## / N S / D E:

## BIRCHES BLOOM IN SPRING

Fourteen more major market spring Birches are previewed this week, and the stories include:

- WAPW taking the Atlanta lead and an 11 share
- Country surges in Minneapolis,

Cleveland, and Seattle

- A new double-digit Tampa station
- KZZP on top in Phoenix
- WYLD battle in New Orleans
- WLUM new Milwaukee champ

And much more.
Page 35

## WVAZ ACHIEVING

DUSTY DESTINY
WVAZ/Chicago's adult-oriented Urban approach, featuring clouds of "dusties" (oldies), may have dusted off younger listeners - but it's certainly not dusting off men or women 25-54, where it's the market leader. And it's gaining prestige ad accounts as well.

Page 57

## THE QUALITY OF LISTENERS

Tom Birch continues his exploration of qualitative research and the sales and programming stories it can tell about your listeners. This week's episode centers on educational levels - the favorite formats of high school, college, and postgrads, and how their diplomas relate to their income levels.

Page 38

## LUCRATIVE TIE-INS

## FOR YOUR PROMOTIONS

One of the "greatest fallacies in radio," according to Chris Beck, is the notion that promotions should be free of any tieins with retailers or other commercial interests. He details why sales/promotion partnerships are perhaps the hottest trend of the near-'90s, and shows how you can get in on the brandwagon.

Page 15


## HIT BATMAN: THE PAST RECORDS

As "Batman" fever shrouds a batbesotted nation, R\&R takes a spectacularly undefinitive look at the batrecords of the past and their lasting influence on our flourishing batculture.

Page 41


Sikes Expected To Win
FCC Chairman's
Nomination This Week
Marshall, Barrett Nominated As Commissioners
National Telecommunications \& Information Administration Chief Alfred Sikes is expected to emerge from the White House woodshed this week and be nominated as Chairman of the FCC.

Sikes's long-expected nomination was to have been announced Friday ( $6 / 16$ ), along with those of communications attorney Sherrie Marshall and Illinois utilities regulator Andrew Barrett. However, Sikes's nomination was delayed at the last minute, apparently because White House staffers were angered by remarks attributed to sikes in Friday's New York Times.

## Protocol Violations

According to Senate sources and published reports, Sikes violated White House protocol by confirming his pending nomination and hinting that he was


Al Sikes
not totally in agreement with the deregulatory philosophy that has guided the FCC in recent years. After voicing his support for free market policies, Sikes told the Times, "At the same time there are clear instances where there is a great deal of power that, if it was left completely unchecked, could be used in harmful ways."

SIKES/See Page 33


The prospect of $\$ 10,000$ cash scattered inside a large mound of raw dough drew hundreds of WHLY (Y106)/Orlando listeners to a local mall. There they had 106 seconds to deflour as many bills as they could; the pictured winner (top) extracted $\$ 850$ as the crowd (below) looked on.

## Berger Becomes Arista Exec. VP

Bill Berger has joined Arista Records as Exec. VP, where he will oversee the label's Promo tion, Sales, Video/Artist Development, Publicity, and Creative Services departments. He replaces Exec. VP/GM Don Ien ner, who became President of Columbia Records in April.
"Bill has distinguished himself as a creative executive whose proven managerial talents make him the ideal person to fill this key position," observed Arista President Clive Davis. "His expertise and instincts will make an invaluable contribu-

## First Major Market FM Simulcast

WEKS Now WYAI, Joins Country WYAY After Unique Sign-On

WEKS/Atlanta went dark at 5 pm Wednesday ( $6 / 21$ ) shortly after the deal transferring the Urban station from Zapis Communications to NewCity closed. It will come back on-air as WYAI (Y104) at 6 am next Thursday (6/29), and will begin simulcasting Atlanta Country sister station WYAY (Y106) the next day at 3pm.
Although licensed to the same city, the two FMs are both permitted to operate under new FCC rules liberalizing cross ownership where city-grade signals do not overlap. They are the first major market FMs to do so, a possibility first speculated upon when the Zapis/ NewCity swap was announced (R\&R, 3/17).

During the interval between WYAI's sign-on and simulcast the station will conduct the "Blatantly Self-Serving 104 ProAm Radio Star Search." For 33 hours, the Y104 airwaves will belong to local celebrities, media types, sports stars (including members of the NFL Falcons,) TV anchors, and industry people. According to Y106 \& Y104 VP/GM Bob Green, "Each will have one hour and a producer to do anything they want. Anything within legal limits goes."
Largest FM Coverage
Green says the Y106 and Y104 combination "solidifies our Atlanta coverage; we don't think there are any holes in the met-
ro." He also expects the two stations to have "the largest FM coverage of any station, outside of those using translators. It can be heard from Franklin, NC to Anderson, SC to the outskirts of Montgomery, AL."
Green added that even after the two stations begin simulcasting they still will be able to target the marketplaces they serve. He explained, "Utilizing 'split-cart technology,' we'll be able to run promos on Y106 for something we're doing up North while something completely different airs on Y104. This also gives us a great long-range opportunity, as we will eventually get into split commercials. For instance, we'll be able to simulWEKS/See Page 33

tion in directing Arista both cre atively and administratively." BERGER/See Page 33

## Mays NAB Chairman



## Lowry Mays

Clear Channel Communications Chairman Lowry Mays has been unanimously elected Chairman of the NAB's joint board. Mays, who succeeds Wally Jorgenson of Hubbard Broadcasting, was elevated to the top spot Tuesday (6/20) at the board's summer meeting in Washington.
$\qquad$
"We've had dramatic results working with The Research Group at 'Hot 105' in Miami. They've helped us go from a 2.8 share, $12+$, last summer, to a 4.9 in the Fall Arbitron, and now we're up to \#1, with an 8.3 in the Winter book.* Plus, we're number one in all the key demos, $18-34$, 18-49, and even 25-54.*

The Research Group has helped us achieve these results by giving us a very clearly focused and and defined plan, based on their research, and knowledge of advanced warfare strategy. Today you can't win in radio without these things.

What we appreciate most is that The Research Group is innovative in research, and they have a remarkable ability to narrow the data down to very understandable terms.

To win in this competitive environment, you need a well laid-out plan, and well-tested music. And, as the results show, that's exactly what we get with The Research Group."

> "Miami: From $\# 16$ to \#1 $12+$ in ten months."

Chuck Goldmark


Vice President/General Manager
WHQT-FM, 'Hot 105-FM', Miami

* Summer 1988 to Fall 1988 to Winter 1989 Arbitron.

AQH Share, M-S, 6A-12M. MSA.

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

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

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

# The Research Group 

## Radio's Strategic Research Team

METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY • SEATTLE, WA 98101 • (200) 624-3888

## Gould Now KXXR VP/GM

Indianapolis-based Media Monitors Director/Marketing Bob Gould has been named VP/GM at Olympia Broadcasting's KXXR/ Kansas City. He replaces Bill Hazen, who recently joined KLUV/ Dallas as VP/GM.

Olympia President Rick Dames told R\&R, "Bob brings a strong revenue focus and expanded man-
agerial background to KXXR, which will help elevate it to the next level of growth. He begins his new duties on the 27th, and he's inheriting a fabulous staff in all departments."
Gould's background includes WMET (now WNUA)/Chicago, where he served as GSM and later VP/GM. He's also been with Christal Radio in national sales.

# WTMX Adds VP Stripes For Three Staffers 

Phillips, O'Connor, Fagan Upped


Mike Phillips
Bonneville's WTMX/Chicago has upped VP/Sales Sheila O'Connor to VP/Sales \& Asst. Station Manager, PD Mike Phillips to VP/ Programming, and Business Manager Char Fagan to VP/Business Administration \& Personnel.
WTMX President/GM Chet Redpath noted, "Sheila's management style and leadership make her the logical choice to run things in my absence. She is both knowledgeable of and sensitive to all aspects of the broadcasting business.


Sheila O'Connor
"Char's skills, talents, and abilities transcend even the outstanding accountant. Her impact on the entire station mandated this promotion.
"Mike's qualities and talents have generated an outstanding concept. His determination and execution of the game plan are excellent."
O'Connor joined the station in 1981 as an AE, and was promoted to LSM and then GSM.

WTMX/See Page 33

## Cannon Takes Shot At WPRO-FM PD Post

Paul "Boom Boom" Cannon, who has been PD at WKSE/Buffalo for the past three years and formerly served as morning man there, has been named PD at

## McLain PD <br> At KKSN

KODS/Reno programmer Jim McLain has replaced Danny Davis as PD at KKSN/Portland. KKSN is seeking to place Davis at one of its sister Heritage Media Corp. properties.
McLain told R\&R, "I'll tighten some things up and try to maintain things, but the station sounds nice and clean right now. As usual, there's always some work that needs to be done. This is a volatile radio market, and I think we'll be seeing some format changes pretty soon.
"We have a great consultant (John Lund), and one of the nice things about consultants is they can bring an out-of-market prospective to us," he added. "This doesn't mean that a consultant will McLAIN/See Page 33


Paul Cannon
WPRO-FM/Providence. He re places Mike Osborne, who exited two weeks ago.
WPRO-AM \& FM President/GM Mitch Dolan told R\&R, "Paul and I had spoken in the past, and I was pleased he was still interested and we were able to put a deal together."
Cannon, a New England native, told R\&R, "It's really good to be back home again. I grew up listening to 'PRO-AM and then 'PROFM. My job is to continue the winning tradition of the station and set ing tradition of the station and set new levels of success. While I real-
ly like being on the air, I haven't decided whether I'll include myself in the on-air lineup."
Cannon begins his new assignment at the end of June. A replacement is being sought at WKSE.


## Rick Shaw

## Shaw PD At KCAL

Veteran Southern California programmer/personality Rick Shaw is the new PD at KCAL/RiversideSan Bernardino. He succeeds Dana Jang, who exited the Anaheim Broadcasters AOR last month.
KCAL Station Manager Jeff Parke told R\&R, "Rick has all the qualifications we wanted. As an AOR guy from way back who's worked with our company in the past (KEZY/Anaheim), he's the right guy for the job.'

SHAW/See Page 33

## Brennan

Talknet PD


Dick Brennan
The Talknet network has promoted Exec. Producer Dick Brennan to Director/Programming, where he will handle the net's operation and management.
"Dick is extremely deserving of this promotion," said Westwood One VP/Network Operations Jack Clements. "In addition to making valuable contributions to the network over the past three years, his expertise in programming, as well as his knowledge of the Talk radio format, makes him the ideal person to oversee this vital part of Talknet's operation."

BRENNAN/See Page 33

## WDRC Taps

## Kristafer As OM/PD

Seven-year WDRC/Hartford AM driver Jerry Kristafer has been promoted to OM/PD at the Gold outlet. He succeeds Dan Marcus, who exited after eight days on the job.

Kristafer, a 21-year radio vet, said the station's management has been very good to him (although terminating the broadcast career of his regionally famous mascot Peggy The Time-Telling Pig, celebrated in early issues of $\mathbf{R \& R}$ ). He added, "My big job is to motivate KRISTAFER/See Page 33

## JUNE 23, 1989

## GOOD SPORTS ON AOR

AORs have been finding success with sports, bonding their sports-loving audiences with varying approaches - play-by-play, sportswriter commentaries, resident sports wackos, and more. Check out some of the leading stations' garne plans this week.

## FEATURES

RADIO BUSINESS: Complete transaction info ..... . 6
OVERVIEW:

- MANA GEMENT: A good lie helps your next shot
- SALES: Teaming up with the promo department
- MEDIA: KRLA chronicled
- LIFESTYLES: Call-letter hole-in-one
- PEOPLE

STREET TALK: Strike force strikes out
NEWSBREAKERS
TIMELINE
RATINGS: New spring Birches
ON THE RECORDS: Guano bat binge MUSIC:

- ROCK OVER LONDON ......... 42
- COMPACT DATA
- pollstar

MUSIC DATEBOOK
MARKEAR. Real radar weather easy to find
MARKETPLACE
50
OPPORTUNITIES . . . . . . . . . . . . . . . . . . 68

## FORMATS

CHR: Rerunning hits an error?
URBAN CONTEMPORARY: WVAZ dusts the Windy City ..... 57

AOR

58
AC: Finding NAC air talent60
OUNTRY: Promotional sampling ..... 64

## MUSIC INFORMATION

WORLD MUSIC OVERVIEW: CMJ Albums,

UK, Australia, Canada charts

MUSIC VIDEO: MTV, VH-1 lists

CURRENT-BASED AC

NAC

CONTEMPORARY JAZZ

COUNTRY

## URBAN CONTEMPORARY .80

## AOR TRACKS

84

## AOR ALBUMS <br> AOR ALBUM <br> . 85

## CHR ROCK <br> . 86

CHR .................. . . . 90
AC, AOR, CHR, COUNTRY,
URBAN CHARTS
NEW ROCK, NAC, CONTEMPORARY
JAZZ HIGHLIGHTS
. BACK PAGE
. . . . . . BACK PAGE
R\&R is published weekly, except the week of December 25 th, for $\$ 235$ per year, or $\$ 425$ for overseas subscriptions (US funds only), by Radio \& Records, Inc. at 1930 Century Park Whst, Los Angeles. Califomia 90067 . Annual subscription plan inchucles the weekly newspaper phs two Ratings Report \& Directory issues and other special publications. Refunds are prorated tres ed on the actual value of issues received prior to cancellation. Nonrefundable quarterty rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R\&R reserves al rights in matenial accepted for publicabon. Al retters addressed to R\&R or its Editors
will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without wnitten permission fom the fublisher. The terms AOR, AOR Tracks, Back Page, Breakers, Most Added, Natonal Airplay/ 30 , Parallels. Radio \& Records, and Street Talk are registered trademmarks of Radio \& Reconds.
(c) 1989. POSTMASTER: Send address changes to R\&R, 1930 Century Park West. Los Angeles, Califomia 90067.


## WEBB Gets Gooding As PD

Former WLLE/Raleigh PD Ceacer Gooding has been appointed PD at WEBB/Baltimore, and will begin June 26 . He replaces Fred Harvey, who departed the station.
Gooding told R\&R, "I feel great about this appointment - it's been a long time coming. DC and Baltimore are among the markets I've always wanted to work in. There will be evaluations made, and (owner/GM) Dorothy Brunson has given me the green light to make any changes that need to be made."
WEBB registered a 1.5 in the winter Birch, landing in a six-way tie for 20th place. It earned a 1.4 in the Arbitron, tying for 19th.

## Velasquez

Island's National

## Singles Director



## Lisa Velasquez

Lisa Velasquez, who has been National Promotions Manager at RCA Records for the past three years, recently joined Island Records as National Singles Director.
"Lisa Velasquez represents everything that one looks for in a key promotion executive: tremendous relationships at radio, great strategic insights into working records, and the total respect of an entire industry," said Island VP/Pop Promotion Bob Catania. "She will be fully involved in all aspects of the development of our projects at Top 40 radio, and will play a vital role in guiding the new Island regional field staff."
Velasquez told $\mathbf{R \& R}$, "I'm very happy to be at Island, excited to be working with the people here, and really pleased with the label's acts. After more than ten years of experience I feel I'm finally doing what I should be doing."
Velasquez previously spent eight years with Atlantic Records, the last five as Associate Director/ Promotion.

## KLIQ, KHTN Debut New Sacramento Formats

Two suburban Sacramento sta tions have debuted new formats New FM KLIQ/Shingle Springs, CA will broadcast a mixture of Christian AC and Contemporary Jazz, and separately-owned KHTN/Placerville has flipped to Transtar-delivered CNN Headline News.
Additionally, Bob Stephenson has been named OM at KLIQ and Religious-formatted sister station KFIA, and Lee Schlesinger has been named GM at KHTN.
Stephenson, who had been PD of KFIA, told R\&R, "I'll be doing mornings on the FM, which will feature a blend of $75 \%$ Christian


Thomas Reeve
Thomas Reeve, who had served as VP/Regional Sales \& Corporate Development at the CBS Radio Network since 1988, has been named GSM at CBS's WBBM/Chicago. He previously worked as an AE at the station from 1979-80 before moving to CBS Radio Spot Sales as an AE.
WBBM VP/GM Wayne Jefferson commented, "Tom is an experienced professional. His roots are here in the Midwest, and we're glad to welcome him home."
Reeve commented, "Having started at WBBM ten years ago and being a Chicagoan, this is really like coming home for me and my wife Kathy. I very much look forward to working again at one of Chicago's and America's most influential radio stations."
Reeve's CBS Radio Network background also includes a stint as Midwest Sales Manager.

AC music and $25 \%$ jazz. We'll also have a three-hour jazz show in the evenings."
KFIA Producer Steve Gasser succeeds Stephenson as PD.
Stephenson previously was a senior producer at Moody Broadcasting/Chicago, and also worked at KJOY/Stockton.

## Rubin Now SBK Sr. VPIA\&R



## Don Rubin

Don Rubin has been named Sr VP/A\&R at SBK Records. He will report to SBK Chairman Charles Koppelman and SBK President Martin Bandier.
Prior to the appointment, Rubin had served as VP of SBK Record Productions and was head of A\&R for The Entertainment Company. Said Koppelman, "Don has proven to me that he possesses an ability to recognize and work with talent, administer other creative individuals, and recognize great songs. That is the definition of an A\&R man. His contributions with Tracy Chapman, Phoebe Snow, Gregory Abbott, Dan Hill, and other wonderful works in progress echo these facts."
"The formation of SBK Records is the realization of a dream that began in the 1960s," noted Rubin.
Rubin previously owned Radadara Music, his own independent publishing and production company, and teamed with Koppelman from 1965-72 to form Koppelman/ Rubin Productions after earlier collaborating on the Top 101960 novelty "Yogi" as part of the Ivy Three.

## Roxette Has Golden 'Look'



EMI's Roxette was presented with gold awards for the single "The Look" and US debut aibum "Look Sharp!" in New York recently. Looking prelty happy are (1-r) EMI Sr. VP Gerry Griffith, VP Robert Smith, VP Ira Derfler, President/CEO Sal Licata, the group's Per Gessle and Marie Fredriksson, EMI VP Jack Satter, and Sr. VP/GM Ron Urban.

## Mardones Signs With Curb



Benny Mardones has signed with Curb Records and is now in the studio completing his label debut, which will include a newly-recorded version of "into The Night." Shown are Curb Chairman Mike Curb, Mardones, and manager Joel Diamond.

## जriver

FOUNOFR \& PUBLISHER: BOD
EXECUTHE VP/ GENERAL MNAGGER: DICk Krizman
SENIOR VICE PRESIOENT / SALES \& MARKETING: BIII Cla
SEMIOR VIICE PRESIOENT \& EDITOR: Ken Barnes
entranial
L03 negeles: (213) 553-4330, 1930 Century Park West, Los Angeles, CA 90067
Los NAGELES (1213)
FAX:
(213) 203-9763
VICE PRESIOENT/EXECUTINE EDITOR: Gall Mitcholl
ART DRIRCTOR: Richard Zumwait
ASSITTANT TO PUBLISHER: Karen Biondo
FAX R\&R
ASSISTANT TO PUBLISHER: Karen Biondo
NEw EDITOR: Jlim Dawson
EDITORIAL AOR EDITOR: Harvoy Kolan CHR EITror Joel Denver
country eorror: Lon Holton
(213) 203-9763

URBAN CONTEMPDMAY EDTTOR: Walt Love
EDIIOR: Ron Rodrigues
EOITORALI COORDINATOA: Ann

- CIRCULATION
assolite sotonston: Ann Schnleders
ISSIISTANT EDITOASS: Paul Colbert, Robin DIxon, Hurrican Hearan, Barry Holdship
assistant EDITOAS: Paul Colbert, Robin Dixo
Lynn McDonnell, Gooffroy Schackert
HFomunow semuck:
vp/ INformation services: Dan Cole
makxerwe: Mike Lane (Director), JIII Bauhs
axa procrssime: Mike Onufer (Manager), Mary Lou Downing, Marjon Garcia,
proouction director: Richard Agata
ASSOCLIATE ATT DIRECTOAS: Marllyn F
pHoroceraphr: Roger Zumwalt
TYPogRAPHY Kent Thomas, Lucle Morria, BuI Mohr
GpapHICS Tim Kummerow, Teresa Dovidio
Graphics: Tim Kummerow, Terosa Dovidio
REEETTION: Juanita Nowton, Karon Mumaw
CIRCULATIO SERVICES COORDIMATOR: Koliay Schleffollin
CONTROLLER: Margaret Bockwlith
mall sefvilics: Rob Sparago, Matthow Parvis
nuntur
mshmerow: (202) 783-3822, National Press Building. Suite 807. 529 14th St. NW.
Washingion, DC 20045: FAX: (202) 783-0260
buREaU CHIEF/ WASHINGTOW EOTO: Pat Cla wzon
ASSOCIITE EITOR: Randall Bloomquist
assistant EDTon: Vickie Ocholtree
OFFICE MMAGER: Daborah White
LEGAL COUSEL: Jason Shrin sky
LEGGL Counsel: Jason Shrinsky
murvule: ( 615 ) 244-8822, 50 Music Square West, Suite 800, Nashville, TN 37203;
FAX: (615) 248-6655
Associate Eitor: Dobe Fonnell
OFFlCE MaMGGER: Phyllis Tayior-Sneddon
apvermang
L08 nueeles: (213) 553-4330; FAX: (213) 203-8450
VICE PRESIDENT/ SALESS, WESTERN REGION: MIChael Atkinmon
ADVERTIIING COORDMATOR: Nancy HOHf
SALLES REPRESENTATVES: Jeft Gelb, Henry Mowry, Andre Roundtree
рROMOTIONS COOADIMATOR: TIna Leitz
SALLS/ PRoDUCTION COORDIMATOR: Brad Munson
READEAS' SERVICES COORODNATOR: JIII Smiley
SALES ASSISTANT Ann Morrison, Julio Llig
MARKETPLACE SALES: Dave Carroll, Ilsa Glanzberg


Sales Representatve: Paul Curtin
MASHVILE: (615) 244-8822
OIRECTOR/SALES: Bob Heatherly
Subscription Information (213) 553-4330
"In just three months, The Research Group has taken us from last place to first in our target demo of adults 18 to 34, here at 'Rock 99' in Birmingham. Last Christmas Day we switched from easy listening to classic rock, and the results have been amazing. In just one book, we've gone from a 5.3 share in adults 18 to 34 to an incredible 23.2.*

We've been working with The Research Group for years at our Knoxville country stations, WIVK-AM and FM. They've helped us take WIVK-AM/FM from a 17 share to a 35 share, $12+$. So there was no question that we wanted The Research Group with us when we expanded into Birmingham.

The quality of the people at The Research Group is outstanding. No matter what kind of problem you have, they have someone on their staff who can give you the right advice-advice that will help you win.

If you want to be the best, you go with the best."

> Mike Hammond
> President
> WZRR-FM, Birmingham

## "From a 5.3 <br> to a 23.2 in one book."



* Fall 1988 to Winter 1989 Arbitron.

Adults 18 to 34, AQH Share, M-S, 6A-12M. MSA.

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

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

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

## The Research Group

## Radio's Strategic Research Team

METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY•SEATTLE, WA 98101 • (200) 624-3888

## Tauke, Tauzin Introduce New Broadcast License Renewal Bill

Saying it's time to "lift the cloud" of license renewal that hangs over broadcast licensees, two members of the House of Representatives have introduced a new package of renewal reform measures. However, Capitol Hill sources and broadcast policy experts said the new bill has little chance of passage, and the House Telecommunication subcommittee does not plan any action on the bill.

## Guaranteed Renewals

The Broadcast License Renewal Act of 1989, introduced Monday (6/19) by Reps. Thomas Tauke (R-IA) and Billy Tauzin (D-LA), would practically guarantee license renewal to stations that adequately serve their communities and obey the FCC's rules. The measure, which also limits payments to competing applicants, is similar to both a radio-only bill introduced earlier this year by Rep. Matthew Rinaldo (R-NJ) and a measure that Tauke and Tauzin unsuccessfully championed in the last Congress.
"Over the years the comparative renewal process has proven to be a costly and time-consuming procedure which served to frustrate rather than further the public interest," Tauke and Tauzin told their colleagues.
Under the new legislation, radio and TV stations would receive a license renewal if the FCC determines they have broadcast "material responsive to the con-


Reps. Billy Tauzin and Tom Tauke cerns of the community," and "there has been no serious violation" of FCC rules and regulations. The bill gives licensees wide latitude
in determining what constitutes re sponsive community programming and bars the FCC from establishing or applying subject, category, or quantity standards when measuring a station's performance in that area.
In order to prevent individuals from "extracting a payoff from broadcasters," Tauke and Tauzin also to seek to limit comparative re newal settlement payments to the challenger's costs.
Don't Hold Your Breath
The bill's passage is regarded as unlikely because "the issue of license renewal hasn't reached critical mass on Capitol Hill," according to one Congressional source. "Members who have thought about it view (license renewal) as a complex morass of issues and options that they just don't want to get into right now.'

## Broadcasters Say No To License Lotteries

If the broadcast community has its say, the FCC's gamble to scrap the comparative licensing process in favor of a lottery system will come up snake eyes.

In comments filed with the FCC, broadcasters and their attorneys have expressed almost unanimous concern that a lottery system won't promote public policy goals. Instead of forcing would-be licensees to gamble for new stations, the commenters argued, the Commission should simply reform the admittedly flawed comparative hearing process.
"The selection of licensees must not be left in the hands of a ping pong ball or the roll of dice," said pong ball

## Lawyers Favor

Comparative Hearings
Like the NAB, the Federal Com munications Bar Association be lieves the comparative hearing process can be resuscitated if changes are made to the system. The group's suggestions include: - Application of the new FCC Form 301 financial, integration, and ownership disclosure requirements to all pending broadcast applications;

- Limitation of settlement payments to "reasonable and prudent expenses" and the barring of non-party applicants from involvement in settlements; and
- A requirement that new licensees hold a license for at least two years.
Under a lottery system, the FCC would first screen applications for completeness, then a lottery would be held that favors minority applicants and parties with no other broadcast properties. Losing applicants would be given the opportunity to file petitions to deny against the winner.


## Sillerman-Jacor Dance Underway?

s Robert F.X. Sillerman putting Command Communications into play? He denies it, but Wall Street wizards are buzzing that the company is being shopped around after merger talks with Jacor Communications collapsed last week.
"There was nothing specific about it," Sillerman told R\&R. "The conversations with Jacor were generic, and they were much more focused on San Diego and Houston than they were on Command.

Jacor's Terry Jacobs and Frank Woods were unavailable for comment, but investment bankers say they discussed a deal to buy Command's properties for about $\$ 163$ million while picking up Sillerman's option to buy Group W's KODA/Houston and KJQYISan Diego for another $\$ 37$ million. The talks reportedly collapsed after an impasse was reached on financial issues.
"We're not for sale," Command CEO Carl Brazell told R\&R. "As a matter of fact, we're working very enthusiastically on several acquisitions right now

## IRS Wipes Out Deductions

There's bad news for broadcasters this week from Uncle Sugar. The IRS is welching on its recent ruling that encouraged broadcasters to amortize and de duct the value of franchises - such as broadcast licenses and network affiliation contracts

The IRS recently issued an opinion saying that the value of cable TV franchise payments were deductible over a ten-year period. When it realized that hundreds of millions of dollars in tax revenues would be lost, it switched signals.

While the ruling specifically affects cable, it leaves broadcasters guessing about their status. A leading broadcast accountant, George Nadel Rivin of Los Angeles-based Miller, Kaplan, Arase \& Co., said station operators must proceed carefully.
"If you don't take the license amortization on the return, you lose it," said Rivin. "There's no possible way to get it if you don't claim it. If you do take it, it should be specifically disclosed as license amortization. Otherwise you would be open to penalties if it's taken without any disclosure and buried somewhere."

Those penalities could range as high as $20 \%$ of the amount being claimed, potentially involving hundreds of thousands of dollars for major market broadcasters

## Stockholders Smile At Clear Channel, Jacor

Clear Channel Communications shareholders are grinning all the way to the bank since CEO L. Lowry Mays announced a special cash dividend of $\$ 3$ per common share, for a total of $\$ 11.4$ million.

There's still time to cash in on this action - the dividend will be paid on July 14 to all shareholders of record as of June 30 .

Meanwhile, Jacor Communications says it's shelling out $\$ 12$ million to redeem its Class A $11.25 \%$ "cumulative convertible preferred stock" for $\$ 1500$ per share, plus accrued dividends as of July 31

## Suhler: Local Radio Healthy, Networks Flat

New York venture capitalist John Suhler is predicting that radio advertising expenditures will grow nine percent a year to a total of $\$ 11.9$ billion over the next five years.

His prediction is included in the latest Communications Industry Forecast report issued by Veronis, Suhler \& Assoclates. Suhler says radio overall experienced an $8.3 \%$ compound growth rate over the past five years, reaching a revenue base of $\$ 7.7$ billion in 1988. Local radio is expected to grow most, with revenues totalling $\$ 9.25$ billion by 1993 . Sluggish growth is projected for radio networks, with a $3.5 \%$ compound rate of increase over the next five years for total 1993 revenues of $\$ 500$ million.
"Radio's always been bigger than most people think it is. Radio net works have always been smaller than most people in the media business think," Suhler said.


Alan Burns and Ascociates, programming and marketing consultants. LR: Tracy Jobmson, Donna Burns, Alan Burns and Jeff Jobnoon

## ${ }^{\text {THE }}$ GROUPIN YOUR MARKET.

When Alan Burns and Associates comes to your market, we're there to help make one station \#1. And we do $i t$. That's why we're becoming America's \# 1 contemporary radio consultants.

In fact, more than $90 \%$ of our clients are \# 1 25-54, \# 1 12+, \# 1 in their format... or all of the above. At:

- ACs like WMIX Baltimore (\#1 25-54)
- Mainstream CHRs like WKSE Buffalo (\#1 12+)
- Rock CHRs like WDFX Detroit ( \# 1 CHR in a three-CHR battle in one book!)
$90 \%$ of our clients are \# 1. Proof that our people know how to get great results and give great service. People like Tracy Johnson, the newest member of Alan Burns and Associates. His experience in taking stations to the top and keeping them there makes him a valuable asset to us - and you.

So if you want to become - or remain - \# 1, call Alan Burns and Associates today at (703) 648-0000.


## TRANSACTIONS

# Ragan Henry Sells DC FM, Scoops Up Florida Combo 

## Deal of The Week:

## WXTR/La Plata, MD-

Washington, DC
PRICE: $\$ 33$ million
BUYER: World Elght Broadcasting L.P., headed by Loulse Heliftz. She recently announced plans to sel KFAC-AM \& FM/Los Angeles in two separate transactions.
SELLER: Communications Manage ment National L.P., a partnership headed by Philadelphia broadcast entrepreneur Ragan Henry. He owns WXLEIColumbus; WKSG/Detrolt; WWIN \& WGHT/Baltimore; KDIANOakland; WDIA \& WHRKIMemphis; WMXB/Richmond-Petersburg, VA; WQOK/Raieigh-Durham; and WCMC \& WZXL/WIIdwood, NJ. He recently announced purchases of WLOE \& WWMYIEden, NC; WRAP \& WOWI Portsmouth-Norfolk, VA; KJOJ/Conroe (Houston), TX; and WAKR \& WONE/Akron. He is announcing this week the purchase of WRXJ \& WCRJ Jacksonville.
FREQUENCY: 104.1 MHz POWER: 50 kw at 500 feet FORMAT: Gold
BROKEP: FFrank Kalll \& Co COMMENT: Ragan Henry purchased this station for $\$ 14.5$ million in November 1986.

## Alabama

## WZEWIFairhope (Moblie)

PRICE: $\$ 750,000$
TERMS: Cash
BUYER: WZEW Inc., owned by George O'Rear of Tuscaloosa. He is an applicant for a new FM at Homewood, AL.
SELLER: Jane Forbes, bankruptcy trustee for All America Modia Inc. FREQUENCY: 92.1 MHz POWER: 3 kw at 288 feet FORMAT: AOR
COMMENT: Plans were announced in January 1988 to transfer this combo for a $\$ 1.2$ million liability assumption, but the transaction was not completed. All America acquired this station in August 1984 for $\$ 675,000$.

## Arizona

KLFF \& K. Ki. ViGiendale Sun City-Phoenix PRICE: $\$ 2.3$ million
TERMS: Cash
BUYER: Resource Media Inc., owned by Arthur Tifford, in joint venture with Sterling Capital Corp., headed by

Steven Taslitz and Geoff Armstrong. Sterling is in the process of selling WSSL-AM \& FM/Greenville, SC and WJDX \& WMSI/Jackson, MS.
SELLER: Stanely Swaine, trustee for Canyon Communications Inc., a company now involved in bankruptcy proceedings.
FREQUENCY: $1360 \mathrm{kHz} ; 106.3 \mathrm{MHz}$ POWER: 5 kw day $/ 1 \mathrm{kw}$ night; 3.5 kw at 400 feet
FORMAT: Nostalgia; Classical
COMMENT: Plans were announced in April 1988 to sell the combo for $\$ 6.1$ million, but the transaction was not completed.

## Caltorna

## KESPISanta Barbara

PRICE: No cash consideration
TERMS: Debt assumption of undisclosed amount
BUYER: Corona Broadcasting Co. Inc., owned by Etrain Corona of Santa Barbara.
SELLER: Westcom Broadcasting Inc. FREQUENCY: 1290 kHz
POWER: 500-watt daytimer
FORMAT: Spanish
COMMENT: This station was sold for $\$ 150,000$ in March 1983.

TMZ BROADCASTING COMPANY
(Robert E. Tudek, Everett I. Mundy, and Robert K. Zimmerman)
has acquired the stock of
EASTERN BROADCASTING CORPORATION
from
Roger and Louise Neuhoff and family
for
\$63,500,000
The Eastern stations include:
WRSC/WQWK - State College, PA WRKZ-FM-Hershey, PA WWAZ/WWLI - Providence, RI WEST/WLEV-Easton, PA WTAD/WQCY—Quincy, IL
We are pleased to have served as exclusive broker in this transaction.

$\begin{array}{llllllllllll}I & N & C & O & R & P & O & R & A & T & E & D\end{array}$

## Media Brokers \& Appraisers Since 1947

## WE BROKER BROADCASTING'S BEST

## TRANSACTIONS AT A GLANCE

Deals So Far In 1989:
\$1,311,528,121
Total Stations Traded This Year: 606
This Week's Actlon: S49,958,500
Total Stations Traded This Week: 20

## - Deal Of The Week: <br> - WXTR/La Plata, MD-Washington, DC $\$ 33$ million

## - WzEWFalihope (Mobile), AL $\$ 750,000$

- KLFF \& KONCIGIendale-Sun Cty-Phpenix, AZ $\$ 2.3$ milion
- KESPISanta Barbare, CA No cash consideration
- WRXJ \& WCRUJLacksonvilte $\$ 8.6$ milion
- WZAZUdacksonvilte No cash consideration
- WDBSEEntomon, GA $\$ 11,500$

OKMAR-AM \& FMNWInnsboro, LA $\$ 200,000$
KAFM/Ped Lodge, MT $\$ 30,000$

- KICXIMcCook, NE Donation: no cash consideration
- WWNOIEden, NC $\$ 160,000$
- WDEX/Monroe, NC \$244,000
- KUGN AM \& FMAEugene, OR $\$ 4.2$ milion
- KDOVITalent, OR $\$ 125,000$
- WSTNISomerville, TN $\$ 138,000$
W.JKZ/White Bluff, TN $\$ 200,000$


## Horida

WRXJ \& WCRJ/Jacksonville
PRICE: $\$ 8.6$ million
BUYER: Nine Chlefs Inc., a division of Ragan Henry National BroadcastIng, owned by Philadelphia broadcaster Ragan Henry (see WXTR/La Plata, MD sale above)
SELLER: Hoker Broadcasting Inc., headed by President Jay Hoker. The company also owns KCFX/Kansas C+ ty, WMLX \& WOFX/CIncinnatI, and WDFX/Detrolt.
FREQUENCY: $930 \mathrm{kHz} ; 107.3 \mathrm{MHz}$ POWER: $5 \mathrm{kw} ; 100 \mathrm{kw}$ at 984 feet FORMAT: Gold; Country
BROKER: Randall Jeffrey of Media Venture Partners.
COMMENT: The AM was sold for $\$ 1.04$ million in March 1987, the FM for $\$ 6$ million in October 1986.

## WZAZIJacksonville

 ORICE: No cash consideration TEFMS: Assumption of outstanding indebtedness. The seller is transferring the station to a new company swned by himself and outside investors. BUYER: Picus Broadcssting Inc., headed by Mark Picus and Jeffrey Jones of Jacksonville, and Atlanta venture capitalist William Sanders. Picus recently announced plans to buy WPDO/Green Cove Springs, FL. He also is an applicant for new FMs at Pointe Verda, FL; Batesburg, SC; and Charlotte, NC. Sanders is a director of Pinnacle Broadcasting Co., which owns eight stations. Sanders also owns interests in KBBB \& KDXR/Borger, TX; WSKXISuffolk, VA; WQIM Prattville, AL; KSJO/Manteca, CA and WBBE \& WMGB/Georgetown, KY Jones is an AE with WZAZ/Jacksonville.Continued on Page 10



## SSSHHHhhh!

For ten years, Rantel Research has been radio's best-kept research secret, working quietly for stations in markets such as New York, Los Angeles, Baltimore and Philadelphia, just to name a few. But the secret is getting out!

Thanks to our innovative approaches to radio research, like Rantel Cluster Analysis, we're helping broadcasters find huge holes of opportunity in their markets; holes which are invisible to traditional research methods.

Now, other research companies are struggling to learn our secrets. But why should you pay for their education? Call the company that continues to pioneer advanced research for radio.


RANTEL
Advanced Perceptual Research
Laurel, Maryland •301-490-8700

TRANSACTIONS
Continued from Page 8

SELLER: Pres-Jas Inc., owned by Mark Picus.
FREQUENCY: 1400 kHz
POWER: 1 kw
FORMAT: Urban
COMMENT: Picus acquired this station for $\$ 330,000$ in November 1987.

## ceorgia

## WDBS/Eatonton

PRICE: $\$ 11,500$
TERMS: Cash
BUYER: Eatonton Broadcasting, a general partnership of George Peters of Athens, GA and Lee Morgan of Watkinsville, GA. They recently announced plans to acquire WMLS/Monroe, GA. SELLER: Willam Platau
FREQUENCY: 1520 kHz
POWER: 1 kw daytimer
FORMAT: Country
COMMENT: This station was sold for $\$ 100,000$ in March 1986.

Eight-year promissory note for $\$ 10,000$ at eight percent interest. BUYER: Silver Rock Communica tlons, owned by Glendive, MT investors Leslie, Burt, and Peggy Oliphant and Phoenix investor Jeffrey Smith Ollphant. They also own KDZN/Giendive, MT.
SELLER: Beartooth Stereo, owned by C.R. Crisler of Fayetteville, AR.

FREQUENCY: 99.3 MHz
POWER: 120 feet at minus 359 feet FORMAT: Country

## Nebraska

## KICX/McCook

PRICE: Donation; no cash consideration
BUYER: Lutheran Church Missouri Synod, headed by Rev.Ralph Bohlmann. The church also owns KFUOIClayton (St. Louls), MO.
SELLER: Ron Crowe \& Assoclates, a proprietorship owned by Ronald Crowe of McCook.
FREQUENCY: 1360 kHz
POWER: 1 kw daytimer
FORMAT: AC
COMMENT: Crowe announced plans earlier this year to spin off KICX to facilitate his purchase of KSWN/McCook.

We are Pleased to Announce That

WLS-AM/Z-95-FM
Chicago, Illinois
A Capital Cities/ABC Owned Radio Station

Recently Joined

WGN, WGCI, WBBM
Ranked \#1, \#2 and \#4 in Chicago,
The Illinois News Network
and other fine Chicago Stations

## As A Major User Of <br> DYNAMAX CARTRIDGE MACHINES

The undersigned assisted WLS in the selection of this equipment and negotiated this transaction.

RAM BROADCAST SYSTEMS
346 W. COLFAX STREET
PALATINE, IL 60067
TEL. 312-358-3330 FAX 312-358-3577

## North Carolina

## WWMOIEden

PRICE: $\$ 160,000$
TERMS: Escrow deposit $\$ 1000$. Promissory note for $\$ 159,000$ at ten percent interest, payable in nine monthly installments of $\$ 1000$ followed by equal monthly instaliments of $\$ 1431$ until paid.
BUYER: Avery Communications Inc., owned by John and Barbara Avery of Eden.
SELLER: Stone Broadcasting Corp., owned by Victor Stone. The company has a CP to build a new fulltime AM in Eden on 850 kHz .
FREQUENCY: 1130 kHz
POWER: 1 kw daytimer
FORMAT: AC

## WDEX/Monroe

PRICE: \$244,000
TERMS: Escrow deposit $\$ 9000$, additional $\$ 235,000$ cash due at closing. BUYER: Thomas and Todd Gibson of Monroe.
SELLER: Sanford Steelman Jr., administrator of the estate of Norris Mills. FREQUENCY: 1430 kHz
POWER: 2.5 kw day/1 kw night
FORMAT: Country
COMMENT: This station was sold for \$140,000 in April 1985.

## Oregon

## KUGN-AM \& FM/Eugene

## PRICE: $\$ 4.2$ million

TERMS: \$10,000 escrow deposit; total of $\$ 3$ million cash due at closing. Cancellation of seller receivable debt valued at $\$ 350,000$; six-month promissory note for $\$ 200,000$; additional promissory note for $\$ 650,000$.
BUYER: Combined Communications Inc., owned by Charles Chackel and James Torrey of Eugene. Chackel is the combo's current GM.
SELLER: Media Corporation of AmerIca, headed by Mason Best. The company also owns KRIA/San Antonio. FREQUENCY: $590 \mathrm{kHz} ; 97.9 \mathrm{MHz}$ POWER: 5 kw day $/ 1 \mathrm{kw}$ night; 100 kw at 780 feet
FORMAT: AC; Country

## KDOV/Talent

PRICE: \$125,000
TERMS: No cash consideration. The seller is donating the station to the college and values the transaction at \$125,000.
BUYER: State of Oregon on behalf of Southern Oregon State College. The college operates KSOR \& KSMF/Ashland, OR; KSBACOos Bay, OR; KSKFI Klamath Falls, OR; and KSRS/Roseburg, OR.
SELLER: Atkinson Adventures, a partnership of Perry and Peggy Atkinson of Ashland. They recently announced plans to buy KHUG/Phoenix, OR.
FREQUENCY: 1230 kHz
POWER: 1 kw
FORMAT: Religion

## Tennessee

## WSTN/Somerville

PRICE: $\$ 138,000$
TERMS: One-year promissory note for $\$ 20,000$ at ten percent interest, due in one payment on 12/31/91. Buyer to
assume bank loan valued at $\$ 39,000$, and assume leases valued at $\$ 13,000$. Balance of purchase price to be a taxdeductible contribution by the seller to the buyer.

BUYER: Christ Is The Answer Broadcasters Inc., headed by Lee, Barry, and Helen Sterling of Willston, TN. SELLER: Fayette County Broadcasting Service, owned by Alfred "'Pat"' Robertson III.

FREQUENCY: 1410 kHz
POWER: 500 watts
FORMAT: Gold
COMMENT: This station was sold for $\$ 100,000$ in March 1986.

## WJKZ/White Bluff

PRICE: \$200,000
TERMS: Promissory note for entire amount at ten percent interest over two years. Interest payments due monthly, with principal balloon due at end of two years.

BUYER: John Bozeman of White Bluff. He plans to sell WPFD/Fairview, TN. Bozeman also owns a one-third stock interest in KVGB-AM \& FM/Great Bend, KS.
SELLER: Bernie Bishop Broadcasting \& Advertising Co. Inc., owned by Bernie Blshop.
FREQUENCY: 1030 kHz
POWER: 1 kw daytimer
FORMAT: Country
COMMENT: This station was sold for $\$ 160,000$ in March 1987.

## Time-Warner Fees Staggering

Where's the big money to be made in the three-way takeover fight between Time Inc., Warner Communications, and Paramount Communications? Warner CEO Steve Ross, the record tycoon, may pocket $\$ 180$ million if Time buys his stock at $\$ 70$ per share. But the real payoff comes from moving other people's money in the deal; it's a no-lose proposition for the bankers and lawyers involved.
Legal fees are expected to exceed $\$ 50$ million for all parties, and the banks will do even better. Pavlos Alexandrakis, a media analyst at Argus Research, estimates banks will pocket hundreds of millions in fees, and that's just for starters.

If it wins its $\$ 9$ billion offer for Time, Paramount may have to cough up about $\$ 800$ million to cover first-year interest payments. Paramount says it will pay $\$ 350$ million in banking fees, including $\$ 10$ million to Citibank just for pledging $\$ 1$ billion in financing.
Time will incur similar charges and, depending on how it finances its deal, may incur interest payments totalling $\$ 650$ million to $\$ 900$ million for its proposed $\$ 14$ billion buyout of Warner. Time is also paying $\$ 16$ million to its financial advisors, Shearson Lehman Hutton and Wasserstein Parella \& Co. and Wasserstein Parella \& Co.
The buyout bonanza belongs to the banks.

## WESTWOOD ONE TOPS IRF ANARDS

NBC And Mutual News Win 5 Gold Medals, And WYNY•FM, New York Wins A Gold For Best Country Music Format - As Westwood One Companies Dominates The Competition With 10 Medal Avards!

## GOLD MEDAL

Best Coverage of an On-going Story:
NBC/Mutual News for coverage of the Moscow Summit.

## GOLD MEDAL

Best Magazine Program:
Mutual's America in the Morning.


GOLD MEDAL
Best Sports Coverage:
NBC for coverage of the
1988 Summer Olympic Games.


GOLD MEDAL
Best Health and Medical Program:
Mutual Broadcasting System for
The Dark Side of the Sun.

GOLD MEDAL
Best History Program:
Mutual Broadcasting System for
The Flame Still Burns: Remembering JFK.
Westwood One Companies thanks those involved for this outstanding recognition.

WESTWOOD ONE COMPANIES

## REACH OUT



## AND TOUCH YOUR LISTENERS

## Telemarketing The ultimate cume builder...

\author{

- a one-to-one personal contact <br> - guaranteed reach within your target demo <br> - separates your station from "the pack" <br> - more cost efficient than TV or billboards
}

CALL FOR A QUOTE TODAY (303) 922-5600

OVERVIEW


## Why You

## Should Lie

To Yourself
Inventing Excuses
Helps Build Self-Image

Experienced industry types are well aware that making excuses - especially those bordering on "white lies" is a practical and successful way of explaining why a record stiffed or why the ratings dropped.
What they may not realize, however, is that making plausible excuses helps them not only build greater selfesteem, but also perform better on all sorts of cognitive, social, and physical tasks than people who saddle themselves with blame when things go wrong.
The Art Of Making Excuses
According to University of Kansas psychologists C.R. Snyder and Raymond Higgins, the art of making excuses is a distancing process that allows a person to blame failures on external causes rather than on his own intellectual shortcomings or incompetence.
While the practice of distancing rarely allows an individual to completely absolve himself from a given failure, it does allow him to see the problem in less troubling terms. (Example: "I got fired because I overslept a couple of midnight shift" instead of "I got fired because I' $m$ a bungling idiot').
In addition, the researchers who also describe the art of excuse making as "reality negotiation" between a person's positive selfimage and the realities of life say that a person who makes excuses is better able to improve on future performances, tends to view troubled times as temporary, and is physically and psychologically healthier than a person who internalizes the causes of failure.


## 'RemoteBooth' Portable Display Unit Arrives

The "RemoteBooth," a portable stand that can be customized with your station's logo and/or call letters, collapses to $33 \times 46 \times 28$ inches for easy mobility and storage. The booth expands to $9.5 \times 7.5 \times 5.25$ feet, or can be set up to about half that width.

Recently introduced by Ft. Wayne, $\mathbb{N}$-based Steffen Marketing Inc., the RemoteBooth was designed specifically for the broadcast and direct promotion industries. The item features an epoxy-coated steel superstructure and Lexan panels, and comes with standard speaker mounts, a podium, equipment rack, and storage compartments

Retail price: $\$ 5695$ for the basic package; $\$ 6690$ with graphics and neon accents. For more info, phone the firm at (800) 433-8460.

## Catch Some Raise This Year

0ne recent survey conducted by the NYC-based TPF\&C management consulting company reports that 1989 merit pay budgets are up $5.1 \%$ for middle managers and professionals and $5.3 \%$ for top management.
However, a second survey conducted by the Menlo Park, CAbased ADIA personnel placement firm found that pay raises for nonmanagerial employees are ex-

## DATELINE

- June 17-23 - 1989 NAB Executive Management Development Seminar. University Of Notre Dame. Notre Dame, $\mathbb{N}$.
- June 20-23 - NAB Summer Board Meeting. Washington, Boar
DC.
- June 21-24 - BPME/BDA Seminar. Cobo Center. Detroit. MI
- June 21-25 - BPME Association 33rd Annual Seminar. Renaissance Center. Detroit, MI
- June 23-24 - Bobby Poe Convention. Sheraton Premiere. Tysons Corner, VA.
- July 5-9 - R\&B Report Forum '89. Hyatt Regency. Chicago, IL.
- July 13-16 - Upper Midwest Communications Conclave Sheraton Park Place. Minneap olis, MN
- July 15-19 - New Music Seminar. Marriott Marquis Ho tel. New York, NY
- August 12-13 - Dan O'Day's Air Personality Plus Seminar. Days Inn, O'Hare South. Chicago, IL
- September 13-16 - Radio '89 Convention sponsored by the NAB. New Orleans Convention Center. New Orleans, LA.
- September 13-16 - RTNDA Annual Convention. Kansas Ci ty Convention Center. Kansas City, MO
- September 17 - Emmy Awards. Pasadena Civic Auditorium, Pasadena, CA.
- October 10 - CMA Awards Show. Grand Ole Opry House Nashville, TN
- October 17-18 - Broadcas Credit Association's 22nd Credit \& Collection Seminar. Scottsdale Hilton. Scottsdale, AZ
pected to only average about 5\% this year.
Although 90\% of eligible employees will receive a raise in 1989 , two-thirds of the firms surveyed by TPF\&C singled out "fast-trackers" for raises averaging $9 \%$.
Meanwhile, the ADIA survey reports that one-third of the companies polled said they planned to give non-managerial employees a $5 \%$ raise, one-third planned to give these workers more, and another third planned to give them less.
Furthermore, only $2 \%$ of the companies surveyed by ADIA expected to give non-managerial employees raises of more than $10 \%$ in 1989.


## Pay Sales Incentives Promptly

The best time to pay sales incentives is either when an order is placed or when it's shipped - not when the customer pays.
Why? Because if your sales staff's incentive checks are held up because customers are slow with their payment, your salespeople are quite likely to start badgering the client.
As a recent article in Sales \& Marketing Management notes, collecting bills is not what a salesperson is paid to do. After all, the salesperson should always be the "good guy" in customer relationships.

## BRAIN HELPED US WIN."

-Beau Phillips, General Manager, KISWSeattle


We suffered a direct format attack
"When I became General Manager at KISW, we were hurting badly. A fierce, three station battle was sapping morale and revenues. We needed a fresh perspective.

## Joint Communications refocused our counterattack

"The Consulting team at Joint Communications provided the facts and strategy to refocus music and market position. It was the boost we needed. We stopped our Arbitron slide and turned KISW around. '

If you have problems like this, call, write or fax and we'll help you solve them.

## FREE OFFER:

We'll send you three months of our exclusive Media Monitor, filled with promotions, trends, Steve Young's, Jon Sinton's, and John Parikhal's latest findings.

In the U.S. call (404) 971-4647. In Canada, call (416) 593-1136.

Or Write:
Joint Communications
Jon Sinton
1311 Johnson Ferry Road, Suite 252
Atlanta, GA 30068
Fax: (404) 971-5349

JOINT
COMMUNICATIONS CORP.


# Sales/Promotion Partnerships Pump Ratings \& Revenues 

0ne of the biggest obstacles to encouraging sampling by new listeners and tapping additional revenue is the traditional lack of communication and cooperation between a radio station's sales and promotions departments.
Radio is at a critical point. We have matured from an entrepreneurial business to a big business. The keys to growth are communication and cooperation be tween departments.
Many stations make the mistake of operating the sales and promotions departments unilaterally. Nowadays, an alliance between these departments is absolutely essential in order for each to accomplish its objectives.
Options for effective promotions that generate sampling or reinforce stations are diminishing. In many markets, the freeways are saturated with radio billboards.
"'Sales departments are deriving less business from traditional channels, and more from those accounts that are the valuable allies of promotions departments."

Prime-time TV breaks for radio stations have come to resemble car dealer ads. Quarter-hour or cume trial promotions are a dime a dozen, and are becoming less effective each year. As one major station group head recently remarked, "Last year we gave away more than $\$ 5$ million, but judging from the ratings, we'd have been better off putting it in the bank."
Today, promotions directors have essentially become market-

## 'Successful

 businesses reach out and touch the public, catch them in the act of doing something, and generate contact and product interest."2matwamex
ing directors. Sales departments are deriving less business from traditional channels, and more from those accounts that are the valuable allies of promotions departments.
These major accounts hold tremendous revenue possibilities, and represent golden opportunities to execute intelligently planned promotions. They aren't the traditional media sleazoids who use promos as no-charge commercials.

## Power

## Promotions

Some promotions departments prefer clean promotions that avoid commercial endorsements or mentions. They maintain promotions should be accomplished without partners or support. This is one of the greatest fallacies in radio.
Although the public is bombarded with commercial impressions and cross-promotions, an appropriate partner can generate a successful promotion through merchandising and gross impressions that would otherwise be impossible. The addition of a second partner can double the advertising fre-

By Chris Beck

quency and marketing awareness of any event.
Successful businesses reach out and touch the public, catch them in the act of doing something, and generate contact and product interest.
The television networks see the wisdom of this approach. First CBS cut a deal with K mart, then NBC formed an arrangement with Sears. Now ABC is following suit and pursuing a retail partner.
Why all the scurrying for retail tie-ins? The additional impact, gross impressions, and advertising reach and frequency are staggering. Those benefits aren't limited to national networks - you can reap the same rewards on a local basis.
"Why all the scurrying for retail tie-ins? The additional impact, gross impressions, and advertising reach and frequency are staggering."

## Case In Point

The following example illustrates how two radio stations executed the same promotion - "the phrase that pays" - with differing results. In both instances, air personalities called answering machines to hear listeners' recorded messages. If the machine played back the phrase, "KAAA plays more music," the listener won.
Station X conducted the promotion without a partner, using on-air liners and promos. It had no advertising budget to reach non-listeners, so the only people exposed to the promotion were current lis-

## Increasing Promotional Support

U
se the following guidelines to forge a sales/prorrotions partnership that will generate power prorrotions and higher revenues.

- Set up frequent meetings between the sales and promotions departments. Both departments should be invotved in preliminary promotion discussions and meetings with potential partners.
- Include the National Sales Manager in these meetings. He or she routinely meets with highly desirable promotion partners.
- Ensure mutual understanding of promotion objectives. Both departments must be clear on the goal; i.e., increasing the number of working female listeners.
- Determine the potential partner's participation elements. Decide on the required dollar amount, outside media, point-of-purchase display, etc.
- Target at least three potential retailers and/or manufacturers. Don't count on any single retailer to say yes.
teners and a small percentage of the market who heard the station mentioned on their friends' answering machines.
Station Y, rather than relying on its own reach and frequency, allied with a well-known answering machine company. Because of that partnership, Station Y obtained a significant amount of signage and assured additional gross impressions at a major retailer's electronics department. The manufacurer made a $\$ 25,000$ cash commit ment and mentioned the station in more than a half dozen of its print ads.
It's obvious which approach was more effective. Station Y's retail signage alone generated millions of station impressions that would have been virtually impossible to achieve without a promotional partner. Why, then, don't we use them more often?
- Emphasize the promotion's prolected impact on manufacturers' retall sales. Your a:osponsor's participation will be much more extensive if you show how the promotion can be used as ləverage for additional retail displa).
- Tell retallers who plead poverty the manufacturer will pay for additional in-store display.
- When choosing partners, total store traffic (or a manufacturer's mass market sales) shotald be the critical factor. Traffic end sales are more important than he image a potential partner may ganerate.
- If your partner requires acdttlonal promos, use 30/30s. Devite 30 seconds to the commercial $c$ intent and make a smooth segue $t \mathrm{a}$ 30 -second promotional spot.


Chris Beck is President of Chris Beck Communications, a sales consulting firm. If you have a question you'd like this column to address, he can be reached either by fax machine at (818) 594 5030 or by phone at $(818) 594$ 0851. You also may write to him at 22900 Ventura Blvd., Suite 340, Woodland Hills, CA 91364.

## Explosive Sound

## DYNAMAX COBALT ${ }^{\text {™ }}$

## There's nothing subtle about this cartridge.

Dynamax Cobalt. A new generation tape cartridge Loaded with broadcasting's first Cobalt tape
The cartridge shell is constructed of high grade engineering plastic for more strength, greater heat stability and better dimensional accuracy. Inside, the Dynamax Cobalt tape provides the extra headroom necessary when carting CD's. Your spots, fingles and in-house production take on added punch
Don't just order the same old thing, this time knock your listeners out with the quality sound of Dynamax Cobalt cartridges
Dynamax Cobalt, the cart with impact.

## A FAN'S NOTES

# Book Celebrates KRLA's 30th Birthday 

Shortly after midnight on September 1, 1959, radio station KXLA/Pasadena changed call letters to KrLA and began broadcasting a rock ' n ' roll " Top $40^{\prime \prime}$ format. Turning its programming attention away from the local farming community it had previously served, KRLA set its sights on the flocks of listeners in nearby Los Angeles, and with a littleknown airstaff, began a quest to become L.A.'s \#1 station at a time when AM radio was the only game in town.
A few years later, KRLA which still exists today, broadcasting a Gold format - reached its goal. Exactly how it accomplished this, as well as an abundance of other information about the station, is contained in "DreamHouse" (Desert Rose, paperback, \$11.10) - an unauthorized "stationography" by longtime KRLA fan Bill Earl.

## A Rock 'N' Role Call

Although perhaps too-generous with terms such as "best," "greatest," and "funniest," Earl's book

not only chronicles KRLA's many ch-ch-ch-changes (from "Station Of The Stars" to "Beatle Radio" to an "all-request" forum to experiments with automation), but also serves as a permanent record of the station's jock roster, which boasts such BIG names as Casey Kasem, Shadoe Stevens, Bob Eubanks, Wink Martindale, Charlie $\mathbf{O}^{\prime}$ Donnell, Reb Foster, Johnny Hayes, Art Laboe, Charlie Tuna, Dick Biondi, Emperor Hudson, Sam Riddle, and Dave Hull.

## 'ZINE SCENE

## Jerry Lee To Marry Lisa Marie?

While fire-ballin' rocker Jerry Lee Lewis, 53, didn't exactly threaten to wed Elvis Presley's daughter (and recent mother) Lisa Marie Keough, 21, as reported in Marie Keough, 21, as reported in this week's Nationa/ Examiner, the
Killer was quoted as saying, "She's a good-lookin' little gal. As a matter of fact, Lisa Marie could very well be my next wife!"
When asked how his current wife - his sixth, incidentally - might react to this development, Lewis responded, "That's her problem. I ain't never promised nobody no rose garden."

## Scoop Du Jour

Last week's Star and National Enquirer both carried BIG pictures o Jane Fonda's new love, hairdresser to the S*T*A*R*S Barron Matalon. What they don't know is that "loverboy" Barron left Baby Jane in France to join Scottish pop scone Sheena Easton on tour in the Orient.
And . . there's one more not-so-tiny tidbit of info the tabs don't know, but we're keeping our tongues firmly planted in chic for the moment.

## Our Best Advertisement is our CLIENT'S word . . . NOT OURS!

Our Client list is the "Best" in the Industry . . . Because WE are the "Best" in the Industry. Don't be misled into paying more! For information call Collect, Person to Person Byron J. Crecelius 314-423-4411 Home of the "traveling billboard". Bumper Strips \& Window Labels

And, while the book briefly notes that KRLA was ordered off the air in 1963 (due, in part, to a couple of semi-fraudulent contests), it's mostly filled with such fascinating anecdotes as Bob Eubanks having to mortgage his house to raise the money necessary to sponsor the Beatles' Hollywood Bowl concert in 1964.

Finally, and more interestingly, "Dream-House" (unwittingly) documents the programming changes and struggles that occurred on the AM band (at least in Southern California) as FM radio stations first debuted, then rose to dial domination.

## '89 MTV Awards Set To Air In September

## 1. TV has announced that it

 will carry the " 1989 MTV Video Music Awards" live from the Universal Amphitheatre in Los Angeles on Wednesday, September 6.For the second consecutive year, actor/comic/talk show host Arsenio Hall will emcee the event, which features four new award categories: Best Rap Video, Best Dance Video, Best Heavy Metal Video, and Best Post-Modern Video.
Presenters and performers will be named later.

## FILMS

## WEEKEND BOX OFFICE

 JUNE 16-181 Ghostbusters II \$29.4 (Columbia).
2 Indiana Jones \&
The Last Crusade
The Last Cru
(Paramount)
(Paramount)
3 Dead Poets
Society (Buena Vista)
Stict
Society (Buena Vista)
4 Star Trak $V$ 4 Star Trek V
(Paramount)
See No Evil, \$2.5
Hear No Evil (Tri-Star)
6 Field Of Dreams
$\$ 2.4$
6 Field Of Dreams
(Universal)
(Universal)
7 No Holds Barred $\$ 1.7$ (New Line)
8 Road House $\quad \$ 1.5$
(MGM/UA)
9 Pet Sematary $\$ 1.2$
(Paramount)
10 K-9
$\$ 1.0$
(Universal)

- First Week in Release

All figures in millions
Source: Exhibitor Relations co.
COMING ATTRACTIONS This week's openers include "Batman," which will sport not one, but two Warner Bros. soundtrack albums. The first features songs composed by Prince specifically for the Prince specifically for the
movie, although not every track movie, although not every track
found on the just-released aifound on the just-released album is heard in the film. The second - due in August - is the film's musical score, composed by Oingo Boin
man Danny Eliman.

## TOP TEN SHOWS

 June 12-181 Roseanne
2 Cheers
3 The Cosby Show
4 NBA Finals, Game 4 (L.A. vs. Detroit)

5 NBC Sunday Night Movie ("Perry Mason: The Case Of The Murdered Madam") 6 A Different World 7 Empty Nest
8 Dear John
9 Golden Giris
10 Unsolved Mysteries Newhart (tie)

Source: Nielisen Media Research
All show times are EDTIPDT untess otherwise noted; subtract one hour for CDT.
Check listings for showings in the Mountain Check listings for showings in the Mountain
Time Zone. All IIstings subiect to change.

- TALKIN' 'BOUT DE G-G-GGENERATION: Who guru Pete Townshend will appear on NBC's "Late Night With David Letterman" Thursday, 6/29, 12:30am), while the choice of a whole new generation of college kids, $\mathbf{1 0 , 0 0 0}$ Maniacs, will share the warmth (Saturday, 6/24).
- ARSENIO CATCHES A COLE: Singer Natalie Cole will bare her soul on "The Arsenio Hall Show" (Friday, 6/23). The syndicated program will feature show-and-tell with urbane vocalist Peabo Bryson (Wednesday, 6/28) and pounding rap with M.C. Hammer (Thursday, $6 / 29$ ). Check local listings for station and air time.

ace face - Pete Townshend's reaction upon being asked to tell yet another young mod's forgotten story to yetanother talk show host.
- IT'S NOW OR NEVILLE: Voodoo gurus the Neville Brothers are scheduled to take the stage on NBC's "The Tonight Show Starring Johnny Carson'’ (Tuesday, 6/27, 11:30pm). Other musical guests will include jazzbeau Al Jarreau (Thursday, 6/29) and singing crumpet Sheona Easton (Friday, 6/23)
- RAVEN REVIEWS: Country vocalist Eddy Raven hitches his britches to the stage of CBS's "The Pat Sajak Show" (Thursday, $6 / 29,11: 30 \mathrm{pm})$, and Tony Orlando \& Dawn showcase their patented brand of pop artistry in the same location (Wednesday, 6/28)
- GOLDEN GRAHAM: Musician Graham Nash recalls Woodstock, CSN\&Y, and his Hollies days on NBC's "Later with Bob Costas"(Wednesday 6/28, 1:30 a.m.)


## VIDEO

- I'M GONNA GIT YOU SUCKA (MGMIUA Home Video)

Director/writer/star Keenen Ivory Wayans sends up every black action film of the early ' 70 s in this feature-length comedy that co-stars such "blaxsploitation" movie bruthas as Bernie Casey, Isaac Hayes, and Jim Brown. The film's Arista soundtrack contains the Gap Band's semi-hit rendition of the title track, Curtis Mayfield \& Fishbone's "Superfly" take off ("He's A Flyguy"), and tunes by the Four Tops, Aretha Franklin, Jermaine Jackson, Jennlfer Holliday, K-9 Posse, and Boogie Down Productions. (Street date: 6/27.)


I'M GONNA GIT YOU SUCCOR - The little girls don't know, but the Gap Band understanos.

- heartbreak hotel (Touchstone Home Video)

Elvis Presley is alive and well, and bears an uncanny resemblance to David Keith in this feature-length film that revolves around a teenager (Charlie Schlatter) who kidnaps the King in order to aid his depressed mother (Tuesday Weld). Five Presley songs appear on the RCA soundtrack, as do tunes by Alice Cooper, Dobie Gray, and Keith and Schlatter track, as do ( $6 / 28$.)

- HARD ' $N$ ' HEAVY (MPI Home Entertainment)

This second installment of this hard rock/heavy metal video magazine promises to be "ruder, cruder, and lewder" than the first edition. The 75 -minute compilation features performances by and interviews with metal gurus White Lion, Ozzy Osbourne, Judas Priest, Kingdom Come, Black Sabbath, Steve Vai of Whitesnake, the Scorplons, Exodus, Testament, Femme Fatale, Vixen, and more. ( $6 / 28$. )

## Peer Pressure.

1. Amis
2. New Citry
3. Com
4. Edens
5. Shamrock
6. Westinghouse Source: An industry wide survey of radio group CEDOS
by Market Guide. 1989 Edition.

When you're being judged by your fans, that's one thing. But when you're being judged by your peers, that's pressure. So when we found out that our peers had voted us into the number four position among America's "Most Admired Radio Groups", we were understandably proud.

The number four position moves us up two notches from last year, and represents our fourth straight year in the Top Ten.

The real credit for all this success, of course,
goes to all of our peers here at Edens Broadcasting. The pressure they put on themselves to succeed, year after year, is what keeps us moving up the charts. And while the chart may say Number Four, we think they're Number One.

To all our peers: Thank you very, very much.

## Edens Broadcasting

# US Garden Industry Continues To Blossom 

30-49 Demo Dominates;
New Business/Promo Opportunities Abound

Purchasing everything from marigolds to manure, $75 \%$ of all US households did some gardening last year, spending $\$ 15.5$ billion on home-gardening products and services along the way.
Although the average US gardener is 45 years old, $40 \%$ are between the ages of 30 and 49 - a seg ment that's divided equally be tween men and women, and one that accounts for half the money spent on gardening.

## A True

Growth Market
However, this 30-49 group will account for $50 \%$ of all gardeners and spend $60 \%$ of all garden money within the coming five years, according to the Burlington, VTbased National Gardening Association.

The 12 -state Midwestern region leads the nation in gardening interests - supporting more than 2000 lawn and garden retail outlets. Not surprisingly, Midwesterners are also tops in home-ownership (and many of these homes sport large yards).

Cut-Flower Business Blooming
Despite the blooming garden business, Americans spent an additional $\$ 40$ billion last year on a record number of cut, longstemmed roses and carnations. A full two-thirds of all cut flowers sold in the US are grown in gardens overseas, while half of the homegrown buds come from California.
For a look at what goodies Americans are most likely to grow in our backyard gardens, please consult the accompanying chart.

## Who Has The Spending Money?

More than $70 \%$ of American households have no money left over after paying for taxes and other neces sities of life, according to a recent study by the US Census Bureau and the NYC-based Conference Board.
However, the discretionary income of the other nearly $30 \%$ averages $\$ 12,300$ per year. These nearly 26 million US households have a combined $\$ 319$ billion per year to spend as they wish.
What's more, $60 \%$ of US households headed by a person with five or more years of college have
money to burn, and it's a lot averaging $\$ 18,250$ per year.

Other types of households likely to have extra money:

- $41 \%$ of married couples with both spouses working, averaging $\$ 13,300$ per household
- $35 \%$ of heads of households aged 55 to 59 , averaging $\$ 14,600$
- $35 \%$ of homeowners, averaging $\$ 13,300$.



## What Do Our Gardens Grow?

Nearly all ( $\mathbf{9 6 \%}$ ) of the nation's gardens grow flowers, and $96 \%$ produce vegetables as well. Furthermore $60 \%$ of all gardens now cultivate herts, according to a study con ducted on behalf of the Organic Gardening magazine, published by Emmaus, PA-based Rodale Press. For a detaled look at the percentage of bubbous and floral twists in our backyard plots, please check the charts below:

Flowers

| Type | \% Growing |
| :--- | ---: |
| Marigolds | 73 |
| Rosel | 70 |
| Tulips | 62 |
| Irises | 57 |
| Goranlums | 57 |
| Daffodils | 55 |
| Potunias | 53 |
|  |  |

## Vegetables

| Type | \% Growing |
| :---: | :---: |
| Tomatoes | 96 |
| Green beans | 78 |
| Onions | 78 |
| Sweet peppers | 74 |
| Cucumbers | 73 |
| Lettuce. | 67 |
| Herbs |  |
| Type | \% Growing |
| Parsley | 64 |
| Chives | 59 |
| Dill | 56 |
| Basil | 55 |

## CHRONICLE

## Born To:

TalkNet producer Lenny Bloch, wife Leila, daughter Ruby Ananda, May 3
WGTR/Miaml OM Bill Wise, wife Sarah, daughter Abigail Jane, May 17.
KSON/San Dlego air personality Jack Dlamond, wife sonaity Jack Daughter Jennifer Leigh, Pam, dau
May 27.
WSKIMMontpelier, VT PD Bruce Stebbins, wife JeanBruce Stebbins, wife Je
nette, son Owen, May 30
MCA Records Regional Pro
MCA Records Regional Promotion Manager David Coleman, wife Catherine, daughter Carolina, May 31
KRMDIShreveport, CT air personality K.C. Daniels, wife Sandy, daughter Kasey Danielle, June 2.
Arista recording artist Jeffrey Osborne, wife Sherry, son Jeffrey Osborne Jr., June 11. Promotion In Motion President Richard Pachter, wife Darlene, son Raymond, June 13

## Marriages:

WGBF/Evansville, IN MD/air personality Scott Murray to Holly Cauley, June 2.
MCA recording artist Reba McEntire to her manager Narvel Blackstock, June 3
WMOT/Marquette, MI PD Dave Magnum to Lynn Morton, June 10


## Call Letters May Become Par For The Course

If your station's looking for a new advertising idea, here's a hole in one Ad-In-The-Hole, an innovative ad vehicle, puts call letters and promotional messages on plastic disks that snap onto golf cups. The St. Louisbased company clalms that although the ads are visible up to 5 feet from the hole, they don't interfere with the aesthetics of a golf course

WNLT/Clearwater, FL President/GM Jonathan Pinch says his station was first in the Tampa Bay area - possibly the first anywhere - to use AdIn -The-Hole, and plans to use it more. "It's a good way to reach active, upscale people, and it doesn't compete with a barrage of ads," he says.

Lindsay Middlebrook of Boudreau/Darque Inc., the product's marketing firm, says 300 US golf courses will implement the advertising cups beginning July 1

The cost to advertise via Ad-In-The-Hole averages about $\$ 420$ per hole per year. Clients can vary the ad copy from hole to hole - the WNLT example (pictured above) was one of nine different messages used

## Comparing Apples To IBMs

IBM has been the core of the personal computer industry since 1981 - until now. Apple Computer Inc., the runner-up for the last three years, took the top spot in 1988, according to a recent survey by San Jose-based market researcher Dataquest.

While IBM's market share declined from $25.7 \%$ in 1985 to $12.5 \%$ in 1988, Apple's share also fell from $14.3 \%$ in 1987 to $12.9 \%$ the next year - but the company topped Big Blue by selling 1.27 million units to IBM's 1.23 million.

## Spirits In A Material Whip

Sales in the $\$ 15.8$ billion distilled spirits business are declining, forcing companies to whip up more creative products. While rum maker Bacardi Corp. focuses on its line of frozen daiquiri and pina colada mixes, Tia Maria is test-marketing its "Cream Liqueur Whip," a 25 -proof whipped topping that tastes like the coffeeflavored liqueur of the same name.
Miami-based importer W.A. Taylor \& Co. reportedly is planning to expand the Tia Maria line to include coffee amaretto and Swiss mocha flavors. The topping carries a retail price of $\$ 6.99$ for an aerosol can that holds $25-30$ servings. Don't

think you'll use it too often? That's okay - it needs no refrigeration and has a shelf life of two years.

## The Voices Have Been Raised

The artists, their record companies and publishers, Geffen Records and WEA Manufacturing and Distribution are donating all royalties and proceeds from the sale of the compilation album Rainhow Warriors to Greenpeace for its continued efforts on behalf of the environment.

Advertising space and some or all production costs have been donated by this publication.


02

## BEIMDA CARLISLE

stive
ASWAD
WORLD PARTY
BRYAN FERRY
Itrertimics
THEPRETMDERS
erayeful dead
Fks
THOMPSON TVHLS
FALMEMC Nabs
STMPLE MANDS
TME WATERBOYS
KESM.
JOHM FARNHAM brvanabams
BASUA
PETER GABRIEL
BRUCE HORNSBY
AND THE RANGE
TERENCE TRENT D'ARBY
MARTIN STEPHENSON
AND THE DAINTEES
SADE
JOHN COUGAR MELLENCAMP
DIRE STRAITS
LIttLe StEVEN
THE SILENCERS
HOTHOUSE FLOWERS
ROBBIE ROBERTSON
LOU REED
huEy lewis
AND THE NEWS
RAMBOW WIRRIORS

## Make Them Heard. <br> e) 1889 Im lavid Geften Company <br> GEFEN UEA

## NY/ WESTWOOD ONE VIS RADIO NETWORKS





## Bonham Meets The Brass

Celebrating Jason Bonham's formation of his group Bonham, whose debut album for WTG is being produced by Bob Ezrin, are CBS Records Division President Tommy Mottola, Bonham, WTG President Jerry Greenberg, and CBS Records Inc. President CEO Watter Yetnikoff.


Atlantic artists Blue Rodeo premiered their new album "Diamond Mine" at showcases in New York and Los Angeles. Shown at the Big Apple's Lone Star Roadhouse are (l-r) Atlantic Sr. VP Vince Faraci, Blue Rodeo's Bobby Wiseman and Jim Cuddy, Atlantic VP Judy Libow, manager John Cayton, the group's Bazll Donovan and Greg Keelor, Atlantic VP Perry Cooper, and Sr. VP Mel Lewinter.



## A 'Silhouette' Of Success

> Arista artist Kenny G joined label execs in New York to mark the d ubleplatinum certification of his "Silhouette" album. Beaming are (stainding, 1-r) Arista VP Marty Diamond, Arista's Bruce Schoen, VPs Ken Levy, Mi. chael Pollack, Mitton Sincoff, and Tony Anderson, Arista President Clve Davis, Kenny G, manager Dennis Turner, Arista VP Jim Cewley, Sr. VP Roy Lott, VP Phil Wild, road manager Kenny MacPherso 1, and Arista's Robert, Wieger; (seated, I-r) VPs Eliza Brownjohn and iAelani Rogers, and the label's Lauren Moran and Doug Daniel.


AOR TRACK Debut 7* - 1
The End Of The Innocence, Don Henley's first album since the Multi-Platinum Building The Perfect Beast, will be available June 27 on Geffen Cassettes, Compact Discs and Records.

## King For A Day

 XTC
## Video World Premieres on MTV June 26.

Early Adds Include:


| WPST | WROQ | KYRK | 99KG | KZOZ |
| :--- | :--- | :--- | :--- | :--- |
| WBCY | KF95 | 95XXX | KFMW | SLY96 |

## See XTC On The David Letterman Show June 30!

From the Geffen Album Oranges \& Lemons Produced by Paul Fox Management: Tarquin Gotch


ब.70
सurias

## STREET TALK

## Strike Forces Disbanded; Payola Probe Imperiled

Attorney General Richard Thornburgh says he'll disband the 14 autonomous organized crime strike forces currently operating across the country and merge them into US Attorneys' offices.

Among other things, the strike forces have been investigating payola in the radio and record biz for the past three years, and the disbandment clouds future probes.

Several heavyweight senators have urged Thornburgh to amp down until Congress has time to review the situation, but - noting that it was the Attorney General who created the strike forces in the first place - a spokesperson for the AG said it was an internal management decision.

As the ink hit the presses, ST learned that WBLS/NY GM Charles Warfield has taken the GM gig at crosstown WRKS, replacing actingGM Bob Delguidice.

## Guardian o Earthy De-lites?

KGIL/L.A. lost the "Battle O' The Lites" last week when a federal judge ruled that the exclusive ownership of the slogan "K-Lite" belonged to crosstown KEDG, which purchased the slogan from Westwood One. WW1 owned the slogan as a result of its purchase of KIQQ (now Pirate Radio KQLZ), which had called itself K-Lite.

ST hears that Ragan Henry has eyes to buy KOFY-FM/SF - for around $\$ 15$ million to pair with Urban KDIA/Oakland. And how will this sit with the citizens' group that's challenged current KOFY owner Jim Gabbert over his programming policies?

As reported in Rolling Stone, Big Apple Feds have charged that William Underwood, a well-known manager and Urban indie promoter, is the kingpin of Harlem's notorious drug gang, the Vigilantes.

Underwood is also the longtime personal manager of Johnny GIII, who replaced Bobby Brown when he left New Edition. Underwood is reportedly being held without.bail after indictment on racketeering and drug-trafficking charges, and is awaiting an October trial.

Kevin Carroll is officially in place as Chrysalis's National Promotion Manager, based in Chicago. He left MCA after nearly six years for the Butterfly gig. In his place, MCA


POTTY PACKIN' PEOPLE - WKQB (Q107)/Chareston, SC recently gave away a portable tollet - only with a roll of cash instead of a roll of toilet paper attached Listeners called the Mike \& Kato Rude Awakening show to qualify, and of the three finalists selected, the one who was able to fit the most people inside the structure won. Pictured is the winner, plus 14 of his close personal friends.

VP/Promo Billy Brill hired Elektra Chicago rep Todd Cavanah, who had previously announced his departure from that label.

But . . . at the last minute Cavanah had a change of heart and rejoined Elektra, leaving the MCA Windy City promo slot w-i-d-e open. Look for Cavanah, who was working parttime at B96/Chicago, to resume those duties as well as become Elektra's National Director/CHR when January 1 rolls around.


"don't
wanna
lose
you"
\#34-68959

Produced by
Emilio Estefan Jr
Jorge Casas \&
Clay Ostwald

From The New Album Cuts Both Ways \#OE45217

## Ghic

1989 CBS RECORDS. INC

## S M OK I N'!



## NEW \& ACTIVE

WXKS 15-14
WZOU 34-30
PRO-FM 29-27
KRBE 24-18
WGH 28-25
92X 32-25
WKBQ 33-27
KXYQ 21-17
KPLZ 36-33
FLY92 add
WVSR deb 34
WKEE deb 38
100KHI deb 29
WPST deb 37
WYCR deb 35
K106 15-11
WSSX deb 30
WROQ 3-3
WKSI deb 32
WZYP 33-28
WBAM add
KBFM deb 37
WRVQ 23-20
K92 add
KTUX 23-20 WPHR add KZIO add KLQ 31-19 Z104 deb 35 WRAN deb 29 KAY107 32-27 KMYZ 9-7 KATM 12-10 CHED 29-23 KRZR add 5 KWNZ deb 32 WHTO 31-26 WJMX 31-25 WPFM 40-34 KWTX add WVBS 40-30 KCMQ 35-29 WKFR 24-16 KWTO deb 28 WPFR add KFMW 35-28 KOZE 8-5 ZFUN 17-13 OK95 8-6

Continued from Page 22

## Portrait Gets Epic Facelit

The Portralt label has been put into a "dormant" mode, according to CBS Records President Tommy Mottola. Look for all artists on Portrait (mostly jazz at this point) to turn up under the Epic label on future releases.

In a surprise move, Jimmy Steal has returned to KEGLIDailas as off-air Asst. PD/MD after a short stint at Pirate Radio/L.A. KJ103/Oklahoma City PD Curt Spain was in line for the gig when Steal decided to head for home.

PD/morning man Jerry Lousteau and wife/teammate Annie have exited Y106/Orlando. Midday personality Shadow Stevens segues to mornings and the acting PD duties. Meanwhile, rumors of a format switch persist, despite a strong denial by owner Peter Starr.

Columbla VP/Artist Development Kid Leo can't seem to put down the headphones. Beginning next month, he'll be making weekend guest appearances at WDRE/Long isiand, following PD Denls McNamara's New Rock format, so don't expect any "all-Columbia rock blocks."

## Apache Folds Tent

Apache Records co-owners Burt Stein and David Malloy have exited the label. Stein has joined DeMann Entertalnment in a managerial capacity, while Malloy - known for his production successes with Eddie Rabbitt, Gregg Aliman, Kenny Rogers, and Rosanne Cash - will resume his independent production role. Apache, distributed by CEMA, is rumored to be folding its teepee June 30 .

Rock Alien Dlbble has joined SBK to do regional promotion, based in L.A.

As we go to press, ST expects KRQR/SF interim MD Lorraine Meler to get the fullime gig.

In the race for the Hot 97.7/San Jose PD post are B95/Fresno PD Jeff Davis and former crosstown KMGX PD Kevin Carter.
L.A.-based Curb Records will definitely be opening Nashville digs - and soon. Rumored to be heading the Guitar Town office is indie promoter MIke Borchetta.

More appointments on the ever-growing Enigma promo staff. Former Billboard chart researcher Ron Cerrito becomes Director/ Modern Rock Promotion, former TVT Promotion Director Mark Diller takes the East Coast Director/National Rock Promotion slot, and Claire West exits Burns Media to do Director/National AC/Jazz/Urban duties.

Meanwhile, rumors still persist that Eplc's Jon Kirksey is headed for Enigma and the VP/Rock Promotion gig.

## Real Radio Dramas, Mama

Classic Rock KTGL (Eagie 92.9)/Lincoin, NE Asst. PD/afternoon driver Joe Blood rocked on last week ( $6 / 15$ ), even though there was a gunman running loose, firing shots on one of the lower floors of the station's building.

Surrounded by the local SWAT Team, the building was evacuated except for Blood,

News Director BIII Barker, PD Neal Hunter, GM Mark O'Brien, air personality Rob Danleis, and receptionist Chris Waidersee The gunman was captured, but not until after he was wounded.

And . . . over at WBNZ/Beulah, MI, News DirectorChris Hoibrook Anderson made an on-air plea for police to come to the station when PD Phylils Minor was abducted at gunpoint by her husband, Ed Bartkowiak, who broke into the station and smashed the phone with a tire iron before a call to the police could be completed. He, too, was quickly picked up and jailed.

WXRKINY afternoon driver Steve Capen is out and replaced by partimer Tony Plgg.

Bresson-Hafier Media Group VP/ Programming Barry Richards is looking for PDs for the following stations: WMGZI Youngstown, WBPR/Myrtie Beach, and WYYS/Columbia, SC. Also needed are morning personalities at 'MGZ and 'BPR. Contact Richards at (803) 236-9800.

As noted in ST last week, KMGX (X104)/ Fresno has abandoned its dance-CHR mix for a rock-edged CHR direction under the tutelage of Brian Burns, from Olympia sister KXXR/Kansas City.

As of $6 / 15$, the new calls are KRZR, and E. Curtls Johnson is the new PD, coming in from Salt Lake City, where he did production for KCPX and had programmed K96. Brian DeGuess signs on at KRZR as Asst. PD/MD.

* Lots of interesting names are surfacing surrounding the MD slot at WAVAWashington. Look for PD Matt Farber to be talking face to face with some final candidates at the Bobby Poe Convention this weekend (6/23-24).


## Cory \& The Pirates

Profile Records President Cory Robbins is certainly doing his part in the fight against tape piracy. As Robbins was walking to his Greenwich Village offices last week, he encountered a street vendor hawking a slew of hit cassettes - including several from his own label — for $\$ 5$ a pop.

Upon realizing the tapes were counterfeit, Robbins alerted police and dispatched a mailroom employee to keep tabs on the vendor, who was soon apprehended.

Robbins said he "couldn't believe" one of his acts, Special Ed, was being pirated. "I had mixed feelings about it. On one hand I was glad he was doing well enough to be counterfeited, but naturally I didn't want that done."

Meanwhile, Profile will officially open its new offices in L.A. next week (6/26). Dave Moss has been appointed A\&R Manager West Coast. Call him at (213) 659-7999.

After spending the better part of a decade working together as Peer Pressure Promotion, John Coiasanti and Roger Llfeset have split up. Roger retains Peer Pressure, while Colasanti will hang out his own shingle, doing jazz promotion. Reach him at (805) 494-6707.

Denying competitors' claims that it's exiting the tape syndication business, Drake-Chenault maintains it intends to stay in that arena for the long haul. Rumors started flying when

## BENNY'S BACK... \& WE'VE GOT HIM

Great artists and great songs never die. That's why CURB Records is proud to have BENNY MARDONES as a CURB recording artist.

Coming this fall will be Benny's first album in six years. We've heard his new songs and they're phenomenal. As a preview of this debut LP, we are sending you a CD Pro of Benny's newly recorded version of "INTO THE NIGHT." Hope you enjoy it.

GREAT SINGER-GREAT SONGSTATE OF THE ART.

BENNY MARDONES-a true artist of the 90's.


## $97: 15$

RECORDS
Distributed by MCA Distributing Corp.


## RETAIL "WILDFIRE" <br> WS/TS 1437

The single from the new album by


Executive Producer: Hank Medress For SBK Productions

"FANTASTIC FIRST WEEK ACIIONI Top 3 for us in Minneapolis. Top 30 in our Rocky Mountain markets. Nationally \#(97
Cought them live the last three times they were in town. Tell me when they're coming back!"

- Jack Eugster, Musicland Group

Chairman/CEO


THE ONLY THING I CAN SAY ABOUT THE NYLONS' SUCCESS is I'm not surprised. 'Rockapella' entered our chart the first week of \#13 and jumped to \#8 the second.
Their last release 'Happy Together' stayed in our Top 15 for 3 months!" - Jeff Leudon, Record Shops President

"MY NUMBERS TELL ME they're really moving. Immediate sales in the North west ( $\# 30$ ) and Northern California (\#14). Nationally Top 100. But talk to the guys in the stores for the whole story!"
-Russ Solomon, Tower Records President

"OUT OFTHE BOX 'ROCKAPELLA' jumped right into our top 25 . We've been selling sheer Nylons tonnage for years and we're looking for more great success with this one."
-Neil Heiman, Peaches Music \& Vídeo President

## 

From Attic Productions Limited. Manufactured and released by Windham Hill Productions Inc. Distributed by A\&M Records, Inc © 1989 Windham Hill Productions Inc. All Rights Reserved.

Continued from Page 24
Albuquerque-based DC dismissed three of its nine salespeople.

According to GSM T.J. Lambert, the trio (Gene Ferry, Joe Winefiash, and Kevin Wright) was turfed due to a lack of sales. "I may replace them and I may not. We're still the leading user of Ampex tape in the world - and that's not changing. I can't imagine that anyone is dumb enough to believe that because three guys weren't doing their jobs and were let go, that's a signal we're getting out of the tape business."

KLOL/Houston's sixth annual rock 'n' roll auction attracted a record crowd of 11,000 rabid rockers, who collectively doled out more than $\$ 75,000$ for charity. Julian Lennon's acoustic guitar attracted the highest bid: a cool $\$ 10,000$.

At last Friday's international Radio Festival Of Now York, Grand Award trophies went to WSM/Nashvilie (Best News Program), WJHU/Baltimore (Best Information Program), the BBC (Best Entertainment Program), and Cap Cities/ABC (Best Promotion Spot Or Campaign).

With subsidiaries Mutual Broadcasting and NBC Radio Networks, Westwood One topped the list of multiple Gold Medal winners with five awards, followed by Cap Cities/ABC with four, and the BBC with three. Winners of two gold medals included Radio Today, United Stations, the Australian Broadcästing Corp., and Capital Radio/London.

The Festival received more than 1800 entries from ten countries.

## We Really Like Your Resume

Earlier this year Contemporary Christian KLTYIDallas offered former President - and former broadcaster - Ronaid Reagan $\$ 200,000$ to host a weekly show. Now the offer has been upped to $\$ 1$ million a year, with $5 \%$ of the revenues forwarded to a charity that sends Bibles to the USSR and another $5 \%$ earmarked toward eliminating America's own national debt.

The show, "Ronald Reagan Live," would also be carried on satellite around the country to a network of other stations. Reportedly, Ronnie is talking it over with Mommy, er, Nancy.

Consultant Rick Skiar will be inducted into the Broadcast Promotion \& Marketing Executives Hall Of Fame at ceremonies in Detroit ( $6 / 24$ ).

John Roberts, most recently PD at WYSP/ Philiy, is looking for his next programming challenge. Call him at (215) 668-9460.

If you thought WPGC/Washington morning man Jim Elliott was going to move to Z100/NY, you're w-r-o-n-g. He's about to ink a new three-year deal with 'PGC.

## Move Overt, Rover

A Nashville man has filed a complaint with the FCC, asking it to take appropriate action against Y107 for its "flagrant abuse" and "comprehensive disregard" of the public trust.

Apparently, the station's Zoo Crew morning team played a tape of a caller to the Y107 "Confession Line" on which a woman claiming to be a virgin - said she had sexual intercourse with her dog. (ST doesn't know which statement is harder to believe . . .)

The morning team, including PD Marc Chase \& Coyote McCloud, then opened the phone lines for an on-air discussion of the topic, which is what precipitated the FCC complaint.

The KDWB/Minneapolis Star Party II (6/20) included Buster Poindexter, Karyn White, Eddie Money, and Sa-Fire. In a special warm-up, all of the VIP guests were limoed over to a special screening of "Batman" before the show.

Speaking of "Batman," Hot 97.7/San Jose Asst. PD/afternoon driver Christopher Lance was handing out tickets for the costumed crusader when his supply ran out. He then asked his audience if they wanted tix to see the new Pete Rose flick, "Betman." (Rimshot, please.)


THOMAS STARS ON HOLLYWOOD BOULEVARD - KPWR (Power 106)/L.A. morning mouth Jay Thomas recently THOMAS SIAR No was honored with his very own star on the legendary Hollywood Walk Or Fame. Seen al he ceremon the Walk Of "Cheers" TV star Woody Harrelson, soap star/Cypress recording artist Michaer 106 News Director Monica Brooks, Fame Committee - and Honorary Mayor of Hollywood - Johnny Grant,
personal manager Sally "The Body" Mlchaelson, Thomas, Power 106 VP/GM Phil Newmark, and Bill Welsh from the personal manager Sally "The Body" Michaelson, Thomas, Power
office of the President of the Hollywood Chamber of Commerce.

# Thanks for -HANGIN' TOUGH with Naxige 

Dick Scott Entertainment Maurice Starr / Bis Step Productions would like to thank COLUMBIA RECORDS RADIO, RETAIL AND MTV ${ }^{\mathrm{mm}}$
for helping make "I'll Be Loving You (Forever)"
a No. 1 single and "Hangin' Tough" a double-platinum album with two gold singles (so far).

## Wilder, Forgy Become KLTY PD, VP/GSM

Chris Forgy has joined Contemporary Christian-formatted Rodriguez Communications outlet KLTY/Dallas as VP/GSM, and will be responsible for both local and national sales. He was previously Sales Manager at KLIF and Sr. AE at sister KPLX, both also in Dallas.
In other station news, Asst. PD/ air personality Scott Wilder has been upped to PD, KMGC/Dailas air personality and Thompson Creative owner Larry Thompson has joined as Creative Services Director, and KILT/Houston air personality Linda O'Brian has come on board for 9am-noon duties.

## Arrow Points To

 Steinhilper For President/COOVeteran radio executive Mike Steinhilper has been appointed President/COO at the nine-station Arrow Communications group, replacing former CEO Marshall Magee.
Steinhilper, who previously managed WKRZ/Scranton-Wilkes Barre, told R\&R, "I'm delighted at this appointment. I look forward to working with Arrow owner Paul Rothfuss on our current stations as well as new acquisitions we plan to make in the future."
Steinhilper was with WKRZ owner Keymarket for 11 years, before which he spent 15 years with Susquehanna Broadcasting. He will relocate to Arrow's headquarters in Augusta, GA July 15
Arrow owns WRRX \& WFFX/ Tuscaloosa, AL; WZNY/Augusta, GA; KLIO/Clinton, IA; KHUM/ Topeka; WFRG-AM \& FM/UticaRome, NY; WZOQ/WapakanoetaLima, $\mathbf{O H}$; and KZBB/Poteau, $\mathbf{O K}$ (Ft. Smith, AR).

## Greco New GM At WNYM

## Hispanic Outlet's

 New Calls WWRVDavid Greco will manage Span-ish-language Christian-formatted WNYM/New York when his company Radio Vision Cristiana takes over the station June 30. It will also adopt the new calls WWRV on that date.
"We had been brokering 16 hours of airtime from WNYM's previous owners each day," Greco told $\mathbf{R \& R}$, "so now instead of renting, we're buying."
Radio Vision Cristiana is taking the station over from Salem Media, which is awaiting FCC approval for its purchase of crosstown WMCA.
WNYM, a 5000 -watt AM, does not appear in either of the principal ratings surveys.


## Chris Forgy

Forgy told R\&R, "We want to build the company on Biblical principles and create a corporate culture of exceilence. We let our pride show through. We shouldn't be apologetic for being a Contemporary Christian station; we want to be one of the best-run stations in the Metroplex."
Wilder, who has been with the station a year and a half and will do a noon-3pm airshift, commented, "We have the most talented group of people here who have ever attempted this format. We believe the market is ripe, and have great confidence that KLTY will be a commercial success while getting our Christian message across. Its impact will be beyond the scope of business alone."
Wilder's background includes hosting a Sunday Contemporary Christian show at crosstown KVIL where he also did other parttime on-air and production work.

## DROPS 'AM ONLY' <br> WAES Flips To 'Kool Gold'

Transtar AM Only affiliate WAES/Charlotte has jettisoned that format in favor of SMN's Kool Gold. The station uses the satellite feed in every daypart except 7pmmidnight, when NBC's Talknet is carried.
WAES \& WROQ OM Randy Bliss told $\mathbf{R \& R}$, "The AM is basically a one-man operation. At some point we have plans to do a live morning show and promotions. So far the phone reaction has been very good, but we wanted to get the format up and running before we made much noise about it.
"Quite frankly, WAES did not re ceive much attention, did no promotion, and didn't generate any numbers," he added. "We were looking for something a little more aggressive and a better combo partner for WROQ. The Kool Gold format is very well-done and sounds like Top 40 in the '60s. We concluded it would be a good partner for the FM, which is 18-34-driven."
WAES registered a $0.612+$ in the winter Birch and a 0.5 in the corresponding Arbitron.

## Living Colour Passes Platinum Mark



Epic artists Living Colour posed for this platinum presentation picture recently when their debut album "Vivid" was certified. Shown are (1-r) manager Roger Cramer, Living Colour's Will Calhoun, manager Jim Grant, the group's Muzz Skillings, Vernon Reid, and Corey Glover, E/P/A President Dave Glew, and Epic/Portait VP Michael Caplan.

Proclaimers Belt It Out At Ritz


Chrysalis presented the Proclaimers with western belts featuring engraved silver rodeo buckles after the last show of the duo's recent US tour. Backstage at New York's Ritz are (l-r) Chrysalis's Laura Kuntz, vP Tom Gorman, Proclaimers Charlie and Craig Rejd, Chrysalis President Mike Bone, VP Tom Stotter, and Chrysalis/UK's Peter Robinson.

Black Sabbath On The Town


Tony lommi and Cozy Powell of Black Sabbath wined and dined at New York's Texarcana restaurant with IRS staffers recently. In an after-dinner pose are (1-r) Powell, IRS's Danette Welles and Annie Fort, lommi, IRS Sr. VP Barbara Bolan, and the label's Derek Graham, Lori Blumenthal, and Karen Kelly.

Skid Row Goes Gold


Atlantic artists Skid Row picked up gold awards for their debut album backstage at the Forum in Los Angeles. Showing their metal are (1-r) Skid Row's Dave "The Snake" Sabo, manager Scott McGhee, the group's Scotti Hill, manager Doc McGhee, Atlantic Chairman Ahmet Ertegun, Skid Row's Rob Affuso, Atlantic President Doug Morris, the band's Sebastian Bach, Atlantic VP Jason Flom, Skid Row's Rachel Bolan, and Atlantic Sr. VP/West Coast GM Paul Cooper.

the debut single
from the Epic album indigo girls
produced by Scott Litt
management: Russell Carter

## Gquic

Epic" ginn are rademarks of CBS. inc. 1989 CBS RECOROS, INC.

## Radio



Wesley Spencer Chartes Furiong

- WESLEY SPENCER, Controiler at Group W Radio, has added VP stripes. Concurrently, Director/Communications CHARLES FURLONG has been elevated to VP/Communications.
- ALLEN POWER has been upped from PD to VP/Programming at WESCAM \& FM/Greenville, SC.
- CANDACE WENDLING has been upped to President/GM at WAll/Fort Wayne, IN and VP at the station's par ent, Sarkes Tarzian. She had been the station's GM.
- PAUL BATTAINI has joined WHOM/ Portand, ME as VP/GM. He had been VP/GM at WJOY \& WQCR/Burlington,


Paul Battaini
Rick Sainte

- RICK SAINTE has been elevated from GSM to GM at WLBC-AM \& FM/ Muncie, IN.
- KATHY ALLEN has been hired as GM at WFEA \& WZID/Manchester, NH. She was previously GM at WKOS-AM \& FM/Rochester, NH
- J.D. NORTH, former PD at WJLQ/ Pensacola, FL, has been named GM at WZQB \& WPPR/Warner Robins-Macon, GA.
- JERRY KANE, middayer at WASH/ Washington, has been upped to MD.
- JEFF GLASS has been named LSM at WOC \& KUUL/Davenport, IA. He served as Local/Regional Sales Manager at WHBF/Rock Island, IL before joining the stations in 1986.
- MARGARET LEACH has rejoined KUPL-AM \& FM/Portland as LSM after a stint at KOFY-AM \& FM/San Francisco. She had been a KUPL AE and Regional Sales Manager.
- terry cooper has been upped from AE at Broadcasters Unlimited to Sales Manager at the company's KNUE/Tyler, TX. He replaces CRAIG REININGER, who becomes Station Manager at sister combo KOSY-AM \& FM/Texarkana, AR.
- CRAIG ZUREK has been tapped as Southwest Sales Manager at CBS Radio Networks Sales/Dalias. He had been an AE in the company's Midwest sales office.
- ERIC CURRY, ND at WAUG/Raleigh, has been hired as a reporter at WRDU/Raleigh-Durham. Concurrently, LIZ BRICKEY from WDCG/Durham has been named Account Manager. She replaces STEVE McCALL, who becomes GSM at WLWZ/Greenville-Spartanburg, SC, owned by WRDU parent Voyager Communications.


## Records

- CONNIE JOHNSON has been upped from District Manager to National Director/Secondaries R\&B at Arista Records.
Concurrently, TROY SHELTON has been named National Director/Special Projects, R\&B. He joins from Select Records, where he had been Nationa Promotion Director.
- KAY McCARTHY takes on local pro motion duties at A\&M's San Francisco office, and TAMI SHAWN is named Lo cal Promotion Manager at the label's Los Angeles office. McCarthy previ ousiy handled local promotion in Den ver for MCA; Shawn was formerly Na tional Promotion Director at Cypress

allen Power Marilyn Lipsius - MARILYN LIPSIUS has been upped from Director/Publicity to Sr . Director/Publicity at RCA Records.
- LINDA NOVAK has been promoted from Counsel at CBS Records to VP/ Business Affairs, US at CBS Master works.
- GIP NOBLE has been elevated to VP at WEC Industries. He had been VP Productions at the company's re cording studio subsidiary.
 Janis Maiello Joi Christo-Schlapp - JANIS MAIELLO has been promoted to Director/International Artist Relations \& Publicity at Atlantic Records. She had been International Public Relations Manager. Also at the label, TANIA McMASTERS has been hired in the newly-created position of Heavy Metal Publicist. She was previously VP/Media Relations at Total Music
- RUBEN ESPINOSA has been tapped as National Sales Director/US \& Puerto Rico at Capitol/EMI's Latin division. He was formerly Sales Manager/West Coast at CBS Discos.
Also in the Latin division, MANOLO GONZALEZ has been named Sales \& Promotion Manager/Southwest Region. He previously was Promotion Manager/Southwest Region at CBS Discos for four years.
- LARRY STANLEY has been se lected as Manager and BOB MASCAR has been named OM at WEA Central Returns in Bensenville, IL. Stanley is an 11-year company vet who has held a number of positions at Central Returns; Mascari had been the label's Warehouse Manager/Chicago.
- bill Valenziano, CEO of Allegiance Records, and label President MARTY GOLDROD have announced the company has entered into a joint venture agreement/merger with Airborne Records.

JAMES SWING has been appointed Sales Manager of CEMA's San Fran cisco branch. He comes from loca sales rep duties at BMG Distribution in the city. Also, STEVE SCHOEN, Sales Rep at CEMA/Chicago, has moved to the company's New York branch to serve as Sales Manager

- MERYL ZUKOWSKY has been tap ped as East Coast Manager/Publicity 8 Artist Relations at Enigma Records. She previously worked in the Warner Bros. Records publicity department.
- MIRAMAR IMAGES and MIRAMAR PRODUCTIONS have moved offices to 200 Second Ave. West, Seattle, WA 98119; (206) 284-4700


## Industry

- SUSAN SANFORD joins Birch/Scar borough Research as Product Manag er/Birch Radio. She had been VP/Director of Media at Bauerlain, one of New Orleans' largest advertising agencies.
Other additions at the research firm include DAVID GAGE, Manager/Scar borough Product, who replaces MARK BELMONTE, now Manager/Marketing Research Services; and JULIE GOLDSMITH, VP/National Advertiser/Agency Sales. Gage had been a consultant with Capital Small Business Develop ment; Goldsmith rejoins Birch after a stint at Univision in Los Angeles.
- JOHN ANDERSON has been hired as Managing Director at EMI Music Publishing/Australia. He previously held a similar post at SBK Songs/Australia, and succeeds BARRY CHAP MAN, who is leaving the company.
- LAURA ENGEL has been elevated to VP at L.A. Personal Development. The three-year company vet will continue to serve as OINGO BOINGO's tour manager.
- JOI CHRISTO-SCHLAPP has been upped from Promotion Director to VP Director Marketing Services at HNWH
-Holly Sklar


## CHANGES

Steven Berman has been named Na tional Merchandising Coordinator at WEA. Concurrently, Vinnle Campis has been upped from National Manager, Operations/Inventory to National Director, Operations/Inventory.
Also, Brian McNells has been appointed in-house Marketing Rep at WEA/Philadelphia.
Mary Scottl has been upped from Coordinator/Business Affairs to Contract Administrator/Business Affairs at EMI.
Abby Polonsky has been named Exec. Producer at WCAU/Philadelphia.
K.J. Ferme has joined Metroplex Communications as Food Marketing/Vendor Specialist for the company's Florida stations.
Alan Parnau has been appointed Director/Transmission Systems, CBS Radio Division. Concurrently, Caro Rosenberg has been named an AE a CBS Radio Representatives/New York
Angel Borrero has been appointed Designer/Video Club at Columbia House
Susan Cugliari has joined Banner Radio/Detroit as an AE.
Robert Halpern and Peter Ellenberg have signed on with Christal Radio/New York as AEs. The company's Minneapolis office welcomes new AE Nancy Fredsall.
Barbe Sturgeon has joined the Republic Radio sales team in Los Angeles as an AE.

## PROS ON THE LOOSE

Greg Bennett - Mornings KNCN/ Corpus Christi, TX (602) 371-0030

Jeff Carlton - Air talent WRQC/ Cleveland (216) 228-2169

Tony "Wild Child" Hamilton Weekends KIIS/Los Angeles (213) 651-3688
Walt Howard - Mornings WCAO/ Baltimore (301) 795-4555

Rick Jensen - Mornings WAPI-FM/ Birmingham (205) 664-3343
Adam Reed - Nights KWOD/Sacramento (916) 725-3268
Dave Stone - PD/MD/mornings KJOT/Boise (208) 376-0127
Willobee - PD KCQR/Santa Barbara (805) 687-7536
Thom Willams - Mornings WTRY/ Troy, NY (914) 336-8072

## R\&R TIMELINF

Terence McKeever prepared for morning zoos by starting as a morming man at WKRMIColumbis, TN Mule Capital of the World). He left MuP Caphal of he '76 to join Rick Dees at WHBOMOMphis, hick Dees at WHBQ Momphis, and ten years ago today reunited with Dees at KHJ/Los Angeles. McKeever relurned to Mempis ate '79 to join WMC-FM (FM1 00), segued to WRBQ (Q105)/Tampa in '83, and transferred to KKLQ Q106)/San Dlego in " 87 .
Terence McKeever


## YEAR AGO TODAY

WBZIBoston names Tyler Cox Program Manager, Bob Recket GSM - Sky Daniels chosen to pilot KISW/Seattle as PD Jay Stevens appointed KOY-FM/Phoenix OM Doug McGuire tapped as KYKYISt. Louis PD - \#1 CHR: "Dirty Diana" - Michael Jackson (Epic) \#1 AC: "Make it Real" - Jets (MCA) (2 wks) - \#1 UC: "Paradise" - Sade (Epic)
\#1 Country: "If You Change Your Mind" - Rosanne Cash (Columbia) - \#1 AOR Track: "Roll With It" - Steve Winwood (Virgin) (3 wks) -\#1 AOR Album: "OU812" - Van Halen (WB) (5 wks) \#1 NAC: "Every Step Of The Way" - David Benoit (GRP) (2 wks) - \#1 Contemporary Jazz: "Living Colors" - Dave Samuels (MCA) (4 wks)

## 5 YEARS AGO TODAY

- KOA/Denver talk host Alan Berg gunned down outside home - Ron Thompson tapped as KHJILos Angeles VP/GM - Steve Perun selected as KWKISt. Louis PD
- Allen Harrison promoted to WAMO-FM/Pittsburgh PD/MD - Bob Catania appointed Island Records Nat'l Album Director - \#1 CHR: "The Refiex" - Duran Duran (Capitol)
- "1 AC: "Almost Paradise" - Mike Reno \& Ann Wilson (Columbia) " \#1 UC: "When Doves Cry" - Prince (WB)
"\#1 Country: "Just Another Woman In Love" - Anne Murray (Capitol) - "1 AOR Track: "Dancing in The Dark" - Bruce Springsteen
- \#1 AOR Track: "Da
(Columbia) (5 wks)
(Columbia) (50 Album: "Born In The USA" - Bruce Springsteen (Columbia) (2 wks)
- "1 Jazz: "Modern Times" - Steps Ahead (Musician/Elektra) (8 wks)


## 10 YEARS AGO TODAY

- Dick Whittinghill retires, Robert W. Morgan tapped as KMPC/Los Angeles morning man
- JIm Brown returns to WOKY/Milwaukee as PD
- Michael Sheeny appointed KNX-FM/Los Angeles PD
\#1 CHR: "Chuck E's In Love" - Rickie Lee Jones (WB) (2 wks) - "1 AC: "She Believes in Me" - Kenny Rogers (UA) (4 wks) - \#1 UC: "Ring My Bell" - Anita Bell (Juana/TK) (2 wks) - \#1 Country: "Nobody Likes Sad Songs" - Ronnie Milsap (RCA) - \#1 AOR Album: "Breakfast In America" - Supertramp (A\&M) (10 wks)


## 15 YEARS AGO TODAY

- Spring ARB leaders: KABC/Los Angeles 5.5-6.9; WGN/Chicago 12.3-15.1; WCCO/Minneapolis 34.6-31.9; KMOX/St. Louls 26.7-27.6. - John Sebastian hired for KDWB/Minneapolis evenings
- \#1 CHR: "Sundown" - Gordon Lightfoot (Reprise) (3 wks) - \#1 AC: "If You Love Me" - Olivia Newton-John (MCA) (2 wks) - "1 Country: "We Could" - Charlie Pride (RCA) - "1 AOR Album: "Sundown" - Gordon Lightfoot (Reprise)


| T | H | E | N | E | W | S | I | N | G | L | E | F | R | O | M |
| :---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| T | H | E |  |  | B | B | I | G | D | A | D | D | Y | $"$ | L |

PRODUCED BY JOHN MELLENCAMP

management: Champion entertainment organization, inc.
$\rightarrow$

- 1989 polygram records. inc.


## HOT NEWROCK FROM NORW/AY

 RADIO-READIFORAMERCAD LOVE CRIESThe debut single by


FROM THEIR FORTHCOMING DEBUT ALBUM
=ttenselorills

## Sikes

Continued from Page 1
Sikes, who was previously more than willing to talk to the media, this week announced he will have no further comment on his nomination until it is formally announced.
Despite his seeming gaffe, most Washington observers expect Sikes to join Marshall and Barrett on the FCC nomination slate before the end of this week.

Both Commerce Committee Chairman Ernest Hollings (D-SC) and Communications Subcommittee Chairman Daniel Inouye (D-HI) have said they see no obvious hurdles to the confirmation of Sikes, Marshall, and Barrett. However, according to a Senate source the Senate Commerce Committee won't plan confirmation hearings until it formally receives the Sikes nomination. Due to an already busy hearing schedule, the source said, the trio may not go before the committee until late July or early August.

Sikes, 49, has been chief of the NTIA since 1986. His broadcast experience includes ownership positions with five Missiouri radio sta tions and operation of a broadcast consulting firm. He is a lawyer and former Assistant Attorney General of Missouri, and is a close political ally of Sen. John Danforth (R-MO), who serves on the Senate Commerce Committee

## Barrett Short-Termer

Barrett, 47, is a member of the IIlinois Commerce Commission, which regulates telephone service and other utilities in the state. His career before joining the Commission in 1980 included stints with the Illinois Law Enforcement Commission, the Chicago Branch of the NAACP, and the National Conference of Christians and Jews.
Despite his initial insistence that he would not accept a short-term appointment, Barrett was nominated to fill the term of former Chairman Mark Fowler, which expires next June.
"That's what they offered and I took it," Barrett said Tuesday (6/20) from Chicago. "I have told (the White House) I expect them to give me something saying I will be nominated to a full term, and I think they will."
Because of two major rate increase cases facing the ICC, Barrett said that, if confirmed, he would not be able to assume his duties at the FCC until late August or early September.
Marshall, 35 , a former legislative assistant to outgoing FCC Chairman Dennis Patrick, is currently a communications attorney with the Washington firm of Wiley, Rein \& Fielding. Prior to joining the firm she assisted in the White House's failed effort to have John Tower confirmed as Secretary of Defense. She has a law degree from the University of North Carolina, and has held staff positions with the Federal Election Commission, the Senate Rules Committee, and the Reagan White House. Marshall did not return phone calls seeking comment on her nomination.

## Industry Reactions

The nomination of Marshall and Barrett, and the presumed nomination of Sikes, has prompted a lowkey response from the broadcast community. NAB's statement on Barrett and Marshall praised the two as well-credentialed and wellqualified for Commission seats. Public interest communications attorney Andrew Schwartzman said he would take a "wait-and-see" attitude toward the three nominees.
"I hope Marshall's opinions on regulation prove different from those she expressed when she was Dennis Patrick's lobbyist," said Schwartzman. "And I hope that as a former broadcaster, Sikes realizes that the broadcast industry has been rethinking the deregulatory (mindset) that has reigned at the FCC in recent years.'
Former FCC General Counsel Bruce Fein, a champion of deregulation, predicted the new nominees will preside over a caretaker FCC. "These nominees have the makings of blandness," said Fein. "This Commission won't do anything exciting, it'll just take the leads set by its House and Senate overseers."

## Mays

Continued from Page 1

At presstime, three candidates were vying to replace Mays as Radio Board Chairman: Robert Pricer of WCLT/Newark, OH; William Sanders of KICD-AM \& FM/Spencer, IA; and Don New berg of WGOW \& WSKZ/Chattanooga. A vote was scheduled for Wednesday (6/21).

The radio-related policy issues confronting the board during its four days of closed meetings are FCC policy toward the AM band, radio-only license renewal legisla tion, Class A FM upgrades, abuse of FM translators, and the FCC's recent approval of FM directional antennas.
The group was also expected to review the NAB/RAB Radio Fu tures Committee advertising campaign, which debuted last month. Another possible topic: radio's withdrawal from NAB's spring convention, which has become increasingly dominated by television.
The joint board gathering coincides with the first large-scale lobbying effort by the recently formed Radio Operators Caucus. On Thursday (6/22) members of ROC, which represents the industry's largest radio groups, will fan out on Capitol Hill to meet lawmakers and push for passage of the radioonly license renewal legislation currently pending in the House of Representatives.

## WEKS

Continued from Page 1
taneously air spots for two car dealerships, one in the North and one in the South. We will be able to regionally target an audience for clients much the way newspapers do."


Epic artists Roachford made their New York debut at the Cat Club, and on hand were (1-r) CBS Sr. VP Tom McGuiness, E/P/A President Dave Glew, CBS International Sr. VP Bunny Friedus, EIP/A VPs Pete Anderson and Polly Anthony, Epic/Portrait's Bob Feineigle and John Doelp, Epic/Portrait Sr. VP Don Grierson, and (kneeling) the band's Andrew Roachford.

## Berger

## Continued from Page 1

Noted Berger, "In its 15 years, Arista has proven to be a special label that has become home to a very successful and diverse group of artists. I look forward to being part of a continuing major growth of Arista and am excited about the challenges that lie ahead.'
Berger came to Arista after three years as VP/GM at Island Records. Before that he spent 11 years at Elektra Records where he served in several capacities, including VP/International and VP/ Sales.

## Shaw

Continued from Page 3
Shaw has spent the last decade working in the Los Angeles area, including five years at KEZY. He was MD at KNX-FM (now KODJ) for three years, and an air talent at KNAC, KOST, and KOCM.
"After four months of doing AC at KOST and KOCM, I'm really ready to rock 'n' roll again," Shaw remarked. "I've been looking for the right situation to get back into programrning, and this is it. It's a wonderful opportunity.'

## McLain

Continued from Page 3
run the station, but he can bring good information. We'll be looking at his suggestions regarding music and presentation.'
McLain previously programmed Reno outlets KOLO and KROI, and worked as an air personality at KROY/Sacramento.
Gold KKSN placed tenth $12+$ in the winter Arbitron (3.9) and ninth in the corresponding Birch (3.5).

## Kristafer

Continued from Page 3
the staff and get them up to the enthusiasm level of the morning show. I hope the rest of the staff will follow the example I will set. We're going to get the job done by jumping in with both feet."
"I think I'm qualified for this job because I'm familiar with the station and market, and know what needs to be done to get the station back where it once was," he added. "If you get complacent, somebody will bite you in the butt. This is one of the most competitive markets in America."
Prior to joining WDRC, Kristafer worked at crosstown AOR WCCC, WFFM (now WMYG)/Pittsburgh, WKCI/New Haven, and various other stations in Indianapolis and Atlantic City.
WDRC ranked third $12+$ in the winter Arbitron (7.1) and seventh (5.7) in the spring Birch.

## WTMX

## Continued from Page 3

Fagan spent two years with Bonneville Broadcasting Systems be fore joining the station in 1987.
A former NBC VP/FM Programming, Phillips came to WTMX from the Research Group. He previously programmed San Francisco outlets K101 and KOIT, and was an air personality in that city on KFRC.
AC WTMX (formerly WCLR) tied for 15th $12+(2.7)$ in the winter Arbitron and ranked 19th in the spring Birch (1.8).

## Brennan

Continued from Page 3
Brennan joined Talknet in 1986 as producer of the Bruce Williams show. Before that he was Exec. Producer for the Barry Farber and Bob Grant shows at WMCA/New York.

## Virgin Meets Danny Wilson Again



Virgin artists Danny Wilson stopped by the label's Los Angeles offices to preview their upcoming album "Be Bop Mop Top." Getting friendly are (l-r) Virgin's Jordan Harris, VP Jacquie Perryman, Sr. VPs Jim Swindel and Phil Quartararo, Danny Wilson's Gèd Grimes, manager lan Wright, Danny Wilson's Kit Clark, Virgin's Jeff Ayeroff, and the group's Gary Clark.

| PROGRAMMING |  |
| :---: | :---: |
|  | - CHR <br> - AC <br> - Oldies <br> - Country |
| Free initial consultation, call: (813) 349-1916 |  |
| RON WHITE <br> Radio Program Consultant 5053 Ocean Blvd. \#129 Sarasota, Florida 34242 |  |
|  |  |
|  |  |
|  |  |
| PROGRAMMING/MARKETING |  |
| WE SPEAK YOUR LANGUAGE <br> ". . .customized service, a personal approach, attention to detail and a national perspective tempered by local needs.' |  |
| DeMers Programming/ Marketing Classic Rock - AOR |  |
|  |  |
| (215) 363-2636 |  |
|  |  |
| PROGRAMMING |  |
|  | Consulting <br> 83) 830-5200 |
| Specializing in startup and turnaround situations, as ${ }^{140}\| \|$ as marketing and positioning expr.itise. |  |
| Dan Vallie President | Jim Richards Vice President |
| PROGRAMMING/MANAGEMENT |  |
| A Good Consultant can MAKE A DIFFERENCE! <br> We specialize in motivation, training, market research and making stations sound better. <br> Many success stories in markets of $\frac{\text { ALL SIZES! }}{\text { Depend on }}$ |  |
| DONNA HALPER <br> AND ASSOCIATES |  |
| 304 Newbury Street, Suite 506, Boston, MA 02115. |  |
|  | $17-786-0666$ |
|  |  |

$\frac{\text { PROGRAMMING }}{25+A 0 R}$


## RESEARCH

Call-Out Specialists Music Testing - Telemarketing - Questionnaires

Auditorium Tests - $\mathbf{5 6 , 0 0 0 +}$

- 100 respondents
- 400 titles
- No referrals

Guaranteed Fast Turnaround Call outs - 24 Hours Auditoriums - 72 Hours


Sound Data Research, Inc. Contact: Sherry Brudeseth 303) 770-4962

## CALLOUT AUDIENCE RESEARCH

Todd Wallace/Associates has delivered breakthrough atter breakthrough in the art and science of callout audience research . . . year atter year
major advances like our excluive MARS Music Diaryo Precision Daypart Control, and Psychographic Crosstabs ${ }^{\text {m }}$ (just to name a few). Now, from TW/A . . . the 90's exten sion to callout music research Computerized Hit-Pattern CalculusO To lock-up format exclusivity for this new state-0f-the-art system before your competitor does CALL TODAY
1-800-528-6082 Toll Free
$T W / A^{\text {sYSTEMS }}$


Programming \& Research
9106 Huntington Court, \#104 Laurel, MD 20708 (301) 604-1869

Independent Not affiliated with Arbitrton



PROGRAMMING
Jim Brady
and Associates
PROGRAMMERS
(817) 581-0458
introducing URBAN/ADULT
"The"' AM Format For The 'gos Full Service $\overline{\mathrm{AM}}-3 \overline{0}+\overline{\text { Audience }}$ Call for FREE initial consultation
Personal Service AM or FM
GOLD-COUNTRY-AC-CHR
EXPERIENCE COUNTS!!
COUNT ON JIM bRADY \& ASSOCIATES

## PROGRAMMING

Pete Salant
Broadcast Consultant
203-272-9424
-Full Service consulting for $A C, C H R$, Gold
-Superior technicalaudio imagery services
-All clients market dominant $25-54$ and $12+$
-Working with stations in major, medium and small markets; group ownership and individual clients
Personal service. No associates. Talk to braadcasters you know about PETE SALANT; call today.

PROGRAMMING

$\mathcal{F}$ Associates.
(703) 648-0000


Director Listener Motivationsm will increase your ratings. Direct Mail telemarketing designed and tested by telemarketing designed and tested by consulants hor succes

- Customized direct ma
- Telemarketing
- Documented results since 1979


## Jay Williams, Jr. <br> (508) 653.7200

35 Main St. •Wayland, MA 01778

## MANAGEMENT/MARKETING

 PROGRAMMING
## Proven Results

 Complete ServicesGMEA
Gillan Media \& Associates
AC/CHR/CLASSIC ROCK COUNTRY/OLDIES

Affordable for all market sizes.
Jay Kelly
Broadcast Consultant
515-287-1362

## CUSTOM MARKET RESEARCH PROGRAMMING <br> RESEARCH SOFTWARE BREAKTHROUGH!

One Complete Program For - Call-Outs - Auditorlum Tests

- Ratings • Music Llbrary

OWN IT FOREVER
FOR $\$ 1,500$
Call For Your Free Demo
Sound Decisions

800-55-22-545

RATINGS

## SPRING '89 BIRCH RESULTS

| Atlanta | SeattleTacoma | St. Louis |
| :---: | :---: | :---: |
|  |  |  |
| WNEEUC) |  | SHHE(AOR) KMSM (00) |
|  |  |  |
|  |  |  |
|  | (lism) |  |
|  |  |  |
|  |  |  |
| (1) |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| \%ameme |  |  |
|  |  |  |
| Pittsburgh- |  |  |
| Beaver Valley |  |  |
|  |  |  |
|  |  | hoenix |
| (later | KkFr (ua) K.IX ( AC) |  |
|  |  |  |
| (tams |  |  |
|  | - |  |
|  |  |  |
|  | Tampa- | KıEE-AN |
|  | St. Petersburg- | Korfucm |
| (e) | Clearwater |  |
| M (CC) 1.0 1.4 <br> (Misc) .8 1.2 <br> Now WNJR   | arwat |  |
|  |  | Kery |
|  |  |  |
| samam | $\underset{\substack{\text { Workama } \\ \text { Cfy }}}{\text { F }}$ |  |
|  |  |  |
| Minneapolis- |  |  |
| St. Paul |  | KFLR (Rel) KONC (Clas) <br> 1.6 .4 |
|  |  |  |
|  |  |  |
| (1) |  |  |
|  | WHLY (CHR) WCIE (CC) | Format Legend |
|  |  |  |
|  |  |  |
|  |  | ing |
|  |  |  |
| (lal |  | Sex |
|  |  |  |
|  |  |  |



NOW ON 176 CHR<br>REPORTERS - 70\%

PRO-FM 27-23 (HOT) PWR99 34-25
KITY 4-4 (HOT) KRBE 20-16
WLOL 15-12 (HOT) B97 6-6
Y108 6-5 (HOT) 92X 14-9
KZZP 10-7 (HOT) KS104 30-24
KROY 6-3 (HOT) KKRZ 16-12
KWSS 6-5 KISN 32-28
KGGI 9-5 (HOT) KKLQ 11-10
FM102 13-8 (HOT) X100 19-16
KMEL 8-6 (HOT) KPLZ deb 28
WXKS 28-21 KUBE add
WZOU deb $35 \quad$ HOT97 10-9
WBLI add HOT102 21-15
Z100 add $29 \quad$ PWR106 7-5
B94 deb 28 HOT977 9-6
... AND MUCH, MUCH MOREI

URBAN CONTEMPORARY 30
me PRODUCED BY DINO

ISLAND

## DON'T SEITLE FOR AMYHING LESS. A7illinKliwes



Plus


See Tommy Page on tour with Tiffany \& New Kids On The Block

produced by marl kamins
Fiom the debit alinm ICMMY PAGE


SPRING '89 BIRCH RESULTS


## INSTANT R\&R



An advance look at the hottest news,
business briefs, music and Street Talk in the upcoming issue of $\mathbf{R \& R}$. . . faxed to you by 8am Wednesday mornings.

# Qualitative Profiles Of Leading Formats 

Assessing Audience Composition Through Educational Levels

By Tom Birch

In my last two columns, we explored programming applications of multimedia/qualitative data and provided explanations of the terminology. We'll use those as a background for this week's look at the qualitative profiles of six leading formats and a discussion of the importance of educational attainment as a measure of audience quality.
But before you read on, let's define two terms that will be used in this article:

- Composition: the percentage of the population sharing the given attribute. For example, the composition of high school graduates within the adult population in a certain market may be $25 \%$, meaning that $25 \%$ of all adults $18+$ in that market graduated from high school.
- Index: a measure of relative efficiency, the index compares the composition within a given target group to the overall population composition. Therefore, if $50 \%$ of men $25-34$ graduated from high school while only $25 \%$ of all adults 18+ graduated from high school, the index of male 25-34 high school graduates to the total adult population would be $200 \%$ ( $50 / 25 \times 100$ ). Stated differently, men 25-34 in this example are twice as likely to be high school grads than the average adult.


## Predictive Power

With hundreds of different ways to compare stations or formats, it's sometimes tough to find a starting point. To date, the industry has tended to look


Tom Birch
only at demographics - often missing other, more relevant predictors of comsumer behavior. Perhaps the most valuable discriminator and the one variable most often overlooked by broadcasters is education.

Educational attainment represents a lot more than just a degree on the wall. It's one of the single most powerful determinants of career choice, income level, lifestyle, and purchasing power. Indeed, educational attainment is at the base of a hierarchy that might look like the pyramid at top right. So educational attainment unquestionably makes sense as a starting point in assessing qualita-

## Educational Attainment

| Format ${ }^{\text {- }}$ |  | Less Than High SchoollCollegel |  |
| :---: | :---: | :---: | :---: |
|  | High School | Some College | Grad School |
| News/Talk | 52 | 82 | 154 |
| AC | 48 | 86 | 131 |
| AOR/CR | 52 | 113 | 97 |
| CHR | 80 | 117 | 76 |
| Urban | 60 | 124 | 72 |
| Country | 114 | 115 | 64 |
| Source: winter '89 Birch, adults $18+$ |  |  |  |


tive differences in audience composition.

And there's one other important consideration from a research standpoint: educational attainment is relatively easy to measure and one of the most reliable estimates available. Ratings studies tend to garner high cooperation rates in response to the educational attainment question; high cooperation rates and large sample bases make these estimates both stable and reliable.

Let's look at one market - the San Francisco ADI to see the educational drive behind other important life-
high school diploma; that is, the format ranking highest among college grads News/Talk - also ranks the lowest among those who did not finish high school.

As for household income rankings by format, Country's older-skewing audience may account for its relatively strong index among higher income households. With the exception of Country, however, the rankings of formats by

## San Francisco Lifestyle Profile

| Education | comp \% | Prolf Exoc | $\begin{gathered} \text { Income } \\ \text { S50,000+ } \end{gathered}$ |  | $\begin{array}{r} \text { Own } \\ \text { BMW or } \\ \text { Mercedes } \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Grade School | 3.6 | 6 | 18 | 33 | 52 |
| Some High School | 12.9 | 15 | 25 | 140 | 58 |
| High School Grad | 30.8 | 45 | 63 | 120 | 83 |
| Some College | 27.3 | 91 | 81 | 94 | 94 |
| College Grad | 14.4 | 200 | 156 | 83 | 153 |
| Some Post Graduate | 4.3 | 250 | 191 | 86 | 172 |
| Post Graduate Degree | 6.8 | 292 | 354 | 40 | 152 |
| Numbers are an index - over 100 is higher than overall market level, under is lower. |  | Source: 1988. Scartorough Repor |  |  |  |

style variables. The chart above shows a dramatic correlation between education, occupation, individual income, and type of automobile owned.
Qualitatively Speaking
How do the biggest formats compare qualitatively? We compared Birch qualitative estimates of audience educational attainment for the top-ranked Country, CHR, AOR/Classic Rock, AC, News/Talk, and Urban stations in Atlanta, Boston, Chicago, Houston, and Los Angeles (see chart at left). While the selected markets are geographically diverse, all are major cities and may not reliably represent characteristics of smaller markets.
There's a direct inverse relationship between a format's ranking among college and graduate school grads and those without a
household income parallel the rankings by highest level of educational attainment.

## Programming Implications

Let's revisit our premise that education is one of the most powerful predictors of consumer behavior among post-college age adults. With the exception of some forms of CHR, AOR, and Urban, most of the major formats target adults over the age of 25 .

We believe that educa-
tional attainment may hold promise as a framework for market segmentation purposes, particularly for stations wishing to position themselves as the "upscale" market leaders. Stations in formats such as News/Talk or Adult Contemporary would do well to research the lifestyles and values of their college-de-gree-holding listeners. As we've demonstrated here, a "win" with college grads translates to "wins" in a whole host of other consumer purchase areas.
But remember . . . upscale consumers aren't the only ones with spending money. Fast food restaurants, convenience stores, jewelry stores, beer marketers, and many other providers of packaged goods, groceries, and toiletries derive the majority of their revenues from low- and mid-range income households.
As radio marketers gain a better understanding of the qualitative profiles of their audiences, both buy-

## Annual Household Income

| Format | \$20,000 | Less Than s34,999 | $\mathbf{\$ 2 0 , 0 0 0}$ to | $\begin{aligned} & \mathbf{5 3 5 , 0 0 0} \\ & \text { or more } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: |
| News/Talk | 72 | 79 |  | 125 |
| AC | 51 | 97 |  | 124 |
| AOR/CR | 55 | 106 |  | 117 |
| Country | 79 | 105 |  | 106 |
| CHR | 81 | 107 |  | 105 |
| Urban | 127 | 117 |  | 78 |
| Numbers are an index - over 100 is higher than overall market level, under is lower. |  | Source: winter '89 Birch, adults 18+ |  |  |

ers and sellers will reap the rewards of more enlightened usage of the medium.

Tom Birch is Chairman/ CEO of Birch Scarborough Research Corp. (305-7536043), whose Birch Radio Division supplies telephonebased audience estimates of some 260 markets annually. He contributes to this section on a regular basis.

## JACKSON

## BROWNES

## BRAVE NEW WORLD

An Independence Week Event, featuring candid conversation and great music highlighted by live performance material from Jackson Browne's current sold-out "World In Motion" Tour and his new Lp of the same name.

The program originates from Jackson Browne's studio in Los Angeles, California and will be broadcast the week of July 3.

FOR MORE INFORMATION, CONTACT YOUR WESTWOOD ONE REPRESENTATIVE. IN LOS ANGELES CALL (213) 204-5000 IN CANADA (416) 597-8529, FAX (213) 204-4375 OR TELEX 4996015 WWONE.

# When Radio Leaders Need Promotional Products THEY TURN TO PROMOTIONAL VENTURES, INC. 


$140 z$ Chug-A-Mug
'Promotional Ventures, inc. is so easy to work with because they take the time to listen and make creative suggestions. The timely specials keep me on top of the newest \& hottest items available, and your newsletter, The Promoter, is filled with great promotional strategies.'

Jim Asker, Program Director WFLS AM/FM Radio, Fredericksburg, VA

Ball Caps

"All of the account reps at Promotional Ventures, Inc. have really bent over backwards to help me and WGAR find the exact products we're looking for, all al unbeatable pricesl Promotional Ventures, inc. makes working with a specialty company a specialty in itself!'

Sanaa E. Julien, Promotions Director WGAR AM/FM Radio, Cleveland, OH
"The fanny packs you found for us are perfect. We couldn't seem to find the right design and material to match and within one day you matched them both for us periectly. I'm sure our 91X tanny packs are going to be very popular with our listeners and one of our most requested items ever.

Peter Napoli, Director of Promotions XTRA-FM Radio "91X," San Diego, CA

"Promotional Ventures, inc. takes the time to work with me to make sure I get exactly what I want. They are always dependable, quite creative and extremelv friendlv. Their prices are verv competitive and they always meet deadines. The fast paced business of radio means I need a company that provides me with visors, towels, mugs, button, etc. on a timely basis. that's why I use Promotional Ventures, Inc.'

Alison Stuart, Promotions Director WOVV-FM Radio, West Palm Beach, FL


Travel Mugs
"When I've needed quality merchandise fast, I've called Promotional Ventures, Inc. first. Your company offers superior personal service, and somehow manages to clobber the other guys on price. You'll always be in bold print on my Roledex.'

Wayne M. Fisk, Program Director WGHO \& B-94, Kingston, NY


Painters Caps

KEN BARNES

## MY TURN AT BAT

## Batcolumn: The Bathits, The Batlore, The Batpuns

Was the whole world born under a bat sign? Everywhere you go it's batlogos, batbillboards, batparaphernalia, batdance records, and of course the new batmovie itself, the promotion of which takes a bat seat to nothing. If someone took a nationwide batpoll, they'd find most people ready to batten down the hatches before they go completely batshit.
But this is nothing new. Twentythree years ago this embattled nation was battered by a barrage of promotions, knick-knacks (remember the Batman talking alarm clock? Nothing better for Robin you of sleep, and now it's worth hundreds of batbucks on the collector's bat market), and records centered around the batcraze fueled by the ABC-TV "Batman" series.

The battle for batrecord success was fierce, though labels' batting averages were not high. It's a subject deserving a serious investigation, but since it's being dealt with in this column, I'll bat around a few examples, throw in a batch of bat jokes (from which I've restrained


Pengy goes pop. (From the fabulous Jean Rosenbluth archives.)
myself admirably so far), and see what I can dredge out of the batcave of my memories. Unless the production department and I get our batsignals crossed, however, there should be a couple of reasonably boss period batgraphics to bat your eyelashes at.

## Hefti Bag Was Bats

It all started, unless there were some wholly obscure (wholly obscurity, Batman!) pre-sixties batdiscs, with Neal Hefti's original "Batman Theme," which scaled the Cash Box chart heights to a dizzying \#32 in early 1966 in the wake of the TV series's debut. The battering-ram rhythm of the tune, however, inspired ultrahip bands like the Who and the Kinks (not to mention their late '70s emulators the Jam) to cover it.
Both principal stars of the "Bat man" series, Adam West and his


Neil Hefti's original "Batman" theme was reissued in the UK when the TV series was revived a couple of years ago.
youthful sidekick Burt Ward, now a rock merchandise mogul, made records; Ward's "Boy Wonder I Love You" was produced by none other than Frank Zappa.
In addition, some of the show's more virulent villains were encouraged to record, with Frank Gorshin's Riddler record on A\&M and the pictured ABC opus by Burgess "Penguin" Meredith standing out. Sadly remaining unreleased (or entirely unrecorded) were efforts by Catwoman, Mr. Freeze, and the Joker (whose "Steve Miller" single surely would have been a hit). Ex-

WLE BTHENHOMS


The batmyth lives on - note batlogo
variation.
acts tried to hop on the batwagon by batting out a quick cash-in ditty. My batfave among this group is "The Batusi" by the Cartoons, a girl group who very cleverly adapted the Watusi dance to current trends. Less impressive was "Batman \& Robin" by the Spotlights, which I think Leon Russell had something to do with that he'd probably rather forget (if he hasn't already), and several other even more forgettable one-shots.
The most ambitious Batmanic project was the "Jan \& Dean Meet Batman" LP, the first batconcept LP. Recorded during a slump in the dynamic duo's (Jan \& Dean's, that is) fortunes, shortly before Jan Berry's near-fatal Dead Man's Curve accident, the album combined original batsongs with comedy skits (a media mix they'd tried on the original version of a previous album, "Filet Of Soul," but scrapped) and included a Top 60 single, "Batman," chronicling the superhero's origin and raison d'etre.

Bats On The Periphery
Although the "Batman" show did not survive past 1967, the
cept for a few stray fragments preserved on primitive BAT recording tape, these batstiffs are lost to posterity.

Batcash-Ins
Besides these semi-official batsploitation records, a number of


Jan \& Dean go batskit, mingling comedy and music as two dynamic duos collided.
batlegend refused to hibernate. The biggest-ever bathit (unless Prince, "His Royal Batness" himself, surpasses it) came in the spring of 1967, Whistling Jack Smith's Top 15 Cash Box chartbuster "I Was Kaiser Bill's Batman." (Why bat-related records always did better on Cash Box is fodder for a follow-up monograph I'll leave to other batchart scho-


Batman's biggest hit.
lars.) No one can take that little chunk of bathistory away from Whistling Jack (whose real name, to up the irrelevance factor another couple of notches, was Billy Moeller; his brother was a leader of the Unit $4+2$ of "Concrete \& Clay" and [later] Russ Ballard fame), although it should be emphasized that "Batman" was used in its earlier context of an army officer's orderly.
Later, a duo called Batdorf \& Rodney failed to click with an echo of the batmystique. Ozzy Osbourne tried to carve himself a niche as the Antibat by decapitating a bat with his teeth live and in concert. And, most successfully, Meat Loaf


A shameless play for bat credibility.
scored colossally with the batmospheric bat-tacular "Bat Out Of Hell" LP in 1977.
Who knows how far the battrend will go this time 'round ito the batter end)? Already more than one radio station has a jock named Batman, and dial positions may soon be labelled batchannels. More batsingles will follow "Batdance," movie batsequels are already in batdevelopment, and Hormel is probably already working on a batwurst sausage. Which is an appropriate place to end this batcolumn, priate place to end this batcolumn,
since I've finally managed to go from bat to wurst.


A dance-craze predecessor to Prince's "Batdance."

## Goldmine Of Garbles

Just a note to say that some readers who became semifamous for contributing spectacular examples of garbled lyrics to this column became semifamous all over again in the May 5 issue of record collectors' magazine Goldmine. Author Jeff Tamarkin devoted about half of a rather large page to disclexic excerpts from my past collections.

Which segues into a reminder that anytime you can recall a song lyric you always misinterpreted, or (if you're at radio) you can cull a few hideous garbles from your request line $\log$ (like the unbelievable compilation from Dave Poole at WTCR/Huntington, WV - he's got more, by the way, but I'd like to see some other garbled requests; WTCR can't be the only station in the country whose listeners regularly screw up titles and artists) So do your bit - help spread disc lexia today and send 'em on in.

## Deep Purple Falls On Vocalist Gillan <br> SMITH - will release his debut

IAN GILLAN has left DEEP PURPLE following disagreements within the band over the next studio album. By all accounts, he was fired by the other Purple members, who are now looking for a replacement vocalist.
Meanwhile, Gillan - according to his management - is quite happy about the split and making no future plans as yet. The split brings to an end the reunion of the classic Purple lineup of Gillan, ROGER GLOVER, RITCHIE BLACKMORE, JON LORD. and IAN PAICE after five years and three albums.

Into 'Le Groove'
Speaking about his new album ("The Lion"), which features his duet with PETER GABRIEL ("Shaking The Tree"), youssou N'DOUR told ROL: "When I started work on my record, I called Peter to say 'I have this rhythm that's very interesting and I'd like you to come and sing it with me.'
"When I found 'le groove'," N'Dour continued in his native French, "I thought immediately of 'In Your Eyes,' and I really wanted to get back together with Peter and rediscover that same thing that we had on 'In Your Eyes.' When he heard it, he liked it and felt the same."

Ortega Welcomed
To Working Week
Nicaraguan President DANIEL ORTEGA makes a guest appearance on the forthcoming single by British politico-soulsters WORKING WEEK. "Eldorado," due July 10 , sports a Latin house groove ver-

sion featuring excerpts of Ortega's recent speech at Central Hall in London, included with the Prez's approval.
Lead vocals on the track are handled by JULIE TIPPETT the former JULIE DRISCOLL, who hit the UK Top Five in 1968 with the BRIAN AUGER TRINITY on their cover of вов DYLAN's "This Wheel's On Fire." Sandinista leader Ortega, incidentally, also got a namecheck recently on MIKE + THE MECHANICS' US single, "Seeing Is Believing."
Blame It On The Bassline With two former members of the HOUSEMARTINS now high in the UK singles chart as BEAUTIFUL SOUTH, a third - NORMAN

## CMJ NEW MUSIC

## 6/9 6/23

1 BOB MOULD/Workbook (Virgin)
LOVE AND ROCKETS/Love And Rockets (Beggars Banquet/RCA)
3 PIXIES/Doolittle (4AD/Elektra)
CURE/Disintegration (Elehtra)
5 PUBLIC IMAGE LTD./9 (Virgin)
6 10,000 MANIACS/Blind Man's Zoo (Elektra)
WIRE/It's Beginning To And Back Again (Mute/Enigma)
8 RAMONES/Brain Drain (Sire/WB)
9 TIN MACHINE/Tin Machine (EMI)
10 PERE UBU/Cloudland (Fontana/Mercury)
11 NAKED RAYGUN/Understand? (Caroline)
12 ADRIAN BELEW/Mr. Music Head (Atlantic)
13 GODFATHERS/More Songs About Love \& Hate (Epic)
14 CONCRETE BLONDE/Free (IRS)
15 CULT/Sonic Temple (Sire/Reprise)
16 24-7 SPYZ/Harder Than You (Relativity)
17 ROYAL CRESCENT MOB/Spin The World (Sire/Reprise)
318 DINOSAUR JR./Just Like Heaven (12") (SST)
19 HAPPY FLOWERS/Oof (Homestead)
1420 SWANS/Burning World (Uni/MCA)

## Moving Up

THE THE/The Beat(en) Generation (12") (Epic)
ALL/Allroy's Revenge (Cruz)
LEMONHEADS/Lick (Taang!)
PUSSY GALORE/Dial "M" For Motherfucker (Caroline)
DARLING BUDS/Pop Said... (Columbia)
MARY MY HOPE/Museum (Silvertone/RCA)
PHRANC/I Enjoy Being A Gir! (Island)
CALL/Let The Day Begin (MCA)
DASH RIP ROCN/Ace of Clubs (Mammoth/RCA)
BULLET LAVOLTATThe Gift (Taang!)

Go! Dises 45 on Monday ( $6 / 26$ ). The song is "Blame It On The Bassline," and is very much inspired by the JACKSONS' 1978 hit, "Blame It On The Boogie." In fact, the new version is said to have been approved by MJ his Bad self.
Cook has been working in dance music for some time, having remixed songs for the likes of JAMES BROWN, ERIC B \& RAKIM, and COLDCUT within the last year. Cook's debut album ("Let Them Eat Bingo") is due in August. Somewhat confusingly, the A-side of the 12 -inch version of Cook's aforementioned single is "Won't Talk About It," featuring BILLY BRAGG


Julie Tippett (nee Driscoll) - glad to be back?

Vamp On It
TRANSVISION VAMP's second album ("Velveteen") comes out on Monday (6/26). Producer ZEUS B. HELD, who worked on their first LP ("Pop Art"), is joined on this one by DUNCAN BRIDGEMAN. That same Monday, GARY NUMAN's album with BILL SHARPE ("Automatic") will hit the streets.


Transvision Vamp's Wendy James glad to be racked?
Acclaimed DJ RICHIE RICH will release his debut album ("I Can Make You Dance') for Gee Street Records on July 10. Rich composed all 15 tracks himself.
Having cleared his Blue Wave studios of the ROLLING STONES, EDDY GRANT is now back in there himself recording an album to be released next year.

B-Side's The Point
"Sacrifice Yourself," the cassette and CD extra track on the
"Rock Over London" news is a service of Rock Over London Ltd., who can be reached at Globe Theatre, Shaftesbury Ave., London W1V 7HD; phone 01-494-4513.

TIN MACHINE album, appears on the B-side of their "Under The God" single
Featuring reggae vocalist SYL VIA TELLA, "Choice" is the new single by the BLOW MONKEYS, written and produced by DR. ROBERT.
The title track of SIMPLY RED's "A New Flame" album is their new UK single release, featuring live, recorded-in-Germany versions of "I Asked Her For Water" and "Resume" on the CD and 12 -inch.

End Of An Echo
We're sorry to report the death of PETER DE FREITAS, drummer with ECHO \& THE BUNNYMEN,


Ian Gillan - glad to be sacked?
who was killed in a motorcycle accident in Staffordshire last week The 27-year-old de Freitas, born in Trinidad, played on all the group's hits.

## BRITAIN

Lw Tw
1 JASON DONOVAN/Sealed With A Kiss (PWL)
SOUL II SOUL I/CARON WHEELER/Back To Life (10Nirgin)
3 CLIFF RICHARD/Best Of Me (EMI)
4 SINITTA/Right Back Where We Started From (Fanfare)
CYNDI LAUPER/D Drove All Night (Epic)
6 BEAUTIFUL SOUTH/Song For Whoever (Go! Discs)
7 GUNS N' ROSES/Sweet Child 0' Mine (Geefien)
8 MADONNA Express Yourself (Sire/WB)
8 MADONNA/Express Yourself
9 U2/All I Want is You (Island)
$\begin{array}{ll}9 & \text { U2/All I Want is You (Island) } \\ 10 & \text { D. MOB } \uparrow \text { t.R.S. }\end{array}$
10 D. MOB th.R.S. \& D.C. SAROME/It is Time To Get Funky (London/PG)
11 DONNA ALLEN/Joy And Pain (BCM)
12 PRINCE/Batdance (WB)
13 TRANSVISION VAMPTThe Only One (MCA)
14 DOUBLE TROUBLE \& REBEL MC/Just Keep Rockin' (Desire)
15 Natalie colemiss you Like Crazy (EMI USA)
16 FUZZBOXPPink Sunshine (WEA)
17 NENEH CHERRY/Manchild (CircaNirgoin)
18 PAULA ABDUL/Forever Your Girl (SirenNirgin)
19 bamanarama/Cruel Summer (Swingbeat Remix '89) (London/PG)
1020 DONNA SUMMER/I Don't Wanna Get Hurt (WB)

## Moving Up

CLANHAD/In A Lifetime (RCA)
R.E.M./Orange Crush (WB)

PLACIDO DOMINGO \& JENNIFER RUSH/Till I Loved You (CBS)
gLadys knight/license To Kill (MCA)
KARYN WHITE/Superwoman (WB)
BANGLES/Be With You (CBS)
TOM PETTY// Won't Back Down (MCA)
M/Pop Murik (The 1989 Remix) (Freestyle)

## AUSTRALIA

$\begin{array}{rl}2 & 1 \text { DRAGON/Young Years }\end{array}$
$\begin{array}{lll}2 & 1 & \text { DRAGON/Young Years } \\ 3 & 2 & \mathrm{~J} . \text { DIESEL \& INJECTORS/Cry }\end{array}$ In Shame
3 JAMES REYNE/House Of Cards
14 1927/Compulsory Hero
85 KATE CEBERANO/Bedroom
Eyes

66 TIM FINN/How'm I Gonna Sleep
77 DARYL BRAITHWAITE/Let Me


8 PAUL NORTON/SUCK On YOU
9 IAMES FREUD/Hurricane

- 10 IAN MOSS/Telephone Booth


## Most Added

JENNY MORRIS/Saved Me
WILDLAND/One For Unity
BOOM CRASH OPERA/Onion Skin IAN MOSS/Telephone Booth
Top 10 Australian records from playlists of FM 104/Brisbane, 2MMM/Melbourne, FOX FM/Melbourne, 96 FM/Perth, SA-FM/Adelaide, 2-DAY/Sydney, 2MMM/Sydney, KIX

## CANADA

Lw Tw
1 ALANNAH MYLES/Love Is

- blue rodeo/iamond Mine

43 tom cochranenictory Day
34 GLASS TIGER/(Watching)
Worlds Crumble
55 SASS JORDAN/Double Trouble

- 6 COLEMAN WILDE/H Doesn't Matter
97 COLIN JAMES/Chicks 'N Cars.
8 8 ANNETTE DUCHARME No Such Thing
7 CANDI/Love Makes No Promises
- 10 CANDI/Missing You


## Most Added

KIM MITCHELL/Rock N' Roll Duty
indio/Hard Sun
COWBOY JUNKIES/Misguided Angel

Top 10 Canadian CHR nits courtesy The
Record (416) 533-9417.

## $\begin{array}{lllllllllll}C & H & A & R & T & B & U & S & T & E & R\end{array}$

## THE SUMMIPRS HOITUEST SOUNDIRACK!



PEATURING THE SMASH SINGLE
SONODROWNP? by

## BOBBY BROWN

 AND NEXTGGE(OSUDDOSIDiESn by
RLONFD,MEC.
Release date: July 3 rod


DOUG E. FRESH
\& THE GET FRESH CREW GLENN FREY

HOWARD HUNTSBERRY
ELTON JOHN
NEW EDITION
OINGO BOINGO
JAMES "J.T." TAYLOR

CHR CHART 32 - 24

## COMPACT DATA ${ }^{\circ}$

## 'Rock Store’ Opens L.A. Doors

Wanna buy the silk robe that Elvis Presley wore in the 1962 film "Kid Galahad"? Well, that's just one of the items on sale and display at "The Rock Store" - a just-opened rock ' $n$ ' roll boutique on the streets of West Hollywood.

The store - which opened for business Tuesday ( $6 / 20$ ) - is owned by pop music aficionado Paul Scharfman and stocks such additional musical memorabilia as Boy George dolls, Beatles Christmas tree ornaments, and French-made David Bowie and Michael Jackson cigarette lighters. Ironically, the store sells NO recorded music.

Just Say Y.E.S.
For the third year in a row, A\&M Records will sponsor "Y.E.S. (Youth Entertainment Summer)

To Jobs" - a summer employment program that provides qualified high school students with jobs in the entertainment industry. Kicking off June 20 and 26, the program will provide more than 200 young Americans with fullime gigs at some 75 companies in 14 cities.

Young \& Undercovers
Caroline Records - in conjunction with No. 6 Records - will release a compilation album of Neil Young covers titled "The Bridge" on July 28. Some of the

## One Loooooong Pair Of Eyes

## Age 5And in <br> ROSVN HTCHCOCK ' $n$ ' the EGYPTIAN:

ONE LONG PAIR OF EYES
 sing an eye-popping marketing maneuver, A\&M Records landed "Promo Item O' The Week" honors with its limited edition set of specially-packaged toy eyeglasses that come complete with slinkylike fake eyeballs (shown above). The insightful gift was mailed to selected progressive AOR types in efforts to spread the word on Robyn Hitchcock 'N' The Egyptians' recently-released 12 -inch (red vinyl) single for "One Long Pair Of Eyes.

## MUSIC \& MOVIES

## CURRENT

- ghostbusters II (MCA)

Single: On Our Own/Bobby Brown
Other Featured Artists: New Edition, Elton John, Glenn Froy

- FIELD OF DREAMS (Novus/RCA)

Featured Artist: James Morner

- ROAD HOUSE (Arista)

Single: Roadhouse Blues/Jeff Healey Band
Other Featured Artists: Bob Seger, Little Feat, Patrick Swayze - PINK CADILLAC (WB)

Singles: Never Givin' Up On Love/Michael Martin Murphey Any Way The Wind Blows/Southern Pacific
Other Featured Artists: Randy Travis, Robben Ford, Dion

- SAY ANYTHING (WTG)

Single: In Your Eyes/Peter Gabriel
Featured Artists: Joe Satriani, Depeche Mode, Cheap Trick

- LEAN ON ME (WB)

Single: You Are The One/TKA (Tommy Boy/WB) Other Featured Artists: Thelma Houston \& Winans, Guns N' Roses UPCOMING

## - batman (WB)

Single: Batdance/Prince

- DO THE RIGHT THING

Singles: Fight The Power/Public Enemy (Motown)
My Fantasy/Teddy Riley f/Guy (Motown)

- great balls of fire (Polydor)

Single: Great Balls Of Fire/Jerry Lee Lewls
Other Featured Artists: Booker T. Laury, Dennis Quaid

- KARATE KID III

Single: Listen To Your Heart/Little River Band (MCA)

- LICENCE TO KILL

Single: Licence To Kil/GIadys Knight (MCA)
profits from the project (which features contributions from Sonic Youth, the Pixies, Nick Cave \& the Bad Seeds, Soul Asylum, Dinosaur Jr., Psychic T.V., and Bongwater) will go to the Bridge Foundation a charity organization for autistic children that's headed by Young's wife, Peggy.

## Quick Hits

- Legendary rock singer, songwriter, and guitar $\mathrm{S}^{*} \mathrm{~T}^{*} \mathrm{~A}^{*} \mathrm{R}$ Chuck Berry will be among the first 10 inductees to get a solid-brass star embedded in the St. Louis Walk Of Fame on June 25.
- Marshall Crenshaw, Van Dyke Parks, Daniel Lanois, and R.E.M.'s Michael Stipe are among the folks appearing on former Golden Palominos vocalist Syd Straw's upcoming solo album. Titted "Surprise," the Virgin release will be out June 26 .
- Although their song "Cosmic Thing" has already appeared on the "Earth Girls Are Easy" soundtrack, the B-52's have selected the tune as the title cut for their next LP (due June 27). Nile Rodgers and David Was of Detroit funksters Was (Not Was) helped produce the project.
- The Graces - a new band fronted by former Go-Go lead guitarist Charlotte Caffey - will release their debut A\&M LP ("Lay Down Your Arms") on July 3.
- Island Records will release the Pogues new album ("Peace And Love") in the US on July 25 . Veteran knob-twirler Steve Lillywhite produced.
 for a "man's desire"), Motown singing legend Smokey Robinson follows Cher, Herb Alpent, and Elvis Presley into the aromatic ranks of pop stars who've parlayed successful recording careers into sales at perfume counters
Claiming to be "the most sensuous woman's fragrance" on the market, Smokey's red-hot Eau de Parfum (shown above) comes in a 1.7 ounce spray bottle (with the name elegantly emblazoned across its belly) and sells for a smoldering $\$ 29.50$. If you have a burning desire to try Smoke and can't wait for your favorite boutique to stock the sweet-smelling stuff, you can order it by phone at (800) 44-SMOKE.

| 44.7 milition househrods Patti Gelluzzi Director/Music Arogramming Weeks On | 30.6 milion househioks <br> Sal LoCurto, Direcror/Music Programming <br> Norman Schoenteld. Director/Tabent a Artist Reletions |
| :---: | :---: |
| HEAVY | FIVE STAR VIDEOS |
| PAULA ABDULFFrever You Girl (Vigin) . ...... 10 | ADPIAN BELEW/On Dasdy (Atamic) ........... 5 |
| вовBY BRowM/On Our Omm (MCA) ............ 1 | FIIIE YOUMG CAMM1BALS/God Ihing (ISS.MCA) . . 4 |
| cimoerelu Caming Hone (Mercuy) ......... 9 | CHAIS ISCuk Donit Maxe Me. (Reprise) ..... ADD |
| CULI/fie Weman (Sirefererise) ............. 12 | LOVE AMD RoCxETs SS A Alive (Beygars Bat.RCA) |
| CURE F/ascinaion Streel (Ektra) | boMMIE RAIT// ove Leteres (Capita). |
| mICHAEL DAMIAN APck On (Cypress/ABM) .... 11 | SOUL II SOUL Keep On Movir' (Vigig) |
| Doobil ERos./The Docior (Capio) ........... 5 | vaRIOUS ARIISTS/Greendeace. (Geten) |
|  | - |
|  | Husa |
| PEEER GABRIELITI Your fyes (WGG) ......... 2 |  |
| GREAT White/One Binen, Twice Shy (capiol) ... 11 |  |
| NExpress Yousell (SieNB) ......... 5 | Matalle cole mis Youlive cray (EMI). |
| RICCHARD MARXSSasisited (EMI) ............. 8 | DOOBIE EROTHERS/The Docato (Capiol) |
| muL vanliluraby Oont Frogel My. (Aisia) .... 7 | GRAYSON HUGH/Takl 1 Over (RCA). |
| KIDS OW THE BLOCN/II Be. | MADOMNW Expess Yoursell (SieNB) |
| Son fire (MoxerenAlanitic). | PAUL McCARTIEYYMy Brave face (Cam |
| Petrr $/$ Worit Back Down (MCA) ........ 10 | JOHN C MELEMCAMP/J/ackie Brown (Mercuy) A |
| arant Down Boys (Columbia) <br> 19 | Stevie nichs Roms On Five (Mdeem/Alamic) |
| GER/Headed For A Heartbreak (AAlartic) ....... 7 | Roxette /Dessed For Sucoess (EM1) |
|  | SIMPLY REDII Y Yu Dont K Kow (Elelita) |
| SNEAK PREVIE | ${ }^{\text {ROD STEW WATT C Cray About Her (W8) }}$ |
|  | DONMA SUMMER/This Time I Know... AAlantic) WATERFROWT/Cry (Polydor) |
| J. warler teric e. \& maximfiriend s | SDIUM |
| . | beteessione (we |
|  | michael boltow Soul Povidee (Columbia) |
|  | harry commicx Ja.Jo You Kow.. (COlumb |
| bob moulosea Alitte light (vigig)... | CowBor Junxilesm Misyuibed Ampel (RCA). |
| 10,000 MANIACS/Troule Me (Eferra) .......... 5 | dionwriten On The Suway Wall (Ais) |
|  |  |
|  | Bil eablega Abead 8 Run (Piviate $M$ |
| BREAKTHROUG |  |
|  | DOMWY DSM OND S/Saceed Emation (Capiol) . . |
| howard jones.PPisionee (Eierra) | palion (Ssa |
|  | CHRIIS REN On The exach (Geteren) ..... |
|  | SWIMG OUT SIITER Watating Game (Mercun |
| CTVE | 10,000 MANIACSSTrouble Me (Ekektra) |
|  | $\angle \mathrm{CHT}$ |
|  |  |
| bangless ge wih You (Columbie) | DR. JohMMaki' Whoope (WB) |
| (Alamicic) ......... 5 | ENYASIorms in Alica (Geten) |
|  | nm Fiwnhow'm Goona Slees (Capiol) |
| DE LA SOUL/Me M Mseti And ( (Tommy Boy) | PETER GABRIELII You Feres (WTG) |
|  | JEFF HEALE/AMnel Ejes (Afisa) |
| JACrsows SNathi' (that Compares 2u) (ficic) . ADD | IMDIGO GIRLIS CIosert To Fine (Epic) |
| xIMG SWAMP IIs This love (Vigin) ........... 6 | AL JARREAUAAl Or Nonting At All (Replis |
|  | MEVILLE Bros. Vellow Moon (A8M) |
|  | Show of handostime Passes (1RS) |
| Toy Sodieies (Columbia) ...i.a.al 1 | PHoEbe SNOW/Something Real (Exetra) |
| ELLEnCMMPPop Singer (Meccury) ... 9 | tamita tilaram Catmetra Song (Reprise) |
| PR |  |
| ROXX | Information current as of June 20. |




Some of us chose not to grow up. All of us should have the choice...


Warner Bros. and the Guber-Peters Company cordially invite you to a special screening of

## BATMAN

to benefit the Neil Bogart Memorial Laboratories for Children's Cancer \& AIDS Research. Hosted by Christine Forsyth-Peters and Lynda Guber

## Sunday June 25th at Lorimar Studios -the Cary Grant Theatre <br> 11am First Screening 1:00pm Luncheon Party \& Auction 3:00pm Second Screening

## Contribution $\mathbf{\$ 1 0 0 . 0 0}$ per ticket

## Special Sponsorships:

Friend - $\$ 500.00$ (includes 2 tickets) Guardian - $\$ 1,500.00$ (includes 4 tickets) Angel - $\$ 2,500.00$ (includes 6 tickets)

Seating capacity is very limited. Reservations honored on a first come first served basis only.

Tickets will NOT be sold at the door.

For more information, contact Beth Zimmerman, Director of West Coast Operations at 213/556-4733.

## Jefferson Airplane Takes Off

MONDAY, JULY 3
1969/Shortly after leaving the Rolling Stones, guitarist Brian Jones drowns in his swimming pool. Also, the Newport Jazz Festival adds rock acts to the bill for the first time. Included in the lineup: Jethro Tuil, Blood, Sweat \& Tears, and the Mothers Of Invention.
1971/Doors vocalist Jim Morrison is found dead in his Paris home. Death is attributed to drug-induced heart failure.
1982/While auditioning for record company executives, Victor Flamingo's sister Trixle and her partner Babbette D'Llte, better known as Flamingo D'Lite, spontaneously combust. The palr had been performing "Atom Bomb Of Love." Tragedy ends a promising music career.
Born: Stephen Pearcy (Ratt) 1959, Vince Clarke (Erasure) 1960, Johnny Lee 1946, Paul Barrere (Littie Feat) 1948, the late Babbette D'Lite 1964
TUESDAY, JULY 4
1970/"American Top 40" debuts, hosted by Casey Kasem.
1973/WIllie Nelson hosts the first of many Fourth of July charity picnics.
1976/A bicentennial kind of guy - Paul Revere of the Ralders is married at Cincinnati's Kings lstand Amusement Park. The entire wedding is decorated in colonial fashion. Also, the Ramones make their UK debut at London's Roadhouse.
1985/"I pity the fool who don't dig my drum solo" -WMMR/Philadelphla broadcasts a live concert featuring Jimmy Page on guitar and Mr. T playing drums.
1986/The Farm Aid II concert in Manor, TX features Willie Nelson and Motley Crue's Vince Nell singing "Smokin' In The Boys Room." Neil, Nelson, Joe Walsh, and Dickey Betts perform "Suspicious Minds." Born: Ralph Johnson (EW\&F) 1951, Bill Withers 1938, John Walte 1952, the late Louls Armstrong 1900 WEDNESDAY, JULY 5
1958/Ray Charles appears at the Newport Jazz Festival, much to the chagrin of jazz purists who feel Charles's style is too rock ' $n$ ' roll. His performance is released as an LP in 1973.
1968/Promoter Blil Graham opens the Fillmore West in San Francisco. Venue hosts legendary shows by the Grateful Dead and Jefferson Airplane.
1973/Doble Gray is awarded a gold record for "Drift Away.
1978/London's EMI Records redesigns the Rolling Stones' "Some Girts" album cover when several stars, including Lucille Ball, complain about their likenesses in its sleazy cheesecake pictures.
Born: Robble Robertson 1944, Huey Lewis 1951


THURSDAY, JULY 6
1955/Elvis Presley makes his chart debut as "Baby Let's Play House" hits the country chart. 1964/The Beatles' "A Hard Day's Night" premieres in London.
1965/Jefferson Airplane is formed in San Francisco's Haight-Ashbury district.
1988/West Germany is treated to the first Russian rock opera when "Yunoma And Avos" crosses the Iron Curtain.
Born: Burt Ward ("Batman" 's Robin) 1945, Gene Chandler 1937, Della Reese 1932, the late Bll Haley 1925 FRIDAY, JULY 7
1969/John Lennon unveils the Plastic Ono Band at London's Chelsea Town Hall.
1978/Jon Landau signs on to manage Bruce SprIngsteen.
1979/At the first Montreaux Country Festival، Barbara Mandrell and the Oak Ridge Boys are booed offstage in favor of traditional performers Roy Clark and Doc Watson. Mandrell's father Erby calls the crowd "a bunch of barbarians.
1980/Led Zeppelin performs what will be its last concert in Berlin
1987/The Doobie Brothers announce they'll record together but without Michael McDonald, who's concentrating on solo efforts. Also, U2's tour bus is destroyed by a firebomb while parked in front of a restaurant.
Born: Red Sovine 1918, Ringo Starr 1940, Doc Severinsen 1927, Larry Reinhardt (Iron Butterily) 1948, Charlie Louvin 1927
SATURDAY, JULY 8
1970 /The Everly Brothers begin a summer replacement variety series on ABC-TV.
1985/LaToya's inspiration? - Playboy narrowly beats Penthouse to newsstands with nude photos of Madonna.
1988/Chico Debarge and his brother Robert are indicted for transporting cocaine from California to Michigan. Born: Carlos Cavazo (Quiet Riot) 1958, Andy Fletcher (Depeche Mode) 1961, Billy Eckstine 1914
SUNDAY, JULY 9
1971 /Nearly a week after the fact, Jim Morrison's death is announced to the press. News had been kept secret to avoid the type of media circus that occurred following the passing of Jimi Hendrix and Janis Joplin. 1972/In Chateauvillon, France, Paul McCartney hits the road for the first time with his new band Wings. 1974/Crosby, Stills, Nash \& Young begin reunion tour number one in Seattle.
1988/But how much would they pay the King? - Amidst "Elvis Is Alive" rumors, WDAF/Kansas City offers $\$ 2$ million to anyone who can bring Elvis Presiey to its studio for an exclusive interview.
Born: Marc Almond 1959, JIm Kerr (Simple Minds) 1959, David Ball 1953

## THE UPPER MIDWEST COMMUNICATIONS

 Conclave 89
## A PREREQUISITE FOR THE 90'S!

## SHERATON PARK PLACE HOTEL, MINNEAPOLIS, MINNESOTA THURSDAY JULY 13 THRU SUNDAY JULY 16, 1989

The nation's most unique broadcasting seminar inviles you to participate in it's fourteenth gathering! Join In the multl-formatic intimacy of the Conclave, exploring the possibilities and impacts of the nineties upon the communications industry.

## THURSDAY, JULY 13

Registration - Alrcheck Clinics - Topic Intensive Breakouts: radio/record relationships, career development, and an exploration of new formats of the 90 's!

## FRIDAY, JULY 14

KEYNOTE - DICK ORKINII How to produce hilariously successtul radio spots!
SESSIONS: Cooperative Negotiation/The new "win-win" strategy (Charles Holcomb) Broadcasting \& The Law/The legal and ethical call of the nineties (John Spencer) - The New Management and Marketing Style/success-orientation for the coming decade (David Martin)
EVENING: The Bowling Party (hosted by Warner Brothers, Reprise. Atiantic, Atco, Geffen, and Virgin Records.)

## SATURDAY, JULY 15

SESSIONS: The Format Breakfasts (Top 40, Adult Contemporary, Album, Country) - The Conclave Scholarship Awards - How To Hire and Promote the Right People (Chrls Lytle) - Radio in the Ninetles/A first look (George Burns).
EVENING: Casino Conclave I
SUNDAY, JULY 16
The traditional Sunday "good-bye" brunchl

## CONCLAVE REGISTRATION \$99 (EDUCATOR/STUDENT \$65)

REGISTRATION INFORMATION - Use the form below, and mail with your remittance. For more, call Tom Kay, Conclave Executive Director, at 612-927-4487 (Fax: 612-927-6427). The Conclave is a non-profit. educational organization.

## LODGING INFORMATION

Sorry, butThe Sheraton Park Place is sold out, but you may call and place your name on a waiting list. Recommended alternative lodging: The Holiday Inn West (612-593-1918), The Radisson Minnetonka (800-3333333; in MN 612-593-0000), or The Ambassador Motor Hotel (612-5450441).


## Avoiding Contract Traps

Air personalities are learning not to accept job contract offers featuring one-way options or unreasonable non-complete clauses. Employers increasingly are asking jocks to sign contracts that feature a clause - although typically glossed over as "strictly routine" - that gives the jocks no job security.

The clause reads: "If at any time the Employee's performance is determined by the Company to fall below the Company's standards, the Company may terminate this agreement by giving written notice two weeks prior to the date of termination. The determination of the Employee's performance to Company standards shall be made solely by the Company."
If you ask about this clause, or one worded similarly, you probably will be told it's just for the protection of the radio station. And if you sign a contract that includes it, you'll have in effect a series of oneway, two-week contracts. A Miami jock recently discovered this the hard way.

He signed what he thought was a two-year, no-cut contract. But then the station brought in a new program director. On the PD's first day, he called the jock into his office and said: "In my professional opinion, your performance here is not living up to this company's standards. For this reason, I'm giving you two weeks' notice."

And the jock was gone.
The Value Of 'No'
What do you do when presented with such a one-sided contract? In the words of a former First Lady, "Just say no."

That's what a well-known, major market jock had to do recently when his contract was up for re newal. After protracted negotiations that presumably had brought the two sides together, the station presented him with a contract that included a "standard" clause:
"I can't agree to that," the jock said.
"You have no choice," the company replied. "It's required in all of our employment contracts."
"I do have a choice, and I choose not to sign a contract that says I can be fired at any time without reason or compensation.
"But we'd never do that. This is just to protect the company."
"From what?" the jock asked
"Well, let's say you suddenly started uttering obscenities every

ATTENTION JOCKS! if you think I should be writing about you, let me hear why. Comments, sugges. tions, questions, and complaints are weicome. Due to the volume of mail, I regret that I can't critique the minchecks I receive, but l'd love to hear what you're doing.
"What do you do when presented with a onesided contract? In the words of a former First Lady, 'Just say no.' "
time you opened the microphone.
That would be an example of not
denly start uttering obscenities every time I open the mike, you can
living up to the company's standards, and we'd need to know we could do something about that."
"I understand your concern there," the jock said. "So I'll agree to a stipulation that says if I sud-

fire me. But I won't agree to the clause we've been discussing.'

He refused to sign the contract. And as the negotiations dragged on he pointed out that he was working
without a contract and was free to consider other offers.
Suddenly the company discovered it could omit that "standard" stipulation.

## Dumb Letter Of The Year

Here it is - absolutely the last Dumb Job Seeker's Letter that will appear in this column this year. Included with the original letter was a resume and tape. This woman has a BS degree in Theater Arts/Radio Communications.
WZYQ/Frederick, MD PD Ned Ferris, who received the initial letter, sent in the complete correspondence. He suggests the letter written by this person (I'll call her Ann Pseudonymous) be Exhibit A of "How Not To Apply For A Job." Following are the letters as they appeared:

No 'Trite Advice'
Dear Radio Station Contact, (i.e., PD of WZYQ/Z104) (the parenthetical information was handwritten)

## "Diplomacy only

 belongs in the political profession, not radio.'Please accept my tape and resume as an application for an onair disc jockey/news personality position at your station. Since my graduation, I've been searching for a radio station that will hire me for the job I am qualified to perform. It's been a very frustrating experience because a lot of stations are reluctant to hire college graduates, although I have done the work before. Inexperience is not part of my resume nor talent.

After leaving Emerson, I worked on-air at $W^{* * *}$ which was a very tiny station. There were no opportunities to advance my career as well as no salary for its on-air staff. The General Manager lied to me about everything in order to get me


## Ned Ferris

to work there. I learned absolutely nothing new and worked with the worst radio control board in history. That's the truth. By the time I found a real salary job to pay the rent and other bills, $W^{* * *}$ went off the air because of poor management.
One thing I've learned from this is that small radio stations do nothing for career opportunities or work experience. There's no reason why I should work at another one when it won't benefit me at all. Therefore, don't advise me about applying at small radio stations because I won't let myself be lied to again. I don't have to do anything except be patient until some Program Director or General Manag. er sees the light and hires me as an on-air talent. The only way I'll get more experience is when I get to work at a real radio station, not a cheap rip-off station like $W^{* * *}$. It's not my fault that I haven't gotten a real radio job yet. Someone has to hire me first. I can't hire myself.

Please, spare me the trite advice about how hard it is to get into radio. I have already heard that routine before. I know a lot of people with less experience than me getting into this business and TV, and they are not the exceptions to "The Rule." I know I have the potential to be a great on-air talent. Opportunity should not be denied to me because this is what I want to do. My current salary is $\$ 17,500$ yearly from a telephone representative job. I'm a good talker on the phone. It's more educational than working at a small radio station.
I'd rather go back to WECB and WERS at Emerson than work at another small radio station because I know I'll benefit more there and you know it too. If you want to consider me, please contact me for an interview. Hope I hear from you real soon.

## "Small radio stations do nothing for career opportunities or work experience."

## Diplomacy Needed

Ferris added the following handwritten note to the rejection form letter he sent Ms. Pseudonymous:
No matter how frustrated you may be, you must be more diplomatic in your correspondence with prospective employers. Your cover letter was unprofessional and obnoxious. Just because things at $W^{* * *}$ did not turn out as you had hoped is no reason to write such an angry letter. Perhaps you should reconsider radio as a profession.

## Oh Yeah?

Here's Ms. Pseudonymous's handwritten retort:

You are a hypocrite. Your Letter is unprofessional, Obnoxious, and angry. It is not wrong for me to express my feelings towards $W^{* * *}$ in my cover letter. They are not offensive to anybody including you. There is no reason for you to be self-righteous towards me. You must be crazy to even think that I'm going to reconsider anything at all after reading your letter. Why should $I$ be more diplomatic towards program directors and the like when they are not at all diplomatic towards me like you were with your letter? Diplomacy only belongs in the political profession, not radio. You should consider that, since you live so close to Washington, DC, as a profession.
Please, send back my tape \& resume if you still have them. I'd rather send them to a better radio station than yours. There is no official manual or handbook for being in the radio business. I'm not breaking any rules by doing this. I'm ignoring everything you said in your letter because you are not even interested in helping my career. I know a lot of professional people who know that I am angry \& frustrated, but they accept me and like me. Some of them are program directors who just happen to be very human like me. Eventually, they'll come around and hire me.

Sincerely,
Ann Pseudonymous
A real professional!

Dan O'Day, author of Personality Radio, conducts air talent seminars for stations, groups, and associations. He can be reached at 11060 Cashmere St., Suite 100 Los Angeles, CA 90049; (213) 479.1767.

Service.
Courteous; efficient; thoughtful; unmatched; celebrated; gracious; willing; flawless; fine; unusual; alert; deft; helpful; extra; fast; expert; gallant; trustworthy; distinguished; meritorious; peaceful; professional; suitable; imposing; gratuitous; valuable; superlative; exalted; abiding; impressive; essential; dependable; perpetual; civil; honorable; superior; beneficial; eminent; diplomatic; satisfactory; unselfish; industrious; unique; continuous; meticulous; particular; prompt!


Nobody Can Do Better What We Do Best.

## Chauffeured Limousines

 CALTCP801PMessenger Service
CALT-136957


Airport Concierge

California: (213) 849-2244/(818) 845-1502
Outside California: (800) 255-4444
FAX *: (818) 845-5086

New York: (212) 736-5405 New Jersey: (201) 941-8181
Outside New York \& New Jersey: (800) 421-9494 FAX *: (201) 941-9750


CALENDAR

BRAD MESSER

# Weather Radar: Cheap And Easy 

It gorks me to hear a station introduce "Radar Weather" when the closest the announcer ever got to radar was a speed trap. The phrase generates so seductive an image that some folks just can't resist using it. Pity is, they're selling integrity awfully cheap. For a few paltry bucks, they could really have it.

This surely is radar season. Mother Nature does some of her most awe-inspiring work in the summertime. Tornadoes are rampaging around, stuffing themselves with mobile homes. Massive thunderstorms are chunking out hail the size of stunted pumpkins. It's all happening, and there's terrific interest in good, factual weather information.
Anyone with a computer and modem can get local, regional, and national weather radar pictures anytime, virtually instantly. When something's moving in, it's won-
derful to access color radar to see those red-blob storm cells headed your way.
CompuServe information service is one vendor that can hook you up and get you going for less than the price of a client dinner. The venerable weather guys at AccuWeather are also heavy players in the do-ityourself radar game. Weatherbank, out of Salt Lake City, is another resource. It's like car shopping: you have to get out and kick a few tires to see what model suits your requirements without busting the budget.

It's a whole lot easier than it used to be. By cracky, I remember a while ago in Dallas-Ft. Worth - before it filled up with cars and became the Metroplex - when stations owned their own military surplus radars. They had these nifty rotating antennas, and you could play Air Defense Command, and
. well, I'm overstating it. As I recall, we never really got ours to detect much more than ground clutter; something about replacement tubes being unavailable.

Any station that promotes "radar weather" without really having it is on the wrong wavelength. Faking may fool some of the people some of the time, but in the long run it hurts us all. For an invisible medium that propagates through air, there's no such thing as too much credibility.

## More Ups And Downs Than A Manic Depressive

MONDAY, JULY 3 - Rocky Kenoyer set a record last year by making 403 parachute jumps within 24 hours, which was one jump every three minutes, including the time it took for the airplane to climb to an altitude of at least 1200 feet. The record was set at Snohomish Parachute Center in Washington state. It involved ten pilots, seven airplanes, and 50 parachute packers (July 3-4).
A year ago, in the Persian Gulf, the Navy cruiser USS Vincennes shot a missile into an Iranian passenger jet with 290 aboard, after it was erroneously concluded that the airliner was a fighter on an attack run. The US Army entered Berlin in 1945 (WWII). Count Von Zeppelln flew the first rigid airship in 1900.
Birthdays: Tom Crulse 27. "WKRP"'s Jan Smithers 40. Moon astronaut Harrison Schmitt 54. Pete Fountain 59.
Pow! Blam Blam Blam! Sssss . . . Boom!
TUESDAY, JULY 4 - Since the Declaration of Independence was adopted by the Continental Congress 213 years ago (1776), the Fourth of July has been chock full of national events. The song "America" ("From every mountainside, let freedom ring") was first sung in 1832, with new words set to the music of England's "God Save the King." The Washington Monument comerstone was placed in 1848 . The Statue of Liberty was formally presented to the people of the USA by the people of France in 1884. Thirty years ago the 49 -star flag became official, in honor of Alaska statehood; a year later, the 50th star was added for Hawaii (1960).
Earth is farthest from the sun today.
Birthdays: Pam Shriver 27. Geraldo Rivera 46. Gina Lollobrigida 61. Neil SImon 62. Ann Landers and twin Abigail "Dear Abby" Van Buren 71.

## Lady Liberty Back Online

WEDNESDAY, JULY 5 - The Statue of Liberty was officially reopened three years ago in a ceremony led by First Lady Nancy Reagan. The national shrine had been closed three years for restoration.
Reagan Administration Attorney General Ed Meese announced his resignation a year ago. In 1971 the federal voting age was lowered to 18 (26th Amendment). England adopted the Health Service Act in 1948 to provide free medical care for all. The Salvation Army was founded in London in 1865.
Birthdays: Huey Lewls 38. Rich "Goose" Gossage 38. Julle Nixon Elsenhower 41. KatherIne Helmond 55.

## Soviet Union Turns 66

THURSDAY, JULY 6 - Four countries (Russia, White Russia, Transcaucasia, and the Ukraine) merged 66 years ago today, forming the Union of Soviet Socialist Republics. Under Nikolal LenIn, concentration camps and slave-labor construction projects caught on. During the USSR's first 30 years, slave labor built two highways, three ship canals, 12 railroads and nine completely new cities.
Four years ago the record for speed-eating oysters was set: 288, one a time, in 93 seconds. The first all-talking movie, "Lights of New York," was shown in 1928. Louls Pasteur gave the first human anti-rabies shot in 1885.
Birthdays: Syivester Stallone 43. Pat Paulsen 62. Merv Griffin 64. Nancy Reagan 68.
Star Testimony At Iran-Contra Hearings
FRIDAY, JULY 7 - Two years ago "Ollie North for President" bumper stickers were being sold on the first day of the Marine Colonel's testimony in the Iran-Contra hearings.
One year ago the Soviets sent an unmanned Phobos spacecraft off to get up-close and personal with a moon of Mars. An Occidental Petroleum oil rig burned in the North Sea in 1988; 166 men died as a result. Congress okayed the annexation of Hawaii in 1898. Four co-conspirators in the Abe Lincoln murder were hanged in 1865, about three months after his assassination. The US got California in 1846 when a Mexican force surrendered at Monterey. Birthdays: Jessica Hahn 30. Joe Spano 43. RIngo Starr 49. Doc Severinsen 62. Willam Kuntsler 70.
Saturday (7/8): Anjellca Huston 38, Roone Arledge 58.


# Second Time Around 

## ‘COMEBACK' HITS HAUNT PLAYLISTS

## Rereleases: Trend Or Fad?

If you've been scratching your head about the number of records being released a second time, you're not alone. Currently active in CHR are Real Life's "Send Me An Angel," Benny Mardones's "Into The Night," Peter Gabriel's "In Your Eyes," and Q-Feel's "Dancing In Heaven." The recent past calls to mind soundtrack spinoffs like Ben E. King's "Stand By Me" and the Beatles' "Twist \& Shout" (from "Ferris Bueller's Day Off").
Several questions also come to mind. Does this rerelease pattern signal a lack of strong current product? Do remnants of audience familiarity from the first release cycle still exist - and does that lead to quicker burn?

Secret Weapons
KQLZ (Pirate Radio)/L.A. OM and WRBQ (Q105)/Tampa PD Randy Kabrich points out this isn't a new phenomenon, but one that's generating a lot of attention. "(Pirate PD) Scott Shannon was working for Ariola Records (as VP/Promotion) and tried to get (thenAriola artist) Mary MacGregor to do the Charlene song 'I've Never Been To Me;' she didn't. When he later returned to radio at Q105 he played Charlene's song enough to force Motown to rerelease it."
While Peter Gabriel's revived hit comes from a soundtrack, Kabrich says of records like "Send Me An Angel": "These are hits that didn't get worked right the first time. They never made their full potential on the national charts because

## Phantoms Of The Airwaves

Here are some phantom hit records that have found their way onto CHR playlists since the beginning of 1988 :
ALPHAVILLEFForever Young PHIL COLLINS/In The Air Tonight CONTOURS/Do You Love Me PETER GABRIEL/In Your Eyes JIMMY HARNEN \& SYNCH/Where Are You Now
BENNY MARDONES/Into The Night
NEW ORDER/Blue Monday '88 O-FEEL/Dancing in Heaven REAL LIFE/Send Me An Angel '89 SHERIFF/When I'm With You SQUEEZE/Tempted SWEET SENSATION/Hooked On You
UB40/Red Red Wine
And here are a few songs getting enough airplay to warrant rerelease consideration by their labels. HONEYMOON SUITE/New Gint Now
MODERN ENGLISH/I Melt With You MOVING PICTURES/What About Me
TALK TALK/It's My Life


Randy Kabrich
"These are hits that didn't get worked right the first time. It shows how many hit records have been lost."
—Randy Kabrich
of timing, political conditions at the record label, or an overcrowded field for that type of record when first released. It shows how many hit records have been lost along the way."
He hints that Geffen is about to reissue Moving Pictures' "What About Me." It originally was on Network Records, a label that Geffen GM Al Coury owned. "This song and the others share a commonality in that they test well in callouts," Kabrich says. "For some PDs rereleases have been secret weapons in their music arsenals, which have been brought to the surface by all of the networking between stations.
"Every few years at Q105 we bring out the Think record, 'Once You Understand,' as a current. It does great over and over again even though it was a big hit before. It seems to be a treat for our new listeners and is well-tolerated by our existing cume.
"This may not be a growing trend, as there isn't an endless well of these overlooked records out there. But I've got a few more up my sleeve."

Kabrich also noted labels' varying reactions to the trend. "For

WTG, Synch and Peter Gabriel have used rereleases to help their momentum. Meanwhile, Geffen is moving 25,000 albums a week through catalog sales. Polydor hasn't really gone for Mardones, yet all they had to do was press copies up. Radio has played it without any prompting."
He wonders, as do a number of record execs, if some current records are losing airplay to these phantom hits. "There are some scary things going on out there. I'm seeing big sales because of artist image but no strong hit records on the albums. Labels are trying to $y$ push them on CHR. Maybe these comeback hits are filling the void and maybe they're acing out some deserving music.'

Hit And Miss
WKTI/Milwaukee PD Todd Fisher's first experience with comeback records occurred several years ago when he was a partimer at KRQ/Tucson. "I was working for (then-KRQ PD, now Nationwide National PD) Guy Zapoleon, who was playing something by Justin Hayward and 'More Than This' by Roxy Music,"


Todd Fisher
"'My only worry in playing these records is that three years from now I may have to play catch-up on something I missed this year."
-Todd Fisher
Fisher says. "He told me they were ahead of their time, but they sure were hits for us.
"I believe in the concept of finding the best records to play in order to beat the competition. It's playing havoc with (Classic Rocker) WKLH. If you're not satisfied with the current product. pull out a secret weapon. I've got a whole list of

# Programmers have found that rereleases 

- May have been overlooked the first time
- Can double as programming secret weapons
- Test well in callouts
- May be acing out deserving current music
them." He noted the success of records like Nik Kershaw's "Wouldn't It Be Good" and Re-Flex's "Politics Of Dancing."
"We've also found that Bob Seger's 'Living Inside My Heart,' though never a single, also tests well as a current," Fisher says. "Some folks I know are also play"Some folks I know are also playAbout You' and Split Enz's 'I Got You' in currents. Some of these rec-


Jay Taylor
> "My fear is that programmers are beginning to reach too deep."
> —Jay Taylor

ords are from the early ' 80 s and were labeled KROQ-type records by many PDs. I'm 25 and graduated from high school in 1982. I like many of the alternative records from 1981-85, and no one plays them as oldies.
"People my age miss this stuff even if they weren't big hits then. Now they can be hits if they were a bit ahead of their time. Records like Real Life are working because of an improved social consciousness for their music, compared to the mid-'80s when it was first released."
Fisher is aware that some frustrated labels wish WKTI would add something from their current rosters instead. "It's becoming a trend, and the record community doesn't like it. So maybe they'll give us a better product. They argue that a record like Nik Kershaw uses up a slot for a new record. Well, for Milwaukee it is a new record. My only worry in play-
ing these records is that three years from now I may have to play catch-up on something I missed this year."

## Reaching Too Deep?

KLUC/Las Vegas Asst. PD/MD Jay Taylor is widely credited with tapping the programming potential in Sheriff's "When I'm With You," which hit number one on the CHR National Airplay/40 (R\&R, 1/20 and $1 / 27$ ). But he feels ego isn't the and $1 / 27$ ). But he feels ego isn't the
motivation for finding these records.
"It's simply a way of asserting dominance in a competitive market," says Taylor. "You pull out one of these songs on a gut feeling and then examine your research. The rest of the (Nationwide) chain really helped bring Sheriff home. My fear is that programmers are beginning to reach too deep.
"Sheriff and Benny Mardones are wide-demo hit records, but are wide demo hit records, but
many of the others I'm hearing about have far less appeal. Sure, they add depth to the station. But in many cases they're unfamiliar to most of the audience. I use them more as flavor records and happen to think current music is very

Continued on Page 54


Brady McGraw
"If listeners like it, you're the only station playing it, and they can't find it in the record stores, then all the better. You've really got an exclusive.'
-Brady McGraw


MAKE A DATE WITH
Karyn White


## "Secrret Rendervous"

The sizzling new single from the Platinum debut album KARYN WHITE.
Produced by L.A. and Babyface for LA'Face Inc.

## CHR CHART DEBUT ${ }^{33}$

KS104 19-17
Y108 9-3
KIIS deb 26
KZZP 9-8
KKRZ deb 31
KROY 8-5
KWOD 18-16
KKLQ 8-7
X 100 22-18
KWSS 18-15
KPLZ add
KUBE 28-25
HOT97 9-8
WPGC 20-18 WZZB 16-10
WHYT 10-8 KXX 106
HOT102 19-13 WNOK $17-14$
PWR 106 14-11 WCGQ add

94TYX 13-10 KKYK 19-14 Y107 15-11 KJ103 add WMHE add KKMG 18-14 B95 23-10 KLUC 11-9 KYRK 18-13 KDON 7-6 WKPE add G98 add KQIZ add Q101 add QV103 11-9 WVBS add 37 KLYV add

URBAN

## Rereleases: Trend Or Fad?

Continued from Page 52
strong right now. But the buzz from retail is that some of these are outperforming current music. They often rival current music in callouts and requests. I'm really surprised the whole thing has gone this far."

## Novelty Or Home Run?

This phenomenon has put WZAT (Z102)/Savannah, GA PD/morning man Brady McGraw in a cautionary stance. "Benny Mardones got a lot of play here originally," he says. "We were a bit reluctant to play it again, but when we saw the response we went for it. For the baby boomers who heard us ten
years ago and are hearing it now, it's an 'oh, wow' song. It's familiar and helps them plug into a currentintensive station.
"Then you have a new crop of listeners hearing it for the first time. Because it's a hit record it works. But since it was played already it has a limited shelf life. We're still looking at Real Life and haven't added the Peter Gabriel yet. It's kind of a novelty that they're springing up, and we don't know if all of them will be automatic home runs."
He's tracking the profile of these phantom hits to see if they do have the goods. "What's most important
to me are the stations that are having success with them. Each PD has a specialty - some are good with production, others at music. If you know the players well enough. you can tell who makes sense in digging up or playing these rediscovered records again."
McGraw is a fan of the current product available and views these rereleases as a programming tool. 'Some MDs are just digging around for something to set themselves apart. If listeners like it, you're the only station playing it, and they can't find it in the record stores, then all the better. You've really got an exclusive."


SHOOTING RUBBERBANDS AT THE Z - Members of the New Bohemians dropped by KKRZ (Z100)/Portland to discuss what life would be like without radio. Pictured (l-r) are Z100 PM driver Jim Allen, Edie Brickell, Z100's Officer Tony, Bohemian Brad Hauser, and station PD Mark Capps.

## MOTION

- Tom Timmons moves to nights at KCPX/Salt Lake City.
- Mlchele Snyder crosses from WMZQ/Washington to WAVA for the Promotions Di rector gig.
Jeff Hillery has moved crosstown from KMJC/Dallas to KJMZ (Jamz 100.3), where he becomes News Director/roorning news personality Scott Rubin, weekender at WIOQ (Q102)/Philadelphia, is now Promotions Assistant at WHTZ (Z100)/NY

Robert Diaz, who most recently handled late-nights at KZFM/Corpus Christi, TX, is the new PD at KOYE (Y95)/Laredo, TX . . . Tony James is now MD at WMGB (Magic 103)/Lexington, KY replacing Rich Hunter Tony Davis has returned from an ex tehded vacation and is back in the PD chair at KFBQ/Cheyenne, WY Frances Diamond and Scott Michael join Jonathon Rush's morning teafn at WNOK/Columbia, SC.
WKHI (100KHI)/Ocean City, MD has added former WBSB (B104)/Baltimore intern Brett Edwards as Production Director. . Gayle Hunter switches from overnights to late-nights at KKLQ/San Diego ... KEWB/Redding, CA congratulates Simon De La Rosa, upped from MD to PD . . . New to mornings at

WYCR/York, PA is Don O'Brien, formerly with WBSB (B104)/Baltimore WKSS/Hartiord brings in Robin King from WYDD/Pittsburgh for nights and former WCAU-FM/Philadelphia MD Glenn Kalina takes the swing shift . KISJ (KISS)/Brownwood, TX welcomes new PD Robert Hallmark from KNFO/Waco, and Asst. PD John Henry from KTEO/San Angelo, TX.

## Reporter Update

KHYI (Y95)/Dallas's reporting status to R\&R has been suspended as the result of reporting inconsistencies discovered during our random monitoring program by the Trapman Report.

## BITS

- We Say It Or We Pay It - WHYI (Y100)/Miami has made a fun contest out of the RIAA's "When You Play It, Say It". campaign, calling it "Play It, Say It, And Win It." Each hour, Y100 starts a "Music Mayhem Marathon." At the end of the musical sweep, a designated number caller must identify each track in order to win the album the track is from. The other listener grabber is Y100's guarantee that every song's title and artist will be identified either at the start or finish of the song. The first caller catching Y 100 with its mouth shut wins $\$ 1000$. So far, the station has forked over \$3000.
- wOVV To The Rescue - When listener Tomontra Mangrum was
stood up on prom night, she threatened to sue her ex-beau for the cost of her new shoes and hairdo. The WOVVI West Palm Beach, FL Breakfast Club jumped to her rescue with a limo, dinner, admission to a new local teen club, as well as the cash to cover her kicks and new do.
- Toss Him Over Here - WMGM/ Atlantic City held a dwarf-tossing contest in conjunction with a local bar. The grand prizes - gift certificates worth hundreds of doliars - were awarded for distance and accuracy. The winning toss of Little T, who looks like Mr. T and was featured in "Wrestlemania II," measured 12 feet, two inches.

We've led the industry in top quality programming for the past 19 years. And now we're first again with the most advanced audio technology available.


American Top 40 on CD has combined the best
with the best. The best writing, research and production, and now the best in
sound quality.
DisconerySistems
AMERICAN
ऋABCRADO NETWORKS * TOP419 *

Contcct Allen Bestwick at
(212) $887-5218$ to sign-up for American Top 40 on CD

## ERIC MEAR DPBE GK NUSIC WDNTA



JACKSONS
"Nothin'
(That Compares $2 \mathbf{U}$ )"
URBAN CONTEMPORARY CHART
1
97 UC REPORTERS $-98 \%$ ONE OF THE HOTTEST

"Why You Wanna"
NEW \& ACTIVE
NOW ON 36 URBAN REPORTERS
INCLUDING:
$\begin{array}{lll}\text { WILD } & \text { K97 } & \text { WZAK } \\ \text { WHUR } & \text { WYLD } & \text { XHRM }\end{array}$ $\begin{array}{lll}\text { WHUR } & \text { WYLD } & \text { XHRM } \\ \text { KMJQ } & \text { WBLZ } & \text { KSOL }\end{array}$


CHERRELLE
"What More Can
I Do For You" LAST WEEK
BREAKERS
THIS WEEK: URBAN CONTEMPORARY CHART

36
63 UC REPORTERS - $64 \%$

## DEZI PHILLIPS

"Why You Wana"


## MIDNIGHT STAR

"Love Song"
NEW \& ACTIVE
NOW ON 35 URBAN REPORTERS INCLUDING:
WXYV K97 WDAS HOT103 WUSL WTLC WKYS KDAY KMJQ

## BABYFACE

"It's No Crime"
\#1 MOST ADDED URBAN RECORD IN THE COUNTRY! 1 WEEK
BREAKERS
70 REPORTERS
UC CHART: DEBUI 38

## HOT NEW RELEASES!



CHRIS JASPER
"The First Time" ON YOUR DESK THIS WEEK!


AMY KEYS
"Has It Come To This" OUT OF THE BOX AT: WKYS HOT103


MAMADO \& SHE
"Can We Take You Higher"
KDAY KIPR WIQI
WDZZ


CHARLIE SINGLETON
"Man On A Mission"
ON YOUR DESK THIS WEEK!


WALT LOVE

WVAZ STRIKES GOLD

## Station 'Dusts' Rivals With Adult Alternative Format

WVAZ (V103)/Chicago rolled the dice last year with an alternative format targeting that city's black adults and the gamble appears to have paid off. The station's number one performance among $25-54 \mathrm{~s}$ and number three 12+ ranking in the winter Arbitron demonstrates that in Chicago, at least, an adult-leaning Urban is a viable option.

Filling A Void
Owner Broadcasting Partners acquired the station (formerly WBMX) from Dorton Communica tions. Lee Michaels, the station's OM/PD at the time, had already initiated research to determine how the station could best build and maintain audience.
According to WVAZ President/ GM Barry Mayo, the research demonstrated that rival WGCI-FM was adequately serving its audience with a mainstream UC/Black presentation, and the decision was made not to duplicate that approach. "[The research] showed there was a hole in the market for some type of adult-based Black station," Mayo said. "We didn't know how the station should sound, what music should be included, or any of those things. We just knew

## "'[The research]

 showed there was a hole in the market for some type of adult-based Black station.
We knew we could fill a void."
-Barry Mayo
we could fill a void in the market." One factor that makes the Chicago market unique is the compos ition of its population. According to


Barry Mayo


Arbitron, blacks make up an estimated $19.5 \%$ of the city's population (Birch puts that figure at 19.3\%), making it an ideal market in which to try out an adult Urban format. For a look at WVAZ's ratings performance, see the accompanying sidebar.

## Spinning Dusties

V103 PD Tony Kidd designed the station's music format based on "dusties," which is Chicago-speak


FLY JOCK LANDING IN DALLAS - KKDA (K104)/Dallas morning man Tom Joyner (I) took a break from his live broadcast at the Ramses Exhibit Hall Ballroom to join Ashford \& Simpson after their performance.

## 3lack Musto Wonith

Editor Walt Love wraps up his salute to Black Music Month next week with a station success story from a city that holds tremendous historical significance for black music: WYLD-AM \& FM/New Orleans.
for oldies - primarily black oldies. [Editor's note: shows featuring dusties have been a mainstay of the Chicago market for more than 20 years.] "I thought something like this should be able to work in a large metropolitan city like Chi-
'White baby boomers grew up listening to the same music we did Motown material, plus other music that transcends race. This is music they're comfortable with.'
—Tony Kidd
cago, New York, or Washington, DC, where there's a large older black population base," Kidd explained. "There's more than just 18-34s out there."
Going with dusties gave the station an added edge because their appeal isn't restricted to black adults, as Kidd pointed out: "White baby boomers grew up listening to the same music we did - Motown material, plus other music that transcends race. This is music they're comfortable with."
MD Daisy Davis and Mayo worked with Kidd to select the dusties that would comprise the bulk of the station's playlist. "We

"WOKIE" MAN'S IN TOWN - WRKS/New York PD Tony Gray (l) was recently visited by Alton "Wokie"Stewart on the East Coast leg of a promotional tour in support of his new Epic single, "She's So Cold." Also on hand was Pretty Special's Priscilla Chatman.
went down a basic list of songs and said, 'Let's see how these will work,'" Kidd recalled. "We didn't know how many viable titles were out there, but it's obvious to us now that there are a lot more than we initially suspected. At this point, I guess there are somewhere close to 1000 dusties which our listeners like a lot.'
Dusties are drawn from the '60s, 70s, and '80s. Examples Kidd cited included Jerry Butler's "Only The Strong Survive," Teddy Pendergrass's "Close The Door," and Anita Baker's "Sweet Love." Currents are also part of the music mix, usually two to four cuts an hour. But only those currents which "feel


Tony Kidd
right" are used. "Hold Up The Light' by Bebe \& Cece Winans is a very uptempo, smooth-feeling song. It's a perfect fit for this station," Kidd said.
Outside of morning drive, Kidd schedules two to three stopsets an hour and airs news four times a day. While most music-oriented stations continue to move away
"The problem of selling Black radio sometimes has more to do with the sales staff's level of professionalism than anything else.'
-Barry Mayo
from news, V103 takes a different approach. "Information and knowledge are power," Kidd explained. "Blacks are increasingly interested in being well-informed. When we researched other markets we found that blacks $25+$ spend a high percentage of time listening to News/Talk. Most UC stations that target younger audiences don't give adults the full gamut of information they want."

## Sales Less Problematic

One consequence of the station's performance is that sales have proven less problematic than for many UCs. The station is attracting general market accounts such as American Express, United Airlines, and Mercedes Benz - accounts that have not traditionally bought on Chicago's Urban stations.
Mayo won similar general market business from accounts such as New York Telephene and Nissan while at WRKS/New York. "The problem of selling Black radio sometimes has more to do with the sales staff's level of professionalism than anything else," Mayo said. "Under the tutelage of Abe
"Blacks $25+$ spend a high percentage of time listening to News/Talk. Most UC stations don't give adults the full gamut of information they want."
-Tony Kidd
Thompson, we've put together a killer sales staff. We're also utilizing some sales training from New City Associates.
"Our goal is to be the number one FM station in the market, and we plan to accomplish that in the next 18 months."

## Kicking Up Dust

WVAZIChicago rose 4.2-6.0 (AQH persons $12+$ ) in Arbitron's winter book for an overall third-place market ranking. Rival WGCI nabbed second place with a 6.7-7.4 gain.
The demos tell an impressive story for the adult-leaning Urban: 'VAZ came in second among 18 34 s , close to posting double digits, while 'GCI and WLUP tied for first (both stations managed double digit shares). Among 25-54s, 'VAZ garnered number one status, pushing 'GCl into second.

In Birch, 'VAZ jumped 5.3-6.8 while 'GCI rose 11.4-11.9 (12+). The station posted a 10.6 share among 18-34s, good enough to tie 'LUP but not to best 'GCI's 15.8. The home of the dusties copped a 9.7 first place 25-54 ranking, ahead of 'GCl's 8.8. In the spring book, WVAZ dropped 6.8-5.8 while WGCl slipped 11.9-11.3.

## AOR's Good Sports

Sports has become an increasingly important programming element at many AORs focusing on the profitable $25-54$ male demo. More stations than ever are using athletes, TV and newspaper reporters, syndicated programming, and their own unique personalities to inform and entertain their listeners.
"Sports is a very important part of our mix," acknowledges WEBN/ Cincinnati PD Tom Owens. "We began a service package expansion several years ago to change what was basically an entertainment station into one with some real service value. Adding a sports guy was a key element of that package."

## 'EBN's Wildman

The person 'EBN tapped to enhance its sports image was no ordinary reporter. As a matter of fact, the now-infamous Wildman Walker was selling Cincinnati Reds programs partime at Riverfront Stadium when he was discovered in 1983. (His fulltime gig at the time was managing the sports department at the local Woolworth's.)
Dubbed WEBN's "Sports Commando," Walker has developed into a full-fledged station personality. "Wildman has a unique, almost larger-than-life image," Owens says. "He certainly doesn't sound like a radio announcer. He sounds like a pissed-off fan with a transmitter, a regular guy with a cheapseat attitude. He's a wonderful vehicle for presenting legitimate sports information.'
'EBN has milked Walker's voice-of-the-people persona for all it's worth, creating fake commercials, song parodies, and numerous off-the-wall promotions to enhance his image and popularity. When the station gave away a Super Bowl trip to San Diego, winners traveled to the game with Walker in his 1975 Ford Granada. Equipped with a cellular phone, Wildman and com-


Kirk Gibson visits with WLLZ/Detroit award-winning sports maven Mitch Albom on the latter's Sunday night show. Appropriately called the "Sunday Sports Albom," the two hour program features in-studio guests, call-ins, and scores and highlights.
pany filed daily reports describing their exploits. (The car finally died in Vegas.) When Walker recently. decided to move from the apartment he's lived in the past eight years, 'EBN dubbed his former abode "Wild Manor" and arranged for a listener to live there rent-free for a year.
Walker is featured extensively in AM drive, appearing in all eight scheduled newscasts. He also delivers a 60 -second "rant-and-rave" commentary every morning at 8:40, and hosts a monthly sports talk show called "Heavy Metal Sports Squawk."
"Wildman's a devout metal fan and actually sings with a local hard rock band," explains Owens. "His


KQRS/Minneapolis probably does more sports than any AOR in the country. This is one of several newspaper ads the station ran to promote its Monday morning sports wrap-up.
rendition of AC/DC's 'TNT' would bring a tear to your eye. His is probably the only sports talk show you'll find where you can win tickets to see Metallica."

## 'BCN's Tank

WBCN/Boston is another station that's had tremendous success with someone who had no prior radio experience. Once a 'BCN volunteer, Sports Director Tank has evolved into one of the station's most recognizable personalities via his morning sportscasts and frequent promotional appearances.
"He's popular enough that he can do a remote by himself and tons of people will show up," says 'BCN PD Oedipus. "Using Tank worked out very well because he's more than just an objective observer reading sports scores: he's entertaining. We're not objective; we don't intend to be."
Oedipus's point was echoed by several programmers: if you're going to use a separate sports reporter, it pays to invest in someone with potential to become a true personality, someone to whom the AOR audience can relate.
Noting that many stations are using well-known local TV sportscasters, Pollack Media Group Director/Programming Pat Welsh says, "While we recommend stations have a separate sports personality whenever possible, hiring a TV guy has its good and bad points. The up side is that such a person offers instant credibility. The problem can be that the reports are too straightforward, and you miss the entertainment value sports can provide. Sometimes the TV guys take the whole thing too
seriously. They're not able to step back and look at things from a different angle. The AOR audience likes a little controversy and swagger."
Using sportswriters yields an additional, obvious risk: no matter how astute and entertaining a particular journalist may be, there's no guarantee he'll sound good on the air. WLLZ/Detroit PD Doug Podell took that chance when he hired Mitch Albom, a young, award-winning sports writer for the Detroit Free Press.
"I was-a fan of his and knew he was a really intelligent guy, but I had no idea if he'd work on the air," remembers Podell. "I pretty much gave him carte blanche, and he turned into a super sports celebrity. He even hosted the morning show when the regular crew went on vacation, and it was as good as having Joe Walsh on." (Walsh barnstormed across the country a couple of years ago, doing morning shows for numerous stations.)

## Writer's Connections

 Pay OffAlbom's on-air talent aside, Podell says the sportswriter's connections have really paid off for WLLZ. "He knows everybody. We have some of the best sports personalities on the air. He had the Michigan football players on WLILZ the morning after the Rose

Bowl, before they'd even had a chance to go home. They came straight from the airport."

Albom's two morning sports features (7:30 and 8:30) typically run eight minutes and include commentary, guests, and a daily listener poll. He also hosts the "Sunday Sports Albom," a two-hour call-in show during which he uses his considerable influence to se-
 Wildman Walker selling programs at Riverfront Stadium.
cure a variety of national sports figures.
"The sports show was (VP/GM) Kevin Smith's idea," Podell says. "A lot of people - including myself - were reluctant to try it. We al-


WBCN/Boston Sports Director Tank has blossomed into one of the station's most popular personalities.

## AOR's Good Sports

ready had good Sunday night numbers. But the numbers went up, and the demos are better." Albom's notoriety has also enabled WLIZ to sell his sportscasts to some major sponsors who had previously shunned the station. And the station benefits from crosspromotion, since the Free Press advertises Albom heavily on TV as well as in print.
Chicago columnist Bob Verdi has been a fixture on WXRT for the last eight years, phoning in sports reports in morning and afternoon drive. As his paper's top sportswriter, Verdi travels to all the major sports events, and 'XRT benefits with personal, on-the-spot coverage.
Sports also plays a significant role in some of the daily comedy breaks produced by 'XRT's repertory company. Among the recurring characters are Skip \& Lou, described by 'XRT PD Norm Winer as "those old, grizzled sportscasters who use every cliche in the book." Skip \& Lou cover the Beloit Beekeepers, the mythical team that's forever holding promotions such as "Handgun Night," when "every kid 14-and-under receives a free handgun."
"Sports is very much a part of people's reality in Chicago," Winer explains, "particularly among the adult males we so desperately crave. It's a vital part of what we do, especially as a nonmusical reference point. As people's lives revolve less around music, you've got to find as much common ground as possible."
'XRT tested that theory to the max a few years ago when it broadcast several late-season Cubs games. "What a coup that was," Winer laughs. "There's nothing. like broadcasting Cubs games in

## KMOD: Home <br> Of The Sooners

Broadcasting actual games is more than an experiment for KMOD/Tulsa, which may very well be the only AOR in the country carrying a sports team's full

## SEGUES

KJOT/Boise ups APD Carl Scheider to PD/MD; Dave Stone departs . . . KCQR/Santa Barbara PD Willobee resigns Former KJJO/Minneapolis PD Wes Davis is the new OM at KDFX/Dubuque . . . John Leard handles MD/night rocker duties at WFYV/Jacksonville; Mike "The Arf" Areford remains APD . . . KRIX/McAllenBrownsville, TX selects Brian Boyd as MD.

George Gimarc will handle PM drive at new Dallas New Rock outlet KDGE; Wendy

September when they're 35 games out. I don't know if we had anything tangible to show for it, but it was an interesting experiment."


Ebullient sports maven John Madden is syndicated on 200 AORs.
schedule. As Tulsa's radio home of the Oklahoma Sooners, KMOD devotes at least four hours every Saturday in the fall to college football.
"We approached it hesitantly at first," says PD Phil Stone, "but it's worked well for us - especially among $35+$ listeners. We've been number one in the market ever since we acquired the rights, and I'm sure we'll bid on them again when the contract expires."

KMOD also devotes an hour or more of its Friday morning show to sports, using a local TV sports personality. "We approach it with a sense of humor," Stone says. "We get letters from people who say they don't really care about sports but like the way we handle it." Interestingly, KMOD runs no other sports at all, other than an occasional score.

AORs have also shown more of an interest in syndicated sports programming. Olympia Broadcasting Networks VP Jay Goldman first noticed increased attention among rock stations with sister AMs that were already using Olympia product. "We began to get more and more requests from the FMs for certain selected programs and/or material," Goldman recalls. "That's why we decided a lifestyle personality like John Mad-
den would be perfect for AORs trying to enhance their full-service appeal." Madden's "Sports Quiz" and "Sports Calendar" can now be heard on as many as 200 AORs throughout the country, including WLLZ.
"A lot of stations are starting to use sports positioning against the powerful AMs," notes Goldman. "Sports and rock 'n' roll tie in very well, and more stations are recognizing that sports can help their image and differentiate them from the competition."
"Sports and rock ' $n$ ' roll are very similar," says Oedipus. "People wear costumes and perform in front of large audiences. They're both entertaining, with larger-than-life stars."
Use Of Athletes Increasing
' BCN is one of many AORs using sports stars regularly in on-air positions. "We like players who fit in with our rebel image," Oedipus says. "Roger Clemens speaks his mind. We try to avoid guys who just give the party line. That makes for very dull radio. You've got to find out which guys on the teams are rockers.'
"Some stations like to look for the athlete who was the speech major and is extremely articulate," Welsh says. "Others go for people who are as raw and unpolished as can be. I've heard it work both ways."
Owens, who began using athletes two years ago, warns that some teams have policies prohibiting players from doing radio shows. 'EBN found that out the hard way when it lost the services of outspoken Bengal quarterback Boomer Esiason, whose new contract prohibited him from working at the station. 'EBN now uses receiver Chris Collingsworth. (In typical 'EBN fashion, the station -


NOW YOU'RE IN DENVER - KAZY/Denver PM driver G. Brown was in heaven when Julian Lennon stopped by.
held a contest to determine the name of Collingsworth's show. The winning entry: "The Skinny White Boy Show.")
Don't expect to make a mint off these athletes; their services cost plenty. "We didn't do it to make money," says Owens. "The shows were sold, of course. The expenses were offset, and we probably made some money on them. But not much."
KQRS/Minneapolis probably has the biggest sports commitment of any major AOR in the country. Three years ago, the station paired morning man Tom Barnard with local TV sportscaster Mark Rosen. Shortly thereafter, the Minnesota Twins started winning.
"Barnard and Rosen had a good, strong chemistry," says PD Dave Hamilton. "At the same time, the Twins were on their way to winning the world championship - a first in a championship-starved community. It was a real hot combination, and the show went through the roof.

## Listeners Couldn't

 Get Enough"We didn't initially design the morning show as a sports show. We
wanted a topical, irreverent, local morning show. But in 1987 there was really only one stary here, and sports became a major part of the show. The research was telling us we couldn't do enough sports - the audience's appetite was insatiable."

Recently, the station has backed off considerably on its sports content. The PM drive sportscasts are history, as is the three-hour Saturday morning talk show. The KQ morning crew still does two 20 minute sportscasts every morning. "We use sports as the umbrella for other schtick," Hamilton says. "We've tried to integrate a much broader comedy base in the morning.
"Hopefully, we do enough other things well that we den't have to be dependent on sports. There's no question we'll always own the sports position. I guess we don't have to do quite as much to own it. It's not a problem yet, but I don't want to be running a spot six months from now that says, 'KQRS now with less sports.' That's why we're watching it very closely."
son-Huntsville, AL announces the following changes: PM driver Robert Taylor adds Production Director duties, Olivia Fox joins the AM drive team, and Sherman Stone slides into overnights . . . WRIF/Detroit's new address is 26500 Northwestern Highway, Suite 203, Southfield, MI 48034.
Naylor and Roger King sign on for mornings under the moniker Naylor \& King . . . KZZR/Albuquerque welcomes Dan Childs querque welcomes Dan Childs


## Bill Wise Has Never Worn A Jock.

## Guys who play 20 records don't need one.

INDIGO GIRLS


-
$\qquad$



# Exploring NAC's Talent Pool 

For KKSF/San Francisco PD Steve Feinstein and other NAC programmers, finding the right on-air talent can be a daunting task.
Hard Habits To Break
"It's extremely difficult to find people who sound credible, poised. polished, professional, and can think on their feet." Feinstein commented. He contends candidates who satisfy more than one or two of those criteria are few and far between.

## "Contrary to some people's earlier assumptions, announcers are very important to this format.'

- Steve Feinstein
"There are a lot of people with good pipes and smooth delivery who are well qualified in traditional formats. Unfortunately, they can't drop mannerisms and cliches ('How ya doin?') that may have proven successful for them in other formats - and there's the rub. Contrary to some people's earlier assumptions, announcers are very important to this format.


## Format

Backgrounds

WHVE/Sarasota-Tampa

Steve Callahan: CHR, AOR,
Country, AC.
Eric Davis: Country, AC
PD Blake Lawrence: AC, AOR
CHR, Classic Rock.
Tammy Jett: College, CHR
Gary Ballenger: Classic Rock, CHR.
John Stewart: College, CHR.
KKSFISan Francisco
Blake Lawrence: (no retation to WHVE/Sarasota PD): Classic Rock, AOR, CHR, UC, AC Bruce Michaels: AC, CHR. Hoyt Smith: AC.
Wayne Propalis: Classical, AC. BM.

## WNUA/Chicago

Tom McKay: AOR
Denise Jordan: Quiet Storm Bill Cochran: AOR
Danae Alexander: Jazz


Steve Feinstein
"Commenting on song titles and making plays on words are cute on $\mathrm{AC}, \mathrm{CHR}$, and perhaps even AOR. But in NAC, that's jive. When our announcers talk - and there's no problem having them talk - what they say has to be informative." KKSF stops down after every third song; announcers backsell artists/ titles, and provide basic station formatics such as weathercasts, PSAs, and station promos.
Unlike their peers in free-form formats, the station's announcers are taught to be as concise as possi-
"It's extremely difficult to find people who sound credible, poised, polished, professional, and can think on their feet."
-Steve Feinstein
ble. "The important thing isn't how long they talk, it's making sure that every word belongs," explained Feinstein. "I want them to think things through and structure what they say."

## Custom Tapes

When evening announcer Barbara Davis decided to shift down to parttime, Feinstein ran ads seeking a replacement in various trades. He received about 100 responses. "There were a lot of good tapes, but there wasn't anybody I felt strongly enough about to move here."

Feinstein requires applicants for fulltime or partime employment to provide a custom-made aircheck, either for KKSF or the format in general. "Even when the ad states that fact in bold type, it's amazing how many people refuse - or forget - to comply. I can't hire someone based on an off-air tape of a CHR. I have to hear how they sound in this format and want to hear something that tells me a person wants to work at this station."

Ultimately, Feinstein elected to go with Josefa, a parttimer already on the staff with virtually no commercial experience. "She's doing nights on a trial basis - it's an onair audition. I'm training her from the ground up. In the long run, it's better to go with someone with an excellent voice and desire to learn than to force a round peg into a square hole. This way, I don't have to undo years of bad habits."
Like many other NAC PDs. Feinstein is a big believer in hiring intelligent announcers. "I don't mean I want someone who sounds professorial or cerebral - just someone who comes off as smart. Most of our announcers are good actors who can relate to listeners. We don't hire people who sound phony."

## WHVE: It's No Problem

WHVEISarasota-Tampa PD Blake Lawrence disagrees with other PDs who contend a good NAC announcer is hard to find. Maintained Lawrence: "I don't think it's a problem at all."

Lawrence hasn't had to conduct a major search for NAC talent because the entire on-air staff was retained when WHVE flipped formats from AC. 'We haven't had any problems, and our staff wes a mishmash of people from other tormats," he observed. "Some NAC stations are different. KKSFISan Francisco and the Wave Network use more of an MORsounding presentation. The announcers are bland and don't have much personality
"Our announcers are personality-oriented because that's the way we've read the format. Our people sound more like $A C$ or light rock announcers. The presentation isn't CHR or Beautiful Music - it's somewhere in between. While some CHRs may want announcers to be up, and AORs look for hipness or coolness, we want announcers to be natural.

When it comes to hiring talent, Lawrence's strategy is similar to KKSF PD Steve Feinstein's. "I'd much rather train a beginner for this format," Lawrence said. 'It's difficult to deal with someone who has to break bad habits. We don't want CHR-sounding announcers."

## Working In A Pressure Cooker

## NAC Announcers Must Stay Musically Hip

"The absolute killer in finding good NAC air talent is the lack of musical knowledge," declared WNUA/Chicago PD Bob O'Connor. "For the immediate future, it's a deeprooted, difficult problem. All of us in the format are picky as to who goes on the air."

Underscoring a station's need to protect its credibility, O'Connor said, "People can tell if an announcer doesn't know the music. There are lots of foreign names and difficult pronunciations. Successful NAC announcers master the delivery and appear to be hobnobbing with the format's stars. The silky voice isn't as important as it was when I first started. After a while, a silky voice repeating liner cards gets boring."
NAC talent can sometimes be found in unlikely places. WNUA hired ten-year crosstown AOR WXRT musicologist Bill Cochran as an announcer. Commented WNUA Asst. PD/MD Mike Fischer, "He's very well-educated and fits the station like a glove. We put him on the air with no coaching and were blown away by how good he sounded. If we had ten more like


Mike Fischer

## "Some of the best people for NAC may be hiding in progressive or AOR radio."

- Mike Fischer
him, it would be ideal. He's the perfect example of the kind of announcer you need for this format. Some of the best people for NAC may be hiding in Progressive or AOR radio.'


## Good Sounds

O'Connor cites "Jazz Trax" host Art Good with being one of the first NAC personalities. "He sounds very intelligent and knows a lot about artists like Kenny G, Lee Ritenour, and David Sanborn. This is the type format you can really get hooked on; listeners want to know as much as they can about the musicians. We're dealing with a very active audience."
O'Connor believes NAC announcers are under pressure to consistently come up with good information for their sophisticated audience. "They have to keep listeners in touch with and interested in this ocean of unfamiliar music. NAC listeners are hip and know the difference between quality and clones."
When on-air vacancies have occurred, O'Connor has been disap-


Bob O'Connor

## "The absolute killer in finding good NAC air talent is the lack of musical knowledge."

-Bob O'Connor
pointed in the applicants. "The last time we conducted a search, we put an ad in R\&R and got tapes from about 500 candidates. About 15 of those were qualified for the job. Since NAC isn't in every market, many people have a distorted perception that it's distorted percept
Beautiful Music."

## Coming Next Week

From AC PD
To Station Owner.

"Stops you dead in your tracks. Among the
year's Top 10 albums."- L.A. TMMES

Already 0 n :


AC BREAKER
NOW ON OVER 40 R\&R ADULT CONTEMPORARY STATIONS

In Heavy rotation on VH-1
=푸a RCA BA

## RELEASE UPDATES

## Travis Duet LP On Tap

One of the topics of conversation on Music Row these days is Randy Travis's LP of duets with country legends and friends. As actor Dale Robertson looked on, Travis re cently recorded with Dolly Parton and was accompanied by Chet Atkins on guitar.

The project began last fall when Travis laid down a track with Roy Rogers. He's also completed pairings with George Jones and Tammy Wynette. Still ahead are duets with Merle Haggard and Clint Eastwood.
The album, which will contain old and new songs, was originally scheduled for October release but is on hold while Travis tours Australia and Europe. Also in the can from Travis is the LP "An Old Time Christmas" on Warner Bros.

- Kenny Rogers has been in the studio with WB-Reprise/Nashville President Jim Ed Norman and a symphony orchestra recording a Christmas LP.
- Razzy Bailey and Lisa Childress were chosen as male and female vocalists of the year by the Major Independent Record Awards voters during Fan Fair week. Independent country music artists (those not on major labels) were honored during the awards show
sponsored by Nashville Informer magazine.
- George Jones has moved from Texas to the Nashville suburb of Brentwood. According to Jones, business in Music City kept him away from his wife Nancy too much.


## Tracks Trivia

Bette Midler's "Wind Beneath My Wings" topped R\&R's AC chart in April, but the song previously hit the Country chart six years earlier. Gary Morris's version went to number seven on R\&R's Country chart in 1983 and was chosen as Song of the Year in 1984 by the CMA and the Nashville Songwriters' Association.
The first artist to record the song was actually Roger Whittaker on his 1981 RCA LP of the same name. Chet Atkins found "Wings" - written by Larry Henley and Jeff Silbar - for Whittaker. By the way, Whittaker is now recording for Universal and will release a new single and LP this month.


ASCAP WRITERS SWEEP AWARDS - Following the Music City News Awards, ASCAP executives congratulated the winners, all ASCAP writers. Showing off their trophies are (1-r) Reba McEntire, Randy Travis, four-trophy winner Ricky Van Shelton, ASCAP's Connie Bradley, Buck White, Cheryl White, Sharon White, and ASCAP's John Briggs.

- Ricky Skaggs's "Lovin' Only Me" (\#1 R\&R, 6/16) was originally considered for Dolly Parton's "White Limozeen" LP, which he produced. Skaggs kept after Parton to record the tune, but she felt it just wasn't right for her. She finally told him if he liked it so much he should record it himself.
"Lovin' Only Me" is songwriter Hillary Kanter's first release. Kanter, who was a former backup singer for Julio Iglesias, recorded for RCA 1984-85, and more recently for MCA.
- The Kendalls' new Epic/Nashville LP, "20 Favorites," was orig-
inaily put together by Bill Isaacs while he was Director/Special Projects at Tree Publishing. The Buddy Killen-produced LP was first released on Canada's Quality Records and sold 70,000 units there before Royce and Jeannie Kendall signed with Epic.
Isaacs became the Kendalls' manager upon leaving Tree to open a branch of Malaco Records in Nashville.
- Beginning in August, Totino's Pizza will sponsor the Oak Ridge Boys' tour on selected dates through September. There will be a retail sweepstakes and radio promotions featuring a private pizza party with the Oaks. Tour stops include Omaha; Louisville; Anaheim; Salem, OR; Salt Lake City; Waterloo, IA; and Memphis.
-Debe Fennell


## NEW ARTIST FACT FLIE

## New Grass Revival

Ages: Sam Bush, 37; Jehn Cowan, 35; Bela Fleck, 30; Pat Flynn, 37 Place Called Home: Nashiville
Current Single: "Callin' Baton Rouge"
Current Album: "Friday Night In America"
Record Label: Capitol
Producer: Wendy Waldman
Management: Vector Management/Ken Levitan \& Dan Goodman Booking: Buddy Lee Attractions/Paul Lohr
Favorite Artists: Bill Monroe, Jethro Burns, Duane Allman, Chick Corea, B.B. King, Bobby Womack, Bob Dylan, John Hatt

Album Attractions: "Callin' Baton Rouge," "Whatever Way The Wind Blows," "Plant Your Fields"

- Background: Sam Bush (fid- with the "On The Boulevard" LP, dle/mandolin) founded Now Grass Revival in 1972 as an alternative to traditional bluegrass music. John Cowan (lead vocal/bass) joined in 1974. Throughout the '70s the group produced a string of albums followed by the "Hold To A Dream" album. New Grass's players attribute their fresh sound to working on outside projects - each group member is a respected studio musician.


New Grass Revival (1-r): Bush, Flynn, Cowan, and Fleck.
and toured for several years with Leon Russell, among others. Bela Fleck (banjo) and Pat Flynn (guitar) replaced original members Courtney Johnson and Curtis Burch in 1981, and the band moved to Nashville. As Flynn puts it, the group's philosophy is "to use traditional bluegrass instruments to make contemporary music.

- Signing: By 1985 New Grass had achieved recognition as an innovative band and received many awards for earlier LPS, including Grammy nominations and Frets magazine honors. Their association with Capitol/EMI began that year
- Songs: "Friday Night In America" is New Grass's third Capitol LP and contains 11 songs which blend country, blues, folk, and jazz. Their current single, 'Callin' Baton Rouge," is an uptempo Cajun song about new love and old expectations. Russell Smith sings on "Fr" day Night in America." There's also Lennon/McCartney's "I'm Down" and John Hiatt's "Angel Eyes," Flynn wrote three songs, Waldman co-wrote "You Plant Your Fields" with Donny Lowery, and Marshall Crenshaw wrote "Whatever Way The Wind Blows." Fleck's "Big Foot," the only instrumental, is seven minutes long


# "IN A LETTER TO YOU" RADIO <br>  <br> EDDY RAVEN UNIVERSAL RECORDS SEND YOU OUR SINCERE THANKS FOR OUR FIRST \#1 <br>  

P.S.: We know it's only "Temporary Sanity" but it feels great!

Thanks Again,
Bill, Sam, Jay, Terry,
John, Barry \& Bowen

## PROMOTIONAL POTPOURRI

## KMPS Springs With Fantasy Password

KMPS/Seattle's spring promotion was one of the most unusual I've run across in a while. Dubbed "Fantasy Password," it offered listeners the chance to win "a fantasy concert vacation that money just can't buy."

Six trips were given away in six weeks - all to see different artists in concert in various cities. To win, listeners were asked to correctly identify the artist and city from clues aired on KMPS. Ambitious detectives could also visit one of two sponsors and pick up a password card with bonus clues.

Winners were sent to see Conway Twitty in Nashville; Reba McEntire in Orlando; the Oak Ridge Boys in Anaheim; Eddie Rabbitt in Washington, DC; Waylon Jennings in Miami; and George Strait in New York City. The all-expense paid vacations included four-day hotel accommodations, airfare, front row concert seats, backstage passes, city tours, all meals, and $\$ 500$ cash.

- KSAN/San Francisco recently premiered a new Sunday evening (7pm-midnight) feature called "All Kinds of Country." Hosted by former KFAT/Gilroy, CA personality Sully Roddy, the show seeks to explore "the alternative forms of music clustered under the umbrella of country." Western swing, rockabilly, bluegrass, country rock, Cajun, and Tex Mex are among the spotlighted genres.

There will also be several regular segments: "Best of the Bay"
features quality demo tapes by local artists; "You Heard It Here First' presents current major and independent product that hasn't received airplay on other commercial stations; and "From Here To Obscurity" focuses on cuts that are strange enough to be funny.

- KNEW/Oakland-S.F. has added a couple of features to its summer programming: the "California Whitewater River Report" and a camping segment, which reports campsite availability throughout Northern California. Both programs air at various times during the week.
- WUSN/Chicago hosted more than 1000 people at its "Louisiana Saturday Night"' party, cosponsored by the Heart of Chicagoland charity. The night's highlight was a genuine crawfish broil, thanks to a Shreveport restauranteur's donation of 5000 pounds of the delicacy and a mobile boiler.
- WXTU/Philadelphia is spending the summer collecting pennies - one million and 92 of them. The money will go to the Child Abuse Prevention Center.
- WMZQ-AM \& FM/Washington celebrated 12 years of country music in the nation's capital with its third annual free concert, held
on Father's Day. K.T. Oslin, Clint Black, Exile, and T.G. Shepard appeared.
- KCMJ/Palm Springs offered a listener a chance to appear in Highway 101's 'Honky Tonk Heart" video. During an on-air interview, the group's Paulette Carison chose a number at random. In addition to the video cameo, the winner snagged front row seats and backstage passes at 101's Palm Springs concert.
In the video, the winner can be seen crawling through the desert bare-chested on his hands and knees. I wonder what the second place finisher "won."
- KFMS/Las Vegas, as part of its spring bumper sticker promotion, has given away his and her Hyundais, a Camaro, trips to Nashville's Fan Fair and Cheyenne Frontier Days, and over $\$ 40,000$ cash. OM Doug Shane says the station, which is number one $12+$, still has five $\$ 1000$ Thursdays coming up, plus another Camaro and more cash to pass out.


## Coming Next Week

A maketing-ariented consultant and a broadcast marketing services leader foin progratmmers in a dis: cussion of what today's PD needs to know about marketing


LISTEN TO WIN!!!
how to play...


KMPS listeners collected bonus passwords by picking up these coupons at participating sponsors.


Backstage at Highway 101's Palm Springs concert are KCMJ staffers Eric Saade and Cindy Olson, the group's Paulette Carlson, and APD/MD Rick Young.

## HAVE YOU HEARD

- Scott Mahalick is the PD of a brand new FM station: WGTC/South Bend, $\mathbb{I N}$. Consulted by Drake-Chenault, the station will be live 6am-6pm and run D-C's Great American Country the rest of the time. It's South Bend's only FM Country outlet.
- KIIQ/Reno personality Blaine Campbell has been promoted to MD.


## Personalities

Scott St. John has joined WWKA Orlando for middays from crosstown Oldies outlet WOCL. He replaces doe West, who left after nearly seven years to move into real estate . . . Rich Miller shifts from overnights to afternoons at WSM/Nashville, and Wade Jessen slides to overnights from parttime Rick Reed from WCEH/Hawkinsville, GA is new to PM drive at WKKG/Columbus, IN . . . Snagging evenings at WXXK/Newport, NH is Doug Danzing from WTSV/Claremont, NH KYKR/Beaumont, TX has a new morning show: Steve Table climbs aboard from WCHV/Charlottesville, VA; Rhonda Atwood comes in from KRMD/ Shreveport. Tom Church departs.

While Satellite Music Network's Steve Ruxton was away one weekend, he had a couple of notable subs. RCA/ Midwest promo rep (and former PD/ personality) Dale Turner did the honors on Saturday and Sunday evening with some help from RCA artist J.C. Crowley on Sunday night.

## Breaking News

KVET \& KASE/Austin Sports Director Steve Fallon has been named the 1989-90 radio voice for the NFL's Houston Oilers. He'll continue his duties with KVET \& KASE. Also at the station, ND Bill Alford won a first place AP award for Best News Anchor in Texas. Sports Director Joe Chemycz won for the state's best sportscast WCMS/Nortolk was the only metro market station to take four first place awards from Virginia's AP. The station won for best coverage of a spot news story, outstanding effort by an individual reporter, best feature story, and best editorial.
Congrats: for the fourth consecutive year, CHAM/Hamilton, Ontario was named Station of the Year by RPM magazine.

#  

RICKY SKAGGS "Loving Only Me" THANKS FOR TAKING THIS TO NUMBER ONE!
RICKY VAN SHELTON "Hole In My Pocket" ANOTHER TOP FIVE FOR MUSIC CITY NEWS' QUADRUPLE AWARD WINNER!
dOLLY PARTON "Why'd You Come In Here Lookin'
Like That"R\&R 10 BB 11 GAVIN 10
SHENANDOAH "Sunday In The South" ..... cosemp
R\&R 17 BB 20 GAVIN 14
VERN GOSDIN "I'm Still Crazy" ..... (38.68888)
R\&R 28 BB 28 GAVIN 23
MARY CHAPIN CARPENTER "How Do"
R\&R 27 BB 25 GAVIN 21
WILLIE NELSON "Nothing I Can Do About It Now"R\&R 32 breaker bB 38 GAVIN 36
RODNEY CROWELL "Above And Beyond"R\&R Debut 47 Most Added BB. Debut 57 GAVIN $34 / 34$
SHELBY LYNNE "The Hurtin' Side" ${ }_{\text {ceteon }}$
R\&R 19/6 BB 76
THE KENDALLS "Blue Blue Day"
R\&R 19/6 BB 30 GAVIN 29/7
THE SHOOTERS "You Just Can't Lose 'Em All" pemessBRAND NEW!RUSSELL SMITH "Anger And Tears"ON YOUR DESK NOW

## ACTUALITIES <br> OLXMPIA

Do you have unique sports interviews, actualities, play-by-play broadcasts? Olympia Broadcasting Networks is looking for "unusual", "off the wall", "entertaining" bits for its radio shows hosted by John Madden, Bob Costas, and Roy Firestone. We pay well for material we air. Submit tapes to KEN DEUTCH, OLYMPIA BROADCASTING NETWORKS, 22 N. EUCLID, ST. LOUIS, MO 63108 OR PHONE (314) 361-2000.

## AIR TALENT SERVICES

Need A Great Tape?


Be surprised at how good you really do sound. Editing is only the beginning. Call ar write today, we can help.
P.O. Box 4087 • Signal Hill, CA 90804 (213) 597-8344

## BROADCAST SOFTMARE

Spend less time on the computer With better results!
POWERPLAY
"POWERPLAY does the best job I've seen for a tight listed CHR with a lot of daypart and sound code demands. Jeff McCartney, OM, KTFM/San Antonio.
Saves time in scheduling and editing. Packed with features. Great service. Call Dave Ferraro at Micropower \& make your life easier! 501-221-0660.

| $80 / 5$ |  |
| :---: | :---: |
| © Liners since 1976! |  |
| FREE SAMPLE ISSUE of radio's most popular humor service For sample, write on station letterhead to: 11060 Cashmere St., Sulte \#100, Los Ang | $\begin{aligned} & \text { lers } \\ & 90049 \end{aligned}$ |



## vjinsenl primoM

10l[razy Jingle ${ }^{\text {. }}$ You get over 101 Killer Drop-ins in the form of Fully Produce Jingles for only $\$ 99.95$. (That's less than a buck a jingle.....CHEA Free Demo and Complete list of Crazy Jingles (714) 683-2161 8 to 5 Pacific, Quamum Concopis unlimitedm

The ADVENTURES of the O.B. RANGER Radio Serial!



## This 4th of July, Declare your Independence!

Why spend BIG BUCKS for BIG YUKS! This summer go POOLSIDE, and say Goodbye to your OLD Comedy Service.

(919)933-5492

106B Shadowood Dr. Chapel Hill, NC. $\mid 27514$


## ©SUPER SPOOFERS * Put on our Put-ons!

40-Plus Comedy Commercials - Order Phase One Now! CALL: (619) 291-3638 for Info/Demo Gary Allyn Radio Enterprises
P.O. Box 3568, San Diego, CA 92103

Marketplace - the Industry's service station . . . get it working for you! Call Ilsa or Dave at (213) 553-4330.

"Oust Tor o faughs...." MONTHLY JOKE SERVICE FREE SAMPLE P.O. BOX 2333, DENTON, TX 76202 OR CALL 24 HR. 817-382-2275

## CONSULTANTS

## -START TAKING HOSTAGES!

 dIAL DOMINANCE demands a KILLER Processing Chain! UTiNG This IS the processor that CURRENTLY HOLDS THE COM PETITION FOR RANSOM in New York, Philly, Miami, Batimore, and ClevelandI And Now it's available for You, from the people who KNOW quality competitive processing, CUTTING EDGE TECHNOLOGIES! Call Today: (216) $221-7626$
## EMPLOYMENT SERVICES

- Get the hottest R\&R classiffied listings earlyl R\&R Job Hotline malls separately to you three separately to you three days before R\&R. Call 213-553-4330 to sub scribe today. Visa/Mas terCard/AmEx.



## $R R$

## MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accom panied by payment. Visa/MCIAmEx accepted. One-inch minimum, additional space up to six inches available in in crements of one-inch. Rates for R\&R Marketplace (per inch):

|  | Per Insertion |
| :--- | ---: |
| $\mathbf{1}$ time | $\$ 70.00$ |
| 6 Insertions | $\$ 65.00$ |
| 13 Insertions | $\$ 60.00$ |
| $\mathbf{2 6}$ Insertions | $\$ 55.00$ |
| $\mathbf{5 1}$ Insertions | $\$ 50.00$ |

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Market place ads is 6pm Thursday, one week prior to publica tion date. Marketplace ads are non-commissionable. Submit to:
Marketplace
RADIO \& RECORDS 1930 Century Park West
Los Angeles. Callf. 90067 (21 3) 553-4330
Fax: (213) 203-8727

## GONIENT SERYGES <br> DROPINZ

50 character voice bits each month only $\$ 20$. Semi annual and yearly rates too. Sample cassette, $\$ 4$ SHO-PREP is daily weather, sports, birthdays, almanac and trivia on a single sheet. Free sample. AIRCHECK production and critique by a 25 year broadcast veteran. Call or write for rates.

Stu Collins Broadcast Services
174 King Henry Court, Palatine, IL 60067 (312) 991-1522
"A NIGHTMARE ON ELM STREET 5:
THE DREAM CHILD"
interview with
Rree Satellite Delivery
Contact Lori Lerner at (213) 457-5358
Coll for list of interviews availablemen (Freddy Kruger)

## THE SHOW FOR THE 90's!!

## BRITISH

## TOP 40 COUNTDOWN

Host Gareth J. Nicholas. Three hours weekly Call for your demo TODAY BCS Productions (415) 370-8980.


## GAG SHEETS

- . But as for me, give me The WEENIE or
give me death.
-Patrick "Boffo" Henry
For Free Samples Call TOLL FREE
1-800-225-5061 Ext. \#248 1-617-749-3691 (FAX) or write the Electric WEENIE


## IDs, JIWGLES, SWEEPERS

## SIIZLLNG SUMMER SWEEPERS <br> WE'VE GOT THE VOICE THAT WILL BLOW YOUR COMPETITION

 AWAYI Custom recorded I.D.'s, splitters, sweepers, and promos starting as low as $\$ 25$ each - THAT'S THOUSANDS LESS THAN WHAT OUR COMPETITION CHARGES! For your free demo, leave your name and number in our voice mailbox (416) 889-2598
## NATIONAL

## VOICEOVER TALENT

Sears, Epic Records, Polydor, Shake \& Bake, Body On Tap, Scope, etc.
JIM HARRINGTON
Perfect Promotional/Commercial Voice For Your Station. Creative Available, Too. Demo upon request. Phone/FAX (412) 833-4749.


## JOHN DRISCOLL

THE VOICE THATS SWEEPING AMERICAS HOTTEST TV \& RADIO STATIONS PHONE/FAX 818 841-9418


If you liked IMMATERIAL!!!
you're gonna loovvve...EAR-RELEVANT!!! "New" Service! Free Sample!

5468 Dumore St. S.E.
Aumsville, Oregon 97325


We own the PAMS library of over 3500 station ID jingle reels, and they're now available for sale to PD's and jingle freaks. Original reference tapes purchased from PAMS going back to 1960 incl: WLS, WKBW, KLIF, WQAM! Hundreds more! for a 55 -page computer printout of what's available, send $\$ 50$ o: Ken R. Inc. - 1806 Madison Avenue - Toledo OH 43624, or call for more info 1-800-451-KENR. Hurry, because they're going fast!

## SHOW PREP

AIR TALENT WORKSHOP - CHICAGO! You're invited to attend an intensive, two-day Air Personality Workshop with Dan O'Day in Chicago, August 12-13, 1989. Jocks, PDs, Newspeople - this could be your mest valuable weekend of the year! To receive complete information, write to DAN O'DAY - 11060 Cashmere Streat, Suite \#100, Los Angeles, California 90049 or call any time and leave complete mailing address: (213) 478-1972. (This is 0 'Day's last seminar for 1989!)

```
/ RADIO-INFORMER
A Sensational prep sheet for you Trivia, birthdays, \& more! Free sample: call John Oliver (604) 438-7673 Or write: Box 258, Custer, WA 98240
```


## Chart Facts

What links Debbic Gibson to Sid Vicious and Liberace? How did R.E.M. use "reptile brain unconsciousness" Chart Facts answers these questions and mary others on over 70 CHR and AC hits every week. Well-researched, ready-for-air, get it by mail or computer. Call for answers,
info and a 12 page sample
*** 1-800-776-7770 ${ }^{\star \star} \star$

THE MOST COMPLETE SHOW-PREP service in the industry is the Wireless Flash. Twice-a-week service includes lifestyle news, trivia, a format-specific entertainment section, Brad Messer's daily almanaz, a daily horoscope, music charts, interview sound and more! Find out why more personalities than ever before are "...getting it in a Flash!"

## FLASH <br> 350 Camino de la Reina/San Diego, CA 92108 FREE TWO-WEEK SAMPLE! (800) 445-4555

Calil., Alaska, Hawaii \& Canada, call collect (619) 293-1818 Australia/New Zealand: Contact The Radio Shop, 02) 908.1200

## RECORD SERVIGES

RECORDS BY THE THOUSANDS
We have the hard-to-find 45 rpm records you've been searching for. All formats - 40's to 90's! Fast turn around. Call or write for our new catalog.

## Americandis

Box 66455, Dept. \#RR, Los Angeles, CA 9006\% (213) 391-4088

## SPECIAL PROGRAMMING

## DATELINE USA

The Hottest New Tele-Date Program
Seeking Southern California home All formats • Perfect for weekends

Call Scott at
$13.858-3964$


## SYWDICATION SERVICES

ATTENTION RADIO SYNDICATORS


## NATIONAL

## SCONNIX BROADCASTING COMPANY OPPORTUNITIES IN PROGRAMMING / PRODUCTION / ON-AIR

Sconnix has immediate openings in several markets for a variety of positions including on-air per sonalities and production talent. We are also looking for people to be a part of our aggressive acquisition plans and anticipated growth.
We are seeking creative, dedicated people with experience in OLDIES, AC or CHR who want to realize personal and professional growth in a challenging environment.
If you are interested in joining a growing, entrepreneurial company whose only focus is RADIO, then send your resume, tapes (if appropriate), salary history and requirements, in confidence, to: Rtck Peters, V/P Programming, Sconalz Broadcasting, 3000 N .28 th Terrace, Holltywood, Flortda 33020

The Sconnix group of stations includes the Miami/Ft. Lauderdale, Indianapolis, Baltimore and Kan sas City markets. EOE M/F

## MAJOR MARKET TALENT

If the shoe fits . . You have over 5, 7, 10 years in radio - you started in a small market learned your trade, moved to medium, and now you're ready for a Top 100, or Top 50 , or even higher . . . but how do you break in? How do you become aware, as soon as the opening occurs? Well, that is our job. NATIONAL, the acknowledged leader in radio personnel placement since 1981, receives a constant flow of job avails for all size markets. We make the complete presentation for you. If you are seriously looking - contact NATIONAL immediately for complete registration information
NATIONAL BROADCAST TALENT COORDINATORS ${ }^{4}{ }^{4} T_{\text {NOM, }}$
Dept. R., P.O. Box 20551 • Birmingham, Al 35216 • (205) 822-9144
HOW TO MAKE BIG MONEY IN VOICEOVERS! .
FREE $\$ 125$ CASSETTE COURSE WITH PREPAID ADVANCED REGISTRATION: CALL 1-800-333-8108

## \$ $\$ \mathbf{\$} \$ \$$

Susan Berkley's voiceover workshops will help you make more money in a day than you do in a whole week on the air.
Covers everything you need to do commercial and industrial voiceovers. NY City: 7/22-23 - Also available on cassette!
Call or write : Berkley Prods, PO Bux 6599, New York NY 10128-6599 1.800 .333 .8108

## 10,000 RADIO and TV JOBS! <br> The most complete list of job openings ever published by anyone! Up to the minute, com puter printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes all posit all market sizes, all positions! Many jobs for beginners and minorities. <br> One week $\$ 7.00$ - SPECIAL SIX WEEKS $\$ 15.95$. . . SAVE $\$ 20.00$ <br> Yearly $\$ 120.00$ <br> MONEY BACK GUARANTEE <br> Amezicane Radio

Jacor
No matter what market or format you're currently in, you've got to give a damn and try to succeed. Materials to: "Take No Prisoners", JACOR, 1300 Central Trust Center, Cincin nati, Ohio 45202. EOE. Thanks,

All the best jobs . . . all over the
country . . every week in R\&R
Opportunities . . . check 'em out!'

## Get The Hottest R\&R

 Classified Listings Early!R\&R Job Hotline mails separately to you three days before R\&R. Call 213-553-4330 to subscribe today. Use Visa/MasterCard/AmEx.


## HARRIS COMMUNICATIONE CORD.

 Harris Communications is looking for Major Market AOR Programmers! Must be experienced and be qualified to program a Top 10 Market. Send resume, photograph and samples of your best on cassette to: Harris Communications, c/0 George Harris, 1907 Darby Road, Havertown, PA 19083. Confidentiality assured. EOE/MF

WBAZ seeks General Manager
of leadership and hands-on involvement in tral track record Contact: President, WBAZ. Box 1200, Southold NY 11971 .
(6/23) EOE WPGC-FM/Washington, D.C. has an immediate opening for a morning show producer. Experience required. Contact Dave
Ferguson at (301) 441-3500. (6/23) EOE

## PK

## 98.5 m

PROGRAM DIRECTOR
Number one radio station AND number one CHR in Buffalo is looking for a Program Director.

If you've got what it takes to KEEP us number one, send tape and resume to: WKSE-FM
695 Delaware Avenue Buffalo, New York 14209 Attn: Jim Meltzer
Equal Opportunity Employer
+

## NEWS

EXPERIENCED ONLY
TALR RADIO format, heavy local an
regional news coverage. Morning Drive Shift. Send tape and resume to WHAG Radio, 1250 Maryland Avenue Hagerstown, MD 21740. EOE


If you live in the Baltimore/Washington area I and do not have a Saturday airshift you can . make good supplemental bucks doing weddings and private parties.
Call 1-800-999-DAVIS.

NYC area CHR FM needs morning talent Entertain our adult audience with humor energy, and community involvement, Good salary for the right person ormorn Good salary for the right person or morn ing team. T\&R to: Radio \& Records,
1930 Century Park West, \#532, Los 1930 Century Park Wes
Angeles, CA 90067 . EOE

## AOR PRODUCTION PROS FOR TOP TEN MARKETS

Two of our AOR clients are looking for world class production professionals to write and create sparkling promos, breakers, sweepers. Both stations have top-of-the-line equipment and are in TOP TEN markets. Voice work not required. Send tape, resume and writing samples to: LCD Associates, Suite 452, 301 North Harrison Street, Princeton, NJ 08540. EOE

## SOUTH

Voice talent with news background. Lifestyle newswriting plus active contribution to morning comedy. characters and fun. Females/minorities encouraged. T\&R: WFOX, Greg
Black, 2000 Riveredge Parkway. Atlanta, GA 30328 . $6 / 23$ EOE.
Southern-based media group seeking ATMD/PD applicants for future openings at newly acquired stations. T\&R: Barry Richards, Bresson-Hafler Media, \#6 South Gate Rd, Briarcliffe
Acres, SC. 29572. (6/23) EOE

WFMX/WSIC in States ville NC seeks Newsperson with repor ting, writing, and reading skills. T\&R: Rita Taggert,
Radio Rd.. Statesville, NC 28677. (6/23) EOE

We can't hire you if we don't know you exist. Wimz/Knox vilte seeks personalities to fill future openings. All shifts. T\&
901 E . Summit Hill, Knoxville. TN 37915 . (6/23) EOE
Evening Announcer sought for evening shift. Must have three Years' on-air experience and FCC permit. T\&R: WOCL, 2101

Top pay for top talent. The future KTBC-FM is seeking Air Pe sonality with hot multi-track production. T\&R with picture
Jimbo Powers, 5902 E Business $\# 190$, Killeen. TX 76543 Jimbo Powers. 5902 6/23

WPRWVManesses, VA is accepting applications for full and partime consideration. No phone calls. Country outlet. T\&R:
Don Bolger, PD, Box 1460. Manassas, VA 22110. (6/23)

AGGRESSIVE, EXPANDING GROUP
seeking morning team or side kick. IF you're tired of lightweight bucks for your heavyweight talent, IF you're personable, topical and funny, If you know what it takes to garner great morning numbers, then we want to hea, 1930 you, T\&R to: Radio \& Records, 1930 Century Park West, \#524, Los Angeles, CA 90067. EOE
MORNING SIDEKICK
Leading Southern CHR station in top 50 .
market is looking for a morning sidekick
who is funny, witty, creative and has ex-
cellent adlib ability. Character voices an
added plus. We're looking for the best.
T\&Rs to Radio \& Records, 1930 Century
Park West, \#537, Los Angeles, CA
90067 . EOE

## COME GROW

## WITH US

Bresson-Hafler Media is acquiring new properties. Looking for future air personalities. Also morning men and assistant Program Dithe Beach, S.C WMGZ-FM/Youngstown, OH, WYYS-FM/Columbia, S.C. CHR/Dance Formats. Competitive salary, great opportunity. T\&R to Barry Richards, National P.D., \#6 South Gate Rd., Briarcliffe Acres,
S.C. 29572. EOE

## Loye <br> Gilmore Broadcasting's LOVE 94 is searching for America's best production talent. If you can produce "sparkling" station promos and creative commercials . . . plus operate a revenue generating 8-track studio ... THEN WE NEED TO TALK! Tremendous facility, fabulous climate and great money for a motivated, self-starter. Rush tapes \& resumes to: Rich McMillan, WLVE-FM, <br> 194 N.W. 187th St. Miami, FL 33169. EOE



PRODUCTION WIZARD
Creative writing, top multi-track produc tion skills, versatile voice. If you've got all, send cassette of spots you've writ ten, voiced, and produced plus resume references and salary requirements Radio \& Records, 1930 Century Park West, \#5
M/F EOE
M/F EOE

LOUISIANA CHR NEEDS P.D WHO IS CREATIVE, A HARD WORKER AND HAS GOOD PEOPLE SKILLS. REPLIES CON. FIDENTIAL. T\&R's to Radio \& Records, 1930 Century Park West, \#525, Los Angeles, CA 90067. EOE

FEMALE NEWS/MORNING SIDEKICK
Highly visible CHR in TOP 50 Southwest market is looking for a dynamic News Director/Morning Sidekick. If you have a great laugh, great writing ability and are quick witted at adlibbing, let's get started. Ability to do character voices preferred. Great salary and benefits. T\&R to Radio \& Records, 1930 Century Park West, \#537, Los Angeles, CA 90067. EOE

OPENINGS
Will you be our new production manager?
(Read this, it's a great job!)


North Central llininois full-time AM and class A FM (soon to be 25K) knows the value of top-flight commercial production. We've installed "major market' multi-track production studio to prove it.
You'll find all the tools and toys you'll need to fill the shoes of our award-winning production manager (who is moving up to the \#13 market!).
Show us your creativity and attention to detail with your resume and cassette to: JMcCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301.
FMN106
WhiL - WMIL - WMAL - WMiL • WMIL • WMIL
Seeking dynamic talent to create and produce on-air promos for Wisconsin's \#1 Country. Live and work in a Major Market. T\&R to Kevin O'Neal PD, WMIL-FM, P.O. Box 20920, Milwaukee, WI 53220-0920. EOE

CONSIDERING A CHANGE? Consider this established AC/Country combo in a great medium midwest market. Accepting applications for ADULT MORNING TALENT, PRODUC TION DIRECTOR with strong copywriting abilities and TRAFFIC DIRECTOR with abilities and TRAFFIC DIRECTOR with collection skills. T\&R to Radio \& Records,
1930 Century Park West, \#517, Los 1930 Century Park Wes
Angeles, CA 90067. EOE
 NO BEGINNERS!
Top 50 major market heritage AOR seeks Top 50 major market heritage AOR seeks
first class production pro! Great pipes a first class production pro! Great pipes a
plus but creativity, warped mind, complus but creativity, warped mind, com-
edic sense, competitive edge and people edic sense, competitive edge and people
skills are better assets! No "radio voices," please. Also seeking chief engineer with technical excellence and gladiator rock \& roll attitude! Rock audio processing experience preferred. No pocket protectors! T\&R to Radio \& Records, 1930 Century Park West, Box \#528, Los Angeles, CA 90067. EOE

## 

## NEW GRADUATE?

- This is an ideal first job! - gressive, fun-selling radio sales an agI gressive, fun-seling radio slles team in Class A (move to 25 K this summer). We have the people and the experience to help make you successful. Send resume to: JMcCullough,
215, LaSalle, Illinois 61301 . EÓE
PROGRAM DIRECTOR
Leading full service AM seeks a winning PD. Superb staff and facility. Outstanding corporate support. Please send a tape, a resume and your philosophy to: David W. McAley, WMBD, 3131 N. University, Peoria, IL 61604. EOE/MF


## WE CREAT AM STATIOW! NMW/BD

## MIDWEST MARKETPLACE

KRVR is looking for a program director/ai personality who is promotionally active and has strong people management skills. Lead EZ Format with AC execution to even greater heights. One of a kind opportunity for er heights. One of a kind opportuniry for person with ambitious goals. T\&R to: JIM
GREGORI 1706 Brady Street, Davenport, GREGORI, 1706 Brady Street, Davenport,
lowa 52803 . No phone calls please EOE

OPENINGS


## MORNINGS

100,000 watt Upper Midwest FM in top 20 market seeks experienced morning talent. Must be adult, warm, relatable, concise, and fit with 25-54 demographic in oldies/rock format. Personal appearances. Talent dollars for right candidate. T\&R to Radio \& Records, 1930 Century Park West, \#534, Los Angeles,

## CA 90067. EOE

## PROGRAM DIRECTOR <br> 

\#1 in Lansing for over five years!! This is a once-in-a-lifetime opporturity! Send T\&R to Chuck Finney, WVIC, 2517 E. Mt. Hope, Lansing, MI 48910. EOE M/F

## WEST

AT and Salespeople sought for new adult format FM in San
Juaquin Valley. T\&R: Jay Stevens, 150 FF . Olive \#108, Burbank, CA 91502. (6/23) EOE
Sports Reporter sought for New morning drive show with Steve Garvey. Good writing and use of seund. PBP possible.
Call: Terry Pickard, XTRA, San Diego. (619) 291-9191. Call: Terry
(6/23) EOE
Northern California Lite AC seeks multi-taented individual for news, production, automation programming. T\&R: KNTI, 75
Fourth St., Lakeport, CA 95453 . (6/23) EOE
Modern Country KWHT-FM in Northeast or Southeast Modorn Country KWHT-FM in Northast or Southeast
Washington. Seeks talented, energetic AT's. T\&R: Box 640, Pendieton, OR 97801. (6/23) EOE
KVYN-FM/Napa, CA seeks AC crossover Program Director. Strong "'on-air" personality. T\&R and programming
philosophy: Tom Young, 1124 Fosteer Rd, 94558 . (6/23) philoso
Currently accepting applications for August opening. Seeking Announcer/Prod. Director for Contemoorary Jayz outlet.
T\&R: John Switzer, 224 S. Main, $\$ 203$, Lamar, CO. 81502. T\&R: John S
(6/23) EOE

## NEW AC

Secondary Rocky Mountair, broadcaster seeks complete airstaff for new current based AC. We are a quality company looking for enthusiastic people ready to make some new ideas work. Excellent pay and benefits and nice work environment. 3-years on-air experience required. Send T\&R to Radio \& Records, 1930 Century Park West, Box \#535, Los Angeles, CA 90067. EOE

SO. CAL. AOR
Seeks immediate Full and Part Time quality AIR TALENT Send T\&R to Radio 1930 Century Park West Box \#527, Los Angeles, CA 90067. EOE

## PERSONALITY JOCK/ <br> PROGRAM DIRECTOR.

## PERSONALITY JOCK/

PRODUCTION.
A number of openings beginning this summer and fall in CHR, AC, OLDIES, COUNTRY \& MOR
Familiarity with satellite programming helpful but not mandatory.
Ability to write \& conceive specials \& liners. Able to learn or be literate in computer music scheduling.
Resumes and Aircheck Cassettes of actual shows (scoped but otherwise intact) to:

Rick Sklar c/o
Braiker Radio Services Company 15375 S.E. 30th Place, Suite 300 Bellevue, Washingtom 98007. EOE

OPENINGS
POSITIONS SOUGHT
POSITIONS SOUGHT

## POSITIONS SOUGHT

## KFWB NEWS 98

ALL NEWS. ALLTHE TIME. NEWS REPORTER
The news leader in Southern California is looking for top contemporary street reporting talent. We want you if:
you get bored easily at news conferences you know the Grateful Dead is not a coroners association
you can turn field sound on a dime you realize there are no routine stories
you've been reporting for three years and YOU'RE STILL EXCITED WHEN YOUR BEEPER GOES OFF!
Rush tape with your best stuff and resume to KFWB NEWS 98
6230 Yucca Street, Hollywood, CA 90028
Att: Executive Editor
No phone calls please. Equal Opportunity Employer


## KZzP. 104.2 Fm

THE NUMAER I MTT MUSIC STAMOM
Nationwide Communications market dominant CHR needs a MORNING SHOW PRODUCER. Qualifications must include the ability to seize the moment and capitalize on what the people are talking about. Parody, production, and marketing skills are critical.
Tape and resumes to: Bob Case
KZZP, PO BOX 5159,
MESA, AZ 85211-0500 R MATIONNID EOE/MF
cowmumicanows we

## ACCOUNT EXECUTIVE: 30 market west, growth orien company seeks experienced self starters immediately! Excellent income potential and comprehensive benefits package. Send resume to: Radio \& Records, 1930 Century Park West \#539, Los Angeles CA 90067. EOE

## BAILEY亥主 BROADCASTING

Production technician needed for expanding radio syndication. Should be LA based, able to D.J. Mix, Multi-Track experienced, quality oriented, team player. Rush T\&R to: Production, Box 42919, Los Angeles, CA 90042. NO CALLS.

GENERAL SALES MANAGER: Top 30 market west, growth oriented company is seeking an outstanding people motivator and inventory manager. We offer excellent benefits package and income potential. Send resume to: Radio \& Records, 1930 Century Park West, \#538. Los Angeles, CA 90067. EOE


KAIXX is seeking expert. FM 102.5 enced and knowledgeable AN 1580 country music personaliArsona's seat country ties for our new traditional country format that will soon become part of the satellite music network. Also looking for creative and enthusiastic production pro. No calls please. An equal opportunity employer. Send tapes and resumes to-Doug Brannan, KNIX, PO Box 3164, Tempe, AZ 85280 . EOE

## POSITIONS SOUGHT

Hungry? ${ }^{1}$ 'm starving tor career advancement. P-3 "up and
comer" with good phones has the energy for your CHR. All


And now the nows... News Reporter/ Writer seeking posi-
tion with a news staff (preterably in Southeast). PERCY: tion
(718) $282-0594.6(163)$

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

It's Quick . . Easy . . . and your only cost is a telephone call . . . 205-822-9144. Nationa represents hundreds of professional broadcasters for all size markets and all formats. An nouncers, news, sports, production. We can schedule a complete presentation within 24 hours of your call. Call Now - 205-822-9144.

NATIONAL BROADCAST TALENT COORDINATORS
${ }^{4}{ }^{4} \boldsymbol{T}_{N_{0}} \mathrm{w}_{1}$
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

Your listeners will take me along everywhere. Creative, entertaining AT with warm, friendly, humourous, one to on
delivery seeks air work. GERALD: (818) $986-8443$ ( $6 / 23$ ) Creative, hard-working talent seeking nites/overnites with an AOR. Six day work week o.k. Three years' AC experience now ready to rock. SCOTT: (702) 588-3867. (6/23)

Radio pro with fifteen years' experience looking for PD and/or AT position in medium or large Texas market. Great pipes,

Canadian workahotic AT seeks warmer climate in US or Australia as PD/MD with CHR/AC/Oldies/Coun
market. MIKE ROBERTS: $(519) 451-7658 .(6 / 23)$

Hello Florida. Hoping to meet you soon. I'm doing ok at Oldies outlet in Alabama. Hope you call soon. JERRY: (205 578-5030. (6/23)
Taikshow host. Currently out of work, could turn to crime You cold stop this
$239-0905 .(6 / 23)$

Looking hard, looking low. I need a new job, I'm ready to go. California/Nevada only. ANGELA: (213) 293-8451. (6/23)

Go for the gold. Professional female with golden voice, who's done it all, is on the loose. KATHY: (312) 237-8584. (6/23) want to join your airstaff and be your MD. PD experience as well. AC/Country/CHR. Prefer Philly area. LINDA MASON 302) 571-1168. (6/23

AM oldies went satellite, medium market, AT/MD. Selecto wiz with strong production. Six years' experience, good catch. All formats considered. East coast preferred. MARTY 1319) 386-0710. (6/23)

GM or GSM - a dynamic seasoned pro with P\&L experienc and a love for radio. Make your station
PAT McCALL: (703) 391-0337. (6/23)

## PROGRAM DIRECTOR/ AIR TALENT

I am seeking a challenge in a medium to large market, 21 years Experience, 11 as a PD. I am team player, People person, Goal Oriented, and know how to get the job done. Good with details, expertise with Research and Computers, Formatics and Marketing. Multi Format Experience. Brent Alberts (402) 464-8177.

## I ANCHOR NEWS

at ABC Radio Network News/New York and have
14 yrs. experience! Now, I want to make your West Coast major market news department sound warm, interesting and credible.

Jeff Michaels 914-238-0118.
Major market on-air/Promotions Director. Smooth, profe sional. Works well with sales staff. Creative, good writer, jives great press. (713) 782-7507 (6/23)

12 year pro saeking NAC or Urban slot. Very versatile Dedicated. Some PD experience too. JERRY: (512 654-6402. (6/23)
Veteran drivetime Air Talent seeking competitive Top 50 CHR or AOR station. JON-ERIC STEVENS: (407) 468-9164 (6/23)

Energetic announcer with wo years' experience in many for (30) 762.0340 (6/23)

Creative, enthusiastic female AT with California major mark
experience seeks new challenge. Personable deliver experience seeks new challenge. Personable delivery
AOR/AC/Fusion background. TRISH: $(408) 476-6583.16 / 23)$

Major market AT wants to work for you. Experience at KMEL KROY, KWOD. BOB: (916) 725-3268. (6/23)

Zany, madcap, hilarious, boffo AM drive team. 10 year pro with AOR. Have condoms, will travel. (804) 722-6136. (6/23)
College and broadcasting school grad with advertising, sales and management experience seeks on-air position. Energetic team player. CHARLIE: (314) 434-4971. (6/23)

Slightly mild mannered crazyman for fulltime airshift. Oldies/CHR/Hot AC and upbeat formats. Extensive knowledge of oldies including Doo-Wopps. BILL: (619)

## BREAKERS.

## MICHAEL BOLTON

Soul Provider (Columbia)
73\% of our reporters on it. Rotations: Heavy 0, Medium 25, Light 34, Total Adds 5 including WVBF, WSNI, 2WD, WNLT, WARM98, WMYX, KBIG, KESZ, KLCY, WTFM. Debuts at number 21 on the AC chart. DON HENLEY
The End Of The Innocence (Geffen)
64\% of our reporters on it. Rotations: Heavy 0, Medium 23, Light 29, Total Adds 22 including WVBF, 2WB, KS95, KMJI, KLCY, WLEV, WEBE, WMGN, 3WM. Debuts at number 26 on the AC chart.

## GLADYS KNIGHT

License To Kill (MCA)
$53 \%$ of our reporters on it. Rotations: Heavy 0, Medium 8, Light 35, Total Adds 15 including WVBF, KLSI, WMYX, KESZ, WTCB, KHLT, 3WM, KTDY, KRLB, KKLV, KSTR.

## COWBOY JUNKIES

Misguided Angel (RCA)
$50 \%$ of our reporters on it. Rotations: Heavy 1, Medium 21, Light 18, Total Adds 4, WZNY, WTCB, KRLB, WLDR.


DEBBIE GIBSON "No More Rhyme" (Atiantlc) $37 / 7$
Rotations: Heavy O. Medium 16/0, Light 21/7, Total Adds 7, WVBF, B100, WEBE, WXTC, KHLT, KTYL. WJON. Medium: KESZ, WSLQ, WHAI, WAFL. WSKI, WCKQ, WFPA, KTDY, KRLB, WZNS, WKSO. WKCX, WCMJ, KBLQ, KYJC, KAYN. Light including WLEV, WMGS, 3WM. WQNY. WKSB, WYKZ, KVIC
PHOEBE SNOW "Something Real" (Elektra) $32 / 8$
PHOEBE SNOW "Something Real" (Elehtra) 32/8
Rotations: Heavy 0. Medium 7/0, Light 25/8, Total Adds 8. WLHT, WQNY, WYKZ, KRLB, KVIC, WTwR, KBLQ, KAYN Rotations: Heavy 0 . Mediurn 710 , Light 25/8, Total Adds 8 , WLHT, WQNY, WYKZ, KRLB, KVIC, WTWR, KBLQ, KAYN.
Medium: WNUA, WEIM, WHAI. WSKI. WKSO. WKCX, KYJC. Light including WLEV, WEBE, WSLQ, JWM, WGLL. WAFL, WFPA, WGSV, WZNS, KTYL, WCMJ, WMTFM, KSCB, WJON, WLDR, KKLV. KSTR.
ANDREAS VOLLENWEIDER "Dancing WIth The LIon" (Columbia) $28 / 2$
Rotations: Heavy O, Medium 9/0, Light 19/2, Total Adds 2, WNLT, KESZ. Medium: 2WD, WNUA, WLEV, WEIM, WSKI, WZNS, WKSO, WMTFM, KBLO. Light including KS95, B100, WSLQ, WRMF, WHAI, WQNY, WAFL, WYKZ, WFPA, WKTK, KTYL,
KVIC, WCMJ, KSCB, WJON, WLDR, KYJC.
ROY ORBISON "Californla Blue" (VIrgin) $27 / 27$
Rotations: Heavy O Medium 3/3, Light $24 / 24$, Total Adds 27,
Rotations: Heavy 0 , Medium 3/3, Light 24/24, Total Adds 27 , WLEV, WKYE, WSLQ, 3WM, WEIM, WHAI, WGLL, WAFL, WSKI, WYKZ, WCKQ. WFPA, WGSV, WZNS, WKSO, WKCX, KTYL, WCMJ, WMTFM, KSCB, WTWA, KKLV, KSTR, KBLO, KYJC MIKE \& THE MECHANICS "Nobody Knows" (Atlantic) 27/5
Rotations: Heavy 0 , Medium 12/1. Light 15/4, Total Adds 5 , WKYE, WONY, WAFL, WKCX, KVIC. Medium including WLEV. U102, WEIM, WHAI, WSKI, WFPA KRLB, WZNS, WKSO, KBLQ, KYJC. Light including KLSI, WSLQ, WGLL, WYKZ. WGSV, KTDY, WCMJ, WMTFM, KSCB, WLDR, KAYN.

## iNDIGO GIRLS "Closer To Fine" (Epic) 26/9

Rotations: Heavy 0, Medium 4/0, Light 22/9, Total Adds 9, 3WM, WAFL, WSKI, WGSV, WZNS, KTYL, WTWR, WJON, KBLQ Medium: WKYE, KELT, WONY, WMTFM. Light including WSLQ. WEIM. WHAI, WFPA, WKSO, WKCX, KVIC, WCMJ, KSCB, LDR, KSTR, KYJC, KAYN.
ELVIS COSTELLO "Veronica" (WB) 25/1
Rotations: Heavy $2 / 0$, Medium 12/0, Light 11/1. Total Adds 1 , WLTF. Heavy: WAFL, WSKI. Medium: WKYE, WEIM, WHAI WGLL, WCKQ, WFPA, WZNS, WKSO, KVIC, KBLQ, KYJC, KAYN. Light including WNLT, B100, WSLQ, ЭWM, WONY, WGSV


|  | $\begin{aligned} & \text { Totol } \\ & \text { Reports/Adds } \end{aligned}$ | Hoary | Medium | Light |
| :---: | :---: | :---: | :---: | :---: |
| (1) SIMPLY RED | 81/1 | 73 | 8 | 0 |
| (2) DAN HILL. | 75/2 | 57 | 12 | 6 |
| 3 DONNA SUMMER | 72/8 | 50 | 20 | 2 |
| (4) BARRY MANILOW | 70/1 | 54 | 12 | 4 |
| (5) JIMMY HARNEN \& SYNCH | 71/2 | 52 | 14 | 5 |
| 6 Waterfriont | 66/1 | 48 | 13 | 5 |
| 7 SWING OUT SISTER | 69/2 | 50 | 14 | 5 |
| 8 NEW KIDS ON THE BLOCK | 68/2 | 44 | 24 | 0 |
| (9) PAULA ABDUL | 59/2 | 43 | 12 | 4 |
| $(10)$ PAUL McCARTNEY | 65/2 | 31 | 28 | 6 |
| (1) MICA PARIS. | 66/6 | 32 | 24 | 10 |
| $(12$ CHICAGO | 61/2 | 22 | 35 | 4 |
| 13 HOWARD JONES | 42/0 | 20 | 20 | 2 |
| (19) 10,000 MANIACS | 62/4 | 16 | 38 | 8 |
| 15 VANESSA WILLIAMS | 59/1 | 6 | 40 | 13 |
| 13 MADONNA. | 52/3 | 10 | 31 | 11 |
| 11 STEVIE NICKS | 50/3 | 14 | 27 | 9 |
| 18 NEIL DIAMOND | 4210 | 12 | 21 | 9 |
| 19 NATALIE COLE. | 31/0 | 12 | 14 | 5 |
| (20) WAS (NOT WAS) | 50/1 | 10 | 32 | 8 |
| (2) MICHAEL BOLTON | 59/25 | 0 | 25 | 34 |
| 22 DEON ESTUS | 57/11 | 1 | 33 | 23 |
| 23 SA-FIRE. | 33/0 | 6 | 15 | 12 |
| (3) AL JARREAU | 47/3 | 8 | 33 | 6 |
| 25 ARETHA FRANKLIN \& ELTON JOHN | $29 / 0$ | 7 | 16 | 6 |
| 23) DON HENLEY | 52/22 | 0 | 23 | 29 |
| 2) CHRIS REA | 51/3 | 3 | 29 | 19 |
| (26) JULIA FORDHAM | 42/2 | 2 | 28 | 12 |
| (28) TIM FINN. | . 45/5 | 0 | 24 | 21 |
| (30) HIROSHIMA | 43/3 | 0 | 24 | 19 |



## EJGNHFOANHSASHION

DOOBIE BROTHERS "The Doctor" (Capitol) 24/1
Rotations: Heavy 5/0, Medium 15/0, Light 4/4, Total Adds 1 , WKTK. Heavy: B100, WKYE, WSKI, WCKQ, KVIC. Medium WLEV WEBE, WVAF, WMGS, WSLO WHAI, WFPA, WZNS, WKSO, WKCX, WMTFM, KKLV, KBLQ, KYJC, KAYN. VAN MORRISON "Whenever God Shines His Light" (Mercury) 23/1
Rotations: Heavy 0 , Medium $6 / 0$, Light $17 / 1$, Total Adds 1 . WSKI. Medium: WSLQ, WEIM, WFPA, WMTFM, RBLQ, KYJC MJ, KSCB , WJON, WLDR, KAYN.
IVAN LINS "You Moved Me To Thls" (Reprise) 22/1
Rotations: Heavy $1 / 0$, Medium 14/0, Light $7 / 1$, Total Adds 1 , WKYE. Heavy: WEIM. Medium: WNUA, WMGN, WECQ, WHAI,
LITTLE RIVER BAND "Listen To Your Heart" (MCA) $21 / 21$
Rotations: Heavy 0, Medium 1/1, Light 20/20, Total Adds 21, WLEV, WKYE, wSLO, 3wM, WEIM, wHAI, WAFL, WSKI, WYKZ, WCKQ, WFPA, WGSV. WZNS, WKSO WKCX, KTYL, KVIC, WCMJ, WMTFM, KSCB, KAYN.
DONNY OSMOND "Sacred Emotion' (Capitol) 21/20
Rotations: Heary 1/1, Medium 1/0, Light 19/19, Tolal Adds 20, KESZ, KLCY, B100, K101, WSLQ, WEIM, WHAI, WGLL, WSKI, WLDR, WYKZ, WCKQ, KTDY, WZNS, WKSO, KVIC, WCMJ, KSCB, KBLQ, KYJC. Medium: WAFL NATIVE "What A Wonderiul World"' (Ode Sounds \& Visuals/A\&M) 21/4
Rotations: Heavy 0 , Medium 1/0, Light 20/4, Total Adds 4, 2WD, KELT, WHAI, WSKI. Medium: WEIM. Light including WLEV KSCB, WLDA, KKLV, KBLQ, KYJC, KAYN ERIC MARIENTHAL "I'm Gonna Wait On Your Love" (GRP) 21/0
Rotations: Heary 0 . Medium $8 / 0$. Light 13/0, Total Adds 0 . Medium: WNUA, WEIM, WZNS, WKSO, WJON, WLDR, KBLQ

ARETHA FRANKLIN \& WHITNEY HOUSTON "It Isn't, It Wasn't, It Ain't'" (Arista) 18/18
Rotations: Heavy 0 , Medium 5/5, Light 13/13. Total Adds 18 , WLEv, WSLQ, WMGN, WGLL, WAFL, WYKZ, wCKQ, wFPA Rotations: Heavy 0, Medium 5/5, Light 13/13, Total Adds 18, WLEV, WSLQ,
WGSV, KTDY, WZNS, WKCX, KTYL, KVIC, WCMJ, WMTFM, KSCB, KYJC.
JOHN FARNHAM "Two Strong Hearts" (RCA) 17/12
Rotations: Heavy 0. Medium 0. Light 17/12. Total Adds 12. WLEV, WSLO, 3WM, WSKI, WCKQ, WZNS, KTYL, KVIC, WCMJ KKLV, KBLQ. KAYN. Light including WEIM, WFPA, WKSO, WKCX, KYJC.
PETER CETERA "Holding Out" (WB) 16/4
Rotations: Heavy 0 , Medium 3/1, Light 13/3, Total Adds 4, WLTS, KHLT, WKSO, WKCX, Medium including WKYE, KTDY Light incliuding WVAF, WSLI, WRMF, WAFL, WZNS, KTYL, WCMJ, WMTFM, KBLQ MARTIKA "Toy Solders" (Columbla) 16/1
Rotations: Heavy 3/0, Medium $5 / 1$, Light $8 / 0$, Total Adds 1 , WKOX. Heavy: WAFL, WSKI, KRLB. Medium including WSLQ, WCKO, WKCX, KVIC. Light: KLCY, B100, WCMJ, KSCB, WLDR, KKLV, KBLO. KYJC
BILL GABLE "Go Ahead And Run" (PTivate Music) 16/0
Rolations: Heavy 0 , Medium 3/0, Light 13/0. Totai Adds 0 . Medium: WNUA, WEIM, KBLQ. Light: WEBE WKYE, WSLQ ANIMOTION "Calling it Love" (Polydor) 12/12
Rotations: Heavy 0, Medium 0, Light 12/12, Total Adds 12, WSLQ, WEIM. WSKI, WCKQ, WFPA, WZNS, WKSO, KVIC Rotations: Heavy O, Medium
WCMJ, KSCB, KYJC, KAYN.
KARLA BONOFF "Way Of The Heart" (Gold Castie) 12/1
Rotations: Heavy 0 , Medium 4/0, Light 8/1, Total Adds 1, WSKI. Medium: WNUA, WEIM, WHAI, KYJC. Light including WSLO,
BENNY MARDONES "Into The Night" (Polydor) 12/1
Rotations: Heavy 4/0, Medium 5/0, Light 3/1. Total Adds 1. WNLT. Heavy: WVBF, WNSR, K101, Y103. Medium: WALK WLTF, B100, WCMJ, KAYN. Light including WSLI, KBLQ.
PETER GABRIEL "In Your Eyes" (WTG) 11/1
Rotations: Heavy $1 / 0$, Medium 4/1, Light 6/0, Total Adds 1, Y103. Heavy: KM.JI. Medium including WNUA, WVAF, WCKQ
DUSTY SPRINGFIELD "Nothing Has Been Proved" (Enigma) 11/0
Rotations: Heavy 0 , Medium $6 / 0$, Light $5 / 0$, Total Adds 0 . Medium: WFPA, WKSO, WKCX, WJON, KKLV, KKYN. Light: WNUA EL DeBARGE "Somebody Loves You" (Motown) 10/10
Rotations: Heavy O, Medium 1/1, Light 9/9, Total Adds 10, WSLQ, WEIM, WHAI, WSKI, WCKQ, WFPA, WGSV, WZNS, WKSO FINE YOUNG CANNIBALS "Good Thing" (IRS/MCA) 10/4
Rotations: Heavy 4/0. Medium 4/2, Light 2/2, Total Adds 4, WNSR, WLTF, KYKY, B100. Heavy: K101, WKYE, Y103, WAFL Medium including 2WD, WKOX
FOUR TOPS "Loco In Acapulco" (Arista) 9/0
Rotations: Heavy 0 . Medium $1 / 0$. Light $8 / 0$. Total Adds 0 . Medium: WGSV. Light: WLEV, KELT, WSLO, WGLL, WLDR, KKLV NYLONS "Wildirie" (Windham HIH/A $\&$ M) $8 / 8$
ight $7 / 7$. Total Adds 8 , WMGN, WAFL, WFPA, WKSO WCMJ, WMTFM, KSCB, KYJC HENRY LEE SUMMER "Hey Baby" (CBS Assocłated) 8/6

Adds 6 , WSKI, WCKQ, WFPA, WZNS, WKSO, KVIC. Light including WKYE KKLV.

## Lohn Cougar <br> Mcllencamp

## "Jackie Brown"

A perfect powerhouse record for AC radio! On your desk Monday, June 26.




| L＊ | Tw |  |
| :---: | :---: | :---: |
| 1 | 1 | EARL KLUGH／Whispers And Promises（WB）．．．＂What＂ |
| 4 | 2 | RIPPINGTONS／Iourist In Paradise（GRP）．．．．．．．．．．．．．．．．．．． ．Tourist＂＂Let＇s＂ |
| 3 | 3 | OAVID BENOIT／Urban Daydream（GRP）．．．．．．．．．．．．．．．．．．．．＂Sailing＂＂Snow＂ |
| 2 | 4 | LARRY CARLTON／On Solid Ground（MCA）．．．．．．．．．．．．．．．．．． ＂Bubble＂＂Josie＂ |
| 5 | 5 | TIM WEISBERG／Outrageous Temptations（Cypress／A\＆M）＂Castaway＂．．．．＂Outrageous＂ |
| 7 | 6 | KIRK WHALUM／The Promise（Columbia）．．．．．．．．．．．．．．．．．．＂Desperately＂＂N．E．＂ |
| 10 | 3 | ACOUSTIC ALCHEMY／Blue Chip（MCA Master Series）．．．．．．．．．．＂Catalina＂＂Blue＂ |
| 8 | （8） | RICARDO SILVEIRA／Sky Light（Verve Forecast）．．．．．．．．．．．．．＂You＂＂Mysterious＂ |
| 13 | 9 | RICHARD SOUTHER／Cross Currents（Narada－Equinox／MCA）．．．．．．．．＂High＂＂Last＂ |
| 9 | 10 |  |
| 6 | 11 | JOE SAMPLE／Spellbound（WB）．．．．．．．．．．．．．．．．．．．．．．．．．．．＂Seven＂＂All＂ |
| 15 | 12 | RICHARD ELLIOT／Take To The Skies（Intima／Enigma）．．．．．．．．．．．．．．．＂Down＂＇In＇ |
| 16 | $(13$ | RAY 08IED O／Perfect Crime（Windham Hill）．．．．．．．．．．．．．．．．．．＂Short＂＂Sienna＂ |
| 11 | 14 | ANDREAS VOLLENWEIDER／Dancing With The Lion（Columbia）．．．．．＂Dancing＂＂And＂ |
| 18 | $(15$ | SCOTT COSSU／Switchback（Windham Hill）．．．．．．．．．．．．．．＂Country＂＂Switchback＂ |
| 12 | 16 | EDDIE DANIELS／Blackwood（GRP）．．．．．．．．．．．．．．．．．．．．＂Blackwood＂＂Cruise＂ |
| 14 | 17 | BILL GABLE／There Were Signs（Private Music）．．．．．．．．．．．．．．．．．．．．＇Go＂＂All＂ |
| 22 | 18 | RAY LYNCH／No Blue Thing（Music West）．．．．．．．．．．．．．．．．．．．＂Homeward＂＂No＂ |
| 19 | 19 | ERIC MARIENTHAL／Round Trip（GRP）．．．．．．．．．．．．．．．．．．．．．．．．＂I＇m＂＂Lee＂ |
| 20 | 20 | PHOEBE SNOW／Something Real（Elektra）．．．．．．．．．．．．．．．＂Something＂＂Touch＂ |
| 23 | （2） | MICHAEL MANRING／Toward The Center Of Night（Windham Hill）．．．．．．＂Life＂＂Way＂ |
| 21 | 22 | T LAVITZ \＆THE BAD HABITZ／T Lavit \＆The．．．（Intima／Enigma ．．＂September＂＂Dream＂ |
| 17 | 23 | HIROSHIMA／East（Epic）．．．．．．．．．．．．．．．．．．．．．．．．．．＂Come＂＂Daydreamer＂ |
| 29 | （20） | TUCK \＆PATTI／Love Warriors（Windham Hill）．．．．．．．．．．．．．．．．．＂Love＂＂Europa＂ |
| 28 | 25 | CHINA CRISISNiary 0i A Hollow Horse（A\＆M）．．．．．．．．．．．．．．．＇Stranger＂＂Diary＂ |
| 27 | （2） | FREDDIE HUBBARD／times Are Changing（Blue Note）．．．．．．．．．．．＂Back＂＂Fragile＂ |
| 24 | 27 | ROBERT KRAFT／Quake City（Sonic Edge）．．．．．．．．．．．．．．．＂Rubberneckin＇${ }^{\text {］}}$＂Beat＂ |
| 25 | 28 | MICHAEL PAULO／One Passion（MCA）．．．．．．．．．．．．．．．．．．．．．．．． 0 One＂＂As＂ |
| BREAKER | （29） | SPYRO GYRA／Point 0i View（MCA）．．．．．．．．．．．．．．．．．．．．．＂Slow＂＇Riverwalk＂ |
| BRPEAKIER | 30 | DAN SIEGEL／Late One Night（CBS）．．．．．．．．．．．．．．．．．．．．．＂Hometown＇＂Along＂ |



## 

DICK BAUERLE＂Measure For Measure＂（Atlantic）29／7
Rotations：Heavy 2／0，Medium 9／1，Light 18／6．Total Adds 7 ，WXDJ．WJIB，WPCH．WLSY，WMT－FM，WFMK，WHNN．Heavy
KWVS，WLOQ．BREAKER this week．
＊MAX GROOVE＂Midnight RaIn＂（Optimism）27／9
Rotations：Heavy $3 / 0$ ，Medium $8 / 3$ ，Light $16 / 6$ ，Total Adds 9 ，KTWV．WHRL，KWVS，WLOQ，WNGS，WMT－FM．WLHT，WFMK WHNN．Heany SMn KKCY，WLSY．BREAKER this week．
＊ELIANE ELIAS＂So Far So Close＂（Blue Note） $27 / 4$
Rotations：Heavy 40，Medium 14／2．Light 9／2．Total Adds 4，KEW，WOTB，KBCO，KTCL．Heavy：KGSR，WFAE，KLZS ＂DAVOL＂Mystic Waters＇（Silvar Wave） $27 / 2$
Rotations：Heavy 4／O，Medium 9／0，Light 14／2．Total Adds 2．WFMK，WHNN．Heavy：KLTR，KSNO，KTCL，SS．BREAKER this
CIRO HURTADO＂In My Mind＂（ROM）25／2
MR SPATS＂Drem Medium 10，Light 1／1．Tolal Adds 2．WOTB，WLHT．Heavy：KDAB，KKSF，WLSY MR．SPATS＂Dream Patrol＂（Nova）25／1
MICHAL URBANIAK＂Urban Express＇＂（East－West／Atlantic）24／7
，KWVS，WOTB，WLSY，WNGS，WFMK，WMGN，WHNN
FIELD OF DREAMS＂Soundtrack＇（Novus／RCA）24／0
MOTTORETTI＂First Generation＂，（ITV／Allen lance）22／WFAE，KEW，WLSY
Rotations：Heavy 2／0，Medium $11 / 0$ ，Light $9 / 4$ ，Total Adds 4 ，WXDJ，KLZS，KEYV，PS．Heavy：SMN，KKCY
LEO KOTTKE＂My Father＇s Face＇＂（Private Music）22／1
Rotations：Heavy $5 / /$ ．Medium $12 / 0$ ，Light $5 / 1$ ，Total Adds 1 ，WHRL．Heavy：BRZ，WFAE，WMT－FM，KTCZ，KSNO
PAT METHENY＂Letters From Home＂（Geffen）19／3
Rotations：Heavy $3 / 0$ ，Medium $8 / 4$ ，Light $8 / 2$ ，Total Adds 3 ，WVAE，KTWV，KBCO．Heavy：WXDJ，WNUA．KKSF
SWING OUT SISTER＂Kaloidoscope World＂（Mercury）18／1
Rotations：Heavy $3 / 0$ ，Medium $9 / 0$ ．Light 6／1，Total Adds 1, WPCH．Heavy：WJIB，WDXZ，WNGS
CLAIR MARLO＂Let It Go＂（Sheffield Labs）17／1
SPENCER NILSEN＂Architects Of Change＂（American Gramaphone）17／1
MAX HIGHSTEIN＂＂Touch The Sky＂＇（Serenity） $17 / 0$ Heavy：KTWV，KKCY，KIFM．
Rotations：Heavy $4 / 0$ ，Medium $6 / 0$ ．Light $7 / 0$ ，Total Adds 0 ．Heavy：



## M／EWCA」ームリリ」

＂MICHAEL PAULO＂One Passion＂（MCA）28／0
Rotations：Heavy 7／0，Medium 14／0，Light 7／0，Total Adds 0 Heavy：WJZZ，WSHA，WFSS，KSLU，WIVY，WVPE，IZTRAX ETRA this week．
＊MOTTORETTI＂First Generation＇＂（ITI／Alleqiance）27／3
Rotations：Heavy 710，Medium 10／0，Light 10／3．Total Adds 3，WCPN，KTCJ，KXPR．Heavy：KJZZ，WAER，KLCC，KUOP KSLU．JZTRAX，F40．CHART EXTRA this weok
＊＂DICK BAUERLE GROUP＂Measure For Measure＂（Atlantic）26／0
Rotations：Heavy $6 / 0$ ，Medium $13 / 0$ ，Light $7 / 0$ ．Total Adds 0 ．Heavy：WAER，WEBR．BBJZZ，WFSS，KSLU，WVPE，CHART
EXTRA
＂FRANK MANTOOTH＂Suite Tooth＂（Opilmism）25／8
Rotations：Heavy O／O．Medium 11／1，Light 147，Total Adds B．WRTI，WNOP，KTCJ．WSHA，KLCC．WEBR．WFSS，WSIE BREAKER this week
＂RICHARD ELLIOT＂Take To The Skies＂（Intima／Enigma）24／7
Rotations：Heavy 2／0，Medium 12／2，Light 10／5，Total Adds 7．WDET，KJZZ，KMHD，KLCC，WLVE．WSIE，wVPE．Heavy
KUOP，JZTRAX．BREAKER this week ＂BOB MINTZER＂Urban Contours＂（DMP）21／7
Rotations：Heavy 2／0，Medium $9 / 3$ ，Light 10／4，Total Adds 7，WRTI，KPLU，WSHA，WEBR，WTEB．WSIE．WVPE．Heavy
BBJZZ WUSF BRAKER this
＂JEFF BEAL＂Perpatual Motion＇＂（Antllles New Direction／Island）21／2
Rotations：Heavy $8 / / 0$ ．Medium $5 / /$ ，Light $8 / 2$ ．Total Adds 2．WSHA．WTEB．Heavy：KJZZ，KXPR，WFPL，WMOT，KLCC
BBJZZ，WUSF，KWMU．BREAKER this woek．
＂ACOUSTIC ALCHEMY＂Blue Chip＂（MCA）21／0
Rotations：Heavy 3／0，Medium 12／0，Light 6／0，Total Adds 0 ．Heavy：WDET，KSBR，JZTRAX．Mediums include：KJZZ，WHRO，
KLCC BEAKER this weal KLCYRO GYRA＂Poek
SPYRO GYRA＂Point Of View＂（MCA）20／6
Rotations：Heavy $7 / 1$ ，Medium 8／3，Light 5／2．Total Adds 6．WNOP，WAER，CJ，KSLU，WLVE，WSIE．Heavy：KTCJ，WJAZ
WEBR，JZSHOW KSBE，JZTRAX ROBERT KRAFT＂Quake Cliy＂（Sonic Edge）17／3
Rotations：Heavy $5 / 0$ ，Medium 10／1，Light 2／2，Total Adds 3．WIVY，WLVE，F40．Heavy：KJZZ，KPLU，WJAZ，KLCC，BBJZZ CIRO HURTADO＂In My Mind＂（ROW）17／1
Rotations：Heavy 210 ，Medium $5 / 0$ ．Light 10／1，Total Adds 1 ，WUSF．Heavy：KPLU，KLSK
HANK CRAWFORD＂Night Beat＂（Fantasy）17／0
Rotations：Heavy $9 / 0$ ，Medium $3 / 0$ ，Light 5／0，Total Adds 0 ．Heavy：KPLU，WJAZ，WFPL，WHRO，WSHA，WUSF，WSIE，
KWMU，KCLC．
STIX HOOPER＂Lay It Dn The Line＂＇（JCI）17／0
Rotations：Heaw $3 / 0$ ，Medium $6 / 0$ ，Light $8 / 0$ ，Total Adds 0 ．Heavy：WJAZ，WFSS，KSLU．

## And Continued Hot！



Available on Verve Forecast CD＇s，high quality Chrome Cassettes，and Audiophile LPs．


ADDS \& HOTS



## "Amandla"



Featuring "Hannibal" \& "Jo-Jo"

## Contemporary Jazz Chart 6

NOW ON 39 CONTEMPORARY
JAZZ REPORTERS INCLUDING:
WBGO WCPN KTCJ KXPR KPLU
WRTI WDET KJZZ KSDS
WNOP WJZZ KMHD KJAZ AND MANY MORE!


## Not

the Same
Old Jazz -
Warner Bros. Jazz!

## Sometimes numbers speak louder than words



## 8o's Ladies



## Over 1,OOO,OOO

- Establishing the first-ever platinum debut release for
a female in country and the only platinum country female certification in ' 89 .
- THIS WOMAN, her second album, almost goo,ooo after only 2 singles.

Only one format played her But almost two million people bought her

|  | $\begin{array}{r} \text { Total } \\ \text { Reports/Ados } \end{array}$ | Heavy | Madium | Light |
| :---: | :---: | :---: | :---: | :---: |
| 1 EDDY RAVEN/In A Letter To You (Universal) | 178/0 | 154 | 22 | 2 |
| 11742 GEORGE STRAIT/What's Going On In Your World (MCA) | 174/0 | 150 | 20 | 4 |
| 15963 REBA McENTIRE/Cathy's Clown (MCA) | 178/0 | 139 | 37 | 2 |
| 14 RICKY SKAGGS/Lovin' Only Me (Epic) | 169/0 | 141 | 25 | 3 |
| 14 12 75 RONMIE MILSAP/Houston Solution (RCA) | 172/1 | 136 | 32 | 4 |
| 16 14 8 © CONWAY TWITTY/She's Got A Single Thing... (MCA) | 173/0 | 110 | 55 | 8 |
| 57 RICKY VAN SHELTON/Hole In My Pocket (Columbia) | 165/0 | 128 | 27 | 10 |
| 28 KATHY MATTEA/Come From The Heart (Mercury) | 156/1 | 119 | 26 | 11 |
| $\begin{array}{llll}17 & 15 & 11 & \text { O McCARTERS/Jp And Gone (WB). }\end{array}$ | 175/0 | 83 | 77 | 15 |
| 21 is 12 (10 DOLLY PARTONWhy'd You Come In Here... (Columbia) | 175/0 | 69 | 97 | 9 |
| $13^{19} 17{ }^{13}$ (11) DON WILLIAMS/One Good Well (RCA) | 174/0 | 75 | 83 | 16 |
| 221916 (12) CHRIS HILLMAN \& ROGER McGuINM/ ${ }^{2}$ Ou Ain't Going Nowhere (Universal) | 172/3 | 56 | 97 | 19 |
| 282418 (3) PATTY LOVELESS/Timber I'm Falling In Love (MCA) | 174/3 | 34 | 113 | 27 |
| 232117 (10) GARTH BROOKS/Much Too Young (Capitol) | 164/4 | 51 | 90 | 23 |
| $\begin{array}{lll}24 & 22 & 19 \text { (15 StatLen Brothers/More Than A Name On A Wall (Mercury) }\end{array}$ | 169/1 | 28 | 116 | 25 |
| $\begin{array}{llll}25 & 23 & 20 & \text { (13) LORRIE MORGAN/Dear Me (RCA) }\end{array}$ | 169/8 | 35 | 104 | 30 |
| $\begin{array}{lll}27 & 25 & 21 \\ \text { (1) SHENANDOAH/Sunday In The South (Columbia) }\end{array}$ | 170/4 | 24 | 116 | 30 |
| $\begin{array}{llll}36 & 29 & 24 & \text { (8) HOLLY } \\ \text { dUNN/Are You Ever Gonna Love Me (WB) }\end{array}$ | 172/7 | 8 | 114 | 50 |
| 292723 (19) EMMYLOU HARRIS/Heaven Only Knows (Reprise) | 154/4 | 29 | 96 | 29 |
| 383232020 SOUTHERN PACIFIC/Any Way The Wind Blows (WB) | 163/5 | 10 | 96 | 57 |
| $\begin{array}{llll}35 & 31 & 26 & \text { (2) BILLY JOE ROYAL/Love Has No Right (Atlantic America) }\end{array}$ | 155/6 | 14 | 101 | 40 |
| $\begin{array}{llll}13 & 10 & 10 & 22 \\ \text { PAUL OVERSTREET/Sowin' Love (RCA) }\end{array}$ | 112/0 | 42 | 59 | 11 |
| $\begin{array}{lllll}12 & 8 & 9 & 23 & \text { OAK RIDGE BOYS/Beyond Those Years (MCA) }\end{array}$ | 10710 | 43 | 50 | 14 |
| $\begin{array}{lllll}48 & 36 & 32 & \text { 26) K.t. OSLINThis Woman (RCA) }\end{array}$ | 155/10 | 4 | 88 | 63 |
| $4 \begin{array}{lllll}4 & 4 & 14 & 25 \\ \text { Rosanne CASH/I Don't Want To Spoil The Party (Columbia) }\end{array}$ | 101/0 | 39 | 41 | 21 |
| $\begin{array}{lllll}40 & 35 & 31 & 36 \\ \text { michael martin murphey/Never Givin' Up On Love (WB) }\end{array}$ | 144/11 | 13 | 83 | 48 |
| 3733 23 MARY CHAPIN CARPENTER/How Do (Columbia) | 133/7 | 20 | 64 | 49 |
| ${ }^{43}$ 38 3838 VERN GOSDIN $/$ 'm Still Crazy (Columbia) | 153/13 | 0 | 88 | 65 |
| $6 \quad 6 \quad 15 \quad 29$ TANYA TUCKER/Call On Me (Capitol) | 10010 | 31 | 51 | 18 |
| - - 3730 KEITH Whitley/ Wonder Do You Think 0 ¢ Me (RCA) | 151/39 |  | 61 | 88 |
|  | 122/11 | 14 | 57 | 51 |
| breaker 32 WILLIE NELSON/Nothing I Can Do About It Now (Columbia) . | 122/22 | 6 | 51 | 65 |
| BREAKER 33 KENNY ROGERS/Planet Texas (Reprise). | 115/10 | 3 | 57 | 55 |
| 132234 EARL THOMAS CONLEY/ove Out Loud (RCA) | 68/1 | 19 | 32 | 17 |
| $\begin{array}{lllll}10 & 20 & 28 & 35 & \text { CLINT BLACK/Better Man (RCA) }\end{array}$ | 61/1 | 23 | 19 | 19 |
| 46433930 MARCY BROTHERS/Cotton Pickin' Time (WB) | 109/4 | 6 | 48 | 55 |
| BREAKER 3 JOHN DENVER \& THE NITTY GRITTY DIRT BAND/And So it goes (Universal). | 107/16 | 1 | 52 | 54 |
| $\begin{array}{lllll}2 & 11 & 25 & 38 \\ \text { dAN SEALS/They Rage On (Capitol) }\end{array}$ | 65/0 | 18 | 31 | 16 |
| BREAKER 39 HIGHWAY 101/Honky Tonk Heart (WB) | 113/30 | 0 | 31 | 82 |
| BREAKER © LONEL CARTWRIGHT/Give Me His Last Chance (MCA) | 110/33 |  | 29 | 81 |
| - 5044 (4) FOSTER \& LLOYD/Betore The Heartache Rolls In (RCA) | 86/9 | 1 | 35 | 50 |
| DEBUT (2) RANDY TRAVISPPromises (WB) ................. | 93/58 | 1 | 17 | 75 |
| $\begin{array}{llllll}5 & 16 & 30 & 43 & \text { DESERT ROSE BAND/She Don't Love Nobody (MCA/Curb) }\end{array}$ | 50/0 |  | 27 | 14 |
| - 48 NEW GRASS REVIVAL/Callin' Baton Rouge (Capitol) | 78/12 | 3 | 27 | 48 |
| - 47 Lee GREENWOOD//Love The Way He Left You (MCA). | 79/9 | 0 | 33 | 46 |
| DEBUT (6) FORESTER SISTERS/Don't You (WB) | 79/32 | 1 | 17 | 61 |
| DEBUT (1) RODNEY CROWELL/Above And Beyond (Columbia) | 82/59 | 0 | 13 | 69 |
| 18 30 41 48 | 35/0 | 17 | 7 | 11 |
| DEBUT (9) GARY MORRIIS/Never Had A Love Song (Universal) | 66/4 | 1 | 28 | 37 |
| 30283450 GEORGE JONES/The King is Gone (So Are You) (Epic) | 49/0 | 3 | 23 | 23 |

## HIGHWAY 101

Honky Tonk Heart (WB)
On $63 \%$ of reporting stations. Rotations: Heavy 0, Medium 31, Light 82, Total Adds 30 including WSNO, WTCR, CHOW, WKHX, KYKR,, WRNS, WMSI, KSSN, WKSJ, WLWI, WSLR, KWMT, KZKX, WWJO, WQXK, KKCS, KFMS, KWHT, KKAT, KMPS. Moves 45-39 on the Country chart.

## LIONEL CARTWRIGHT

Give Me His Last Chance (MCA)
On 62\% of reporting stations. Rotations: Heavy 0, Medium 29, Light 81, Total Adds 33 Including WaCB, WAYZ, WZPR, WXTU, WPOR, KRRV, KASE, KSSN, WLWI, WYYD, WCHY, WGEE, WXCL, WWJO, WTHI, KWOX, KIZN, KWHT, KKAT, KSOP, KSAN. Moves 46-40 on the Country chart

JOHN DENVER \& THE NITTY GRITTY DIRT BAND

## And So It Goes (Universal)

On 60\% of reporting stations. Rotations: Heavy 1, Medium 52, Light 54, Total Adds 16: WVAM, WTCR, WILQ, KEAN, KYKR, WEZL, WESC, KYKX, KNFM, WSM, WWKA, woww, wGEE, WFMS, KKCS, KFMS. Moves 46-42-37 on the Country chart.

## 

## RANDY TRAVIS "Promises" (WB) 93/58

Rotations: Heavy 1, Medium 17, Light 75, Total Adds 58 including WRKZ, WZPR, WWVA, WYNK, WZZK, WEZL, WUSY WRNS, WCOS, KPLX, KILTFM, WGKX. WSIX, WWWW. KXXY, KVOO, KWEN, KUPL, KRAK, KSON. Debuts at number 42 on

FOSTER \& LLOYD "Before The Heartache Rolls In" (RCA) 86/9
Rotations Heavy 1, Medium 35, Light 50, Total Adds 9, WHWK, wWYZ. WTCR. WRNS, WESC, WYYD, KBMR, WFMS, KZSN Heavy KDRK. Medium: WORC, KEAN, WLWI, WHOK, WOW, KFDI, KIK-FM, KASH, KIZN, KMIX. Moves 50-44-41 on the RODNEY CROWELL "Above And Beyond" (Columbia) 82/59
Rotations. Heavy 0 , Medium 13, Light 69. Total Adds 59 including WPOC, WYRK, WWYZ, WDSY, WBEE, WWVA, KEAN
KASE, WSOC, KPLX. WIVK, WSM, WTQR. WAXX. WDAF, WITL, WMIL, KIIQ, KCKC, KMPS. Debuts at number 47 OA
FORESTER SISTERS "Don't You" (WB) 79/32
Rotations: Heavy 1. Medium 17, Light 61. Total Adds 32 including WSNO. WAJR, WXTU, WPOR, WFLS, WESC. WTNV Country chan
LEE GREENWOOD 'II Love The Way He Left You" (MCA) 79/9
Rotations: Heavy O, Medium 33, Light 46, Total Adds 9, WQCB, WTCR, WZPR, WORC, KYKR, WCHY, WKKQ, KEKB, KWHT Medium: WAM, WEZL, WLVK, WSOC, WLWI, WCMS, WOWW. WQYK. KASH. KMIX, KNCQ. Moves 47-45 on the Country NEW GRASS REVIVAL "Callin' Baton Rouge" (Capitol) 78/12
Rotations: Heavy 3, Medium 27, Light 48, Total Adds 12 , WQCB, WQBE, WRKZ, WTCR, WBEE, KEAN, WXBQ, WMSI, KNFM WOWW. WQDR, WKKQ. Heavy: WYNK, WOKK. KUGN. Medium: KMML. KASE, WAMZ, WDAF, KASH, KDRK. Moves $48-44$

GARY MORRIS "Never Had A Love Song" (Universal) 66/4
Rotations: Heavy 1, Medium 28 , Light 37 , Total Adds 4 , WTCR, WXBQ, WTHI, KTPK. Heavy: KFGO. Medium: KASE, WEZL
WSOC WSTH, WFiS WKYO WPAP WKNN, WDWW WOYK, WUSO WOW, WXCL KASH KRK. the Country chart
SKIP EWING "The Coast Of Colorado" (MCA) 62/19
Rotations. Heavy 0 , Medium 9, Light 53, Total Adds 19, WDSY, WBEE, KRRV, WEZL, WUSY, WFLS. KNFM, WLWI, WNOE SUZY BOGGUSS "Cross My Broken Heart"' (Capitol) 60/12
Rotations: Heavy 1 , Medium 19, Light 40, Total Adds 12 , WORC. WSM, WUSQ, WYNG, K102. WTHI, KVOO, KIK-FM, KIZN KUGN. KTOM, KKAT. Heavy: WKAK. Medium: WEZL. WIVK, WOKK, WCMS, WTCM, KRKT, KDRK STEVE WARINER "I Got Dreams" (MCA) 59/40
Rotatons' Heavy 0 , Medium 9 , Light 50 . Total Adds 40 including WQBE, WWYZ, WRKZ, WBEE, KEAN, WRNS, WSTH, KIKK BAILLE \& THE BOYS "Heart Of Stone" (RCA) 54/28
Rotations: Heavy 1, Medium 10 , Light 43, Total Adds 28 including WOCB, WAYZ, WXKX, WXBQ, WUSY, WGKX, WSIX
WCMS WPAP WODR WAXX WTSO KFI, MOE BANDY "Brotherty Love" (Curb) 53/10
Rotations: Heavy 1 . Medium 13, Light 39, Total Adds 10 , KRRV, KIKK, KYKX, WGKX, WKNN, KJNE, KALF, KEKB, KIIQ,
KDRK. Heavy: WDAF. Medium: WSTH, WCMS KFGO. WXCL. KTTS WTCM, KFDI. KVOC KCKC

## 

DWIGHT YOAKAm 'Buenas Noches From A Lonely Room'' (Reprise) 44/16
Rotations: Heavy 0, Medium 9, Light 35, Total Adds 16 , WDSY, KRRV, WUSY, WFLS, WDXE, WNOE, WKYQ, WKNN, KJNE,
WCUZ, KFDI, KIK-FM, KFRE, KEKB, KTOM, KDRK Medium, KEAN, KIKK WDAF, KTS, JUDDS "Let Me Tell You About Love'" (Curb/RCA) 35/29
Rotations: Heavy 1 , Medium 7, Light 27. Total Adds 29 including WPOR, WILQ. WYNK, KIKK, KILTFM, WIVK, WAMZ, WGKX Rotations: Heavy 1 Medium 7 , Light 27 , Total Adds 29 including WPOR, WILQ. WYNK, KIKK, KIL
WOKK, WKYQ, WIRK, KJJY. WMUS, KXXY, KASH, KUZZ, KUUY, KYGO, KNIX, KUPL, KMPS.
MASON DIXON "A Mountain Ago" (Capltol) 33/7
Rotations: Heavy 0. Medium 6, Light 27, Total Adds 7. WPOR, KRRV, WEZL, WOXE, WUSN, KFGO, WTCM. Medium: WTVY WOW, KFDI, KRKT, KALF, KDRK. Light: WZPR, KAJA, KKYX, KCJB, KTTS, KWOX, KGHL
ROY ORBISON "Callfornla Blue" (Virgln) 32/7
Rolations: Heavy 1, Medium 7, Light 24, Total Adds 7, WQBE, WTCA, KEAN, KASE, WNOE, WWJO, KTOM. Heavy: KCKC
Medium WCMS WKNN KCJB WMUS, WOW. WTCM KWOX Medium: WCMS, WKNN, KCJB, WMUS, WOW, WTCM, KWOX Light WWYZ, WOKK. WKYQ, WQDR, WIRK.
WAGONEERS "SH A Little Closer" (A\&M) 30/8
Rotations: Heavy 0 , Medium 4, Light 26, Total Adds 8. KASE, WDXE. KYKX, WNOE, KKYX. WHOK, WOW. KFDI. Medium dONNA MEADE "When He Leaves You"' (Mercury) 29/4
Rotations: Heavy 0, Medium 8, Light 21, Total Adds 4, WOSY, WXCL, KIK-FM, KDRK. Medium: WTVY, WFLS. WOKK, WCMS.
WDAF, WTCM, KRKT. Light: KRRV, KYK, WSIX, WNOE, WPAP WYYD WHOK, KKDI, KALF. JOHNNY LEE "Maybe I Won't Love You Anymore" (Curb) 29/1
Rotations: Heavy 0 , Medium 8, Light 21, Total Adds 1, WOW. Medium: WICO, WTVY, KIKK, KVOO, KRKT, KIK-FM, KTOM Rotations: heaw. Might WCAO, WBEE, KILTFM, KKYY, WSLA, KWMT. KTPK, WTCM, KWOX, KNCQ
KDRK.

GAIL DAVIES "Hearts In The Wind" (MCA) 26/7
Rotations: Heavy 0, Medium 7, Light 19, Total Adds 7, WSTH, WNOE, KFGO, KVOC, KNCQ, KIIQ, KDRK. Medium: WCMS JONI HARMS "The Only Thing Bluer..." (Universaı) 247
Rotations: Heavy 0, Medium 4, Light 20, Total Adds 7. WSTH, WNOE, KCJB, KVOO, KIK-FM, KVOC. KEKB. Medium. KRKT JOSH LOGAN "Somebody Paints The Wall" (Curb) 24/1
Rotations: Heavy 0. Medium 8, Light 16, Total Adds 1, WMSI. Medium: KRRV. WSTH, WTVY, KFGO, KWMT, KTTS, KFDI TSO, WOW, KVOO, KWOX.
Belawy brothers "You'll Never Be Sorry" (MCA/Curb) 21/14
What

(Hations
ght: WXKX WICO KMML WSTH, WTVY, KKIX WFLS WUSQ WCIZ KVOO KFDI KRKT K K.D. LANG "Full Moon Full Of Love" (Sire/WB) 20/10

Rotations: Heavy 0, Medium 3, Light 17. Total Adds 10 , KKIX, WTNV, WDXE, WCMS, WYYD, WAXX, WCUZ, WOW, KASH KENDALLS "Blue Blue Day" (Epic) 19/6
Rotations: Heavy O, Medium 4, Light 15. Total Adds 6, WDXE, WNOE, KFGO, KCJB, KFDI, KASH. Medium: WOW, KTTS SHELBY LYNNE "The Hurtin' Side" (Epic) 19/6
Rotations: Heavy O, Medium 1. Light 18, Total Adds 6, WXKX, KRRV, KKIX, WMSI, WNOE, WAXX. Medium: WTVY. Light GRAYGHOST "Let's Sleep On It" (Mercury) 19/2
Rotations: Heavy 2, Medium O, Lught 17. Total Adds 2, KWMT, KEKB. Heavy: WKAK, WMIL. Light: WICO, KRRV, WSTH.
WTVY, WFLS, KSSN, WNOE, WCMS, WAXX, WDAF, KCJB, WOW, KVOO KRKT, KVOC DESERT ROSE BAND "HOII Trouble" (MCACUB) 17/15
DESERT ROSE BAND "Hello Trouble" (MCA/Curb) 17/15
Rotations Heaw, O. Medium 3. Light 14, Total Adds 15 , WXKX, KMML, WSOC, WOKK, KAJA, WUSQ. WTQR, KBMR, KXXY JANN BROWNE "You Ain't Down Home" (Curb) 17/4 WKLO
JANN BROWNE "You Ain't Down Home" (Curb) 17/4
Rotations: Heavy 0 , Medium 2, Light 15. Total Adds 4. WPOC, WUSQ, KFGO, KZLA. Medium: WTVY, WTCM. Light: WXKX
WICO, WSTH WDXE WSLR, WAXX, KRKT, KIK-FM, KVOC KUUY KNCO HANK WILLIAMS JR. "Finders Are Keepers" (WB/Curb) 16/15
Rotations: Heavy O, Medium 1, Light 15, Total Adds 15 , WAYZ, KMML, WSOC, KKIX, WTNV, WIVK, WOWW, WUSQ, KBMR LINDA DAVIS "Weak Nights" (Epic) 15/0
Rotations: Heavy 0 , Medium 3, Light 12, Total Adds 0 . Medium: WTVY, KFGO, WTCM. Light: WICO, KRRV. WSTH, WFLS
WDXE, WNOE, WYYD, KKYX WAXX, KTS KVOO KVOC BARBARA MANDRELL "Mirror, Mirror' (Capitol) 14/9
Rotations: Heavy O. Medium 1, Light 13. Total Adds 9. WSTH, WFLS, KYKX, WLWI, WCMS, KWMT, WTCM, KFDI, KNCQ PAL RAKES "All You're Takin' Is My Love" (Atlantic America) 13/5
Rotations: Heavy O, Medium 3, Light 10, Total Adds 5, KIKK. WNOE, WCMS, WXCL, WTCM. Medium: WKAK. WTVY. Light CHARLEY PRIDE "The More I Do" (16th Avenue/Capitol) 10/2

BURCH SISTERS "The Way I Want To Go" (Mercury) 9/7
Rotations: Heavy 0 . Medium 1, Light 8 , Total Adds 7 , KRRV. KMML, WFLS. WPAP, KFGO, KALF, KMIX. Light: KKIX, KRWQ.

## 

ARTIST/Song Title (Label)
Album Title
BRUCE HORNSBY \& NGDB/The Valley Road (Universal) . Will The Circle... 2 ALABAMA/High Cotton (RCA)
RANDY TRAVIS/t's Just A Matter Of Time (WB)
CLINT BLACK/Killin' Time (RCA)
RICKY VAN SHELTON/Living Proof (Columbia)
RANDY TRAVIS/Card Carrying Fool (WB)
DON WILLIAMS/Broken Heartland (RCA)
GEORGE STRAIT/Hollywood Squares (MCA)
GEORGE STRAIT/Ace In The Hole (MCA)
FOSTER \& LLOYD/She Knows What She Wants (RCA)
GEORGE STRAIT/Angel Angelina (MCA)

Southern Star Rock, Rhythm \& Blues . Killin' Time Loving Proof Pink Cadillac Soundtrack

One Good Well Beyond The Blue Neon Beyond The Blue Neon Faster \& Llouder Beyond The Blue Neon





## BABYFACE

It's No Crime (Solar/Epic)
71\% of our reporting stations on It. Rotatlons: Heavy 0/0, Medium 5/5, Light 65/64, Total Adds 69 Including WILD, WDAS, WUSL, HOT104, KHYS, KMJQ, WBLZ, WZAK, WVKO, KJLH. Debuts at number 38 on the Urban Contemporary chart.

ARETHA FRANKLIN \& WHITNEY HOUSTON
It isn't, It Wasn't, It Aln't (Arista)
68\% of our reporting stations on H. Rotations: Heavy 0/0, Medium 8/5, Light 57/52, Total Adds 57 Including WXYY, WILD, WDAS, WVEE, WYLD, HOT103, WGCI, WELZ, WVKO, XHRM.

## bOY GEORGE

## You Found Another (Virgin)

63\% of our reporting stations on h. Rotations: Heavy 0/0, Medlum 13/1, Light 48/9; Toted Adds 10, WXYV, WILD, K97, WEDR, WEKS, WPEG, WLOU, WIKS, WVOI, KDAA.

ERIC GABLE
Remember The First Time (Orpheus/EMI)
61\% of our reporting stations on it. Rotations: Heavy 0/0, Modium 10/2, Light 50/11, Total Adds 13 including WAMO, WEDR, KPRS, XHRM, KOXL, WPEG, WFXC, WZFX, WDIA, WaIm.

## NGWe AGTME

## THIRD WORLD "Forbidden Lowa'" (Mercury) 58/3

Rotations: Heary 3/0. Medium 37/2. Light 18/1. Tota Adds 3. WPAL, WCDX, WIQI. Heary: WIKS, WEAS, WVOI. Mediums TODAY "THE M De"" (Metrits at number 35 on the Urban Contemporary chart
TODAY Take R Oin (motown) $56 / 4$
Rotations: Heavy 20 . Medium 33/1, Light 21/3, Jotal Adds 4, WEDR, XHRM, KBCE, WIOI. Heavy: K97, HOT103. Mediums MIKKI BIFU. WILD, WOJY. WIHAA, KMJO. Debuts at number 40 on the Urban Cortemporany Chart.
Rotations: Heavy $1 / 0$. Medium 21/0, Light 33/6, Total Adds 6. KPRS, KDAY, KJLH, WFXA, WJJS, WIKS. Heavy: WEDR Mediums include: WDJY. KMJO, K97, WYLD. HOT103.
TEDDY RILEY faaturing GUY "My Fantasy" (Motown) 54/27
Rotations. Heavy O/O, Medium 8/3, Light 46/24, Total Adds 27 including WUSL. HOT103, WGCI, WBLZ, WZAK, KPRS, KDAY.
K.H. XHRM, WwKX Medium: WKYS, KHYS, K97 Z104, WOOK KJLH. XHRM, WWKX. Medium: WKYS, KHYS, K97, Z104, WCOK.
CAMEO 'Pretty GIrls' (Atlanta Artists/PolyGram) 54/1
Rotations: Heavy 2/0, Medium 27/O, Light 25/4, Total Adds 1, WHUR. Heavy: WJMI, KDKO. Mediums include: WXYV, WKYS,
KRNB, WEDR, WZAK. Z LOOKE "Githi
Z-LOOKE "Gitchi U" (Orpheus/EMI) 52/6
Rotations: Heavy 010 . Medium 17/0, Light 35/6, Total Adds 6, KRNB, WYLD. KMJM, KJLH, Z93, WJJS. Mediums include:
WKYS, K97 WWKX ISLEY BROTHERS featuring RONALD ISLEY "Spend The Night" (WB) 51/21
Rotations: Heavy 0/0, Medium 11/1, Light 40/20. Total Adds 21 including WXYV. WILD. WHUR, WVEE, WEDR. HOT103, Rotations: Heavy 0/0, Medium 11/1, Light 40/20. Total Adds 21 including WXYV. WIL
PWR94, WTLC, KPRS, KJLH. Mediums include: WRKS, WDAS, WKYS, K97, WZAK.
KENNY G "Against Doctor's Ordars" (Arista) 51/7
Rotations: Heary $0 / 0$. Medium 10\%, Light 41/A, Total Adds 7 , KRNB, Z93, WJTT, WFXC, WJJS, KCHX, K98-FM. Mediums
include WDAS WTLC WNHC WWKX, WWDM. include: WDAS, WTLC, WNHC, WWKX, WWDM.
DENZIL FOSTER \& THOMAS McELROY "Gotta Be A Better Way", (Atiantic) 50/10
Rotations: Heavy O/O, Medium $2 / 2$, Light 48/10, Total Adds 10, KDAY, WJIZ, WJTT, WFXC, WZFX, Z99, wQIC, K98-FM,
HOT105, WQIM. Medium: WIKS, WTMP.
GERALD ALSTON 'I Can't Toll You Why"' (Taj/Motown) 50/3
Rotations: Heavy 1/0, Medium 25/0, Light 24/3, Total Adds 3. WTLC, WPAL, KBUZ. Heavy: WDIA. Mediums include: WDAS,
KMJQ. K97. WEDR WNHC
BLUE MAGIC "It's LIke Magle" (Daf Jam/Columbla) 48/1
Rotations: Heavy 0/O. Medium 23/0. Light 25/1. Total Adds 1, WTLZ. Mediums include: WXYV, WDAS, WHUR, KMJQ,
PWR94. SHARON BRYANT 'Let Go" (Wing/Polydor) 45/17
Rotations: Heavy 0,0, Medium 9/1, Light 36/16. Total Adds 17 including WXYV. WRKS, WDAS, KRNB, PWR94, WNHC, WJIZ, WPAL, WWDM, WGMG. Mediums include: WILD, WKYS, K97, WJTT, WFXC. NEW EDITION 'N.E. Heartbreak' (NCA) 45/11
Rotations: Heavy 20 , Medium $11 / 0$, Ligh $32 / 11$, Total Adds 11 including WUSL. WTLC, KPRS, WEKS, WATV, wLOU, wJJS,
KCHX, WQOK, WJHM. Heavy: K97, KDKO Mediuns include: WRKS, WAMO, KHYS, KDAY, KJH. KCHX, WOOK, WJMM. Heavy: K97, KDKO. Mediums include: WRKS, WAMO, KHYS, KDAY, KJLH.
CHRISTOPHER MAX "I Burn For You" (EMI) $42 / 6$ CHRISTOPHER MAX "I Burn For You' (ENI) 42/6
Rotations: Heavy 1/0, Medium 8/0, Light 33/6, Total Adds 6, XHRM, WEKS, KQXL, WJMI, WIOI, Z92. Heavy: WILD. Mediums SIMPLY RED '41 You Don' Know
SIMPLY RED 'If You Don't Know Me By Now'' (Eieltra) 41/2
Rotations: Heavy 2/0, Medium 17/0, Light 22/2, Total Adds 2, OC104, WLOU. Heavy: KCHX, WJHM. Mediums include: WILD SPECIAL ED 'I Got It Mada" (Profile) 41/1
Rotations: Heary $2 / 0$, Medium 11/0, Light 28/1. Total Adds 1 , WTLZ. Heavy: KHYS, WZAK. Mediums include: WRKS, WHUR Rotations: Heary 20,
KDAY, WJIZ, WENN.
PASADENAS "Riding On A Train" (Columbla) 39/5
Rotations: Heavy 010 , Medium 6/0, Light 33/5, Total Adds 5 , WEDR, WJIZ, WXOK, WATV, 292. Mediums include: WAMO WPAL, WJTT, WALT, WTMP.
PATII LABELIE
PATTI LABELLE "If You Asked Me To" (MCA) 38/24
Rotations: Heavy O/O, Medium 4/0, Light $34 / 24$, Total Adds 24 including WHUR, HOT103. WBLZ, KJLH, WNHC, OC104,
WFXA, WXOK, WATV, WENN. Medium: WDAS, K97, XHAM, WIQI. WFXA, WXOK, WATV, WENN. Medium: WDAS, K97, XHRM, WIQ
ANGEE' GRIFFIN 'Toby'" (Luke Siyym,
ANGEE' GRIFFIN "Toby" (Luke Shyywalker) 38/3
Rotations: Heavy 20, Medium $15 / 0$, Light 21/3, Total Adds 3 , WIOI, WTLZ, KDIA. Meavy: WEDR, WJHM. Mediums include
WXYV, WBLZ, WZAK, WNHC, WXOK.
E.U. "A Taste Of Your Love" (Viggin) 36/21

Rotations: Heavy 1/0, Medium 6/2, Light $29 / 19$, Total Adds 21 including WRKS, WHUR, WEDR. MOT103, WZAK, WTLC DEZI PHILLIPS "Why You Wanna" (Tabu/CBS) 36/9
Rotations: Heavy 010 , Medium 410 , Light $32 \%$, Total Adds 9 , WYLD, WZAK, KBCE, WWDM, WFXC, WALT, WPLZ, WIOI,
WIZF. Medium: K97, WWKX, KII, WTIZ MIDNIGHT STAR 'WKX, KIIZ, WTLZ.
Rotations: Heavy O/O, Medium 11/1, Light 24/2. Total Adds 3, WDIA. WOQK, KACE. Mediums include: WDAS, WKYS,
WWKX, WEKS, WFXA. WWKX, WEKS, WFXA.
DEDN ESTUS 'Spell' ( (Nika/Polydor) 34/7
Rotations: Heavy O/O, Medium 4/0, Light 30/, Total Adds 7. HOT103, WBLZ, WZAK, KJLH, Z93, WJTT, WIKS. Medium:
KHYS, OC104, WFXA, WEAS. KHYS, OC104, WFXA, WEAS.
JOYCE SIMS "Looking For A Love" (Sleeping Bag) 34/3
Rotations: Heavy 1/0, Medium 10/0, Light 23/3, Total Adds 3. WDKT. WOIM, WOOK. Heavy: WIKS. Mediums include: WXYV
ATENSION "Crazy 'Bout You'' (island) 33/6
Rotations: Heavy 0/0. Medium 5/0, Light 28/6, Total Adds 6, KMJQ, KMJM, KIIZ, WPLZ, WANM, WTLZ. Medium: K97, WATV, KDOL THE GANG "Raindrops" (PotyGram) 29/12 Rotations: Heavy 0 , Medium $5 / 1$, Ligh 24/11, Total Adds 12
Z16, WQIC, K98-FM. Medium: Z104, WOQK, WDZZ, KDKO.


## WHISTLE "Right Noxt To Ma' (Salect) $29 / 2$

Rotations: Heavy 3/0, Medium 5/0, Light 21/2, Total Adds 2, WWKX, WOOK. Heavy: KHYS, XHAM, KDKO. Medium: WDAS,
WPEG, WJTT, WQOK, WJHM. WPEG, WJTT, WOOK, WJHM.
GLADYS KNJEHT "License To KमI" (MCA) 25/3
Rotations: Heavy 210 , Medium 10/h, Light 13/2, Total Adds 3, XHRM, WDIA, WIQI, Heavy: WKYS, WFXE. Mediums include:
WTLC, WFXA, WPEG WOKT, WOIM. WTLC, WFXA, WPEG, WDKT, WQIM.
GUY "Spend The Night" (MCA) $25 / 2$
Rotations: Heary $2 /$, Medium 8/1, Light 15/1, Total Adds 2, Z104, WIQI. Heavy: K97, WTUG. Mediums include: WAMO
KMJQ, KSOL, WFXC, WIZF.

## SGNIFIOAHAGAON

C.J. ANTHONY 'You Are Wry Starship'" (Jam Powar) 22/8

Rolaions. ENTOUCN 'il Hype' (Vinterfainment/Elehtra) 21/8
Rotations: Heavy O/O, Medium 3/0, Light 18/9, Total Adds 9. WYLD. PWR94, WGCI, WBLZ, WNHC, KQXL, KIPR, WOIM, um: WRKS, KJLH, KIIZ.
PAUL LAURENCE "I AIn't Wit It" (Caphol) 21/2
Rotations: Heavy 0\%, Medium 5/0, Light $16 / 2$, Total Adds 2 , WAMO, WJTT. Medium: WJMI, WEAS, WTMP, WIZF, WDZZ. MADONiN "Express Yoursell" (Sive/WB) 19/3
Rotations: Heavy $4 / 1$, Medium 70 , Light $8 / 2$. Total Adds 3. WPLZ, WEAS, WIOI. Meavy: OC104, KPRR, KCHX. Mediums
include: WKYS KJMZ KHYS XHRM, WOKT. include: WKYS, KJMZ, KHYS, XHRM, WDKT
TRINERE "Can't Stop The Baat" (Pandisc) 19/3
Rotations: Heavy 01, Medium 20, Light 17/3, Total Adds 3, PWR94, wxOK, WTME: Medium: WJTT, KPAR
DONNA SUMMER "This TIme I Know It's Real" (Atantic) 18/0
Rotations: Heavy $1 / 0$, Medium $5 / 0$, Light 12/0, Total Adds 0 . Heavy: KCHX. Medium: KJMZ, OC104, WJTT. KPRR, KDIA.
TYREN PERRY "What's Up" (Colum
TYREM PERRY "What's Up" (Columbla) 17/6
Rotations: Heavy 0/0, Medium 0/0, Light 17/8, Total Adds 8 , KJLH. WJIZ, WENN, wJTT, Z99, KIPR, WEAS, WTMP.
BREE7E 'LA Posse" (Atante)
BREE2E "LLA. Posse"' (Atlantic) 17/1
Rotations: Heavy $1 / 0$, Medium 0/0, Light 16/1
Rotations: Heavy 1/0, Medium 0/0, Light 16/1. Total Adds 1, Z99. Heavy: KDAY
JOHNNY P. "Connect The Dots" (Columbla) 16/0
hotations: Heavy $0 / 0$, Medium 2/0. Light 14/0. Total Adds 0 . Medium: WLOU, woI.
PUBLIC ENENY 'Flght The Power" (Motown) 16/0
ATLANTIC STARR "My Sugar" (WB) 1540 Adds O. Heavy: KDAY, Medium: WZAK, wIO
ATLANTIC STAR My Suga (WB) 15/10
Rotations: Heavy 0/0, Medium 1/1, Light 14/9, Total Adds 10, WAMO, WHUR, WNHC, WEKS, WFXC, Z104, WDKT, KIIZ,
BOOGIE DOWN PRODUCTIONS "Why is That?" (Jiva/RCA) 15/8
Rotations: Heavy 0/0, Medium 1/0, Light 14/8, Total Adds 8, KHYS, KMJQ, K97, KMJM, WOIS, Z99, K98-FM, WOIM. Medium: KDAY.
AL JARREAU "AH Of My Love" (Reprise) 15/5
Rotations: Heavy 00 . Medium 3/0, Light 12/5, Total Adds 5, PWR94, XHRM, WNHC, KFXZ, KACE. Medium: WDAS, KHYS,
KJIH. KJLH. 'Wanna Rock' (Select) 15/0
Rotations: Heavy 1/0, Medium 20, Light 12/0, Total Adds 0 . Heavy: KDAY. Medium: WEAS, KPRW.
NICOLE "Rock The House" (Oceana/Atlantic) 14/8
Rotations: Heavy OD, Medium 1/0, Light 13/8, Total Adds 8, HOT103, PWR94, WFXA, WJTT, Q92, WANM, HOT96, KPRW.
Medium: WTMP. TERRY TATE
TERRY TATE "Bahles Having Bahles" (Trumpet) 13/3
Rotations: Meavy 1/0, Medium 4/0. Light 8/3, Total Adds 3, K97, XHRM, KDKO. Heavy: waIM. Medium: WEDR, WNHC,
HOT105, WPLZ.
COOL'R "If in Were Ma" (Ode Sounds a Visuals/A\&M) 13/1
Rotations: Heavy $0 / 0$. Medium 3/0, Light 10/1, Total Adds 1, KACE. Mediurn: WWKX, WVOI, KDKO
THREE TIMES DOPE "Funky Dividends" (Arista) $12 / 5$
Rotations: Heavy O0. Medium 3/1, Light 9/4, Total Adds 5, 299, WTMP, KBUZ, KPRW, KDKO. M
DJ CHUCK CHILL OUT \& KOOL CHIP "Rhythm is The Mastor"' (Mareury) 12/3
Rotations: Heavy $1 / 0$, Medium 1/0. Light 10/3, Total Adds 3, WHUR, KHYS, KMJQ. Heavy: Q92. Medium: WGPR.
NEW SITUATION "Goin' To A Go-Go" (Coppersun) 11/1
Rotations: Heavy 0/0, Medium 1/0. Light 10/1, Total Adds 1 . WJIZ. M
RENA SCOTT "This Love is For You" (Sedona/JCI) 10/10
Rotations: Heavy 0\%, Medium 0/0, Light 10/10. Total Adds 10, WBLZ
TEN CITY "Where Do We Go" (Atiantic) 10/10
Rotations: Heavy 0/0, Medium 1/1, Light 9/9, Total Adds 10, WBLZ, WEKS, WPAL, WJTT, z99, WIKS, WIQi, WTMP, KBUZ,
WOMACK \& WOMACK "Mlssing Porsons" (Isiand) 10/0
Rotations: Heavy 0/0, Medium 1/0, Light 9/0. Total Adds 0 . Medium: KPRW

## nヨulanisisus

1 MIKKI BLEU/Something Real (EMI) . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 55/6
2 TEDDY RILEY featuring GUY/My Fantasy (Motown) 54/2 $54 / 27$
$50 / 10$
FOSTER.\& McELROY/Gotta Be A Better Way (Atlantic) . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 50/10
SHARON BRYANT/Lef Go (Wing/Polydor) $.45 / 17$
SPECIAL ED/I Got It Made (Profile) . . 41/1
ANGEE' GRIFFIN/Toby (Luke Skyywalker). .
DEZI PHILLIPS/Why You Wanna (Tabu/CBS)
DEZI PHILLIPS/Why You Wanna (Tabu/CBS) ...
C.J. ANFHONY/You Are My Starship (Jam Power)
.38/3
C.J. ANTHONY/You Are My Starship (Jam Power) . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . $22 / 0$

ENTOUCH/I Hype (Vintertainment/Elektra) . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .
TYREN PERRY/What's Up (Columbia) . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . $17 / 8$

## STRaghit from the hiart.

## "SOUL TALKIN"

## CHAKA

## KHAN

Produced by Russ Ttiefman

Renixad by Gery Wright

From the album © K .



## Who Says You Can't Have It All?



THE NEW SINGLE FROM


PRODUCED BY GEORGE DUKE FOR
GEORGE DUKE ENTERPRISES, INC
FROM THE ALBUM HEART'S HORIZON

玉.
1 TORA TORA/Walking Shows (A\&M) ..... 72
CONCRETE BLONDE/God Is A Bullet (IRS) ..... 62
BADLANDS/Dreams In The Dark (Atlantic) ..... 54
INDIGO GIRLS/Closer To Fine (Epic) ..... 51
JOHN EDDIE/Swear (Columbia) ..... 43
BLUE MURDER/Jelly Roll (Geffen) ..... 38
INDIO/Hard Sun (A\&M) ..... 30
8 FINE YOUNG CANNIBALS/Good Thing (IRS/MCA) ..... 29
MR. BIG/Addicted To That Rush (Atlantic) ..... 29
10 DIESEL PARK WEST/When The Hoodoo Comes (EMI) ..... 25
SILENT RAGE/Rebel With A Cause (Simmons/RCA) ..... 23
JOHNNY DIESEL \&.../Don't Need Love (Chrysalis) ..... 22
JUNKYARD/Hollywood (Getten) ..... 19
BOB MOULD/See A Little Light (Virgin) ..... 17
BLUE RODEO/Diamond Mine (Atlantic) ..... 13
NEVILLE BROTHERS/Yellow Moon (A\&M) ..... 13
17 NOISEWORKS/Simple Man (Columbia) ..... 12
SPIRIT/Hard Love (IRS) ..... 12
19 HOTEL HUNGER/Give Me Love (Megatorce/Atlantic) ..... 10
20 MARIA McKEE/'ve Forgotten What It Was... (Geftien) ..... 10

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

# marshall crenshaw "some hearts" 


from the new album "good evening"
produced by david kershenbaum and paul mckenna
management: collins and taylor management
NATIONAL AIRPLAY

${ }^{3}$ WKS ${ }^{2}$
KS WKS LW TW
(1) DON HENLEY/The End Of The Innoce
TOM PETTY/Runnin' Down A Dream (MCA)*
JACKSON BROWNE WOrId ID MAN HOWE
6 BILLY SQUIER/Don't Say You Love Me (Capitol)
PETE TOWNSHEND/A Friend Is A Friend (Atlantic)
1612 © DOOBIE BROTHERS/Need A Little Taste Of Love (Capitol)
3 3 a 9 QUEEN/I Want It All (Capitol)
2 1 2 10 STEVIE NICKS/Rooms On Fire (Modern/Atlantic)
${ }^{16}{ }^{13}$ "1 (1) LOVE \& ROCKETS/So Alive (Beggars Banquet/RCA)
1 \& 812 JOHN COUGAR MELLENCAMP/Martha Say (Mercury)

- 3014 (13 STEVIE RAY VAUGHAN \& DOUBLE TROUBLE/Crossfire (Epic)
18 is (4) TODD RUNDGREN/The Want Of A Nail (WB)
${ }^{19} 17$ 16 WINGER/Headed For A Heartbreak (Atlantic)
2 \& 16 DOOBIE BROTHERS/The Doctor (Capitol)
${ }^{24} 2020$ KING SWAMP/Is This Love (Virgin)
- ${ }^{37}$ (18) BAD ENGLISH/Forget Me Not (Epic)
$\begin{array}{llll}26 & 19 & 19 & 19 \\ \text { BON JOVI/Lay Your Hands On Me (Mercury) }\end{array}$
$\begin{array}{llll}40 & 29 & 25 & 20 \mathrm{CALL} / \text { Let The Day Begin (MCA) }\end{array}$
- 3529 (21) WHITE LION/Little Fighter (Atlantic)
$\begin{array}{llll}31 & 24 & 23 & 22 \\ \mathbf{1 0}, \mathbf{0 0 0} & \text { MANIACS/Trouble Me (Elektra) }\end{array}$
- Kaeps a bullot due to
contimued growth
continued growth
$1011{ }^{17} 24$ PAUL McCARTNEY/My Brave Face (Capitol)
4 9 1825 RICHARD MARX/Satistied (EMI)
${ }_{30}{ }^{27} 27$ 27 CURE/Fascination Street (Elektra)
${ }_{33} 262627$ WANG CHUNG/Praying To A New God (Geften)
з8 © ALLMAN BROTHERS/Statesboro Blues (Polydor)
${ }_{-1} 1424$ CULT/Fire Woman (Sire/Reprise)

| 53 | 38 | 36 | 30 |
| :--- | :--- | :--- | :--- |
|  |  | OUTFIELD/My Paradise (Columbia) |  |

- 54 43 33 CULT/Sun King (Sire/Reprise)
$\begin{array}{llll}45 & 36 & 34 & 32 \\ \text { RED SIREN/One Good Lover (Mercury) }\end{array}$
142232 33 TOM PETTY// Won't Back Down (MCA)
$\begin{array}{lllll}35 & 32 & 31 & 34 & \text { JEFF HEALEY BAND/Roadhouse Blues (Arista) }\end{array}$
$\begin{array}{llll}12 & 12 & 22 & 35 \\ \text { TIN MACHINE/Under The God (EMI) }\end{array}$
${ }_{57}$ \&2 41 38 SKID ROW/18 \& Life (Atlantic)
- 4542 BULLETBOYS/Smooth Up in Ya (WB)
DEBUT 30 U2/All I Want Is You (Island)
- 5250 WARRANT/Heaven (Columbia)
${ }_{20} 233340$ GREAT WHITE/Once Bitten Twice Shy (Capitol)
- 5751 (4i GREAT WHITE/Mista Bone (Capitol)
$\begin{array}{llll}15 & 15 & 21 & 42 \\ \text { R.E.M./Pop Song } 89 \text { (WB) }\end{array}$
- 53 52 (43 TORA TORA/Walking Shoes (A\&M)
${ }_{51}{ }^{43}$ al 47 TOM PETTY/Free Fallin' (MCA)
5244 «4 CONCRETE BLONDE/God Is A Bullet (IRS)*
${ }^{6} 0^{48} 48$ RAINMAKERS/Spend It On Love (Mercury)
${ }_{46} 393947$ BOB SEGER/Blue Monday (Arista)
-     - ${ }^{59}$ (6) BODEANS Nou Don't Get Much (Reprise)
- 56 54 © THIRTY EIGHT SPECIAL/Comin' Down Tonight (A\&M)
- 4949 © BONNIE RAITT/Love Letter (Capito) ${ }^{*}$
${ }^{43} 3740$ 37 DOOBIE BROTHERS/South Of The Border (Capitol)
- 55 55 62 INDIGO GIRLS/Closer To Fine (Epic)
DEBUT 63 KINGDOM COME/Who Do You Love? (Polydor)
-     - $s_{8}$ STEVIE NICKS/Long Way To Go (Modern/Atlantic)

| 23 | 21 | 28 | 55 |
| :--- | :--- | :--- | :--- | MELISSA ETHERIDGE/Chrome Plated Heart (Island)

$22 \quad 25$ 45 56 CINDERELLA/Coming Home (Mercury)
${ }_{55}$ 46 53 57 FINE YOUNG CANNIBALS/Good Thing (IRS/MCA)

- 5060 Be BADLANDS/Dreams in The Dark (Aitantic)
DEBUT (5ABULOUS THUNDERBIRDS/Knock Yourself Out (CBS Associated)
XTC/King For A Day (Geffen)
169 REPORTERS
Reports/Adds
Medium
${ }^{3}$ WKS ${ }^{2}$
WKS WKS LW TW


## 169 REPORTERS

## (1) TOM PETTY/Full Moon Fever (MCA) <br> DOOBIE BROTHERS/Cycles (Capitol)

3 з 3 JOHN COUGAR MELLENCAMP/Big Daddy (Mercury)

-     - © ANDERSON BRUFORD WAKEMAN.../Anderson Bruford Wakeman... (Arista)

4435 STEVIE NICKS/The Other Side Of The Mirror (Modern/Atlantic)
© JACKSON BROWNENOorld In Motion (Elektra)
6677 HENRY LEE SUMMER/'ve Got Everything (CBS Associated)

- 5 5 8 QUEEN/The Miracle (Capitol)

1212 • 9 LOVE \& ROCKETS/Love \& Rockets (Beggars Banquet/RCA)

- 30 із 10 STEVIE RAY VAUGHAN \& DOUBLE TROUBLE/n Step (Epic)

71011 CULT/Sonic Temple (Sire/Reprise)
$\begin{array}{lll}16 & 16 & 12 \\ \text { 12 } & \text { TODD RUNDGRENNearly Human (WB) }\end{array}$
15 is is (13) WINGERWinger (Atlantic)
9 1014 PAUL McCARTNEY/Flowers In The Ditt (Capitol)
17 14 16 (15) ROAD HOUSE/Soundtrack (Arista)
${ }_{20}$ 19 $_{19}$ 19 KING SWAMP/King Swamp (Virgin)
$\begin{array}{lll}18 & 18 & 18 \\ \text { 18 } \\ \text { (1) BON JOVI/New Jersey (Mercury) }\end{array}$

| 34 | 29 | 24 |
| :--- | :--- | :--- | (8) CALL/Let The Day Begin (MCA)

- 17 21 (10) GREAT WHITE/wice Shy (Capitol)
- ${ }^{27}$ (20) WHITE LION/Big Game (Allantic)

252222 (2) $\mathbf{1 0 , 0 0 0}$ MANIACS/Blind Man's Zoo (Elektra)
$5 \begin{array}{llll}5 & 8 & 14 & 22 \\ \text { RICHARD MARX/Repeat Offender (EMI) }\end{array}$
$\begin{array}{llll}24 & 24 & 23 & 23 \\ \text { CURE/Disintegration (Elektra) }\end{array}$
DEBUT (23 ALLMAN BROTHERS/Dreams (Polydor)
${ }_{23} 25 \quad 25 \quad 25$ WANG CHUNG/The Warmer Side Of Cool (Geffen)
212128 2020 OUTFIELDNoices Of Babylon (Columbia)
$\begin{array}{llll}35 & 33 & 30 & \text { RED SIREN/All Is Forgiven (Mercury) }\end{array}$
$\begin{array}{llll}8 & 11 & 17 & 28 \\ \text { TIN MACHINE/Tin Machine (EMI) }\end{array}$
${ }_{32} 323_{31}$ 25 WARRANT/Dirty Rotten Filthy Stinking Rich (Columbia)
$\begin{array}{llll}39 & 34 & 32 & 30 \\ 3 & \text { SKID ROW/Skid Row (Atlantic) }\end{array}$

- 4033 (3) BULLETBOYS/Bulletboys (WB)

DEEUT 32 U2/Rattle \& Hum (island)
${ }_{38} 35{ }_{35}$ 33 BONNIE RAITT/Nick Of Time (Capitol)
$\begin{array}{lllll}10 & 13 & 20 & 34 & \text { R.E.M./Green (WB) }\end{array}$
${ }_{38} 36$ CONCRETE BLONDE/Free (IRS)

- Kaepss a bullet due to
continued growth
DEbUT 30 TORA TORA/Surprise Attack (A\&M)
39 (3) THIRTY EIGHT SPECIAL/Rock \& Roll Strategy (A\&M)
40 Ralnmakens/The Good News And The Bad News (Mercury)
${ }_{27}{ }_{38} 39$ SARAYA/Saraya (Polydor)*
DEBUT © INDIGO GIRLS/Indigo Girls (Epic)


## JUNE 23, 1989

"Runnin'" (157) "Back" (45) "Free" (43)
"Little" (145) "Doctor" (86) "South" (37)
"Martha" (135) "Let" (27) "Jackie" (21)
"Brother" (162) "Order" (5) "Themes" (3)
"Rooms" (126) "Long" (37) "Fire" (24)
"World" (160) "Chasing" (12) "Patriot" (3)
"Hey" (151) "Treat" (2) "Louie" (2)
"Want" (133) "Party" (8) "Scandal" (3)
"Alive" (140)
"Crossfire" (150) "Leave" (2) "Tightrope" (1)
"Sun" (79) "Fire" (61) "Edie" (4)
"Want" (133) "Can't" (3) "Waiting" (1)
"Headed" (128) "Hungry" (1)
"Brave" (78) "Figure" (16) "Married" (10)
"Roadhouse" (73) "Blue" (56) "Rad" (15)
"Love" (118) "Man" (1) "Louisiana" (1)
"Lay" (114) "Stick" (1) "Shade" (1)
"Begin" (122)
"Mista" (64) "Once" (43) "House" (3)
"Little" (123) "Crazy" (1) "Mind" (1)
"Trouble" (111) "Poison" (3) "Puppet" (2)
"Satisfied" (68) "Nothin" (8) "Right" (2)
"Fascination" (105) "Pictures" (1) "Lovesong" (1)
"Statesboro" (99) "One" (3) "Rain" (1)
"Praying" (92)
"Paradise" (89) "Voices" (5) "Night" (1)
"Lover" (87) "Forgiven" (1) "Dare" (1)
"Under" (56) "Heaven's" (9) "Dance" (1)
"Heaven" (77) "Down" (14) "Sometimes" (1)
"Life" (70) "Remember" (12) "Sweet" (1)
"Smooth" (85) "Hell" (1)
"All" (59) "God" (2) "Hawkmoon" (1)
"Love" (57) "Nick" (3) "Thing" (2)
"Pop" (48) "Get" (1)
"God" (62) "Little" (2) "Happy" (1)
"Walking" (72)
"Comin'" (57) "Second" (4)
"Spend" (70) "Reckoning" (1)
"Get" (30) "Love" (16) "Healing" (1)
"Closer" (51) "Tried" (3) "Kid" (2)

| Reporis/Adds | Heavy | Medium |
| :---: | :---: | :---: |
|  |  |  |
| $167+10$ | $158+$ | $8-$ |
| $163-10$ | $140-$ | $22+$ |
| $155-10$ | $108+$ | $45-$ |
| $163++5$ | $127+$ | $30-$ |
| $142-11$ | $117-$ | $20+$ |
| $160-10$ | $119+$ | $40-$ |
| $152-10$ | $125-$ | $25+$ |
| $135-10$ | $101-$ | $30+$ |
| $140++14$ | $86+$ | $48-$ |
| $150+120$ | $56+$ | $89+$ |
| $128+112$ | $40-$ | $69+$ |
| $135-/ 3$ | $50+$ | $75-$ |
| $129-11$ | $46+$ | $70-$ |
| $95-11$ | $57-$ | $33-$ |
| $114-/ 6$ | $23-$ | $74+$ |
| $120-14$ | $34+$ | $67-$ |
| $115-12$ | $35=$ | $73-$ |
| $122+115$ | $20+$ | $85+$ |
| $102+/ 7$ | $35-$ | $53+$ |
| $123+/ 21$ | $15+$ | $87+$ |
| $112+/ 9$ | $32+$ | $64+$ |
| $77-10$ | $54-$ | $21+$ |
| $106+/ 6$ | $16-$ | $68+$ |
| $102 / 125$ | 14 | 60 |
| $92-10$ | $21=$ | $59-$ |
| $94+/ 12$ | $15+$ | $59+$ |
| $88+/ 8$ | $13+$ | $58=$ |
| $63-/ 1$ | $20-$ | $33-$ |
| $87+/ 13$ | $10+$ | $52+$ |
| $77+/ 10$ | $9-$ | $48+$ |
| $85+/ 12$ | $2=$ | $47+$ |
| $62+/ 31$ | $15+$ | $38+$ |
| $61+/ 5$ | $10+$ | $41+$ |
| $49-/ 0$ | $24-$ | $20-$ |
| $65=/ 5$ | $9+$ | $37-$ |
| $72+/ 14$ | $2=$ | $45+$ |
| $60+/ 11$ | $11=$ | $41+$ |
| $70+/ 9$ | $7+$ | $34+$ |
| $45+/ 16$ | $11-$ | $24+$ |
| $54+/ 7$ | $9=$ | $26+$ |
|  |  |  |



ALLMAN BROTHERS
Dreams (Polydor)
$60 \%$ of our reporters on it.

## GRAcK THE SKY

The New Hit Track "Under The Red Skies"

GENE ROMANO, PD, WDVE/PITTSBURCH: "Extremely strong song with a Pink Floyd/ Peter Gabriel quality to it. It's the third track from this great record that weve

| $1105 \cdot(1)=0$ |
| :---: |
| BLUE MURDER (33) |
| AlLman brothers (25) |
| WHITE LION (21) |
| StEvie ray vaughan... (20) |
| KINGDOM COME (19) |
| Sahaya (16) |
| CALL (15) |
| XTC (15) |
| TORA TORA (14) |



| $10.05100 \pm 0$ | HOTMES |  |
| :---: | :---: | :---: |
| B-52's/Channel STAN RIDGWAY/Calling CULT/Sun <br> B. GREBENSHIKOV/Radio PIXIES/Here | LOVE \& ROCKETS/Alve ADRIAN BELEW/Daddy PIXIES/Hare BOB MOULDLItlle WIRE/Eardrum | LOVE \& ROCKETS/Alve PIXIES/Here P.I.L./Disappointed CURE/Fascination ADRIAN BELEW/Daddy THE THE/Beat(en) PRINCE/Batdance |



## $1105 r^{r}-10=10$

BAD ENGLISH/Forget (63) BLUE MURDER/Jelly (33) U2/All (31)
ALLMAN.../Stateshoro (26) MR. BIG/Addicted (24) BODEANS/DOn' (21) CULT/Sun (21)
WHITE LIONLLttile (21)
KINGDOM COMENHO (20)
STEVIE RAY.../Crossifire (20) TANGIER/Line (20)

## H017

TOM PETTY/Runnin' (139)
DON HEMLEY End (130) ANDERSON.../Brother (127) H. L. SUMMER/Hey (124) J. BROWNEMOFId (119) STEVIE NICKS/Rooms (113) QUEEN/Want (101) MELLENCAMP/Martha (97) DOOBIE BROS.Need (93) BILLY SQUIER/DON' (92)

## -ivisur

BILLY SQUIER/DOn't (44) QUEEN/Want (37) LOVE \& ROCKETS/AIIVE (36) ANDERSON.../Brother (31) DON HENLEY/End (31) WINGER/Headed (29) STEVIE RAY.../Crossfire (23) TOM PETTY/Runnin' (21) WHITE LION_ Litile (21) WHITE LIONAitile (21)
GREAT WHITE/Bitten (18)

## NGWe As cilly

JOHN EDDIE "Swarr" (Columbia) 43/7 (36/9)
Adds: WDVE, WLLZ, KKEG, WRQK, KJJO, WKQZ, KRZQ. Heavy 2: WDHA, WTPA. Medium 21 including WBCN, WMMR, BLUE MURDER "Jeily Roll" (Geften) 38/33 (5/0
Adds including WLZR, KAZY, KBER, WZZO, WIXV, WRQK, KATT, KEZO, WYBR, KMOD. Heavy 3 including WCMF, KNAC Medium 18 including WBAB, Q107, WKLS, KZEW, KISS, WLIZ, WRIF, WPLR, KNCN, WIMZ
Saraya "Get You Ready" (Polydor) 30/18 (12/2)
Adds including WKLS, KZEW. WLLZ, KUPD, WZZO, WHCN, WHEB, WEZX, WAVF, WIMZ. Heavy 2; WCCC, WYBR. Medium 19 including WBAB, WDHA, WTPA, KKEG, WSTZ, KRZQ, WAZU
INDIO "Hard Sun" (A\&M) 30/12 (18/3)
Adds including WDHA, WHCN, WHEB, WPDH, KLBJ, KLAQ, WQBZ, KBAT, WROK, WYBR, Heavy 6 including CHOM, Q107, WTPA, CHEZ, WGIR. Medium 11 including WXRT, KTCZ, KBCO, CFOX, WHFS, WWTA, WIZN, KBOY
MR. BIG "Addicted To That Rush" (Atlantle) $29 / 24(5 / 3)$
MR. BIG "Addicted To That Rush" (Atlantic) 29/24 (5/3)
Adds including Q107, KISS, WLZR, KRXQ, KRQR, WAQY, KNCN, KMJX, WYBR, KICT. Heavy 1: KNAC. Medium 11
including WBAB, WIMZ, WLAV, KEZO, KFMG, KZRR, KKDJ, KDJK, KAZQ, WAZU,
VAN MORRISON "Whanever God Shines His Light" (Mercury) 26/3 (24/10)
Adds: WDHA, WRXL, WZXL. Heavy 3: CHOM, DC101, WPDH. Medium 18 including WNEW, WXRT, KTCZ, KBCO, KFOG,
CFOX, WHFS, WLAV KEZO KLP
DIESEL PARK WEST "When The Hoodoo Comes" (EMI) 25/6 (18/8)
Adds: WBCN, KRXQ, KLAQ, WYBR, KMOD, WPXC. Heavy 1: WTPA. Medium 12 including WHJY, WSHE, KXRX, WHFS, WRXK, WLAV, WOFM, KJJO, KEZO, KEZE.
STEVIE NICKS "Flre Burning" (Modarn/Atlantlc) 24/4 (22/4)
Adds: WBAB, KXAX, KOZZ, WPXC. Heavy 7: WMMR, WLVQ, WAQY, WAPL, WIOT, WAKI, WGIR. Medium 16 including WNEW, KZAP, KRSP, CHEZ, WRDU, WTUE, KKBB, KLPX, WKLT, KFMU.
SILENT RAGE "Rebol With A Cause" (Simmons/RCA) 23/2 (23/2)
Adds: KMJX, WKGZ. Madium 10: KUPD, KBER, WTPA, KRIX, WQFM, KJJO, KEZO, KNAC, KRZQ, WAOR
JOHNNY DIESEL \& THE INJECTORS "Don't Nead Lova" (Chrysalls) 22/10 (12/10)
Adds: KZEW, KYYS, WDHA, KWIC, KKEG, KMJX, WTUE, WYBR, KDJK, KBOY. Medium 8 including KLOL, KSJO, WRXK KEZE
MARSHALL CRENSHAW "Some Hearts" (WB) 22/9 (13/13)
Adds: KZAP, WEZX, WKDF, KEZO, KRZQ, KTYD, WPXC, KRNA, KFMF. Medium 14 including WHFS, WSTZ, KRIX, KQDS,
TOM PETTY "Feel A Whole Lot Better" (MCA) 22/3 (20/1)
Adds: KRQR, WYBR, KFMZ. Heavy 11 : WLVQ, KSHE, KOME, WQMF, KBAT, WTUE, KQDS, WIOT, KMOD, KKBB, WRKI , KIA , WEBN, KZAP, WDHA, WDIZ, WTKX, KAT

Adds: KDKB, KXRX, WDIZ, WAXL, WGIA, WGLF. Heavy 10 including CHOM, KTCZ, KUPD, KISW, WHFS, KLBJ, KQOS KRNA, WMAD. Medium 10 including KZEL. WIZN, WRKI, WRUF, WYMG, KATS.
SIMPLE MINDS "Take A Step Back" (A\&M) 21/6 (18/3)
Adds: KBAT, KJJO, KRZQ, WAOR, KFMF, KCHV. Heavy 2: KLOS, WHFS. Medium 15 including WNEW, KLOL, WYNF
JOE JACKSON LP "Blaze Of Glory" (A\&M) 19/4 (16/1)
Adds: WBCN, WZXL, WMAD, KZOQ. Heavy 6 including WXRT, KBCO, CHEZ, WIZN, WRKI. Medium 9: KTCZ, KLOS, KXRX JUNKYARD "Hollywood" (Geffen) 19/2 (17/1)
Adds: KFMG, KWHL. Heavy 1: KNAC. Medium 12 including WBAB, KAZY, KBER, WCCC, WPLR, WQFM, KJJO, KEZO
CHRIS ISAAK "Don't Make Me Dream About You" (Reprise) 18/4 (14/2)
Adds: WBCN, KBCO, WYBA, KAZQ. Medium 10 including WXRT, KZAP, KFOG, KSJO, WHFS, WHEB, KDJK, KFMU.
BLUE RODEO LP "Dlamond Mine" (Atiantic) 17/0 (17/0)
Heavy 2: WHJY, CHEZ. Medium 11: CHOM, Q107, KBCO, KZAP, CFOX, WHFS, WLAV, KEZO, WMAD, KBOY, KFMU
PAUL McCARTNEY "Figure Of Eight" (Capitol) 16/5 (12/9)
Adds: WKLS, KUPD, KLBJ, KWIC, KQDS. Heavy 3 including KQRS, WGIR. Medium 12 including WBAB, KTCZ, KZAP,
LITTLE FEAT "Rad Gumbo" (Arista) 15/3 (12/2)
Adds: WBAB, WMMA, KZAP. Heavy 5: DC101, KSHE, WTPA, WRXL, WZEW. Medium 10 including WNEW, WFBQ. KTCZ,

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

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

BREAKERS - Albums and tracks reach Breaker status the first week they are reported by at least 60\% of our AOR reporters.

MOST ADDED - This week's most added albums and tracks
MOST REQUESTED - This week's most requested tracks.
HOTTEST - This week's albums and tracks receiving the most heavy reports.

| Laylists－Arists are listed once per playyist in the highest rotation that any of their alium＇stracks is reoonted For example it tracks from the same album are reported in both heavy and heavy． |  |  | \％ | ： | Mutispimoun |  |  | Manumanater | WGTRMMIaml （305） $759-4311$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | （emme |  | \％ |  |  |  |  |  |  |
|  |  |  | \％ |  |  |  |  | \％ |  |  |
|  |  |  |  |  |  |  |  |  | \％ |  |
|  |  | 边 |  |  |  |  |  |  | 込 |  |
| For all stations，light rotation iscondensed to include only adds tothe rotation this week．For P－2 and the rotation this week．For P－2 and$P-3$ stations，medium rotation is |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  | 边 |  |  |  |  |  | \％ |
| condensed in the same manner Symbols： |  |  |  | \％ |  | \％ |  |  |  | \％ |
|  |  |  |  |  |  |  | （ex |  |  |  |
| （M）；（L）－Other tracks from that lbum are in those rotations |  |  |  |  |  |  |  |  | \％usimemiso |  |
|  |  |  |  | \％ | Mrput |  |  |  |  | \％ |
| （medium or light）． <br> A＂frozen＂list indicates that a |  |  |  |  | \％ond |  |  |  |  | 幺－mix |
| and last week＇s rotations are in－ cluded in the data base．Stations secutive weeks do not contribute |  |  |  |  |  | mpent |  | 隹 | \％umem |  |
|  |  |  | \％ | \％ |  | \％osm | ， | mamman |  |  |
|  |  |  |  | ： |  | \％ | \％em | 成\％ | \％\％ewtam | wifxcrinitio |
| PARALLELS－Stations arranged by market size，according to Ar－ |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  | \％ivirusw |
| Parallel One：1，000，000＋． |  |  |  |  |  |  | － |  |  |  |
|  |  |  |  |  |  |  |  | （emm |  |  |
| 1．000，000． <br> 10aral inee under 200,000 Stations at a significant ratings <br>  parallel |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
| Rx－5：54 |  |  |  |  |  |  |  |  | \％ |  |
|  |  |  |  | \％ |  |  |  |  | 边 | \％e |
|  |  |  |  |  |  |  |  |  |  | 5atit mpy |
| $p 1$ | 201 |  |  |  |  |  |  |  |  | \％ |
|  |  |  | 边 | \％as mimm |  |  | and |  | \％ |  |
|  | ciow |  |  | \％ | （extem | \％ | \％）．inmme | \％ | ： |  |
|  |  |  | 边 |  |  |  |  |  |  |  |
|  | 3． | 边 |  |  | wexssam |  |  |  | Kissine inion | $\cdots$ |
|  |  |  |  |  | 边 | ： |  |  | \％mm |  |
|  | \％ |  | \％mzation |  |  |  |  |  | \％umb |  |
|  |  | \％osmut |  |  | \％ |  | \％ |  |  |  |
|  | 䢒 |  | \％ |  | ， |  | \％ | \％rionamatim |  |  |
|  |  |  |  |  |  |  |  | 䢒 |  |  |
|  |  |  | 边 |  |  |  |  | \％ |  |  |
|  | mmanpmas |  |  |  |  |  |  |  |  |  |
| , |  |  |  |  |  |  |  |  | \％ | 12x |
|  | \％ |  |  |  |  |  |  |  |  |  |
|  | \％ | \％ |  |  |  |  | come |  |  |  |
|  |  |  |  |  |  |  |  |  | P2 |  |
|  |  |  | \％ |  |  | 边 |  | ， |  |  |
|  | 边 | \％ |  |  |  |  |  |  | 122 822 |  |
|  |  | ） |  |  |  |  |  |  |  |  |
|  |  |  |  | come |  | w |  |  |  |  |
|  |  | \％ |  |  | 边 |  | \％aymammex |  |  | \％umzrowico |
|  | 戓 | ${ }^{\text {cithem }}$ |  |  |  |  |  | \％ex | 边 | mixam |
|  |  |  |  |  |  |  |  | \％ |  |  |
| Hixizem |  |  |  |  | comem | － |  |  | 込 |  |
|  |  |  | 边 |  | 年： | ， |  | \％ut |  |  |
|  |  |  |  |  |  |  |  |  | 140988 |  |
|  |  | \％ |  |  |  |  |  |  | \％ |  |
|  |  |  |  |  | \％ |  | coick |  | ） |  |
|  |  |  |  |  | \％ | ． |  |  | \％ |  |
|  | \％ | comem |  |  | 2 |  |  |  | Continued on | next page |



| MIDWEST | KFAZIColumbia | surnition | KLOSILos Ange | NDC RE | KPOUHonolulu （808）524－7100 |  | KTYD／Santa Barb （805）967－4511 |  |  | Werl ${ }_{\text {Wentumbe }}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | mip |  |  |  |  |  |  |  |
|  |  |  |  | ${ }^{\text {and }}$ |  | Sill |  | ， | ciol |  |
|  |  |  |  |  |  |  | osion poxix |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  | ${ }^{141517) 7540987}$ |  | Kon |  |  |  |  |  |  |
| mant mit simer |  | $\pm$ |  |  |  | $\substack{\text { cosem }}$ | ，met | K20am 12.50000 | cin | cosem |
| （ex | 为 |  | ） |  | 退 |  |  |  | enamies |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  | Lres vegas | cin | Jact | Sxcrew mom |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  | Stil Lex |
| P1 |  |  | 架： |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | $\mathfrak{c}$ |  |  |  |  |
|  |  |  |  |  |  |  |  |  | VYEN TH： Bot test ： BOB MD <br> PIXIES BAND OR SUSANS NAKED RAYGUN <br> NAKED RAYGUN PERE UBU |  |
|  |  |  |  | \％ | KNACllos An |  | P3 |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  | chemer |  | Eunem |  |  | cutan |  |
|  | ${ }^{1910}$ |  |  |  |  |  |  | 旡 | \％ |  |
|  |  |  | 边 |  |  | \％ |  |  |  |  |
|  | \％ |  |  | ${ }_{\text {Kiswn }}$ |  | amee |  |  |  | kirs |
|  | come | ${ }^{10}$ |  |  |  | newr mema | ，moxem | Nous |  | $\mathrm{Sam}_{\mathrm{Fr}}$ |
| cosem | 边 |  |  | Noser |  |  |  |  |  |  |
| come | maticis |  |  |  |  |  |  |  | 5ind |  |
| Man monism |  |  |  | JOhn COUGAR MELLEN（M） STEVIE NICKS（M） QUEENSRYCHE | ，mex sam |  | \％ermeri |  |  |  |
|  | 10， |  |  |  |  |  |  |  |  |  |
| Nomat |  |  |  |  |  | jerr |  |  |  |  |
| or mexs | \％ |  |  |  |  | arisir |  |  |  |  |
| ， |  |  |  |  |  |  | 18） 3438 | \％omern | mame |  |
| Miditin one |  |  |  |  |  |  |  | \％ |  |  |
|  | culd |  |  |  |  |  |  |  |  |  |
| PABULOUS THUa CHRIS ISAAKa PEREGRINSLIght |  |  |  |  |  |  |  |  |  |  |
|  |  | neins |  |  | Bixde |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\text {kB }}$ |  |  |  |  |  |  |  |  | Sem |
| cin | 成： |  |  |  |  |  | 边 | 边 | Simer |  |
| Six mome |  |  |  |  |  | max | － | 込 | ， |  |
|  |  |  |  |  |  |  |  |  |  | He |
| 边， |  |  |  | －2 |  |  |  |  |  |  |
|  | ，mixitut | come |  |  | Sux com |  | Kbovime | Stites |  | kusf |
| se． | 込 |  |  |  |  |  |  | （10） | \％or mas | 込 |
| min mix |  | ms |  |  |  |  |  |  |  |  |
|  |  |  |  | 0. |  |  |  | 込 |  |  |
|  | $-2,0$00 |  |  |  |  |  | 69 Current Reportar 180 Current Playlists |  |  |  |
|  |  |  |  | motam |  |  |  |  |  |  |
|  |  |  |  | \％2 |  |  | callod in frozen Playlut（3）： |  |  |  |
|  | $\begin{gathered} 1800 \\ \text { an } \\ 0 \end{gathered}$ |  |  |  |  |  | KGON／Portland KORSMAInneapoll |  | \％ |  |
| ＋r |  |  |  |  |  |  |  |  |  |  |
|  | cisme | Vancouver |  | ${ }^{\text {mor cams }}$ |  | 成 | Did Not Repor，Playlut Frozon（6）： |  |  |  |
|  |  |  |  | \％atat |  |  | Jose |  |  | umino |
| timer |  | Sournt |  |  |  |  |  |  |  |  |
|  | mot |  |  |  |  |  | WONE／Akron |  |  | － |
|  | \％x |  | coit |  | KEzEspoxan | ，iciche | WRDU／RaleighWZYC／Conetal |  |  |  |
|  |  |  |  | ataman |  | coict |  |  |  |  |
|  |  |  |  |  |  |  | NEW ROCK |  |  |  |
|  |  |  |  |  |  |  | DDS \＆HOTS |  |  |  |
| come | Kobisen Diaso |  |  |  |  | owom |  |  |  | cour |
|  | coick |  |  |  |  |  |  | 188x |  | Luis obl |
|  | \％ |  |  |  |  |  | － |  | cois |  |
|  |  |  |  |  |  |  |  |  |  |  |
| （802）897－9300 |  |  |  |  | ，minorr |  | Suta |  |  | ain |
|  |  |  |  |  |  |  |  |  | 边 | Simb munom |
| 为 | comp |  | \％ |  |  |  |  | momencas |  |  |
| Some | cita |  | com |  |  |  |  |  | ${ }_{23}^{23}$ Current toporiners |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | cmisut | ，mazer |  | wiver | cheme |  | dor |  |  |  |








## CHR ADDS \& HOTS



# RiNG SUMMP <br> "IS THIS LOVE" 

ACTION AIRPLAY AT:
WXKS KWOD
WZOU WMMS WNVZ KXXR

WAEB KJl03 WOMP KPAT 100 KHI KATM WHTO WDBR WSPK KRZR WZKX WPFR \(\begin{array}{llll}K106 \& KZZU WPFM \& KFBQ<br>WROQ \& WWFX WCIL \& ZFUN\end{array}\) WQUT 95XIL 99KG Y97





| MILI VANILLI <br> Baby Don't Forget My Number (Arista LP: All Or Nothing Total Reports 212 85t |  |  |
| :---: | :---: | :---: |
| Region ReachE 868 <br> S 898 |  |  |
|  |  |  |
|  |  |  |






## ROXETTE

| Dressed For Success (EMI) LP: Look Sharp! |  |  |
| :---: | :---: | :---: |
| Total | 1 Reports 190 | 768 |
|  |  | Parallel |
| ( $\begin{aligned} & \text { Regitional } \\ & \text { Reach }\end{aligned}$ | 26 | ${ }^{\text {Reach }}$ |
| ${ }^{5}$ 808 |  | P2 798 |
| 5 75: |  | P3 978 |
|  | Chart Summary |  |
|  |  |  |
|  | Pos ${ }^{1}$ Pl | ${ }^{\text {P2 }}$ 2 ${ }_{0} \frac{\text { P3 }}{0} \mathrm{Tot}$ |
| National | 2-5 | 000 |
| Summary | 6-15 | $5 \quad 7 \quad 17$ |
| UP 147 | 16-40 24 | $73 \quad 55152$ |
| debs 15 | Ons | 7111 |
| same 18 | Adds | $\begin{array}{llll}5 & 1 & 6\end{array}$ |
| DOWN | Adds | $2 \begin{array}{lll} \\ & 1 & 3\end{array}$ |
| AdDS | Total 33 | 9265 |
|  | SOUTH <br> WBBO 32-27 | P3 |
|  |  |  |
|  | $195.30-2$ |  |
| Wxxs ${ }^{8,35}$ <br>  <br> ckor ${ }^{38}$-31 <br> Pro-pM 35-32 |  | NTRR |
|  |  | comede |
|  | (icco |  |
| soutr | ${ }^{\text {axima }}$ | Wikt |
|  | MKSI ${ }^{28} 8$ | 95xLL 31-29 |
|  |  |  |
|  |  |  |
|  <br> wnvz 19-13 |  | whro $39-36$ |
|  | (tark | sootr |
| midmes |  |  |
|  |  |  |
| 295 ${ }^{\text {d- } 28}$ |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  | (ss, |
|  |  |  |



S



|  |  |  |
| :---: | :---: | :---: |
|  |  |  |
|  |  |  |




W




S/GNIFICANT ACTION

A


##  <br> \section*{ROB BASE}


$\stackrel{ }{ }$


OEAO DR ALI
Come Hom

|  |
| :---: |
|  |
|  |

PARALLELS.

## SIGNIFICANT ACTION

| Q-FEEL <br> Dancing In Heaven (Jive/RCA) LP: Q-Feel |  |  |
| :---: | :---: | :---: |
| enst <br> s007R <br> KRBR a <br> MIDWest <br> 295 d-30 <br> WEST <br> 55104 12-10 <br> $\begin{array}{ll}\text { Y108 } & 5-4 \\ \text { K22P } & 4-5\end{array}$ <br> K22P ATO $^{-5}$ <br> $\begin{array}{ll}\text { KWOD } & \text { a } \\ \text { KCPX } & 31-29 \\ \text { KKLO } & 29-29\end{array}$ <br> KKLO 29-28 | HOT102 38-30 <br> HOT977 d-37 <br> P2 <br> EAST <br> WUS R on <br> 80077 <br> WFHP a RZPM on <br> R2FN on 298 B <br> KBPW a <br> BJ105 29-24 <br> MIDNEST | MHET <br> KYuto on IIDC $19-18$ <br> RYR On <br> KCRO -10 KKFR $18-11$ <br> KOY-FM 16-14 KDOH On <br> b3 <br> RABT <br> EOUH <br> 1106 d-30 <br> MIDNEST <br> West <br> $\begin{array}{ll}\text { K2O2 } & d-40 \\ \text { SLY } 96 & 32-32\end{array}$ |



SEDUCTION




|  |  | Ampors |
| :---: | :---: | :---: |
| 1 | CULT/Fire Woman (Reprise) | 115 |
| 2 | JEFF HEALEY BAND/Angel Eyes (Arista) | 84 |
| 3 | HOLLY JOHNSON/Love Train (Uni/MCA). | 68 |
| 4 | 10,000 MANIACS/Trouble Me (Elektra) | 54 |
| 5 | DE LA SOUL/Me, Myself \& 1 (Tommy Boy) | 54 |
| 6 | STEVIE B/In My Eyes (LMR). | 54 |
| 7 | GRAYSON HUGH/Talk It Over (RCA) | 48 |
| 8 | SOUL II SOUL/Keep On Movin' (Virgin) | 35 |
| 9 | WHISTLE/Right Next To Me (Select) | 32 |
| 10 | KING SWAMP/ls This Love? (Virgin) | 30 |



New artists have not yet had a CHR Breaker.
CHR REPORTER INDEX LISTING


## BREAKERS.

## DON HENLEY

## The End Of The Innocence (Geffen)

$71 \%$ of our reporters playing It. Moves: Up 21, Debuts 67 , Same 45, Down 0, Adds 45 including WZOU, WEGX, PWR99, WNVZ, Q105, Q102, KDWB, KS104, KCPX. See Paralleles, debuts at number 39 on the CHR chart.

## PAULA ABDUL

## Cold Hearted (Virgin)

$70 \%$ of our reporters playing it. Moves: UP 27 , Debuts $\mathbf{6 0 ,}$ Same 22, Down 0, Adds 67 Including WZOU, WEGX, 94 Q, Y100, KEBQ, KCPW, KS104, KKRZ, KPLZ. See Parallels, debuts at number 38 on the CHR chart.

## DEBBIE GIBSON

No More Rhyme (Atlantic)
64\% of our reporters playing It. Moves: Up 56, Debuts 42, Same 30 , Down 0 , Adds 32 inclualing WBLI, KKBQ, WNVZ, KIIS, HOT102, PWR106, WIOQ, WSSXX, WIXX, KWNZ. See Parallels, debuts at 37 on the CHB chart.

GREAT WHITE
Once Bitten, Twice Shy (Capitol)
61\% of our reporters playing It. Moves: Up 90, Debuts 21, Same 16, Down 1, Adds 24 including WKSE, PRO-FM, Q105, WNCl, WLOL, Y108, KKRZ, WNOK, WGRD. See Parallels, moves $40-32$ on the CHR chart.

## REAL LIFE

Send Me An Angel '89 (Curb)
60\% of our reporters playing it. Moves: Up 89, Debuts 15, Same 23, Down 10, Adds 14 including B97, PWR96, K104, WQUT, Z98, 92Q, KZ93, KF95, KYRK. See Parallels, moves 31-28 on the CHR chart.


DONNY OSMOND "Sacred Emotion" (Capitol)
 WIMGER "Headed For A Heartbreak" (Atlantlc)
Reports: 132. Moves: Up 56, Debuts 28 , Same 24, Down O, Adds 24 including PWR99, KWSS. Q106, WKQB, WSSX, BJ105,
Z106, WDLX, WMEE, KAY107, KRZR, G98, KMY, WGH 19-9, Z95 d-29, 92X 24-18, WDFX 9-8, KXXR 7-4, WKBQ 17-13, SWEET SENSATION "Hooked On You" (atco)
Reports: 130 Moves. Up 71, Debuts 17. Same 30, Down O. Adds 12, KCPW, KDWB, Q106, WKQB, KEZB, WZYP, WOKI,
99WAYS, $95 \times$ KX. Y106, WIBW, KFBQ. WZOU 31-27. WPLJ 33-25, WEGX 30-26, HOT102 25-20. PWR106 34, 25-19. WNNK 20-16. See Parallfls, debuts at number 40 on the CHR chart with $73 \%$ of the airplay charred mICHAEL DAMIAN "Cover Of Love" (Cypress/a\&M)
 38-34, WAUT 38-34, KYYA 29-24
Reports: 116. Moves: Up 71. Debuts t4, Same 20, Down O, Adds 11, Q105, KPLZ, WCGQ, KJ103, WMHE, WKPE, G98, KAIZ, Q101, WVBS. KLVU, WXKS 12-11, HOT97798, WHYT 10-8, HOT 102 19-13, KDWB 26-20, Y1089-3. PWR106 14-11, KZZ2 9-8, KRQ 31-24. See Parallels, debuts at number 33 on the CHR chart with $77 \%$ of the action charted and $37 \%$ Top ANIMOTION "Calling It Love" (Polydor)
Repors: 115. Moves: Up 34, Debuts 22, Same 45, Down 0. Adds 14, WZOU, KISN. FLY92. WERZ, WYCR, FM100, WRVQ,
92Q. WRQN, KWNZ, WWFX, KOIZ, WYKS, KFBQ, WGH 34-27, WNCI 28-23, K104 13-9. WHHY 28-23. 92a, WRQN, KWNZ, WWFX, KaIZ, WYKS, KFBQ, WGH 34-27, WNCI 28-23, K104 13-9. WHHY 28-23.
CULT "Fire Woman" (Reprise)
Repons: 115 . Moves: Up 61, Debuts 14, Same 29, Down 1, Adds 10, FLY92, WOKI, WBAM, K92, WPHR, KZIO, KRZR,
WNYP, KWTX, WPRR, WZOU 34-30, KRBE 24-18, WGH 28-25, $92 \times 32$ 32, KXXR 5-3, WKBQ 33-27, WSPK $39-35$, WZYP PETER GABRIEL "In Your Eyes" (WTG
Reports. 107 Moves: Up 57. Debuis 15 , Same 25. Down 1, Adds 9, WXKS, WZPL, WAEB, WVSR, WKSI, KRNQ, KZ10, KZ93,
KLYW, KRBE 28-19, Q105 11-10, Z95 19-13, WLOL 18-15. KIIS 26-23, KPLZ 37-31, KUBE 19-15. WABB 30-25, SLY96 12-9. L.L. COOL J "I'm That Type Of Guy" (Def Jam/Columbia)
 JODY WATLEY featuring ERIC B. \& RAKIM "Friends" (MCA)
Reports: 94 . Moves: Up 39, Debuts 18, Same 17. Down O. Adds 20 including WPLJ, Z100, PRO-FM. KKBQ. HOT TO2, WLOL,
KIIS, WNNK. WYCR, K106, KRQ, WXKS 20-16. KTFM 26-21, B96 27-22, KROY 16-13, KMEL 28-22. WIOQ d-17, WANS 40-31, KKMG $33-24$.
JEFF HEALEY BAND "Angel Eyes" (Arista)
Reports: 84 . Moves: Up 24, Debuts 16, Same 19, Down 1, Adds 24 including CKO1, B94, PWR99, KTFM. WMMS, KXYQ,
KPLZ, WPHR, KLQ, Z104, KRZR, WFXX, WGH 13-10, KISN 38-34, K 104 10-8, WYCR d-19, WBBO 27-17, K106 19-5, WQUT BENNY MARDONES "Into The Night" (Polydor)
Reports 83. Moves: UP 45, Debuts 4. Same 19. Down 11, Adds 4, WTIC, KZFM, Y107, WJAD, B104 6-5, WZOU 12-7, WPLJ
5-4, Z100 20-14, WAVA 6-2, 92X 21-14, KKRZ 23-19, FM102 11-9, X100 4-3, K104 16-10, WRVO 24-16, WKDD 12-5, 103CIR $7-6$. WDBR 12-10. $94 \%$ have chartad $t$ with Top 15 or better action at $65 \%$
CURE "Fascination Streat" (Elektra)
 ZFUN 26-21, $\begin{aligned} & \text { ARETHA FRANKLIN \& WHITNEY HOUSTON "It Isn't, It Wasn't, it Aln't Never Gonna Be" (Arista) }\end{aligned}$ Reports: 73. Moves: Up 1, Debuts 1, Same 0, Down 0, Adds 71 including WXKS, WBLI, WEGX, 0107, WPGC. 940. B96 WHYT, KKAZ, FM102, KMEL, KUBE JET-FM, $100 K H 1$, KXX 106, WKZL, KF95, WPRA, HOLLY JOHNSON "Love TraIn" (UnI/MCA)
Repons: 68. Moves: Up 19, Debuts 7 , Same 38, Down 0, Adds 4, KKRZ, WPHR, KKFR, KZOZ, WZOU 35-29, KRBE 33-30
WKBO 30-26, KISN d-36. WPST 25-21, K98 29-25, K106 33-29, WQUT $33-29, Z 104 \mathrm{~d}-37$, KYNO 35-31. WPFM $35-31,99 K$ THIRTY EIGHT SPECIAL "Comin' Down Tonight" (AsM)
Reports: 67. Moves: UP 12, Debuts 4, Same 36, Down 0, Adds 15, WZOU, KEGL, Q105, WERZ, WKEE, 93Q, KWES. KTUX.
KF95, WTHT, KQIZ, WKSF, KIXY, WUBS, Y94, 92X 35-28, KXXR 33-30, WQUT 15-11, WDLX $38-28$, KSND $33-28$, KQCR michael bolton "Soul Provider" (Columbla)
Reports: 65 . Moves: Up O. Debuts 10 , Same 22, Down O. Adds 33 including WZOU, KRBE, Q102, KKRZ, KXYQ, KWOD
KWSS. JETFM, WTIC, $100 \mathrm{KHH}, 098$, WRVO, KJ103, KAY107, KCPX d-37, KISN d-40, WVSR - 40 , WNNK d-37, WPHR d-37 KWSS. JETFM, WTIC, $100 \mathrm{KH}, \mathrm{Q}, \mathrm{Q} 8$, WRVQ, KJ103, KAY1/7, KCPX
CHICAGO "We Can Last Forever" (Full Moon/Reprise)
Feports: 61. Moves: Up 38, Debuts 3, Same 16, Down 4, Adds O including PWR99 20-16. WCZY 12-7. KCPW 23-19, WSS
7-6, WQUT 13-10, FM100 24-21, WKDD 22-19, KZIO 36-33, WZOK 8-7, KQMQ 27-22, KZZU 21-18, WHTO 27-24, WQW 27-19, WCIL 32-26.

## 10,000 MANIACS "Trouble Me" (Elektra)

KLW, KBOZ, WXKS 16-12, WZOU 25-19, KISN 24-20, WERZ $24-20$ K K106 3B-33, WBCY 26-22, 95XXX 35-30, KIRS 32-27 DE LA SOUL "Me, Myself \& I" (Tommy Boy)
Reports 54. Moves: Up 28. Debuts 6, Same 10, Down 4, Adds 6, WBBO, B93, KZFM, KKYK, KBFM, WIKZ, WXKS d-22
HOT97 $18-15$ Y100 26-21, HOT102 23-17 KIIS 17-12, PWich


| $113-5 r^{\prime}-1-200$ | $11051-1911 /$ | 70715 |
| :---: | :---: | :---: |
| ARETHA \& WHITNEY (71) | SWEET SEMSATION (88) | MARTIKA (139) |
| PAULA ABDUL (67) | KARYN WHITE (85) | SIMPLY RED (113) |
| HOWARD JONES (48) | WINGER (84) | MILLI VANILLI (102) |
| DON HENLEY (45) | DONNY OSMOND (76) | MADONMA (101) |
| LIVING COLOUR (42) | CULT (74) | F. Y. CANNIBALS (94) |
| DONNY OSMOND (42) | PETER GABRIEL (71) | RICHARD MARX (65) |
| ROBERT PALMER (41) | JODY WATLEY (57) | LOVE \& ROCKETS (53) |
| MICHAEL BOLTON (33) | ANIMOTION (56) | PRINCE (50) |
| DEBBIE GIBSON (32) |  | DOOBIE BROS. (36) |
| michael damian (27) | JEFF HEALEY BAND (39) | GREAT WHITE (32) |

Most Active $=$ Ups + Debuts - Downs
STEVIE B "In My Eyes" (LMR)
Reports: 54. Moves: Up 32, Debuts 4, Same 12, Down 1. Adds 5. WXKS, WPLJ, WEGX, WRCK, Y106, Z100 26-23, KTFM
29-26. PWR106 19-16, KGGl 11-6, KROY 14-11, KWOD 34-30, HOT977 1-1, WTIC $11-8$, WIOQ 13-5, 22-19, KKSS 24-14, B95 4-2. Converted to chart action at 78\% with $43 \%$ showing Top 15 or better. WHITE LION "Little FIghter" (Atlantlc)
 WHOT, KRZR, KZZU, WWFX, 95XIL, WFXX, KWTO, KTRS, KKBQ 26-22, K106 36-27, KTUX 38-33, KRNO 31-26
HOWARD JONES "The PTIsoner" (Elektra)
Reports: 50. Moves: Up 2, Debuts 0 , Same 0 . Down O, Adds 48 inciuding CKOI, KKBQ, WNVZ, 92 X , WNCI, KXYO, KWOD
K104, WTIC, K106, WANS, WAPE, WHHY, KATM, KZZU, WZKX, KTMT, KXXR $37-32$, Y97 $31-27$. SA-FIRE "Gonna Make It" (Cutting/Mercury)
Repors: 50. Moves: Up 9, Debuts 7 , Same 22, Down O, Adds 12 , WNCI, KUBE, WCGQ, 2102 , KKXX, KYNO, KCAQ, KOY
FM. WKPE. KNAN. KTMT. SLY96, WEGX 29-25, B96 29-26, HOT102 $39-36$, KMEL 30-26, B95 36-33. OV103 d-35.

## EJGNFIGAMIAOHJON

dead OR Alive "Come Home With Me Baby" (Epic)
22 including WXKS, HOT97, B97, WGH HOT102, PWR106 GRAYSON HUGH "Talk II Over"' (RCA
Reports: 48. Moves, Up 13, Debuts 8, Same 14. Down 0, Adds 13, WYCR, KZZB, WNOK, WCGQ, WKSI, WZYP, KZIO, KLQ.
G98, KISR, WOBR, WPRR, KOZE, KISN 34-31, WBBQ 17-7, WAPE 20-10. WAVQ 12-10, WMHE $34-28$. KSND $37-30$, WJMX LIVING COLOUR "Open Letter (To A Landlord)" (Epic)
 ROBERT PALMER "Tell Me I'm Not Dreaming" (EMI)
Reports: 41, Moves: Up 0 , Debuts 0 , Same 0, Down 0 , Adds 41 including WXkS. WZOU WPLJ, 94Q. PWR99, WGH. WNVZ
B96, PWR106, KISN. WTIC. WBCY. WMHE, KSND. WPFM 8ILLY SQUIER "Don't Say You Love Me" (Capitol)
 KGOT, KEGL 15-12, KXXR 20-13, WQUT 35-28, WAZY 37-33, Y97 16-13, OK95 24-19.
SOUL II SOUL "Keep On Movin'" (Virgin)
Reports: 35. MOves: Up 14, Debuts 2, Same 3, Down 0, Adds 16 inclualing KTFM, HOT977, KC101, KZFM, WANS, KKXX
KYRK, KCAQ, KKFR, KDON, KIXY, HOT97 12-7, Z100 12-9, B96 32-28, WIOQ 22-14. WHISTLE "Right Next To Me" (Select)
Reports: 32. Moves: Up 23, Debuts 2, Same 6, Down O. Adds 1, X 100 . B97 3-2, KZZP 6-4, KGGI 14-10. FM102 16-12, KZZB
37-27, WAPE 11-8. WKZL 11-6, Z99 25-19, KIVA 23-18, KKMG 29-21, KYRK 21-11, KKFR 7-5, OV103 22-19. 84\% are Charting if with top 15 or better moves at 44\%
KING SWAMP "Is This Love?" (VIrgin)
 SURFACE "Shower Me With Your Love" (Columbia)
Repors: 29. Moves: Up 9, Debuts 5, Same 1, Down O. Adds 14 Including WZOU, Y100, KTFM, KCPW. KGGI, X100, WANS
Z102, KYAK, KDON. WPGC 14-11, KZZP 29-23. KMEL 13-10, KWSS $39-30$, KLUC $37-29$. RED SIREN "One Good Lover" (Mercury)
Reporrs: 28. Moves: Up 2, Deburs 3, Same 9, Down 0, Adds 14 including wzOU, WMMS. WPST, KTUX, KRZR, KZZU, WPRR
WKPE, KPAT. KTRS, KZE, ZUS ANDREAS VOLLENWEIDER "Dancing WIth The Lion" (Columbia)
Reports: 28 . Moves: Up 1, Debuts 2, Same 20, Down 0, Adds 5, KUBE, WANS. WHOT. WPFM, WPFR. CKOI on. KMEL on
KPLZ on-dp, K104 d-28. WNNK 39-34 U2 "All I Want Is You" (Island)
heports: 26. Moves. Uo 2, Debuts 6, Same 11, Down O, Adds 7, WZOU, K104, WERZ, KWES, KATM, KRZR. WCIL, WMMS
on, KXR on, WROQ d-26, KSND d-35, Y97 38-31. O-FEEL "Dancing In Heaven" (Jive/RCA)
Reports. 26. Moves: UP M10, Debuts 5, Seme 5, Down 1. Adds 5, KRBE, KWOD, WFMF, Z98, KBFM, Z95 d-30. HOT 102
$38-30$, Y Y LIVING IN A BOX "Blow The House Down" (Chrysalis)
Reports: 25. Moves. Up 1. Debuts 0 , Same 1. Down 0 . Adds 23 inc
TOMMY PAGE "A Zillion Kisses" (Sire/WB)
Reports: 24. Moves: UP 3, Debuts 2, Same 12, Down 0, Adds 7, WZOU, KMEL, WAEB, B95, KWNZ, G98. KTRS, 94 Q on,
WL-27, Y 108 on. SEDUCTION "You're My One And Only (True Love)" (Vendetta/AsM)
Repors: 24. Moves: Up 11. Debuts 2, Sa
woo 35-31. KKXX 37-31, B95 24-20,
ROB bASE "Joy \& Pain" (Profile)
Reports: 24. Moves: Up 12, Debuts 0 . Same 6. Down 5. Adds 1. KBFM, FM102 17-13, WAEB 22-16, WLAN 35-29, K98 5-4,
KZFM 30-25, 8956 ,
SARAYA "Love Has Taken Its Toll" (Polydor)
Reporrs: 23. Moves: Up 5. Debuts 2. Same 10. Down 0, Adds 6. 92X, KWOD, WSPK. KRZR, WHTO. WIBW, WMMS on, WDFX
on-dp, KSAQ ondp. KATM d-F7. 99KG 37-33. OK95 15-10.
PETE TOWNSHEND "A Friend is A Friend" (Atlantic)
Repors: 22. Moves: Up 0 , Debuts 2. Same 13, Down 0, Adds 7. Q98, KTUX, KSND, G98. WPFM, WBNQ, KPAT, WGH on-dp.
CHUCKII BOOKER "Turned Away" (Atlantle)
Repors: 20. Moves: Up 4, Debuts 3, Same 4, Down O. Ados 9, WXKS, KTFM, KZZP, FM102, KKLO. B93, K98, KZZB mICA PARIS "My One Temptation" (Island)
meports: 16. Moves: Up 8. Debuts O, Same 6. Down 1. Adds 1, WXKS, HOT 102 36-32. FM102 on-dp, KROY on-dp, KOMO
LITLLE RIVER BAND "Listen To Your Heart" (MCA)
TKA "You Are The One" (Tommy Boy/WB)
Repons: 15. Moves: Up 7. Debuns 1. Same 5, Down 2, Adds 0 inctuding HOT97 15-13, PWR96 34-27. PWR106 32-29. KZZB
ANDERSON, BRUFORD, WAKEMAN, HOWE "Brother Of MIne" (Arista)
Reports: 13. Moves: Up 1, Debuts 0 , Same 0, Down 0, Adds 12, KXXR, K104, WROQ, KSND, KZZU, 95XIL, WZKX, WJMX MIKE
Reports: 12. Moves: Up 7, Debuts 1, Same 1, Down O, Adds 3, KIVA, KRZR, KOYFM, KXXR 40-35, KRNQ 32-29. Z104
10DB "I $34-30$. Opening up in the Midwast \& West
10DB "I Second That Emotion" (Crush)
RICHARD MARX "RIght Hare Waiting" (EMI)
Reports: 11. Moves: Up 2, Debuts 2 , Same 0 , Down 0, Adds 7, KEGL, WDFX, KCPW, G105, WKDD, KCAO, KSMB, PWR99
XTC "King For A Day" (Geften)
Heports: 10 Moves: Up 0, Debuts 0 , Same 0, Down 0, Adds 10, WPST, WBCY, WROQ, KF95. KYRK, 95XXX. 99KG. KFMW
CALL "Let The Day Begin" (MCA)
Reports: 10. Moves: Up 4, Debut
$32-22$ Early moves are strong.

## A SONG AS <br> EXTRAORDINARY AS ITS SINGER

## CHER

## "IF I COULD TURN BACK Time"

THE FOLLOW-UP TO THE GOLD SINGLE
"AFTER ALL (LOVE THEME FROM 'CHANCES ARE')" FROM HER FORTHCOMING ALBUM HEART OF STONE

## OnJ3

\author{

$\stackrel{3}{W k S}{ }^{2}$ WKS LW TW <br> $\begin{array}{lllll}4 & 2 & 1 & 1 & \text { RICHARD MARX/Satisfied (EMI) }\end{array}$ <br> 2 FINE YOUNG CANNIBALS/Good Thing (IRS/MCA) <br> 3 MILLI VANILLI/Baby Don't Forget My Number (Arista) <br> sIMPLY RED/f You Don't Know Me By Now (Elektra) <br> (MADONNA/Express Yourself (Sire/WB) <br> (3) MARTIKA/Toy Soldiers (Columbia) <br> NEW KIDS ON THE BLOCK/I'll Be Loving... (Columbia) <br> NENEH CHERRY/Buftalo Stance (Virgin) <br> 3 CYNDI LAUPER/I Drove All Night (Epic) <br> NATALIE COLE/Miss You Like Crazy (EMI) <br> DONNA SUMMER/This Time I Know It's... (Atlantic) <br> EXPOSE/What You Don't Know (Arista) <br> LOVE AND ROCKETS/So Alive (RCA) <br> $\begin{array}{llll}27 & 20 & 16 & 14 \\ \text { DOOBIE BROTHERS/The Doctor (Capitol) }\end{array}$ <br> 362015 BON JOVI/Lay Your Hands On Me (Mercury) <br> $24 \quad 1818$ TOM PETTY/I Won't Back Down (MCA) <br> $\begin{array}{llll}33 & 28 & 21 & 17 \\ \text { ROO STEWART/Crazy About Her (WB) }\end{array}$ <br> 25 19 18 STEVIE NICKS/Rooms On Fire (Modern/Atlantic) <br> $\begin{array}{lll}5 & 13 & 19 \\ \text { BETTE MIOLER/Wind Beneath My Wings (Atlantic) }\end{array}$ <br> 3530 PRINCE/Batdance (WB) <br> 343024 MICHAEL MORALES/Who Do You Give... (Wing/Polydor) <br> $\begin{array}{llll}3 & 12 & 22 & \text { BOBBY BROWN/Every Little Step (MCA) }\end{array}$ <br> $\begin{array}{llll}39 & 35 & 27 & 23 \\ \text { OINO/ Like it (4th \& Broadway/Island) }\end{array}$ <br> - - 323 BOBBY BROWN/On Our Own (MCA) <br> $\begin{array}{lllll}10 & 9 & 15 & 25 & \text { WATERFRONT/Cry (Polydor) }\end{array}$ <br> - 3933 ROXETTE/Dressed For Success (EMI) <br> $\begin{array}{llll}36 & 33 & 29 & 27 \\ \text { WARRANT/Down Boys (Columbia) }\end{array}$ <br> BUFEAKER 28 REAL LIFE/Send Me An Angel '89 (Curb) <br> $\begin{array}{lllll}25 & 23 & 22 & 29 & \text { BANGLES/Be With You (Columbia) }\end{array}$ <br> - 403430 PAUL McCARTNEY/My Brave Face (Capitol) EPREAKKIAR 32 HENRY LEE SUMMER/Hey Baby (CBS Associated <br> DEBUT 33 KARYN WHITE/Secret Rendezvous (WB) <br> $\begin{array}{lll}16 & 28 & 34 \\ \text { PAULA ABDUL/Forever Your Girl (Virgin) }\end{array}$ <br> $\begin{array}{lllll}28 & 26 & 26 & 35 & \text { ELVIS COSTELLONeronica (WB) }\end{array}$ <br> | 5 | 13 | 23 | 36 |
| :--- | :--- | :--- | :--- | MICHAEL DAMIAN/Rock On (Cypress/A\&M) BEREAKER 37 DEBBIE GIBSON/No More Rhyme (Allantic) EFREAKER 38 PAULA ABDUL/Cold Hearted (Virgin) BREEAKBR 39) DON HENLEY/The End Of The Innocence (Geffen)

} DEBUT CO SWEET SENSATION/Hooked On You (Atco)

NAA Pg. 102; Playlists Pg. 90; Parallels Pg. 95


| $\stackrel{3}{\text { WKS }}$ |  |
| :---: | :---: |
|  | 11 |
|  | 15 |
|  | 2416 |
|  | 10 |
|  | 1710 |
|  | 41 |
|  | 1913 |
|  | $20 \quad 15$ |
|  | 1612 |
|  | 2922 |
|  | $28 \quad 23$ |
|  | 2620 |
|  | 1 |
|  | 3025 |
|  | - 27 |
|  | - - |
|  | - 29 |
|  | 5 |
|  | 7 |
|  | - 2 |

2 , 1 SIMPLY RED/If You Don't Know... (Elekitra)
932 DAN HILL/Unborn Heart (Columbia)
16 8 3 DONNA SUMMER/This Time I Know It's... (Atlantic)
74 BARRY MANILOW/Keep Each Other Warm (Arista)
$\begin{array}{ll}10 & 5 \\ 5 & \text { JIMMY HARNEN \& SYNCH/Where Are You... (WTG) }\end{array}$
$\begin{array}{llll}13 & 10 & 7 & \text { SWING OUT SISTER/Waiting Game (Fontana/Mercury) }\end{array}$
1511 (8) NEW KIDS ON THE BLOCK/'ll Be Loving... (Columbia)
1299 PAULA ABDUL/Forever Your Girl (Virgin)
221510 PAUL McCARTMEY/My Brave Face (Capitol)
$23 \quad 1611$ MICA PARIS/My One Temptation (Island)
201712 CHICAGO/We Can Last Forever (Full Moon/Reprise)
3,13 HOWARO JONES/Everlasting Love (Elektra)
$\begin{array}{ll}25 & 19 \\ 10 & 10,000 \text { MANIACS/Trouble Me (Elektra) }\end{array}$
272115 VANESSA WILLIAMS/Darlin' | (Wing/Polydor)

- 26 MADONNA/Express Yourseff (Sire/WB)

292311 STEVIE NICKS/Rooms On Fire (Modern/Atlantic)
$\begin{array}{lll}5 & 6 & 18 \\ \text { NEIL DIAMOND/Best Years Of Our Lives (Columbia) }\end{array}$
$\begin{array}{ll}14 & 18 \\ 19 & \text { NATALIE COLE/Miss You Like Crazy (EMI) }\end{array}$
$28 \quad 25$ WAS (NOT WAS)/Anything Can Happen (Chrysalis)
BREEAKER 21 MICHAEL BOLTON/Soul Provider (Columbia)

-     - 3022 DEON ESTUS/Spell (Polydor)
$\begin{array}{lllll}4 & 14 & 23 & \text { SA-FIRE/Thinking Of You (Cutting/Mercury) }\end{array}$
- 3027 24 Jarreau/All Or Nothing At All (Reprise)
$\begin{array}{lllll}2 & 6 & 13 & 25 & \text { A. FRANKLIN \& E. JOHN/Through The Storm (Arista) }\end{array}$
EMFEAMCER 26 DON HENLEY/The End Of The innocence (Gefien)
- 29 CHRIS RENOn The Beach (Geften)

DEBUT 28 JULIA FOROHAM/Comfor Of Strangers (Virgin)
DEBUT (29 TIM FINN/How'm I Gonna Sleep (Capitol)
DEBUT 30 HIROSHIMN/Come To Me (Epic)

|  |  |
| :---: | :---: |
|  |  |
| WKS WKS LW Tw |  |
| 173 | JACKSONS/Nothing (That Compares...) (Epic) |
| 611. | PEABO BRYSON/Show And Tell (Capitol) |
| $\begin{array}{llll}18 & 10 & 6 & 3\end{array}$ | CHUCKII BOOKER/Turned Away (Atlantic) |
| $\begin{array}{lll}21 & 14 & 7\end{array}$ | SURFACE/Shower Me With Your Love (Columbia) |
| $\begin{array}{llll}23 & 16 & 9\end{array}$ | SOUL II SOUL/Keep On Movin' (Virgin) |
| 864 | DIANA R0ss/Workin' Overtime (Motown) |
| $\begin{array}{llll}28 & 19 & 12 & 7\end{array}$ | KARYN WHITE/Secret Rendezvous (WB) |
| $\begin{array}{llll}20 & 15 & 10 & 8\end{array}$ | LEVERT/Got To Get The Money (Atlantic) |
| $\begin{array}{llll}24 & 20 & 13 & 9\end{array}$ | JANES INGRAM/t's Real (WB) |
| $\begin{array}{llll}32 & 21 & 16\end{array}$ | JODY WATLEY f/ERIC B. \& RAKIM/Friends (MCA) |
| $\begin{array}{llll}22 & 18 & 14\end{array}$ | VANESSA WILLIAMS/Darlin' I (Wing/Polydor) |
| $\begin{array}{llll}19 & 17 & 15\end{array}$ | FREDDIE JACKSON/Crazy (For Me) (Capitol) |
| $\begin{array}{llll}17 & 12 & 11 & 13\end{array}$ | Milli Vanilli/Baby Don't Forget My Number (Arista) |
| $\begin{array}{llll}26 & 24 & 17\end{array}$ | VESTA/Congratulations (A\&M) |
| $4 \begin{array}{llll}4 & 3 & 2 & 15\end{array}$ | LUTHER VANOROSS/For You To Love (Epic) |
| $\begin{array}{lllll}10 & 8 & 8 & 16\end{array}$ | ANITA BAKER/Lead Me Into Love (Elektra) |
| - 312117 | BOBBY BROWN/On Our Own (MCA) |
| $\begin{array}{lll}31 & 26 & 19\end{array}$ | SYSTEM/Midnight Special (Atlantic) |
| 25 23 18 <br> 19   | MILES JAYE/Objective (Island)* |
| $\begin{array}{llll}34 & 27 & 20\end{array}$ | 1008/ Second That Emotion (Crush) |
| $\begin{array}{lllll}40 & 30 & 22 & (21)\end{array}$ | STEPHANIE MILLS/Something In The Way... (MCA) |
| $\begin{array}{llll}37 & 29 & 23\end{array}$ | AL GREEN/As Long As We're Together (A\&M) |
| $\begin{array}{llll}36 & 28 & 24\end{array}$ | KDOL MOE DEE/They Want Money (Jive/RCA) |
| - 3925 | EL OEBARGE/Somebody Loves You (Motown) |
| - - 332 | PRINCE/Batdance (WB) |
| - - 26 | L.L. COOL J/I'm That Type Of Guy (Def Jam/Columbia) |
| - - 28 | DAVIO PEASTON/Two Wrongs (Don't Make...) (Geffen) |
| - -30 | JONATHAN BUTLER/Sarah, Sarah (Jive/RCA) |
| $\begin{array}{llllllllllllllll}38 & 39\end{array}$ | NENEH CHERRY/Buffalo Stance (Virgin) |
| - 403130 | DINO/I Like It (4th \& Broadway/Island) |
| - - 36 | ALYSON WILLIAMS/My Love... (Def Jam/Columbia) |
| $\begin{array}{lllll}3 & 2 & 5 & 32\end{array}$ | O'JAYS/Have You Had Your Love... (EMI) |
| $\begin{array}{lllll}39 & 36 & 27 & 33\end{array}$ | CHRISTOPHER McOANIELS/A Woman's... (Mega Jam) |
| - - 3730 | HEAVY O. and THE BOYZWe Got Our... (MCA) |
| DEBUT 35 | THIRD WORLD/Forbidden Love (Mercury) |
| - -4030 | CHERRELLE/What More Can I Do...(Tabu/CBS) |
| DEBUT 37 | TROY JOHNSON/The Way it is (RCA) |
| REAMER 38 | BABYFACE/t's No Crime (Solar/Epic) |
| TEAKER 39 | A. FRANKLIN \& W. HOUSTON/t Isn't, It... (Arista) |

DEBUT 40 TOOAY/Take It OHf (Motown)
Now Active, 10 P 10 Recurrents Pg. 80

## $4 J=1 /-103$



EARL KLUGH/Whispers And Promises (WB) RIPPINGTONS/Tourist In Paradise (GRP) DAVID BENOIT/Urban Daydream (GRP) LARRY CARLTON/On Solid Ground (MCA) TIM WEISBERG/Outrageous Temptations (Cypress/A\&M) KIRK WHALUM/The Promise (Columbia) ACOUSTIC ALCHEMY/Blue Chip (MCA Master Series) RICAROO SILVEIRA/Sky Light (Verve Forecast) RICAROO SILVEIRA/Sky Light (Verve Forecast)
RICHARD SOUTHER/Cross... (Narada-Equinox/MCA) JUSTO ALMARIO/Family Time (MCA)

Complefe TOP 30 NAC Chart Py. 74

## 001 IF $=1,1-01=1.11-1-1-2$

FREDDIE HUBBARD/Times Are... (Blue Note) LARRY CARLTON/On Solid Ground (MCA) DR. JOHN/In A Sentimental Mood (WB) KIRK WHALUM/The Promise (Columbia) ELIANE ELIAS/So Far So Close (Blue Note) MILES DAVIS/Amandla (WB)
EARL KLUGH/Whispers And Promises (WB) JOEY DoFRANCESCO/All Of Me (Columbia) JOEY DeFRANCESCO/All Of Me
EDDIE DANIELS/Blackwood (GRP)
(10) DAVID NEWMAN/Fire Live At The Village... (Atlantic)

(1) EdDY raven/in A Letter To You (Universal)

GEORGE STRAIT/What's Going On In... (MCA)
REBA McENTIRE/Cathy's Clown (MCA)
RICKY SKAGGS/Lovin' Only Me (Epic)
6 CONWAY TWITTY/She's Got A Single Thing... (MCA)
RICKY VAN SHELTON/Hole In My Pocket (Columbia)
KATHY MATTEA/Come From The Heart (Mercury)
DOLLY PARTON/Why'd You Come In Here... (Columbia)
DON WILLIAMS/One Good Well (RCA)
PATTY LOVELESS/Timber I'm Falling In Love (MCA)
GARTH BROOKS/Much Too Young (Capitol)
STATLER BROTHERS/More Than A Name ... (Mercury)
SHENANOOAH/Sunday In The South (Columbia)
HOLLY DUNN/Are You Ever Gonna Love Me (WB)
SOUTHERN PACIFIC/Any Way The Wind Blows (WB)

## BREAKERS

BPREAKGER 32 WILLIE NELSON/Nothing I Can Do About... (Columbia) EIREAMKER 33 KENNY ROGERS/Planet Texas (Reprise) GREEAKER (37 J. DENVER \& THE NITTY.../And ... (Universal) ERFEAKER 35 HIGHWAY 101/Honky Tonk Hean (WB) ERFEAKER 40 LIONEL CARTWRIGHT/Give Me His... (MCA)

## DEBUTS



Complete TOP 50 Country Chart Pg. 77

