr>
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<td>PETER GABRIEL/Kisses That Frog (Geffen)</td>
<td>114/1</td>
<td>75-30</td>
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<td>✷</td>
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<td>BRIAN MAY/Daxies (17)</td>
<td>114/4</td>
<td>44/57</td>
<td>57-</td>
</tr>
</tbody>
</table>

### BREAKERS

**Soul Asylum**
Black Gold (Columbia)
66% of our reporters on it.

**Mick Jagger**
Wired All Night (Atlantic/AG)
62% of our reporters on it.

**ARC ANGELS**
Shape I'm In (DGC)
61% of our reporters on it.
### Chart of the Day

**32**

<table>
<thead>
<tr>
<th>Label</th>
<th>Artist</th>
<th>Album</th>
<th>Report</th>
<th>Adds</th>
<th>Heavy</th>
<th>Medium</th>
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<tr>
<td>COVERDALE/PAVE</td>
<td>Coverdale/Page (Geffen)</td>
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<td>154</td>
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<td>MICK JAGGER</td>
<td>Wandering Spirit (Atlantic/AG)</td>
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<td>SPIN DOCTORS</td>
<td>Pooled Full Of Kryptonite (Epic)</td>
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<tr>
<td>BRIAN MAY</td>
<td>Back To The Light (Hollywood)</td>
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<td>9</td>
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<td>R.E.M.</td>
<td>Automatic For The People (WB)</td>
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<td>STING</td>
<td>Ten Summoner’s Tales (A&amp;M)</td>
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<tr>
<td>LYNYRD SKYNYRD</td>
<td>The Last Rebel (Atlantic/AG)*</td>
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<td>UGLY KID JOE</td>
<td>America’s Least Wanted (Starday/Mercury)</td>
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<td>MASTERS OF REALITY</td>
<td>Sunrise On The Suduberas (Chrysalis/ERG)</td>
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<td>DRIVIN N CRYIN</td>
<td>Smoke/ISLAND</td>
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<td>LENNY KRAVITZ</td>
<td>Are You Gonna Go My Way (Virgin)</td>
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<td>JACKYL</td>
<td>jackyGeffen</td>
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<td>PEARL JAM</td>
<td>Ten (Epic Associated)</td>
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<td>PETER GABRIEL</td>
<td>Us (Geffen)*</td>
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<td>115</td>
<td>97</td>
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<td>DEF LEPPARD</td>
<td>Adrenalize (Mercury)</td>
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<td>TRAGICALLY HIP</td>
<td>Fully Completely (MCA)*</td>
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<td>ALICE IN CHAINS</td>
<td>Dirt (Columbia)</td>
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<td>VAN HALEN</td>
<td>Live, Right Here, Right Now (WB)</td>
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<td>DAMN YANKEES</td>
<td>Don’t Tread (WB)*</td>
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<tr>
<td>LIVING COLOUR</td>
<td>Stain (Epic)</td>
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<td>SOUL ASYLUM</td>
<td>Grave Dancers Union (Columbia)*</td>
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<tr>
<td>ERIC CLAPTON</td>
<td>unplugged (Reprise)</td>
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<td>26</td>
<td>100</td>
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<tr>
<td>ARC ANGELS</td>
<td>Arc Angels (OEC)</td>
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<tr>
<td>DREAM THEATER</td>
<td>Images And Words (EastWest/Atlantic Group)</td>
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<tr>
<td>TESTAMENT</td>
<td>The Ritual (Atlantic/AG)</td>
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<tr>
<td>BIG HEAD TADD &amp; THE MONSTERS</td>
<td>Sister Sweaty (Giant/Reprise)</td>
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<td>35</td>
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<td>STONE TEMPLE PILOTS</td>
<td>Core (Atlantic/AG)</td>
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<td>36</td>
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<td>NEIL YOUNG</td>
<td>Harvest Moon (Reprise)</td>
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<td>18</td>
<td>100</td>
<td>14</td>
<td>26</td>
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<tr>
<td>GIN BLOSSOMS</td>
<td>New Miserable Excellence (A&amp;M)*</td>
<td></td>
<td>19</td>
<td>100</td>
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<tr>
<td>PAUL MCCARTNEY</td>
<td>Off The Ground (Capitol)</td>
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<td>20</td>
<td>100</td>
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<tr>
<td>JOE SATRIANI</td>
<td>The Extremist (Relativity)*</td>
<td></td>
<td>21</td>
<td>100</td>
<td>14</td>
<td>26</td>
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<tr>
<td>4 NON BLONDES</td>
<td>Bigger, Better, Faster, More (Interscope/Atlantic Group)</td>
<td></td>
<td>22</td>
<td>100</td>
<td>14</td>
<td>26</td>
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<tr>
<td>MEGADETH</td>
<td>Countdown To Extinction (Capitol)*</td>
<td></td>
<td>23</td>
<td>100</td>
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<tr>
<td>BON JOVI</td>
<td>Keep The Fire (Jamb/Mercury)</td>
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<td>28</td>
<td>100</td>
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<tr>
<td>MOTORHEAD</td>
<td>March Or Die (WTG/Epic)</td>
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<td>30</td>
<td>100</td>
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<tr>
<td>COPPERHEAD</td>
<td>Copperhead (Mercury)</td>
<td></td>
<td>32</td>
<td>100</td>
<td>14</td>
<td>26</td>
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<tr>
<td>METALLICA</td>
<td>Metallica (Elektra)</td>
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<td>36</td>
<td>100</td>
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<tr>
<td>EXTREME</td>
<td>Side To Side To Story (A&amp;M)</td>
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<td>42</td>
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<tr>
<td>GREAT WHITE</td>
<td>Psycho City (Capitol)</td>
<td></td>
<td>46</td>
<td>100</td>
<td>14</td>
<td>26</td>
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</tbody>
</table>

### Breakers

**COVERDALE/PAVE**

Coverdale/Page (Geffen) 98% of our reporters on it.

### Most Added

- Extreme (20)
- Soul Asylum (23)
- Stone Temple Pilots (21)
- Bon Jovi (18)
- Arc Angels (15)
- Big Head Todd & (12)
- Joe Satriani (13)
- Damn Yankees (11)
- 4 Non Blondes (11)
- Eric Clapton (10)
- Pearl Jam (77)
- Mick Jagger (73)
- The Police (10)

### Hottest

- Coverdale/Page (154)
- Spin Doctors (111)
- R.E.M. (109)
- Sting (50)
- Lynyrd Skynyrd (63)
- Ugly Kid Joe (87)
- Brian May (77)
- Pearl Jam (77)
- Mick Jagger (73)
- Masters of Reality (55)

### Chart of the Day

**THE TRAGICALLY HIP**

*Courage*

Track 14 New Rock 20

### Flotsam & Jetsam

"Wading Through The Darkness"

Track 40 Cor #13* ROR #12*

### Hardline

"Rhythm From A Red Car"

Track 59-46

### Beauties

"Mother’s Finest Son"

Track 52-47
### NEW ARTISTS

<table>
<thead>
<tr>
<th>Artist/Song/Details</th>
</tr>
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<tbody>
<tr>
<td><strong>BIG HEAD TODD &amp;.../Broken... (Giant/Reprise)</strong></td>
</tr>
<tr>
<td><strong>GIN BLOSSOMS/Mrs. Ria (A&amp;M)</strong></td>
</tr>
<tr>
<td><strong>4 NON BLONDES/What's Up (Interscope/Atlantic Group)</strong></td>
</tr>
<tr>
<td><strong>COPPERHEAD/Whiskey (Mercury)</strong></td>
</tr>
<tr>
<td><strong>MEGADETH/Sweating Bullets (Capitol)</strong></td>
</tr>
<tr>
<td><strong>FLOTSAM &amp; JETSAM/Wading Through The Darkness (MCA)</strong></td>
</tr>
<tr>
<td><strong>BONECLUB/Everything's On Fire (Image)</strong></td>
</tr>
<tr>
<td><strong>ANIMAL BAG/Everybody (Mercury)</strong></td>
</tr>
<tr>
<td><strong>BLIND MELON/Tones Of Homes (Capitol)</strong></td>
</tr>
<tr>
<td><strong>BEAUTIES/Mother's Finest Son (Gasoline Alley/MCA)</strong></td>
</tr>
<tr>
<td><strong>PHISH/Fast Enough For You (Elektra)</strong></td>
</tr>
<tr>
<td><strong>THE THE/Oogs Of Lust (Elektra)</strong></td>
</tr>
<tr>
<td><strong>JELLYFISH/The Ghost At Number One (Charisma/Virgin)</strong></td>
</tr>
<tr>
<td><strong>JOHN CAMPBELL/When The Levee Breaks (Elektra)</strong></td>
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<tr>
<td><strong>COLLISION/Chains (Chaos)</strong></td>
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<tr>
<td><strong>SONIC YOUTH/Sugar Kane (SIC)</strong></td>
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<tr>
<td><strong>HEAVY BONES/\Turn It On (Reprise)</strong></td>
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<tr>
<td><strong>SOUTHGANG/Fug Of War (Charisma/Virgin)</strong></td>
</tr>
<tr>
<td><strong>GOOD GOO DOLLS/We Are The Normal (Metal Blade/WB)</strong></td>
</tr>
</tbody>
</table>

New Artists have not yet had an AOR Breaker. The chart is based entirely on the number of stations reporting airplay on a particular track. Week-to-week add patterns are not a factor.

### EAST

<table>
<thead>
<tr>
<th>Station/Location</th>
<th>Artist/Song/Details</th>
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<tbody>
<tr>
<td>WABLLong Island</td>
<td><strong>BIG HEAD TODD &amp;.../Broken... (Giant/Reprise)</strong></td>
</tr>
<tr>
<td>WYTRWashington</td>
<td><strong>GIN BLOSSOMS/Mrs. Ria (A&amp;M)</strong></td>
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<tr>
<td>WREDBuffalo</td>
<td><strong>4 NON BLONDES/What's Up (Interscope/Atlantic Group)</strong></td>
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<tr>
<td>WAGLFortitude</td>
<td><strong>COPPERHEAD/Whiskey (Mercury)</strong></td>
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<tr>
<td>WZCQBatesville</td>
<td><strong>MEGADETH/Sweating Bullets (Capitol)</strong></td>
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<tr>
<td>WXXWPhiladelphia</td>
<td><strong>FLOTSAM &amp; JETSAM/Wading Through The Darkness (MCA)</strong></td>
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<tr>
<td>WWINLos Angeles</td>
<td><strong>BONECLUB/Everything's On Fire (Image)</strong></td>
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<tr>
<td>WWDJPhiladelphia</td>
<td><strong>ANIMAL BAG/Everybody (Mercury)</strong></td>
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<tr>
<td>WYHAFayetteville</td>
<td><strong>BLIND MELON/Tones Of Homes (Capitol)</strong></td>
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<tr>
<td>WIBCOrange</td>
<td><strong>BEAUTIES/Mother's Finest Son (Gasoline Alley/MCA)</strong></td>
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<td>WMCAWashington</td>
<td><strong>PHISH/Fast Enough For You (Elektra)</strong></td>
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<td>WYFPD:CMC</td>
<td><strong>THE THE/Oogs Of Lust (Elektra)</strong></td>
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<tr>
<td>WUSAAlexandria</td>
<td><strong>JELLYFISH/The Ghost At Number One (Charisma/Virgin)</strong></td>
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<tr>
<td>WZ108Baltimore</td>
<td><strong>JOHN CAMPBELL/When The Levee Breaks (Elektra)</strong></td>
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<tr>
<td>WQRTBaltimore</td>
<td><strong>COLLISION/Chains (Chaos)</strong></td>
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<td>WRFNBoston</td>
<td><strong>SONIC YOUTH/Sugar Kane (SIC)</strong></td>
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<tr>
<td>W276Philadelphia</td>
<td><strong>HEAVY BONES/\Turn It On (Reprise)</strong></td>
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<tr>
<td>WDGLynbrook</td>
<td><strong>SOUTHGANG/Fug Of War (Charisma/Virgin)</strong></td>
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<tr>
<td>WZIQNew York</td>
<td><strong>GOOD GOO DOLLS/We Are The Normal (Metal Blade/WB)</strong></td>
</tr>
</tbody>
</table>

Continued on next page
### MIDWEST (Continued)

**KDMO** (Midwest City, OK) (405) 748-9820
- **KBZ** (Springfield, IL) (217) 367-5000
- **KCRW** (San Francisco) (415) 754-4570
- **KCS** (Santa Fe) (505) 323-3117
- **KLIO** (Colorado Springs) (719) 594-6900
- **KTOO** (Juneau) (907) 789-2000
- **KTRQ** (Dallas) (214) 368-2222
- **KVRD** (Corvallis) (541) 754-6000

**WMIQ-Chicago, IL**
- **WGNradio** (Chicago) (773) 334-1900
- **WLS** (Chicago) (312) 526-0800
- **WJMK** (Chicago) (708) 349-9000
- **WVAA** (Allentown) (610) 437-1900

**KFED** (Omaha, NE) (402) 398-8900
- **KSL** (Salt Lake City) (801) 930-0000
- **KSLR** (Salt Lake City) (801) 363-3600
- **KSL** (Salt Lake City) (801) 363-3600
- **KSL** (Salt Lake City) (801) 363-3600

**KFXC** (Sacramento, CA) (916) 442-2222
- **KVIS** (Sacramento, CA) (916) 442-2222
- **KNUZ** (Sacramento, CA) (916) 442-2222
- **KXOC** (Sacramento, CA) (916) 442-2222
- **KZU** (Garden City, KS) (620) 276-3500

**KVBH** (Charleston, SC) (843) 703-7000
- **KUPS** (Charleston, SC) (843) 703-7000
- **KURO** (Charleston, SC) (843) 703-7000
- **KZIQ** (Charleston, SC) (843) 703-7000
- **KZSH** (Charleston, SC) (843) 703-7000

**EAST**

**P3**

**NOBODY SHOULD TAKE A BEATING LIKE RODNEY... ADD 4 NON BLONDES**

### PLAYLISTS

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

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

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

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

**PARALLELS** — Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000-
- Parallel Two: 200,000 - 1,000,000.
- Parallel Three: under 200,000.

Stations at a significant ratings disadvantage to an in-format competitor are assigned a lower parallel.
**EAST**

**MOST ADDED**

- MICHAEL JACKSON (24)
- PRINCE & N.P.G. (17)
- TINA TURNER (9)
- SPRINGSTEEN (9)
- CLARK FREY (3)

**BREAKOUTS**

- TASNIM ACHER (6)

**SOUTH**

**MOST ADDED**

- MICHAEL JACKSON (11)
- RANDY JACKSON (9)
- TINA TURNER (8)

**BREAKOUTS**

- TASNIM ACHER (9)

---

**CHR ADDS & HOTS**

**PRINCE & MARKIE DEE**

"Typical Reasons" It Reacts... Reason Enough!

**COLUMBUS**

Music in New & Active have been reported by at least 50 CHR reporters in the current week. Reports in Single Add Action have been reported by 10 or more CHR reporters but fewer than 50. Below the "artist/title (label)" designation, follow the word "Reports" is the total number of stations reporting the song this week. Moves are designated as Up (upward chart movement), Same (same chart position as last week or continued unchanged airplay), and Down (downward chart movement). Finally, following the word "Adds," the total number of stations adding the record this week is listed, followed by a sampling of individual station activity on the song. Complete airplay activity can be found in the Ratings.

Breakers have achieved 60% CHR airplay for the first time. Records not yet achieving Breaker status may accumulate sufficient chart points from high chart positions on stations reporting them to debut on the CHR National Airplay 40.

**CHR Rotation Criteria**

- Full-time Adds and/or Ons: four plays in a 24-hour period, three of them before midnight.
- Departed Adds and/or Ons: one play in a 24-hour period, both before midnight.

Breakouts are records not included in the regional Most Added lists that are receiving concentrated regional airplay. They have fewer than 50 reports nationally but have five or more adds in the region listed.
POWERPLAY

Powerful, easy to use music scheduling software, in use on over 400 stations

For Information Call: (800) TM Century.
MARKETS WITH PARALLEL REPORTERS:

- SMALL MARKETS ADDS TO TOTAL REACH P1

---

NOTE: FROZEN PLAYLISTS ARE DESIGNATED BY AN "F" NEXT TO THE PREVIOUS WEEK'S CHART POSITION.

PARALLEL REPORTERS

- SELECTED STATIONS THAT ARE FORMAT-DOMINANT AND/OR EXERT SIGNIFICANT NATIONAL INFLUENCE IN MAJOR MARKETS WITH A METRO OF 12+ POPULATION, ACCORDING TO AERDION, OR 1 MILLION OR MORE.
- SELECTED STATIONS THAT ARE FORMAT-DOMINANT AND/OR EXERT A SIGNIFICANT LOCAL OR REGIONAL INFLUENCE, IN SMALLER MARKETS WITH A METRO 12+ POPULATION, ACCORDING TO AERDION, BETWEEN 200,000-1 MILLION.
- SELECTED STATIONS THAT ARE FORMAT-DOMINANT AND/OR EXERT A SIGNIFICANT LOCAL OR REGIONAL INFLUENCE, IN SMALLER MARKETS WITH A METRO 12+ POPULATION, ACCORDING TO AERDION, BELOW 200,000.

---

216 REPORTERS

MARY J. BRIDGE

SWEET THING (MCA)

LP: WHAT? (E 4113)

TOTAL REPORTS 873 605

---

BOY GEORGE

THE CRYING GAME (SBK/ERG)

LP: THE CRYING GAME (ST)

TOTAL REPORTS 752 705

---

DINA CARROLL

THIRD TIME AROUND (A&M)

LP: ST GEORGE

TOTAL REPORTS 199 156

---

BOY KRAYZ

THAT'S WHAT SHE SAID (PLG)

LP: BOY KRAYZ

TOTAL REPORTS 152 (62)

---

CHARLES & EDDIE

HOUSE IS NOT A HOME (CAPITAL)

LP: DOUGLAS

TOTAL REPORTS 119 270

---

ERIC CLAPTON

RUNNING ON FAITH (REPRISE)

LP: INNOCENT

TOTAL REPORTS 119 270

---

SHAWN COLVIN

I DON'T KNOW WHY (COLUMBIA)

LP: FAITH

TOTAL REPORTS 50 270

---

NENNY CHERRY

BUDDY & THE SINGLES

LP: HARRY BROS

TOTAL REPORTS 50 568

---

JOHN JOHNSON

BIRD OF ROSES (MERCURY)

LP: KEEP THE FAITH

TOTAL REPORTS 756 146
<table>
<thead>
<tr>
<th>Artist/Song</th>
<th>Label</th>
<th>Total Reports</th>
<th>Election</th>
<th>Parallel</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEF LEPPARD</td>
<td>LP: Astralove</td>
<td></td>
<td></td>
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<tr>
<td>I Feel You (Giant/Reprise)</td>
<td>N.A.</td>
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<tr>
<td>THOMAS GOODY</td>
<td>LP: Astralove &amp; Novice</td>
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<tr>
<td>I Love You Goodbye</td>
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<tr>
<td>DEPECHE MODE</td>
<td>LP: Songs (3 Faith And Devotion)</td>
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<tr>
<td>Nutin: (Death Row/Interscope/AG)</td>
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<tr>
<td>GLORIA ESTEFAN</td>
<td>LP: Greatest Hits</td>
<td></td>
<td></td>
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<tr>
<td>I See Your Smile</td>
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<tr>
<td>EXPOSE</td>
<td>LP: Echoes</td>
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<tr>
<td>I'll Never Get Over You</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td>4 NON BLONDES</td>
<td>LP: Bigger, Better, Faster, More</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>What's Up (Interscope/Atlantic Group)</td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>GLENN FREY</td>
<td>LP: Strange Weather</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Love In The 21st Century</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SIGNIFICANT ACTION

A

TASMIN ARCHER
Sheepdog Breed (EMI/EPIC)
LP: Tasmin Archer - Great Expectations

D

DAMN YANKEES
Silence Is Broken (WB)
LP: Damn the River

C

MICHAEL COOPER
Sheepdog Breed (Never Stop) (Reprise)
LP: She's So Lean

D-INFLUENCE
Good 4 Me (EastWest/EMI)
LP: Good 4 Me

I

ICE CUBE
If I Was a Good Day (Priority)
LP: The Predator

K

R. KELLY
Dedicated (Jive)
LP: Boom into the 90's

E

DUFF Z'NUFF
Right By Your Side (Atlantic)
LP: Almost with Human Feeling

B

BAD BOYS BLUE
Save Your Love (Zoo)

MEN AT LARGE
So Alone (EastWest/WB)
LP: Men At Large

W

VANESSA WILLIAMS w/BRIAN McKNIGHT
Love Is (Qwest/Reprise)
LP: Beverly Hills 90210 ST

DARLING BUDS
Long Day In The Universe (Charity)
LP: Eartha

D-NUFF Z'NUFF
Right By Your Side (Atlantic)
LP: Almost with Human Feeling

M

MEN AT LARGE
So Alone (EastWest/WB)
LP: Men At Large

G

GREEN JELLO
Three Little Pigs (Zoo)
LP: 67 Green Jello Sides

N

NAUGHTY BY NATURE
Hip Hop Hurry (Tommy Boy)
LP: 10 Naughty's
## Chart Analysis

### Major Markets

<table>
<thead>
<tr>
<th>Artist/Song Title</th>
<th>Chart Position</th>
<th>Station Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICHAEL JACKSON (28)</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>PRINCE &amp; N.P.G. (42)</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>TAMMIN ARCHER (16)</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>RESTLESS HEART (15)</td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>

### Secondary Markets

<table>
<thead>
<tr>
<th>Artist/Song Title</th>
<th>Chart Position</th>
<th>Station Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINCE &amp; N.P.G. (42)</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>TAMMIN ARCHER (16)</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>RESTLESS HEART (15)</td>
<td>17</td>
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</tr>
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</table>

### Smaller Markets

<table>
<thead>
<tr>
<th>Artist/Song Title</th>
<th>Chart Position</th>
<th>Station Activity</th>
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</thead>
<tbody>
<tr>
<td>PRINCE &amp; N.P.G. (42)</td>
<td>18</td>
<td></td>
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<tr>
<td>TAMMIN ARCHER (16)</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>RESTLESS HEART (15)</td>
<td>20</td>
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</tr>
</tbody>
</table>

## Performing Where Played

<table>
<thead>
<tr>
<th>Artist/Song Title</th>
<th>Locations</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICHAEL JACKSON (28)</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>PRINCE &amp; N.P.G. (42)</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>TAMMIN ARCHER (16)</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>RESTLESS HEART (15)</td>
<td>100%</td>
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</tbody>
</table>

## New Artists

<table>
<thead>
<tr>
<th>Artist/Song Title</th>
<th>Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUNEESUN/Love Me More</td>
<td>127</td>
</tr>
<tr>
<td>G. O. WEST/Here We Go Again!</td>
<td>128</td>
</tr>
<tr>
<td>BOY KRAZY/That's...</td>
<td>129</td>
</tr>
<tr>
<td>SPIN DOCTORS/Two Princes</td>
<td>130</td>
</tr>
<tr>
<td>BON JOVI/Fel Of Os (Jambon/Mercure)</td>
<td>131</td>
</tr>
<tr>
<td>UGLY KID JOE/Cats in The Crate (Jambon/Mercure)</td>
<td>132</td>
</tr>
<tr>
<td>WHITNEY HOUSTON/I'm Every Woman (ARISTA)</td>
<td>133</td>
</tr>
<tr>
<td>JON SECADA/Silk (EMI)</td>
<td>134</td>
</tr>
<tr>
<td>UGLY KID JOE/Cats in The Crate (Jambon/Mercure)</td>
<td>135</td>
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<tr>
<td>JEREMY JORDAN/The Right Kind Of Love (Giant/Reprise)</td>
<td>136</td>
</tr>
<tr>
<td>R.E.M./Man On The Moon (War)</td>
<td>137</td>
</tr>
<tr>
<td>STING/I Love You (A&amp;M)</td>
<td>138</td>
</tr>
<tr>
<td>WHITNEY HOUSTON/I've Nothing (Arista)</td>
<td>139</td>
</tr>
<tr>
<td>SNOW/Infamous (Epic World/Atlantic Group)</td>
<td>140</td>
</tr>
<tr>
<td>V. WILLIAMS &amp; M. MCKENNA/I Live (Reprise)</td>
<td>141</td>
</tr>
<tr>
<td>STING/I Live You My Faith In You (A&amp;M)</td>
<td>142</td>
</tr>
<tr>
<td>KENNY/G Forever In Love (Atlantic)</td>
<td>143</td>
</tr>
<tr>
<td>MADONNA/Bad Girl (Maverick/Abbey-Wob)</td>
<td>144</td>
</tr>
<tr>
<td>MARY J. BLIGE/One Thing (Epic/Warner)</td>
<td>145</td>
</tr>
<tr>
<td>INXS/Beautiful Girl (Atlantic)</td>
<td>146</td>
</tr>
<tr>
<td>ELTON JOHN/Give Me Life (A&amp;M)</td>
<td>147</td>
</tr>
<tr>
<td>KENNY/G Forever In Love (Atlantic)</td>
<td>148</td>
</tr>
<tr>
<td>MICHAEL W. SMITH/Somebody Love Me (Reprise/RCA)</td>
<td>149</td>
</tr>
<tr>
<td>GLORIA ESTEFAN/See Your Smile (Epic)</td>
<td>150</td>
</tr>
<tr>
<td>WHITNEY HOUSTON/Have Nothing (Arista)</td>
<td>151</td>
</tr>
<tr>
<td>JADE/Don't Walk Away (Reprise)</td>
<td>152</td>
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<tr>
<td>SNOW/Infamous (Epic World/Atlantic Group)</td>
<td>153</td>
</tr>
<tr>
<td>GO WEST/What You Won't Do For Love (EMI/Reprise)</td>
<td>154</td>
</tr>
<tr>
<td>JOEY LAWRENCE/My Love Can't Fix (Impact/MCA)</td>
<td>155</td>
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<tr>
<td>KELLY'S/Do What You Feel (Universal)</td>
<td>156</td>
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<tr>
<td>LEON/Gonna Get U Over (Getting Over Me) (Atlantic)</td>
<td>157</td>
</tr>
<tr>
<td>FAITH NO MORE/Everyday (Reprise)</td>
<td>158</td>
</tr>
<tr>
<td>SMITH/Comer (Epic)</td>
<td>159</td>
</tr>
<tr>
<td>SCHILL/Elly (Atlantic)</td>
<td>160</td>
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<tr>
<td>MCRAE/Believe Me [Everyday You Love Me] (Reprise)</td>
<td>161</td>
</tr>
<tr>
<td>EN YOUGE/Love Don't Love You (EastWest/Atlantic Group)</td>
<td>162</td>
</tr>
<tr>
<td>INXS/Beautiful Girl (Atlantic)</td>
<td>163</td>
</tr>
</tbody>
</table>

Note: See Parallels for a complete picture of station activity. New records with large add totals won't show in Performance 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

- **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.

## New Artists

- **SUNEESUN/Love Me More**
- **WENDY M. O'KEEFE/Comin Out Of The Rain (EMI/Reprise)**
- **MICHAEL JACKSON (28)**
- **PRINCE & N.P.G. (42)**
- **TAMMIN ARCHER (16)**
- **RESTLESS HEART (15)**
- **WENDY MOTOY/Comin Out Of The Rain (EMI/Reprise)**
- **BOY GEORGE/The Crying Game (SIRE/EMI)**
- **PRINCE & N.P.G. (42)**
- **TAMMIN ARCHER (16)**
- **RESTLESS HEART (15)**

### Performance Chart Analysis

- **March 19, 1993**
- **CHR National Airplay**
- **PARALLEL CHART ANALYSIS**

---

### New Artists

- **SUNEESUN/Love Me More**
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- **BOY GEORGE/The Crying Game (SIRE/EMI)**
- **PRINCE & N.P.G. (42)**
- **TAMMIN ARCHER (16)**
- **RESTLESS HEART (15)**
ADVERTISEMENT
THE STEREO MC'S

MOST ADDED CHR 51/24!
WXKS add
95QQ add 32
KHKS add
B97 add
WHYT add
KKS add 23
KKFR add
Q99 add
Z100 deb 29
KTFM deb 29
KOY-FM deb 27
99X 27-25
KRB 2

CHR CHART: 40 - 30
P1 CHART 25 - 20
NOW ON 64 CHR REPORTERS!
WIOO 3-3 HOT Z90 12-9
WCKZ 2-2
WJMO 11-9
WWHT 3-3
KKFR 1-1

I GOT A MAN

“Connected” From the STEREO MC’S album. Connected: On compact discs and cassettes. Buzzin'. See them on the Jesus Jones tour.


“Looking Through Patient Eyes” The new single from The Bliss Album... New from PM Dawn, on compact discs and cassettes.

pm. Dawn

CHR BREAKER 34
P1 BREAKER 39 - 16
HOT97 18-8 HOT
WCKZ deb 14 HOT
KHKS 31-7 HOT
KRBE 20-6 HOT
Q106 6-5 HOT
KSOL 20-11 HOT
KUBE 21-9 HOT
WZOU add 27
WPGC add
B97 add
WNVZ deb 29
KTM add
WJMO add 22
WWHT add
KBSX deb 25
PWR96 deb 33
PWRPG deb 25
WHYT deb 23
HOT102 deb 20
KRM deb 27
KPLZ deb 28

“Looking Through Patient Eyes” The new single from The Bliss Album... New from PM Dawn, on compact discs and cassettes.
**New & Active TOP 50**

1. **RICHARD ELLIOTT**/Soul (Manhattan/Capitol)
2. **KENDY & BEE**/What Is (Capitol)
3. **BRIAN HUGGERS**/Under One Sky (Capitol)
4. **ANGIE ROBILL**/Wanna Love Somebody (Capitol)
5. **STIJN**/I Ever Lose My Faith in You (A&M)

**ADULT CONTEMPORARY**

1. **ELTON JOHN**/Simple Life (MCA)
2. **RENEE VUKING**/Lover Is (Island/Reprise)
3. **GLORIA ESTEFAN**/See Your Smile (MCA)
4. **WHITNEY HOUSTON**/Have Nothing (Arista)
5. **MAUREEN LAYNE**/Man (Columbia)

**URBAN CONTEMPORARY**

1. **SWV**/I'm So Into You (RCA)
2. **Gwen STAFFORD HOLLAND**/Mother (Motown/RCA)
3. **DEBBIE MILLER**/There's No One (Motown/RCA)
4. **SILENT NIGHT**/Over The Rainbow (Motown/RCA)
5. **REED/FEED**/Love Is (Motown/RCA)

**COUNTRY**

1. **GEORGE STRAIT**/Heartland (MCA)
2. **CLINT BLACK**/When My Ship Comes In (MCA)
3. **GARTH BROOKS**/Living To Live Again (MCA)
4. **PAM TILLS**/Let That Pony Run (Arista)
5. **MITCH MILLER**/Country (MCA)
6. **BILLY RAY CYRUS**/She's Not Cryin' Anymore (MCA)
7. **RUDY PFEIFFER**/Nobby Wins (Arista)
8. **BROOKS & DUNN**/Hard Workin' Man (Arista)
9. **TANYA TUCKER**/I Always Lie To Myself (MCA)
10. **BEST**/I Ever Lose My Faith in You (A&M)

**ADULT CONTEMPORARY**

1. **PIERCE BROTHERS**/Race For The Stars (Arista)
2. **GREGORY PORTER**/Don't Be Fooled By Her (Capitol)
3. **COURTNEY BROWN**/She's Not Cryin' Anymore (MCA)
4. **GERALD ALSTON**/Send Me On (MCA)
5. **DEE DEE MILLER**/Let That Pony Run (Arista)

**NEW ROCK**

1. **BELLY**/Star (A&M/Reprise)
2. **DEPECHE MODE**/Feet You (Track/Sire)
3. **STEVEN SOMMERSON**'s Tales (Sire)
4. **DINOSAUR JR**/When You Been (Side WB)
5. **MICHAEL MCDERMOTT**'s sitcom (Reprise)

**COUNTRY**

1. **GERALD ALSTON**/Send Me On (MCA)
2. **BARNES & NOBLE**/Don't Be Fooled By Her (Capitol)
3. **DEE DEE MILLER**/Let That Pony Run (Arista)
4. **CHARLIE WILSON**/You're Not The One (Motown/RCA)
5. **REED/FEED**/Love Is (Motown/RCA)

**ADULT CONTEMPORARY**

1. **BRIAN HUGGERS**/Under One Sky (Capitol)
2. **ANGIE ROBILL**/Wanna Love Somebody (Capitol)
3. **STIJN**/I Ever Lose My Faith in You (A&M)
4. **RUDY PFEIFFER**/Nobby Wins (Arista)
5. **BROOKS & DUNN**/Hard Workin' Man (Arista)

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2. **BARNES & NOBLE**/Don't Be Fooled By Her (Capitol)
3. **DEE DEE MILLER**/Let That Pony Run (Arista)
4. **CHARLIE WILSON**/You're Not The One (Motown/RCA)
5. **REED/FEED**/Love Is (Motown/RCA)

**ADULT CONTEMPORARY**

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2. **ANGIE ROBILL**/Wanna Love Somebody (Capitol)
3. **STIJN**/I Ever Lose My Faith in You (A&M)
4. **RUDY PFEIFFER**/Nobby Wins (Arista)
5. **BROOKS & DUNN**/Hard Workin' Man (Arista)

**NEW ROCK**

1. **BELLY**/Star (A&M/Reprise)
2. **DEPECHE MODE**/Feet You (Track/Sire)
3. **STEVEN SOMMERSON**'s Tales (Sire)
4. **DINOSAUR JR**/When You Been (Side WB)
5. **MICHAEL MCDERMOTT**'s sitcom (Reprise)

**COUNTRY**

1. **GERALD ALSTON**/Send Me On (MCA)
2. **BARNES & NOBLE**/Don't Be Fooled By Her (Capitol)
3. **DEE DEE MILLER**/Let That Pony Run (Arista)
4. **CHARLIE WILSON**/You're Not The One (Motown/RCA)
5. **REED/FEED**/Love Is (Motown/RCA)