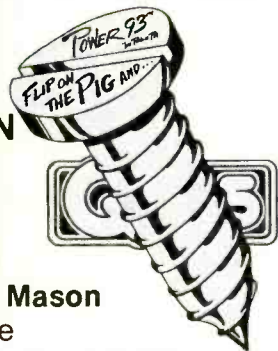


INSIDE:

WAR OF WORDS RAGES ON IN TAMPA

Power Pig's Marc Chase and Q105's Mason Dixon square off this week about tactics, ethics, and momentum in Tampa's turbulent CHR battle.



Page 58

ROLLING OUT THE RATINGS

Arbitron results for 24 more major markets are in, with sizable leaps for KPLZ/Seattle, WPCH/Atlanta, KKFR/Phoenix, KOA/Denver, KKRZ/Portland, KBEQ/KC, WWEZ/Cincinnati, WBEN/Buffalo, WIBC/Indianapolis, WYLD-FM/New Orleans, WSIX-FM/Nashville, WSOC-FM/Charlotte, and more.

Page 34, 36

NAB POSTPONES PROGRAMMING CODE

After contemplating adopting its own programming standards to mollify the FCC, the NAB Board put it off this week for further study. But it did approve digital audio, which some say may make FM obsolete.

Page 6

SAVING THE ENVIRONMENT ... FOR SALES

If the atmosphere in your sales department is strained, staffers' motivation may be drained. Environmental tips provided by Chris Beck, plus agency tips for selling beyond your station's numbers.

Page 12, 15, 16

R&R COUNTRY CHART: THE REAL DEAL

In a time of chart confusion, Lon Helton offers a timely overview of how Country's first, foremost, and freshest interactive airplay rotation chart comes together.

Page 72

PROMOTING FOR A NEW DECADE

The trite-and-true promotions of the '80s won't take you all the way in the '90s. John Parikhal supplies guidelines for modern-day promotions.

Page 38



New Dimensions For R&R Convention '90

'Winning' Spirit, Marketing Emphasis, Key Session Highlights

The industry's leading convention is expanding to new levels of presentation and wide-ranging concerns. R&R Convention '90, May 9-13 at L.A.'s Century Plaza Hotel, will provide numerous opportunities to prepare for the challenges of the '90s. All the good times past conventions have made legendary will be in place, and, as part of the convention schedule, you'll have the chance to help others by participating and contributing to an array of charitable events benefitting the T.J. Martell Foundation.



The convention's overall theme is "Winning In The '90s." Four key areas of concern will be stressed:

- Marketing
- Innovation
- Self-Improvement
- Helping Humanity.

Dynamic Super-Sessions

Sessions have been designed specifically to present fresh perspectives on issues you need to be up on to triumph in the new decade, including the results of an exclusive new nationwide study on marketing radio and music. Here are some of the key sessions:

• *Profiting From Change Through Innovation: Ways To Succeed In The '90s:* Noted business strategist Robert Tucker will help you learn how to think innovatively and welcome changes as opportunities, not problems.

• *Scoring A Win In A Chaotic World:* Dudley Lynch shows how his "Strategy of the Dolphin," as detailed in his new book of the same name, enhances your abilities to act flexibly, strategize instantly, focus your efforts, think tougher, and dream smarter.

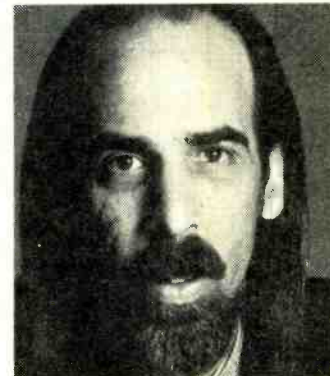
• *The Humor Option: Change & Stress Adaptation Skills For Surviving & Thriving:* Famed management consultant C.W. Metcalf relates humor's role in creativity, problem-solving, imagination, and health.

• *The Wizard Of Odds: A Multi-Media Look At The Future Of Radio:* Futurist John Parikhal, in a unique presentation, provides practical advice on anticipating the changes radio will constantly face over the next decade.

• *How To Thrive In The Com-*

Columbia Ups Benesch To Sr. VP/Promotion

Marc Benesch has been elevated from VP to Sr. VP/Promotion at Columbia. He'll continue to be responsible for overseeing all phases of CHR, AOR, AC, and secondary market promotion, as well as the supervision of the Columbia field staff.



Marc Benesch

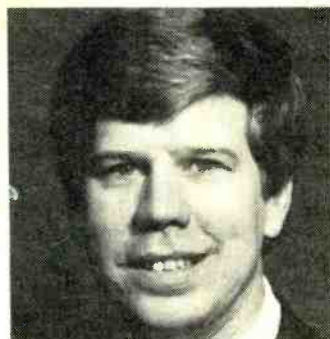
Columbia President Don Ienner observed, "In a year that saw the label making giant strides in the breaking of new and developing artists at radio,

revitalizing the careers of established acts with greater consistency than ever, and capturing the lion's share of chart action in every year-end trade poll, I can't overemphasize the crucial role Marc played. His expert strategizing, tasty insights into the music that flows from Columbia every day, and ability to handle the finest national and local staff in the business all contribute to Marc's reputation as one of today's true professionals."

BENESCH/See Page 40

Wise Goes Country

WYAI & WYAY Manager



Bill Wise

Bill Wise, OM at N-T/AOR combo WIOD & WGTR/Miami, has been named Station Manager for WYAI & WYAY/Atlanta. Wise will join the FM Country combo in mid-February, replacing OM Herb Crowe, who announced his resignation last month.

WYAY & WYAI VP/GM Bob Green said, "We offered the position to Bill because we believe he possesses the skills to have a significant impact upon our radio station beyond just programming. His creativity, sense of vision, and leadership skills will benefit not just our product, but our productivity as well. I welcome him as my partner."

As Station Manager, Wise will oversee all facets of the product, including programming, promotion, production, news, and engineering. He commented, "I'm sad to leave one of the best AORs in America and would like to thank everyone at Cox for three-and-a-half great years."

WISE/See Page 40

Lake Joins Epic As VP

Heads Pop Promotion



Charley Lake

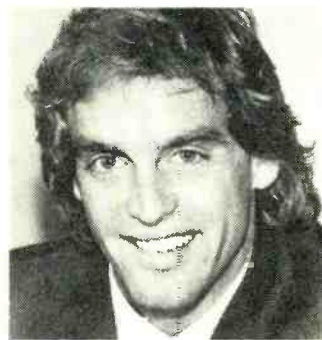
Former A&M Records National Director/Pop Promotion Charley Lake has joined Epic Records as VP/Pop Promotion. He succeeds Polly Anthony, who was recently named Sr. VP/Promotion.

Relocating from Chicago to Epic's New York headquarters, Lake will be responsible for coordinating the activities of the national promotion directors and the field staff, as well as pop radio promotion for all Epic and Associated Labels artists.

Anthony remarked, "I'm confident Charley's wide range of experience in music promotion and radio will be of invaluable assistance in keeping Epic's artists at the top of the charts."

WISE/See Page 40

Kargol VP At EMI



Mark Kargol

Mark Kargol has been named VP/Pop Promotion, West Coast at EMI Records. He most recently was National Director/Pop Promotion. In his new role, he'll oversee all EMI promotional activities generated from the West Coast.

EMI VP/Promotion Jack Satter commented, "Mark's knowledge of music, experience in the field, and dedication to the company have earned him this important new position. I'm excited for him and look forward to his continued contributions as a Vice President."

KARGOL/See Page 40

MADONNA



“KEEP IT TOGETHER”

The New Single

Produced by Madonna and Stephen Bray
Additional Production and Remix by Shep Pettibone

From the multi-platinum album **LIKE A PRAYER**

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Management: Freddy DeMann/The DeMann Entertainment Co.

Fleischman Promoted To New Atlantic Position

Now Sr. Director/Album Promotion

Sixteen-year Atlantic promo rep David "Flash" Fleischman has been elevated from Director to Sr. Director/National Album Promotion.

Atlantic VP/National Promotion Andrea Ganis commented, "The quality of Flash's work, his fantastic attitude, and his unbridled passion for the music have played a key part in Atlantic's undisputed number one ranking in the album radio field. A true professional and a damn good Wilson Pickett impersonator, Flash is one of the best-liked and most respected men in the business."

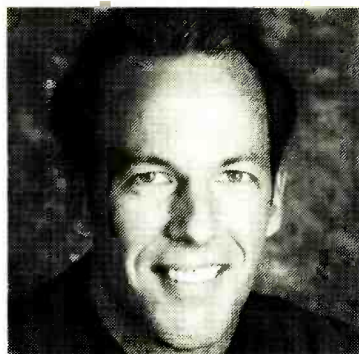
Asked about the promotion's significance, Fleischman told R&R,



David "Flash" Fleischman

"Contrary to what you may have heard, becoming Sr. Director does not mean I only speak with people over the age of 62. There was a slot between Director and VP available; they let me take a new picture and they wrote something nice about me, so I'm happy as a pig in shit! Seriously, it's a great honor, and I couldn't be more pleased."

Fleischman, a former professional musician, joined Atlantic in 1974 as local Memphis rep. Three years later he moved to Dallas as Regional Director, a position he held until moving to New York in 1983 as Associate Director/National Album Promotion. He was upped to Director in 1986.



Phil Costello

Costello Upped At Virgin

National Promotion Director Post

Phil Costello has been promoted to National Promotion Director for Virgin Records. He was most recently based in Chicago as Midwest Regional Promotion Manager, and has relocated to the label's Beverly Hills headquarters.

Virgin VP/Promotion Michael Plen said, "I've worked with Phil since our early promotion days at IRS and have seen him grow and develop into a successful promotion leader the past four years."

Costello told R&R, "The music and overall vibe at this company is unbelievable. I was fortunate

COSTELLO/See Page 40

SOUTHWEST COO

Reeder VP At SunGroup

Radio USA CEO/managing partner James Reeder has been named to the newly created position of VP/Radio and COO for the Southwest Division of Nashville-based SunGroup. He'll be responsible for the operation and management of the company's stations in Louisiana and Texas, including KMJJ/Shreveport and Texas stations KKYS/Bryan-College Station, KKQV/Wichita Falls, KEAN-AM & FM/Abilene, KYKX/Longview, and WACO & KTKS/Waco.

SunGroup President Frank Woods said, "Jim brings an extensive background in radio broadcasting and administrative leadership to SunGroup. He has had the opportunity to do everything in a radio station and then go forward to ownership, multi-market responsibilities, and working with a merchant banking investment-oriented group targeting the communications field."

"These combined backgrounds will benefit all of the SunGroup radio stations and management with whom Jim will work on a daily basis."

REEDER/See Page 40

Lennon PD AT WIBC

Former WHDH/Boston PD Ed Lennon has joined Full-Service AC WIBC/Indianapolis as PD. He replaces Jud Duvall, who has left the station.

Lennon told R&R, "I'm already in love with this city. I grew up in Boston and it will always be home, but Indianapolis is terrific. It has a low cost of living, low crime rate, and it's clean. Seeing a great fall book was the best welcome of all."

He continued, "The station is very solid and in great shape. WIBC owns the full-service news image in town. This station is bigger than life — it's a powerhouse."

Prior to programming WHDH, Lennon was Asst. PD at Full-Service AC WBZ/Boston.

Among persons 12+ in the fall sweeps, WIBC ranked first in Arbitron (15.8) and fourth in Birch (9.5).

HELLER PD

WNRJ Takes EZ Way Out Of CHR

Following WSHH/Pittsburgh's recent format change from B/EZ to Soft AC (12/26), crosstown CHR WNRJ has flipped to B/EZ. A call-letter change is forthcoming.

KOSI & KEZW/Denver PD Fred Heller accepted programming responsibilities last Friday (1/12), and was on the job in Pittsburgh the following day. Former WNRJ PD Dave Labrozzi remains on-staff as an announcer, while personalities Susie Waud and Mike Frazier have exited.

Heller told R&R, "I'm taking this baby Easy Listening, and calling it 'Easy 104.7.' I'm evaluating the staff to determine who will remain. It's about time a CHR station goes Easy Listening. By Monday, we should be using our new calls, WEZE. [Parent company] Salem owns WEZE (AM)/Boston,

Bill Weaver Dies

Veteran broadcaster Bill Weaver passed away last weekend at his Saratoga, CA home, following an extended illness. His age was not revealed.

Weaver's radio career began in the '40s at stations in Texas and New Mexico. He became GSM at KXOA (AM)/Sacramento and later, GM of crosstown KROY (AM). In 1963, he introduced what many consider to be the nation's first oldies format at KWIZ/Santa Ana, CA.

"All-Request Radio" debuted in 1967 at Weaver's KLOK (AM)/San Jose. He was at the time COO/Pro-

WEAVER/See Page 40

so we'll be WEZE-FM; you couldn't ask for better calls."

Heller recounted, "We went dark midnight Sunday (1/14) and stayed dark until 1:30pm Monday (1/15). We were getting negative calls, but now they're running mostly in favor."

WNRJ/See Page 40

Heslet VP/GM At KRTY

Calls Changed From KYAY

Research Group VP Joe Heslet has been named VP/GM at KRTY/San Jose. He succeeds Jackson Dell Weaver, who exited the station last month.

Heslet has been a member of the Research Group's professional staff for the last two-and-a-half years. He was involved with strategic planning and analysis for more than 40 clients in various formats, including a number of Country stations.

He told R&R, "I am truly excited about the opportunity for a Country FM in San Jose. There's a huge hole in the market; the chance to serve this community as a Country outlet is going to be a lot of fun."

Heslet joined the Research Group from KHIH/Denver, where he was GM for 18 months. Prior to that he was KMJ & KNAX/Fresno GM for two-and-a-half-years, and GSM at KFYE/Fresno for six years before that.

KRTY changed to Country last

HESLET/See Page 40

JANUARY 19, 1990

RADIO, ARBITRON PREP FOR '90s

Radio is well-positioned for growth in the coming decade, according to Rhody Bosley. He explains why, while also detailing some of Arbitron's planned innovations for the '90s.

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NEW ROCK, NAC, CONTEMPORARY JAZZ HIGHLIGHTS	BACK PAGE

R&R is published weekly, except the week of December 25th, for \$235 per year, or \$425 for overseas subscriptions (US funds only), by Radio & Records, Inc. at 1930 Century Park West, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory issues and other special publications. Refunds are prorated based on the actual value of issues received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters 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 written permission from the Publisher. The terms AOR, AOR Tracks, Back Page, Breakers, Most Added, National Airplay/30, Parallels, R&R, Compact Data, and Street Talk are registered trademarks of Radio & Records. © 1990. POSTMASTER: Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.

WRFX Names Kent PD

WAVF/Charleston, SC VP/Programming **Jeff Kent** has been named PD at AOR WRFX/Charlotte. He replaces **Jack Daniel**, who was elevated to GM last month.

"I wanted my successor to be a better PD than I was to help ensure my success as a GM," Daniel remarked. "Jeff's format knowledge and success in Charleston — and the fact that he's real hungry for a bigger market — made him the obvious choice."

Kent told R&R, "Things were go-

ing very well in Charleston, but there comes a time when you get itchy to play ball in a bigger league. I've kept in touch with Jack since we met at the last R&R convention, so when he called about this job I was ready. The talent and resources are already here, so it should be pretty easy for me to slide in and work with this group."

Kent joined WAVF in 1985 and was named PD three years later. He was upped to VP/Programming last fall.

COUNTRY 'SUPERAGENCY'

William Morris, Halsey Merge

The William Morris Agency and the Jim Halsey Company have announced plans to merge on February 1. Combined, the two booking giants will be the world's largest country music agency.

Morris President/CEO **Norman Brokaw** said, "This is momentous for both the William Morris agency, which takes the lead in another important area as it expands its resources throughout entertainment's many industries, and espe-

cially for the country music business, which has never before seen a union of such artistic force or an agency of such high caliber and capacity."

Jeffrey Beals, head of the Morris/Nashville office since 1984, remarked, "The joining of forces of these two premier country music agencies creates the most experienced and successful team of professionals in the history of country music. We welcome the chance to work as one team."

Jim Halsey remarked, "I'm excited to be associated with an agency with the class of William Morris. The headlines ought to read, 'Number one joins number one.'"

The Halsey roster includes **Roy Clark**, the **Oak Ridge Boys**, **Tammy Wynette**, **Clint Black**, **Waylon Jennings**, **Ronnie Milsap**, **Dwight Yoakam**, and the **Kentucky Headhunters**, plus 20 other acts.

The Morris country roster of over 25 acts includes **Charlie Daniels**, the **Desert Rose Band**, **Crystal Gayle**, **Lee Greenwood**, **Merle Haggard**, **K.T. Oslin**, **Eddie**

Rabbitt, **Tanya Tucker**, and **Don Williams**.

Other Ventures

Jim Halsey will serve as consultant to the Morris Agency while also operating an artist management firm staffed by current Halsey employees. He'll continue as personal manager to **Clark**, the **Oak Ridge Boys**, **Jennings**, and **Minnie Pearl**. **Halsey Vice Chairman Sherman Halsey** will remain with the firm to develop and produce TV packages.

Joining the Morris/Nashville staff will be Halsey GSM **Ron Baird**, VP/Corporate Sponsorship **Terry Cline**, Exec. VP **John Hitt**, and agent **Bob Kinkead**.

The Halsey company was founded in 1951 in Tulsa. It opened a Nashville office in 1983 and moved its headquarters to Nashville in 1987.

The William Morris Agency, founded in 1898, entered the country field in the 1950s and established a Nashville office in 1973.

Elektra Appoints Jeffries To VP/A&R Post

Virgin VP/A&R **Nancy Jeffries** has joined Elektra Records in the same position.

Elektra Entertainment Chairman **Bob Krasnow** said, "I'm very happy to have Nancy on our team. Her track record shows that special prescient understanding of both market needs and artistic quality. She's got that ear for authenticity — both mainstream and underground — that makes A&R such an exciting field."

Jeffries joined Virgin at its inception in 1987 as head of A&R and



Nancy Jeffries

was responsible for signing to the label **Keith Richards**, **Ziggy Marley**, **Lenny Kravitz**, **NRBQ**, **Syd Straw**, **Colin James**, the **Ambitious Lovers**, and **Iggy Pop**. Prior to Virgin, she spent three years as East Coast A&R Director for A&M, and before that served in several A&R capacities at RCA. Jeffries entered the music business as a member of the **Solips**, followed by a stint with the proto-psychedelic band **Insect Trust**, along with *New York Times* music critic **Robert Palmer**.

ASCAP, BMI. INTEREP, KATZ.

"Big is best, really. Just sign here. Thanks, I'll get back to you."

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"This is the way we've always done it."

"This is the way you'll do it."

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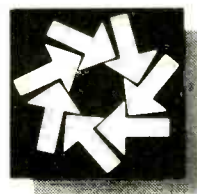
The IMITATORS copy.

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- Original • Broadcast Golf Outings™
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- Originals •

NAB Ducks Program Code Issue, Wants To Make Up With FCC

Indecency Major Topic At Winter Board Meeting

NAB officials have avoided taking action on a proposed revival of industry-wide programming standards, but they are sending a signal to the FCC and Congress that criticism about "indecent" programs is being taken seriously.

"We're hearing you, and we're going to do something about it. What (we'll do), I don't know, but we're hearing you," NAB Radio Board Chairman **Bill Sanders** told reporters Tuesday night (1/16).

Meeting in Rancho Mirage, CA this week for their semiannual Joint Board meeting, NAB directors decided, pending further study, to defer action until June on a proposed revival of the NAB Code or any other programming standards.

Last September, FCC Chairman **Al Sikes** urged NAB officials to revive the association's old broadcasting standards code in an effort to clean up the airwaves. The NAB Code was struck down several years ago by the US Supreme Court on grounds that it violated federal antitrust laws, but Sikes promised to lobby Congress for an exemption.

FCC Watchdog Urged

Sikes's call for programming standards has sparked cries of censorship from some broadcasters, but Sanders said NAB directors are eager "to work with the FCC in eliminating this situation."

Sanders said he personally is floating an "off-the-wall" proposal

that broadcasters voluntarily adopt programming standards — and then ask the FCC to crack the whip on violators. "Each station or licensee should set up a code of practices at their station and file those with the FCC," he said. "If the FCC has a complaint filed against a station, they'd check and see whether or not they violated these standards. If they have, then (the FCC) should take appropriate action."

When asked to define "appropriate action," Sanders replied, "That's up to the FCC to determine, but it should be a lot more stiff than a \$10,000 fine." He did not rule out license revocations. Sanders said his proposal received little support from other NAB directors, "but it did get their blood pressure up."

An outspoken dissenting view was expressed by NAB director **Hal Protter**, VP/GM of KPTM-TV/Omaha, who said the industry is not vigorously protecting its First Amendment free-speech rights.

"Most of these guys here would vote for a program code in a heartbeat, but it's a no-win situation. If these guys don't stand up for the First Amendment, who will? It's

absolutely disgusting. I'll tell you when they're gonna get serious about it — when one of their legitimate newscasters gets nailed by the Christian Right. Then they'll wrap themselves in the First Amendment, but it'll be too late," Protter commented.

Board Backs Digital Radio

In other NAB action:

- Directors voted unanimously Tuesday (1/16) night to back the US introduction of digital audio broadcasting (more details in next week's R&R). NAB Exec. VP **John Abel** says the DAB system, now under development in Europe, threatens to make FM broadcasting obsolete when it is introduced within the next decade. He said the NAB will promote local licensing of about 16 digital stations in each community. Abel predicted broadcasters eventually might have to give the FM spectrum back to the government in order to get digital radio channel allocations.

- Rep. **Bob Carr** (D-MI) urged broadcasters to support spectrum fees in order to financially support an FCC that he described as in "the Stone Age" technologically. He said the fees could eventually allow broadcasters to make filings electronically, but added he wasn't optimistic the industry would support the revenue-raising measures. When **KVEN/Ventura, CA** owner **Robert Fox** said the government doesn't own the airwaves, Carr responded, "Broadcasters don't own

Continued on Page 10

Experts See Equity Driving 1990 Station Trades

Radio stations will sell briskly in 1990, but deals will carry more equity and less bank financing, according to radio financing and trading experts who gathered Tuesday (1/16) in New York City.

Speakers at the **Sillerman Companies'** fourth annual Radio & Television Outlook conference also told the crowd of more than 200, many of them bankers, that they see a softening of station values and cash flow multiples in the year ahead. Such easing would occur especially in smaller markets, they said, and for stations with little or no cash flow.

Blackburn & Co. Chairman **Jim Blackburn** predicted about 1000 stations will change hands this year — about the same as in 1989 — but the overall value of deals will be less, barring unforeseen "mega-deals."

Multiples have "already dropped," he said, but will "firm up in the first quarter." "Equity will become fashionable in 1990," he added, predicting turnaround prices will be soft and "deep turnarounds" could actually drop in price, he said.

Still Some 'Knockouts'

Broker **Gary Stevens** agreed that high cash flow stations will still br-

ing "knockout prices" this year, while stock prices are down. "That's where the bargains are," he said.

Bank financing may also be harder to come by because of so-called Highly Leveraged Transaction (HTL) rules the federal government may apply to radio deals. Those rules require banks to have more equity on hand as a hedge against risky loans.

Americom's Bill Steding said, "Clearly, this marketplace is seeking a new equilibrium." He and **Stevens** agreed that the roster of stations currently on the market is unusually good, but Steding believes values are being driven down by several factors — the difficulty of some 1986 buyers to make their first principal payments now coming due; three-year-old Subchapter S corporations being able to sell without facing a "double tax"; hopes for a capital gains tax cut; and the "chilling effect" of the HTL situation. "There's a glut on

the market as we speak today," said Steding.

But he said upward pressure on values in the next few months will come from a number of sources, including a further decline in interest rates; "plenty of equity-chasing deals"; an end to Docket 80-90 FM drop-ins; and radio groups seeing now as a good time to buy.

See Your Banker

For the moment, **Americom** is telling sellers to stay out of the market unless absolutely necessary. Buyers are advised to revisit their bankers to see where they stand under today's new conditions. Nevertheless, Steding concluded, "We're bullish on values."

Moderator **Bob Sillerman** also expressed a strong belief in radio's future, noting that the recent restructuring of his empire "will enable us to redeploy some assets and reestablish our presence in radio and television."

Another panel seemed to reach a consensus that radio ad sales in the next year will fall into the mid-to-upper single digits, after a stronger-than-expected finish of 10% growth for national spot sales.



DC REPORT

PAT CLAWSON

Olympia Misses Deadline, Promises Workout Plan

A self-imposed January 15 deadline has passed without **Olympia Broadcasting** finalizing a workout plan with its bondholders and creditors. But company CEO **Jamie Ireland** says details are still being hammered out and the financially beleaguered company does not intend to file bankruptcy.

"We're going to be submitting our proposal to them sometime next week. We're trying to frame a realistic proposal and establish a framework to get it done," Ireland told R&R Tuesday (1/16) afternoon.

Ireland asked creditors last month to forestall any legal action until January 15 so a financial plan could be prepared. Olympia has been embroiled in a financial crisis because it recently defaulted on junk bond payments and was sued over some station transfers.

"There's a decent chance we'll sell some stations soon," Ireland continued. "We're getting some proposals. But we're not looking to sell at distress sale prices."

Wyoming Broadcaster Fights Sillerman

A small Wyoming broadcaster is trying to throw a monkey wrench into **Bob Sillerman's** and **Carl Brazell's** plans to sell **KHOW & KSYY/Denver** to **Viacom** for \$15.5 million.

KWY Inc., headed by Chicago attorney **John Hough**, has filed a petition to deny with the FCC, accusing **Command Communications** of being "undoubtedly more interested in station trading rather than station operations in the public interest."

KWY got its dander up last year when it sought FCC permission to sell **KUUY & KKAZ/Cheyenne, WY** for \$1 million after 19 years of ownership. Command quickly blocked the deal after telling the FCC the Wyoming AM, operating at 650 kHz, was "in gross violation" of technical standards and causing interference with the Denver AM on 630 kHz. After a blizzard of legal filings, the Wyoming sale hangs in limbo because the FCC has not yet acted on Command's complaints.

In its petition, KWY says the Denver AM has changed hands four times in less than two years, with Sillerman and Brazell reaping at least a 36% profit in one year if the Viacom sale is approved. The petition adds, "KHOW certainly has raised questions of character of the persons who purportedly control it, which should be resolved before a further transfer is allowed." Specifically, KWY notes Sillerman's continuing economic involvement with Command, which ostensibly is owned by Brazell.

Sillerman's attorney, **Martin Leader**, was not available for comment on the dispute and a response has not yet been filed with the FCC.

Emmis Looking At Europe

Emmis Broadcasting is now eyeing Europe for acquisitions and may move "in the next few months" to acquire "a piece of a network" on the continent, according to CEO **Jeff Smulyan**.

"(Emmis President) **Steve Crane**'s been over there looking around and eventually I'll go over too," Smulyan said while attending this week's NAB board meeting in Rancho Mirage, CA. He declined to identify the network under consideration.

Smulyan said he expects to firm up a deal "in the next few days" to sell **KXXX/San Francisco** to **John Hayes's** start-up, **Alliance Broadcasting**, but would not reveal the purchase price. He added the company plans further station sales in the wake of the recent purchase of the Seattle Mariners baseball team.

BIA Says Radio Revenues Up

Tom Buono and the number-crunchers at **Broadcast Investment Analysts** are projecting modest increases in radio revenues during 1990, a clear warning for broadcasters to be more conservative when financing deals and estimating operating results.

After averaging growth rates in over 250 **Arbitron**-rated markets in his new "Investing In Radio 1990" report, Buono estimates that radio revenues increased about 7.4% in 1989 and predicts only a slight 7.5% increase for 1990.

"The downturns in the oil-based and agricultural economies took their toll on revenues in 1987 and we now appear to be bouncing back. We still don't see double-digit growth over the next five years, though. We're projecting most markets will see revenue growth in the 6% to 9% range, assuming a rather constant inflation rate," Buono said.

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TRANSACTIONS

Apollo Lights Up The Sky With \$20.1 Million Week

Stakelin Group Picks Up KKAT and WEZL

Deal Of The Week:

Apollo Radio Ltd. Acquisitions

PRICE: \$20,100,000

BUYER: Apollo Radio Ltd., headed by President Bill Stakelin. The group also owns KLSI/Kansas City and KEZE & KJRB/Spokane.

Transaction 1

KKAT/Salt Lake City

PRICE: \$12 million

TERMS: Cash

SELLER: Brown Broadcasting Co., owned by Willett Brown and his son Michael. They also own KYNO-AM & FM/Fresno, KPOP & KGB/San Diego, KXAO-AM & FM/Sacramento, and KKSJ/San Francisco.

FREQUENCY: 101.9 MHz

POWER: 26 kw at 3740 feet

FORMAT: Country

BROKER: Paul Leonard of Americom Radio Brokers

Transaction 2

WEZL/Charleston, SC

PRICE: \$8.1 million

TERMS: Cash

SELLER: Price Broadcasting Co., headed by John Price. Price also owns KCPX-AM & FM/Salt Lake City; KGA & KDRK/Spokane; KHYV & KBEE/Mo-desto, CA; KROW & KNEV/Reno;

KQMS & KSHA/Redding, CA; and WOIC & WMMC/Columbus, SC.

FREQUENCY: 103.5 MHz

POWER: 100 kw at 700 feet

FORMAT: Country

BROKER: Gary Stevens of Gary Stevens & Co.

Group Deals

H&D/Benchmark/Sage

Comment: In the first step of this three-part transaction, Sage Broadcasting is spinning off its New Bedford, MA combo to Benchmark Communications for \$5.5 million. In the next step, Benchmark will transfer the New Bedford stations to H&D Broadcast Group in a tax-free asset swap for H&D's Dover, DE combo. Swap engineered by Dan Gammon of Americom Radio Brokers and Stewart Cahn.

Transaction 1

WBSM & WFHM/ New Bedford, MA

PRICE: \$5.5 million

TERMS: Cash

BUYER: Benchmark Communications, which owns cable television systems in the Washington and Ridgecrest, CA areas.

SELLER: Sage Broadcasting Corp. Sage also owns WLVI/Hartford; WKHT/Manchester, CT; WFLK/Naugatuck, CT; WTAX & WDBR/Spring-

field, IL; KMNS & KSEX/Sioux City, IA; WSGD-AM & WKOL/Amsterdam, NY; WCDL & WSGD-FM/Carbondale, PA; WACO-AM & FM/Waco, TX; WRFB/Stowe, VT; and WAMT & WGNE/Titusville, FL.

Transaction 2

WBSM & WFHM/ New Bedford, MA

PRICE: \$4,750,000

TERMS: Tax-free asset swap

BUYER: H&D Broadcast Group, headed by Joel Hartstone and Barry Dickstein. They also own WSUB & WQGN/Groton, CT; WRG/Naples, FL; WKRS & WXLC/Waukegan, IL; WFPG-AM & FM/Atlantic City; WTLB & WRCK/Utica, NY; WBBW & WBBG/Youngstown, OH; and WSYB & WRUT/Rutland, VT.

SELLER: Benchmark Communications

Transaction 3

WDOV & WDSB/Dover, DE

PRICE: \$4,750,000

TERMS: Tax-free asset swap

BUYER: Benchmark Communications

SELLER: Hartstone & Dickstein
FREQUENCY: 1410 kHz; 94.7 MHz
POWER: 5 kw; 50 kw at 380 feet
FORMAT: MOR; Country

TRANSACTIONS AT A GLANCE

This Week's Action: \$42,395,000

Total 1990 Stations Traded This Week: 12

Total 1990 Stations Traded So Far: 14

Deals So Far In 1990: \$66,395,000

Deal Of The Week:

Apollo Radio Ltd. Acquisitions

\$20.1 million

● KKAT/Salt Lake City \$12 million

● WEZL/Charleston, SC \$8.1 million

● WBSM & WFHM/New Bedford, MA \$5.5 million

● WBSM & WFHM/New Bedford, MA \$4.75 million

● WDOV & WDSB/Dover, DE \$4.75 million

● WLMX-AM & FM/Rossville, GA (Chattanooga) \$7 million

● WBZA/Glens Falls, NY & WAYI/Hudson Falls, NY \$2.8 million

Late 1989 Action Reported This Week:

\$9,770,000

Late 1989 Stations Traded This Week: 12

1989 Action Wrap-Up

Total 1989 Transactions: \$2,762,418,165

Total Stations Traded In 1989: 1338

● KZAO/Dardanelle, AR \$89,600

● KAIO/Russellville, AR \$485,400

● WMLO/Havana, FL \$2.2 million

● WGRG/Greensboro, GA \$300,000

● KFXZ/Maurice, LA \$1.2 million

● KSRZ/North Platte, NE \$85,000

● KBOM/Los Alamos, NM \$1 million

● KZAM (AM)/Springfield, OR & KZAM-FM/Creswell (Eugene), OR \$295,000

● KRTX/Galveston \$850,000

● KJAS/Jasper, TX \$235,000

● KJKC/Portland, TX \$525,000

Arkansas

KZAO/Dardanelle

PRICE: \$89,600

TERMS: Cash

BUYER: Michael Wayne Miller and Johnson Communications Inc., owned by Dewey Johnson of Springdale, AR.

SELLER: Master Sound, Inc.

FREQUENCY: 1490 kHz

POWER: 1 kw

KAIO/Russellville

PRICE: \$485,400

TERMS: Cash

BUYER: Johnson Communications Inc., owned by Dewey Johnson of Springdale, AR.

SELLER: KAIO-FM Inc., owned by Judy Purtle. She also has an interest in Master Sound Inc., current licensee of KZAO/Dardanelle, AR.

FREQUENCY: 100.9 MHz

POWER: 3 kw at 160.72 feet

FORMAT: Religious

Florida

WMLO/Havana

PRICE: \$2,200,000

TERMS: \$1 million cash at closing; three-year \$1.2 million promissory note at 11% interest, with no interest charged during the first year. Buyer also has the option, subject to seller's approval, to pay a total price of \$2 million cash at closing.

BUYER: Nitrameel Inc., owned by Willie J. Martin and Dr. John Robert E. Lee. Martin has interests in WBZS/Eatonville, FL; WTWF/Woodville, FL; and WBZR/Destin, FL. Lee owns WJYZ/Albany, GA.

SELLER: Ed Winton

FREQUENCY: 104.9 MHz

POWER: 2.1 kw at 400 feet

FORMAT: Beautiful

COMMENT: The FCC Review Board last year revoked Lee's licenses for WMJM & WFAB/Cordele, GA on the grounds Lee had abused the minority distress sale policy.

Georgia

WGRG/Greensboro

PRICE: \$300,000

TERMS: \$10,700 escrow payment with total cash at closing of \$100,000; ten-year promissory note for \$200,000 at 12.5%.

BUYER: Briarpatch Radio Inc., owned by Sandra Gwyn of Watkinsville, GA and Hugh Christian of Athens, GA.

SELLER: Andrew Boswell

FREQUENCY: 103.9 MHz

POWER: 3 kw at 320 feet

FORMAT: AC

WLMX-AM & FM/

Rossville (Chattanooga)

PRICE: \$7,000,000

TERMS: Cash

BUYER: Baum Broadcast Group Inc., headed by President Theodore Baum and VP Dick Rakovan. The group also owns WOMP-AM & FM/Wheeling, WV and WMFX/Columbia, SC.

SELLER: Chattanooga Radio L.P., with general partner the Zitelman Group and major limited partners, including Paul Fink and an investment partnership managed by Media Capital, whose principals are Tom Buono, Michael Hesser, and Richard Zitel-

ABS GREENVILLE PARTNERS (Kenneth A. Brown and Jon Sinton, Principals)

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Continued on Page 10

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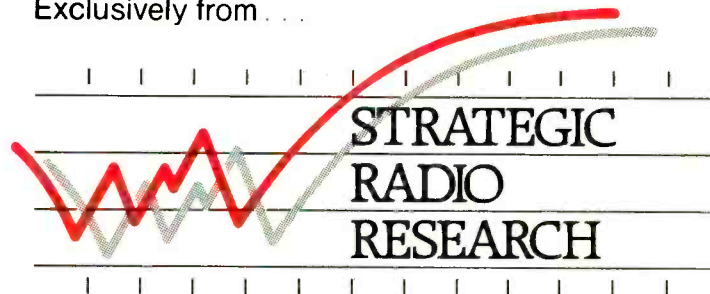
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TRANSACTIONS

Continued from Page 8

man. Media Capital has interests in **WWQM-AM & FM/Madison**; **WLSY-AM & FM/Louisville**; **WJQY/Charleston, SC**; **WAKS & WNND/Raleigh**; and **KKCB & KSLY/San Luis Obispo, CA**. **FREQUENCY:** 980 kHz; 105.5 MHz **POWER:** 500 watt daytimer; 3 kw at 270 feet **FORMAT:** Religious; AC **BROKER:** Jay Bowles of Blackburn & Co.

Louisiana

KFXZ/Maurice
PRICE: \$1,200,000
TERMS: Escrow deposit of \$100,000 with total cash at closing of \$1,000,000. Three-year, 10% promissory note for \$200,000.
BUYER: Citywide Broadcasting of Lafayette Inc., owned by Peter Moncrieffe and Willie Tucker of Baton Rouge. They also own **KQXL/New Roads, LA**.
SELLER: Foxco Acquisition Corp., headed by Cyril Vetter. Principals of Foxco also own **Vetter Communications**, owner of **WTGE/Baton Rouge** and **WVLA-TV/Baton Rouge**.
FREQUENCY: 106.3 MHz
POWER: 3 kw at 500 feet
FORMAT: Urban

Nebraska

KSRZ/North Platte
PRICE: \$85,000
TERMS: Escrow payment of \$5000; \$37,500 cash at close; three-year promissory note for \$42,500 — 10.5% interest first year, Chase Manhattan prime rate for remaining two years.
BUYER: Tri-State Broadcasting Associates, a nonprofit group headed by John Townsend of North Platte. Tri-State owns **KJLT/North Platte, NE**.
SELLER: North Platte Broadcasting, Inc.
FREQUENCY: 94.9 MHz
POWER: 63 kw at 200 feet
FORMAT: AC

New Mexico

KBOM/Los Alamos
PRICE: \$1,000,000
TERMS: Cash
BUYER: Telco Entertainment Inc., owned by Rudy Tellez of Santa Fe and Anthony Maisel of Albuquerque. Maisel has a majority stake in **KALY/Los Ranchos de Albuquerque, NM**.
SELLER: KBOM L.P.
FREQUENCY: 97.7 MHz
POWER: 15.5 kw at 1948 feet
FORMAT: Spanish

New York

WBZA/Glens Falls & WAYI/Hudson Falls

PRICE: \$2,800,000
TERMS: Cash
BUYER: Alpine Media, Inc., owned by Michael and Norma Nigris of River Vale, NJ; Dean Landsman of Lincoln-dale, NY; and Kathleen McCarthy of North Plainfield, NJ.
SELLER: Northway Broadcasting Inc., headed by David Mitchell and Joseph Reilly. Northway owns **WKMC/Roaring Spring, PA** and **WHPA/Holidayburg, PA**. Mitchell is the permittee of **WMXW/Vestal, NY** and Reilly has a stake in **WIZR & WSRD/Johnstown, NY**.
FREQUENCY: 1230 kHz; 107.1 MHz
POWER: 1 kw days/250 watts night; 3 kw at 844 feet
FORMAT: MOR; AC

North Carolina

WMBL & WRHT/ Morehead City
PRICE: \$1,325,000
TERMS: Cash
BUYER: Macripine Cable Inc., owned by L. Gene Gray of Greenville, NC and Frank Styers of Farmville, NC. They own the cable TV franchise for Pine-tops, NC, which they are in the process of selling.
SELLER: Curtis Radio Group, Inc., owned by Donald W. Curtis. He owns **WTAB & WYNA/Tabor City, NC** and **WCPS/Tarboro, NC** and has an interest in **WGBR & WEQR/Goldsboro, NC**. Curtis owns 2.5% of **Durham Corp.**, which owns five radio and TV

stations in North Carolina, and is a 2% stockholder in **Osborn Communications Corp.**
FREQUENCY: 740 kHz; 95.9 MHz
POWER: 1 kw daytimer; 3 kw at 300 feet
FORMAT: MOR; AC
BROKER: Whittle Agency

Oregon

KZAM (AM)/Springfield & KZAM-FM/Creswell (Eugene)
PRICE: \$295,000
TERMS: Cash
BUYER: An Oregon corporation to be formed by Eric Alterman and David Miller.
SELLER: KEFFCO Inc., which is principally owned by James Kefford. He also owns **KWTR & KXBX/Lake Port, CA**; **KOZT/Fort Bragg, CA**; and **KRRS & KXFK/Santa Rosa, CA**.
FREQUENCY: 1320 kHz; 95.3 MHz
POWER: 1 kw day/250 watts night; 1.6 kw at 390 feet.
FORMAT: News; AOR
BROKER: William A. Exline Inc. and the Miller Co.

Texas

KRTX/Galveston
PRICE: \$850,000
TERMS: Cash
BUYER: Sonoma Media Corp., owned by Roy Henderson of Seabrook, TX. He owns **KGLF/Freeport, TX** and **KFRD-AM & FM/Rosenberg, TX**. He also holds FM CPs for South Padre Island, TX; Caldwell, TX; and Mason, TX. In addition, Henderson has a LPTV CP for Clear Lake City, TX.

SELLER: Irvin Davis, who also owns **KTUF/Kirksville, MO**.
FREQUENCY: 104.9 MHz
POWER: 3 kw at 328 feet
FORMAT: NAC

KJAS/Jasper
PRICE: \$235,000
TERMS: Cash
BUYER: Roy Henderson of Seabrook, TX. He owns **KGLF/Freeport, TX** and **KFRD-AM & FM/Rosenberg, TX**. He also holds FM CPs for South Padre Island, TX; Caldwell, TX; and Mason, TX. In addition, Henderson has a LPTV CP for Clear Lake City, TX.
SELLER: Jasper County Broadcasting Co. Inc.
FREQUENCY: 100.7 MHz
POWER: 5.7 kw at 299 feet
FORMAT: AC and Country

KJKC/Portland
PRICE: \$525,000
TERMS: Cash
BUYER: Chitex Communications Inc., owned by Daniel Donovan and Cathleen Kramer of Chicago.
SELLER: JKC Communications Inc., owned by Jonathan Cohen. He also owns **WJKC/St. Croix, VI**.
FREQUENCY: 105.5 MHz
POWER: 3 kw at 353 feet
FORMAT: CHR

For The Record: In last week's Deal Of The Week (R&R 1/12), **KZFX/Houston** was inadvertently omitted from the list of stations **Shamrock Broadcasting Inc.** still owns.

NAB Ducks Program Code

Continued from Page 6

them either, but you ever try to take a banana away from a gorilla?"
• NAB President Eddie Fritts warned that Congressional proposals to restrict beer and wine advertising "can threaten the economic structure of our industry" through the possible elimination of sponsors for sports programming. He added, "If you were a member of Congress and had the opportunity — during an election year — to do 'something' about a motherhood is-

sue like drunk driving, how would you vote?"
• NAB directors voted to honor West Coast broadcast pioneer Bill Smullin with the association's Distinguished Service Award at the group's annual convention in April. Smullin, the founder of **California Oregon Broadcasting Inc.**, started his career in 1933 with **KIEM/Eureka, CA** and has a long string of industry accomplishments. He currently owns **KLFI & KEKA/Eureka, CA** and **KAGI/Grants Pass, OR**, along with four TV stations and cable interests in Oregon.

* * * * *

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MANAGEMENT

SIX TIPS FROM AN AGENCY VP

Selling Beyond Your Station's Numbers

Buying spot radio is more than the myopic mechanical process of searching for stations with the highest average quarter-hour ratings.

Writing in a recent issue of *Media & Marketing Decisions*, Roddy Freeman, VP/Associate Media Director at the Baltimore-based W.B. Doner & Company ad agency (!), suggests that media buyers be mindful of the following maxims, all of which can be used as ammunition by savvy radio salespeople as well:

- **Your money buys more than just ratings.** Although spot costs for successful morning shows (or other programming that garners exceptional ratings) are usually well above average market price, buying these hits will gain you access to an attentive and involved audience.

- **Cumes are numbers, too.** Don't base your buying decision solely on quarter-hour figures. For example, stations with low cumes — in comparison to AQH — can deliver greater frequency (albeit to a

smaller audience), while stations with high cumes provide greater reach and lower frequency.

- **The best buys are well-balanced.** Make sure all components of the buy complement each other in terms of demography and format. Furthermore, don't simply evaluate a station against a broad demo. Instead, analyze that station's ability to deliver *all segments* of your target audience.

- **Timing is important.** Don't advertise muffins and orange juice in

middays, and keep those nightclub spots out of morning drive!

- **Small numbers add up.** Once you have your base of group stations set, adding a station with a small AQH (but with a large exclusive cume) can deliver more diversified prospects than a station with a large AQH.

- **Get involved with contests.** Getting involved with station promotions can add greatly to the effectiveness of your campaign. Remember that you *and* the radio station benefit from promotions!

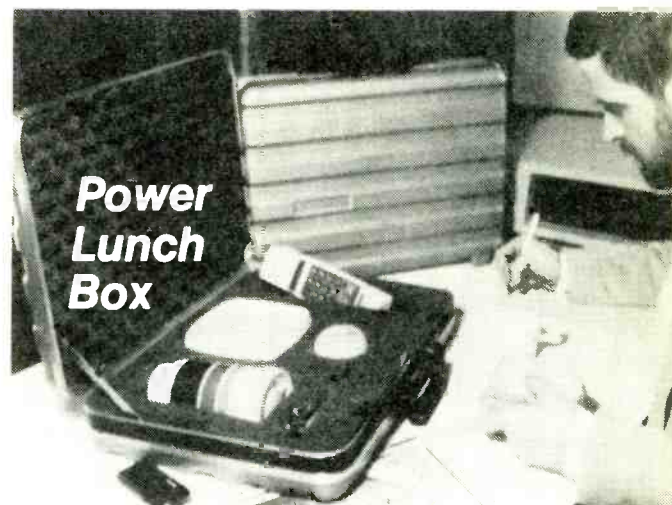
Goin' For The Goals

Setting specific goals for your salespeople can be difficult — but rewarding. *Maximum Performance Management* authors Joseph H. Boyett and Henry P. Conn suggest setting sales performance goals at three levels:

- **Long-term goals** should be attainable in either one or two years. For example, tell your salespeople: "We're shooting for \$1 million in revenue by 1992."

- **Short-term goals** should be achieved in three months to a year. Example: "At least 10% of our new business should come from recruitment advertising by Easter."

- **Minimum goals** should set the lowest acceptable standard for performance. Example: "Each salesperson must make at least three new contacts a week."



Hey, you — with the power tie — forget those ugly brown bag lunches. Now, thanks to the "BALanced Meal Executive Lunch Box," you can enjoy lunch in style without even leaving your desk.

Designed by Elizabeth, NJ-based container manufacturer William Bal Corp., the high-tech lunch box is crafted of a composite material that reportedly looks and feels like brushed aluminum, but weighs less than four pounds.

The 14 x 18 x 4-inch case not only contains cushioned spaces for a thermos, sandwich, and piece of fruit, but also features a place to store business materials. Suggested retail price: \$49.95. For more info, phone the firm at (201) 354-9625.

Milestones To Mark In 1990

Planning your station's 1990 calendar? Here — ranging from the sublime to the ridiculous — are some anniversaries that may provide your operation with unusual promotional opportunities:

- **Bugs Bunny:** Warner Bros.' wascally wabbit turns 50 on July 27. Although the celebration has already begun (*R&R*, 11/24), look for a CBS-TV special to air roundabout Bugs's birthday.

- **Boy Scouts:** The organization turns 80 on February 8. Each council will commemorate the date independently, making for strong local promotional possibilities.

- **McDonald's:** How many billions will have been served by the Golden Arches when it turns 35 on April 15?

- **Kent State:** May 4 marks the anniversary of the Kent State killings. A memorial and vigil are planned.

- **Club Med:** The preplanned-paradise chain turns 40 in May, and will kick off its celebration February 10 with the maiden voyage of the 610-foot, 425-passenger ship Club Med I.

- **Birth control pill:** "The Pill" of pills was approved by the FDA 30 years ago May 9.

- **Idaho:** Tater territory is gearing up for its 100th birthday July 3.

- **Wyoming:** Cheyenne will host a four-day party with artists and historical exhibits to commemorate Wyoming's 100th birthday July 10.

- **"Fantasia":** The Walt Disney animated film that helped pioneer stereo sound will be 50 on November 13. A restored version is slated for rerelease this fall.

- **John Lennon:** Fans will mourn the tenth anniversary of the former Beatle's death December 8.

- **Jerry Lewis Labor Day Telethon:** Once again, the US will wait with bated breath for the host to sing his trademarked tearful version of "You'll Never Walk Alone" at the conclusion of the 25th annual Muscular Dystrophy Association telethon, airing September 2-3.

DATELINE

- **January 18-21** — RAB Managing Sales Conference. Loews Anatole. Dallas, TX.

- **January 20-21** — Dan O'Day's Air Personality Plus seminar. Ramada Inn — South Airport. Orlando, FL.

- **January 21-25** — MIDEM '90. Palais des Festivals. Cannes, France.

- **January 22** — American Music Awards. Shrine Auditorium. Los Angeles, CA.

- **February 7-11** — Urban Network PowerJam Programming Conference. Stouffer Concourse Hotel at Los Angeles International Airport. Los Angeles, CA.

- **February 8-10** — International New Age Music Conference. Roosevelt Hotel. Los Angeles, CA.

- **February 11-12** — NAB Radio Group Head Fly-In. Embassy Suites Hotel, Chicago O'Hare Airport. Chicago, IL.

- **February 12** — Dance Music Awards. Universal Amphitheatre. Los Angeles, CA.

- **February 13-14** — Broadcast Credit Association's 23rd Credit & Collection Seminar. Westin Lenox Hotel. Atlanta, GA.

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Metro Audience Trends

PERSONS 25 - 54

	MONDAY-SUNDAY 6AM-MID					MONDAY-FRIDAY 6AM-10AM				
	SUMMER 88	FALL 88	WINTER 89	SPRING 89	SUMMER 89	SUMMER 88	FALL 88	WINTER 89	SPRING 89	SUMMER 89
WAAA SHARE	2.1	1.2	1.2	1.6	1.4	1.8	1.1	1.1	1.1	1.1
WBBB SHARE	14.7	13.8	13.8	13.6	7.8	13.9	14.1	13.7	13.7	13.7
WCCC SHARE	3.4	3.0	2.7	3.1	8.4	2.9	3.6	3.6	3.6	3.6

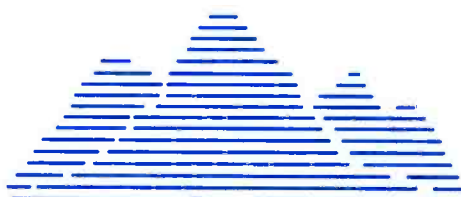
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SALES STRATEGY

Creating The Best Environment For Your Sales Staff

By Chris Beck

Chances are the first thing people notice about your sales offices isn't the fine artwork, but the atmosphere. This week, I'll focus on one of today's greatest management challenges — creating the proper sales environment for your employees.

Every sales manager should try to create an environment that not only enables each salesperson to achieve his (or her) maximum, but also attracts new salespeople while minimizing the amount of employee turnover.

Easier said than done, of course, but the right environment can literally make or break a station, or at least cause the dramatic deceleration of a rising sales manager's career.

The top stations are those that have cultivated the best sales staff. Similarly, the best sales staff will expect (and tolerate) only the best environment.

Atmospheric Pressure

Below are some questions to help you determine the state of your office's atmosphere:

When your top performers depart, do they leave due to circumstances outside the job (childbirth, relocation, etc.) or to pursue a similar career in the same market?

What percentage of your staff consists of high-performing salespeople? Less than 20%? Or somewhere between 75% and 90%?

Does your station get a consistent flow of sales job referrals, or are you constantly searching for applicants?

Does your personal interaction with salespeople occur on a day-to-day basis — with sporadic one-on-one discussions on topics besides business — or is it limited to crisis situations?

The more you chose the second option, the greater the chance your department's environment could be improved.

“One day you're a successful salesperson — the next day you're a sales manager who's supposed to have all the answers.”

Steps To Win

First of all, don't be too hard on yourself. Ours is primarily a business of trial and error — skillful training and coaching is almost nonexistent. One day you're a successful salesperson, and the next day you're a sales manager who's supposed to have all the answers.

Second, be aware of the things you can (and can't) change. If you work for an unenlightened and highly feared corporation or GM, most situations probably are outside your realm of influence. In

Top Ten Employee Motivators

Along with reviewing the accompanying column, give some thought to these ten employee motivators — in ranking order — culled by **Kenneth A. Kovach** for Fairfax, VA-based **George Mason University**. His results parallel those of virtually every other survey conducted on cultures created by employers.

- 1) Interesting work
- 2) Management's appreciation of work
- 3) Feeling of being well-informed
- 4) Job security
- 5) Good wages
- 6) Promotion and growth opportunities
- 7) Good working conditions
- 8) Company loyalty to employees
- 9) Tactful use of discipline
- 10) Sympathy, help, and guidance on personal problems

those cases, the best you can do is try to isolate your sales team from as much poison as possible.

Third, read through the remainder of this column with an eye to which of these suggestions you believe would most improve your situation. Then, progressively im-

Swap Meets

In these meetings, you'll begin to discover each person's needs. Some will discuss their areas of growth, some will air their day-to-day gripes, and some will want to exchange ideas. For others, a general “How's it going?” talk will suffice.

Consider this: Who gets (or demands) the most one-on-one time with you? It should be your highest performers. One of the reasons they're at the top might be this extra amount of interaction. Therefore, you can theoretically accelerate the growth of other salespeople by making similar commitments.

Salespeople also would appreciate an itemized, cohesive overview of the achievements you expect. Such a list should note whether an account is at the agency or the active retail level as well as the number of such accounts, the amount of new business expected, and the average unit rates. Rules governing account lists and working clients direct, and benchmarks of progress should also be included.

“The right environment can literally make or break a station, or at the least cause the dramatic deceleration of a rising sales manager's career.”

plement those which would be the most valuable and positively perceived by your staff.

Although it's impossible to isolate every component that contributes to an improved sales environment, I've prepared a list of practices I believe will make the most impact.

Nurture The Individual

Don't fool yourself into believing it's OK to manage the group rather than the individual. Many managers make this mistake simply because a group requires less time than an individual.

One-on-one training takes incredible discipline and constant mental prioritizing, but it's a critical step to take. In addition to coaching individuals, try to address them periodically during group meetings.

A word about meetings: Many successful sales managers hold two training meetings per week. This practice allows plenty of time for addressing specific needs (e.g., new salespeople), rather than presenting specialized material to the entire staff.

The amount of one-on-one interaction need not be an enormous time commitment. Two mini-meetings a week with each staffer, each meeting lasting between 20-40 minutes, should get it.

“Don't fool yourself into believing it's OK to manage the group rather than the individual.”

This overview not only can serve as a definitive job description for your staff, but also a scorecard by which they can be judged. It should put an end to any discrepancies that may have previously existed.

Controlling Crises

It's impossible to remove the feeling of immediacy from our business — but I doubt any of us would want to. Although it's slightly masochistic, the rush of adrenaline is precisely what attracts us to sales.

While crises often are impossible to overcome, they can be controlled. The most effective way is to establish simple, logical systems that

Continued on Page 16

Why is Norm Goldsmith's Sales Development Program such a profitable investment?

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President - Radio Division
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“Norm's program is by far the best we've seen, and we've seen them all. We use it at all our stations because it works.”

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President - Midwest Communications, Inc.
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“The salespeople get dollar signs in their eyes when they watch Norm. They know they'll get ideas they can use that day.”

Susan Karas
General Sales Manager
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“We have found Norm's program to be extremely valuable not only in helping to train our new salespeople, but also in reminding our veterans what they may have forgotten or claim to have known.”

Norm Epstein
Vice President & General Manager
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“It's the best training program I've ever seen for new salespeople. There's no fluff, just basic sales techniques, all geared specifically to radio.”

Chuck Jewell
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“It's got something valuable for everybody, new or experienced. We really got our money's worth.”

Carl McNeill
General Sales Manager
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“Our crustiest veteran said, ‘Finally someone is talking to me instead of at me; he really understands what I am facing.’ It's amazing how everyone relates to the program. One year later it's still our major resource.”

Tom Pierce
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“It is simply the best in-house training program I've seen, and I've seen just about all of them. It's a turnkey deal, easy for the Sales Managers to use, well organized, interesting, and a real education.”

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As you evaluate your marketing challenges for the nineties, ask yourself if you are providing your salespeople with a place to work or a place to grow. If you want to grow, they need the tools.

If you have heard of or worked with Norm Goldsmith, you'll expect the best. If you haven't, the best is yet to come.

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SALES STRATEGY

Creating The Best Environment For Your Sales Staff

Continued from Page 15

have built-in controls and priorities — and to which your salespeople will adhere.

Try this exercise: Keep track of the “crises” that occur in a one-week period. Upon examining the list, you’ll find many of these distractions and disruptions could have been controlled before they reached crisis proportions.

When such crises dominate a manager’s interaction with a salesperson, it often may be the only way the staff member can hold a manager’s attention and make him spend some time with him or her.

Some quite simple solutions exist. You could establish a “buddy system,” in which a problem can be handled despite the absence of the salesperson that’s responsible for the account. You could also maintain well-defined, up-to-date account lists to further reduce confusion.

“Often, salespeople tend to virtually worship the ‘Big Hit,’ with little acknowledgment to those who generate smaller orders.”

What’s more, you can establish a consistent policy on rates and merchandising, under which your salespeople know their options by referring to past decisions, subject to your final approval. Skip the initial input — you’d probably be repeating the same decision most of the time, anyway.

Consistency Is Key

Sales training and development is mandatory at many stations. You should spend at least one meeting a week on improving and refining such skills. I recommend Tuesday mornings for these meet-

ings — anything later in the week doesn’t allow salespeople to immediately utilize their newfound skills.

Furthermore, morning meetings provide a much better atmosphere for material absorption and retention than those at the end of the day.

Recognize Small Orders

Often — unfortunately — salespeople tend to virtually worship the “Big Hit,” with little acknowledgment given to those who generate smaller orders. In reality, it’s those small new business orders that account for most of your revenue.

Astute managers should make it a habit to send memos to GMs, VPs, and PDs detailing salespeople’s smaller (but significant) accomplishments, often asking station execs to acknowledge the person responsible for the orders.

A simple, “Nice job on the Brake account, John” in the sales office or hallway can have a remarkable effect, as can a brief congratulatory letter. I’ve even seen such letters from Group VPs framed and hung at salespeople’s desks!

Think Before You Act

Time-consuming “crunch” projects, reports, and analyses can really detract from a salesperson’s performance. These activities — which some salespeople fondly refer to as “acts of God” — often are purported to be of immediate relevance to the station, but historically generate little in the way of actual revenues.

Another time-robbler that crops up is the “fire sale,” that non-planned item such as a quickly thrown-together package or an expiring co-op.

It’s important for these types of rush projects — especially packages — to be well thought out. Make sure your salespeople have enough time to act on them, and see that your station provides such packages to its clients on a consistent basis.

All too often packages are thrown together that contain high prices and short decision-making periods. These are the killer projects — the ones that will quickly bring down your staff.

The more you study a project, its time frame, and its impact on your staff, the more positive the outcome. The material will be more cohesive, in better order, and of much greater use.

Update Your Arsenal

Salespeople’s performance can be improved if they’re provided with a *controlled and consistent* flow of new support materials, such as station packages, events, analyses, recent success letters (not ones dating back to 1988), and case studies.

“Salespeople’s performance can be improved if they’re provided with a *controlled and consistent* flow of new support materials.”

I’m not saying you should toss out all your rankers — but you *should* get rid of the older, out-of-date materials. As a general rule, try to add one or two solid new support pieces every month.

Present each new piece at a sales training meeting, and offer suggestions on when and how to use them. If you just casually mention them or simply set them in with the rest of the old sales materials, you’re bound to be disappointed.

Another “secret weapon” is a proposal outline system. Of course, you’ll need to make some revisions to customize each presentation, but a library of successful outlines will give you a solid base from which to work.

Best Sales Motivators

The ever-popular trip to Hawaii is great motivation for your top salespeople who revel in acknowledgment — but *you* are the best motivator. Below are the results of a study on what motivates salespeople by the University of Missouri-Columbia.

Entry-level salespeople:

- 1) Consistent coaching
- 2) Consistent counseling

Veteran salespeople:

- 1) Promotion requirements
- 2) Greater responsibility
- 3) Job security

Rather than put together proposals from scratch, establish a data base of your station’s (or your personal) best. Keep in mind that not everyone on your sales staff writes with the same impact.

This data base system will become one of your best support tools, increasing the efficiency of your salespeople as well as your administrative assistants — and all it takes is a computer and a word-processing program.

Manage ‘Til The End

Historically, a manager’s job has been to oversee the beginning of a project rather than the middle or the end. Therefore, most of our interaction with salespeople revolves around handing out new leads, reviewing monitors, and discussing non-active clients.

This tends to emphasize activities that haven’t begun, rather than pending projects. If some salespeople need leads, train them to research their own — but don’t dedicate all your time to leads.

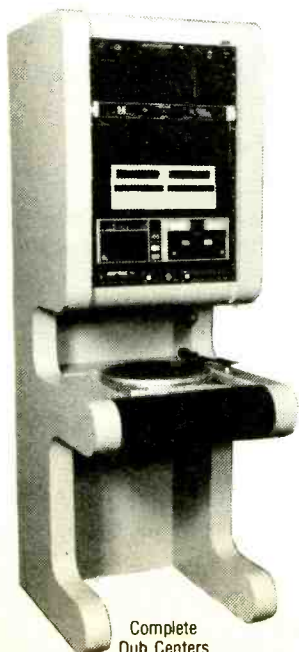
For example, discuss pending and problem accounts as often as possible, and regularly compare the number of active accounts with established performance norms. Also, review proposals prior to presentations and talk about the components of closing ratios with your salespeople.

The objective is to effectively manage all of the steps and options in each project, rather than just the initial stages. By doing so, you’re putting yourself in an even greater position to influence business.

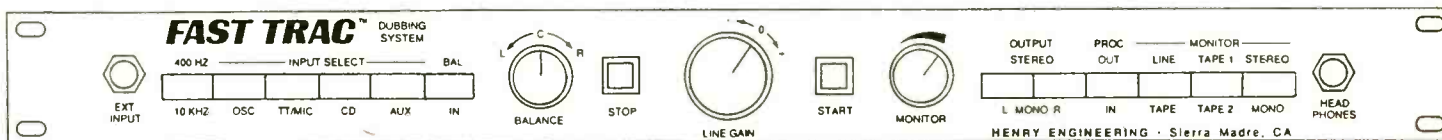


Chris Beck is the President of **Chris Beck Communications**, a sales consulting firm. If you have a question about a column or a topic you’d like to see addressed, he can be reached by phone at (818) 594-0851; by fax at (818) 594-5030; by **Prodigy** electronic mail at ID# SRTN15A; or by **Compuserve** at ID# 76066,3334. Write to him at 22900 Ventura Blvd., Suite 340, Woodland Hills, CA 91364.

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Over the past year, under the leadership of Gary Brobst, VP, EZ Communications, the sacrifice and untiring dedication of the Major Market Radio Advisory Board has raised our performance levels to new heights.

Our heartfelt thanks to Gary and all the Board members for their outstanding contributions towards making us a stronger rep firm as we enter the exciting 90's.


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'ZINE SCENE

MJ Has Beast Friend Stuffed!

Shattered by the sudden, mysterious death of Bubbles (his pet chimp), Michael Jackson has had his furry friend secretly stuffed!

According to the *National Enquirer*, the superstar's beast friend will now "live forever" in MJ's private quarters. (Incidentally, this particular mounted monkey is the original Bubbles — not the lookalike chimps that've been filling in for public appearances of late.)



The Prince & The Popper

In continuing Jackson action, the *Star* reports that Michael has talked his "archrival" (Prince) into co-writing two songs — and even singing a duet on one of 'em — for MJ's next LP!

Calling the Purple One out of the blue was reportedly Michael's idea. Prince, incidentally, thought the message was a phony — until he dialed the number and got MJ's private line!

Dial 555-LVIS

The *National Enquirer* reports that pop pianist Elton John is pumping BIG bucks into a Broadway musical that's based around sick people being cured by miraculous phone calls from Elvis Presley in Heaven! Working title for the show? "Please Hold For Elvis!"

Fun Couples

• According to the *Star*, pop singer Marika "has it bad" for blue-eyed soulman Michael Bolton!

• Addressing those lurid tabloid tales of Motley Crue drummer Tommy Lee being caught in a hotel room with a "model" by his wife

THE PEOPLE'S PRINCESS — Nestled between Pages 27-28 of a special Grammys advertising supplement found in this week's "People" is a flexidisc copy of "Dressed To Kill" by Polydor recording artist Princess (pictured above). If the disc found in YOUR copy contains the special message — you have to play it to find out — you win a trip to see the 1990 Grammy Awards show, to be held in Los Angeles on February 21!

(actress Heather Locklear) in this week's *People*, the little woman sez: "Tommy was bummed that he wasn't matched up with someone better-looking!" Me-ow!!!

Tinkle, Tinkle, Little Star

Those potty animals at the *Weekly World News* scooped the competition with news of an amazing gadget that — when hooked up to your common household toilet — reacts to the receptacle's being flushed by playing "Twinkle, Twinkle, Little Star" until you close the lid, guys!

Sold by the Huntington Beach, CA-based Kaleidosphere company, the male-order item retails for \$19.95!

TELEVISION

TOP TEN SHOWS

JANUARY 8-14

- 1 *Roseanne*
- 2 *The Cosby Show*
- 3 *Cheers*
- 4 *A Different World*
- 5 *Golden Girls*
- 6 *60 Minutes*
- 7 *CBS NFC Championship Post-Game Empty Nest (tie)*
- 9 *Dear John*
- 10 *Wonder Years*

Source: Nielsen Media Research

All show times are EDT/PDT unless otherwise noted; subtract one hour for CDT. Check listings for showings in the Mountain Time Zone. All listings subject to change.

Tube Tops

• Paula Abdul, Bobby Brown, Great White, Janet Jackson, Tone Loc, Richard Marx, New Kids On The Block, Prince, Rod Stewart, Randy Travis, and Warrant will perform on ABC's 17th annual "American Music Awards" (Monday, 1/22, 8pm). Hosts Anita Baker, Alice Cooper, Gloria Estefan, and the Judds also are scheduled to perform during the three-hour special.

Friday, 1/19

- Olivia Newton-John, "Late Night With David Letterman" (NBC, 12:30am).
- Elton John, "The Arsenio Hall Show" (syndicated; check local listings for station and air time).
- Gloria Estefan, "The Tonight Show Starring Johnny Carson" (NBC, 11:30pm).

Saturday, 1/20

- Graham Parker, "David Letterman."
- Bonnie Raitt, "Saturday Night Live" (NBC, 11:30pm).

Sunday, 1/21

- Spinners and Michael Bolton, "Dionne & Friends" (syndicated; check local listings).

Monday, 1/22

- Calloway, "Arsenio Hall."
- Poco, "Johnny Carson."
- Residents, Kronos Quartet, Conway Twitty, and Aster Awaki, "Night Music" (NBC, 12:15am).

Tuesday, 1/23

- Peabo Bryson and the Charlie Daniels Band, "Arsenio Hall."
- Queen Ida & Bon Temps Zydeco Band, "The Pat Sajak Show" (CBS, 11:30pm).

Wednesday, 1/24

- Grover Washington Jr., "Arsenio Hall."

Thursday, 1/25

- Paul McCartney is the subject of an expanded edition of "48 Hours" (CBS, 8pm). Dan Rather follows the ex-Beatle on the Chicago leg of his world tour, and gets a sampling of tunes old and new.
- The Doobie Brothers and Southern Pacific team up for a pay-per-view special (Event TV, 8pm EST/5pm PST) from Pearl Harbor benefiting the Vietnam Veterans Aid Foundation.
- Bill Medley appears as himself on "Cheers" (NBC, 9pm).
- Belinda Carlisle, "Arsenio Hall."

Soul Train TV Awards Show To Honor Quincy, Arsenio

Producer/composer/Qwest/WB recording artist Quincy Jones will receive the Heritage Award for outstanding career achievements during the fourth annual "Soul Train Music Awards," set to air via syndicated TV on March 14.

Also honored will be talk show host Arsenio Hall (aka MCA recording artist Chunky A), who's slated to receive the Sammy Davis Jr. Award for entertainer of the year.

The special will be broadcast live — on Jones's birthday, incidentally



Quincy Jones

— during prime time from L.A.'s Shrine Auditorium. Performers are to be announced.

Coke's Super Bowl Spot To Sport 3-Dimensional Sound

On January 28, millions of Americans will watch the Super Bowl, and advertisers will pay ever more millions of dollars to reach them. In hopes of making its Super Bowl XXIV commercial the most memorable of all, Coca-Cola is planning to debut a spot that features three-dimensional sound.

The soft-drink giant made waves

during last year's game when it aired the first visual 3-D commercial. This year, Coke will use 3-D sound in its remake of the company's vintage commercial that featured the song, "I'd Like To Teach The World To Sing."

However, only people with stereo TV — about 19% of US households — will be able to hear the high-tech sound effects.

VIDEO

NEW THIS WEEK

- **THE KARATE KID PART III (RCA/Columbia Pictures Home Video)**
Along with the return of the original's cast, the third installment of this student-teacher saga is chiefly notable for its MCA soundtrack LP, spotlighting selections from the likes of Winger, Little River Band, Boys Club, the Pointer Sisters, the Jets, Glenn Medeiros, and more. (Street date: 1/24.)
- **UHF (Orion Home Video)**
"Weird Al" Yankovic becoming GM of a TV station and airing programs such as "Wheel Of Fish?" Only in his movie. Along with playing the starring role and co-writing the script, the prancing prince of parodies contributes to the film's Scotti Bros./CBS soundtrack, which sports songs 'n' sound bites such as "Attack Of The Radioactive Hamsters From A Planet Near Mars" and "The Biggest Ball Of Twine In Minnesota." Look sharp for cameos by longtime radio air personalities Dr. Demento, M.G. Kelly, and Jay Gardner, as well. (1/25.)



DE FACE 'N' DE MUSIC — "Weird Al" Yankovic (right) shows Kip Winger why he's not just another pretty face.

**Our Best Advertisement
is our CLIENTS' word . . .
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**Our Client list is the "Best" in
the Industry . . . Because WE are
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**Don't be misled into paying more!
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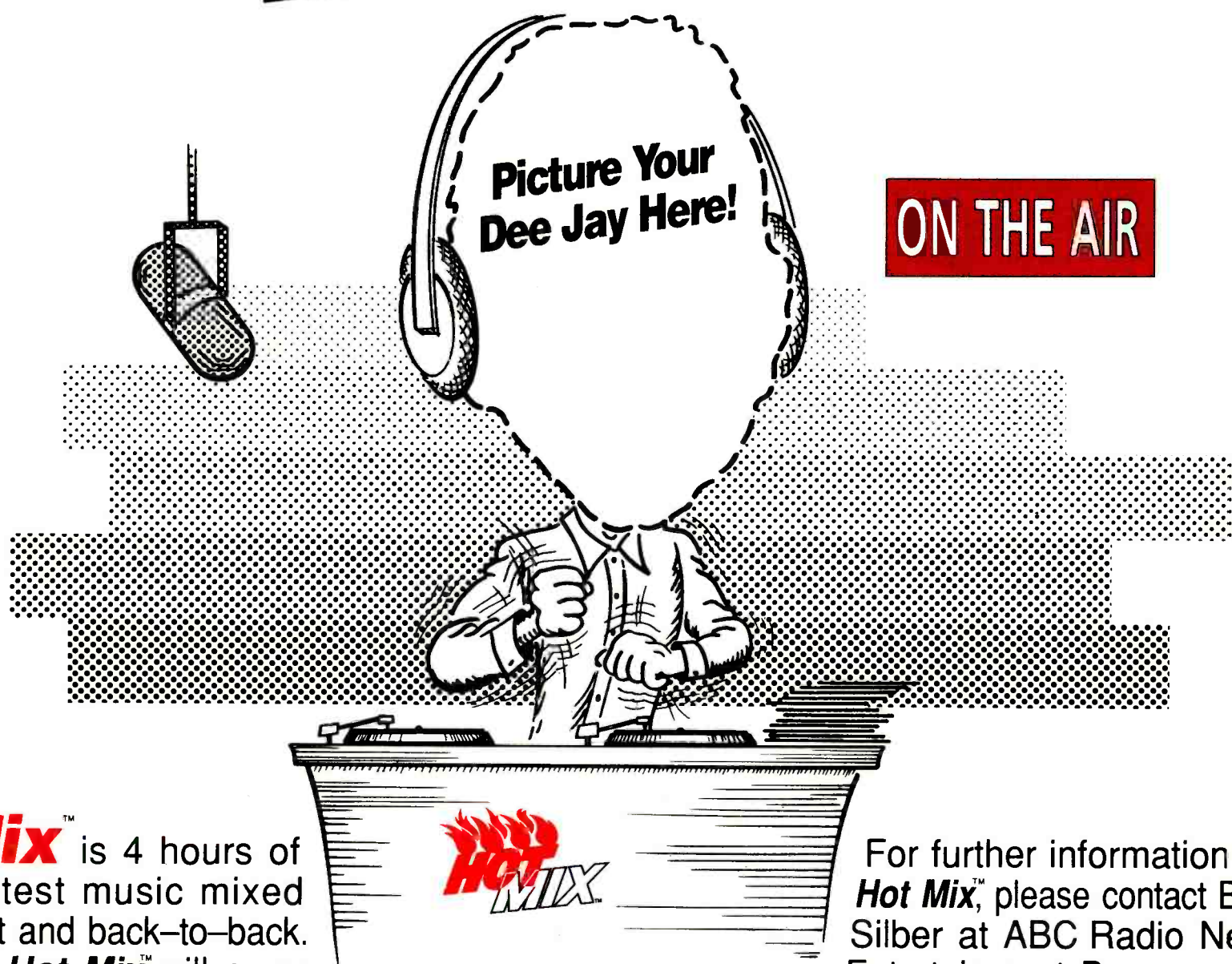
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**U.S. Tape & Label
Saint Louis, Missouri**

HOT MIX™



Hot Mix™ is 4 hours of today's hottest music mixed beat-to-beat and back-to-back. Each week **Hot Mix™** will come to your radio station unhosted and ready for you to localize. Picture your air personality as the master-mixer lighting the fire under your listeners. **Hot Mix™** is sure to leave the competition *badly burned*.

For further information about **Hot Mix™**, please contact Barbara Silber at ABC Radio Network Entertainment Programming at (212) 887-5379 • FAX (212)887-5449. For outside the U.S. contact Radio Express at 1-213-850-1003.

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

abc ABC RADIO NETWORKS
Mixed By: Dave Rajput Produced By: Andrew Starr

BURN THE COMPETITION!

IN THE 1990'S YOU WILL PROBABLY ONLY SEE FIVE REAL BREAKTHROUGHS IN RESEARCH...

FACT

COLEMAN RESEARCH'S AUDITORIUM MUSIC TEST HAS THREE OF THEM:

BREAKTHROUGH #1: FIT

In the 1980's, auditorium music tests told you only about song popularity. Coleman Research's F.A.C.T.SM (Fit, Acceptance, and Compatibility Test) still tells you which songs are popular, but goes far beyond mere song acceptance to offer a major research breakthrough with "Fit." "Fit" tells you whether listeners perceive each and every song to be *appropriate to your station*.

Coleman Research has found that music image fulfillment, or "Fit," is critically important in determining the strength of your station's listening levels. If a listener's expectation is fulfilled, he will tune in time and time again, for long listening spans. If the expectation is not fulfilled, a listener will decrease the number of occasions of listening *and* time spent per occasion. With "Fit," Coleman Research identifies if each song meets the *expectations* of your audience, or if it "breaks your promise."

BREAKTHROUGH #2: COMPATIBILITY

Smart program directors know intuitively which songs belong or are "compatible" with their station's core "quintessential" sound. Playing compatible songs maximizes listening, while non-compatible songs will damage time and quarter-hours. Until now, other than "gut feeling," there has been no way to identify which songs are most compatible and which are "outside the format."

Using cluster analysis techniques, Coleman Research can determine the "quintessential" sound of your station. Then, every song in your auditorium music test will be measured against this core sound to produce a Compatibility score. Now, compare each song's Compatibility to your station and format! Compatibility determines how far you can broaden your station's sound without alienating your core.

BREAKTHROUGH #3: DISC

Only Coleman Research delivers the results of your music test on computer software: Data Implementation Selection Computer—we call it DISC for short.

Instead of searching manually through reams of paper, *save hours*—pop in your DISC and whiz through your F.A.C.T.SM data on your PC. DISC helps you analyze F.A.C.T.SM then allows you to create an inventory and individual categories with far more precision and ease than you ever thought possible.

Think about it; an entire auditorium music test on a single floppy disc. DISC—Coleman Research's music management system—so easy, it's incredible!

F.A.C.T.SM MAKE EVERY SONG BELONG

To learn more about F.A.C.T.SM call 919/790-0000 or write Coleman Research and experience the first three research breakthroughs of the 1990's.

COLEMAN RESEARCH

Box 13829, Research Triangle Park, NC 27709 (919) 790-0000

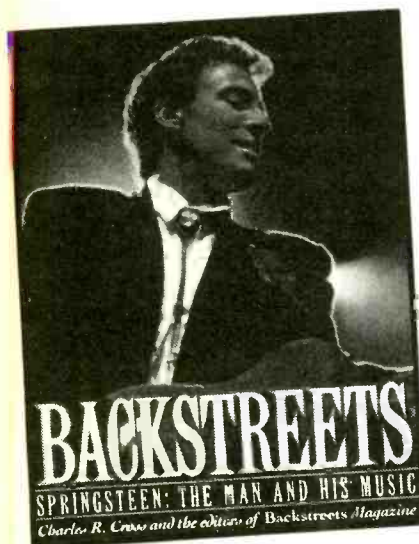
MEDIA

BOOK BEAT

Boss, Beatles, Rebels' Bios Top Current Releases

Want to witness the Beatles and Bruce Springsteen rise from humble beginnings to capture the imagination of the music world ... again? Or maybe you'd prefer to peek into the personal lives of a couple of rock 'n' roll rebels?

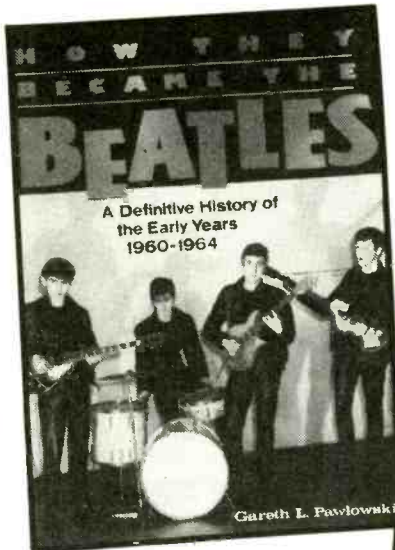
Either way, you're bound to find some pleasin' readin' within the pages of the following recently released music-related books:



Bruuuuuuuuuuce!

If pictures are truly worth a thousand words, then there's a lifetime of talk to be found within the pages of Charles R. Cross's coffee table-sized "Backstreets," subtitled "Springsteen: The Man And His Music" (\$24.95/Harmony). This bio 'n' career retrospective features 150 photos (many in color), rare interviews with the Boss and members of the currently-in-limbo E Street Band, and a Springsteen "sessionography" that's rife with details of unreleased and alternative tracks.

Co-written by the editors of *Backstreets*, a Springsteen fanzine, the 225-page tome also packs an exhaustive listing of every Springsteen concert, and even includes complete set lists from some of the singer/guitarist's "landmark" shows.



Have Mersey, Baby

In "How They Became The Beatles: A Definitive History Of The Early Years 1960-1964" (\$24.95/Dutton), author Gareth Pawlowski uses original programs, tickets, local newspaper ads, and contracts from his personal collection to construct an extremely detailed picture of the band's formative period.

The 208-page reader is loaded with photos (many never before published), and features reproductions of dozens of period-piece posters, news clippings, and original record sleeves and labels, including the Fab Four's first Parlophone single ("Love Me Do") — on which McCartney's name is misspelled as "McArtney!"

Pistol Dawn

How wicked can the dude who dreamed up the Sex Pistols be? Plenty, according to the evidence assembled in Craig Bromberg's "The Wicked Ways Of Malcolm McLaren" (\$10.95)/Harper & Row.

Bromberg relies on interviews with nearly 200 of McLaren's friends (and enemies) to lay bare the manager/artist/clothing store proprietor's life story from the circumstances of McLaren's birth to the height of his celebrity as the



of his recently released Epic LP, "Waltz Darling."

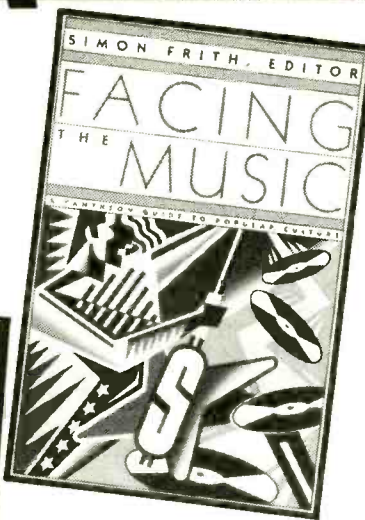
The 320-page softbound mass marketing lesson — which doubles as an excellent mini-bio of the Sex Pistols themselves — also looks at the indelible stamp McLaren placed on punk culture, and examines his role in the interconnecting careers of Adam & The Ants, Bow Wow Wow, and Boy George.



There But For Fortune

'60s folk star Phil Ochs left this world on his own accord nearly 14 years ago, hanging himself in his sister's house. Since then, much has been written about his rockin' role in the civil rights movement, including the first printing of Marc Eliot's "Death Of A Rebel: A Biography Of Phil Ochs" (\$19.95/Franklin Watts) in 1979. However, thanks to the Freedom Of Information Act, a more complete story can now be told.

The revised page-turner features a partial account of the FBI's surveillance of the "singing journalist" (taken from a "phone book-thick file"), and examines what role the Feds may have played in Ochs's suicide. New interviews with family and friends, and a completely revised discography are also included in the 334-page tome. Thirty-two pages of photos (many never before published) complete the package.



Essay It Out Loud

"Facing The Music" (\$9.95/Pantheon) is a collection of critical essays (from assorted music industry pundits, including R&R Sr. VP/Editor Ken Barnes) offering an overview of the music business — from the philosophy behind programming CHR radio to the way pop music is packaged and "sold like toothpaste or T-shirts."

Edited by British author Simon Frith, the 229-page thought-provoker also covers such topics as the phenomenon of "crossover" hits, how pop music shapes teenage identity (and sexuality), and how video is changing the face of pop music.

Recording Artists Set For Earth Day TV Special

Quincy Jones, Barbra Streisand, Bruce Willis, and Bette Midler (the last of whom will play Mother Earth) are among the recording stars slated to appear in a two-hour TV special that will focus on environmental problems.

Scheduled to air via ABC-TV on April 22 at 9pm, the show will combine music, comedy, and drama to celebrate Earth Day. Other cast members include Ted Danson, Kevin Costner, Michael Keaton, Meryl Streep, Geena Davis, and Robin Williams.

FILMS

WEEKEND BOX OFFICE

JANUARY 12-14

1 Born On The Fourth Of July (Universal)	\$8.0
2 War Of The Roses (20th Century Fox)	\$5.7
3 Tango & Cash (Warner Bros.)	\$5.4
4 Internal Affairs (Paramount)*	\$5.0
5 Always (Universal)	\$4.2
6 The Little Mermaid (Buena Vista)	\$3.8
7 Steel Magnolias (Tri-Star)	\$3.7
8 Glory (Tri-Star)	\$3.0
9 Back To The Future Part II (Universal)	\$2.74
10 Driving Miss Daisy (Warner Bros.)	\$2.72

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



SH-SH-SH-SHAKIN' ALL OVER — Reba McEntire fulfills her silver screen scream queen dream in "Tremors."

COMING ATTRACTIONS:

This week's openers include "Tremors," a horror film about giant underground snakes that co-stars country crooner **Reba McEntire**, who can be heard singing "Why Not Tonight" over the closing credits.

Also opening this week, albeit in limited release: "Everybody Wins," starring **Debra Winger** as a schizophrenic prostitute and **Nick Nolte** as the private dick in love with her (them?). **Mark Isham** provides the movie's musical score, with three songs by **Leon Redbone**.

MUSIC & MOVIES

CURRENT

- **BORN ON THE FOURTH OF JULY (MCA)**
Single: A Hard Rain's Gonna Fall/E. Brickell & The New Bohemians
Other Featured Artists: Broken Homes, Van Morrison, Don McLean
- **ALL DOGS GO TO HEAVEN (MCA/Curb)**
Single: Love Survives/Irene Cara & Freddie Jackson
Other Featured Artists: Melba Moore f/Burt Reynolds, Lana Bonson
- **SHE-DEVIL (Mercury)**
Single: I Will Survive/Sa-Fire
Other Featured Artists: Fat Boys, D Mob, Jermaine Stewart
- **TRUE LOVE (RCA)**
Single: Whole Wide World/A'me Lorain
Other Featured Artists: Graham Parker, Eurythmics, Jim Capaldi
- **SHOCKER (SBK)**
Single: Timeless Love/Saraya
Other Featured Artists: Megadeth, Bonfire, Dudes Of Wrath

This is the Big One!
MAY 9-12



Look for schedule & registration details soon.



Century Plaza & JW Marriott Hotels
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LIFESTYLES

Top Ten Best & Worst Tippers

When it comes to tipping, bartenders rated their peers as the best of the bunch, while doctors and lawyers were at the bottom of the barrel, according to a recent survey published in *Bartender* magazine. Here's the results, **Tipper Gore** jokes added at your discretion.

Top Ten Tippers

1. Bartenders
2. Waiters/waitresses
3. Tavern owners
4. Beauticians
5. Small-business owners
6. Liquor salesmen
7. Restaurant owners
8. Mafioso
9. Barflies
10. Car salespeople

Bottom Ten Tippers

10. Yuppies
9. Insurance salespeople
8. Pipe smokers
7. College students
6. Musicians
5. AT&T employees
4. Teachers
3. Bankers
2. Lawyers
1. Doctors

Cellular Phone Guide Available

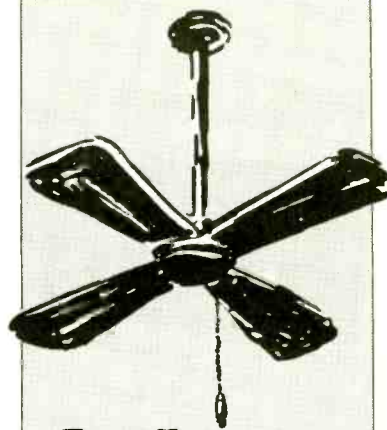
Do you cinch most of your business deals on the highway? If so, you're not alone. About 2.7 million people owned cellular phones as of last June — up from 100,000 in '85.

According to the Washington, DC-based Cellular Telecommunications Industry Association, cellular phone subscriptions are expected to reach 10 million by 1995.

If you or your salespeople belong to this elite demo, here's something that might prove useful during cross-country travels — the *Cellular One Roaming Guide*, published by the Memphis, TN-based American Roamer Company.

The quarterly publication — which has nearly 50,000 subscribers — contains info on how to use a cellular phone outside its coverage area, as well as maps, area codes, and costs for making calls in different cities.

Most individuals can subscribe to the guide through their cellular phone companies, but the new service isn't available in all areas. For more info, call your local cellular phone carrier or American Roamer at (901) 767-6677.



Fan Fare

These fans won't buy any records, but they will keep you cool. According to a recent survey by the NYC-based Roper Organization, ceiling fan ownership skyrocketed from 15% of US households in 1981 to 46% last year.

What's more, the study found that another 7% of Americans said they plan to buy a ceiling fan within the next 12 months — only microwave ovens and telephone answering machines (at 8% each) made more shopping lists.

Geographic location has a significant impact on ceiling fan ownership. More than half (54%) of Southerners now own one, compared with 49% in the Midwest, 39% in the Northeast, and 38% in the West.

It's those Northeasterners, however, who have their eyes on the skies — one in ten plan to purchase a ceiling fan this year, compared to 5% in the South and 7% in the other two regions.

Teen Tastes Turn To CDs

While the number of teens who bought LPs last year has plummeted nearly 50% from 1988, CD sales have risen more than 17%, according to a recent survey conducted by Northbrook, IL-based Teenage Research Unlimited.

In the study of 2110 people aged 12-19, 13% reported buying an LP during the past three months — down from 25% the year before. In the same period, nearly 15% of the respondents said they had bought a compact disc, up from 12.6% in '88.

Almost half (48%) of the teens surveyed said they had purchased a prerecorded audiocassette last year, and 42% had bought a blank cassette. Purchases of both types of audio tapes have remained stable over the past year.

CHRONICLE

Marriages:

Westwood One AE Monique Ohriker to Wayne Hartunian, October 21.

Born To:

Best Performances President/CEO Richard Weinman and wife, company VP/CFO Arleen Weinstein Weinman, daughter Shaine Nicole, December 26.

WCMJ & WILE/Cambridge, MA and **WWCK/Caldwell, MA** GM Dave Wilson, wife Cindy, son Stephen David, January 5.

WBNQ/Bloomington, IL PD/air talent Mike Justin, wife Cathy, son Bryan, January 5.

Bill-Paying Becoming Impersonal

Although half of all Americans have a joint checking account and 39% have one of their own (up from 30% in 1983), fewer are paying bills by mail or in person.

A recent survey by the NYC-based Roper Organization found that 48% of consumers pay at least one bill by mail in a typical week — down from 55% in 1985. Nearly a

quarter (23%) of Americans pay bills in person each week, down from 31%.

Roper says the decline may be linked to the increased use of credit card accounts. Consumers may be combining many small bills into a few large ones, or paying their bills over the phone. They also may be allowing businesses to collect payment directly from bank accounts.

If it
has to do
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Street Pulse Group

Market Research for Today's Music Industry

Median Household Incomes Flat
Black Married Couples' Earnings Up 7%

After five consecutive years of increases, US median household incomes held steady from 1987 to 1988 (the last period for which such figures are available), leveling out at \$27,230 per household.

The median household incomes for whites (\$28,780), blacks (\$16,410), and Hispanics (\$20,360) also showed little change between '87 and '88, according to the US Census Bureau.

Despite the overall sluggishness, the average income of US black married couples climbed 7% during the one-year period, topping out at \$30,385. The median income of US Hispanic couples inched up 1% (to \$25,667), while US white couples remained flat at \$36,840. Incidentally, the median income for all US families in 1988 was \$32,191.

Who Earns The Most?

As in previous years, US householders aged 45-54 netted the highest median income (\$42,192) in '88. Ironically, that figure represents a 2% decline from '87 totals (after adjusting for inflation).

Similarly, the real incomes of US householders under the age of 25 dropped by 2% in '88, adding to an overall 7% dip in the demo's household income since 1980. (There were no major changes in the me-

dian household incomes for other age groups during the one-year period).

Tracking
Travel Dollars

Now that the new year has started, you're no doubt already planning for some very important events ... such as your next family getaway! Regardless of what you do or where you go, don't forget to pack your bags — money bags, that is.

According to NYC-based American Express Travel Related Services Company Inc., the average US family spends a hefty \$3900 each year on travel expenses. Interestingly, more than a third (34%) of the cash is spent on entertainment, etc. For a complete look at how travel dollars are divided, please consult the chart below:

Expense	Percent
Entertainment, etc.	34%
Housing	20
Food	14
Health	14
Transportation	12
Clothing	6

THE FUNNIEST THING JUST HAPPENED TO MORNING DRIVE...



AGAIN.

As networks go, Premiere has been on the cutting edge of comedy for quite awhile.

Over 1500 affiliates have grazed in our rich comedic pastures. Shows like *The Clarence Update of CBS's Young and the Restless*, *National Lampoon's True Facts*, *Fraze at the Flicks*, and *The Original Premiere Comedy Network*, make us the nation's largest and most successful syndicator of funny business in radio today. So, with that in mind, we thought it was high time to bring our magic to America's biggest format. Friends and neighbors, we're proud to present **The Premiere Country Comedy Network**. The best thing to happen to Country radio since the Grand Ole Opry!

Here's how it works. We've gathered together the hottest group of certified loonies in and out of radio and set them to the task of creating comedy *specifically* for the Country music format. Whether you're in Los Angeles or Los Alamos, this stuff works for Country... *guaranteed!*

Every week you'll receive 15-20 of the funniest bits you've ever heard, targeted to reach the broad range of tastes reflected by Country listeners today. You get parody songs, parody commercials, serial bits, impressions, and a group of inter-active characters that will make your morning show stand tall and leave your competition talking to themselves.

So what are you waiting for, the next Hank Williams album? Lock up our newest comedy nugget for the 90's. **The Premiere Country Comedy Network** is available on a barter basis.

Call us today at (213) 46-RADIO, that's (213) 467-2346.

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Today you need to know more than the size of your audience. You need quality radio ratings and retail information at a price you can afford.

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Our subscribers can prove to advertisers not just how many people listen to their stations, but how much they earn . . . their occupation . . . education . . . and household size.

Millions of dollars in radio sales are being transacted because we say not just "Women 25-54" . . . but

"Women 25-54 with household incomes over \$50,000 who've recently shopped Neiman Marcus."

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Call me today. Learn how Birch/Scarborough can help you show value beyond your average quarter hour rating.

*Bill Livek
President /CEO*

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Pictured celebrating the CEMA-ITS pact are (l-r) ITS Vice Chairman John Collins, ITS President Dan Davis, CEMA Distribution President Russ Bach, CEMA VP/Business Affairs David Kronemyer, and ITS CFO/Secretary Steven Kay.

CEMA Distributes New Indie Cartel ITS

CEMA Distribution has entered into a manufacturing and distribution agreement with ITS Records & Distribution, Inc. Concurrently, John Collins has been named Vice Chairman and Dan Davis President of the new label. National and regional promotion and sales staffs are being established.

Los Angeles-based ITS (which stands for "In The Streets") will serve as an umbrella for a small number of record companies that demonstrate an ability to select and develop artists. It will allow CEMA to expand its product line via independent labels, without establishing individual label relations.

CEMA President Russ Bach stated, "Our agreements with ITS are an important step in the evolu-

tion of our relationship with the independent label community, which historically has been a fertile source of developing talent. The combination of independent label A&R with major distribution should result in some great acts coming to the marketplace."

Vice Chairman Collins added, "ITS and its family of labels are proud to be associated with one of the country's premier branch distribution systems."

In addition to being Vice Chairman for ITS, Collins is also owner/President of New Image Public Relations. Davis is a 24-year veteran at Capitol/CEMA, and most recently served as CEMA VP/Distributed Labels. ITS expects to deliver product in four to six weeks.

The Feel-Good Crew



Motley Crue felt no pain after they were presented with double-platinum plaques for their Elektra release "Dr. Feelgood." Celebrating in the label's NYC offices were (front, l-r) Elektra's Sr. VP Rick Alden and VP Ray Gmeiner; (middle, l-r) the label's Lisa Frank, Ed Simpson, Linda Ingrisano and Maureen Guinan; (back, l-r) band members Vince Neil, Tommy Lee, Nikki Sixx and Mick Mars.

IRS Practices Networking



IRS Records and Vancouver-based Nettwerk Productions have agreed to an exclusive longterm deal calling for six releases a year, with a likelihood of ten to 12, according to IRS. Finalizing the pacting are Nettwerk President Terry McBride (l) and IRS President Jay Boberg.

WRLT Establishes New Management Team

Horton GM, Stevens PD

Three-year WRLT-AM & FM/Nashville GSM Ned Horton has been upped to GM at the GMX Communications AC combo, replacing Nick Martin.

Horton immediately named Production Director Lee Stevens PD. WRLT had been without a PD since Rick Allen left to program GMX's WWKZ/Tupelo, MS. Morning man Jim Eskew takes on Production Director duties. The stations, which had been simulcasting about 85% of the time with Transtar's Format 41, will soon have separate programming.

Horton told R&R, "We'll be doing some adjustments to the FM format and something separate on AM — all of this should happen in the next two weeks. The FM will probably stay in the AC playground."

"Our obvious limitation here is our signal. We're a Class A, while nearly everyone else is 100,000 watts. Even with that problem, there's definitely a place for us. Format 41 hasn't created the excitement we need to create. It's too safe, too vanilla — we need to change to peppermint."

Regarding Stevens, Horton told R&R, "Lee's been in the market for 16 years. He's well-connected to the music industry here, is very

creative, detail-oriented, and will get the job done."

Stevens remarked, "I've worked with Ned before, and we're on the same wavelength about radio's direction in the '90s."

Horton previously helped launch WTNZ/Knoxville and WNYZ/Utica, NY, and was GSM at WIGY/Portland, ME.

Stevens once programmed WRLT (AM) in the mid 1980s when it was Country, and worked crosstown at WLAC (AM).

KCBS Taps Younger As GSM

News/Talk KCBS (AM)/San Francisco has named WGFN/Nashville VP/GM Erle Younker GSM. Younker succeeds Junior Winokur, who left radio two months ago.

KCBS VP/GM Frank Oxarart noted, "Erle brings the mix of sales, marketing, and management skills we were looking for to this position. His track record at stations across the country is exemplary and we look forward to having him join our winning team."

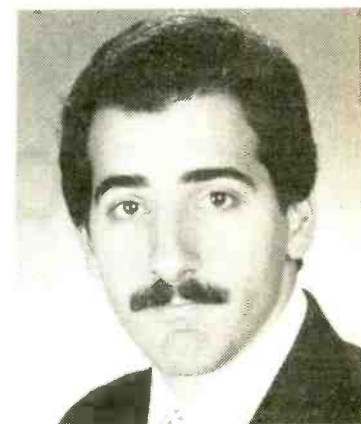
Younker, who was unavailable for comment, previously worked with Oxarart at KFWB/Los Angeles, serving as Station Manager and GSM. He also spent time at Westinghouse's Radio Advertising Reps as Midwest Sales Manager and AE, and at WOWO/Ft. Wayne, IN as AE.

Adduci Heads WODS Sales

Gold WODS/Boston has promoted LSM Joann Adduci to GSM over a ten-member staff. She succeeds Andy Mars, who left the CBS outlet to become VP/Station Manager for KWIZ/Santa Ana, CA.

WODS VP/GM Dave Van Dyke told R&R, "We were very fortunate to have the best person for the job right in our own backyard. Joann is a sharp, detail-oriented individual with about eight years of experience at this station. She's Xerox-trained — and that alone means she has a lot going for her in the area of sales knowhow and training."

Adduci, who was unavailable for comment at presstime, joined WODS (then WEEL-FM) in January, 1982 as an AE and moved up to national sales. She also worked as an AE for Xerox and Banner Radio.



Frank Vulpi

Vulpi GSM At WYNY

WYNY/New York LSM Frank Vulpi has been promoted to the newly created position of GSM for the Westwood One Country outlet.

WYNY Station Manager Peg Kelly said, "Frank's record as WYNY Sales Manager, together with his experience in the market, more than qualifies him for this position."

Vulpi commented, "I'm looking forward to this new position. With our exceptional sales staff, I see nothing but a bright future ahead."

He joined WYNY as an AE in 1984 and was promoted to LSM in 1987. He began his broadcast sales career in 1980 with CBS-TV network sales.

DiMatteo Becomes Z95 GSM

Cap Cities/ABC-owned WYTZ (Z95)/Chicago has found its GSM in AM sister WLS LSM Frank DiMatteo. He fills the longstanding vacancy created when WLS and WYTZ separated their sales staffs in June 1988.

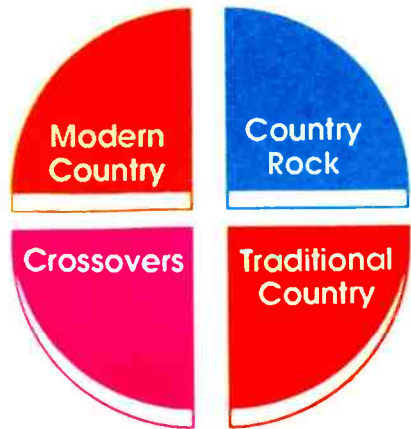
Z95 President/GM Kevin O'Grady commented, "We are pleased to welcome Frank as the new General Sales Manager. His background in radio broadcast sales is extensive, as is his familiarity with the station, two qualities that will ensure Z95's dominance in the Chicago market."

DiMatteo told R&R, "With my experience in the retail/direct sales arena and my years in an ad agency, I'm looking to give Z95 a more dynamic presence in the market. Having spent six years with these folks, it's a natural progression for me up through the ranks, and I'm grateful for everyone's confidence."

Since his 1983 arrival at the combo, DiMatteo has also served the stations as an AE. He was previously Retail Sales Manager at crosstown WJEZ & WJJD, and an AE at WJMK & WBOS/Milwaukee.

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Programming



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Traditional Country & Western
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Another Premium Format from



Radio

● **ANDREW URIS** is elevated to LSM at KIIS-AM & FM/Los Angeles after two years as an AE. He succeeds **BARBARA LARSON**, who is named VP/GSM of another Gannett combo, KSDO-AM & FM/San Diego.



Andrew Uris Sue Prister

● **SUE PRISTER** is upped from Sales Manager to GM at WVIC/Lansing. She replaces **JEFF SCARPELLI**, who remains GM of WSNX/Muskegon, MI and WXLN/Davenport, IA and VP of Goodrich Broadcasting.

● **PETE THOMSON** is now LSM at KLTY/Dallas. The former air personality has worked at Dallas stations KHYI and KAFM, among others.

● **TERRY PETERS** joins WOLX/Madison as LSM. He was previously Sales Manager at WMLI/Sauk City, WI.

● **RANDY BAILEY** joins KTID-AM & FM/San Rafael as GM. He previously served in the same capacity at KOFY-AM & FM/San Francisco.

● **LISA RITCHIE** moves to WDRE/Garden City, NY as News/Public Affairs Director. She was most recently ND at Multi-Local Media in Rockville Centre, NY.

● **GARY COLEMAN** has been chosen as Director/Sports Sales at KCFX/Kansas City. He was previously President of Kansas City's Media Design.

● **HAL FRANK**, President of KCAQ/Oxnard and KTRO/Port Hueneme, CA, has been elected to serve on the 1990 Board of Directors of the Southern California Broadcasters Association (SCBA) from District #1 (Ventura/Oxnard/Santa Maria). Other new board members from that district are KVEN & KHAY/Ventura President/GM **ROBERT FOX**, and KMDY & KNJO/Thousand Oaks GM **PETE TURPEL**.

District #2 (Bakersfield) board members are: KWAC President/GM **ED HOPPLE**, KIWI VP/GM **KEN RAMSEY**, and KLLY-AM & FM GM **RANDY WARWICK**.

District #3 (Riverside/San Bernardino) board members are: KCAL/Redlands President/GM **ANDY JAMES**, KRSO & KDUO/San Bernardino-Riverside GM **BOB RIDZAK**, and KVXR & KRXX/Yermo President/GM **HOWARD ANDERSON**.

District #4 (Orange County) board members are: KIK-FM/Orange GM **MIKE MEANS**, KOCN/Newport VP/GM **DICK LYONS**, and KWIZ-AM & FM/Santa Ana VP/GM **LENARD LIBERMAN**.

District #5 (San Diego) board members are: KJQY VP/GM **BERT WAHL-EN**, KSDO-AM & FM President/GM **MIKE SHIELDS**, and KMLO/Fallbrook President/GM **BOB JACOBSON**.



Mike Omansky Rich Aznavoorian

● **RICH AZNAVOORIAN** is upped from Manager/Marketing Services to Assoc. Director/Marketing Services at Columbia Records.

● **RON SHAPIRO** is tapped as National Publicity Director at MCA Records. He was most recently Sr. Director/Media & Writer/Publisher Relations at BMI.



Terry Peters Sue Sawyer

Records

● **MIKE OMANSKY** is President of Worldwide Entertainment Marketing, a new company formed by Omansky and BMG Music to market artists and expose new product. Omansky was formerly VP/Marketing Management at RCA Records.

● **SUE SAWYER** is now VP/Publicity at Virgin Records. She joins from PolyGram Records, where she was Director/Publicity, West Coast.



Ron Shapiro John Ach

Industry

● **RICHARD HARKER** announces the formation of Harker Research, a company specializing in market research for radio stations. Harker has spent 20 years in broadcasting, most recently as GM of WAQX/Syracuse.

● **KRISTY LOVEMAN** steps up from Sr. Publicist/VH-1 to Manager/Corporate Communications at MTV Networks.

● **JOHN ACH** joins SunStar Radio Network as GSM. He was most recently with the National Association of State Radio Networks (NASRN).

● **RICH DePAOLI** has been appointed Project Coordinator at MJM Research. He was formerly MD at KLZS (now KRBB)/Wichita.

● **DENISE DOW** is now Asst. Director/Administration at the Radio-Television News Directors Association (RTNDA). She was previously Accounting Services Manager at the Greater Washington Society of Association Executives.

Concurrently, **MICHELE FITZGERALD** is named Membership Services Coordinator; she had been in administration at RTNDA since 1987. Also, **LESLIE JOHNSON**'s duties as Asst. to the President have been reorganized to enable her to devote more time to the association's student affiliate program and other special projects.

● **GREG BENNETT** and **MARK MARGULIES**, founders of Just The Fax, a radio copy-by-fax service, announce they are changing the firm's name to Benmaradio. The name change reflects expanded capabilities, including an idea-generation service, deabank.

—Holly Sklar

PROS ON THE LOOSE

Beck — Mornings WZFK/Berlin, NH (603) 447-8403

Tom Daniels — OM/PD WLEV/Allentown (215) 435-9931

Mike Frazer — Afternoons WNRJ/Pittsburgh (412) 372-0218

Bill Hergonson — Mornings WVAE/Detroit (313) 351-0667

Sea Jaye — Mornings WPXC/Hyannis, MA (508) 747-6659

Killian — Afternoons WPYX/Albany, NY (518) 783-9173

Bob Linden — PD KNUA/Seattle (206) 242-6755

Bill Lozon — Afternoons KKMJ/Austin (512) 335-7880

Larry Martin — MD/air talent WKBV/Richmond, IN (317) 935-0689

Mike Schmidt — OM/PD KXUS/Springfield, MO (417) 882-8399

Robin Tower — Middays WOVV/West Palm Beach (407) 466-8850

Suzy Waud — Nights WNRJ/Pittsburgh (412) 327-2910

R&R TIMELINE

Murray The K's New York-based radio career started in 1951 at WMGM and included stints at WABC, WMCA, WNBC. He was best known for his work at WINS, which he joined in '58; it was there he picked up his "Fifth Beatle" nickname. In '66, Murray tried a form of "Progressive Radio" on WOR-FM, and was heard briefly on CHUM/Toronto. 15 years ago today, Murray was hired at WLIR/Long Island. Murray died in '82 at age 60.



Murray The K goes on Record

1 YEAR AGO TODAY

- Gary Fisher elevated to WHTZ/New York VP/GM
- Emmis ups Joel Salkowitz to VP/Programming and WQHT/New York OM; Steve Ellis to WQHT PD and Kevin McCabe to WQHT MD
- Rich Plombino promoted to WMMS/Cleveland OM
- Dave London named WQFM/Milwaukee PD
- Tony Fields tapped as WBLZ/Cincinnati PD

5 YEARS AGO TODAY

- Clarke Brown becomes KSON-AM & FM/San Diego VP/GM
- WRFM/New York sets Chris Edwards as OM and Bob Dunphy as PD
- Michael Mayer made WRIF/Detroit PD
- AOR WMET/Chicago goes AC; Reid Reker named PD

10 YEARS AGO TODAY

- John Bayliss resigns from Combined Communications Presidency; buys KSMA-AM & FM/Santa Maria, CA
- Lee Simonson appointed WXLO (99X)/New York GM
- Bruce Holberg chosen to be WMET/Chicago GM
- Rick Balis promoted to KSHE/St. Louis MD
- Marc Coppola selected as WBAB/Babylon, NY MD

15 YEARS AGO TODAY

- Stan Bly named Mercury VP/Promotion
 - Robert Walker steps into WHYI (Y100)/Miami MD gig
- Hurricane Heeran

CHANGES

Steven Viehmeyer joins KOGO & KBBY/Ventura, CA as an AE.

Richard Capossela is appointed VP/Video Club Advertising at Columbia House. Concurrently, Director/Video Sales and Programming **Despina Gurlides** adds VP stripes.

Joel Takes Centrum By Storm



On the opening night of his North American tour, Billy Joel was presented with a plaque commemorating double platinum sales of "Storm Front." Gathered for the festivities at the Centrum in Worcester, MA were (l-r) CBS's John Doyle, Columbia's Amy Strauss, CBS Records Division President Tommy Mottola, Columbia's VP Rich Kudolla, VP Kid Leo and President Don Jenner, CBS VP Craig Applequist, Joel, Columbia VP Jack Rovner, Maritime Music's Jeff Schock, and CBS's Sr. VP Danny Yarbrough, Sandie Minasian, President/CEO Walter Yetnikoff and label Distribution President Paul Smith.



STREET TALK®

Shore Leave In Store For Island's Catania

Island Sr. VP/Promo **Bob Catania** is a wanted man, what with several major labels expressing an interest in his services *IF* he can be released from his current contract.

ST hears that among those interested parties, **Charisma's Phil Quartararo** is the one dangling the BIG carrot. Look for Catania to request a release from Island this week.

Meanwhile, ST has learned that Island National Promo Director **Steve Leavitt** has resigned to join **Asylum** as National Promo Director under promo domo **Marko Babineau**.

Geffen Games

David Geffen says those rumors about his selling the **Geffen** empire to **Paramount** are "completely untrue," and he's extremely unhappy about published reports speculating about the fate of his company. "Somebody is spreading these ridiculous rumors," he told ST. "The company is *not* being sold to Paramount, and the company is *not* for sale."

Prior to his denial, speculation had centered on Geffen's ten-year distribution deal with **WEA** expiring next year. Since Paramount had tried to block the merger of **WCI** (WEA's parent) and **Time Inc.** last year, the idea arose that the movie studio might want to make its long-rumored entrance into the record business by snagging a valuable segment of WEA's operation.

Rumors of **KNRJ (Energy 96.5)/Houston PD Steve Smith's** exiting are untrue — no matter what you've read in the funny papers. Although it *is* true that he's talked to **Album Network's** new CHR tip **Network 40** (which has hired former **KIIS/L.A. MD** and **MCA A&R exec Gene Sandbloom** and former **WZOU/Boston PD Tom Jeffries**), Smith tells ST he's staying at **KNRJ** at least until the sale to **Nationwide** is complete, at which time his fate is in their hands.

However, Smith has inked a one-year consultancy deal with Nationwide competitor **Hot 97.7/San Jose** — a station he used to program. Consultant **Don Kelly** also will remain active with the station, and **Hot 97.7 PD Ken Richards** will stay on board.

As we went to press, ST heard that **WB Sr. VP/Black Mktg. & Promo Ernie Singleton** was being courted for a return to Universal City as President of **MCA's Black Music Division**.

Is **EMI President Sal Licata** about to bring **Arista Sr. VP/Sales Jim Cawley** aboard as his Sr. VP/Sales & Marketing?

Forget that rap about **Pirate/L.A.'s Scott Shannon** heading back to **Z100/NY** to join the morning zoo. **Z100** cohost **Brian Wilson** has inked a new deal to continue doing wakeups with **Ross Brittain**, details of which were hammered out just prior to that large ad you all doubtless saw last week in **R&R's** "Opportunities" section.

Scott Faye has replaced **Ken Schubatt** as GM at **KSOL/SF**.

ST hears that former **Uni President David Simone** recently had a top-level meeting with **Motown President/CEO Jheri Busby** about a high-ranking post at the label.

Is **WDJX/Louisville PD Chris Shebel** close to landing the **WKTJ/Milwaukee PD** post?

WBLS/NY has a new morning team — **Sergio & Vy Higginson** — moving **Lawrence Gregory Jones** to middays.

Tampa Turmoil II

Q105/Tampa morning zoo master **Cleveland Wheeler** won't be back this week (1/17) as originally planned, seeing as how he's asked for some "extra time" away (without pay). VP/OM **Mason Dixon** continues to sub.

Last Tuesday — the day the **Arbitron** showing **WFLZ (Power Pig)** jumping 2.6-11.6 and **Q105** falling 13.9-8.8 came out — **Dixon** talked about all the money his station had raised for charity and how "maybe the community didn't really care." He wondered aloud if his station had to "stoop to the antics of Power Pig" to become recognized by the papers, then *suddenly signed the station and the Q-Morning Zoo Tube off the air for ten minutes*. The phones went predictably bonkers and **Q105** returned to the airwaves with an announcement of a listener appreciation party.

Meanwhile, ST has learned that **Power Pig** is preparing to countersue **Q105** over the alleged **New Kids On The Block** ticket scam and several other matters, including the infamous "Screw Q105" T-shirt.

And . . . **Power Pig** has named **Jeff "Booger" Kapugi MD**. Midday man **B.J. Harris** becomes APD, and PD **Marc Chase** teams with morning men **Jack Harris & Dr. Don Carpenter**.

Continued on Page 30

GET UP!

We've Got To Take A Stand Now That We're In Demand.

A Million Singles Strong On Pump Up The Jam

Technotronic

So Party All Night, Cut The Fight, And You Just Might...

GET UP!*



The Fresh New Single And Video From Technotronic's Instant — Gold Debut Album, **Pump Up The Jam**.

Technotronic Is: Jo Bogaert, Ya Kid K., Felly, and MC Eric

Produced By Jo Bogaert
U.S. Representation — **SBK Management**

- | | | |
|---------------|---------------|--------------|
| PWR99 | KNRJ | WFMF |
| B97 | PWR96 | KPRR |
| KOY-FM | Y95 | WWCK |
| KKLQ | PWR106 | KJ103 |
| HOT97 | KKFR | KKMG |
| WPGC | HOT949 | KMEL |

Also Playing On:

- | | | |
|-------------|-------------|----------------|
| WXKS | Z100 | WZOU |
| WCKZ | B96 | WHYT |
| KRBE | KKBQ | KIIS-FM |
| WPLJ | Q102 | PWR PIG |
| | X106 | |

*Before The Night Is Over



ON TOUR WITH
MADONNA
THIS SPRING!

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New Challenges of the '90s Demand the Best

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Out Of Sight!



NEW & ACTIVE #2 MOST ADDED

64 ADDS — 73 CHR REPORTERS INCLUDING:

WGH KXYQ KSAQ
WPHR KPLZ KXXR
WHYT KEGL PIRATE

AOR TRACKS: 30

JOAN
JETT



DIRTY DEEDS

ZST-73215

From "The Hit List"

Produced by Kenny Laguna
Co-Producers: Thom Panunzio and Joan Jett.



ALICE
COOPER

HOUSE OF FIRE

34 T 73085

From The Epic Album
"TRASH"

OE-45137

Produced by Desmond Child

NEW & ACTIVE

NOW ON 80 CHR REPORTERS INCLUDING:

WHYT
WZPL add 30
WKBQ add 33
KXYQ deb 28
KPLZ add
KSAQ deb 38
92X 24-21
WDFX
KXXR 37-28
PIRATE add
999KHI deb 37
WRCK add
WKRZ deb 36
WKQB add
WHHY add

WZZU add 35
Z106 add
WGTZ add 30
WWCK 36-30
KLQ deb 33
WIXX add
WTBX add
WZOK 33-29
KATM 24-21
KSND
KRZR
KROY add 29
KNIN 31-24 (HOT)
ZFUN deb 27 (HOT)



AOR TRACKS: 46



HERE AND NOW

34T-73029

From The Epic Double Album
"The Best of Luther Vandross"

E2-45320

Produced by Luther Vandross & Marcus Miller

NEW & ACTIVE

NOW ON 51 CHR REPORTERS INCLUDING:

KMEL 2-1 (HOT)	KGGI 16-12	WKSI add
WPGC 1-1 (HOT)	FM102 11-9	WANS add
WXKS add	KTFM 29-26	WABB deb 32 (HOT)
WPLJ add	B96 26	WOVV deb 19 (HOT)
Y95 add	KKLQ 28-25	KKRD add
Y100 deb 26	KJMZ	KNMQ add
KITY 9-8 (HOT)	FLY92 add	KKMG 4-3 (HOT)
KOY-FM deb 27	98PXY add	HOT96 8-4 (HOT)
KISN add	WFMF 29-20	WJAD 22-18 (HOT)
X100 add	KZZB 22-14	KEZB add
WIOQ 22-17	WCKZ 9-6	KNAN 25-19 (HOT)
KKFR	KZFM add	



Luther
VANDROSS

...And Out Of Our Minds At Epic Records!



SMITHEREENS

"A Girl Like You"

NEW & ACTIVE

NOW ON 59 CHR REPORTERS INCLUDING:

- | | | |
|-----------------|------------------|--------------------|
| WXKS 33-30 | 999KHI add | WQID add |
| KRBE add | WSSX 20-10 (HOT) | B98 add |
| WPHR | WZYP deb 40 | WYKS add |
| KXYQ | 99WAYS deb 29 | KSMB add |
| KUBE | WZZU add 34 | KNIN 7-5 |
| KSAQ 26-23 | WKDD deb 19 | KQHT 30-23 (HOT) |
| 92X 8-7 | WWCK add 40 | WKFR 30-15 (HOT) |
| KXXR 10-7 (HOT) | KMYZ 27-19 (HOT) | KFRX deb 39 |
| PIRATE 17-14 | KATM 13-8 | 99KG 17-13 |
| HOT949 add | KRZR 8 | KPAT 28-23 |
| | 99WGY deb 40 | KKHT add |
| | WNYP add | Y97 add |
| | WJAD deb 35 | ... AND MANY MORE! |

COVER GIRLS



"We Can't Go Wrong"

CHR CHART 23

188 CHR REPORTERS — 74%

CHECK THIS HIT ACTION:

- | | | |
|----------------|--------------------|------------------|
| B104 deb 25 | Q102 add 32 | FM102 9-7 |
| WXKS 29-23 | WPHR add 35 | KMEL 11-9 |
| WBLI add | KIIS 15-11 (HOT) | HOT977 8-4 (HOT) |
| PWR99 21-14 | KOY-FM 18-12 (HOT) | WFME 9-6 (HOT) |
| Y95 add | KISN 17-14 (HOT) | KKMG 10-7 (HOT) |
| KRBE 6-4 (HOT) | X100 9-7 (HOT) | B95 3-2 (HOT) |
| B97 17-9 (HOT) | KNRJ 3-2 (HOT) | KCAQ 15-8 (HOT) |
| KITY 6-5 | HOT102 15-9 | ... AND MUCH |
| KTFM 7-5 (HOT) | PWR106 32-26 (HOT) | MORE HOT |
| B96 12-10 | KGGI 15-7 (HOT) | ACTION |
| Z95 20-16 | | |

BONNIE RAITT

"Have A Heart"
AC BREAKER!
#1 AC MOST ADDED!



STREET TALK®

Continued from Page 28

Former **KMEL/SF** morning cohost **Ron Engleman** has inked a deal to do wakeups at **WZOU/Boston**. PD **Steve Rivers** is still looking for a cohost. T&Rs ASAP.

Nationwide VP/Radio **Mickey Franko** denies those persistent rumors that **CHR KWSS/San Jose** is on the block ... at this point.

Chain Of Fools

Using a national rep, **CHR Y106/Orlando** bought 30-second spots on six market competitors that stated "The evolution is coming! Look for details in Sunday's (1/14) *Orlando Sentinel*." Crosstown **CHR WOMX** detected the ruse, but the spots ran on **WJHM, WLOQ, WSTF, WDIZ, and WHTQ** before they were promptly jerked.

What was the spot all about? Y106 has evolved into **WXXL (XL106.7)** under OM/Group PD **Russ Morley** and APD "Big" **Steve Kelly**. Format will remain mainstream CHR.

In other Orlando news, **WJYO** President/GM **Barbara Peckett** called the ST "fun fone" to deny those rumors about the station dropping AC for CHR.

NAC KNUA/Seattle and PD **Bob Linden** have parted ways. APD **Ralph Stewart** is acting PD, and is working with consultant **Alan Mason** until a programmer is named. (Look for a decision no later than mid-February.) Linden drew considerable attention last year by programming **KIFM/San Diego, WQXI/Atlanta, and WQCD/New York** within the span of a few months.

Look for **Capitol L.A.-based** VP/Sales **Joe Mansfield** to segue into a top slot with **Capitol/Nashville** by month's end.

Buffalo Stance

In reaction to **WKSE/Buffalo's** going off-air for a short time during middays last week, crosstown **WMJQ** night rocker **Mike Steele** climbed into the Magic 102 "Wimp Busters" van and did a charity remote in the **WKSE** parking lot, asking for money to help 'KSE pay its power bill.

The next day, 'KSE sent its van to **WMJQ's** parking lot and offered listeners money to moon 'MJQ.

KWOD/Sacramento filed suit last week to prevent former air personality **Pat Garrett** from joining crosstown **KROY** as its night rocker. Garrett hit the air for two days while still under a one-year noncompete, but has since come off-air pending resolution of the matter.

Rick Winward will leave **Champion Entertainment** to become VP/Promo for the **Private Music** label, basing out of L.A.

KKBT/L.A. morning sidekick **Patty Lotz** has resigned to pursue her TV career. PD **Liz Kiley** is actively looking for a replacement, and — incidentally — denies rumored format changes to Urban or AOR.

KOY-FM/Phoenix's new morning man **Bruce Kelly** bid a tearful goodbye to ex-**KZZP** partner **Maggie Brock**, who exits to join **Steve Dahl & Gary Meier** for afternoons at **WLUP (AM)/Chicago**.

"Radio's Best Friend," **Art Vuolo**, is assembling a new video aircheck to be showcased at **R&R's "Convention 1990"** (May 9-13 at the Century Plaza in Los Angeles). Send your footage to **R&R Video Blitz** c/o the **Radioguide People**, 16155 W. 12 Mile Rd, Southfield, MI 48076, or call (313) 559-0022. Deadline is March 31.

KROQ/L.A. has shed longtime air personality **Freddie Snakeskin**, who'd been doing early evenings of late. Former **91X/San Diego** morning cohost **Katy Manor** replaces the ol' snake charmer.

Urban **KIPR/Little Rock** has named morning man **Broadway Joe** PD.

Motown Sr. VP/Promo **Frank Turner** has all but solidified his staff. Former **Geffen** rep **Mark Neiderhauser** will base in Dallas, handling the South as Field Director/Nat'l Promo, while **Island's Lee Durham** will cover the SE as Assoc. Dir./Nat'l Promo.

Meanwhile, **Arthur Field** from **Grudge Records** will become Assoc. Dir./Nat'l Promo, working the East out of NY, and L.A.-based **Michael Williams** becomes Dir./Nat'l Promo. Still to come: a Midwest rep.

Ex-**KISN/SLC MD** **Bob LaBorde** is now APD/MD at crosstown **KCPX**, replacing **Ray Kalusa**, who becomes PD at **KWNZ/Reno**.

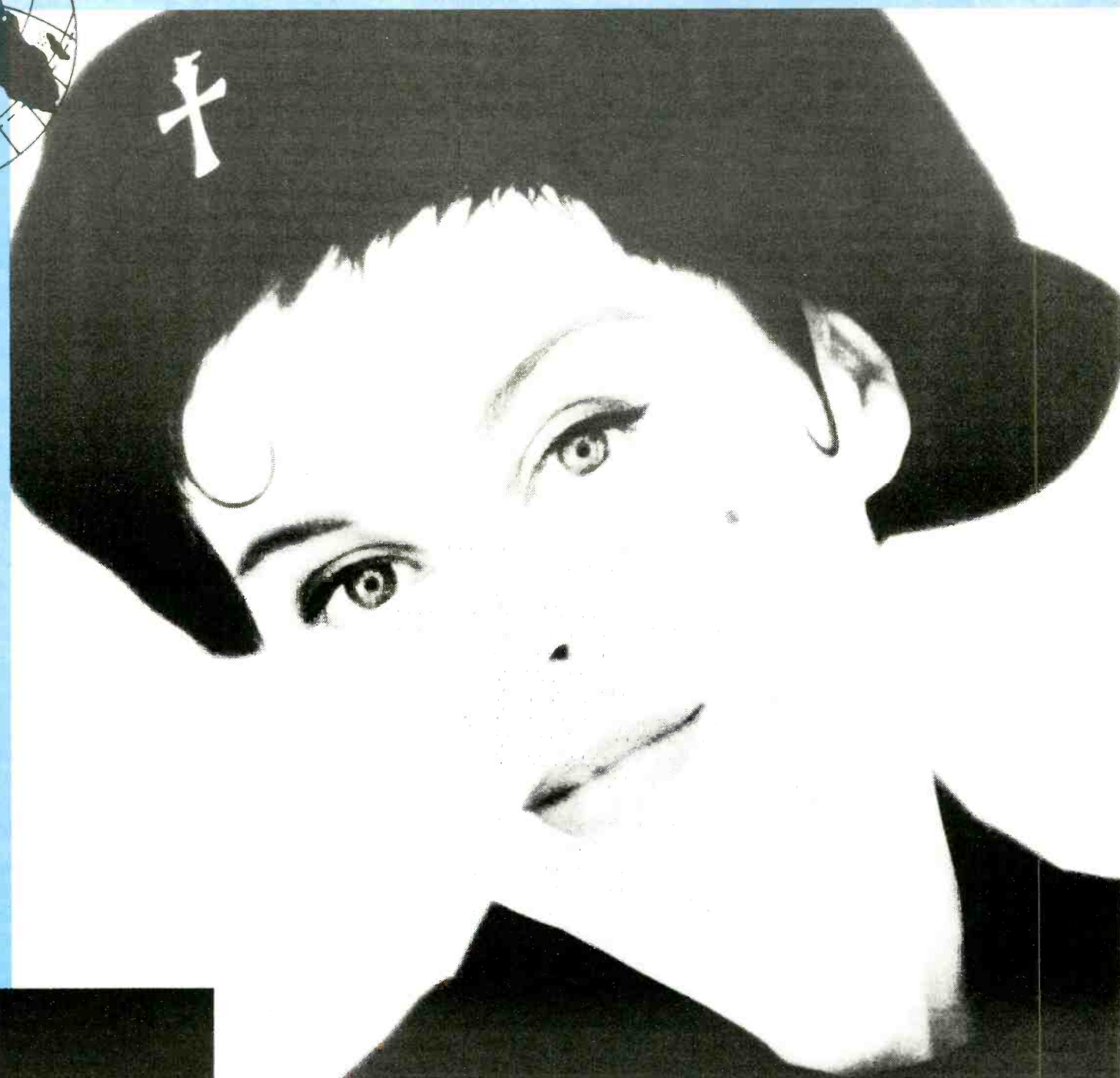
WTG NY local rep **Pat Rascona** segues to **MCA** for the same duties in the Big Apple, leaving the **WTG** gig wide open.

Terry Anzaldo is the new L.A. local rep for **RCA**. He replaces **Sharon White**, who recently joined **Asylum**.

Continued on Page 32



**The sensational debut heard
'round the world.**



introducing

“all around the world”

the #1 worldwide
smash from

lisa stansfield

the beginning of something
very special...

from her forthcoming debut
album, **affection.**

ARISTA™ © 1990 Arista Records, Inc., a Bertelsmann Music Group Company.

produced, arranged and mixed by devaney/morris

executive producers: tim parry and
jazz summers for big life records

HE'S GOT WHAT YOU NEED!

The Diabolical BIZ MARKIE

"JUST A FRIEND"

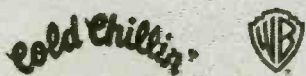


ONE OF THE "MOST ADDED" 44/31

- B104 16-11 (HOT)
- WHYT deb 22 (HOT)
- KKLQ 16-8 (HOT)
- WIOQ 6-4 (HOT)
- PWR96 13-9 (HOT)
- KGGI 4-1 (HOT)
- KMEL 15-11 (HOT)
- B95 39-35 (HOT)
- HOT96 add 26 (HOT)

- | | | |
|---------------|-------------|-------------|
| WZOU add 30 | HOT977 add | Y107 add |
| WEGX add 25 | WVSR add 35 | WRVQ add 25 |
| KKBQ add | WKEE add | K92 add |
| KRBE add 25 | WPST deb 36 | Z102 add |
| B97 add | WYCR add 35 | WOVV add |
| KITY add 30 | WCKZ add | WGTZ add |
| B96 add 30 | WCGQ add | KKRD add |
| KBEQ add | KKYK add | KKSS add |
| KOY-FM deb 23 | KZOU add | KEZB add |
| WPGC 19-13 | WDJX add | Z103 add |
| KKFR add 26 | KBFM deb 40 | WCIL add |

From The Album THE BIZ NEVER SLEEPS



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STREET TALK®

Continued from Page 30

WOL & WMMJ/Washington PD Paul Porter is out. No replacement named.

Bob Cole, who exited the OM gig at AC KKMJ/Austin in early December, has surfaced as General Operations Manager at crosstown Country KVET & KASE.

Don't look for KRSP/SLC to bring in someone to replace recently exited PD **Ron Bowen**. OM **Steve Carlson** has assumed Bowen's duties.

The library-intensive heritage AOR, which plummeted to 2.0 in the just-released fall ARB, reacted by dramatically upping its new music posture (as many as ten currents/recurrents an hour) and rockin' hard.

Carlson had "no comment" about rumors that former KRSP consultant **Frank Felix** is calling the musical shots.

Longtime KITS/SF morning cohost **Lori Thompson** goes solo in AM drive as the search for **Perry Stone's** replacement continues.

Meanwhile, **Alex Bennett**, whom Stone replaced, is now doing afternoons at N/T WIOD/Miami.

Rockin' Behind The Iron Curtain

In the spirit of glasnost, **Westwood One** has announced an agreement with **Gosteleradio** (the official Soviet broadcasting system) to produce three programs for airing in the USSR: the biweekly "USA Top 20" (beginning 2/9), and two monthly shows, "America On Record" (2/2) and "American Musical Classics" (2/16).

Meanwhile, international program supplier **Radio Express** has also placed its Russian-language version of "American Top 40" on two radio networks in the USSR. The show's primary sponsor will be one of the country's most popular beverages, **Pepsi**.

WDGY & KEEY/Minneapolis OM David Malmberg has resigned the Country combo, effective March 1. Could Malmberg end up as part of the combo's morning team?

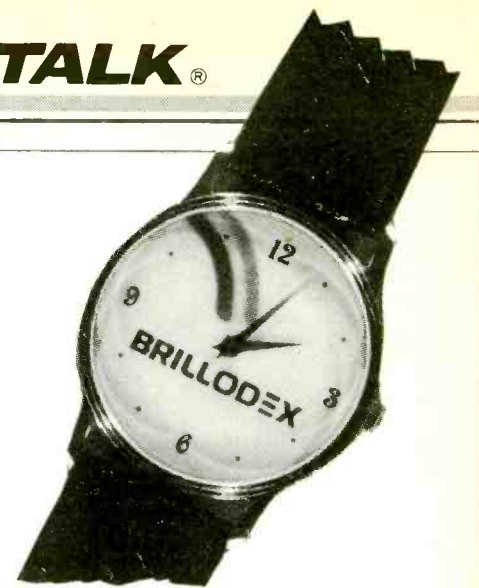
Former **KZZP/Phoenix GSM Mike Madigan** has been named GM at **KLPX/Tucson** in the wake of **Alan Browning's** exit.

WQUE/New Orleans has reportedly abandoned its Dance-CHR direction for a straight-ahead Urban presentation.

Former **Y100/Miami** afternoon driver **Kid Curry** segues into the midday slot at **Power 96/Miami**, replacing **Cramer Haas**, who passed away last week.

Caroline Prutzman is now **MCA's** East Coast National Publicity Director, coming from the same slot at **EMI**.

Great American Classic Rocker WKRL (98 Rock)/Tampa — which played nothing but **Led Zeppelin** for ten days — began a self-



WATCH THAT MAN — Having recently been named MCA's Sr. VP/Promo, longtime industry jokester **Billy Brill** made it a priority to commission the creation of the fabulous "Brillodex" watches (pictured above). *Billy claims each timepiece has been "blessed especially by the Arbitron God," but don't believe the hype.*

described "reconstruction" last Thursday (1/11), adding **Pink Floyd**, followed by **ZZ Top** and the **Rolling Stones**, to its musical mix.

At presstime, the station was promising a "major" announcement on Thursday (1/18). Meanwhile, ST has learned **WKRL** is changing calls to **WXTB**.

KLAC & KZLA/L.A. MD Norman Viger exits for overnights at **KWDJ/Riverside**. New MD at the **Malrite** Country combo is **Lisa Puzo**.

Dale Connone has left **WB** local Cleveland for a regional slot at **Charisma**.

Former **KKBQ/Houston VP/GM Cos Cappellino** is now President/Radio Division of **Search America**, a new executive placement service specializing in media gigs. Contact him at (818) 593-3700.

Look for **Al Lohman** to team with Aussie talk host **Mike Jeffries** for a syndicated four-hour, six-days-a-week show ("Lohman & Jeffries") that'll be available through **Far West Communications** beginning April 1. Call (800) 783-2946 for details.

Consultant **Donna Halper**, who is celebrating her 10th anniversary in that capacity, is penning a book titled "The History Of Music Directing." MDs who want to take part should call her at (617) 786-0666.

WGKX (KIX-106FM)/Memphis and several other metro stations (including **WHRK, KRNB, WLOK, WDIA** and **KWAM**) simulcast a 32-minute tribute on the life of the late **Dr. Martin Luther King** (1/15).

Congrats to **KLSX/L.A. PD Steve Ellis** and his wife, **Marianne**, on the birth of their twin daughters, **Amber** and **Britney** (1/5).

Hot Tub (Can I Get In The Water)

While in Orlando for a station promotion centered around the debut of Disney World's "Star Tours," **Z100/NY VP/Programming Steve Kingston**, MD **Frankie Blue**, and their wives — along with **WMJQ/Bufalo APD Josh Moon** — were cooling out in the hot tub at the Grand Floridian Hotel when a late-night visitor to the hotel — namely, **Michael Jackson** — and a burly bodyguard joined them for a midnight splash! MJ told Kingston to expect a "Greatest Hits" LP, featuring six or seven previously unreleased tracks, in June.

ERIC CLAPTON

"BAD LOVE"

The new single

From The Album

JOURNEYMAN

Produced by Russ Titelman

Management: Roger Forrester



© 1990 Reprise Records



Track 1 Album 1

FALL '89 ARBITRON RESULTS

Miami-Ft. Lauderdale

Table listing radio stations in Miami-Ft. Lauderdale with columns for Summer '89 and Fa '89 ratings. Stations include WHQT, WLYF, WIOD, WPOW, WMXJ, WJQY, WKIS, WQBA, WCMQ-FM, WHYI, WAQI, WAXY, WTMI, WINZ, WNWS, WEDR, WQBA-FM, WLVE, WSHE, WXDJ, WGTR, WEAT-AM & FM, WZTA, WCMQ, and WMBM.

Portland

Table listing radio stations in Portland with columns for Summer '89 and Fa '89 ratings. Stations include KKRZ, KEX, KKCW, KUPL-FM, KXL-FM, KXYQ, KXL, KGON, KINK, KKSJ-FM, KMJK-FM, KKSJ, KWJ-FM, KKCY, KGW, KUPL, KPQQ-FM, and KYTE.

Indianapolis

Table listing radio stations in Indianapolis with columns for Summer '89 and Fa '89 ratings. Stations include WIBC, WFBQ, WFMS, WZPL, WTLC, WKLR, WENS, WTPI, WTUX, WMJC, WPZZ, WTTA, WGRT, and WNDE.

*Formerly WXTZ (B/EZ), WIRE (Ctry) now WXTZ (B/EZ)

Atlanta

Table listing radio stations in Atlanta with columns for Summer '89 and Fa '89 ratings. Stations include WVEE, WPCH, WSB-FM, WAPW, WSB, WKLS, WFOX, WYAI & WYAY, WKHX-FM, WZGC, WQXI-AM & FM, WAOK, WGST, and WCNN.

*FM is now Hot AC WSTR

Milwaukee-Racine

Table listing radio stations in Milwaukee-Racine with columns for Summer '89 and Fa '89 ratings. Stations include WTMJ, WKTI, WLUM, WOKY, WEZW, WKLH, WLZR-AM & FM, WMIL, WMYX, WZTR, WLTO, WQFM, WISN, WBZN-AM & FM, WFMR, WEMP, WMVP, WNOV, WTKM-AM & FM, and WRJN.

New Orleans

Table listing radio stations in New Orleans with columns for Summer '89 and Fa '89 ratings. Stations include WYLD-FM, WEZB, WQUE-AM & FM, WWL, WLMG, WBOK, KQLD, WBYU, WLTS, WNOE-AM & FM, WRNO, WCKW-AM & FM, WQXY, KHOM, WYLD, WSMB, WTIK, and WYAT.

Seattle-Tacoma

Table listing radio stations in Seattle-Tacoma with columns for Summer '89 and Fa '89 ratings. Stations include KPLZ, KIRO, KUBE, KMPS-AM & FM, KBRD, KOMO, KISW, KXRX, KIXI, KING-FM, KBSG-AM & FM, KZOK, KRPM-FM, KLSY-AM & FM, KLTX, KING, KMG, KSEA, KCMS, KNUA, KVI, KJR, and KEZX.

Kansas City

Table listing radio stations in Kansas City with columns for Summer '89 and Fa '89 ratings. Stations include WDAF, KBEQ, KFKF-AM & FM, KCMO, KPRS, KMBR, KUDL, KXXR, KLSI, KYYS, KCMO-FM, KMBZ, KCFX, KCWV, KJLA, KXTR, and WHB.

*Became Rock/AC KRVK late in rating period

Nashville

Table listing radio stations in Nashville with columns for Summer '89 and Fa '89 ratings. Stations include WSIX-FM, WYHY, WSM-FM, WKDF, WQQK, WLAC-FM, WRMX, WGFY, WZEZ, WSM, WVOL, WLAC, WSIX, and WMDB.

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Phoenix

Table listing radio stations in Phoenix with columns for Summer '89 and Fa '89 ratings. Stations include KNIX-AM & FM, KUPD, KMEO-AM & FM, KTAR, KZZP-AM & FM, KKLT, KKFR, KOOL-FM, KFYI, KMLE, KDKB, KOY, KSLX, KOY-FM, KLFF, KESZ, KAMJ-FM, KPHX, KOOL, KONC, KSUN, and KUKQ.

Cincinnati

Table listing radio stations in Cincinnati with columns for Summer '89 and Fa '89 ratings. Stations include WKRQ, WEBN, WVEZ, WLW, WKRC, WIZF, WWNK, WOFX, WUBE, WCKY, WRRM, WBLZ, WMLX, WBVE, WNOP, and WSAI.

* Now WGRR (Gold)

Buffalo-Niagara Falls

Table listing radio stations in Buffalo-Niagara Falls with columns for Summer '89 and Fa '89 ratings. Stations include WBEN, WGR-FM, WKSE, WYRK, WJYE, WHTT-AM & FM, WBUF, WMJQ, WUFY, WBLK, WGR, WECK, WWKB, CJFT, WDCX, WBMW, WUFO, and WXRL.

*Formerly WPHD **Formerly Full-Service AC

Denver-Boulder

Table listing radio stations in Denver-Boulder with columns for Summer '89 and Fa '89 ratings. Stations include KOA, KRXY-AM & FM, KBCO-AM & FM, KOSI, KXKL-AM & FM, KYGO-FM, KQKS, KXLT, KAZY, KSY, KBPI, KRFX, KHOW, KVOD, KEZW, KLZ, KHH, KYBG, KDHT, and KYGO.

*Formerly KMJI **Now Z-Rock

Columbus, OH

Table listing radio stations in Columbus, OH with columns for Summer '89 and Fa '89 ratings. Stations include WNCI, WSNY, WTVN, WXGT, WBNS-FM, WHOK, WLWQ, WMGG, WVOK, WMNI, WBNS, WCOL, WXLE, WBBY, WXXM, WLW, WCKX, and WCLT.

Dayton

Table listing radio stations in Dayton with columns for Summer '89 and Fa '89 ratings. Stations include WGTZ, WHIO, WHKO, WTUE, WWSN, WVUD, WAZU, WONE, WCLR, WLW, WBLZ, WYMJ, WDAO, WING, WOFX, WFCJ, and WPFB.

*Now WGRR (Gold)

3-0

Dallas...Dorsey...Direct TV®

This Fall, Capital Cities/ABC's KSCS scored a multi-dimensional victory in Dallas with the Film House Direct TV® campaign.

In Morning Drive Terry Dorsey's 12+ share rocketed more than 2 points, 6.3 to 8.5, fueled by an 18.5% cume increase.

Total Week 12+ KSCS gained a full share point, from 6.6 to 7.6, good for #2 in the market. More importantly, KSCS widened their margin over country rival KPLX to a full point and a half—their biggest lead ever.

In the key 25-54 demo, KSCS also broadened its format lead. Total week the station went from 7.4 to 7.6—while KPLX slid from 6.5 to 5.9, a point and a half back. And in morning drive, KSCS more than *doubled* its distance on the competition, going from 7.1 to 8.4, an amazing 3.3 share points ahead of KPLX.

"This Fall's Direct TV® campaign is the latest marketing triumph in our two-year relationship with Film House," says KSCS Operations Manager Ted Stecker. "It's a winning partnership in every sense of the word."

If you're serious about winning in the 90's, call Film House today and make us a part of your station's strategic marketing team.

The Leader
filmhouse
FILM HOUSE, INC. BROADCAST MARKETING SERVICES

230 CUMBERLAND BEND NASHVILLE, TN 37228 (615) 255-4000

Setting The Standards

FALL '89 ARBITRON RESULTS

Louisville

	Summer '89	Fa '89
WAMZ (Ctry)	16.4	15.9
WHAS (AC)	10.8	15.9
WDJX-AM & FM (CHR)	13.6	11.5
WVEZ (AC)	7.9	8.7
WLRS (CHR)	6.3	7.4
WQMF (AOR)	8.2	6.6
WLOU (UC)	9.4	6.1
WRKA (AC)*	5.6	4.8
WLSY (AC)	3.0	3.3
WAVG (Gold)	3.2	2.5
WWKY (Ctry)	1.9	1.8
WXLN (CC)	.9	1.6
WXVW (B/EZ)	2.8	1.6
WTMT (Ctry)	1.7	1.3
WLLV (Rel)	—	1.1

*Now Gold formatted

Charlotte-Gastonia-Rock Hill

	Summer '89	Fa '89
WSOC-FM (Ctry)	9.1	15.4
WPEG (UC)	11.4	9.5
WBT (AC)	5.6	9.0
WCKZ (CHR)	8.7	8.0
WRFX (AOR)	7.5	7.9
WMXC (AC)	6.6	6.3
WEZC (B/EZ)	6.0	5.5
WBT-FM (AC)*	3.8	4.8
WWMG (AC)	4.5	4.8
WROQ (CHR)	5.6	4.3
WLVK (Ctry)	6.2	3.7
WGIV (Gold)	1.0	1.4
WXRC (AOR)	.3	1.2
WFGW & WMIT (Rel)	1.0	1.1

*Formerly WBCY (CHR)

Sacramento

	Summer '89	Fa '89
KRAK-FM (Ctry)	6.7	9.3
KFBK (N/T)	8.1	8.5
KXOA-FM (AC)	7.8	8.1
KCTC (B/EZ)	7.6	7.4
KSFM (CHR)	7.1	7.1
KRXQ (AOR)	5.6	6.9
KZAP (AOR)	6.4	6.9
KHYL (Gold)	5.5	4.7
KAER (AC)	4.7	4.1
KQPT (NAC)	4.9	3.9
KROY (CHR)	3.3	3.3
KRAK (Ctry)	3.5	2.8
KWOD (CHR)	3.4	2.5
KFRC (Nost)	2.4	1.7
KSAC (Clas)	.4	1.7
KNBR (AC)	1.7	1.6
KSMJ (Gold)	.8	1.3
KGO (N/T)	1.4	1.2
KGNR (Gold)	.8	1.1

Memphis

	Summer '89	Fa '89
WHRK (UC)	14.3	16.2
WDIA (UC)	9.5	11.2
WGKX (Ctry)	9.9	10.9
WEGR (AOR)	8.8	8.6
WMC-FM (CHR)	6.8	8.2
WRVR (AC)	6.4	7.4
KMPZ (CHR)	4.4	5.2
WMC (N/T)	3.9	4.8
WLOK (UC)	4.6	4.4
KRNB (UC)	6.0	4.1
WEZI (B/EZ)	6.5	3.1
WREC (BBnd)	1.7	2.1
KWAM (Rel)	.6	1.0
WCRV (Rel)	.8	1.0
WODZ (Gold)	1.0	1.0

Norfolk-Virginia Beach-Newport News

	Summer '89	Fa '89
WFOG (B/EZ)	6.6	10.0
WCMS-AM & FM (Ctry)	7.4	8.8
WAFX (CR)	6.8	8.1
WWDE (AC)	6.0	6.8
WNOR-AM & FM (AOR)	7.8	6.6
WOWI (UC)	6.9	6.3
WNVZ (CHR)	5.3	6.2
WJQI-AM & FM (AC)	5.6	5.5
WMYK (UC)	3.9	5.4
WGH-FM (CHR)	4.9	4.1
WLTY (AC)	4.7	3.1
WNIS (Talk)	3.5	3.1
WTAR (Gold)	2.6	3.0
WPCE (Rel)	3.3	2.9
WZCL (CC)	4.3	2.2
WBSK (UC)*	3.4	2.1
WKEZ (Ctry)	2.0	1.7
WOFM (AOR)	1.9	1.3
WKSJ (CC)	1.7	1.0

*Formerly WRAP

San Antonio

	Summer '89	Fa '89
KCYX (Ctry)	9.0	10.3
KTFM (CHR)	6.6	7.7
KITY (CHR)	7.6	6.5
WOAI (N/T)	4.7	5.7
KMMX (AC)	4.5	5.5
KCOR (Span)	3.6	5.1
KAJA (Ctry)	5.3	5.0
KSAQ (CHR)	4.4	4.8
KKYX (Ctry)	5.1	4.6
KSMG (Gold)	7.3	4.5
KISS (AOR)	5.5	4.4
KQXT (B/EZ)	4.2	4.4
KTSA (Nost)	4.2	4.2
KZEP (CR)	4.2	3.6
KONO (Gold)	3.3	2.5
KZVE (Span)	3.0	2.2
KFAN (AC)	1.7	2.0
KEDA (Span)	1.9	1.6
KSLR (CC)	1.0	1.6
KSAH (Span)	1.3	1.3
KCHL (Jazz)	.9	1.2
KXTN (Span)	1.1	1.2

Oklahoma City

	Summer '89	Fa '89
KXXY-AM & FM (Ctry)	15.6	14.0
KJYO (CHR)	8.7	9.2
KTOK (N/T)	8.7	8.2
KKNG (B/EZ)	8.8	8.1
KZBS (CHR)	5.9	7.7
KATT (AOR)	4.7	7.6
KRXO (CR)	6.8	6.6
KEBC (Ctry)	5.7	6.4
KOMA (Gold)	7.0	5.9
KMGL (AC)	4.6	5.0
KLTE (AC)	3.7	4.0
WKY (Ctry)	3.0	4.0
KPRW (UC)	3.4	1.6
KJIL (Rel)	1.2	1.0

Salt Lake City-Ogden-Provo

	Summer '89	Fa '89
KSFI (B/EZ)	9.4	11.3
KKAT (Ctry)	9.1	10.6
KISN-AM & FM (CHR)	8.7	7.8
KSL (Talk)	4.6	7.8
KBER & KDAB* (AOR)	7.0	6.4
KLZX-AM & FM (CR)	3.0	6.3
KSOP-AM & FM (Ctry)	5.6	6.0
KCPX (CHR)	6.9	4.9
KMGR (AC)	2.9	4.1
KALL (AC)	2.4	2.9
KLCY (AC)	2.2	2.7
KLVV (AC)	2.2	2.5
KDYL (BBnd)	2.4	2.4
KZHT (CHR)	4.9	2.3
KJQN (NR)	3.8	2.0
KRSP-FM (AOR)	3.7	2.0
KKWY (AOR)	2.1	1.8
KZOL (Gold)	2.5	1.4
KRPN (Gold)	1.0	1.3
KTKK (Talk)	3.0	1.3
KUTR (AC)	—	1.2

*KDAB formerly (NAC)

Rochester

	Summer '89	Fa '89
WCMF (AOR)	15.6	15.7
WPXY-AM & FM (CHR)	10.9	11.1
WBEE (Ctry)	9.0	10.2
WVOR (AC)	10.1	8.1
WHAM (AC)	7.4	7.6
WKLX (Gold)	7.0	7.6
WRMM (AC)	5.9	6.9
WZSH (B/EZ)	6.7	6.6
WDXK (UC)	5.6	4.2
WEZO (Nost)	2.7	3.6
WMJQ (CHR)	1.5	1.3

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For The Record

In the Houston ratings breakouts (R&R, 1/12), KTRH should have been listed as trending 5.9-5.0.

FALL '89 BIRCH RESULTS

Cleveland

	Summer '89	Fa '89
WMMS (CHR)*	10.9	12.5
WZAK (UC)	10.9	10.3
WLTF (AC)	7.6	9.0
WGAR-AM & FM (Ctry)	5.9	6.9
WPHR (CHR)	5.8	6.8
WNCX (CR)	8.2	6.1
WMJI (AC)	6.8	5.6
WDOK (AC)	4.8	6.4
WQAL (B/EZ)	4.1	4.3
WWWE (N/T)	5.1	4.0
WNWV (NAC)	3.2	3.9
WRMR (B/EZ)	3.0	3.2
WRQC (CHR)	3.5	3.0
WCRF (Rel)	1.6	2.6
WERE (N/T)	1.9	2.6
WCLV (Clas)	2.9	1.5
WONE-FM (AOR)	.8	1.5
WJMO (UC)	2.7	1.3
WKDD (CHR)	1.4	1.2
WCPN (Jazz)	1.4	1.0

*Now AOR formatted

Kansas City

	Summer '89	Fa '89
WDAF (Ctry)	9.6	13.2
KBEQ (CHR)	11.5	11.8
KPRS (UC)	9.1	10.2
KFMF-AM & FM (Ctry)	6.7	8.0
KYYS (AOR)	5.3	6.3
KCMO (N/T)	6.1	6.2
KXXR (CHR)	8.4	5.3
KCMO-FM (Gold)	3.6	4.3
KUDL (AC)	3.3	4.0
KLSI (AC)	5.0	3.7
KCFX (CR)	6.0	3.3
KMBR (B/EZ)	3.8	3.0
KMBZ (AC)	4.8	3.0
KCWV (NAC)*	1.8	2.1
KPRT (Rel)	1.3	1.9
WHB (Gold)	2.5	1.9
KXTR (Clas)	1.3	1.7
KLJC (Rel)	.7	1.5
KCUR (Misc)	1.2	1.1
KCCV (Rel)	1.0	1.0

*Became Rock/AC KRVK late in rating period

Milwaukee-Racine

	Summer '89	Fa '89
WLUM (CHR)	11.2	10.9
WKTI (CHR)	9.3	10.1
WLZR-AM & FM (AOR)	11.1	9.8
WMIL (Ctry)	7.8	8.4
WTMJ (AC)	10.4	8.2
WKLH (CR)	6.7	7.0
WOKY (BBnd)	6.2	6.5
WQFM (AOR)	4.5	4.6
WLTQ (AC)	3.1	3.9
WZTR (Gold)	2.2	3.6
WMYX (AC)	2.7	3.1
WEZW (B/EZ)	3.1	2.5
WISN (News)	2.3	2.5
WFMR (CHR)	1.5	2.3
WBZN-FM (NAC)	3.1	2.0
WUWM (News)	.6	1.2
WVCY (Rel)	1.7	1.1
WTKM-AM & FM (Polka)	.7	1.0

Cincinnati

	Summer '89	Fa '89
WEBN (AOR)	15.2	15.4
WRKQ (CHR)	12.2	12.0
WLW (AC)	11.0	8.1
WUBE (Ctry)	8.1	7.2
WWNK (AC)	5.8	6.4
WOFX (CR)	5.3	6.0
WBLZ (UC)*	4.4	5.7
WKRC (AC)	3.8	5.0
WRRM (AC)	5.8	4.8
WWEZ (B/EZ)	5.1	4.3
WCKY (N/T)	3.2	3.8
WIZF (UC)	4.2	3.6
WGUC (Clas)	1.4	2.6
WBVE (Ctry)	2.5	2.3
WSAI (Gold)	.4	1.9
WMLX (Nost)	.9	1.5
WTSJ (CC)	.9	1.1
WRBZ (NAC)	.4	1.0

*Now WGRR (Gold)

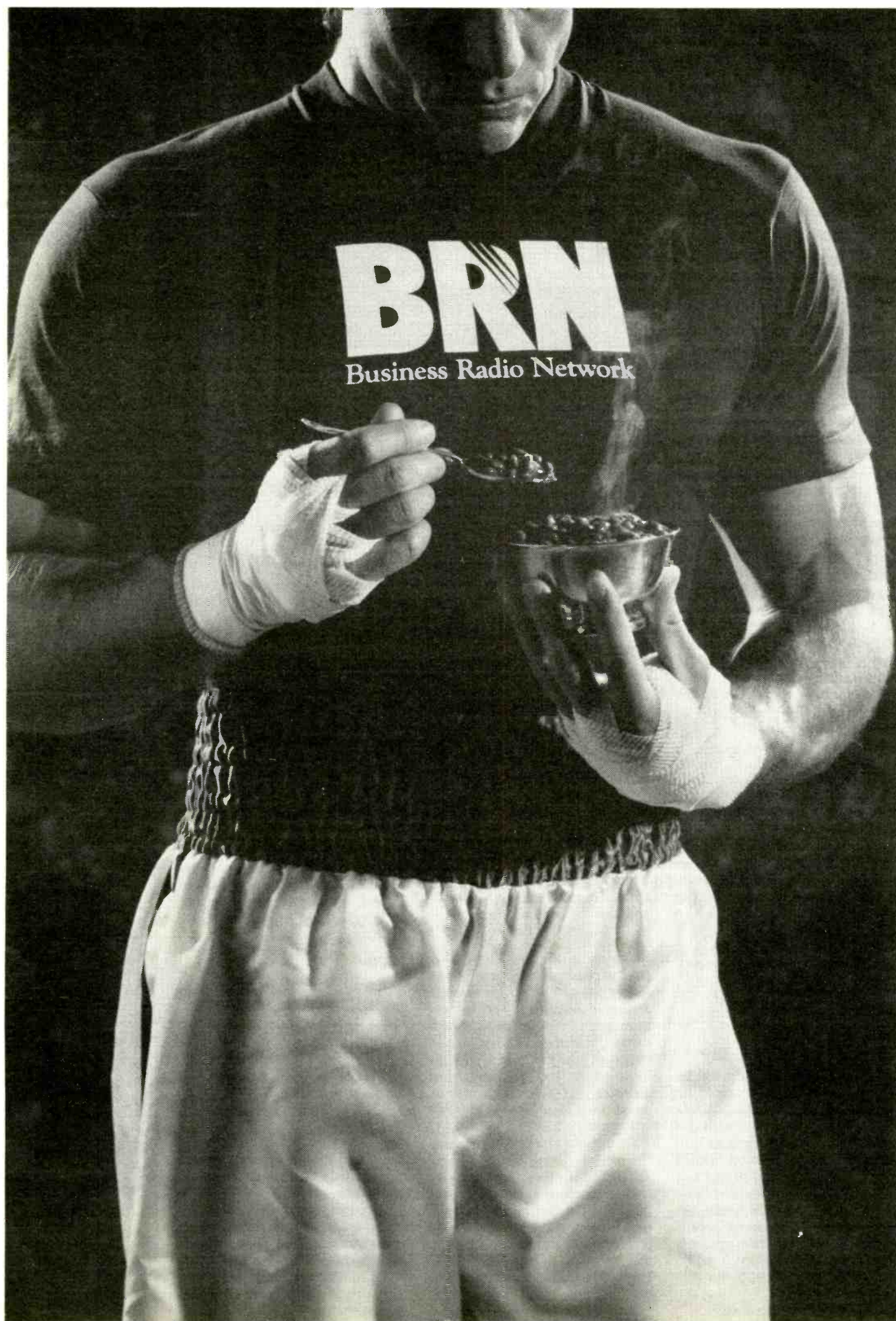
Columbus, OH

	Summer '89	Fa '89
WNCI (CHR)	18.6	14.5
WSNY (AOR)	9.9	11.8
WXGT (CHR)	9.3	9.9
WLWQ (AOR)	9.9	8.1
WTVN (AC)	6.4	7.2
WVCO (UC)	5.6	6.4
WMGG (CR)	5.3	5.8
WHOK (Ctry)	3.6	5.3
WBNS-FM (B/EZ)	6.9	3.4
WCKX (UC)	1.2	2.3
WXLE (Gold)	1.9	2.1
WBBY (Jazz)	2.1	1.9
WMNI (Ctry)	2.7	1.8
WRFD (CC)	1.1	1.7
WOSU-FM (Clas)	1.9	1.6
WXXM (AC)	1.1	1.5
WCOL (BBnd)	1.4	1.4
WBNS (AC)	1.0	1.3
WLW (AC)	1.8	1.3
WOSU (N/T)	1.2	1.3
WCVO (Rel)	1.3	1.2

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Q: How has BRN grown strong so quick?

A: By adding Boston baked beans to our menu. Hello, WMEX, Boston.



For The New Contender in network radio, sound nutrition demands a healthy affiliate from the home of baked beans. Boston.

For decades, WMEX has developed new standards for breakthrough radio broadcasting. Now, the **Greater Media, Inc.** station is taking a bold step into the 90s. This American tradition is locking arms with radio's aggressive new contender. Business Radio Network.

BRN boasts 55 wins. 90% of our affiliates are in the top 100 markets. 15 are in the top 20 markets. We reach 51.43% of the U.S.

If you're keeping track of our record, and still wonder why BRN is building up so fast, the answer is simple.

Business Radio Network is hard-hitting business news and talk. 24-hours-a-day. We're the odds-on winner for knowledge hungry executives. As our affiliates prove every day, we're also becoming the choice of advertisers.

So when you're ready to join WMEX and get behind a winner . . . we're ready to talk.

1(800)321-2349
(Inquiry)

1(719)528-7046
(Listen Line)

Radio's Business Solution™

BRN
Business Radio Network

JOHN PARIKHAL

Productive Promotion

Planning, Creativity, And Execution
Are Watchwords For The '90s

If you think the 1980s were competitive, look out for the '90s. The coming decade will feature sharper managers, smarter programmers, better researchers, debt-strapped owners, and an overcommunicated public. These spell big changes when it comes to marketing and promotion:

- The first big change will be driven by high debt loads. Many owners will be telling their stations they have to succeed without big money morning talent and the traditional marketing mega-budget. Cash pinches will make promotion more important than ever.

- The second change will be driven by advertisers, who will put even more money into local promotions. Radio stands to profit as advertisers look to sponsor everything from raft races and chili cookoffs to bridal fairs and safe Halloweens.

- The third change will come from an overcommunicated public that responds only to imagination, novelty, and excitement. People are immune to most million-dollar radio prizes because there are lotteries at every corner that cost just a dollar a ticket and don't require anybody to listen for 30 hours for a chance to qualify for a remote shot at a prize.

Overcommunication will affect prerecorded music companies as well. They'll have to get even more creative to cut through to programmers torn between the safety of their music tests and the need to stimulate listeners.

Airtime A Powerful Tool

Programmers agree promotion is the most important marketing they do. According to a Joint Communications/NAB research study called "Programming Radio To Win In The New America," the majority of programmers think their most powerful marketing tool is their own stations' airtime. (The complete study is available from the NAB at (800) 368-5644.) It's clear that radio and records will both have to rethink many aspects of promotion in the future.

In the beginning, radio borrowed many of its techniques from retailers and manufacturers for

"Listeners are used to television production. They want 'color' — promotions described in specific, vivid terms. They want imagination and the unexpected."

whom promotions were special events designed to draw attention to new products or ideas. Often, they consisted of free samples or price reductions to encourage trial use.

Today, radio promotion has been redefined to cover almost every aspect of marketing except traditional advertising. Lately, even advertising has mixed in a healthy dose of promotion when possible. One of the best examples is Film House's "Direct TV" campaign, which offers a cash prize for trying the radio station.

Today, radio promotion includes a wide range of techniques including:

- Contests
- Events on- and off-air
- Remotes
- Community service
- On-air crossplugs for announcers or shows
- Sales promotions

In the 1990s, radio will take these aspects of promotion to new levels of creativity and excellence. The winning focus will include:

- First-class prizes
- More winners
- Theater-of-the-mind production
- Promotion that supports the station image
- High creativity

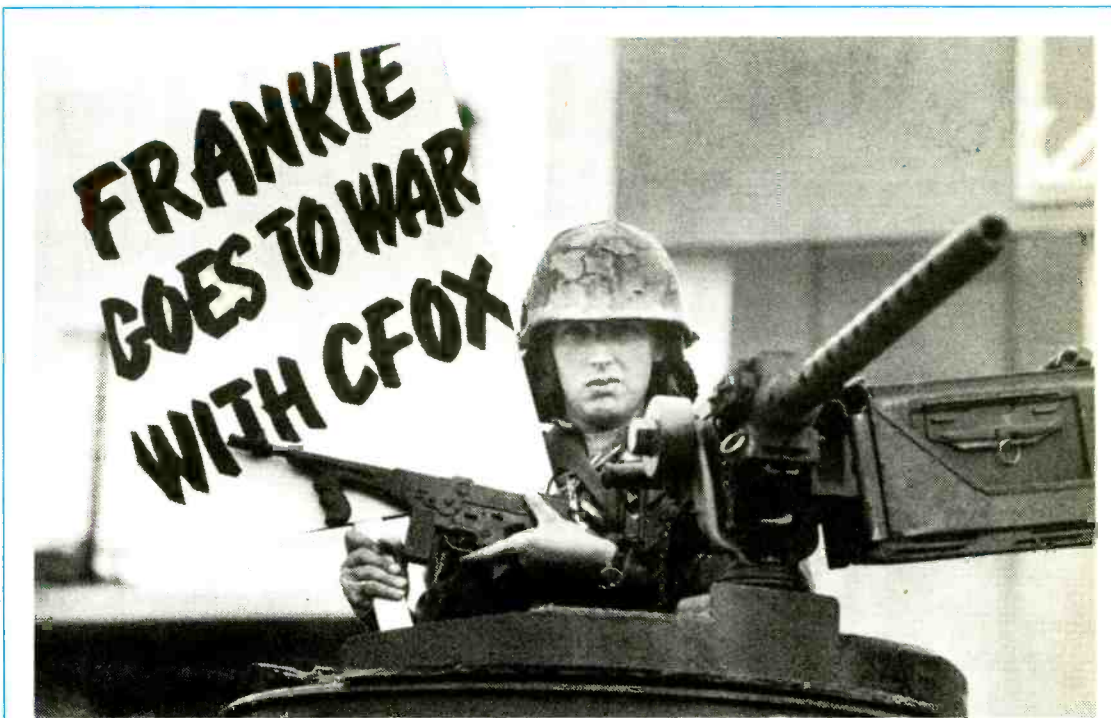
Quality And Quantity

More than ever, quality will be the watchword. Prizes should be special and high quality. Stations should reach out to listeners. Instead of asking winners to pick up winnings at the station, prizes should be delivered to homes and workplaces in a chauffeured limo. Even a pair of movie tickets becomes magic in that framework.

Also, there must be more winners. Research says people's biggest complaints about radio contests are:

- The phone's always busy
- No one they know ever wins.

Effective promotion will have to become more creative with the use of sound and imagination. Listeners are used to television pro-



Record companies use promotional war against radio.

duction. They want "color" — promotions described in specific, vivid terms. They want imagination and the unexpected.

Cyndy Drue applied all these creative angles while doing an air-shift at WMMR/Philadelphia. She heard Donald Trump was signing his book at a local store. She ran over with a tape recorder and asked him to cut a promotional ID for her. She held out the script and he read it.

That afternoon, listeners heard Trump's voice between two rock

"Most good promotions are developed with a stated goal, time to plan, and time to execute."

records saying, "Hi. This is Donald Trump. If you don't listen to Cyndy Drue, I'm going to buy this station and turn it Country." There's promotional creativity at its best.

The same thinking can be applied to remotes, sales promotions, and events. For example, J.J. Johnston was stuck with a programmer's nightmare at AOR CFOX/Vancouver. The sales department had just sold a package to a power tool company, and Johnston had to come up with an on-air promotion. He used creativity to produce a brilliant result.

He thought in terms of imaginative sound, giving birth to "Tool Tunes." The promotion began by asking listeners to identify tools from short sound clips. The next phase used sanders, drills, and other tools to mimic hit songs. In one instance, the listener had to guess what song the belt sander was playing. The answer was "Stairway To Heaven." Listeners loved it. The sales department loved it. It was promotion, 1990s-style.

Most good promotions are developed in much the same way as "Tool Tunes." There's a stated

Top Promotion Tools

- Imagination
- Creative Sound
- Detail
- Quality

goal, time to plan, and time to execute. Planned promotions also include remotes such as John McGhan's "Live From The Academy Awards," events such as WIOT/Toledo's annual fireworks display, and community service charity drives. Most station budgets are based on planned promotions.

Opportunity Knocks

However, some of the best radio promotions are unplanned; they're known as opportunistic promotions. The Bay Area earthquake

"Promotions should reinforce the station's image, focus on a specific aspect, and generate trial and recall."

generated dozens of such promotions to help those in distress. Opportunistic promotions are rarely factored into station budgets. In the 1990s, every station should include a budget item that allows money for unexpected opportunities.

No matter what kind of promotion a radio station or prerecorded music company does, it should always have three stages:

- Prepromotion
- The promotion
- Postpromotion

Most stations are fairly good at

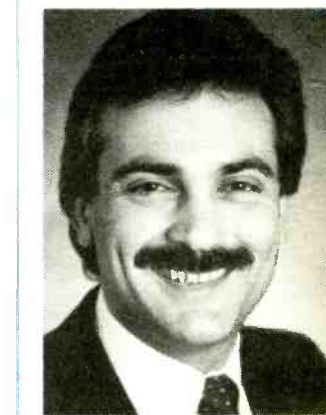
the first two steps but forget about the third. Always feature highlights of a great promotion after it's over. Use sound effectively. It's not enough just to play a winner screaming into the phone for 48 hours after a contest win.

All promotions should have a master plan detailing every aspect right down to what to wear at a station event. Who's in charge if someone becomes ill? Detail, detail, detail.

Most important, promotions should reinforce the station's image. They should be used to focus on a specific aspect of the outlet, such as a funny morning show, a new announcer, or a shift in musical direction. A promotion should draw attention to something and generate trial and recall. Ideally, it should create excitement and stimulate the listener.

The next big radio battles will be fought with sound, tape, creativity, and nerve as promotion enters the '90s.

#15 in a series



John Parikhal

John Parikhal is CEO of Joint Communications media strategists, which consults 73 radio stations and 15 corporate clients. He can be reached at (416) 593-1136.

Essential Elements

- Why This Promotion?
- What Are You Promoting?
- Must Fit Station Image
- Post-Event Exploitation

T HIS IS HOW YOU CURRENTLY GET THE CHARTS. THEY'RE
 COURSE, BY THIS TIME, THEY'RE
 OR OUT OF PAPER). OF
 MACHINE (IF IT'S NOT BUSY
 AFTER THE MAIL GUY READS THEM,
 YOUR FAX
 WHAT, 'WHM D N A... EREHM
 WHO KNOWS?
 OR THEY'RE SENT TO
 YOUR MAIL ROOM ON FRIDAY.
 THEN THE PHONE CALLS
 LAST WEEK'S CHARTS. AND
 MAILED ON WEDNESDAY. THEY GET TO YOUR MAIL ROOM ON FRIDAY.
 ON YOUR DESK.
 ON AN DINM
 WHERE THEY EVENTUALLY
 "HOLD, PLEASE. PLEASE HOLD!"
 STUCK ON HOLD.

T HIS IS HOW YOU COULD BE GETTING THEM.

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R&R Convention

Continued from Page 1

vention's sessions, you'll also have the chance to help humanity. The T.J. Martell Foundation's charitable events, a spring institution for the industry, will be part of the convention's good times. You'll be able to contribute to and participate in the bowling party, the golf tourney, the celebrity softball game, and other noteworthy charitable events during the convention.

Martell Foundation founder Tony Martell commented, "I'm delighted to be able to combine our resources with R&R for this exciting opportunity. Together we can reach new fundraising heights."

Registration Information

Registration fees have been set at \$300 before April 5, \$335 afterward. And for the first time, there are special small-market radio and student rates: \$235 before April 5, \$260 afterward.

You'll be receiving hotel and convention registration forms in R&R in the next couple of weeks. Start planning now to be at the Century Plaza in May — it will be the biggest and best R&R Convention ever.

Lake

Continued from Page 1

Lake told R&R, "Though I'll miss all my friends at A&M, I'm thrilled to join the outstanding Epic promo team. I'm truly grateful to [President] Dave Glew and Polly for this opportunity. Epic's potential in the '90s is unlimited, and it's fantastic to be a part of it."

Lake began his promotion career in 1979 as Director/National Promotion for Warner Bros., later moving into artist management with such acts as Men At Work, ZZ Top, and Larry Graham, before joining A&M in 1986.

Prior to entering the record business, Lake spent several years in radio, most notably as National PD for the Bartell Radio chain from 1977-79. He also programmed CHR stations KCBQ/San Diego, WPEZ/Pittsburgh, KSLQ/St. Louis, WYRE/Annapolis, and WJBQ/Portland, ME.

Kargol

Continued from Page 1

Kargol told R&R, "When Jack promoted me to National Director/Pop Promotion, he was quoted as saying, 'I think Mark has just enough Hollywood in him to eventually be bigger than [A&M Sr. VP/Promotion] Charlie Minor.' Well, I definitely would like to make as much money as he does."

"I'd like to thank Charlie for giving me my start in the business and Jack Satter for allowing me to be a part of structuring the best promotion team on the street."

Kargol began his music industry career ten years ago as a United Artists college rep at the University of Colorado. In 1980 he was appointed EMI Denver Local Promotion Director, and in 1984 became Los Angeles Local Promotion Director.

Sun Shines On 'Rainstorm'



Linda Ronstadt didn't cry, but she may have let out a howl or two when Elektra execs presented her with platinum and gold plaques for her "Cry Like A Rainstorm — Howl Like The Wind" LP and a gold award for the single "Don't Know Much." On hand for the presentation were (l-r) Elektra's VP David Bither, Chairman Bob Krasnow and Sr. VP Gary Casson, Ronstadt, the label's VP Kenny Hamlin, Sr. VP Brad Hunt, Suzanne Berg, Exec. VP Aaron Levy, Sr. VP Rick Alden, and VP Marcia Edels-tein, and Mahoney & Wasserman's Ira Koslow.

Arista Sails To Platinum



Arista President Clive Davis (l) receives a platinum plaque during the label's five-day convention aboard a Caribbean cruise ship. The presentation — which marks Milli Vanilli's success in '89 — was bestowed by (l-r) Arista's VPs Tony Anderson and Rick Bisceglia and Sr. VP Jim Cawley.

Good News For EMI



Huey Lewis & the News have inked with EMI, and plans for a '90 label debut are in the works. The signing is a reunion of sorts, as EMI President/CEO Sal Licata was President of Chrysalis when the Bay Area band signed to that label. Celebrating the deal are (front, l-r) Newsmen Bill Gibson, Mario Cipollina, and Sean Hopper; (back, l-r) manager Bob Brown, EMI Sr. VP/GM Ron Urban, Lewis, Licata, the band's Chris Hayes, label VP Robert Smith, and the band's Johnny Colla.

Benesch

Continued from Page 1

Benesch told R&R, "Congratulations must be shared with the artists who make the music, and with my staff, who continue to represent Columbia Records with the highest caliber of professionalism. I'm especially thankful to [CBS Records Division President] Tommy Mottola and to Don Jenner for their continued support and confidence."

Benesch joined CBS in 1976 as an inventory specialist and Singles Record Coordinator at the Los Angeles branch. He then served as Columbia Local Promotion Manager in Denver, Chicago, Cleveland, Pittsburgh, and Buffalo before being named Director/National Singles Promotion in 1986. He was appointed VP/Promotion the following year.

Costello

Continued from Page 3

enough to be at Virgin from day one and it amazes me how far we've come in such a short time. I'm looking forward to working even more closely with Plen, [VP/Field Promotion] John Boulos, and [National Promotion Director/Album Radio/Rock 40] Jeffrey Naumann, and what has to be the best field staff on the street."

Prior to joining Virgin in 1987, Costello was Midwest Promotion/Sales Manager for IRS.

Heslet

Continued from Page 3

September from CHR KATD. It had originally selected KYAY as its new calls, but recently changed to KRTY because of possible confusion with — and some heavy complaining from — KYA/San Francisco.

Weaver

Continued from Page 3

grammer of Davis-Weaver Broadcasting, a chain which expanded to include KFIG/Fresno and KLOK-FM/San Francisco.

"Yes/No Radio"

The latter stations used Weaver's innovative "Yes/No Radio" plan, which used listener votes to determine whether songs should air in regular rotation. The idea was later adapted by many CHR stations in a less comprehensive form.

Former KWIZ MD Les Honig was associated with Weaver from 1980-84 and did his masters thesis on how KWIZ positioned itself as Orange County's radio station. He told R&R Weaver was "outgoing, gregarious, full of life — a real nice person. He was strong-willed and had definite programming ideas, but if you didn't agree with a music decision, he was open-minded and listened."

KWIZ Sr. AE Reed McCloud worked with Weaver from 1964-88. He told R&R Weaver was innovative in both programming and sales. "In 1964 at KWIZ, he hired one of the first female salespeople in Southern California" (Rosalie McElroy, who recently retired from KMPC/Los Angeles).

McCloud noted, "Bill Weaver was a guy who was always bursting with vitality and enthusiasm."

The burial is set for Saturday (1/20) at Pacific View Memorial Park.

Wise

Continued from Page 1

"But I'm most excited about the great new management opportunity that awaits me, and happy to be joining Atlanta's fun Country stations. Anyone who knows me knows I aspire to be a GM; Bob Green and [NewCity President] Dick Ferguson will give me the hands-on training I need. Besides, I love Country and I love Atlanta."

Prior to his tenure at WGTR, Wise programmed WQIK/Jacksonville, WFBQ/Indianapolis, and WKLS/Atlanta.

The fall Arbitron and Birch showed WYAI & WYAY to be Atlanta's Country leader, with 12+ shares moving 4.8-5.6 in Arbitron and 5.3-6.9 in Birch.

WNRJ

Continued from Page 3

"This is a more conservative market, which makes me really wonder why WSHH changed format. All the B/EZ stations that dropped the format, including WSHH, wouldn't bring their stations up to date. Easy Listening will be accepted more than people think," he predicted, and added, "We're using the contemporary-sounding Ultra format, rather than match-flow."

Prior to joining KOSI & KEZW about a year ago, Heller programmed WLQR & WSPD/Toledo.

In the fall among persons 12+, WNRJ placed 12th in Birch (2.6) and 13th in Arbitron (2.4).

Reeder

Continued from Page 3

is," he continued. "SunGroup's 1990 planning revolves around attracting leadership of the caliber of Jim and [Southeast Division chief] Marshall Magee."

Reeder headed Radio USA the last three years. Before that he was an executive with Mason Best Company, responsible for the communications and broadcast areas. He has also owned and operated a number of radio outlets.

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MARKETING IN THE '90s

Television Follows Radio's Lead

By Jeff Pollack

As we enter the '90s, television stations and networks are adopting "new" promotional approaches that are similar to the techniques and strategies radio has been using for years.

In the past, television executives typically looked down on radio as a "poor cousin," disparaging its promotion efforts. One executive expressed the prevailing attitude by stating he would never sacrifice the integrity of his network by doing a radio station contest such as "Fish Fling."

However, the increasing fragmentation of the television audience, owing to the proliferation of cable outlets, independent stations, and VCR usage, necessitated a re-examination of traditional promotions. Television's latest promotion efforts should sound familiar to radio programmers, who will no doubt discern similarities to their own successful forced-listening and audience-recycling contests.

Watch-And-Win

The premiere of the 1989-90 network television season marked a turning point in network and local marketing plans. Both CBS and NBC launched major watch-and-win sweepstakes that tied in major retail accounts (K-mart and Sears) to encourage viewers to sample the new fall shows. For example, "America's Brightest Stars: NBC, Sears, And You" helped build awareness of NBC's fall lineup. Traffic at Sears stores was up an estimated 15-20% during the promotion. Sears also estimated it received three times as many entries as it usually receives for a national sweepstakes. Since the promotion aired, Sears has increased its spending on NBC fourfold.

"In the past, TV executives typically looked down on radio as a 'poor cousin,' disparaging its promotion efforts."

CBS recently purchased a four-week radio schedule to advertise its "Get Ready" promotion. The promotion — "Watch, Match and Win" sweepstakes — featured over six million prizes, a chance to win every night, and a total media value of more than \$24 million. The targeted goal was to successfully launch "Major Dad," the anchor of the CBS Monday night comedy lineup. The media blitz incorporated print, radio, on-air, over 210 million K-mart circulars, in-store point-of-purchase displays, celebrity tours, and affiliate tie-ins.

The sweepstakes required viewers to match numbers on cards they received in circulars with winning numbers that aired in program breaks during the net-



Jeff Pollack

"The premiere of the 1989-90 network television season marked a turning point in network and local marketing plans."

work's new 8pm shows. An amazing one in 20 households in the nation participated — more than five times the average response for promotions of this type.

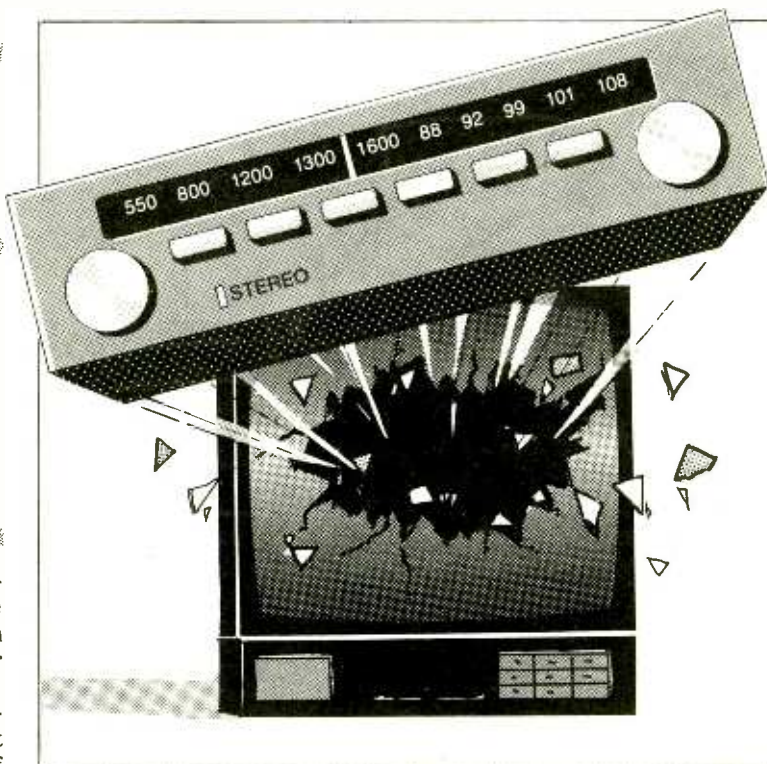
Miller Brewing Company co-sponsored a day-long seminar that brought together executives of General Foods USA, Procter & Gamble, McDonald's, United Airlines, General Motors, and 40 other top marketers with an equal number of television station and network executives. The purpose: to make television executives aware that it is becoming increasingly difficult to sell time based solely on ratings. The word was that networks and stations needed to start developing well-rounded programs to help market clients' products, not just advertise them.

Stealing Radio's Business?

National advertisers may now seek television instead of radio for future promotions. CBS is the most aggressive player with promotions such as a sports package that offers six major advertisers a 27-city shopping mall tour for \$11 million per advertiser. To participate, sponsors must advertise on all five kinds of sports programs CBS airs, increasing dollars spent on certain sports that aren't as popular. The mall tour will include sports exhibits sponsored by the different advertisers.

Fox is also active in this area. Last year the network participated in a tie-in with Coca-Cola, the national "Isle of Dreams" promotion. Weeklong cruises for two were awarded to 1000 winners, along with the chance to win other major prizes in a treasure hunt conducted on a private island. Qualification methods were left up to each individual affiliate; in New York, participants picked up their registration forms at Coca-Cola displays in local supermarkets and either listened to a radio station or watched the Fox affiliate for a secret phrase. Entrants wrote down the phrase and sent it in.

"For Love and Money" is an upcoming CBS promotion. Designed



around "Dallas" and "Knots Landing," it will offer viewers the chance to win a \$250,000 South Fork-style Dallas ranch. American Cyanamid, American Home Products Corporation, Bristol-Myers, Chesebrough-Ponds, and Warner Lambert will pay \$12 million to buy nine 30-second spots and up to three pages in a Sunday coupon newspaper supplement to participate. CBS will spend \$1 million in advertising to support the promotion.

As for daytime fare, ABC created a promotion for "All My Children" based on the show's fictitious Pine Valley locale. Pine-Sol cleaner agreed to support a national contest in conjunction with the show, and "Pine-Sol/Pine Valley Sweepstakes" was born.

CBS is currently involved in a point-of-purchase promotion with Maxell Tapes. Each Maxell videocassette includes a brochure describing the CBS prime-time lineup, along with this suggestion: "If you can't watch it, record it on Maxell tape."

Protecting Our Turf

In response to television's radio-inspired promotion techniques, radio should:

- Continue to stress its unique selling points as compared to television's constraints.
- Sell time to networks and stations, using the new promotions to generate radio revenue.
- Come up with more imaginative and innovative strategies to maintain top-of-mind awareness.

More To Come

NBC is planning promotions centered around its late-night and Saturday morning shows. Furthermore, all three networks have hired promotion executives to help them compete. In the future, televi-

carefully to radio to learn what they can from the contest, sweepstakes, and promotion experts.

What will be the effect of all this on radio sales?

• Television, both cable and broadcast, will clearly continue to take some money from advertising budgets that had gone to radio in the past. However, aggressive radio stations will continue to stress their own unique selling points as compared to television's constraints. For example, no one has yet found a way to reach freeway commuters with television.

• The new television promotions, especially at the network level, will open up new advertising revenues for radio. (CBS, as noted previously, bought radio as part of its "Get Ready" promotion.)

"Many television executives are listening carefully to radio to learn what they can from the contest, sweepstakes, and promotion experts."

• As networks and television stations borrow more promotion ideas from radio, radio will have to come up with even more imaginative and innovative strategies to maintain top-of-mind awareness.

Radio has always been able to move quickly in the face of increasing competition. Now, new competition comes from a different medium. While the technology is radically different, television appears to be moving itself closer to radio's style of doing business. The smart players in radio will make the necessary programming, marketing, and revenue adjustments to succeed in this more competitive new decade.

tion will likely follow radio's lead in other areas of marketing and specialization such as personality development, promotional recycling, and community involvement.

"The new television promotions, especially at the network level, will open up new advertising revenues for radio."

It's probable time buys may get tougher for radio. Late-night television is already inexpensively priced in some small markets. (In fact, in Australia, local spots on network affiliates now actually cost less than equal time on some of Pollack Media's client FM stations!) Local television stations will be hard pressed to come up with value-added tie-ins. And many television executives are busy researching, watching, and listening

Jeff Pollack is Chairman/CEO of Pollack Media Group (213-459-8556), an international programming advisory firm consulting all radio formats in nine countries. He contributes to this section on a regular basis.



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Radio Forecast: Hot In The '90s

By Rhody Bosley

As we enter the '90s, radio is healthy and growing. The keys to its growth are audience size and reach, and investment in the medium by both the public and the business community. The public is buying more radios and listening for longer periods, while advertising revenue and investment in stations are on the rise. Radio's forecast for the decade is definitely hot.

Radio is the medium best positioned for success. But it will need to adapt and adjust to meet the public's changing desires, the increasingly competitive environment, and new business opportunities and challenges.

Poised For Success

The public is investing time and money in radio: more than three hours per day listening to more than half a billion radios (17% more than in 1980). Sales of radios are up a startling 31% compared to ten years ago. Clearly the public is willing to buy the necessary equipment to receive the information and entertainment radio provides.

Radio is everywhere, around the clock. People listen at home, in cars, at work, at play, in all day-parts, in every season. The medium is popular with all age groups, ethnic groups, regions, and among both sexes.

Ad revenue has more than doubled in the past decade. More than \$8.4 billion is expected to be spent on radio time this year, up from \$3.5 billion in 1980. The number of stations also grew 15% during the '80s, with nearly 11,000 on-air by 1990. The value of these stations escalated more in the '80s than in any other decade.

The signals are strong for a solid future, and those who keep up with changes in demographics, lifestyles, advertising, and ratings and research technology stand to share in radio's good fortune.

Shifting Demos

The linchpin for success in the '90s will be radio's ability to serve the changing demographics of its



Rhody Bosley

public: the aging baby boomers, the new baby boomlet, and the growing elderly population.

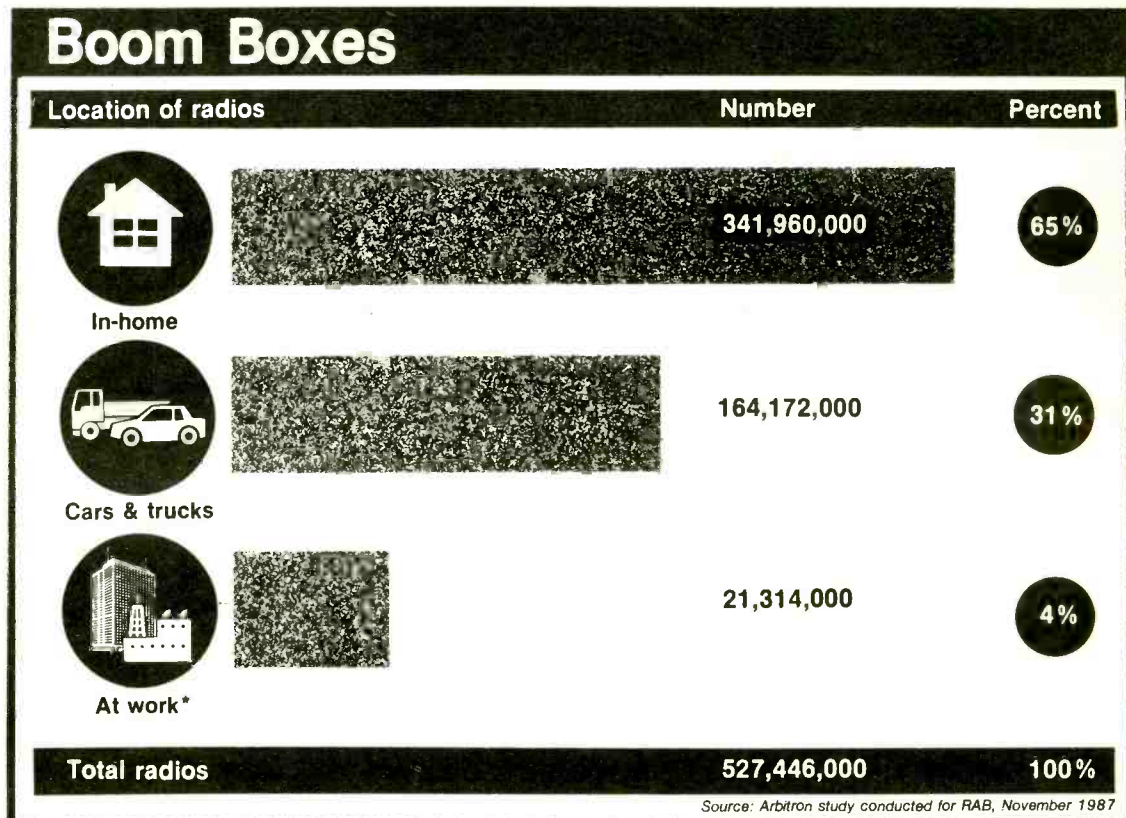
The major demographic change is the aging of the baby boomers. This huge group born between 1946-1964 is 76 million strong and entering midlife. Baby boomers were brought up with radio.

In the '90s there will be a "baby boomerang," also known as the baby boomlet. The result will be a teen audience comparable to that of the early '60s. Although the birthrate per woman has dropped, the sheer number of women at child-bearing age will create a new birth boom.

Another major demographic change will be that the elderly are living longer and acting younger. The so-called senior citizen is already more healthy, active, and mobile. Life expectancy has increased from 63 years in 1940 to 75 years.

Changing Lifestyles

Not only is the age composition of the population changing, but so are the prevalent lifestyles. In the past 20 years, the percentage of women in the labor force has increased to 56%, and this growth is expected



to continue. And as the lifestyle of women has changed, so has that of the family unit.

Only 27% of today's households are considered nuclear families (with the mother, father, and children living in the same household. The number of married couple households has declined dramatically — from 75% in 1960 to 57% in 1988. Consumption patterns, entertainment preferences, and media choices change as the nature of the family unit changes.

Target Advertising

Radio is the best-positioned medium for advertising because it offers segmented, homogeneous audiences. Advertisers can buy

"The linchpin for success in the '90s will be radio's ability to serve the changing demographics of its public."

time to reach specific targets categorized by age, sex, ethnicity, race, lifestyle, or geographic unit. They can target baby boomers, the baby boomlet, or the elderly, and tailor their messages accordingly.

Radio offers these audiences at specific times of day, days of the week, or in unique selling environments (news, sports, spe-

cial programming of any type). The '90s will see advertisers continuing to focus more precisely on potential customers.

Research Demands

In order to succeed, radio broadcasters will of course need research tools to understand changing audience composition and desires. Subscribers are demanding more data, delivered faster and more frequently. This demand is being driven by audience fragmentation. As stations seek marketing differentiation, they focus on more precise segments of the population to target. This provides stations with a competitive advantage for both programming and sales. In a volatile marketplace, more frequent reporting is essential to insure that stations stay on their marketing tracks.

Stations are also demanding more types of data to find and sell competitive advantages. Audiences must now be defined not just in terms of age and sex, but in terms of income, education, and family size. Stations want information on purchasing behavior, preferred stores and products, etc. The more a station knows about the behavior of its audience, the better job it can do programming to that audience and selling airtime to the appropriate advertisers.

Ratings Measurement

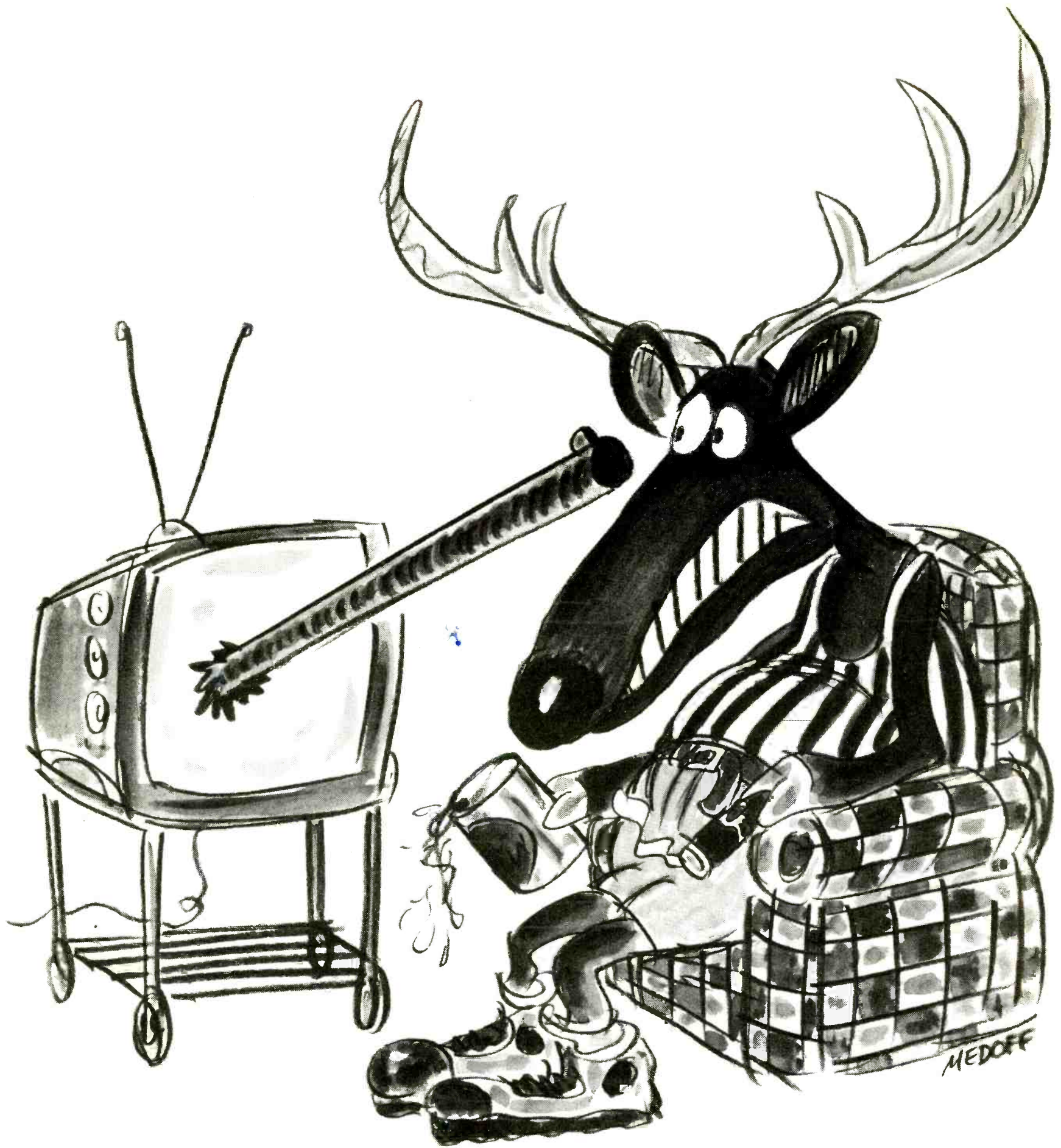
Arbitron is seeking to meet these new challenges.

Many subscribers have already asked about electronic ratings measurement. We have been testing an electronic media log that will eliminate time spent mailing diaries back and transcribing entries into computers. The electronic media log could remove ten days from the post-survey process.

As for the distribution of reports, continued improvement in satellite transmission, fiber optic cables, higher-speed data transmission, and the improved data storage capacity of desktop computers could lead to the abolition of the printed report as we know it. We already distribute new data monthly to 600+ stations electronically. We plan to be able to do this for all subscribers.

What's the next step? Expert systems: software designed to search the data to find the meaningful information. The software will "think" like experts do, analyzing and using the data effectively. It will help subscribers deal easily with large amounts of information. Using data in more sophisticated ways is just one of the factors that will permit radio to succeed handsomely in the '90s.

Rhody Bosley is VP/Radio Sales & Marketing for Arbitron (212-887-1300), which uses a seven-day personal diary to collect radio listening data for 260 markets. He contributes to this section on a regular basis.



Get More Bang For Your Buck.

Television time costs a lot. That's why your television commercial must be carefully designed to generate maximum awareness and retention.

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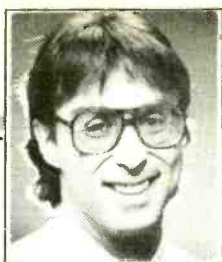
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KEN BARNES

Ready For The Grammy Challenge?

Grammy Handicap VI: U2 Can Be A Winner, And So Can You, Too

How can you miss me when I won't go away. Back from a brief hiatus (at the luxurious Continental Hiatus House), I'm just in time for the sixth annual Grammy Handicap, followed next week by the biggest new artist survey ever.

Let's recap the Grammy contest rules. I chose 12 categories the day the nominations were announced, and have listed the nominees for your voting pleasure. If you want to enter, take your pick (one per category, thanks) using this page as a ballot or writing your choices on a separate sheet of paper. Mail or fax (213-203-9763) 'em to me at R&R on or before Tuesday, February 20.

What's in it for you? Well, I didn't get corporate approval for that all-expenses-paid Panama City vacation package, but the entrant (or entrants) with the most correct guesses will win a year's free subscription to this very publication plus a year's worth of R&R Hotfax delivered directly to the nearest fax facility. Anyone who can anticipate Grammy-voter preferences to the point of guessing all 12 winners correctly should be confined to an institution specializing in severe mental disorders, but will also have a five-year R&R subscription to while away the time.

The Category Details

Not too many changes in categories from last year, the first time 12 categories were selected. As always, the four main "general interest" categories (Record, Album, and Song of the Year plus Best New Artist) are included, plus the three Pop Vocal categories.

Last year the Hard Rock and Metal categories were introduced in combined form; this year NARAS, following the victory of speed metal pioneers Jethro Tull,



Up for another turn at bat with the Grammy voters

separated the genres. I chose Hard Rock for this contest, regarding it as a bit closer to the mainstream. Rap, last year's other new category, is retained this year.

From sheer whim, I switched this year's R&B category from Best Female Vocal to Best Male Vocal, and Country's from Best Vocal Collaboration to Best Male Vocal. The male fields looked more interesting this year; next year, I'll rebalance things toward the female side.

Following are the categories and nominees. All titles are for songs unless otherwise noted. Good luck.

Record Of The Year

- "The End Of The Innocence"/ Don Henley
- X "The Living Years"/ Mike & The Mechanics **B**
- "She Drives Me Crazy"/ Fine Young Cannibals
- "We Didn't Start The Fire"/ Billy Joel **S**
- "Wind Beneath My Wings"/ Bette Midler

Album Of The Year

- "The End Of The Innocence"/ Don Henley
- "Full Moon Fever"/ Tom Petty
- X "Nick Of Time"/ Bonnie Raitt **B**
- "The Raw & The Cooked"/ Fine Young Cannibals **S**
- X "Traveling Wilburys Vol. I"/ Traveling Wilburys **S**

Song Of The Year

- (songwriter's award; no artist listed)
- "Don't Know Much"
 - "The End Of The Innocence"
 - X "The Living Years"
 - X "We Didn't Start The Fire" **BS**
 - X "Wind Beneath My Wings" **BS**

Best New Artist

- Neneh Cherry
- Indigo Girls
- X Milli Vanilli **BS**
- Soul II Soul
- Tone Loc

Best Pop Vocal Performance, Female

- X "Cry Like A Rainstorm . . ." (LP)/ Linda Ronstadt
- "Don't Wanna Lose You"/ Gloria Estefan
- X "Nick Of Time"/ Bonnie Raitt
- "Straight Up"/ Paula Abdul
- "Wind Beneath My Wings"/ Bette Midler **B**

Best Pop Vocal Performance, Male

- "Batman" soundtrack (LP)/ Prince
- X "How Am I Supposed To Live Without You"/ Michael Bolton
- "Right Here Waiting"/ Richard Marx
- "We Didn't Start The Fire"/ Billy Joel **S**
- X "You Got It"/ Roy Orbison **B**

Best Pop Performance By Duo Or Group With Vocal

- X "Don't Know Much"/ Linda Ronstadt f/ Aaron Neville **B**
- "If You Don't Know Me By Now"/ Simply Red
- "Love Shack"/ B-52's
- "She Drives Me Crazy"/ Fine Young Cannibals
- "The Living Years"/ Mike & The Mechanics



Wilburys: it's encouraging to see the voters nominate a brand-new group's first album

Best Rock Performance By Duo Or Group W/Vocal

- "Glamour Boys"/ Living Colour
- "Mixed Emotions"/ Rolling Stones **S**
- X "Rattle & Hum" (LP)/ U2 **B**
- X "Traveling Wilburys Vol. I" (LP)/ Traveling Wilburys **S**

- "GN'R Lies" (LP)/ Guns N' Roses
- X "Love In An Elevator"/ Aerosmith **B**
- "Once Bitten Twice Shy"/ Great White

Best R&B Vocal Performance, Male

- "When Love Comes To Town"/ U2 f/ B.B. King

- "Batdance"/ Prince
- X "Every Little Step"/ Bobby Brown **B**
- "Heart's Horizon" (LP)/ Al Jarreau
- "She Won't Talk To Me"/ Luther Vandross
- "We've Saved The Best For Last"/ Smokey Robinson (on Kenny G single)



Sure Bette for a Grammy?

Best Rap Performance

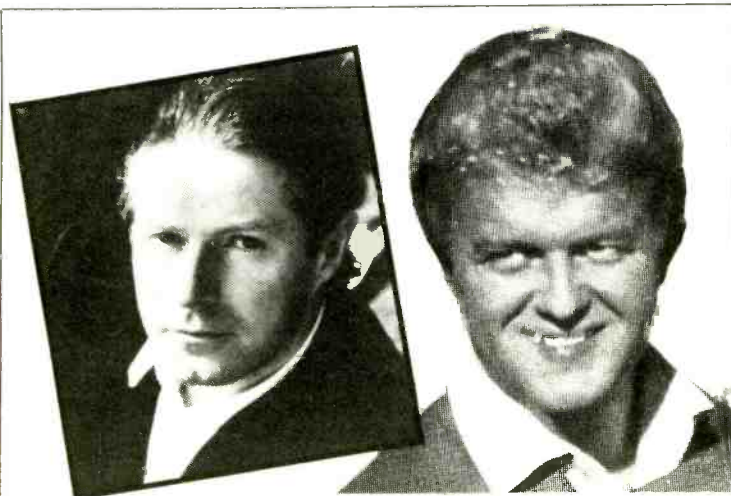
- X "Bust A Move"/ Young MC **B**
- "Fight The Power"/ Public Enemy
- "Funky Cold Medina"/ Tone Loc
- "I Think I Can Beat Mike Tyson"/ DJ Jazzy Jeff & The Fresh Prince
- "Me Myself & I"/ De La Soul

Best Country Vocal Performance, Male

- "After All This Time"/ Rodney Crowell
- X "I'm No Stranger To The Rain"/ Keith Whitley **B**
- "It's Just A Matter Of Time"/ Randy Travis
- "Killin' Time" (LP)/ Clint Black **B**
- "Lyle Lovett & His Large Band" (LP)/ Lyle Lovett

Best Hard Rock Performance

- "Cult Of Personality"/ Living Colour
- X "Dr. Feelgood"/ Motley Crue **S**



Dueling Henleys: at left, ex-Eagle Don, nominated for Song of the Year with "The End Of The Innocence"; at right, ex-Newbeat Larry, his bread-and-butter days behind him with a nomination for "Wind Beneath My Wings"



Fine Young Cannibals: food for thought, at least . . .



▶ Erasure

▶ "BLUE SAVANNAH"

The New Single
From The Album WILD!

KKBQ deb 24
KRBE deb 24
KISN add
KNRJ 26-22
KSAQ 36-27
HOT949 deb 20
KSND add
KWTX add



Depeche Mode ◀

"PERSONAL JESUS" ◀

The New Single

NEW & ACTIVE

First Gold Single Of The 90's!

CKOI 14-10	K106 12-8
WPHR 12-11	KZZB 19-17
KDWB Deb 27	I95 add
WLOL deb 30	WZYP add
KS104 9-6	WDJX add
Y108 add	KBFM 9-2
KOY-FM 17-15	HOT92 deb 29
KXYQ 16-14	WWCK 21-15
KKLQ 27-19	KKSS 19-13
KEGL add	KNMQ add 30
PWR96 34-29	KISR add
KXXR deb 39	KNOE add
PIRATE 14-11	KNIN 14-12
98PXY 19-16	ZFUN 18-10
WPST 18-11	



AC 23-20

▶ Vonda Shepard

▶ "DON'T CRY ILENE"

The New Single
From The Album VONDA SHEPARD

Management: Patrick Rams & Associates, Los Angeles



FM102 17-16
KMEL 8-8
HOT96 on
KLUC deb 30
KDON 25-15

Tony LeMans ◀

"FOREVER MORE" ◀

The New Single
From The Album TONY LEMANS



McCartney Live Album On Horizon

It now looks certain that a live album will result from PAUL McCARTNEY's current world tour. Speaking to ROL on Monday (1/15), drummer CHRIS WITTEN from Macca's touring band said, "The immediate things that we're thinking about are a live album and the feature film that RICHARD LESTER's shooting.

"So when we finish the tour," Witten continued, "there'll be a lot of work on the album, having it mixed. We've been recording most nights, so there's an awful lot to listen to."

Crisis Nice

CLIFF RICHARD, JUSTIN HAYWARD, and RICK WAKEMAN were at East London's Queen Elizabeth Hospital For Children last weekend to launch a record they've made titled "Everybody's Got A Crisis In Their Life." The song, written by UK DJ SIMON CUMMINGS, will benefit the hospital and leukemia research.

Soul II Soul Signings

JAZZIE B has been telling *Blues & Soul* magazine about the latest signings by the SOUL II SOUL organization. "We have VICTORIA



Jazzie B — signs o' the times.

WILSON-JAMES, who's a vocalist that you'll also hear on the next Soul II Soul LP; JIMMY POLO, a multi-talented vocalist and musician; the SYNDICATE, who do a fusion of hip-hop and reggae; and the MEDUSAS, who are in the vein of LIVING COLOUR.

"They'll each have records out, but on different labels," explains Jazzie B, "I don't like putting all my eggs in one basket."

Icicle Works On Tap

One of the best bands to emerge from the Liverpool scene during the '80s, the ICICLE WORKS, have signed a new deal with Epic Records (UK). Expect a single at the end of February, with a tour and LP to follow.

Inspirational Carpets Mute

Mute Records has succeeded where CBS, London, Chrysalis, RCA, and Jive failed, securing the hotly tipped independent band INSPIRAL CARPETS to a five-album contract.

However, the deal only ties the Manchester-based outfit to Mute in the UK, and allows them to continue their own Cow Records label

"Rock Over London" news is a service of Rock Over London Ltd. which can be reached at Globe Theatre, Shaftesbury Ave., London W1V 7HD; phone 01-494-4513.



(with Mute's backing). The first release will be a single ("This Is How It Feels") in February, with an album set for April.

Morrissey Beaten

MORRISSEY has been beaten to the punch by Canadian singer BRUCE COCKBURN. Word is that the former SMITHS lead singer will use MARY MARGARET O'HARA as a backing vocalist on his forthcoming single release — reported to be a song called "November Spawned A Monster" — but Cockburn gets first crack at O'Hara as a backing vocalist on his just-released 45, "Shipwrecked At The Stable Door."

Dream On

The DREAM ACADEMY are finishing work on their third album with producers DAVE GILMOUR



Paul McCartney — an awful lot to listen to.

and ANTHONY MOORE, who co-wrote three songs for PINK FLOYD's "A Momentary Lapse Of Reason" LP. Moore is also known as the writer of PAUL YOUNG's "No Parlez" and for his work with SYD STRAW and TREVOR RABIN.

Rock Steady On TV

Beginning next month, a new British TV rock series plans to bring STING, DAVID BOWIE, FLEETWOOD MAC, PHIL COLLINS, PRINCE, QUEEN, ERIC CLAPTON, and many more to the small screen.

"Rock Steady" will be presented by NICKY HORNE from London's Capital Radio and Irish DJ DAVE FANNING and will run for 16 weeks on Channel 4 on Tuesday nights at 10:30, starting February 20.

Instant Foreplay

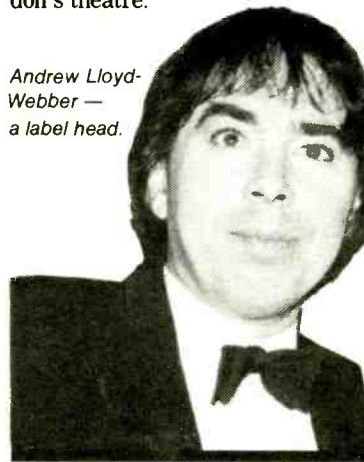
DAN HARTMAN's "Instant Replay" reappears in the UK charts this week, covered by the new British duo YELL! 18-year-old PAUL VARNEY and 22-year-old DANIEL JAMES are getting the inevitable comparisons with

WHAM! — they even have the same publicist!

More info on YA KID K, the member of TECHNOTRONIC who co-wrote "Pump Up The Jam." He comes from Kinshasa in Zaire and his real name is MANUELA BARBARA KAMOSI MOASO DJOGI! Incidentally, the new Technotronic single — "Get Out (Before The Night Is Over)" — comes out in Britain this week.

Lloyd-Webber Label Bows

ANDREW LLOYD-WEBBER is launching a new career for himself — as a record company mogul. The composer of "Jesus Christ Superstar," "Cats," et al. is setting up his own label (React Records) with partner STEVE EDGLEY. Webber will be signing up new pop talent in an attempt to dominate the charts as he has dominated London's theatre.



Andrew Lloyd-Webber — a label head.

"Steve Edgley has a great track record of finding hit records and hit concepts," says Webber, "and I'm delighted to join forces with him. I've always loved dance music, and Steve's obvious enthusiasm for it means that we will have a really dynamic record company."

Eddi Exits

After several weeks of rumours, it's been confirmed that singer ED- DI READER has left FAIRGROUND ATTRACTION owing to differences of opinion within the group, who've been working on the follow-up to their successful "First Of A Million Kisses" LP.



Ronnie James Dio — in Deep.

Reader was very much the personality of the group, which won BPI awards for Best Single ("Perfect") and Best Album last year, but it's MARK NEVIN who writes the songs and who's now looking for someone new to sing them.

Meanwhile, YNGWIE MALMS-TEEN has postponed his proposed UK February tour in order to recruit some new band members, as lead singer RONNIE JAMES DIO has been confirmed as the replacement lead vocalist for IAN GILLAN in DEEP PURPLE.

U2 Through?

Remarks made by BONO at U2's December 27 show in Dublin have led to speculation in the Irish press that the band may be close to splitting up. "We've been around ten years and we've enjoyed it," Bono told the 5000-capacity crowd, "we say thank you to those who believed in us from the beginning. But we've got to go away for a little while."

He then added, "We can't go on like this forever." A U2 spokesperson would only comment that the group would be deciding on their next moves by the end of January.

Wither Wonder Stuff?

Confusion reigns in the ranks of the WONDER STUFF, who may or may not have lost the services of bass player ROB JONES (aka THE BASS THING). In any case, the band has decided to take a break of "two or three months" — which means their forthcoming EP release has been postponed.

BRITAIN

LW	TW	NEW
3	1	NEW KIDS ON THE BLOCK/Hangin' Tough (CBS)
19	2	49ERS/Touch Me (4th & Broadway/Island)
20	3	MANTRONIX I/WONDRESS/Got To Have Your Love (Capitol)
4	4	SOUL II SOUL/Get A Life (10/Virgin)
14	5	F.P.I PROJECT/Going Back To My Roots (Rumour)
2	6	JASON DONOVAN/When You Come Back To Me (PWL)
6	7	DE LA SOUL/Buddy/The Magic Number (Big Life)
16	8	SONIA/Listen To Your Heart (Chrysalis)
—	9	KYLIE MINOGUE/Tears On My Pillow (PWL)
10	10	ROB 'N' RAZ I/LEILA K/Got To Get (Arista)
—	11	MISSION/Butterfly On A Wheel (Mercury/PG)
12	12	SILVER BULLET/20 Seconds To Comply (Tam Tam)
—	13	D MOB I/NUFF JUICE/Put Your Hands Together (FFRR/PG)
5	14	MADONNA/Dear Jessie (Sire/WB)
7	15	KAOMA/Lambada (CBS)
—	16	JIMMY SOMERVILLE/You Make Me Feel (Mighty Real) (London/PG)
11	17	ELECTRONIC/Getting Away With It (Factory)
—	18	DEACON BLUE/Queen Of The New Year (CBS)
18	19	LATINO RAVE/Latino Mix (Deep Heat)
1	20	BAND AID II/Do They Know It's Christmas (PWL)

Moving Up

HALO JAMES/Could Have Told You So (Epic)
 QUIREBOYS/Hey You (Parlophone/EMI)
 FISH/Big Wedge (EMI)
 LIL LOUIS & WORLD/I Called U (FFRR/PG)
 MARTIKA/More Than You Know (CBS)
 HAPPY MONDAYS/Madchester Rave On EP (Factory)
 QUINCY JONES I/RAY & CHAKA/I'll Be Good To You (Qwest/WB)

The Network Chart, courtesy MRIB

AUSTRALIA

LW	TW	NEW
1	1	KATE CEBERANO/Brave
2	2	HUNTERS & COLLECTORS/When The River Runs Dry
3	3	PETER BLAKELEY/Crying In The Chapel
4	4	JENNY MORRIS/Street Of Love
5	5	ICEHOUSE/Touch The Fire
10	6	BODM CRASH OPERA/Best Thing
6	7	MAX Q/Sometimes
—	8	IAN MOSS/Mr. Rain
7	9	GIRL OVERBOARD/I Can't Believe
—	10	SHIVERS/Washaway

Most Added

GIRL OVERBOARD/The Love We Make

Top 10 Australian records from playlists of FM 104/Brisbane, 2MMM/Melbourne, FOX-FM/Melbourne, 96 FM/Perth, SA-FM/Aelaide, 2-DAY/Sydney, 2MMM/Sydney, and FM-104.7/Canberra.

CANADA

LW	TW	NEW
2	1	ALANNAH MYLES/Still Got This Thing
1	2	MEN WITHOUT HATS/Hey Men
3	3	SHEREE/Woman's Work
7	4	HONEYMOON SUITE/Still Lovin' You
8	5	TOM COCHRANE/White Hot
9	6	PARADOX/Another Day
6	7	SASS JORDAN/So Hard
—	8	LEE AARON/Hands On
5	9	KIM MITCHELL/Rockland Wonderland
—	10	LUBA/Little Salvation

Most Added

LUBA/Little Salvation
 MEN WITHOUT HATS/In The 21st Century

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

STILL DEMENTED

AFTER ALL THESE YEARS

1990 MARKS 20 YEARS
OF BROADCASTING MAYHEM
WITH THE DR. DEMENTO
RADIO SHOW. THE
CELEBRATION HASN'T
EVEN STARTED.
STAY TUNED...



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COMPACT DATA®

R.E.M.'s Stipe Organizes Television PSA Campaign

R.E.M. frontman Michael Stipe is spearheading a project — dubbed "Direct Effect" — that enlists fellow musicians, visual artists, and filmmakers to direct socially, environmentally, and politically aware television PSAs on whatever subject they choose.

10,000 Maniacs singer Natalie Merchant and Boogie Down Productions' rapper KRS-One are among the musicians who've already completed projects for the special campaign, which officially kicks off with a press conference screening on February 6.

Meanwhile, look (and listen) for Stipe to appear on the Blue Aeroplanes' upcoming Chrysalis LP, due this spring.

Meet The New Boss

Congratulations to Bruce Springsteen and girlfriend/former E Street Band vocalist Patti Scialfa. According to recently published articles quoting a Columbia Records spokesman, Patti's definitely pregnant, and the couple are overjoyed at the prospect of becoming first-time parents!

Rockin' Auction

Neil Young, Ringo Starr, Johnny Cash, Tom Jones, the Tin Machine, Phil Collins, Dion, Clarence Clemens, Steve Vai, Tom Petty, the Fine Young Cannibals, and David Byrne are just a few of the folks who've donated autographed items to the Rock 'N' Roll Memorabilia charity auction to be held March 25 in Washington, DC.

Proceeds from the event (co-sponsored by the RIAA, CEMA

interest and support from corporate sponsors, politicians, entertainers, and others.

Wonder Reschedules Benefit

Stevie Wonder has postponed his planned "Every Heart Needs A Home" benefit concert for the homeless due to overwhelming in-

terest and support from corporate sponsors, politicians, entertainers, and others.

The Master Blaster rescheduled the show — still set for the Beacon Theatre in NYC — so that all parties who want to get involved can do so. The new date has not yet been announced.

Quick Licks

• Former Little River Band lead singer and RCA solo artist John Farnham has been selected to replace Paul Hogan as the spokesman for Australia's popular Tourist Bureau commercials. G'day.

King For A Month

On February 15, 1965, celebrated singer **Nat King Cole** died of lung cancer. He was 45 years old.

Now, in honor of the man whom many consider the first black superstar recording artist, **Capitol Records** has proclaimed February to be "Nat King Cole Month," and plans to celebrate the 25th anniversary of his passing with the release of a new "Capitol Collectors Series" CD of Cole classics.

The compilation disc — due in stores February 6 — features the chestnuts "Straighten Up & Fly Right" and "Route 66" (from the



King Cole Trio catalog) as well as such solo hits as "Mona Lisa," "Ramblin' Rose," "The Christmas Song," and "Lazy, Hazy, Crazy Days Of Summer."

Meanwhile, **NARAS** plans to honor Cole with a "Lifetime Achievement Award" during the February 21 Grammy Awards telecast.

• **Bob Dylan** recently recorded some new tracks with Jimmy and Stevie Ray Vaughan in Los Angeles. The tunes, which may (or may not) make it on the next Dylan LP, were produced by David Was of Was (Not Was).

• The Grateful Dead raised some \$12,000 for the victims of the Northern California Earthquake via the band's "Earthquake Hotline."

• Church skinsman **Richard Ploog** has embarked on a yearlong sabbatical from his bandmates to "explore alternative musical possibilities." Look for the band to pick up a replacement drummer for its upcoming world tour.

• Tuff 'n' tender rocker **Lita Ford** is back in the studio working on her next RCA album with producer Mike Chapman.

• **J.J. Cale** makes his Silverstone/Jive album debut with the January 30 release of "Travel Log" — a collection of songs detailing the various towns and adventures the singer/guitarist has experienced in his lifetime.

• Former **King Kobra** vocalist **Mark Free** has joined a new group called **Signal**. The band's debut EMI LP is due out January 29.

• **Todd Rundgren** is (once again) busy putting the finishing touches on the second Pursuit of Happiness LP. Look for the Chrysalis disc in March.



46.1 million households
Patti Galuzzi
Director/Music Programming

Weeks On

HEAVY

PAULA ABDUL/Opposites Attract (Virgin)	3
AEROSMITH/Janie's Got A Gun (Geffen)	9
B-52'S/Roam (Reprise)	5
E. BRICKELL &.../A Hard Rain's A... (MCA)	ADD
PHIL COLLINS/Another Day In Paradise (Atlantic)	11
LOU GRAMM/Just Between You & Me (Atlantic)	11
MOTLEY CRUE/Kickstart My Heart (Elektra)	10
MICHAEL PENN/No Myth (RCA)	10
TOM PETTY/Free Fallin' (MCA)	11
SKIO ROW/Remember You (Atlantic)	6
ROD STEWART/Downtown Train (WB)	9
TESLA/Love Song (Geffen)	22

EXCLUSIVES

JOAN JETT/Dirty Deeds (CBS Assoc.)	3
BILLY JOEL/Go To Extremes (Columbia)	ADD

BUZZ BIN

DEPECHE MODE/Personal Jesus (Sire/Reprise)	7
JESUS & MARY CHAIN/Head On (WB)	ADD
PSYCHEDELIC FURS/House (Columbia)	3

ACTIVE

BABYFACE/Tender Lover (Solar/Epic)	3
BAD ENGLISH/Price Of Love (Epic)	ADD
TRACY CHAPMAN/Born To Fight (Elektra)	ADD
NENEH CHERRY/Heart (Virgin)	4
JANE CHILD/Don't Want To Fall In Love (WB)	ADD
ERIC CLAPTON/Pretending (Reprise)	9
ALICE COOPER/House Of Fire (Epic)	6
BOB DYLAN/Political World (Columbia)	5
FRONT/Fire (Columbia)	5
GRATEFUL DEAD/Just A Little Light (Arista)	ADD
GREAT WHITE/House Of Broken Love (Capitol)	4
Q. JONES I/RAY & CHAKA/It'll Be Good... (Qwest/WB)	4
LENNY KRAVITZ/Let Love Rule (Virgin)	15
ALANNAH MYLES/Black Velvet (Atlantic)	7
NUCLEAR VALDEZ/Summer (Epic)	6
ROXETTE/Dangerous (EMI)	4
MICHELLE SHOCKED/On The Greener Side (Mercury)	8
TEARS FOR FEARS/Woman In (Fonitana/Mercury)	9
TECHNORONIC/FELLY/Pump Up The Jam (SBK)	10
S.R. VAUGHAN &.../House Is Rockin' (Epic)	3
WARRANT/Sometimes She Cries (Columbia)	3
JODY WATLEY/Everything (MCA)	5

MEDIUM

ANIMAL LOGIC/There's A Spy (In The...) (IRS)	6
ENUFF Z'NUFF/Fly High Michelle (Atco)	ADD
MELISSA ETHERIDGE/Let Me Go (Island)	6
PETER HIMMELMAN/245 Days (Island)	4
L.A. GUNS/Never Enough (Vertigo/Polydor)	ADD
LIVING COLOUR/Funny Vibe (Epic)	6
Z. MARLEY & MELODY.../One Bright Day (Virgin)	6
IAN McCULLOCH/Proud To Fall (Sire/Reprise)	5
MSG/Anytime (Capitol)	4
IGGY POP/Living On The Edge Of The... (Virgin)	5
RUSH/Show Don't Tell (Atlantic)	7
JOE SATRIANI/Big Bad Moon (Relativity)	10
SCORPIONS/Can't Explain (Mercury)	4

BREAKOUT

DIVING FOR PEARLS/Gimme Your Good... (Epic)	ADD
FAITH NO MORE/Epic (Slash/Reprise)	3
ACE FREHLEY/Do Ya (Megalor/Atlantic)	8
GIANT/Innocent Days (A&M)	4
JUNKYARD/Simple Man (Geffen)	8

HOT NEW VIDEOS

JANE CHILD/Don't Want To Fall In Love (WB)	ADD
JOAN JETT/Dirty Deeds Done Dirt... (CBS Assoc.)	3
JESUS & MARY CHAIN/Head On (WB)	ADD
BILLY JOEL/Go To Extremes (Columbia)	ADD
PSYCHEDELIC FURS/House (Columbia)	3

ADDS

BAD ENGLISH/Price Of Love (Epic)	
E. BRICKELL &.../A Hard Rain's A Gonna Fall (MCA)	
TRACY CHAPMAN/Born To Fight (Elektra)	
JANE CHILD/Don't Want To Fall In Love (WB)	
DIVING FOR PEARLS/Gimme Your Good Lovin' (Epic)	
ENUFF Z'NUFF/Fly High Michelle (Atco)	
GRATEFUL DEAD/Just A Little Light (Arista)	
JESUS & MARY CHAIN/Head On (WB)	
BILLY JOEL/Go To Extremes (Columbia)	
L.A. GUNS/Never Enough (Vertigo/Polydor)	



30.6 million households
Sal LoCurto, Director/Music Programming
Norman Schoenfeld, Director/Talent & Artist Relations

Weeks On

FIVE STAR VIDEOS

TRACY CHAPMAN/Born To Fight (Elektra)	1
SHAWN COLVIN/Steady On (Columbia)	1
TERENCE TRENT D'ARBY/To Know... (Columbia)	4
BOB DYLAN/Political World (Columbia)	6
NANCI GRIFFITH/Don't Want To Talk About... (MCA)	1
MICHAEL PENN/No Myth (RCA)	14
TOM PETTY/Free Fallin' (MCA)	3
IGGY POP/Living On The Edge Of The Night (Virgin)	6
ROLLING STONES/Almost Hear... (Columbia)	ADD

ARTIST DEVELOPMENT

E. BRICKELL &.../A Hard Rain's A Gonna Fall (MCA)	1
KATE BUSH/Sensual World (Columbia)	ADD
JULEE CRUISE/Rockin' Back Inside My Heart (WB)	4
MELISSA ETHERIDGE/Let Me Go (Island)	7
SARA HICKMAN/Simply (Elektra)	ADD
PETER HIMMELMAN/245 Days (Island)	6
LENNY KRAVITZ/Let Love Rule (Virgin)	4
BONNIE RAITT/Have A Heart (Capitol)	1
VONDA SHEPARD/Don't Cry Ilene (Reprise)	6
MICHELLE SHOCKED/On The Greener Side (Mercury)	7
SOUL II SOUL/Jazzie's Groove (Virgin)	4
JUDSON SPENCE/Drift Away (Atlantic)	1
SUBDUDES/Any Cure (Atlantic)	5

NEW MUSIC

JON ANDERSON/Far Far Cry (Enigma)	ADD
ANIMAL LOGIC/There's A Spy (In The...) (IRS)	13
DAVID BENOIT/Linus And Lucy (GRP)	6
BLACK VELVET BAND/Let It Flow (Elektra)	ADD
ERIC CLAPTON/Pretending (Reprise)	10
GRATEFUL DEAD/Just A Little Light (Arista)	1
HUGH HARRIS/Alice (Capitol)	3
INDIGO GIRLS/Get Together (Epic)	5
INNOCENCE MISSION/I Remember Me (A&M)	4
DANIEL LANOIS/Jolie Louise (Opal/WB)	6
Z. MARLEY & MELODY.../One Bright Day (Virgin)	7
BUNNY WAILER/Electric Boogie (Solomonic)	4
L. WAINWRIGHT III/T.S.D.H.A.V. (Siretone/RCA)	4

HIT MAKERS

MICHAEL BOLTON/How Am I... (Columbia)	15
JOE COCKER/When The Night Comes (Capitol)	21
PHIL COLLINS/Another Day In Paradise (Atlantic)	12
MICHAEL DAMIAN/Was It Nothing... (Cyprus/A&M)	3
GLORIA ESTEFAN/Here We Are (Epic)	7
KENNY G/Going Home (Arista)	6
LOU GRAMM/Just Between You & Me (Atlantic)	10
OOB HENLEY/Last Worthless Evening (Geffen)	9
JANET JACKSON/Rhythm Nation (A&M)	6
Q. JONES I/RAY & CHAKA/It'll Be Good... (Qwest/WB)	9
MADONNA/Oh Father (Sire/WB)	4
OLIVIA NEWTON-JOHN/Reach Out For Me (Geffen)	9
POCO/Nothin' To Hide (RCA)	9
ROLLING STONES/Rock And A Hard Place (Columbia)	5
ROD STEWART/Downtown Train (WB)	10
SADAO WATANABE/Any Other Fool (Elektra)	5
JODY WATLEY/Everything (MCA)	7

Information current as of January 16.

POLLSTAR

CONCERT PULSE

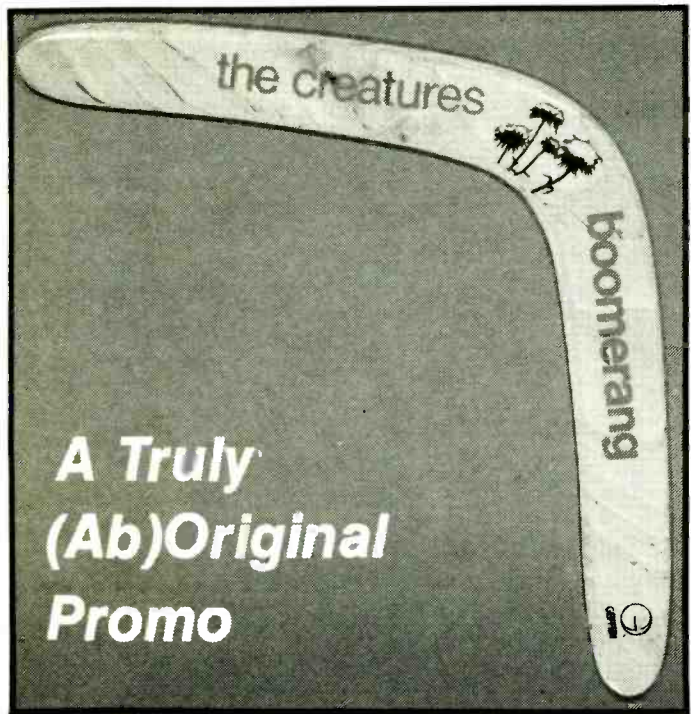
Pos.	Artist	Avg. Gross (in 000s)
1	ROLLING STONES	\$2892.3
2	NEW KIDS ON THE BLOCK	\$434.0
3	ANDREW "DICE" CLAY	\$301.4
4	MOTLEY CRUE	\$279.4
5	BON JOVI	\$229.9
6	ALABAMA	\$187.1
7	BARRY MANILOW	\$183.1
8	STEVIE RAY VAUGHAN	\$154.6
9	R.E.M.	\$127.3
10	EURHYTHMICS	\$124.4
11	BOB DYLAN	\$115.3
12	JUDDS	\$105.9
13	JETHRO TULL	\$100.5
14	REBA McENTIRE	\$96.4
15	FINE YOUNG CANNIBALS	\$94.1
16	GREAT WHITE/TESLA	\$74.5
17	10,000 MANIACS	\$72.1
18	RICHARD MARX	\$68.2
19	B-52'S	\$67.7
20	DAVID BYRNE	\$59.2

New Tours

Among this week's new tours:

- LAURIE ANDERSON
- MELISSA ETHERIDGE
- EXPOSE
- JESUS & MARY CHAIN
- MAZE I/FRANKIE BEVERLY
- TOM PETTY & HEARTBREAKERS
- TODD RUNDGREN
- SMITHEREENS
- TEARS FOR FEARS
- C. TWITTY/M. HAGGARDG. JONES

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of Pollstar, a publication of Promoters' On-Line Listings, (800) 344-7383, or in California, (209) 224-2631.



A Truly (Ab)Original Promo

Promo Item O' The Week honors go to the marketing team at **Geffen Records**, which recently had several industry insiders sportin' woodies — thanks to the genuine wooden boomerangs (pictured) that were mailed in support of the **Creatures'** New Rock chart-climbing LP, "Boomerang."

The curved tree cutting — used in primitive cultures for fun and (live) game — features a sample of the disc's flowery artwork, and comes with an instruction sticker telling programmers how to handle the hip stick/album ("Place it gently to your ear," etc.).

What's more, the lean piece o' lumber calls on music directors to pay special attention to the track "Standing There," which should have listeners screamin' like banshees for more!

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Novelist/Fantasy Realist
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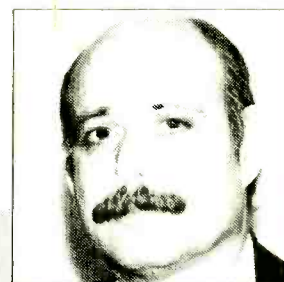
Business Strategy Columnist
David J. Rogers



Journalist/Biographer
Dave Marsh



Mult-Media Artist
Laurie Anderson



Environmentalist/Author
Jeremy Rifkin

Please Note: Scheduled events will begin at 1:00PM Thursday, February 15.

THURSDAY

FEBRUARY 15—Afternoon Workshop Sessions.

• **Jhan Hiber's Informal Roundtable**

Talk shop and ratings with Gavin's own ratings expert columnist.

• **Jazz Artist Workshop**

This discussion will feature the artist's side of the story and their reactions to the Jazz and Progressive Adult music boom on the airwaves. Major artist contributors to be announced!

• **Alternative Conclave**

Discussion centered around Alternative Radio in the '90s--how issues such as the elimination of vinyl, apathy, the "death" of Album Radio and the "new found credibility" with the labels will effect/change the format.

• **Eric Norberg's On Positive AM Music**

Gavin columnist Eric Norberg explores the technical and programming potential for AM radio music stations. On hand will be Robert Heiblim, Executive VP of Denon and Bill Wertz, Executive VP of Fairfield Broadcasting.

• **Women In The Radio/Music Industry**

Join host Verna Green, GM of WJLB-Detroit, and a guest lineup of successful female industry figures as they ponder the volatility of the Nineties and how it pertains to women and their careers.

FRIDAY

FEBRUARY 16—A Full Selection Of General Sessions

• **Kickoff Session: An Environmental Forum--Radio, Media And The Planet**

The future of radio and music obviously hinges on the future of the planet. Find out a logical starting point for ecological action. Environmentalist/author Jeremy Rifkin will appear.

• **An Hour With Management Specialist**

David J. Rogers

Welcome special guest David J. Rogers, author of Waging Business Warfare and a contributing editor for Success Magazine. He'll host a

session dealing with strategic planning, staff motivation, leadership and much more.

• **Cutting Edge Artist Show**

Join Howie Klein, Kent Zimmerman and a bold lineup of top musical guests for what is always one of the most talked-about sessions of the entire three day event. Howie and Kent welcome guests Laurie Anderson, Tuck & Patti, Dave Marsh and Mike Ness from Social Distortion. *Plus more to be announced!*

• **Special Keynote Event: An Afternoon With author Harlan Ellison**

Writer, critic, futurist, screenwriter, essayist and lecturer Harlan Ellison promises to be intense, high-charged and thought-provoking.

• **Gavin Celebrity Cocktail Party**

The supreme industry affair of the year.

SATURDAY

FEBRUARY 17—Format-Specific Meetings Plus A Special Presentation On Management In The Nineties

• Top 40, A/C, Urban, Country, Jazz/Adult Alternative, Album Radio and Alternative Radio sessions scheduled throughout the day.

• **Managing To Deal With The Nineties**

Midcontinent Broadcasting's Dave Martin will host this bonus event.

• **5th Annual Superbowl of Rock Trivia**

Hiber returns to bolster your knowledge of the bottom line world of ratings.

• **The Gavin Radio Awards Banquet**

The outstanding achievers of our industry will be recognized when the 1989 Gavin Awards are presented.

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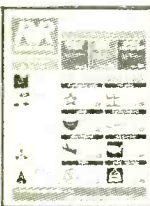
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MUSIC DATEBOOK

LaToya Shows Her Best Side

MONDAY, JANUARY 29

1958/The Champs release "Tequila," later featured in "Pee Wee's Big Adventure."

1962/WB signs Peter, Paul & Mary.

1967/Jimi Hendrix and the Who's Pete Townshend hold a guitar face-off at London's Marquee Club as part of a tribute to the Beatles' late manager Brian Epstein.

1982/Men At Work top US and UK charts simultaneously with "Down Under."

1985/Two of Prince's bodyguards are arrested for assault after attacking paparazzi outside L.A.'s Carlos & Charlie's.

1989/Paul McCartney tells the UK press he hopes to see several unreleased Beatles records unveiled from the Apple Records vault. Included is John Lennon's "Leave My Kitten Alone."

Born: Tommy Ramone 1952, Marcus Vere (Living In A Box) 1962

TUESDAY, JANUARY 30

1969/The Beatles make their last public appearance on the roof of Apple studios in London. The group films and records "Get Back" for the movie "Let It Be."

1973/Kiss debuts at the Coventry Club in Queens, NY.

1974/Greg Lake is arrested for skinnydipping in Salt Lake City.

1988/Priscilla Presley tells TV Guide, "I don't think Elvis really wanted to live past 40. I heard him say many times that he didn't want to be onstage with a guitar past 40."

1989/James Brown declares himself the "Einstein Of Sound" and the "Napoleon Of Stage" while conducting a South Carolina prison choir.

Born: Jody Watley 1961, William King (Commodores) 1949, Marty Balin (Jefferson Airplane) 1943

WEDNESDAY, JANUARY 31

1969/When Led Zeppelin blows the crowd away in New York, Iron Butterfly refuses to go on, claiming they've been upstaged.

1978/Blood, Sweat & Tears saxophonist Gary Herbert dies of a drug overdose in Europe.

1979/The Clash makes its North American debut in Vancouver with opening act Bo Diddley.

1982/When his hairdresser, D.J. Curl Activator, is denied entry into the US, Victor Flamingo backs out of a guest-host slot on "Saturday Night Live."

1985/John Fogerty begins his comeback tour with a show on an A&M soundstage.

1989/Playboy hits newstands with photos of LaToya Jackson nude with a boa constrictor. Jackson appears to have been remixed for the shoot.

Born: Phil Collins 1951, John "Johnny Rotten" Lydon 1956, Harry Wayne "KC" Casey (& the Sunshine Band) 1951, Adrian Vandenberg (Whitesnake) 1958, Phil Manzanera (Roxy Music) 1951



Alice Cooper, Jody Watley, Phil Collins, Graham Nash

THURSDAY, FEBRUARY 1

1950/RCA introduces the first 45rpm record player.

1964/Indiana bans the Kingsmen's "Louie Louie" for being "pornographic," despite virtually unintelligible lyrics. Also, the Beatles nab their first US hit with "I Want To Hold Your Hand."

1973/After retiring the group a year earlier, John Kay announces Steppenwolf will once again record together.

1985/Glenn Frey makes his acting debut on "Miami Vice."

1988/The Cars break up.

1989/"We didn't come this far as a family to endorse sex or pornography. Besides, she doesn't even like snakes" — Jermaine Jackson on sister LaToya's Playboy spread.

Born: Lisa Marie Presley 1968, Don Everly 1937, Rick James 1952, Frankie Sullivan (Survivor) 1955

FRIDAY, FEBRUARY 2

1959/Buddy Holly, Ritchie Valens, and the Big Bopper make their last public performances in Clear Lake, IA. Also, Frankie Avalon's "Venus" is released.

1974/While performing in San Francisco, Keith Emerson injures his hand when a rigged piano explodes too soon.

1979/Sid Vicious dies of a heroin overdose.

1980/Almost 1000 punk rockers march in London in tribute to Sid Vicious.

1981/REO Speedwagon's biggest album, "Hi Fidelity," goes platinum.

1989/Bootleg copies of Paul McCartney's Russia-only release "Back In The USSR" begin circulating in the US for as much as \$400.

Born: Graham Nash 1943, Tommy Smothers 1937, Stan Getz 1927

SATURDAY, FEBRUARY 3

1956/The "Million Dollar Quartet" — Jerry Lee Lewis, Johnny Cash, Carl Perkins, and Elvis Presley — record together at Sun Studios.

1959/The day the music died — Buddy Holly, Ritchie Valens, and the Big Bopper die in a plane crash near Iowa. Waylon Jennings and the Bopper had flipped a coin for the seat.

1971/Lynn Anderson's "Rose Garden" goes gold.

1982/"Bar-Kays Day" is declared in Memphis.

1989/Living Colour becomes the first all-black band to hit the top ten AOR Tracks and Albums with "Cult Of Personality" and "Vivid."

Born: Johnny "Guitar" Watson 1935, Dave Davies (Kinks) 1947, Tony Butler (Big Country) 1957

SUNDAY, FEBRUARY 4

1983/Karen Carpenter dies of heart failure caused by anorexia nervosa at age 32.

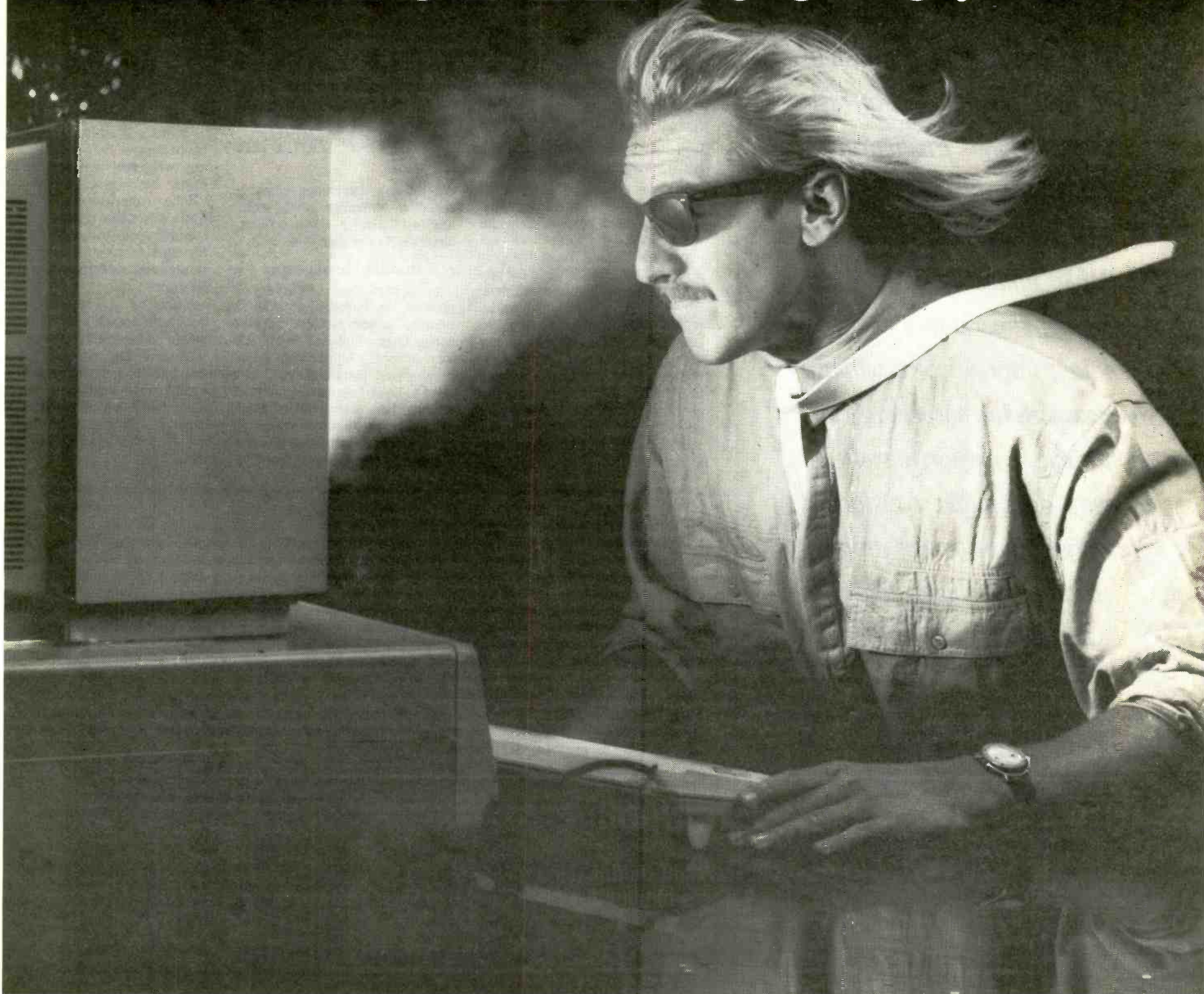
1988/In separate press conferences, Tina Turner and Grace Slick announce they'll no longer tour.

1989/Does this mean Prince will play a gigolo? — Morris Day portrays a prince on "227."

Born: Alice Cooper 1948, John Steel (Animals) 1941

—Paul Colbert

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BRAD MESSER

CALENDAR

News: Personality Pays Off

A programmer called from a major market where a respected and successful news personality, one of those "legend" guys, had just jumped to the competition after many years. The jump was flabbergasting because everyone and everyone's consultant who had ever tried to hire him away had always hit a brick wall.

This isn't about why the man jumped ship or how surprising it was. It's about what makes him worth the six figures he'll get across the street. I mean, he's just a newsman/sidekick. He's not one of those "real" newsmen, who feel a primal urge to break into a record with a bulletin when the new Wholesale Price Index comes across the wire. No, he just hits the high spots, throws in some features and funny stuff, acts generally pleasant and upbeat, and then he's gone.

Is that what radio news has come to? I think so. And that's what I told

the jilted programmer when he asked me whether news seems headed "in a *USA Today* direction." Of course it is.

Vanilla Newspeople

Doing hard news right is very expensive. It requires outside reporters, inside editors, network connections, high-end wire services, modern equipment, skilled people, and plenty of 'em. In a head-to-head ratings competition, it would take a truly massive and brilliantly run news operation to out-Arbitron or out-Birch a couple of loose guys like our jumper.

I can prove that point, I believe, by reminding you that the most successful newsman in America — the one with radio's highest ratings — is not a hard-facts, gloom-and-doom person. He's an entertaining guy who gets his facts straight, opens his newscasts by saying "Hello, Americans . . ." and, to quote a familiar phrase, "just hits the high spots, throws in some features and funny stuff, acts generally pleasant and upbeat, and then he's gone."

Whatever size market that is done in, it doesn't take a Paul Harvey to be successful. The ability to be entertaining as well as informative without spending a ton of money separates vanilla newsmen from the news personalities and separates the five figures from the six. Or in the case of the "Hello, Americans . . ." man, seven.

New York Harbor Froze Solid

MONDAY, JANUARY 29 — In 1780, during the Revolutionary War, this was the coldest morning of the coldest cold spell in recorded East Coast history. How cold? Twenty below zero at Hartford and 16 below in New York City. New York's harbor froze solid for five weeks, which allowed the British to roll heavy cannons across the ice to Staten Island to reinforce their positions. Flying birds were frozen in mid-air. That's a joke. The Baseball Hall of Fame was formed in 1936, and on this same date in 1963 the Football HOF was established. **Karl Benz** patented the first successful gas-engine car in 1886, a three-wheel machine with a top speed around 10mph. Kansas became the 34th state in 1861.

Birthdays: Oprah Winfrey 36. Ann Jillian 39. Tom Selleck 45. John Forsythe 72.

Infamous Child Abuse Case

TUESDAY, JANUARY 30 — The trial that focused America's attention on child abuse ended one year ago with the conviction of New Yorker **Joel Steinberg**. For beating a six-year-old girl to death, he was sentenced to eight to 25 years in prison, the maximum for second-degree manslaughter.

The former Iran hostages were received with a tickertape parade in New York City in 1981. **Hitler** became Chancellor of the German Reich in 1933. The "Lone Ranger" radio show premiered in 1933. King **Charles** was executed in 1649: he insisted on wearing a double layer of clothing so he wouldn't shiver and appear afraid of being beheaded.

Birthdays: Curtis Strange (golfer) 35. Marty Balin 47. Vanessa Redgrave 53. Gene Hackman 59. Dick Martin ("Laugh-In") 67.

USA Joins Space Race

WEDNESDAY, JANUARY 31 — America sent its first satellite into orbit in 1958. Explorer 1 was a me-too project thrown together after the Soviets impressed the world by orbiting the first satellite, Sputnik 1, four months earlier. Theirs weighed 184 pounds; ours weighed 18. Sputnik fell out of orbit after three months; Explorer stayed in orbit 12 years.

Oliver North's trial began in 1989, with opposing attorneys calling him "a patriot" and "a liar." A memorial service for the Challenger crew was held in 1986. Independent truckers began a nationwide strike to protest high fuel prices in 1983. The Vietnam Tet Offensive began in 1968 with coordinated attacks on Saigon and 30 other towns.

Birthdays: Phil Collins 39. Carol Channing 67.

First Anti-Segregation Sit-In

THURSDAY, FEBRUARY 1 — In 1960, four black students walked up to a whites-only lunch counter in a Greensboro dime store, took seats, and began America's first civil rights sit-in. Waitresses refused to serve them. The publicity inspired demonstrations at segregated lunch counters in many cities; there were incidents of violence, and a good number of restaurants closed rather than integrate.

Ayatollah **Khomeini** returned from exile in 1979 to lead Iran following the overthrow of the Shah. President **Jimmy Carter** made a speech in 1978 in favor of giving the Canal back to Panama. Texas seceded in 1861.

Birthdays: Lisa Marie Presley Keough 22. Garrett Morris (ex-"Saturday Night Live") and Don Everly 53.

AIDS Toll Exceeded Vietnam Combat Deaths

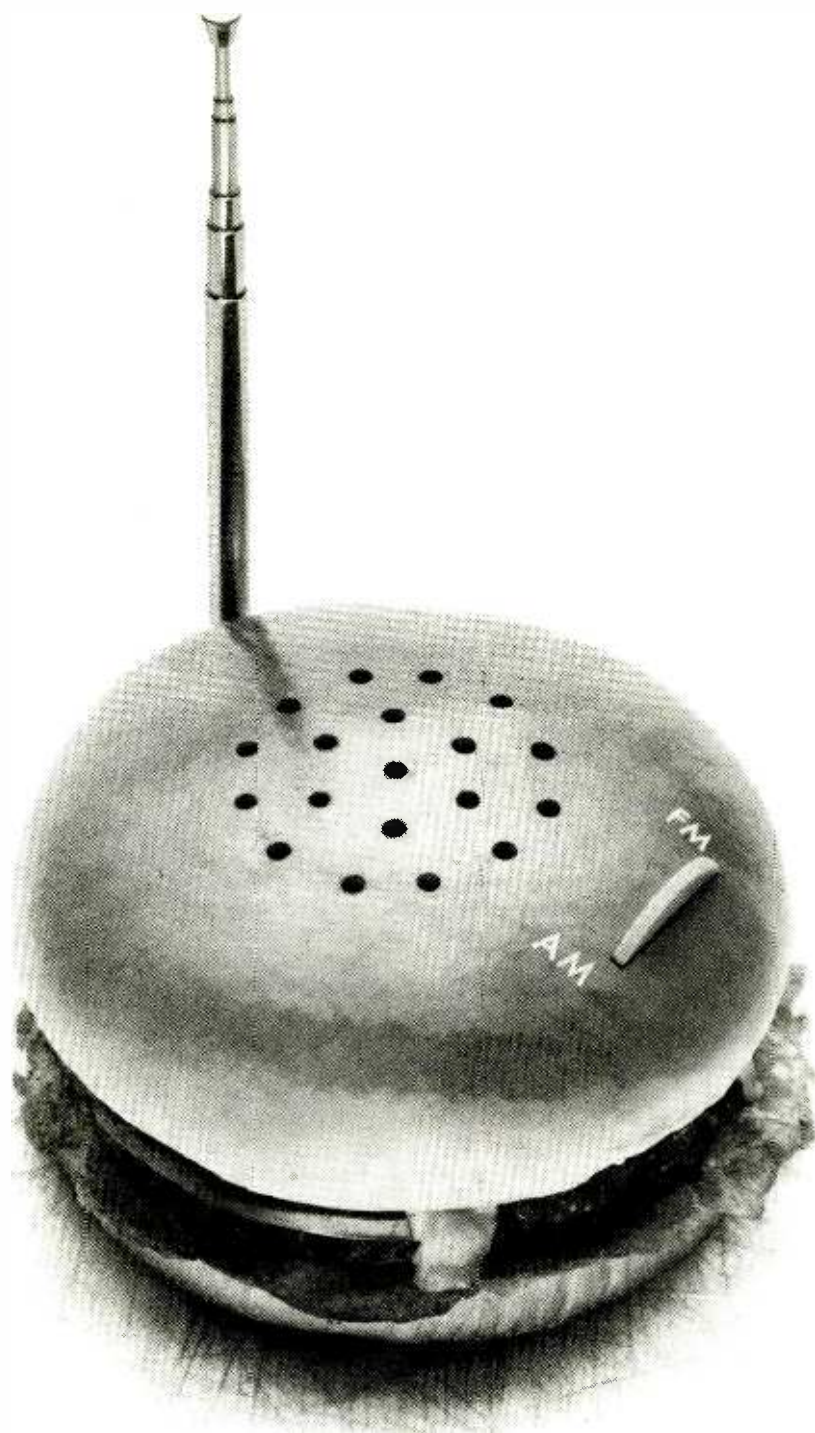
FRIDAY, FEBRUARY 2 — A federal report was issued in 1989 saying the American AIDS death toll of 48,582 had surpassed the total of those who died "from hostile causes" in Vietnam (47,355 — not including 10,796 who died in combat areas "not from hostile causes"). At the time of the report, an additional 36,280 Americans had been diagnosed with AIDS.

Dan Quayle was in Venezuela a year ago on his first foreign trip as Vice President. President **P.W. Botha** resigned as head of South Africa's ruling National Party in 1989 after suffering a stroke at age 73. Some roads were closed in Mississippi, Louisiana, and Alabama in 1985 by a freak snow, sleet, and ice storm. Groundhog Day.

Birthdays: Michael Talbot ("Miami Vice") 35. Christie Brinkley 36. Farrah Fawcett 44.

Saturday (2/3): Michele Greene ("L.A. Law") 33. Morgan Fairchild 40. Fran Tarkenton 50.

Sunday (2/4): David Brenner 45.



Mass Appeal

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DAN O'DAY

AIR PERSONALITIES

PICK UP THE PHONES

Improving On-Air Listener Calls

Good on-air phone calls don't just happen — they're the result of preparation, effort, and ingenuity. Here are some techniques to put you on the road to "good phones."

Encouraging Callers

• The most effective way to encourage listeners' calls is to air well-executed calls from other listeners. Have you ever watched people eyeing an untouched buffet at a party? Everyone is hungry, but no one wants to be the first to make a move. Once some brave pioneer starts, however, the rest dive right in. Many of your listeners would love to participate, but they need to know it's safe to call.

• Each time you air a good call, you send messages to your listeners. The message is that if they call, they might get to talk to the DJ and end up on-air. It also shows them if they want to be put on-air, they should show enthusiasm, humor, controversy — whatever elements were present in previous calls.

Request Line Rules

• Your best potential source of on-air phoners is your request line. Answer the request line — that's what it's there for.

• Automatically record all incoming calls. Never again will you suffer the frustration of having a listener ad-lib a great line but then be unable to repeat it on tape.

• Don't answer your request line passively: actively seek airable bits from everyday request calls. Suppose a woman calls to request Glenn Frey. If she represents your target audience, don't simply say, "I'll get to it as soon as I can," and then hang up. Talk to her. Simply keep asking questions until you get a response you can use:

"Why do you want to hear this particular song? What is the sexiest thing about Glenn Frey? What did you think of his performance on 'Wiseguy'? Do you think the Eagles should get back together? Are you calling from work? What's the best thing about your job? The worst? What do you think of Congress's new pay raise?"

• If you can't get a paragraph, get a sentence. If you can't get a sentence, settle for a phrase or even just one word.

Caller: (unedited, off-air) Yeah, um, y'know, it's, well, it's, um, outrageous the way the, uh, politicians in, uh, Washington are, y'know, giving themselves more, y'know, more, uh, money . . .

ATTENTION JOCKS! If you think I should be writing about you, let me hear why! Comments, suggestions, questions, and complaints are welcome. Due to the volume of mail, I regret that I cannot critique the airchecks I receive, but I'd love to hear what you're doing.

"You don't have to be the star every moment of your show, so let listeners share some of the load — you ultimately get the credit."

The edited version, however, sounds like this:

You: *Mary Plotsky of Live Oak, what do you think about the 33% Congressional pay raise?*

Caller: *Outrageous. (Hit spot, jingle, music, etc.)*

Bits And Pieces

• Feed lines to callers. You don't have to be the star every moment of your show. Let your listeners share some of the load; you're the one who ultimately gets the credit. If a guy calls on the request line and represents your target audience, enlist his assistance:

"Hey, did you hear about the new Dan Quayle cookbook . . .?"

If he laughs at the punchline, say:
"Hey, do me a favor: you tell me that joke, and I'll put you on the air."

If you've chosen your caller well, he'll agree. It might take him a couple of tries to get it right, but you're rolling tape the entire time. Once you've got it, thank him and move on to the next call. Then air the call later in your show, with the listener telling the joke as if it's his own.

• Feed bits to your callers. You don't need a prepared joke to set up a listener's participation. If you like the caller's voice, ask him to say something you can use at some other time:

- "You call yourself a disc jockey?"
- "You sound hot tonight!"
- "Mama warned me about guys like you!"
- "Isn't there some kind of law against that?"

Now your listeners are providing you with a steady stream of fresh drop-in lines.

• Use callers' lines out of context. A caller relates: "I was at the hockey game last night when the fight broke out, and in all my years as a hockey fan, that was the most disgusting thing I've ever seen."

Nothing wrong with that call — except your PD has issued a strict order not to talk about sports during your shift. But you've saved the call, perhaps for use in your year-end "Lowlights of 1989" feature . . .

You: *And, of course, who can forget Rob Lowe's, um, "unique" singing during the Academy Awards ceremony . . . ?*

Caller: *That was the most disgusting thing I've ever seen.*

By strategically using strong excerpts from recorded calls, you can create the illusion of your listeners always being right there with a sharp comment. And the more often that illusion is created for your listeners, the more likely they are to make it a reality by actively participating in your show.

• Edit your calls to make them tight and fast-paced. Use what's good; throw away what isn't.

Create Excitement

• Coach your contest winners in to providing you with exciting calls. There's nothing more deadly than an on-air call with a listless contest winner. Remember, the caller is not a professional entertainer — it's your job to help listeners do something worth airing. The problem call:

You: *You are caller number 10! What's your name?*

Caller: *Elaine Casper.*

You: *Elaine, you've won front-row seats for Bon Jovi!*

Caller: *(unexcitedly) Uh-huh.*

"The listener is not a professional entertainer — it's your job to help the caller do something worth airing."

Here's one way the call can be handled.

You: *Now, Elaine, I'm going to give you a few moments to get in touch with how excited you really are to have won front-row seats for Bon Jovi. Do you really want these tickets?*

Caller: *Sure.*

You: *I'm not sure I believe you. You're going to have to convince me that you really want them.*

Caller: *I really want those tickets! I'm dying to go!*

At this point, if you air your contest calls prerecorded, you've got what you need to go on the air. If you air winners live, you continue:

You: *Great! Hold onto those emotions; I want to hear every ounce of that excitement in your voice when we go on the air.*

• If contest winners refuse to be coached, trick 'em. The problem call:

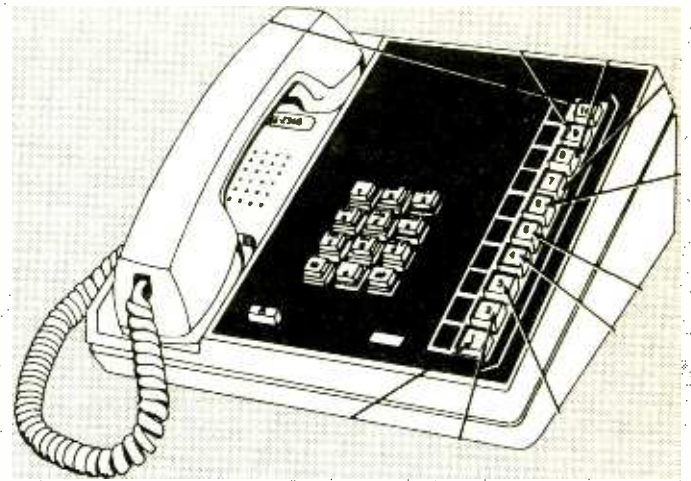
You: *You've just won \$5000!*

Caller: *(unexcitedly) Oh, good.*

You: *Just good? Wouldn't you say it's fantastic?*

Caller: *I guess so.*

You: *Okay, you've just won five grand, and that's not just good, it's . . . what is it?*



Ensuring Phone Phun

- Invite listener involvement by airing good calls
- Work your request line for voices and sound bites
- Coach callers on excitement level before they go on-air
- Always keep control of the dialogue
- Edit calls and use voices out of context
- Archive choice bits for future use

Caller: (yawning) *Fantastic.*

By now it's obvious this person refuses to act excited. He knows you've got to give him the money no matter how bored he sounds. So you switch gears . . .

You: *Okay, now I'm going to record this.*

You've been recording all along — I said this involves trickery, right?

You: *When the tape recorder is on, you have to talk really loud so it can pick up your voice through the phone. Ready?*

Caller: *Yeah.*

You: *Much louder, so the tape machine can hear you.*

Caller: *I said, I'm ready.*

You: *Okay, I'm going to roll the tape, and you tell the world that it's fantastic! Tape's rolling; how do you feel?*

Caller: *Fantastic!*

You: *Louder!*

Caller: *Fantastic!*

You: *I can't hear you! Louder!*

Caller: *FAAAN-TAAAS-TIC!*

The record ends. You open the mike, and the audience hears:

You: *Rick Rydell of Winter Park, you've just won \$5000!*

Rick, how do you feel?

Caller: *FAAAN-TAAAS-TIC!*

Caller Courtesy

• When talking to a listener on the air, that person represents the rest of your audience. If you make him feel uncomfortable or foolish, you're making all of your listeners feel uncomfortable.

• Address your callers by name. The most beautiful sound in the English language is one's own name. Ask the caller's name at the beginning of the conversation and use it (in a natural, friendly way) throughout. Don't make fun of odd-sounding names; how do you like it when someone ridicules your name? If you have difficulty pronouncing a caller's name, respectfully attempt to get it right — the caller will appreciate the effort.

Final Tips

• Keep a digital log of all recorded calls. This is a task that can be assigned to an intern. At the beginning of your shift, set the tape machine's digital counter to 000 and have someone keep a log of calls that might be saved or edited for future use. For example:

- 013: Good "old lady" voice
- 086: Baseball riddle
- 124: Raucous laughter
- 167: "What do you guys think you're doing???"

These can be carted and used as drop-ins, wild tracks, or supposedly live phoners the next day, next week, or even at your next job.

"If contest winners refuse to be coached, trick 'em."

• The most important element of great on-air phoners is control. You need to direct the conversation, guide the caller, and interrupt when necessary to steer the call to a conclusion that will add to your show.

When doing phoners, you need to forget everything your parents taught you about etiquette. When you reach the climax of a phoner — punchline, scream, laugh, comment, request — immediately move to the next show element (the record, spot, jingle, whatever). Thank the caller off the air and say goodbye after you turn off the mike; this way your show maintains its pace and aired calls become a part of your show's natural flow.

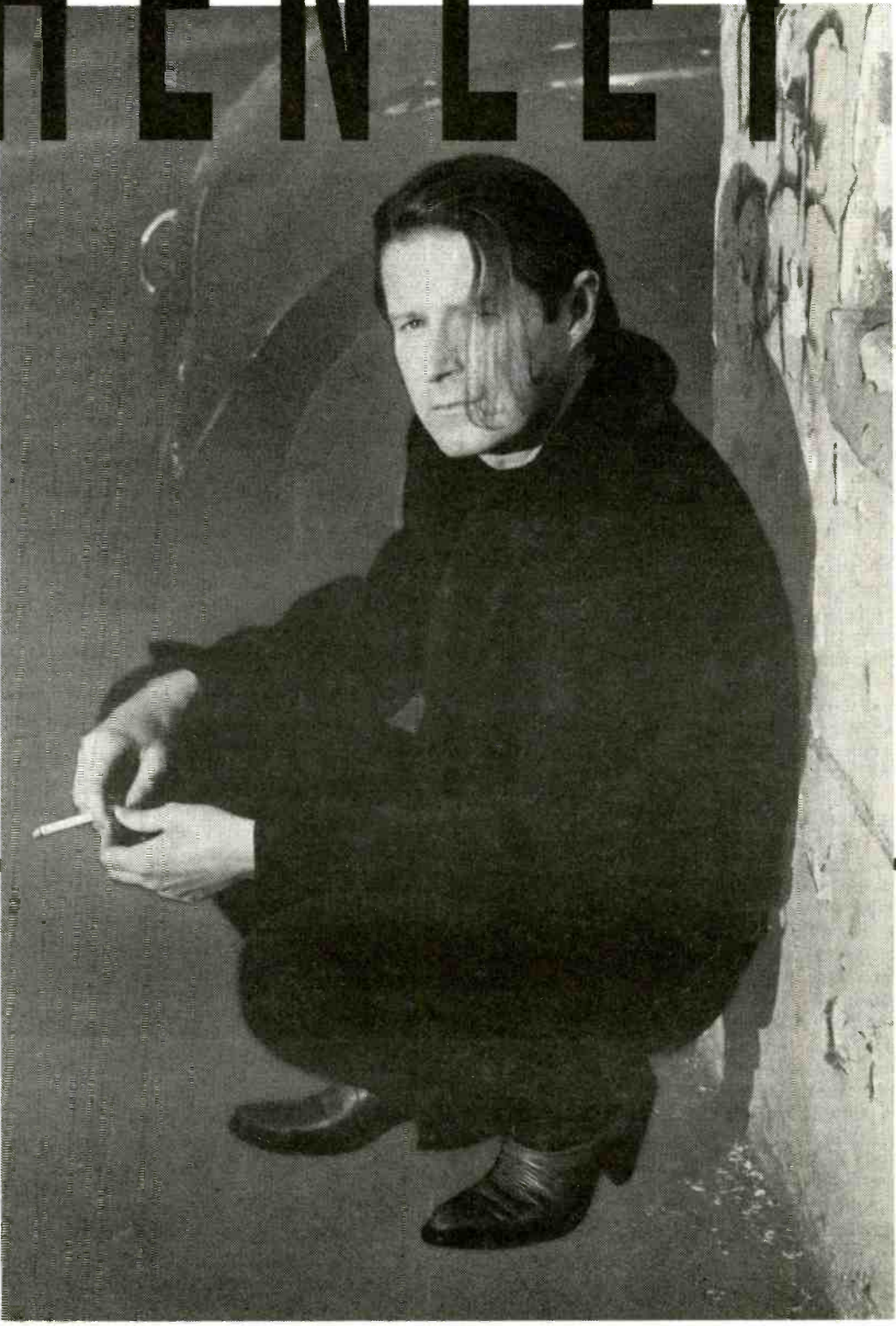
Dan O'Day, author of "Personality Radio," conducts air talent seminars for stations, groups, and associations. He can be reached at (213) 479-1767.



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JOEL DENVER

War Declared In Tampa Bay

Power Pig 93 Snorts Its Triumph Over Q105

Jacor's Gold-to-CHR gamble for WFLZ/Tampa has paid off in a pig — uh, big way. The Power Pig topped perennial market leader, Edens's WRBQ (Q105), jumping 2.6-11.6 12+ in Arbitron and 3.8-11.9 12+ for second place in Birch. Meanwhile, Q105 slid 14.4-8.6 to finish second 12+ in Arbitron and 15.9-13.1 12+ for the lead in Birch.

But ratings are only part of the story. The battle for Tampa's CHR crown has escalated to a level of fierce mudslinging not witnessed in many years.

Birth Of Power Pig

The Power Pig concept, hatched by [N/T] WFLA & WFLZ OM Gabe Hobbs, PD Marc Chase, and Jacor Exec. VP Randy Michaels, was born last September. Recalled Hobbs, "We had always wanted to do CHR in Tampa. But due to agreements with Edens, which was formerly repped by [Jacor-owned] Eastman Radio, we promised to stay out of CHR. When Q105 dropped Eastman, it became fair game.

"We felt Power Pig offered unlimited marketing opportunities. While we didn't research the name, we knew from market studies there was a fair level of dissatisfaction with Q105's commercials, levels of talk, and overly broad-based music. We knew the hole existed and went for it."

WFLZ began its assault (9/18) with an unorthodox, attention-getting demand for money. "We got on WFLA and said we were holding Q105 up for \$1 million in ransom or we'd switch formats," said Hobbs. "By Friday (9/22) it was up to \$5 million; that same day at 5pm we became Urban-formatted 'Jamz 93' for an hour. Then just as suddenly we switched back to Gold without comment. Monday morning (9/25) we decided to give them one more shot. At 7:45am, we woke up [Edens Chairman] Gary Edens in California and gave him one last chance to pay up. He passed, and at 8am we made the change. The rest is history."

Hobbs continued, "Edens always throws a lot of money at the competition and, in the past, openly intimidated their competition on-air. So we assumed the underdog



Controversial logo on Power Pig T-shirt.



Gabe Hobbs

role and blindsided them. All of us were surprised Q105 failed to react; we kept waiting for them to respond. The closest thing they did was give away a car with \$10,000 in the glove box.

"It took Q105 a full 60 days before they lightened up on the commercials and cut the talk. By then it was too late for this book."

Intimidation

PD Chase, former PD of Jacor sister WYHY (Y107)/Nashville, said, "This started out as a game, but it's become a war. From the start we broadcast live from Q105's parking lot, and they responded by flipping us the bird. We took that idea and came up with 'flipping the pig,' which has spread like wildfire. It no longer has a nasty connotation — now it means you listen to Power Pig 93."

Since then the Power Pig-Q105 war has launched charges ranging from trespassing and physical harassment/endorsement to outright vandalism. "When [Edens President] Michael Osterhout told us to 'make sure you're rentin', not buyin', because they were 'ready to get in our face,' (R&R, 9/22), it really made us angry and determined. I bought a house anyway.

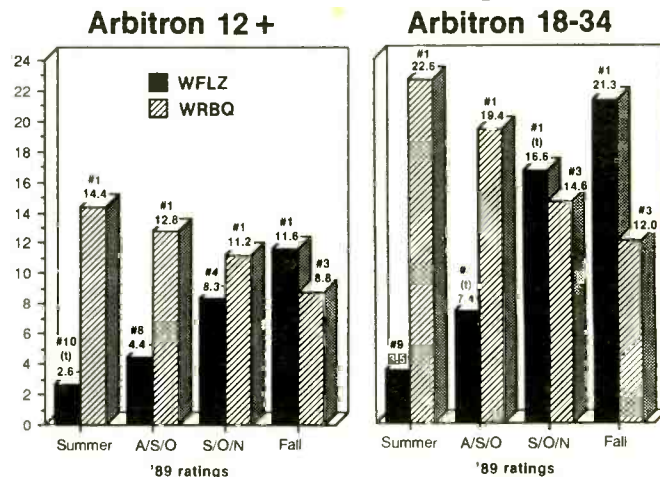
"We're not stupid enough to do something illegal like slash tires or paint their vans with Power Pig," said Chase. "Hey, some kids spray-painted 'Fuck Q105' on our van! When we were in their parking lot, Q105 blocked us in, shot bottle rockets at us, and threw things at our van. It's time to draw the line on this stuff.

"All's fair on the air. Sure, we've poked fun at [VP/OM] Mason Dixon, [outgoing PD] Randy Kabrich, and [VP/GM] Mike Horne, and had a lot of fun at their expense. But this is supposed to be fun, right?"

(Editor's note: Several former Q105 staffers have joined the Power Pig ranks, including morning cohost Jack Harris and after-

Continued on Page 61

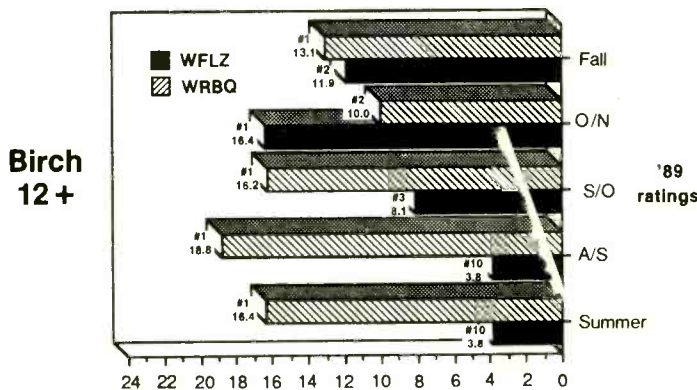
The Numbers Speak



How does WFLZ/Tampa PD Marc Chase feel about rocketing 2.6-11.6 to beat WRBQ (Q105), which fell 14.4-8.8 to third behind Country WQYK's 8.9 in Arbitron? "People have said we're only a teen station, but we're not only on top in teens, we're number one 18-34. We took number one in every daypart except mornings, where we tied Q105 with a 10.1."

It should be noted that though WRBQ (AM) simulcast most of the time with the FM during the fall, Arbitron is not combining the numbers, because the AM ran Tampa Bay Buccaneers football.

The Birches Bark



In the 12+ fall Birch quarterly, Power Pig leaped 3.8-11.9 to second place behind WRBQ, which was off 16.4-13.1, down from its historic Birch high of 20.4 in winter '88. Because Birch uses a two-month rolling average and the fall quarterly still contains almost a month of WFLZ Gold, it should be noted that in the Oct./Nov. monthly, Power Pig rose 8.1-16.4, while Q105 sank 16.2-10.0.

In Birch 18-34 adults, AOR WYNF led with a 22.5, while Power Pig placed with a 16.5. Q105 was a close third with a 16.3, but led 25-54 with a 12.6, followed by Power Pig in third with a 9.3. In teens, Power Pig dominated with a 42.6, while Q105 followed with a 37.6 share. For consistency with the Arbitron numbers, Q105's AM & FM shares were not combined in this Birch breakout.

Q105 Rallies For Round Two

For WRBQ (Q105) VP/OM Mason Dixon and staff, the WFLZ (Power Pig 93) assault has been a mindblower. It's sparked numerous changes in Q105's on-air approach and internal operations. But Dixon feels things are now turning around in his favor.

"They came in and declared war," said Dixon. "Their strategy was to convince the market Q105 was a bad station instead of promoting themselves as a great station. We played it cool and ignored them, so they had to get extremely outrageous, rude, and crude on-air and in the streets. Power Pig left no dirty trick unturned, be it on-air intimidation, harassment at promotions, or convincing a small but vocal band of renegade listeners that Q105 must be destroyed at all costs."

Dixon acknowledged Power Pig has succeeded in its hate cam-



Mason Dixon

aign. "They've created a loyal group who may not have ever listened to Q105. Now [this group] hates us with a vengeance. There's been vandalism of our vans and 17 instances of nails in our staffers' tires. But I'm not accusing the station directly. These listeners are spraying Power Pig on everything around town. It's their way of saying 'Down with the establishment.'"

"These same listeners 'flip the pig' to everyone, and Power Pig claims this bad gesture now sits well with the community. This has been the worst, dirtiest station debut I've ever seen. The industry has stooped to a new low."

Mason Dixon's New Line

Dixon also brought up the recent ploy of sending mail-order items to him COD at the station and "those

'Screw Q105' T-shirts, in keeping with so many of the other things Power Pig has done that are in poor taste. We did not lose composure and blow it. Q105 has dealt with this with class and careful counterprogramming. We moved quickly to redirect our position and plug any programming hole they could shoot at.

"We've cut the spots back, are talking less, and sound 100% better than before they hit the air. People are already noticing the difference — our callouts show it's working. [Jacor Exec. VP] Randy Michaels wisely said on-air at WFLA when this first started, 'We may make Q105 a better radio station,' and they did. Thanks, Randy.

"I personally don't want them to stop being as bad as they are. In

Continued on Page 61



Marc Chase

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Marc Chase - Program Director - Power 93

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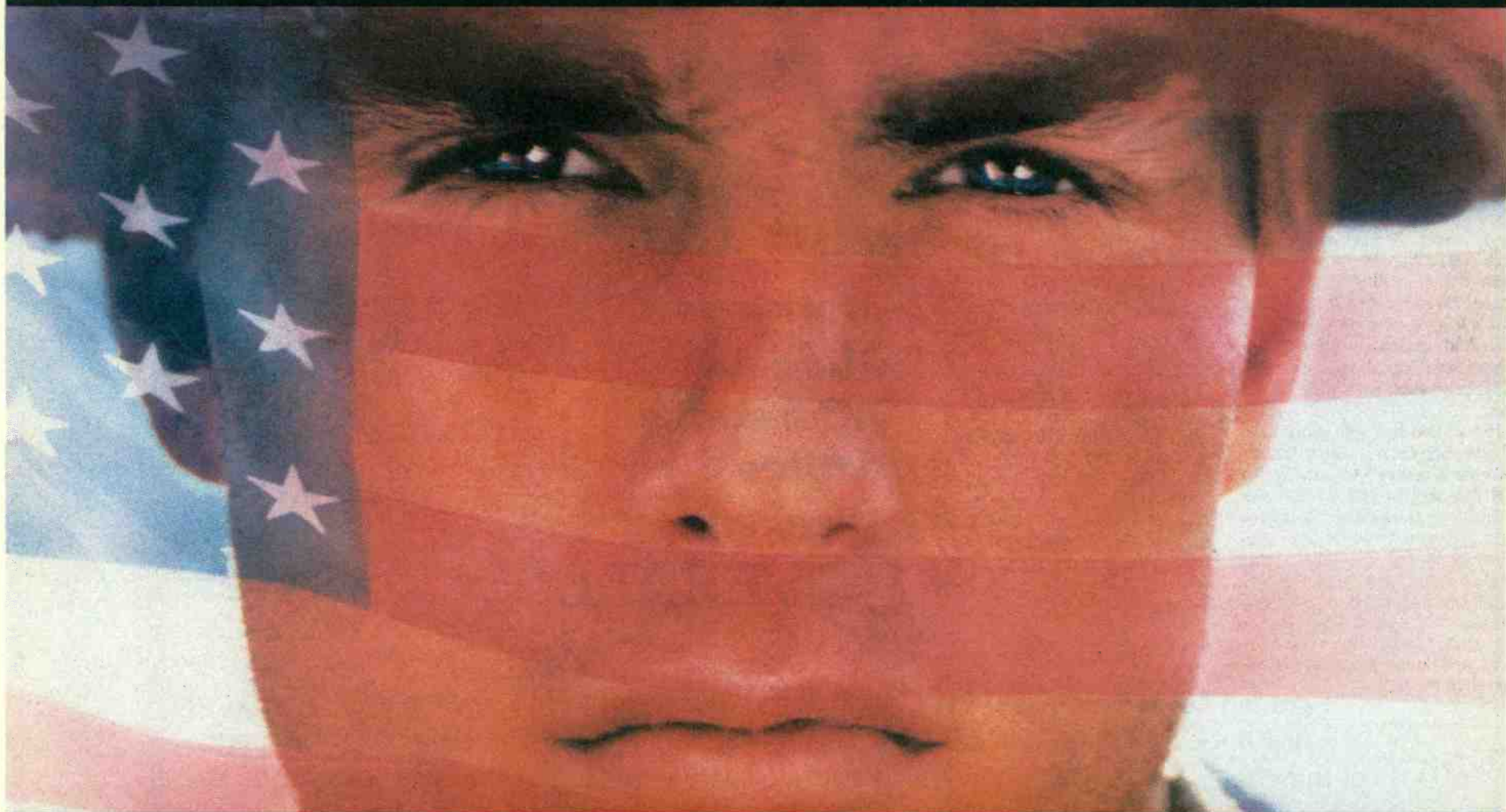
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War Declared

Continued from Page 58

noon man Jon "Rock & Roll" Anthony. The station even takes a jab at Mason Dixon with a parttimer named Jason Dixon.)

No Big-Money Promotions

Thus far, Power Pig hasn't aired any big-money promotions. It has offered \$1 million, at a dollar a year, with the first 93 years up front. Its 30-second "Fish In Blender" TV campaign, which ran for all of 17 days, didn't kick in until October:

"This is your mind."

(Fish visual)

"This is your mind while listening to Power Pig 93."

(A blender switches on and pursues the fish.)

Besides that, the station has relied on word-of-mouth advertising and spray-painting 'Power Pig 93' on some of its old WFLZ (Z93) billboards.

The Power Pig has also promotionally blasted its rival in other ways. The station is selling controversial T-shirts depicting a large screw driven through the Q105 logo. "We'll never stop giving them out or selling them," said Chase. "We've gotten letters from Q105's lawyers, but they can't stop us." And as Hobbs pointed out, "Pepsi uses Coke's logo in their TV advertisements. It's the same thing."

The station has also upset Q105 by revealing the answers to the latter's trivia contests on-air. "We've told listeners to call up and win their money because we don't have any, and then to come back and listen to us for the fun and the music," said Chase.

And when Q105 began calling itself the "Outrageous FM," Power Pig legally blocked that maneuver, as it had already registered the phrase in Florida.

Makin' Bacon

Power Pig 93 is a Dance-CHR that also plays pop and rock cross-overs, using such unusual positioning statements as: "Power Pig 93, a small band of renegades terrorizing Tampa Bay"; "Power Pig 93: armed, dangerous, and off our medication"; and "Don't get your panties in a wad." Here's a sample 5pm hour:

PHIL COLLINS/Another Day In Paradise

PAULA ABDUL/Opposites Attract
SEDUCTION/You're My One

And Only

PEBBLES/Girlfriend

ROD STEWART/Downtown Train

EXPOSE/Tell Me Why

DINO/Never 2 Much Of U

JODY WATLEY/Friends

BAD ENGLISH/When I See

You Smile

Z-LOOKE/Can You Read My Lips

SOUL II SOUL/Back To Life

PAJAMA PARTY/Over And Over

MILLI VANILLI/Girl You Know

It's True

Mixed Reaction

Another Power Pig tactic — playing risque tunes (i.e., "Stroking" by Clarence Carter, and "Grandma Got Dismembered By A Chainsaw") — has met with mixed reaction. According to the *Tampa Bay Business Journal*, the DJs have "pushed the envelope of public taste."

Chase isn't worried about the negative publicity. "People aren't stupid; they know we're just having fun. We're in a grand-opening situation right now. I don't know what we'll do to top ourselves, but it'll be fun and controversial, as well as heartwarming. I do know this: we're going to be a major part of Tampa Bay for a long time. Our community involvement will grow. Our goal was to achieve parity with Q105 in 12-18 months. We didn't expect to catch them this quickly."

"We're not stupid enough to do something illegal like slash tires or paint their vans with Power Pig . . . It's time to draw the line on this stuff."

— Marc Chase

"While we've played hardball, I have a lot of respect for Mason Dixon and Randy Kabrich. I feel sorry for them in a way, but I don't hate them. Q105 GM Mike Horne told the *Tampa Bay Business Journal* his station was like 'a McDonald's when a Burger King goes up next to it . . . you temporarily lose a little traffic, then things get back to normal.' I'm here to see that things never get back to normal for Q105."

Q105 Rallies

Continued from Page 58

1990, I expect the community to be less infatuated with their unusual approach. They're having their fun, did well in the fall, and will have a decent winter book. But don't bet the farm against Q105 in the spring book, if not sooner."

Promotionally, Q105 has hauled out the heavy artillery, giving away seven Pontiacs in a week's time. "We've done some on-air cash giveaways and had some fun with a 'Find Noriega' contest. We're continuing to do the fun and community-oriented things we've always done."

Wheeler Hiatus

On top of everything else Q105 has had to deal with, morning zoo master Cleveland Wheeler took a three-week vacation at the start of the year amid rumors he may opt for a longer hiatus. Dixon hopes Wheeler will return shortly but has been hosting the show in the meantime. Former zoo founder and KQLZ (Pirate Radio)/Los Angeles VP/Programming-morning host Scott Shannon even made a one-day appearance (1/5) to spark fresh attention.

Dixon also addressed the loss of PD Randy Kabrich. "Losing Kabrich is tough. He's not only a good friend, but a brilliant strategist. But wherever he goes, he'll continue to network with me and APDs Dave Denver and Brian Christopher. The move will be good for him, but it shouldn't hurt Q105."

Tactical Change

Although Q105 has pointedly refrained from acknowledging Power Pig 93 on-air, it seems Mason Dixon and staff are changing tactics. "During the Christmas holidays, we aired 'The 12 Days Of Pigmas.' It was a huge request item and brought a lot of positive response from loyal listeners and those who have already tired of [Power Pig's] antics."

"This has been the worst, dirtiest station debut I've ever seen. The industry has stooped to a new low."

— Mason Dixon

"We have more up our sleeves. Q105 has only begun to show the Power Pig why we've been so dominant for so many years. We're here to stay."



Fighting Back

Q105's on-air changes included a severe gold cutback and concentration on a primarily current presentation. Q105 offers a 40-minute music sweep in all hours outside of morning drive. One positioning statement runs, "Q105, now with less talk, fewer commercials, and a better mix of music." During the sweeps, listeners hear: "Remember when the Power Pig said Q105 played too many commercials? Turn them on right now, we'll wait. While the Power Pig is yakkin', Q105 is trackin' 40 minutes of commercial-free music." Here's a typical 5pm hour:

SEDUCTION/2 To Make It Right
EDDIE MONEY/Love In Your Eyes
KEVIN PAIGE/Don't Shut Me Out
BAD ENGLISH/When I See

You Smile

PAULA ABDUL/Straight Up

RICHARD MARX/Angelia

SOUL II SOUL/Back To Life

LEVEL 42/Something About You

BABYFACE/Tender Lover

WARRANT/Heaven



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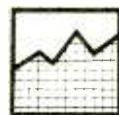


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Too Many Labels, Too Little Time

A flashback to the final AOR column of the '80s:

"Beleaguered programmers with increasing non-music-related duties found less time to talk turkey with record reps. Yet record companies continued to make expansion plans, which will mean more reps than ever working the phones. At least five new labels with full staffs are set to debut in 1990; the stage is set for tremendous competition and frustration among record promoters."

Well, the '90s are upon us, and PDs and MDs already reeling from a weekly barrage of phone calls wonder just how they're going to deal with the ever-increasing promotional onslaught. The following programmer comments are typical:

"I simply don't know if I have time to deal with five more labels," admits KZAP/Sacramento PD Pat Still. "It's going to be a real Houdini act in the next year."

WXRT/Chicago MD Lin Brehmer concurs: "The volume of phone calls has really gotten out of control in the past year. I can get upwards of five phone calls a week from the same label about the same records. And that doesn't even include additional calls from independents also working the same records. That's simply not going to be able to happen anymore."

"It seems as though new local reps have been popping up every other day," notes KQRS/Minneapolis APD/MD John Lassman. "Many labels that didn't have locals based in Minneapolis are now placing them here. I've got over 15 local guys calling me now, plus the national guys. On any given Mon-



"You're going to see more extravagant exercises in futility, with more and more money spent promoting mediocre releases to no avail."

—Lin Brehmer



"I simply don't know if I have the time to deal with five more labels. It's going to be a real Houdini act in the next year."

—Pat Still

day or Wednesday I'll average 30-50 calls. Now another five labels are getting ready to go. It's crazy."

Handling The Crunch

Asked how he handles the phone overload, Lassman says, "I'll always deal with the local first — that's why he or she's in the market. Then, depending on the label and the time remaining, I deal with the nationals too. If I get more than one call regarding the same record, I'll more or less stop taking calls from that label for the rest of the day. I do try to eventually return all the phone calls, but because of time restrictions I end up taking a pile of messages and putting them into neat little piles: 'Need to talk to,' 'Wonder what they need,' or 'I know what they need and I can't help them.'"

"Every MD sets priorities, and my priority is to talk with the local people with whom I deal on a day-to-day basis," Brehmer says. "They're the ones who help us the most with concerts and promotions and provide the best information."

Programmers juggling rep calls question the need for multiple calls from the same label on the same project.

"It seems to me efficiency would be one phone call from one person representing one label," Still says. "But it doesn't work that way. Recently I got calls from a local, regional, and national person about the same record within 48 hours. Don't labels trust their local people? I'm already getting double- and triple-teamed by everybody, and now I'm going to have five more labels with their own priorities."

As far as Brehmer is concerned, "The worst thing that can happen to a record is to have it overpromoted, because it'll just piss us off. It actually got to the point where we refused to add a record because of the volume of phone calls. We told the label, 'We're not going to consider adding this record until you people get a little perspective on the kind of time you're wasting.' The phone calls stopped for a couple of weeks, and we ended up playing the record."

"These people are paid exorbitant salaries to tell us how important it is to play a record, and in 1990 they're going to be in the position of shooting themselves in the feet for overhyping records."

Patience Preached

Lassman advises reps to be both patient and realistic. "I know how the game is played. I realize the promotion person's job is to get that record on-air, but if I say I can't deal with a record this week, I'm not joking. It only wastes our time to continually give me the latest string of P3s that came in that hour. If I get four messages in a day from a guy and I know what he's calling about, it's not going to matter. I don't care if KSHE's playing it. If it's not us, it's not us."

"Realize your local people are there for a reason," Still recommends. "Make sure they understand the priorities before they ever pick up the phone. Don't make a programmer feel like every time you call it's because you 'need' something. Lately, the only time I hear from the heavyweights — with a couple of exceptions — is when they 'have to have' something. I realize your time is precious and you have an awful lot of stations to worry about and bosses to answer to, but it's nice to get a phone call once in a while from somebody who's just checking product, a promotion, or simply wants to chat about the station without having to ask for something."



"I believe in overkill."

—John Hey

Heavy Hints

No one knows more about talking to radio than **Heavy Lenny Bronstein**. Now entering his third decade of record promotion — ten years at A&M, ten more as an indie — **Charisma's** new head of AOR is looking forward to sharing his vast knowledge.

"Part of the reason I wanted to become a record company person again is because there's a need for promotion reps to be taught," Lenny explains. "There's a generation of reps who didn't learn the common courtesies as well as the short cuts to get the job done efficiently. We've moved so many people so quickly that we've left a vacuum for people who have to learn on their own. Knowing proper professional etiquette makes everybody's job a lot easier and a lot less confrontational."

Some of the Hevster's basic tips to his promo peers:

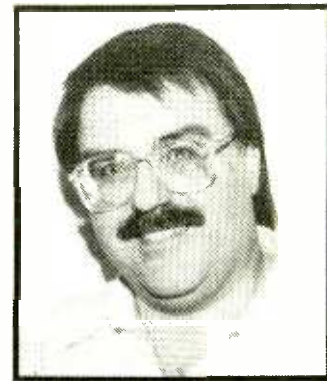
• Consistency and reliability:

"If you say you're going to be somewhere or call at a certain time, do it. If you say you're going to cover somebody with giveaways, or overnight something, do it — and do it yourself. Don't leave it for somebody else."

• **Respect:** "Learn to respect another person's habits and tastes. You don't call someone a schmuck because he doesn't agree with you. And never complain when somebody else gets a shot. Your time will come. It sounds childish, but it happens: 'How could you add so-and-so's record? Mine is 20 points higher!'"

• **Courtesy:** "Always be nice to receptionists and secretaries — they're the programmer's first wall of defense. I can't tell you how many times I've had people at the front desk help me out. They're the ones who take the most grief."

• **Time Management:** "I have every single half hour of every day from 6am-5:30pm mapped out ac-



Heavy Lenny

ording to the optimum times people take phone calls. Keep asking, 'When is the best time for you so I don't mess you up?' And make sure that person can set his clock by your call."

Bronstein's recommendations for the other side:

• "Set consistent music hours and be there. If something comes up and you can't, be flexible."

• "Let us know where we really stand with a record. Are you definitely going to add it, seriously close, wavering, or not considering it? Be straight — don't say, 'Hey, babe, I think it's a hit but I can't get to it.' Be as much of a fortune teller as you can be without being a gypsy. That way we won't waste your time and you won't waste ours."

• "Take the burden off yourself or your receptionist when it comes to adds and rotations. Either use an add line or fax the information. It's one of the most helpful timesavers around. We know exactly where we stand without tying up your switchboard."

Problem? What Problem?

Interestingly, although many programmers find it nearly impossible to deal with the huge volume of calls, the reps I spoke with haven't yet had serious difficulty communicating with their clients.

"I haven't had any problems, and I don't anticipate any in the future," says MCA VP/Album Promotion John Hey. "I understand their concern. But if you're a PD or MD, talking on the phones is part of your gig, and you have to be sensitive to that."

"I don't really see it as a problem," echoes Atlantic VP/National Album Promotion Danny Buch. "Sure, it's a little tougher to get through. But this is a business based on relationships, and if you come through for people, they're going to want to talk to you."

New Charisma AOR head (no title yet) Heavy Lenny Bronstein, who has probably called more radio stations than anybody else on the planet, also reports no significant problems. "I've always made sure to get in and out quickly," he explains. "People know I won't waste their time. A few program-

mers too lazy to do their jobs cut their music hours and made themselves very unavailable. But they're the exceptions. Most made the time and were gracious about

Continued on Page 64



"If someone told me I was overpromoting, I'd take it as a compliment."

—Danny Buch

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3. Haven't had what the lady for
 U2
4. The Mission
 Ennio Morricone
5. Madge Slope Bishop
6. The Night They Drove Band
7. Family Snapshot Gabriel
8. Danton lights Blue Nile
9. While you see a drone Stewart
10. Love is need of love Steve Wende

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 WZLX-FM/Boston
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MJI
 BROADCASTING

Too Many Labels, Too Little Time

Continued from Page 62

taking calls. The new labels will probably mean 5-10 more calls a week. I don't think that's too much, as long as reps don't abuse it. Besides, these new labels aren't going to have a lot of product to talk about. It may be a little hectic at first during 'get-acquainted' time, but things will settle down.

"A good deal of it is time management," Bronstein continues. "People always asked me, 'How can you talk to 350 stations a week?' If you're organized and professional, there's no reason to have to expound for a year-and-a-day on a number of records. If you can't get your point across in ten minutes, you're rambling. There are ways of doing your job without taxing the programmers. If you can't understand when a guy says, 'Hey, I've got three other calls,' you shouldn't be on the phones. It's as simple as that. If a guy tells you that every week, then you've got to say, 'Give me a time when I can call you back and we can talk freely.' Or, 'Here's my home number. Call me collect when things quiet down.'"

No Time For BS

Acknowledging severe time restraints on both sides, Hey says he instructs his staff to be "precise and concise. There's no time for bullshit — you don't have time as a promotion guy, and he doesn't have time as a radio guy! So what you've got to do is get your rap down to three minutes — go with the facts and keep things as professional as you can. The old 'Woodstock-let's-hang-out' days are over. If you start wasting people's time, in two months they're going to blow you off and stop taking your calls."



"I realize the rep's job is to get that record on-air, but if I say I can't deal with it this week, I'm not joking."

—John Lassman

As far as phone overlap is concerned — multiple calls about the same project in the same week — Buch says it's a necessary evil of the business.

"I know it must be hard for a PD or MD to get multiple calls, and I apologize. Maybe sometimes it's a turnoff. But you're going to find overlap because of the intense competition. We can't afford to miss out on a shot because another label promoted more ferociously than we did. I can't cope with that. If someone told me I was overpromoting, I'd take it as a compliment. Obviously some situations are different, and we'll try to back off a guy who feels he's been hassled. I'm scared of pissing somebody off, but the risk of getting beat is too great."



WHEELS FOR MEALS — WLLZ/Detroit's fifth annual "Wheels For Meals" food drive was aided by a special appearance by Peter Frampton. Helping the hungry are (l-r) Atlantic's Kim Langbecker, Frampton, WLLZ personality Bob Bauer, and morning dudes George Baier and Jim Johnson.

"Besides, everyone can provide a different piece of the puzzle," Buch adds. "One person might have the local story. Another person can give the national perspective. You never know who might provide the info to push the right button and get the record on."

Hey agrees with Buch 100%: "I don't think there's any way around that. I believe in overkill. If a guy hears it from six of us, it sends a signal just how far the company is going after the record. When a PD says, 'Hey, man, call off the wolves,' you know what I say? 'Add the record, goofy! What do you think I'm doing this for?' Some records you simply can't finesse. You attack. You go strong to the hoop, and when a guy gets six calls, hopefully the light goes on and he says to himself, 'They must really believe in this one.' Of course, you can't do that and screw up, because you lose your credibility. I try to be selective when I pull out all the stops."

Buch claims additional calls don't indicate lack of faith in his

local reps. "I trust my local staff, but I believe very strongly in backing my local person up. I've been doing this job a long time and might very well have a stronger relationship with someone than my local. As a matter of fact, my local people will often ask us to back them with a call. We all have the same goal. I don't care who gets the add, as long as that song goes on the station."

Harder To Break Records

While Buch may not be worried about his ability to reach the people he needs to reach, he is concerned about the effect all the new labels will have on his ability to get new music on the radio.

"It's just going to get that much harder to break records," he says. "The old adage is 'a hit is a hit is a hit,' but unfortunately I don't believe that anymore. I think hits are missed. A very small percentage of AOR playlists is devoted to currents, most of which is taken up by superstar product. Now you'll have

five more labels competing for those few current slots. I walk into a radio station these days and can't find the music director's desk. It's buried by CDs. It's out of control.

"I understand the reasons behind the creation of more labels. But somebody forgot to create all the radio stations we'll need to get the records played. The amount of product keeps going up, but the number of outlets for that product keeps going down. It's scary."

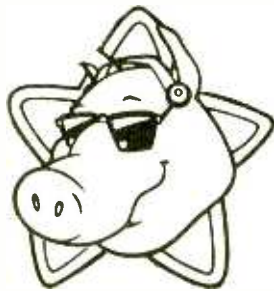
"Look at all the records that were released last year versus how many actually stuck," Still says. "I'm all for free enterprise, but I don't see how five more labels are going to help. It reminds me of sports expansion. Okay, now we've got five more teams. I guess the good news is that it creates more jobs, but that doesn't mean they're better athletes."

Brehmer's vision for 1990: "You'll see more extravagant exercises in futility, with more and more money spent promoting mediocre releases to no avail."



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WDVE	WGTR	WLVQ	KBPI	KOME
WHJY	KISS	WLLZ	KLOS	KSJO

And Lots More!



SEGUES

It's official: **Jeff Horn** is WGLF/Tallahassee's new PD. Horn moves up from APD/MD to replace **Will Douglass**, who took the KXFX/Santa Rosa, CA job . . . WEQX/Manchester, VT names **Russell Granzow** PD. Granzow, who's consulted 'EQX independently since last February, succeeds **Peggy Apple**, who is going back to school to pursue a graduate degree. Apple will continue working with the station as its Albany-based AE . . . The revolving PD door continues at WSTZ/Jackson, MS, where **Jon Rockett** replaces **Bill Crews** . . . KXUS/Springfield, MO ups MD **Kevin Allen** to PD as **Mike Schmidt** departs; Production Director **Rick Moore** assumes MD duties . . . KSJO/San Jose Promotion Director **Kathy Goodin** exits . . . KILO/Colorado Springs hires **Rob**

Sherwood as Production Director . . . WFBQ/Indianapolis promotes **Debra Wagoner** to overnights; **Ace Cosby** slides into 7pm-midnight.



BLACK VELVET — CHTZ/St. Catherine's, OT's **Liz McElheran** (left) hangs out backstage with **Alannah Myles**.

HITTIN' WHERE IT HURTS



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PRODUCED BY R.S. FIELD FOR PARADISE INTERNATIONAL



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FEBRUARY 4	ORPHEUM THEATER	MEMPHIS
FEBRUARY 6	BRADEN AUDITORIUM (ISU)	NORMAL, IL
FEBRUARY 7	BOGARTS	CINCINNATI
FEBRUARY 8	ROYAL OAK MUSIC THEATER	ROYAL OAK, MI
FEBRUARY 11	C.Y. STEPHANS AUDITORIUM (ISU)	AMES, IA
FEBRUARY 15	WARFIELD THEATER	SAN FRANCISCO
FEBRUARY 16	CALIFORNIA THEATER	SAN DIEGO

Tamika
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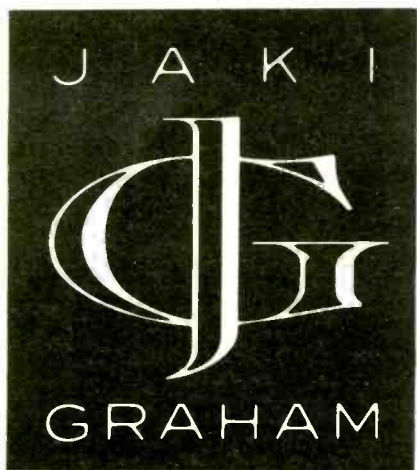
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70 UC Reporters – 75%

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 KIPR
 WALT
 WCDX
 WEAS
 KMJJ
 WTUG
 WGPR
 WTLZ
 KDKO



KASHIF CAPTURED — WXYV/Baltimore midday personality LaDonna Monet snagged Kashif for this Kodak moment.



EASY RIDERS — WQIC (Magic 103.1)/Meridian, MS PD Larry Carr and wakeup man Lee Love show off the station van.



GETTING TO KNOW YOU — Music and radio talent traded notes backstage at KJLH/Los Angeles's recent Celebrity Jam. Getting acquainted are (l-r) Bobby Lyles, Lynn Briggs, Chuckii Booker, Gerald Albright, Cliff Winston, and Jeff Gill.



HAIR MEETS HAIR — George Clinton and his long locks dropped by WAMO/Pittsburgh to check out afternoon driver Dr. Michael Lynn's blow-dried look.



MORNING SCHMOOZE — WDJY/Washington PD/morning man Beej Johnson greets in-studio guest Peabo Bryson.



JAZZY AND FRESH IN CHI-TOWN — Jive/RCA rap duo D.J. Jazzy Jeff and the Fresh Prince dropped into a cold town to warm things up. Chillin' in Chicago were (l-r) WGCI PD Jimmy Smith, Jeff, the Prince, WVAZ/Chicago PD Tony Kidd, and RCA's Maurice White.

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WALT LOVE

REACTION TO BLACK AC?

Using Oldies To Lure Upper Demos

Black ACs with oldies-heavy playlists have cropped up in selected markets, intensifying competition for the adult audience. Many mainstream UCs are increasing oldies. And some are adding them for the first time. But whether this shift is a response to the presence of Black ACs in those markets is a question for debate.

Whatever the motivation, it clearly represents a marked departure from traditional UC programming wisdom. It wasn't very long ago when UC PDs could be heard declaring, "Airing oldies is a waste of time." Three PDs and an MD at mainstream UCs explained their rationales for changing that tune.

Cliff Winston

KJLH/Los Angeles PD Cliff Winston maintains the music mix on his station has little to do with Black AC competition. "We've increased our oldies rotation to some degree, but not because of what (Black AC) KACE is doing. We've had a high-rated oldies show for a number of years that airs on Sundays, 4-9pm. We know the power of having oldies as part of our presentation.



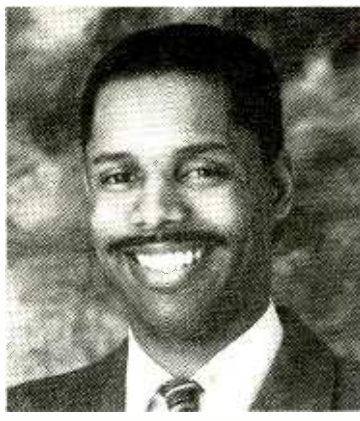
"I'm not so sure playing oldies is the only way to defend against a Black AC, but it's certainly one tool that can be used."

— Cliff Winston

"We realize we have to be very conscious of what's happening with the upper female and male demographics. Our research shows upper demo women want to be catered to. I'm not so sure playing oldies is the only way to defend against a Black AC, but it's certainly one tool that can be used."

As more Black ACs enter the battle, competition for adult demos is likely to intensify even further. Says Winston, "Urban demos have been female-dominant in the research; that means mainstream Urbans are going to have to continue to appeal to upper demo women. And we're going to have to keep our presentations broad

enough to appeal to the largest audience. More competition just makes things better for the listeners. We'll have to be more targeted in our demographics during the '90s."



"We've always incorporated oldies with shows like the 'Quiet Storm' and 'Soft Tones.' So we're not in bad shape competing for older demos."

— Mike Archie

Mike Archie

WHUR/Washington MD Mike Archie admits he has made some changes in his station's playlist of late, but says the emphasis is on increasing recurrents rather than oldies. "The way our rotations are structured, if the computer can't find a recurrent that should be programmed during a particular time period, it will use an alternate: a hit oldie. And it might pick a song that has a more contemporary

sound so we don't sound stale. Examples are Linda Clifford's 'Runaway Love' and 'Got To Be Real' by Cheryl Lynn. We like oldies that will hit listeners in a positive way. We want to make them feel good."

WHUR's oldies are songs from the '70s and '80s; two-three are played per hour, depending upon the daypart. Says Archie, "WHUR has an extensive music library and we've always incorporated oldies in our programming with shows like the 'Quiet Storm' at night and 'Soft Tones' during middays. So we're not in bad shape competing for older demos."

Roy Sampson

WXYV (V-103)/Baltimore PD Roy Sampson says, "People here have always identified with hit oldies, so we've always had them as part of our programming." WXYV faces competition from Black AC WWIN-FM/Baltimore and also contends with signals from nearby Washington (where WHUR competes with Black AC WMMJ).



"People here have always identified with hit oldies . . . Baltimore has deep roots in good R&B radio."

— Roy Sampson



O LUCKY MAN! — Bill Sharp, OM/PD at KMJJ/Shreveport, is surrounded by lovelies at the recent YBPC confab in Houston. Cheers! are (l-r) MCA's Taryn Brown, Glenda Sharp and husband Bill, and Marcel Lee of WYLD-FM/New Orleans and the YBPC.

Sampson states oldies would be an important part of his station's mix even without the presence of Black ACs because research bears out area listeners' desire for them. "Baltimore has deep roots in good R&B radio. People here identify with songs like the O'Jays' 'Back Stabbers' or the Spinners' 'Mighty Love.'"

Without revealing exactly how many oldies V-103 plays per hour, Sampson notes, "Besides time of day, we also take into consideration the season when we're choosing our oldies." Most are drawn from the late '60s and early '70s, and some are included because they were big hits in the area.

The market's heritage is key. Baltimore was the home of the Royal Theater, a local equivalent to New York's Apollo. Careers were launched there and, according to Sampson, the acts who appeared there "helped mold the taste of radio listeners — black and white — in this city."

Dave Allen

WUSL (POWER 99)/Philadelphia PD Dave Allen also admits to heavier use of oldies. "Certainly we've added more gold to our presentation than we were playing two or three years ago. But this is more of a response to research than a reaction to Black AC."

"The research in each market is reflecting America's aging process. Remember, blacks are aging as well as whites and you get a



"Certainly we've added more gold . . . but this is more of a response to research than a reaction to Black AC."

— Dave Allen

predominant amount of people 18-34 moving toward the 25-54 group. You can't ignore them; you have to program to them. Black AC is another competitor. That doesn't mean everything we do to service an older demographic is because of Black AC; we've got to satisfy this group while keeping the audience we already have."

Power 99's selection of oldies includes many '70s hits. Allen notes, "Heatwave's 'Always And Forever' will always be around in this market. We draw heavily from artists like Patti LaBelle, O'Jays, Harold Melvin & The Blue Notes, and Teddy Pendergrass. (Their music) is still popular here and we recognized that long before (rival) WDAS-FM went Black AC."



DYNAMIC DUO — Patti LaBelle and James Ingram threw a reception for their radio friends recently in Atlantic City. Joining the festivities were (l-r) Warner Bros.' Jodi Williams, WBLN/New York afternoon driver Frankie Crocker, WNHC/New Haven PD Hector Hannibal, WB's Trupiedo Crump, LaBelle, Ingram, WBLN "Quiet Storm" host Vaughn Harper, WDAS/Philadelphia GM Kearny Anderson, and WB VP/Black Promotion Ray Harris.

Picture This

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

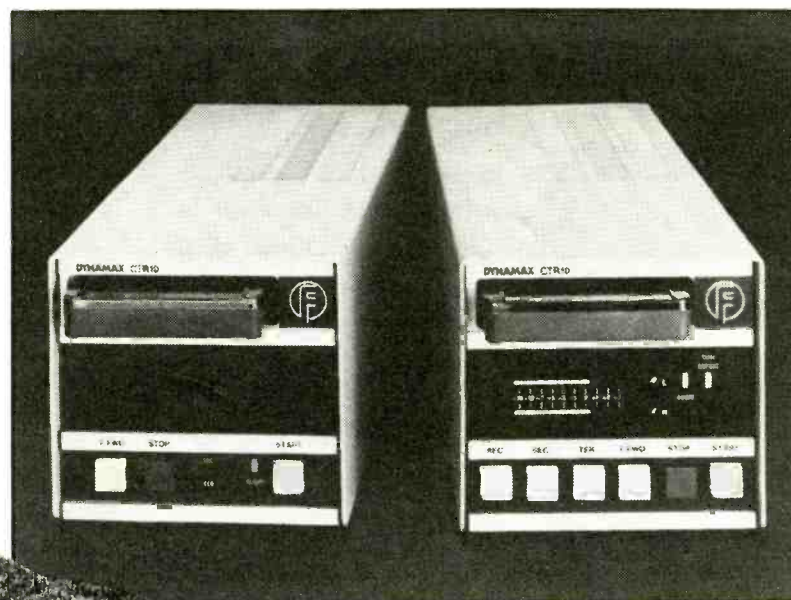
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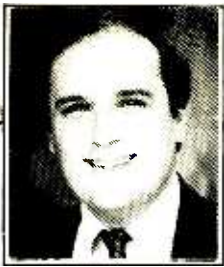
Lindy Williams

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MIKE KINOSIAN

PIMPing Into The '90s

Bayley Formula Stresses Promotion

With the new year come many things — perhaps the least of which may be our collection of fearless predictions from leading consultants.

"We'll see continued fragmentation," remarked Lee Bayley, President of Dallas-based Lee Bayley & Associates. "Hot AC, Lite AC, Soft AC, Easy AC, Left-Handed, Right-Handed, Double-Fisted — we'll see them all."

Winning stations in the '90s, he said, will be those utilizing a "PIMP" plan. Components of this sensitively worded approach are: Personality, Information, Music, and Promotion.

Research And Promotion

Among Bayley's '89 predictions is an item high on his own personal wish list. "Nonbelievers will learn you either spend money on research and promotion or lose it in loss of sales," he asserted. "I can't state how strongly I feel about that. Stations should conduct ongoing market perceptual studies and frequent music tests. Using inside or outside research departments, it's easy to field a project and get answers."

Expanding on the importance of research in '90 and beyond, Bayley commented, "It's very important for broadcasters to understand research is not a 'guru' thing. Research is a collection of opinions: listeners' opinions, not those of your boss."

More PDs To Be GMs

According to Bayley, a highly promising trend which really kicked into gear in mid-1989 will continue this year.



Lee Bayley

"More programmers will move into management," he forecasted. "In the past, I've seen PDs make the move who weren't prepared for it. For the most part, they didn't do well. Today's PD is more sales-aware, business-aware, and generally has better people skills. The majority making the jump to management will stay, and as a result, make more money."

Bayley predicted small markets will make heavy use of satellite-delivered programming and rely on outside consultants. "It's up to the consultant to structure his fees and service so it's workable for both parties," he reported. "Many small market stations will use the bird fulltime — except morning drive. Any station in a desperate situation, or in a market so small that it can't afford to have the best on-air personalities, would be wise

to look at that. The use of satellite programming is very strong and will thrive."

What's In The Pipeline For '90

Much of what appears on this page concerns what might happen in the format this year. We checked with some record labels for what will definitely come down in 1990.

- **A&M:** New albums from **Sting** and **Suzanne Vega**, at least two singles from **Janet Jackson**, and a **Karen Carpenter** "Lovelines" followup.
- **Arista:** Expect a **Taylor Dayne** ballad, **Barry Manilow's** "Live On Broadway," singles from **Dionne Warwick & The Spinners**, **Carly Simon**, **Hall & Oates**, **Eric Carmen**, **Aretha Franklin**, and **Whitney Houston**.
- **Atlantic:** New music from familiar names such as **Laura Branigan**, **Foreigner**, **Julian Lennon**, **CS&N**, **Donna Summer**, **Roberta Flack**, and **Manhattan Transfer**.
- **Capitol:** January/February releases by **Bonnie Raitt**, **Climie Fisher**, **Tina Turner**, and **Tim Finn**.
- **Columbia:** The label will work releases from **George Michael**, **Michael Bolton**, **Barbra Streisand**, **Neil Diamond**, **New Kids On The Block**, and **Johnny Mathis**. It also has projects from **Regina Belle**, **Grover Washington Jr.**, **Surface**, and **Harry Connick Jr.**
- **Cypress:** The first AC single from **Kenny Rogers Jr.**, a new album from **Michael Damian**, a solo LP from **Gerry Beckley (America)**, and in July we'll hear from **Tower Of Power**.
- **Elektra:** Expect new releases from **Linda Ronstadt**, **Anita Baker**, **Teddy Pendergrass**, and **Howard Jones**.
- **Epic:** Singles are forthcoming from **Basia** and **Gloria Estefan**.
- **Geffen:** In the first quarter, the label will roll out the **Pat Metheny Group**, **Rickie Lee Jones**, **Don Henley**, **Cher**, and **Chris Rea**. In the wings are **Joni Mitchell**, **Robbie Robertson**, **Ric Ocasek**, and **Kylie Minogue**.
- **RCA:** The big early push will be for **John Farnham**, **Grayson Hugh**, and **Ruby Turner**.
- **Warner/Reprise:** In addition to the "Dick Tracy" soundtrack, single releases in '89 are set for **Madonna**, **Quincy Jones**, **Fleetwood Mac**, **Lindsay Buckingham**, **Michael McDonald**, and **Jude Cole**.

Programmers' Predictions

We canvassed PDs across the country for their views on AC's directions in 1990. Herein, a sample of responses.

- **WKLI/Albany, NY OM Jon Knott:** "AC's sharing trend with CHR will continue."
- **WLEV/Allentown PD Tom Daniels:** "The movement toward a contemporary-artist sound will continue."
- **KKMJ/Austin PD Joel Burke:** "The format has gone in so many different directions; there must be some pruning."
- **KLLY/Bakersfield PD Russ Davidson:** "AC will continue to be more progressive. The days of **Neil Diamond** and **Barbra Streisand** are over. **Richard Marx**, **Gloria Estefan**, **Soulsister**, **Simply Red**, **Bad English**, and **George Michael** are AC's future."
- **WVUD/Dayton PD Reed Kittredge:** "Many 25-54s can't tolerate CHR anymore. Their easiest alternative will be AC. On mainstream hits, AC repeatedly beats CHR. AC PDs have to be aggressive. When they get new music that fits the sound of the station, they have to play it, expose it, and report it."
- **KXLT/Denver PD J.D. Adams:** "There'll be a split down the middle between 'Contemporary' and 'Soft.' There seems to be a line about age 41 where you can get one side or the other, but not both."
- **WRVR/Memphis PD Mark Hamlin:** "The format will lean up-tempo, contemporary."
- **WSTF/Orlando PD Barry James:** "Mainstream ACs are going to be on an upswing. The McDonald's theory doesn't cut it anymore — you can't be all things to all people."
- **WNLT/Tampa PD Chuck Crane:** "Many 'Hot ACs' will become more mainstream. Some CHR material is so hard that 'Hot ACs' are dealing with AC product they shied away from — such as **Karen Carpenter**, **Donny Osmond**, and **Olivia Newton-John**. I had to get beaten over the head to add those records and they seem to be getting accepted."
- **WRMF/West Palm Beach PD Dave Parks:** "We'll see even more problems with evening programming."

We're hoping to take everything up to about [age] 41 or 42. If I'm right, I'm a hero; if I'm wrong, I'm dead."

Doing music adds the past six months has been more complicated because of increased format fragmentation."

"The format will lean up-tempo, contemporary."

"Mainstream ACs are going to be on an upswing. The McDonald's theory doesn't cut it anymore — you can't be all things to all people."

"Many 'Hot ACs' will become more mainstream. Some CHR material is so hard that 'Hot ACs' are dealing with AC product they shied away from — such as **Karen Carpenter**, **Donny Osmond**, and **Olivia Newton-John**. I had to get beaten over the head to add those records and they seem to be getting accepted."

"We'll see even more problems with evening programming."

AC Heats Up

Former EZ Communications VP/Programming **Dan Vallie** is intimately familiar with AC. One of the Vallie Consulting President's 1990 predictions is increased usage of a format label and heightened popularity for AC in general.

"Hot AC" will become a much more common term," he noted. "It will, however, mean different things in different markets. 'Soft AC' will perform best in heavily fragmented markets, or where there's no other direct competition."

A Gold Rush To AC

"There will be more ACs in a market," he continued. "I wouldn't be surprised if there were a gold rush for AC; everybody believes this is the format to be in. It won't be uncommon to have two, three, or four ACs in a market."

Regarding Hot ACs, Vallie predicted some will make a mistake by venturing out and becoming too hot. "I've seen more and more of this happening. People are confusing 'contemporary' and 'current.' The two are not the same. There are degrees to everything."

Concerning B/EZ's influence, Vallie sees the B/EZs affecting Soft ACs. "By becoming more sophisticated and contemporary in their use of vocals, some of these stations will become Soft ACs themselves."

Personality Bonding

Vallie believes personality will play a bigger role in AC in 1990. "It'll be used to bond with the au-

"There will be more ACs in a market. I wouldn't be surprised if there were a gold rush for AC. It won't be uncommon to have two, three, or four ACs in a market."

—Dan Vallie

dience," he commented. "It'll help differentiate a station from the competition. That doesn't take anything away from the music presentation and importance of music positioning. AC just hasn't built the type of personalities commonplace in CHR and AOR. It has to happen. This is a way for ACs to become more top-of-mind."

Confusion, noted Vallie, may be a watchword for the format in the '90s. "The AC station in 1990 that understands and remains true to its own essence and 'stationality' will be the market winner. With continued fragmenting, CHRs improving, B/EZs becoming ACs, and an increasing number of ACs per market, it'll be easy for AC stations to become confused."

Predictions: Old And New

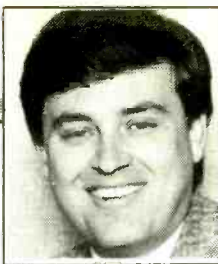
Last year, we asked consultants **Jeff Pollack**, **Donna Halper**, and **Alan Burns** to forecast AC in 1989. A look in the archives shows the trio did a credible job.

Pollack was right on the money when he predicted "more exclusive AC records in 1989." They more than doubled in number, compared to 1988. Halper said, "ACs will have excitement and explore a number of directions, from New Age to soft CHR." Many did. Burns forecasted "a salary boom coming down the road for successful AC PDs — and I mean a big boom." I haven't looked at PDs' W2 forms, but based on many casual conversations, I believe Burns's prediction was accurate.

This year, Halper goes out on a limb by saying, "The format will do something nobody thought it would do before — sell records. ACs are going to reposition themselves to attract younger demos."

Pollack believes the trend of B/EZs moving to AC will continue, and B/EZs will surface on AM. He's not, however, optimistic about AC/CHR hybrids. "They don't work or serve the essence of what the most successful AC stations are. **KOST** and **KBIG** (both Los Angeles) are pure, well-executed, extremely reliable stations; they're not trying to 'rock out.' AC is a format that is, and will continue to be, comfortable for its listeners. It's an excellent format and has great room for growth; there may soon be four or five ACs in a market."

According to Burns, more CHRs will flip to AC this year. "It's yet to be determined if that's a good idea, but it will happen." Burns agrees with Pollack that more B/EZs will opt for AC, and also added, "AC PD salaries will continue to increase."



LON HELTON

Charts And You

Understanding And Using R&R's Music Information

With all of the changes and controversy swirling around the Country charts of late, I thought it was time to explain and reiterate some of the policies and philosophies used in putting together R&R's Country chart.

Why Care?

At this point, you might be asking yourself why you should even care about how a trade — any trade — goes about putting together its music information. Like any other research — and that's what a national chart is — the database and methodology by which the information is compiled are obviously critical factors in determining the results. In order to trust in the information, it is essential to have confidence in the reliability of its components — and that confidence is enhanced by understanding those components.

After all, you wouldn't go into a focus group without carefully selecting the participants, would you? You wouldn't make music decisions based on callout research made to an undefined sample, would you? Of course not. So why would you use music information from a trade without having an understanding of its philosophies, practices, and reporter selection procedures?

Networking

I view the information-gathering process as "networking." You don't have the time each week to call 200 PDs/MDs around the country and ask them what's hot and what's not. So we do it for you.

Early in a record's life, we show you where it is being added. We follow the record's progress, showing its add history, rotational movement, and chart movement. The goal in every phase is to show how a record is doing where it's being played.

Many programmers view each record as having some degree of "risk." We try to minimize that perceived risk by providing as much qualitative information as possible. This can be especially helpful for records you're not on. Use the Adds & Hots section to see what stations in markets similar to yours are adding. You can follow a record's progress as it moves through the Significant Action and New & Active sections of the Country music pages.

"Audience input, not national chart performance, should determine whether you move a record up or down in rotation."

"Many programmers view each record as having some degree of "risk." We try to minimize that perceived risk by providing as much qualitative information as possible."

Once you go on a record, your use of the national charts should change. As you gather input from requests, local sales, callout, or whatever, your audience is telling you whether or not the record is a hit. Audience input, not national chart performance, should determine whether you move a record up or down in rotation. And most certainly, how a record performs on a national chart should have no bearing on your decision to drop it.

As stations determine how a record is doing locally, they tell us how it's doing by reporting its rotational activity. We compile the data and reflect it back to the industry.

Reporters who mirror either R&R's Country chart or promoters' wishes do the industry no good whatsoever.

Why Not 100?

Many people have asked why we chart 50 records instead of 75 or 100. The truth is, while we only

number 50, our N&A and SA sections contain another 35-50 records, depending on product flow. We prefer to list records that way in order to provide more qualitative information. What kind of useful information can you get from knowing a new record is 68 bullet?

The early stages of a record's life are precisely when you need to know the most about it. We give you that by providing:

- The total number of stations on a record (the number in front of the slash);
- The number of adds that week (the number after the slash);
- The rotations being reported to us;
- The adds or rotations of 20 or so selected stations.

A word on the call letters shown in N&A and SA: Each Monday night I go through each individual record's data and choose the call letters to appear in the paper. I select four-six key stations from each region to provide you with a balanced overview of the record's activity.

Qualifying for listing in N&A and SA is totally quantitative. Records reported by 5-30% of the panel show in SA; records reported by 31-60% are in N&A.

A record will have enough airplay points (from rotations) to chart when it's on 35-40% of the panel. If it hits 60% of the panel within three weeks of charting, it's designated a Breaker.

Even after records chart, we continue to show you the stations/adds and exact rotations from week to week. You should keep an eye on the rotational movement. It's a good indicator of a record's internal dynamics.

This Week

- Why you should care how a trade gathers information
- Charting as networking
- Qualitative vs. quantitative data on new records
- Breaker, New & Active, Significant Action, Bullets defined
- Parallels and points explained
- Reporter criteria
- Taking control of the charts

Bullet Criterion

Our criterion for receiving a bullet is very simple: if a record shows any amount of growth from last week to the current week, it gets a bullet. The move a record makes demonstrates the record's degree of growth. It's not hard to understand that a record moving 30-29 bullet has gained fewer qualitative airplay points than a record moving 31-22 bullet.

While we're on the subject, it's not a trade's responsibility to "kill" a record by taking away its bullet. Some trades have done just that for far too long by setting up arbitrary, artificial criteria for a record to meet in order to maintain a bullet. Failing to reach those criteria costs the record its bullet and, in far too many instances, its life. That's because, unfortunately, a number of stations would systematically drop a record that lost a bullet. This has been a tragic case of the tail wagging the dog. A lot of good records have been lost.

Points

I've mentioned the points a record can garner a couple of times. Here's how they're derived.

Reporters are classified as P1, P2, or P3. P1s are markets over one million, P2s are 250,000-one million, and P3s are under 250,000. Rotations in each parallel are assigned a point value. A P1/heavy is worth the most points; a P3/light the fewest. All the other point values lie in between. The points garnered at each station are added up to determine the rankings.

Reporters

Stations seeking R&R Country Reporting status are asked to submit a package which includes a coverage map, ratings information (25-54 adults), a telescoped aircheck of the station that includes at least a few minutes of every daypart, and an explanation of the station's music policy. It should include the number of currents played; the number of records in heavy, medium, and light rotations; and the turnover of each of those categories.

"Reporters who mirror either R&R's Country chart or promoters' wishes do the industry no good whatsoever."

All of our reporting stations are required to be format leaders in rated markets. There are a couple of rare instances where stations have been added to encompass a geographic region not already covered by a reporter in a rated market. Ideally, if all of the coverage maps were laid over a map, the entire US would be represented. How can a national chart be done without representing the entire country?

In cases where there are two Country outlets in a market, the 25-54 leader is selected as the reporter. For the "challenger" to become the reporter, it must beat the incumbent two consecutive books (25-54 adults).

In some markets, we have two reporters. The criteria for that is twofold. First, there must be a substantial Country share. Second, the number two station must have at least 50% of the top-rated Country station's 25-54 numbers.

Why the emphasis on ratings? Back to my "networking" analogy: if you began seeking input from others, would you call stations with low ratings?

Reporters are only allowed to miss four reports a year. The fifth missed report results in their being dropped from the panel.

Stations selected as reporters are musically aggressive — but not to the exclusion of short-listed or "slow" stations (usually in large markets) which have a major impact on the marketplace.

You Make The Call

We have a couple of safeguards

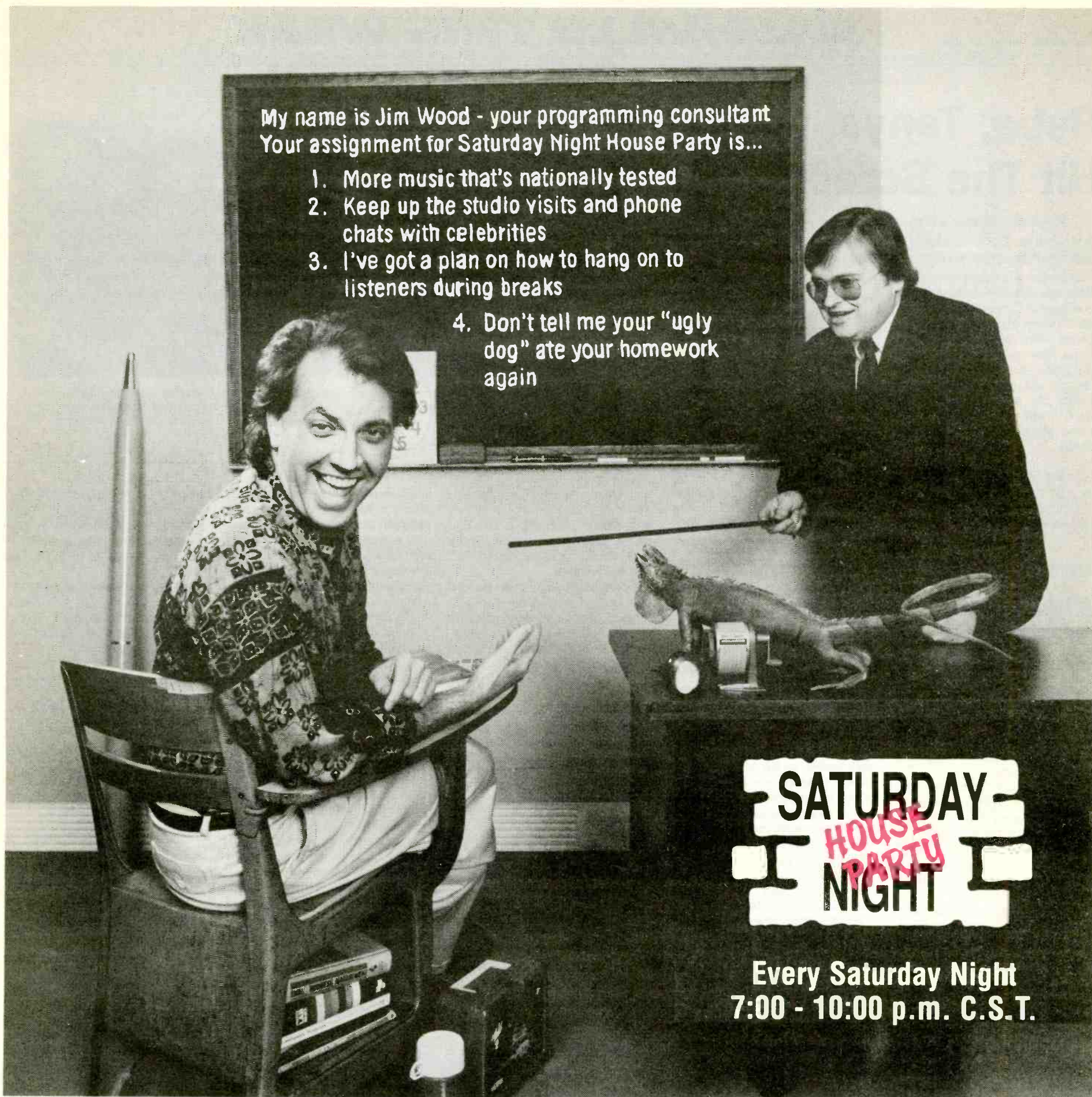
Continued on Page 74



THE RACE IS ON — WXY/Harve De Grace, MD ND Erika Scott and personality Dave Hovel (r) ran a grudge race at a local dirt track. Winner Erika reports one of the drivers hit a wall. That driver didn't win. Keeping the two apart is car owner Art Elsner (the one with the tears in his eyes).

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Reba, Tanya, Judds Hit The Screen

Four of country's highest-profile women, Reba McEntire, Tanya Tucker, along with Wynonna and Naomi Judd, will soon be on a screen near you.

McEntire will make her movie debut this month with the January 19 release of "Tremors," a Universal Pictures film starring Kevin Bacon, Fred Ward, and Michael Gross. The sci-fi thriller portrays McEntire as a "survivalist." Though she doesn't sing in the movie, her song, "Why Not Tonight," will be included in the movie score and the soundtrack album.

Tucker will portray a singer in an NBC made-for-TV movie titled "Shannon's Deal." Air date to be announced.

The Judds will cohost the American Music Awards January 22 on ABC-TV. The mother-daughter duo will perform and are nominated for Favorite Country Group/Duo.

Reba, by the way, ranked second in *People* magazine's annual readers' poll of favorite female vocalists. Barbra Streisand placed first, with Whitney Houston, Cher, and Madonna tying for third.

Bits & Pieces

• Dolly Parton dropped by the Jackson, TN home of Carl Perkins a few days ago and ended up writ-

Charts And You

Understanding And Using R&R's Music Information

Continued from Page 72

to insure we take reporters' information accurately.

At the end of each rotation, we confirm with the reporter the number of titles in the category.

The computer compares this week's data to the previous week's. Records reported this week showing no prior information automatically are designated as "adds." Our report takers read the adds back to the person calling in the report.

Records not reported this week, but which were reported the previous week, show up as drops. Our report takers read the drops back to the report giver to insure nothing has been inadvertently left out.

"The entire system of safeguards depends on having a person who is knowledgeable about the station's music phoning in the report."

As you can see, this entire system of safeguards depends on having a person who is knowledgeable about the station's music phoning in the report. It does no good for a reporter to go to the trouble of preparing and giving a report which is incorrect. Thus, it is critical that either the PD or MD make the report.

Taking Control

Finally, remember that bad information is of no use to anyone. If you want to receive dependable information, you must provide it.

Some other thoughts on charts and your responsibility as we enter an era when all bets are off. The way things have been done in the past has no bearing on the way

business will be conducted in the future, beginning now.

• The R&R chart, based on reports from our panel, depicts what stations are going to be doing with music in the coming week. Other charts, especially those which are monitor-based, tell you what has already happened.

• The sweeping industry changes now taking place afford you the opportunity to gain control of the charts. Resist the temptation or pressure to "play games" with your rotation reports.

• Forget the "elevator" mentality which has long pervaded the country industry's view of the way a chart is "supposed" to operate. Records rising slowly on a local numbered chart have resulted in a national chart behaving in the same manner.

To combat this, always report actual rotations. Many programmers move records in and out of the three rotations during a record's life. That's okay; it's reality.

• Records reported as heavy one week and dropped the next may prompt a phone call from me. Under no circumstances do we want the "number one to off the chart" mentality used with numbered charts to be transferred to rotations. Some think that because a record has gone to the top the label has been satisfied and it's okay to drop the record to make way for something else. It's not okay. Heavy to off is not reality. It doesn't matter what you call the category you move it to, if a current record is played a couple of times a day, it should be reported as a light.

Finally, I appreciate the continued faith and trust you put in R&R's music information. The ultimate goal is to provide you with the information to help you do your job better. Help us do that by continuing the reality reporting you've provided over the years.



ASCAP ADDS ARISTA'S ALAN — Arista/Nashville's Alan Jackson (c) is surrounded by supporters as he signs a writer's agreement at the ASCAP/Nashville offices. Pictured (l-r) are Arista's Director/Nat'l Promotion Allen Butler, ASCAP's John Briggs, Jackson, the label's Director/Marketing & Artist Development Phran Schwartz, and Jackson's manager Barry Coburn.

ing five songs with Perkins. She also asked him to appear on her next album. Perkins and wife Valda reciprocated by treating Dolly to a dinner of beans, cornbread, and fried 'taters.

• Clint Black doesn't want to let a moment of inspiration between himself and co-writer/guitarist Hayden Nicholas go by uncaptured, so he's installed an eight-track studio in his bus!

• "Austin City Limits" will celebrate its 15th season with a benefit gala on January 25th at Austin's Palmer Auditorium. The stellar lineup includes Lyle Lovett, Gary P. Nunn, Marcia Ball, Chet Atkins, and Larry Gatlin & the Gatlin Brothers. Proceeds benefit KLRU-TV, Austin's public television station.

• Jimmy Dean, Holly Dunn, and Larry Gatlin will be featured on *Celebrities Offstage*, hosted by Lorianne Crook. The 60-minute TNN special will be telecast on Thursday, February 1. The show takes a look at the entertainers' private lives.

• Sawyer Brown lead singer Mark Miller married Los Angeles makeup artist Lisa Knight January 6 in the City of Angels. About 100 family members and close friends witnessed the nuptials at the Watlins Mansion. The happy couple left immediately for a honeymoon in Hawaii.

• Susi Beatty will headline the annual Oyster Festival in Charles-

ton, SC on January 21. The festival's "We're going strong" theme focuses on the city's recovery from the devastating hurricane that hit last year. WEZL is promoting the show.

• T.G. Sheppard has opened a Mexican restaurant in Chattanooga. He has a similar eatery in Gatlinburg, TN and says he may open one in Nashville.

NASHVILLE IN MOTION

Erv Woolsey, George Stralt's manager since 1984, expands his management roster with the addition of Texas singer/songwriter Aaron Barker . . . Lorrrie Morgan departs the Jack McFadden Management Company. No new management has been named . . . Johnny Rodriguez signs a management contract with Jack D. Johnson, former manager of Charley Pride and T.G. Sheppard, among others . . . T.K. Kimbrell's new management company is called TKO Management and is located at

1503 16th Avenue South, Nashville, TN 37212; phone # (615) 383-5017. As mentioned here last week, his first clients are Mac McAnally and Sawyer Brown.

Cynthia Grimson, formerly with PolyGram/Los Angeles, has joined PolyGram/Nashville as Asst. to Communications Director Sandy Neese . . . J.D. Hart inked with the Jim Halsey Company for bookings . . . Carl Perkins has signed with Triad Artists.



SHE WAS THERE — Daniele Alexander's concert had all the boys smilin' — including (l-r) KEBC/Oklahoma City's David Wayne; KXXY/Oklahoma City MD Wade Carter; Mercury/Nashville's Eddie Mascolo, Harold Shedd, and Bobby Young; and WYNK/Baton Rouge PD Brad West.

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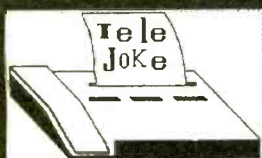
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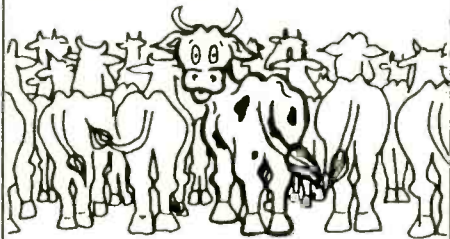
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- If your job is to be funny on the air every day, we want to hear from you! One of the country's best-known radio comedy syndicators is looking for freelance scripts and/or produced pieces. Let us hear your best. We'll pay top \$\$\$ for your work. Send sample scripts/cassettes --we'll send you a freelance kit -- to: Radio & Records, 1930 Century Park West, #763, Los Angeles, CA 90067. EOE

EAST

Classic rocker WBFL seeks morning Air Talent. Must have top-notch production, no beginners. T&R: Eric Scott, Box 107, Bellows Falls, VT 05101. (1/12) EOE

New York's WPAT is now accepting applications for part-time, weekend Air Talent. No calls. T&R: Ken Mackenzie, 1396 Broad Street, Clifton, NJ 07013. (1/12) EOE

AM/FM Full service AC, in resort area 100 miles from NYC seeks midday Personality. Good production. T&R: WVOS, PD, Box 150, Liberty, NY 12754. (1/12) EOE

WDVE seeking parttime Air Talent who will earn enough money to live. T&R: Gene Romano, 200 Fleet Street, Pittsburgh, PA 15220. (1/19) EOE

WFHN seeks experienced weekend Air Talent. CALL: Wes McShay (508) 999-6690. (1/19) EOE

WPGC-FM seeks pro news Anchor for fill-in. Two years' experience writing/anchoring a must. T&R: Dave Furgeson, 6301 Ivy Lane, #800, Greenbelt, MD 20070. (1/19) EOE

Copywriter/Program Director sought for Oldies AM and Adult Contemporary FM in Binghamton, NY. T&R: WMRV, Box 151, Endwell, NY 13760. (1/19) EOE

Top 75 market Oldies based Adult Contemporary seeks experienced evening Personality immediately. T&R: WMIX, Brian Cleary, Box 3433, Harrisburg, PA 17055. (1/19) EOE

WVVE seeks enthusiastic, parttime Air Talent to grow with our company. On-air and board work available. T&R: Jon Weston, PD, Box 97, Mystic, CT 06355. (1/19) EOE

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Adult Contemporary station thirty minutes from New York seeks afternoon news Anchor. T&R: Tom Rooney, 444 Bedford Road, Pleasantville, NY 10570. (1/19) EOE

WEST/WLEV seeks organized PD/OD with firm knowledge of music 1950-present, and ability to lead a staff of 28. T&R: Mike McGann, Box 96, Lehigh Valley, PA 18001. (1/19) EOE

Northeast regional group seeks CHR/AC A.T. for P.M. drive slot. Minority and female applicants are encouraged to apply. Send tape and resume to: Personnel Director, Beacon Broadcasting Corporation, 475 South Avenue, P.O. Box 511, Beacon, NY 12508. EOE



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T&R to: Gary Marince
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Evening Communicator for medium market Adult Contemporary. Production and Personal Appearance skills. Minimum two years experience. T&R to: Radio & Records, 1930 Century Park West, #768, Los Angeles, CA 90067. EOE/MF

PD/MORNINGS

Classic Hits The All New Eagle 107 is looking for a PD who can also be the straight half of the morning show. Knowledge of Classic Rock and ability to work with talent? Send cassette and resume to John Reberts, Consultant, WEGW-FM, 98 16th Street, Wheeling, WV 26003. EOE/MF

106 WHCN HARTFORD'S PURE ROCK

Connecticut's leading AOR is looking for the Promotion Director of the 90's. Must have strong organizational and people skills, and be able to demonstrate a history of creative and successful promotions. Sales and/or programming experience a plus. Send inquiries to Bob Bittens, Program Director, WHCN, 1039 Asylum Avenue, Hartford, CT 06105. EOE/MF



HERITAGE FSA AM seeking PM drive. Personality and humor must interact smoothly with news & information. Production a must. No beginners or calls!!!! T w/ prod to: Keith Andrews, WLAD, 198 Main, Danbury, CT 06810. EOE

SOUTH

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Costal Carolina Adult Contemporary station seeks Personality who is creative and motivated. T&R: Bonnie, Box 3436, New Bern, NC 28560. (1/19) EOE

Future news openings at UC station. Seeking experienced Writers/Readers/Reporters. T&R: WKYS, John Irving, 4001 Nebraska Avenue, Washington, DC 20016. (1/19) EOE

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OPPORTUNITIES

OPENINGS

Talk Host sought. Seeking killer for middays at hot Tampa Bay outlet. T&R: WTKN, Ed Hartley, 11300 4th Street N., Suite 318, St. Petersburg, FL 33716. (1/19) EOE

Morning zoo co-host sought for West Texas CHR. Must be witty, with good PR. Females and minorities encouraged. T&R: KBIL, 3298 Sherwood Way, San Angelo, TX 76901. (1/19) EOE

Adult Contemporary station seeks Air Talent for expansion plans. Females and minorities encouraged. T&R: WPKZ-FM, Box 337, Elkton, VA 24471. (1/19) EOE

Oldies/WWHT seeks Announcer/Engineer to work in the most liveable city in the South. T&R: Buzz Bowman, #1 Carriage Lane, C-2, Charleston, SC 29407. (1/19) EOE

News Director/AM sidekick sought for immediate opening. T&R: WDCQ-AM, 1227 Del Prado, Cape Coral, FL 33990. (1/19) EOE

WANS-FM expanding staff. Seeking mature voiced, energetic CHR AT's with good production skills. T&R: Bill McCown, 2000 Baron Drive, #200, Greenville, SC 29607. (1/19) EOE

KTLC-FM seeks topical and creative individuals to replace morning team. Females and minorities encouraged. T&R: Mark Proctor, Box 3337, Abilene, TX 79604. (1/19) EOE

Rare opening. See 12/22 R&R. Air/Production/Personal Appearances. Cheerleading attitude. T&R: KFMK, Box 98, Houston, TX 77001. (1/19) EOE

CHR PROGRAM DIRECTOR

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K-LITE 94.1 FM

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Small but gorgeous Mid-Atlantic market. Tops in Arb & Birch, CHR. Tools, Toys and Great PD. Freedom for show prep and appearances. T&R to: Mornings, Counterpoint Consulting, 129 Brookside, Danbury, CT 06811. EOE/MF

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OPENINGS

WRMF FM 97.9 NEWS PERSONALITY

After four years we've lost our Afternoon Anchor/Personality to a major market morning show.

We're looking for a person who:
* Knows how to gather, write, and deliver both hard and lifestyle news.
* Possesses a mature on-the-air personality
* Can ad-lib intelligently
* Is computer literate
* Would enjoy becoming a member of an air staff that takes pride in being #1 18-54 Adults in a very competitive market.

If this sounds like you, the position is available now. Tapes and resumes to: Dave Parks, Box 9898, Ft. Lauderdale, Florida 33340. No calls, please. Fairbanks Communications, Inc. is an Equal Opportunity Employer M/F Females and Minorities encouraged to apply.

WJYR FM 92

Seeking EXPERIENCED AT who can also write & produce good spots, & read news. Females & minorities encouraged. No smokers or prima donnas. T&R: Operations Mgr., WJYR-FM, 706 21st Ave. N., Myrtle Beach, SC 29577. EOE

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to join what will become the legendary medium market radio station of the 90's? We need the best personality CHR night jock in the nation. Enjoy the beaches and a great salary in one of America's greatest Southern cities. T&R to Radio & Records, 1930 Century Park West, #767, Los Angeles, CA 90067. EOE

MORNING SHOW Partner/Producer

Work with morning personality/program director Paul Christy at Houston's Classic Rocker. Good bucks, great company! If you are an experienced morning jock or sidekick, perhaps you can help us form a superteam! Send tape, show planning grids and scripts that you've written to Program Director, Z107 Radio, 3050 Post Oak #1100, Houston, TX 77056. EOE, women and minorities encouraged.

TEXAS AREA CHR/AC

Needs PD/AMD talent. Station already a proven winner. Looking for a detailed, major market thinker. Stability a major factor. Station already a reporter. What can you bring to the table? Tape, resume and salary requirements to: Radio & Records, 1930 Century Park West, #765, Los Angeles, CA 90067. EOE

MIDWEST

Small market station with big reputation seeks hot CHR AT for fulltime openings. The break you've been waiting for. T&R: T. Morgan P.O. 2631, Ponca City, OK 74602. (1/19) EOE

Morning news Anchor with strong writing and conversational delivery sought for immediate opening. T&R: WOWO, 203 W. Wayne, Fort Wayne, IN 46807. (1/19) EOE

Nebraska small market combo seeks AT/Production/PBP for immediate opening. T&R: N. Nelkin, Box 1085, North Platte, NE 69103. (1/19) EOE

Adult music oriented AOR has 7p-12m shift and possible future openings. No egos, no liner card readers. T&R: WMAA, Box 7727, Madison, WI 53707. (1/19) EOE

Massive search for hot crossover Talent. Work with the best at top rated WLUM in Milwaukee. T&R: Rick Thomas, 12800 W. Bluemound, Elm Grove, WI 53122. (1/19) EOE

OPENINGS

Farm broadcaster sought for WSMI and 50,000 watt WSMI-FM. Long established NAFB station. T&R: Hayward Talley, Box 10, Litchfield, IL 62056. (1/19) EOE

Account Executives sought by Media Management group for Chicago and Columbus markets. CALL: Kent Smith (815) 942-0022. (1/19) EOE

Creative Air Talent sought for afternoon drive at Central Iowa Oldies station. T&R: KFJB, Drew Klaus, 123 W. Main, Marshalltown, IA 50158. (1/19) EOE

Growing AC in Wichita seeks bright, energetic Personalities for fun, focused format. T&R: KRBB, Dean Taylor, 200 N. Broadway, #300, Wichita, KS 67202. (1/19) EOE

Take charge News Director/morning Anchor sought for Soft AC start-up in Columbus. T&R: WXXM, Jeff Conn, 1650 Watermark Drive, Columbus, OH 43215. (1/19) EOE

MORNINGS IN MICHIGAN!

Medium market AOR with great ratings is ready to move to the next level... and to pay competitive bucks. You'll be given all the tools you need to continue the winning. Rush T&R to Radio & Records, 1930 Century Park West, #743, Los Angeles, CA 90067. EOE M/F

NEWS DIRECTOR WANTED

In Beautiful Central Wisconsin college town at the top country station. Area offers excitement professionally and personally. T&R to: Michael Weis, WYTE-96, P.O. Box 1030, Stevens Point, WI 54481. Male/Female EOE

nm Group, Inc.

New and growing Ohio based Broadcast Group has immediate openings for General Managers and General Sales Managers at our Joliet, Illinois properties and our stations in the Lima/Findlay Ohio markets. Resumes: c/o Mark Litton, M.M. Group, 7001 Discovery Blvd., Dublin, OH 43017. No phone calls, please.

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Central Ohio FM looking for air talent with Country experience. All shifts. Send tape and resume to Nick Anthony & Associates, 399 Great Oaks Trail, Wadsworth, Ohio 44281. NO Telephone calls please. EOE

CREATIVE...ENTERTAINING... INFORMATIVE

ADULT morning team (or person). If you're the best we (a major market AC) want you, and have the \$\$\$,\$\$\$ to prove it. Send tapes, resumes, and ratings success to: Radio & Records, 1930 Century Park West, #764, Los Angeles, CA 90067. All inquiries strictly confidential. An equal opportunity employer.

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Excellent positions available in one of the midwest's best cities. Morning host, news director, nights, production director needed. Established company; new station. Oldies/AC. Confidentiality assured. C&R to Radio & Records, 1930 Century Park West, #775, Los Angeles, CA 90067. EOE

TOP MIDWEST FM A.C.

needs bright, entertaining air talents with creative production and promotional abilities for full and part-time positions. Send tapes and resumes today to: Radio & Records, 1930 Century Park West, #771, Los Angeles, CA 90067. EOE/MF

OPENINGS

Detroit's Great Oldies 102.7 fm wksq

KISS FM Detroit is looking for the right adult communicator to fill our vacant morning slot...Got what it takes? Let's hear it. Tape and resume to:
Rod Prahin, PD
WKSG
Radio Drive
Mt. Clemens, MI 48043 EOE

WANTED Hot Morning Talent

If you have what it takes to become number 1 in one of the Midwest's most competitive medium markets, send T&R ASAP to Jeff Davis c/o KLYV-FM, P.O. Box 1280, Dubuque, IA 52001. EOE MF

SMALL/MEDIUM MARKET

One of the highest rated rockin' CHR's in the US has a rare opening for top rated 7p-12mid. shift. Perfect springboard to the majors. T&R to: Radio & Records, 1930 Century Park West, #769, Los Angeles, CA 90067. EOE

WEST

News Director sought for KRPL. Females and minorities encouraged. T&R: News opening, Box 8849, Moscow, ID 83843. (1/19) EOE

Energetic morning person sought for hard rock 40 approach. T&R: KFXX, Dave Numme, 4614 SW Kelly, Portland, OR 97201. (1/19) EOE

Good weekenders are hard to find. If you live in Orange County and can work weekends. T&R: KOCM, O.J. Lawrence, 130 Newport Center Dr., #210, Newport Beach, CA 92660. (1/19) EOE

KARA/KLIV seeks a fulltime Newsperson. T&R: John McLeod, Box 995, San Jose, CA 95108. (1/19) EOE

KCSN University public broadcasting station seeks MD with three years' classical music broadcast experience. T&R: CSUN, 18111 Nordhoff St., Northridge, CA 91330. (1/19) EOE

KXRX-FM seeks a Program Director with a minimum of five years' experience in an AOR environment. T&R: GM, 3131 Elliott Avenue, Seattle, WA 98121. (1/19) EOE

Experienced Program Director and morning team sought for hot AC in Fresno. T&R: Henry Broadcasting, Jeff Salgo, VP, 2040 SW First Avenue, Portland, OR 97201. (1/19) EOE

Urban station seeks morning Air Talent. Good pay for qualified applicant. T&R: Dennis Scott, 417 Vaughn Way, Aurora, CO 80012. (1/19) EOE

CHR/KFTZ seeks hardworking, team player AT's for two primetime positions. Good production a must, no beginners. T&R: 1190 Lincoln Road, Idaho Falls, ID 83401. (1/19) EOE

KZZP-FM seeks nighttime Air Talent. Ours went to L.A. If you are young, hungry and like to use the phones. T&R: Bob Case, Box 5159, Mesa, AZ 85211. (1/19) EOE

CHR seeks promotions minded Air Talent. Attention to detail a must. Females and minorities encouraged. T&R: J. Harte, Box 1400, San Luis Obispo, CA 93406. (1/19) EOE

MORNING NEWS ANCHOR

KNUA FM, Seattle, is seeking applicants with smooth conversational delivery, warmth, and a positive attitude to compliment our contemporary jazz intensive progressive adult format. This position requires a person who is proficient in hard and lifestyle news. Please send cassette and resume to Shelly Owens, Station Manager, KNUA FM, 1109 First Avenue, Suite 300, Seattle, WA 98101. EOE

FUTURE FULLTIME OPENINGS

KMEO is now accepting applications from creative and entertaining communicators who love radio! If you're conversational, can relate to an adult audience, in touch with today's music...create magic in the production room...and enjoy being before the public, mail a cassette of your airwork and production to R.T. Simpson, Operations Mgr., KMEO, 3719 N. 32nd Ave., Phoenix 85017. KMEO is a Group W Station - AA/EEO. PLEASE No Calls!

OPENINGS



Nevada's fastest growing station looking for the best. **Minorities** encouraged. Rush T&R to Charlie McGraw, PD, 101 Convention Center Drive, Suite P119, Las Vegas, NV 89109. Americom/KUDA. EOE

OLDIES MEDIUM MARKET

station looking for an exceptional morning host. Join an already dominant station and take mornings over the top. Great area, strong growing company. Great pay for right talent. No beginners! T&R to Radio & Records, 1930 Century Park West, #774, Los Angeles, CA 90067. EOE

NIGHT JOCK

KZZP 104.7 FM the number one hit music station needs night jock. Ours went to L.A. If you're young, hungry, and like to use the phones...T&R: Bob Case, PO Box 5159, Mesa, AZ 85211. Nationwide Communications is an EOE.

CENTRAL CALIFORNIA

AC seeks AC or CHR morning show! Fantastic facilities, great signal, good pay and benefits. Send T&R to: Radio & Records, 1930 Century Park West, #770, Los Angeles, CA 90067. EOE

FULL TIME OFF AIR PRODUCTION DIRECTOR/COPYWRITERS

This is a rare opportunity with a very special radio group that will value and reward your contribution to our success. We're looking for a talented production director/copywriter that can write, voice and produce creative and effective radio commercials and promos that get results for clients and our station. We are the top rated AC station in the entire country and if you know nothing about our state or Boise, you're in for a surprise. **Excellent salary and benefits.** Our facilities feature the finest equipment including multi-track and digital capability as well as a great selection of music and SFX libraries. Send tape and resume to:

Don Jennings, Operations Manager
KCIX (K-106 FM)
5257 Fairview Avenue
Boise, Idaho 83706
EOE/MF

PROGRAM DIRECTOR

KNUA FM, Seattle, is seeking applicants with a minimum three years major market, or five years medium market experience as Program Director. Strong management and organizational skills. Requires experience with NAC or other adult format. Must be familiar with design and implementation of radio market research. Strong skills as people manager and talent motivator are necessary. Radio promotion experience is a plus. Contact: Shelly Owens, Vice President/Station Manager, 1109 First Avenue, Suite 300, Seattle, WA 98101. 206/292-8600. EOE

National Radio Syndicator Is Expanding

Seeking PR/Promotion person. Send resume and salary history to Radio & Records, 1930 Century Park West, #754, Los Angeles, CA 90067. EOE

OPENINGS

THE FOX

CLASSIC HITS

KRFX 103.5 FM

Creative, enthusiastic, left of center team player for 10p-2a shift at Denver's top rated "classic hits" station. At least two years major market experience required. T&R to: Program Director, Box 103, Denver, CO 90236. Equal Opportunity Employer.

EVENING MUSIC HOST

KNUA FM, Seattle, is seeking applicants with smooth conversational delivery, warmth, and a positive attitude to compliment our contemporary jazz intensive progressive adult format. This position requires a willingness to contribute to successful specialty programming. Please send cassette and resume to Shelly Owens, Station Manager, KNUA FM, 1109 First Avenue, Suite 300, Seattle, WA 98101. EOE

TOP RATED COUNTRY COMBO

in beautiful Pacific Northwest needs both **Program Director** and **Production Director**. Great people oriented company with tremendous resources and support for the talent, commitment and experience you bring to us. Send tape and resume to: Metrocom Radio Group, 5257 Fairview Avenue, Suite 250, Boise, Idaho 83706. EOE MF

POSITIONS SOUGHT

Ten years' as Program Director for AC/NAC/EZ/Jazz. Major market experience, 16 years' on-air. Gavin radio person of year nominee. MARK HILL: (408) 688-5604. (1/19)

Versatile voice seeks Announcer/Production position. Willing to relocate to small or medium market. Jazz/Urban Contemporary killer. SVEN: (212) 465-3416. (1/19)

Working P2 Air Talent ready to move on. Adult relatable delivery. Dedicated. JOHN: (608) 257-4744. (1/19)

High impact talk show Host and Program Director available for your talk station. (407) 967-3787. (1/19)

Seeking rock and roll nights or overnights. DAVE: (815) 933-6779. (1/19)

Hardworking/pleasant/professional AT/ND in any format + news/all news outlet. Will relocate to Southern half of US. JIM COOPER: (417) 883-4060.

Five plus years' experience as PD/ND/MD seeks on-air in SD/ND/MN. Available immediately. BILL CSONGRADI: (605) 882-3239. (1/19)

Hey LA and Orange Co. Eight year pro is ready to get busy in the Southland. Any shift, any format. MARK: (714) 971-1616. (1/19)

Talented, experienced Traffic/Production Director seeking meaningful career. Know radio inside and out. Hear me now, believe me later. SCOTT: (505) 260-1230. (1/19)

Air Talent with copywriting and production background ready to be your Music Director. DAVE: (915) 944-7970. (1/19)

20 years' experience. News/morning Host/Production/Copy PD/ND. Good voice, hardworker, stable. Seeking medium or large market. LARRY KAY: (717) 653-2500. (1/19)

Michael Bell, production, mornings at KISW, KPLZ, KROQ, seeks new challenges. Dependable professional, still hungry. (805) 834-8715. (1/19)

GET ME BACK HOME TO SOUTHERN CALIFORNIA!

This AT wants to head west. 12 productive years. AC/OLDIES/CHR/PHONES. A communicator. Inquiries to: Radio & Records, 1930 Century Park West, #773, Los Angeles, CA 90067.

No shock, strictly one to one adult communicator with ten plus years' experience. Seeking AOR/CR/AC with on-air MD/Production opening. DAVE: (702) 588-3392. (1/19)

Personality and talent for hire. AT with commercials/jingles/station ID's and more. Rock format for all types and styles. BOB DEAN: (213) 965-0380. (1/19)

Air Talent seeks fulltime position. AOR preferred, but other rock formats considered. BETH: (419) 874-1705. (1/19)

POSITIONS SOUGHT

Start-ups and turn arounds are my specialty. Program Director seeks CHR with desire to win ratings battle. I'll supply the ammo. DAVE: (904) 939-1918. (1/19)

Funny and successful drivetime show. Available team or solo, seeking top 50 market. JC: (203) 877-8432. (1/19)

Twenty years' experience in radio. Experienced knowledgeable Country programmer. Excellent AT, prefer Midwest. MIKE: (419) 243-0043. (1/19)

'88 Ford Tempo, low mileage is what we'll drive to your station to do our highly rated, funny husband/wife morning show. JIM: (803) 234-0437. (1/19)

Experienced small/medium market CHR/AC AT/OM/MD/PD seeks next challenge. Will add you to my list of successes. JIM: (304) 233-8937. (1/19)

Former WNUA Chicago midday Host Nick Alton. Smooth communicator seeks job in Chicago or Milwaukee. NICK: (414) 796-1833. (1/19)

Quality, easily relocatable Air Talent seeks change in scenery. Single and eager. (704) 684-2159. (1/19)

Copywriter with fifteen years' experience seeks to write for multi-talented production staff. (803) 736-8668. (1/19)

All Zeppelin, no Air Talent format took over my Clearwater Classic R&R airshift. Seeking relocation anywhere, any format. MIKE: (813) 584-2276. (1/19)

Dedicated Announcer/PD with degree and leadership skills seeks small/medium Oldies/AC. Daytime only. TODD: (919) 455-2202/455-6000. FAX: (919) 455-7139. (1/19)

Still seeking fulltime on-air research or promotions gig. Plenty of computer experience. C'mon North/South Carolina, get with it. JIM DAVIS: (919) 947-5123. (1/19)

South Florida cop will guard your weekend ratings. AOR/AC/Oldies/Country. Killer production. JACK TRAVIS: (407) 684-6810. (1/19)

Concise morning Host seeks full-service format compatible outlet. Personality innuendos/top 10 market experience. CARL: (305) 427-2437. (1/19)

Get the competitive edge for your small to medium market station. Truly innovative production/copy ace. Possible on-air. JAY STEVENS: (303) 243-4628. (1/19)

Thirteen year veteran AT with major market experience seeks top 100 market. Phone bits and heavy personality go anywhere. T.J. BROOKES: (406) 251-4166. (1/19)

Young talented and aggressive Air Talent with great pipes seeks parttime gig. Prefer Chicago area. STACY: (708) 524-9338. (1/19)

Radio professional seeks morning or afternoon position. Available immediately for CHR/Hot AC/CR outlet. TOM: (904) 864-2373. (1/19)

Seeking work anywhere in the US as an on-air radio Personality. Impressive background. LATCH: (714) 354-0278. (1/19)

Everybody rock and roll the place. Three year professional rock and roll animal. Air Talent with top notch production skills available. KB: (201) 633-8304. (1/19)

Top rated English radio Talent/production genius/former BBC broadcaster seeks fulltime career at an American CHR or Rock station. JAN: (317) 926-2961. (1/19)

MORNING DRIVE

20 years in majors, including Toronto, Detroit, D.C., Baltimore, L.A. and NYC. **Funny...Clean...Impeccable track record!** If you mean business, I'm ready to make my LAST move!
313-664-8863

Team player seeks new team. AT with four years' CHR experience seeks the West. Warmth/natural delivery/great attitude. DIANA: (505) 479-2247. (1/19)

PD/PM driver seeks next challenge. My new start-up is really cooking, and I'm ready to move-up. Considering all medium/major markets. RICH: (419) 782-6245. (1/19)

Outstanding, witty, humorous British AT with Mid-Atlantic sound, and ten years' in US radio and TV seeks CHR/Hot AC. Prefer the West. DON: (702) 399-0234. (1/19)

Seasoned Sales Manager/AE seeks management position with major market station. Experience includes WOR, WRKS, WINS, WPLJ. PATRICK: (201) 861-3232. (1/19)

All purpose AT with creative mind, good voice and great production seeks fulltime with Midwest Country/AOR/Gold outlet. JOHN: (216) 228-5953. (1/19)

Award winning copy animal will work for peanuts in any market. (803) 736-8668. (1/19)

Ohio AC AT seeking greater opportunity at small/medium AC or AOR just about anywhere. Personable delivery, good production skills. BILL: (419) 294-1436. (1/19)

Female AT, flexible attitude, seeks challenging position with team-oriented company. Prefer top 100 market AC/Country/Rock Hit. TRACY: (606) 273-6834. (1/19)

Experienced Programmer understands bottom line. Promotions for profit. Seeking opportunity in medium/large market, prefer Southeast. MR. BILL: (219) 563-8619. (1/19)

I seek a challenge. Five year CHR AT, currently afternoon drive at P2 CHR, seeks drivetime or night shift in top 75. JIM: (216) 433-4381. (1/19)

POSITIONS SOUGHT

Generally Conservative Talk Show Host

15 years experience major markets, including NY, Washington, & SF. Concurrent experience: 20 years newspaper reporter, editor and syndicated columnist. Prefer East Coast, but willing to relocate. Inquiries to Radio & Records, 1930 Century Park West, #752, Los Angeles, CA 90067. EOE

Powerhouse pipes make your promos and spots sizzle. Eight year pro with multitrack experience/writing/computer skills seeks upward move to top 100. STU: (217) 525-8105. (1/19)

Weekend AT and performer available. Formerly Miami, Arizona, all top rated superstars. (317) 893-4549. (1/19)

Time for a new challenge. Experienced, hardworking team player available for any format. LARRY: (317) 935-0689. (1/19)

I want to rock. Experienced team player with a winning attitude seeks to shift into medium or major market. HOLLY: (216) 836-9280. (1/19)

Experienced Engineer/AT seeks FM rocker in mild winter climate, medium to large metro. ERIC: (219) 324-8340. (1/19)

Experienced CHR Air Talent currently doing automated Country, seeks rock format. Melt your competition. SCOTT CLEVELAND: (716) 632-8033. (1/19)

CHR/Oldies pro seeking professional CHR station in a top 50 market. Ready to move immediately. (407) 468-2545. (1/19)

Get your custom, deluxe programming Assistant. Package includes AT/computer/research/marketing/music. Offer good only in LA area. (201) 963-0140. (1/19)

I'm ready willing and able. Experienced AT seeks a gig anywhere on the planet. I'm ready to move now, let's talk. MIKE: (319) 395-9126. (1/19)

PD/MD/Air Personality with ten years' experience and proven track record seeks CHR, Urban challenge. ROBERT HOLIDAY: (702) 876-8424. (1/19)

Program Director seeks programming position. CHR/AOR/CR. Led my last station (WLEVI) to a 20 share 25-54. TOM DANIELS: (215) 435-9931. (1/19)

MISCELLANEOUS

Good-bye Country. AOR start-up in Idaho seeking record service from all labels and sources on CD/vinyl. TO: KOFE, Randy Davis, MD, 1525 Main Street, St. Maries, ID 83861. (1/19)

R&R Opportunities Display Advertising

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

Blind Box: \$65 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance

Display & Blind Box advertising orders must be typewritten or printed on company/station letterhead and accompanied by payment mailed to our office in advance. Visa, MC, AmEx accepted.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date. Address all ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Must be on company/station letterhead. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.



BREAKERS

EARTH, WIND & FIRE Heritage (Columbia)

70% of our reporting stations on it. Rotations: Heavy 1/1, Medium 1/1, Light 63/63, Total Adds 65 including WILD, WRKS, WDAS, WVEE, KMJQ, PWR94, WGCI, WZAK, KMJM, KJLH.

ALYSON WILLIAMS I Need Your Lovin' (Def Jam/Columbia)

69% of our reporting stations on it. Rotations: Heavy 0/0, Medium 10/1, Light 54/19, Total Adds 20 including WXYV, WRKS, WDAS, WVEE, WHQT, WGCI, WTLC, KDAY, WFXA, WFXC. Debuts at number 39 on the Urban Contemporary chart.

DIANNE REEVES Never Too Far (EMI)

67% of our reporting stations on it. Rotations: Heavy 0/0, Medium 9/2, Light 53/22, Total Adds 24 including WXYV, WVEE, KMJQ, PWR94, KMJM, KJLH, WJIZ, WXOK, WFXC, KBUZ. Debuts at number 40 on the Urban Contemporary chart.

SALT-N-PEPA Expression (Next Plateau)

60% of our reporting stations on it. Rotations: Heavy 14/0, Medium 24/0, Light 18/5, Total Adds 5, WEDR, WJMI, WALT, WQIC, KDKS. Moves 39-33 on the Urban Contemporary chart.

S.O.S. BAND Secret Wish (Tabu/CBS)

60% of our reporting stations on it. Rotations: Heavy 0/0, Medium 23/0, Light 33/7, Total Adds 7, OC104, WMGL, WDKT, KFXZ, WLOU, WJJS, WTLZ. Debuts at number 38 on the Urban Contemporary chart.

NEW & ACTIVE

LISA STANSFIELD "All Around The World" (Arista) 55/48

Rotations: Heavy 0/0, Medium 3/1, Light 52/47, Total Adds 48 including WILD, WDAS, WHUR, K104, KHYS. Medium: WAMO, WYLD.

INNER CITY "Whatcha Gonna Do With My Lovin'" (Virgin) 55/20

Rotations: Heavy 0/0, Medium 5/0, Light 50/20, Total Adds 20 including WXYV, WHUR, WKYS, WTLC, KSOL. Mediums include: WAMO, KRNB, WJMH, WLOU, WTLZ.

DAVID PEASTON "We're All In This Together" (Geffen) 55/17

Rotations: Heavy 0/0, Medium 11/1, Light 44/16, Total Adds 17 including WXYV, WKYS, KMJQ, WGCI, KJLH. Mediums include: WRKS, WDAS, WYLD, WZAK, KMJM.

STEPHANIE MILLS "The Comfort Of A Man" (MCA) 54/22

Rotations: Heavy 0/0, Medium 9/1, Light 45/21, Total Adds 22 including WXYV, WDAS, WHUR, WKYS, K97. Mediums include: K104, KHYS, WJLB, WFXC, WTUG.

TERENCE TRENT D'ARBY "To Know Someone Deeply Is To Know Someone Softly" (Columbia) 54/3

Rotations: Heavy 2/0, Medium 22/0, Light 30/3, Total Adds 3, WZAK, WOOK, WGPR. Heavy: WDAS, KJLH. Mediums include: WXYV, WAMO, WHUR, K97, WEDR.

BIG DADDY KANE "I Get The Job Done" (Cold Chillin'/WB) 53/5

Rotations: Heavy 1/0, Medium 21/0, Light 31/5, Total Adds 5, WEDR, WZAK, HOT105, WIKS, KDKO. Heavy: KDAY. Mediums include: KHYS, K97, WYLD, WOWI, WKKX.

M.C. HAMMER "Help The Children" (Capitol) 52/47

Rotations: Heavy 0/0, Medium 1/1, Light 51/46, Total Adds 47 including WILD, WAMO, WHUR, WVEE, KHYS, KMJQ, K97, WHQT, WYLD, WZAK.

HEAVY D. & THE BOYZ "Gyrz, They Love Me" (MCA) 52/4

Rotations: Heavy 3/0, Medium 24/1, Light 25/3, Total Adds 4, WFXC, WPGA, KDKS, WIZF. Heavy: WZAK, KDAY, WTMP. Mediums include: K104, KMJQ, K97, WEDR, WYLD.

O'ATRA HICKS "You Make Me Want To Give It Up" (Manhattan/Capitol) 51/1

Rotations: Heavy 6/0, Medium 23/0, Light 22/1, Total Adds 1, WJJS. Heavies include: K97, WEDR, WZAK, HOT105, WANM. Mediums include: WOWI, WTLZ, WJIZ, WENN, WMGL.

RHONDA CLARK "Stay Here, Stay Near" (Tabu/CBS) 50/9

Rotations: Heavy 1/0, Medium 20/0, Light 29/9, Total Adds 9, WEDR, WJIZ, KOXL, WATV, WMGL, U102, WPGA, WCDX, WIZF. Heavy: WDZZ. Mediums include: WHUR, K97, OC104, WPAL, WAGH.

KIM WATERS "Stay" (Warlock) 50/6

Rotations: Heavy 0/0, Medium 23/0, Light 27/6, Total Adds 6, WATV, KIIZ, WCDX, WDZZ, WVOI, KDKO. Mediums include: WXYV, WDAS, WHUR, KMJQ, K97.

KENNY G "Going Home" (Arista) 46/14

Rotations: Heavy 0/0, Medium 7/0, Light 39/14, Total Adds 14 including WAMO, WTLZ, WPAL, WQFX, WDKT, WJMI, Z16, KIPR, WPGA, WJHM. Mediums include: WDAS, KHYS, WYLD, WZAK, WJMH.

JEFF REDD "I Found Lovin'" (MCA) 42/21

Rotations: Heavy 0/0, Medium 10/0, Light 37/21, Total Adds 21 including K104, KHYS, K97, KMJM, KDAY, WKKX, WENN, WMGL, WPAL, WPEG. Medium: WILD, WRKS, WDKT, WANM, KPRW.

CHIMES "1-2-3" (Columbia) 42/5

Rotations: Heavy 2/0, Medium 16/0, Light 24/5, Total Adds 5, K104, WTLZ, KMJM, WJMI, WJHM. Heavy: WILD, WQMG. Mediums include: WAMO, WHUR, KMJQ, WMGL, WPAL.

MIKKI BLEU "Knock Me Off My Feet" (EMI) 38/28

Rotations: Heavy 0/0, Medium 4/0, Light 34/28, Total Adds 28 including WAMO, K97, WEDR, WZAK, WTLZ, KPRS, WJIZ, KBCE, WFXA, KOXL. Medium: WIKS, WCDX, WDZZ, KPRW.

TROOP "Spread My Wings" (Atlantic) 36/31

Rotations: Heavy 0/0, Medium 3/1, Light 33/30, Total Adds 31 including WILD, WAMO, WHUR, KRNB, WEDR, WYLD, WJLB, KPRS, WJIZ, WFXA. Medium: K97, KJLH.

BILLY OCEAN "I Sleep Much Better (In Someone Else's Bedroom)" (Jive/RCA) 36/21

Rotations: Heavy 0/0, Medium 2/0, Light 34/21, Total Adds 21 including KRNB, PWR94, WGCI, WJIZ, KBCE, WXOK, WATV, WAGH, WJMH, WQMG. Medium: WFXE, WTLZ.

3RD BASS "The Gas Face" (Def Jam/Columbia) 35/0

Rotations: Heavy 1/0, Medium 9/0, Light 25/0, Total Adds 0. Heavy: KDAY. Mediums include: KMJQ, K97, WYLD, WZAK, WPAL.

MOST ADDED

- EW & F (65)
- LISA STANSFIELD (48)
- M.C. HAMMER (47)
- TROOP (31)
- MIKKI BLEU (28)
- DIANNE REEVES (24)
- STEPHANIE MILLS (22)
- BILLY OCEAN (21)
- JEFF REDD (21)
- INNER CITY (20)
- JANET JACKSON (20)
- ALYSON WILLIAMS (20)

HOTTEST

- REGINA BELLE (63)
- QUINCY JONES (62)
- CALLOWAY (45)
- SYBIL (42)
- SKYY (35)
- MAZE (29)
- GOOD GIRLS (24)
- CLUB NOUVEAU (12)
- ENTOUCH (11)
- MICHEL'LE (11)

TOP 10

RECURRENTS	
LW	TW
7	1 J. JACKSON/Rhythm
1	2 BABYFACE/Tender
2	3 GAP BANO/All
—	4 ENTOUCH/Nite
5	5 L. VANDROSS/Here
—	6 BY ALL MEANS/Let's
8	7 M. HOWARD/Ain't
—	8 O'JAYS/Serious
—	9 FULL FORCE/Friends
—	10 ABSTRAC/Right

DE LA SOUL "Buddy" (Tommy Boy/Reprise) 33/6

Rotations: Heavy 2/0, Medium 11/1, Light 20/5, Total Adds 6, WAMO, WZAK, KMJM, WJMH, WCDX, WIZF. Heavy: KDAY, WFXC. Mediums include: K97, WOWI, WXOK, WMGL, WPAL.

JOYCE SIMS "All About Love" (Sleeping Bag) 32/1

Rotations: Heavy 0/0, Medium 11/0, Light 21/1, Total Adds 1, WQIS. Mediums include: K97, WTLZ, WJIZ, WPAL, WJMI.

KOOL MOE DEE "All Night Long" (Jive/RCA) 28/0

Rotations: Heavy 2/0, Medium 10/0, Light 16/0, Total Adds 0. Heavy: KHYS, KDAY. Mediums include: WXYV, K97, WEDR, WJMH, WJMI.

PUBLIC ENEMY "Welcome To The Terrordome" (Def Jam/Columbia) 26/7

Rotations: Heavy 0/0, Medium 3/1, Light 23/6, Total Adds 7, KMJQ, KDAY, WPAL, WPEG, Z104, WPGA, WIKS. Medium: KHYS, WFXC.

DINO "Never 2 Much Of U" (Island) 25/14

Rotations: Heavy 0/0, Medium 5/1, Light 19/12, Total Adds 14 including WAMO, WHOT, KPRS, KMJM, WPAL, WQFX, KFXZ, U102, WPGA, WIKS. Medium: KMJQ, OC104, WKKX, WHJX.

SIGNIFICANT ACTION

JAKI GRAHAM "Every Little Bit Hurts" (Orpheus/EMI) 23/13

Rotations: Heavy 0/0, Medium 3/0, Light 20/13, Total Adds 13 including KHYS, K97, WJIZ, KOXL, WAGH, KFXZ, WQIS, KIPR, WCDX, WEAS. Medium: KRNB, WALT, WTUG.

JOHNNIE TAYLOR "Still Crazy For You" (Malaco) 23/10

Rotations: Heavy 0/0, Medium 2/0, Light 21/10, Total Adds 10, WNHC, WJIZ, WATV, WPAL, Z104, WEUP, KIIZ, Z16, KMJJ, KPRW. Medium: WZAK, WFXE.

MAVIS STAPLES "Time Waits For No One" (Paisley Park/WB) 22/15

Rotations: Heavy 0/0, Medium 1/0, Light 21/15, Total Adds 15 including WHUR, WJLB, WTLZ, WJIZ, KBCE, WENN, WPAL, WZFX, KFXZ, WQIS. Medium: HOT96.

MANTRONIX featuring WONORESS "Got To Have Your Love" (Capitol) 22/7

Rotations: Heavy 0/0, Medium 5/1, Light 17/6, Total Adds 7, WEDR, WHOT, Z104, WHJX, U102, WANM, WGPR. Medium: KSOL, Z93, WJMH, WJMI.

BIG MACK "Tick Tock" (Def Jam/Columbia) 17/2

Rotations: Heavy 0/0, Medium 2/0, Light 15/2, Total Adds 2, KIIZ, WIKS. Medium: WPAL, KPRW.

SMOKEY ROBINSON "Everything You Touch" (Motown) 15/14

Rotations: Heavy 0/0, Medium 1/0, Light 14/14, Total Adds 14 including WDAS, WVEE, WGCI, WZAK, WVKO, KSOL, WNHC, Z93, WJMH, WQMG. Medium: WCDX.

O-MOB "Come On And Get My Love" (Polydor) 13/7

Rotations: Heavy 0/0, Medium 3/0, Light 10/7, Total Adds 7, WXYV, WZFX, WHJX, K98-FM, WCDX, WDZZ, KDKO. Medium: KSOL, WKKX, WJMH.

QUEEN LATIFAH "Ladies First" (Tommy Boy) 12/3

Rotations: Heavy 0/0, Medium 3/0, Light 9/3, Total Adds 3, WKYS, KHYS, WJMH. Medium: KDAY, WFXC, WTMP.

SIR MIX-A-LOT "Beeepers" (Nastymix) 12/1

Rotations: Heavy 2/0, Medium 4/0, Light 6/1, Total Adds 1, KDKO. Heavy: K97, WZAK. Medium: Z16, KIPR, WBLX, WGPR.

RANDY CRAWFORD "Wrap You Up" (WB) 11/7

Rotations: Heavy 0/0, Medium 2/2, Light 9/5, Total Adds 7, WDAS, WWDW, WFXC, WJMH, WQMG, Z104, WDZZ.

FOXY BROWN "Sorry" (Pow Wow) 11/2

Rotations: Heavy 1/0, Medium 3/0, Light 7/2, Total Adds 2, WPAL, WQFX. Heavy: WRKS. Medium: WILD, WDAS, KMJQ.

ARTHUR BAKER "The Message Is Love" (A&M) 11/0

Rotations: Heavy 1/0, Medium 7/0, Light 3/0, Total Adds 0. Heavy: WYLD. Mediums include: WXYV, WKYS, PWR94, Z93, WFXC.

MILLI VANILLI "All Or Nothing" (Arista) 10/3

Rotations: Heavy 1/0, Medium 5/0, Light 4/3, Total Adds 3, WJMI, WPGA, WQOK. Heavy: WJMH. Medium: WAMO, KSOL, WKKX, WHJX, WQOK.

NEW ARTISTS

Reports/Adds

1	LISA STANSFIELD/All Around The World (Arista)	55/48
2	INNER CITY/Whatcha Gonna Do With My Lovin' (Virgin)	55/20
3	M.C. HAMMER/Help The Children (Capitol)	52/47
4	KIM WATERS/Stay (Warlock)	50/6
5	JEFF REDD/I Found Lovin' (MCA)	42/21
6	CHIMES/1-2-3 (Columbia)	42/5
7	3RD BASS/The Gas Face (Def Jam/Columbia)	35/0
8	PUBLIC ENEMY/Welcome To The Real World (Def Jam/Columbia)	26/7
9	JAKI GRAHAM/Every Little Bit Hurts (Orpheus/EMI)	23/13
10	MAVIS STAPLES/Time Waits For No One (Paisley Park/WB)	22/15

New artists have not yet had a UC Breaker.



TONY LEMANS

Treat Your Audience To An Irresistible Smash!

“COOKIE CRUMBLES”

THE TASTY NEW SINGLE THAT WILL HAVE YOUR LISTENERS BEGGING FOR MORE!
FROM THE ALBUM TONY LEMANS



Produced by David Gamson Exclusive Representation: Cavallo/Roven Management, Inc.
in association with Steve Fagnoli

 Paisley Park
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UC ADDS & HOTS

EAST

WXV/Baltimore
Sampson/Lewis
JANET JACKSON
ALYSON WILLIAMS
DIANNE REEVES
DAVID PEASTON
INNER CITY
STEPHANIE MILLS
D-MOB
Hottest:
SYBIL
QUINCY JONES
REGINA BELLE
SKYY
MICHEL'LE

WILD/Boston
Hill/Hall
LISA STANFIELD
TROP
SHABAZZ
EW&F
M.C. HAMMER
Hottest:
QUINCY JONES
SYBIL
MICHEL'LE
CALLOWAY
MICHAEL COOPER

WNHC/New Haven
Hannibal/Dickinson
SMOKEY ROBINSON
SHABAZZ
JOHNNIE TAYLOR
EW&F
Hottest:
QUINCY JONES
REGINA BELLE
CALLOWAY
MAZE
ENTOUCH

WRKS/New York
Viny Brown
ALYSON WILLIAMS
EW&F
STACY LATTISAW
Hottest:
TECHNOTRONIC
QUINCY JONES
REGINA BELLE
GOOD GIRLS
SYBIL

OC104/Ocean City
Scott Janzen
EW&F
LISA STANFIELD
SA-FIRE
STEPHANIE MILLS
S.O.S. BAND
M.C. HAMMER
CHERYL LYNN
Hottest:
QUINCY JONES
MAZE
BY ALL MEANS
REGINA BELLE
CALLOWAY

WUSL/Philadelphia
Alian/Monds
GOOD GIRLS
TECHNOTRONIC
EW&F
Hottest:
LUTHER VANDROSS
REGINA BELLE
SYBIL
JANET JACKSON
BABYFACE

SOUTH

WJIZ/Albany
Tony Wright
DIANNE REEVES
JAKI GRAHAM
STEPHANIE MILLS
BILLY OCEAN
JOHNNIE TAYLOR
RHONDA CLARK
TROP
MIKKI BLEU
LUTHER VANDROSS
Hottest:
QUINCY JONES
MAZE
REGINA BELLE
SYBIL
TERENCE TRENT D'A

WXOK/Baton Rouge
Daryl Moore
PRINCE
SEDUCTION
WALTER BEASLEY
DIANNE REEVES
TROP
EW&F
BILLY OCEAN
STEPHANIE MILLS
Hottest:
ALYSON WILLIAMS
REGINA BELLE
CALLOWAY
SYBIL
QUINCY JONES
GOOD GIRLS

WPEG/Charlotte
Saunders/Lite
JEFF REDD
STEPHANIE MILLS
PUBLIC ENEMY
EW&F
Hottest:
SKYY
SHARON BRYANT
JANET JACKSON
ENTOUCH
CLUB NOUVEAU

WJTT/Chattanooga
Keith Landecker
LISA STANFIELD
DAVID PEASTON
INNER CITY
GRANDMASTER SLICE
MIKKI BLEU
EW&F
DIANNE REEVES
TROP
M.C. HAMMER
Hottest:
REGINA BELLE
QUINCY JONES
SYBIL
CALLOWAY
MAZE

WVDM/Columbia
Carson/Hill
JANET JACKSON
EW&F
NENEH CHERRY
TROP
RANDY CRAWFORD
LISA STANFIELD
Hottest:
SKYY
REGINA BELLE
QUINCY JONES
SALT & PEPA
STACY LATTISAW

WVFX/Columbus
Kevin Ross
CHERYL LYNN
EW&F
M.C. HAMMER
SEDUCTION
ALYSON WILLIAMS
MIKKI BLEU
TROP
Hottest:
QUINCY JONES
BY ALL MEANS
CALLOWAY
PRINCE
SKYY

WVVEE/Atlanta
Roberts/Diamond
DIANNE REEVES
ALYSON WILLIAMS
EW&F
JAMES INGRAM
M.C. HAMMER
SMOKEY ROBINSON
QUINCY JONES
REGINA BELLE
SYBIL
MAZE
STACY LATTISAW

WFKA/Augusta
Carl Conner
CHERYL LYNN
EW&F
M.C. HAMMER
SEDUCTION
ALYSON WILLIAMS
MIKKI BLEU
TROP
Hottest:
QUINCY JONES
BY ALL MEANS
CALLOWAY
PRINCE
SKYY

WVPA/Charleston
Don Kendrick
DINO
POXY BROWN
MAVIS STAPLES
KENNY G
PUBLIC ENEMY
JOHNNIE TAYLOR
MIKKI BLEU
DIANNE REEVES
JEFF REDD
Hottest:
REGINA BELLE
CALLOWAY
SYBIL
SKYY
QUINCY JONES

HOT104/Dallas-Ft. Worth
Spears/Anderson
CHIMES
LISA STANFIELD
BODY
JEFF REDD
Hottest:
REGINA BELLE
QUINCY JONES
BY ALL MEANS
ENTOUCH
GOOD GIRLS

WUEP/Huntsville
Jim Mitchem
DIANNE REEVES
TROP
EW&F
MIKKI BLEU
LISA STANFIELD
JOHNNIE TAYLOR
Hottest:
QUINCY JONES
REGINA BELLE
BY ALL MEANS
ENTOUCH
MAZE

WFXC/Durham
Hoels Mack
BOBBY BROWN
DIANNE REEVES
HEAVY D. & THE BO
ALYSON WILLIAMS
RANDY CRAWFORD
LISA STANFIELD
MICHAEL COOPER
SKYY
Hottest:
QUINCY JONES
DAVID PEASTON
KENNY G
MIKI HOWARD
EW&F
LISA STANFIELD
S.O.S. BAND
BILLY OCEAN
Hottest:
SKIPWORTH & TURNE
PRINCE
MICHAEL COOPER
CALLOWAY
REGINA BELLE
CHRISTOPHER WIL

WJMI/Jackson
Todd Jones
QUINCY JONES
MILLI VANILLI
LISA STANFIELD
CHIMES
RICHARD ROGERS
BODY
JEFF REDD
TROP
EVELYN "CHAMPAGNE"
BILLY OCEAN
SALT & PEPA
KENNY G
EW&F
Hottest:
QUINCY JONES
MICHEL'LE
BABYFACE
MICHAEL JEFFRIES
SYBIL

WJWS/Lynchburg
Lad Goins
MIKI HOWARD
JANET JACKSON
D'ATRA HICKS
S.O.S. BAND
INNER CITY
CHILL
DIANNE REEVES
Hottest:
QUINCY JONES
REGINA BELLE
SYBIL
CALLOWAY

WJHX/Jacksonville
Clark/Nelson
MANTRONIX
EW&F
BILLY OCEAN
JEFF REDD
LISA STANFIELD
D-MOB
ALYSON WILLIAMS
Hottest:
REGINA BELLE
CALLOWAY
MICHAEL COOPER
PAULA ABDUL
MICHEL'LE

WQMG/Greensboro
Weaver/Sampson
JANET JACKSON
RANDY CRAWFORD
ALYSON WILLIAMS
LISA STANFIELD
SMOKEY ROBINSON
M.C. HAMMER
BILLY OCEAN
MIKI HOWARD
Hottest:
CLUB NOUVEAU
MICHEL'LE
RUBY TURNER
TROP
EW&F
M.C. HAMMER
Hottest:
QUINCY JONES
CALLOWAY
REGINA BELLE
BY ALL MEANS
RUBY TURNER

U102/Lexington
Damon McBealy
JANET JACKSON
DIANNE REEVES
DAVID PEASTON
INNER CITY
STEPHANIE MILLS
DINO
MANTRONIX
TROP
LISA STANFIELD
WALTER BEASLEY
WRECKS-N-EFFECT
RHONDA CLARK
Hottest:
QUINCY JONES
REGINA BELLE
SYBIL
CALLOWAY
GOOD GIRLS

WQIC/Meridian
Larry Carr
M.C. HAMMER
LISA STANFIELD
MAVIS STAPLES
TROP
MIKKI BLEU
BILLY OCEAN
JEFF REDD
INNER CITY
SALT & PEPA
Hottest:
REGINA BELLE
CALLOWAY
MAZE
QUINCY JONES
CLUB NOUVEAU

WALT/Meridian
Steve Poston
TROP
JANET JACKSON
SALT & PEPA
MIKKI BLEU
INNER CITY
EW&F
M.C. HAMMER
BILLY OCEAN
Hottest:
CALLOWAY
REGINA BELLE
QUINCY JONES
SKYY
SYBIL

WEDR/Miami
Barry/Thomas
ANGEE' GRIFFIN
TAMKA PATTON
BIG DADDY KANE
EW&F
SALT & PEPA
SEDUCTION
RHONDA CLARK
TROP
MIKKI BLEU
JAMES INGRAM
Hottest:
GOOD GIRLS
KEISHA JACKSON
REGINA BELLE
SURFACE
SYBIL

WHOT/Miami
Isley/Reese
DINO
2 LIVE CREW
SKIPWORTH & TURI
M.C. HAMMER
U-KREW
MANTRONIX
STACY LATTISAW
ALYSON WILLIAMS
Hottest:
LUTHER VANDROSS
BABYFACE
KOO! & THE GANG
JODY HATLEY
KASHIP

WBLX/Mobile
Brown/Sinclair
none
Hottest:
BABYFACE
BOBBY JIMMY
BABYFACE
SKYY
LUTHER VANDROSS

K98-FM/Monroe
John Wilson
MAZE
BOBBY WOMACK
SHABAZZ
GRANDMASTER SLICE
MILLI VANILLI
KENNY G
PUBLIC ENEMY
ALYSON WILLIAMS
M.C. HAMMER
JANET JACKSON
Hottest:
PRINCE
SKYY
YOUNG & RESTLESS
CLUB NOUVEAU
AFTR 7

WFXM/Macon
Melanie Rose
EW&F
M.C. HAMMER
LISA STANFIELD
WALTER BEASLEY
TROP
MOTHER'S FINEST
INNER CITY
Hottest:
QUINCY JONES
REGINA BELLE
CALLOWAY
SKYY

KXZZ/Lake Charles
Bridget Denise
EW&F
KENNY G
PIECES OF A DREAM
M.C. HAMMER
JEFF REDD
INNER CITY
JOHNNIE TAYLOR
DIANNE REEVES
Hottest:
REGINA BELLE
CALLOWAY
ABSTRAC
O'JAYS
SYBIL

K97/Memphis
O'Jay/Beil
MIKKI BLEU
MICHAEL JEFFRIES
STEPHANIE MILLS
M.C. HAMMER
LISA STANFIELD
ROBBIE MYCHALS
JEFF REDD
DIGITAL UNDERGROU
JAKI GRAHAM
BILLY DAVIS
Hottest:
BY ALL MEANS
REGINA BELLE
SYBIL
BABYFACE
PRINCE

WYLD-FM/New Orleans
Atkins/Wallace
M.C. HAMMER
EW&F
STEPHANIE MILLS
TROP
MICHAEL COOPER
RUBY TURNER
PAULA ABDUL
QUINCY JONES
GOOD GIRLS
PWR94/Norfolk
Brown/Miller
DIANNE REEVES
LISA STANFIELD
EUGENE WILDE
BILLY OCEAN
EW&F
Hottest:
QUINCY JONES
REGINA BELLE
SKYY
MAZE
SYBIL

HOT103/Norfolk
Richards/Lytle
none
Hottest:
QUINCY JONES
MAZE
SYBIL
REGINA BELLE
ENTOUCH

WJHM/Orlando
Linsley/Hollywood
SURFACE
KENNY G
SMOKEY ROBINSON
CHIMES
M.C. HAMMER
STEPHANIE MILLS
LISA STANFIELD
Hottest:
SEDUCTION
JANET JACKSON
GOOD GIRLS
PAULA ABDUL
REGINA BELLE
SYBIL

WQOK/Raleigh
Young/John
TERENCE TRENT D'A
CHUCKII BOOKER
JANET JACKSON
MILLI VANILLI
MIKI HOWARD
BILLY OCEAN
Hottest:
QUINCY JONES
REGINA BELLE
SYBIL
CALLOWAY
TEMP TATIONS

WYLD/Richmond
Yong/Maxwell
DE LA SOUL
LISA STANFIELD
KIM WATERS
SHABAZZ
RHONDA CLARK
DIANNE REEVES
KENNY G
D-MOB
EW&F
JEFF REDD
JAKI GRAHAM
Hottest:
GOOD GIRLS
TEMP TATIONS
REGINA BELLE
CALLOWAY
CLUB NOUVEAU

WPLZ/Richmond-Petersburg
Maxx Myrick
EW&F
M.C. HAMMER
MIKI HOWARD
JANET JACKSON
INNER CITY
DAVID PEASTON
Hottest:
QUINCY JONES
REGINA BELLE
ENTOUCH
MAZE
SYBIL

WQOK/Nashville
Jay DuBard
LISA STANFIELD
RICHARD ROGERS
MIKI HOWARD
EW&F
CHRISTOPHER WIL
QUINCY JONES
SA-FIRE
Hottest:
QUINCY JONES
REGINA BELLE
BABYFACE
SKYY
PAULA ABDUL
SYBIL

KDKO/Denver
Scott/Crenshaw
SOUL II SOUL
EW&F
BIG DADDY KANE
GEORGE HOWARD
DAVID PEASTON
LISA STANFIELD
SHABAZZ
KIM WATERS
JAKI GRAHAM
SIR MIX-A-LOT
D-MOB
Hottest:
MAZE
SKYY
CLUB NOUVEAU
PRINCE
MICHAEL JEFFRIES

KJLH/Los Angeles
Winston/Briggs
DAVID PEASTON
EW&F
DIANNE REEVES
JANET JACKSON
STEPHANIE MILLS
Hottest:
MAZE
QUINCY JONES
BABYFACE
ENTOUCH
REGINA BELLE

KDAY/Los Angeles
Jack Patterson
PRINCE
SYBIL
PUBLIC ENEMY
SOUL II SOUL
JANET JACKSON
SKYY
M.C. HAMMER
STACY LATTISAW
ALYSON WILLIAMS
SEDUCTION
RUBY TURNER
JEFF REDD
OAKTOWN 3-5-7
Hottest:
DE LA SOUL
SALT & PEPA
GOOD GIRLS
BIG DADDY KANE
D.O.C.

KSOL/San Francisco
Bernie Moody
SA-FIRE
REGINA BELLE
SMOKEY ROBINSON
KEVIN PAIGE
TECHNOTRONIC
LISA STANFIELD
EW&F
INNER CITY
SOUL II SOUL
Hottest:
PAULA ABDUL
MICHEL'LE
GAP BAND
JANET JACKSON
NEW KIDS ON THE B

WEAS/Savannah
Floyd Blackwell
SKYY
JAKI GRAHAM
TROP
M.C. HAMMER
MIKI HOWARD
SMOKEY ROBINSON
JANET JACKSON
K.M.C. KRU
MIKKI BLEU
STEPHANIE MILLS
DINO
Hottest:
CALLOWAY
CHRIS McDANIEL
FULL FORCE
QUINCY JONES
CLUB NOUVEAU

KDKS/Shreveport
McCormick/Chan
SALT & PEPA
MIKI HOWARD
JANET JACKSON
ALYSON WILLIAMS
HEAVY D. & THE BO
Hottest:
REGINA BELLE
QUINCY JONES
SYBIL
CALLOWAY
MAZE

KMJJ/Shreveport
Sharp/Walker
INNER CITY
CARMIN
MIKKI BLEU
MAVIS STAPLES
ANGEE' GRIFFIN
JOHNNIE TAYLOR
M.C. HAMMER
STEPHANIE MILLS
GEORGE HOWARD
SMOKEY ROBINSON
JAKI GRAHAM
LISA STANFIELD
Hottest:
REGINA BELLE
SKYY
TEMP TATIONS
MICHAEL COOPER
SYBIL

WANM/Tallahassee
Van Wilson
STEPHANIE MILLS
M.C. HAMMER
EW&F
KENNY G
LISA STANFIELD
YOUNG & RESTLESS
GEORGE HOWARD
MANTRONIX
DINO
TROP
Hottest:
REGINA BELLE
MAZE
CALLOWAY
SKYY
GOOD GIRLS

MIDWEST

WGCI/Chicago
Smith/Ross
LISA STANFIELD
BILLY OCEAN
DAVID PEASTON
ALYSON WILLIAMS
SMOKEY ROBINSON
MIKI HOWARD
EW&F
Hottest:
QUINCY JONES
REGINA BELLE
JANET JACKSON
SKYY
TECHNOTRONIC

WVVO/Columbus
Jones/Tyler
PIECES OF A DREAM
SMOKEY ROBINSON
RICHARD ROGERS
TAMKA PATTON
Hottest:
SKYY
TEMP TATIONS
SYBIL
RUBY TURNER
BABYFACE
Hottest:
LUTHER VANDROSS
REGINA BELLE
SYBIL
JANET JACKSON
BABYFACE

WJLB/Detroit
Alexander/Wonder
TAMIKA PATTON
TROP
M.C. HAMMER
MAVIS STAPLES
Hottest:
O'JAYS
BABYFACE
GAP BAND
MAIN INGREDIENT
LIZ HOGUE

WQPR/Detroit
Joe Spencer
JAKI GRAHAM
INNER CITY
STEPHANIE MILLS
MANTRONIX
DIANNE REEVES
MAVIS STAPLES
EW&F
TERENCE TRENT D'
MIKKI BLEU
Hottest:
QUINCY JONES
REGINA BELLE
MICHAEL COOPER
PRINCE
RUBY TURNER

WZZJ/Flint
Williams/Williams
TROP
EW&F
LISA STANFIELD
M.C. HAMMER
WALTER BEASLEY
SHABAZZ
RANDY CRAWFORD
DINO
KIM WATERS
D-MOB
Hottest:
REGINA BELLE
SKYY
CALLOWAY
SURFACE
RHONDA CLARK

WTLI/Indianapolis
Johnson/Buchanon
INNER CITY
MIKI HOWARD
CHRISTOPHER WIL
EW&F
MIKKI BLEU
ALYSON WILLIAMS
CHIMES
KENNY G
MAVIS STAPLES
Hottest:
SKYY
REGINA BELLE
CALLOWAY
PRINCE
HOT96/Indianapolis
Eric Mychals
INNER CITY
JEFF REDD
KENNY G
MIKI HOWARD
TAMIKA PATTON
Hottest:
M.C. HAMMER
DIANNE REEVES
STEPHANIE MILLS
RICHARD ROGERS
Hottest:
SKYY
REGINA BELLE
GOOD GIRLS
CALLOWAY

WVVO/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

KBWZ/Wichita
James McFadden
STEPHANIE MILLS
DIANNE REEVES
MIKI HOWARD
BILLY OCEAN
INNER CITY
M.C. HAMMER
EW&F
Hottest:
QUINCY JONES
SKYY
CALLOWAY
CLUB NOUVEAU
GOOD GIRLS

WVOT/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

WQFX/Gulfport-Biloxi
Al Luv
JANET JACKSON
M.C. HAMMER
BILLY OCEAN
MIKKI BLEU
TROP
CARMIN
KENNY G
FOXY BROWN
LISA STANFIELD
Hottest:
REGINA BELLE
CALLOWAY
GOOD GIRLS
SYBIL
MAZE

KHYS/Houston
Hegwood/Weber
OAKTOWN 3-5-7
MIKI HOWARD
M.C. HAMMER
QUEEN LATIFAH
LISA STANFIELD
EW&F
JEFF REDD
JAKI GRAHAM
Hottest:
REGINA BELLE
SYBIL
SALT & PEPA
QUINCY JONES
SKYY

WVOT/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

WVOT/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

WVOT/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

WVOT/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

WVOT/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

WVOT/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

WVOT/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

WVOT/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

WVOT/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

WVOT/Toledo
Michael Tee
MIKKI BLEU
JANET JACKSON
LISA STANFIELD
M.C. HAMMER
TROP
EW&F
DIANNE REEVES
KIM WATERS
SYBIL
REGINA BELLE
TEMP TATIONS
QUINCY JONES
SKYY

93 Current Reports
91 Current Reports
Called in Frozen Playlist (2):
WBLX/Mobile
WOWI/Norfolk

IT'S THE

ONE

FOR
URBAN
RADIO!



THE
ISLEY
BROTHERS

*Featuring
Ronald
Isley*

"One
Of
A
Kind"



The New Single

From The Album
SPEND THE NIGHT

Produced by Angela Winbush for
A. Winbush Productions and
The Isley Brothers for Exotic Productions

Direction: Isley Management



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NEW & ACTIVE

DON WILLIAMS "Just As Long As I Have You" (RCA) 104/47

Rotations: Heavy 1, Medium 17, Light 86. Total Adds 47 including WCAO, WYRK, WZZK, WUSY, KHEY, WHLZ, WHEW, WMSI, WCMS, WIRK, WTQR, WUBE, WCUZ, KFKF, WHOK, KZSN, KKCS, KUPL, KCCY, KJIM. Debuts at number 39 on the Country chart.

ALAN JACKSON "Here In The Real World" (Arista) 102/27

Rotations: Heavy 3, Medium 28, Light 71. Total Adds 27 including WPOR, WVVV, KYKR, WSTH, WHLZ, WESC, KLLL, WKSJ, WLWI, WCHY, KJNE, WTQR, WFMS, WFMB, KZSN, KRST, KUGN, KUAD, KIQ, KEEN. Moves 48-38 on the Country chart.

WILD ROSE "Go Down Swingin'" (Capitol) 102/17

Rotations: Heavy 2, Medium 30, Light 70. Total Adds 17. WQCB, WHWK, WTQR, CHOW, KYKR, WWKA, WCHY, WGEE, WHOK, KCJB, WQXK, KKCS, KNAX, KUAD, KFMS, KIQ, KEEN. Heavy: KHAK, KRKT. Moves 46-37 on the Country chart.

CONWAY TWITTY "Who's Gonna Know" (MCA) 98/5

Rotations: Heavy 2, Medium 51, Light 45. Total Adds 5. WMZQ, WYAY, WIL, KNAX, KNEW. Heavy: WAMZ, KDRK. Medium: WDSY, KEAN, WLWK, WSOC, WIVK, WKSJ, WSIX, WCMS, KRMD, KHAK, KTTS, KFDI, KMIX. Moves 50-46-42-36 on the Country chart.

GIRLS NEXT DOOR "He's Gotta Have Me" (Atlantic) 89/9

Rotations: Heavy 3, Medium 38, Light 48. Total Adds 9. WAYZ, WZPR, WPOR, WMSI, WOWW, WQDR, KRMD, WCUZ, KZKX. Heavy: WFLS, KLUR, KRKT. Medium: KEAN, KHEY, WLWI, WAXX, KUGN, KNCQ, KTOM, KDRK. Moves 49-44-40 on the Country chart.

SWEETHEARTS OF THE RODEO "This Heart" (Columbia) 84/19

Rotations: Heavy 0, Medium 23, Light 61. Total Adds 19. WAJR, WICO, WWNC, KKIX, WKML, WHLZ, WKSJ, WPAP, WOWW, KWMT, KIXQ, KFKF, WHOK, WMUS, KZSN, KUZZ, KCCY, KNCQ, KIQ. Debuts at number 44 on the Country chart.

KENNY ROGERS with HOLLY DUNN "Maybe" (Reprise) 81/34

Rotations: Heavy 0, Medium 15, Light 66. Total Adds 34 including WRKZ, WAJR, KRRV, KKIX, WMSI, KLLL, WOKK, WQDR, KLUR, KHAK, WYNG, WFMS, KFKF, WTSO, WTHI, KIK-FM, KIZN, KMIX, KCCY, KIQ. Debuts at number 46 on the Country chart.

RONNIE McDOWELL "She's A Little Past Forty" (Curb) 76/9

Rotations: Heavy 5, Medium 39, Light 32. Total Adds 9. WWNC, WXBO, KLLL, WNOE, WQDR, WUSN, WFMS, WASKFM, KRWO, Heavy: KLUR, WONE, KVOC, KFDI, KEKB. Medium: WAYZ, WUSY, KIKK, WWKA, WTQR, KXXY. Moves 47-41 on the Country chart.

MICHAEL MARTIN MURPHEY "Route 66" (WB) 72/7

Rotations: Heavy 0, Medium 17, Light 51. Total Adds 7. WTVY, WESC, WMSI, KYKX, WKNN, KIXQ, KRKT. Medium: WDSY, KEAN, WWNC, WPCV, KKYX, WIRK, KRST, KIK-FM, KGHL, KVOC, KALF, KEKB, KDRK. Debuts at number 48 on the Country chart.

MAC McANALLY "Back Where I Come From" (WB) 69/19

Rotations: Heavy 1, Medium 9, Light 59. Total Adds 19. WYVZ, WILQ, KEAN, WTVY, KHEY, WFLS, WIVK, WKSJ, WCMS, WQDR, KJNE, WUSQ, KWMT, WDAF, WTHI, KTPK, KZSN, KUZZ, KNAX. Debuts at number 49 on the Country chart.

CANYON "Radio Romance" (16th Avenue/Capitol) 69/3

Rotations: Heavy 4, Medium 36, Light 29. Total Adds 3. KIKK, KNFM, WQDR. Heavy: WSNO, WYVZ, WICO, WSTH. Medium: WAYZ, WRKZ, WXTU, WDSY, KEAN, WKAK, WTVY, KHEY, KKIX, KLUR, KTTS, KMIX, KDRK. Moves 49-47-45-43 on the Country chart.

ZACA CREEK "Ghost Town" (Columbia) 68/8

Rotations: Heavy 0, Medium 17, Light 51. Total Adds 8. WAYZ, KHEY, WMSI, KIXQ, KCJB, KGHL, KZLA, KTOM. Medium: KEAN, WWNC, WFLS, WPAP, KLUR, WUSQ, KTTS, KFDI, KRKT, KASH, KALF, KDRK. Debuts at number 50 on the Country chart.

MARK COLLIE "Something With A Ring To It" (MCA) 58/58

Rotations: Heavy 0, Medium 4, Light 54. Total Adds 58 including WHWK, WAYZ, WYVZ, WRKZ, WAJR, WXXK, WUSY, WKML, WHEW, WOKK, KXYX, WAXX, KIXQ, WDAF, WHOK, KTTS, KIZN, KWJJ, KTOM, KDRK.

LARRY BOONE "Everybody Wants To Be Hank Williams" (Mercury) 58/26

Rotations: Heavy 1, Medium 11, Light 46. Total Adds 26 including WAJR, WDSY, WBEE, KEAN, WHEW, KIKK, WMSI, WOKK, WCMS, WOWW, KJNE, KZKX, WTHI, KTPK, KIZN, KVOC, KUGN, KNIX, KTOM, KMPS.

MARSHA THORNTON "A Bottle Of Wine And Patsy Cline" (MCA) 56/8

Rotations: Heavy 1, Medium 20, Light 35. Total Adds 8. WCAO, WHWK, CHOW, WWNC, WSTH, KIKK, KWMT, KEKB. Heavy: KRKT. Medium: WPOC, WZPR, WDSY, KMML, WTVY, WLWI, WCMS, WTNT, KFDI, KIK-FM, KDRK.

SIGNIFICANT ACTION

DOLLY PARTON "Time For Me To Fly" (Columbia) 52/40

Rotations: Heavy 0, Medium 10, Light 42. Total Adds 40 including WYRK, WAYZ, WRKZ, WXTU, WPOR, KEAN, KASE, WLWK, KIKK, WCMS, WTNT, WSLR, WASKFM, KXXY, KTPK, KRST, KMIX, KUPL, KSON, KJIM.

VERN GOSDIN "Right In The Wrong Direction" (Columbia) 46/37

Rotations: Heavy 1, Medium 6, Light 39. Total Adds 37 including WRKZ, KEAN, KASE, WYNK, WUSY, WRNS, KIKK, WSIX, WQDR, WFMS, KIXQ, WASKFM, WMUS, KXXY, KRKT, KRST, KASH, KMIX, KCKC, KDRK.

NITTY GRITTY DIRT BAND "One Step Over The Line" (MCA) 38/21

Rotations: Heavy 0, Medium 5, Light 33. Total Adds 21. WICO, CHOW, KKIX, WHEW, WPCV, KLLL, WSIX, WPAP, WKNN, WYVD, WAXX, WGEE, WASKFM, KTTS, WWJO, KWOX, KASH, KALF, KRWO, KEKB, KDRK.

MARCY BROS. "Missing You" (WB) 35/9

Rotations: Heavy 0, Medium 10, Light 25. Total Adds 9. WDSY, CHOW, KRRV, WWNC, WFLS, KYKX, KTPK, KRWO, KDRK. Medium: WHEW, WOW, WTCM, KFDI, KRKT, KASH, KALF, KNCQ.

JONATHAN EDWARDS "Listen To The Radio" (Curb) 31/17

Rotations: Heavy 0, Medium 4, Light 27. Total Adds 17. WSNO, WXXK, WICO, WSTH, WKML, WDXE, WQDR, WYVD, KLUR, WUSQ, WTQR, KBMR, KEEY, WTCM, KFDI, KWOX, KVOC. Medium: WTVY, WCUZ, WOW, KDRK.

LEE ROY PARNELL "Crocodile Tears" (Arista) 28/18

Rotations: Heavy 0, Medium 3, Light 25. Total Adds 18. WYVZ, KRFV, KMML, WSTH, WKML, WHEW, WDXE, WCMS, KKYX, KJNE, KLUR, WAXX, WASKFM, KXXY, WTCM, KFDI, KRWO, KEKB. Medium: WAMZ, KRKT, KDRK.

O'KANES "Why Should I" (Columbia) 28/17

Rotations: Heavy 0, Medium 2, Light 26. Total Adds 17. WSNO, WYVZ, WDSY, KEAN, KASE, WHEW, KIKK, WDXE, WAXX, WTCM, WDEZ, KFDI, KWOX, KIK-FM, KASH, KALF, KEKB. Medium: WCUZ, KTTS.

BARBARA MANDRELL "You Wouldn't Know Love" (Capitol) 28/6

Rotations: Heavy 0, Medium 6, Light 22. Total Adds 6. CHOW, WDXE, KWMT, KRWO, KTOM, KDRK. Medium: WTVY, KTTS, KFDI, KASH, KUZZ. Light: KMML, KASE, WHEW, WCMS, KFGO, KIXQ, KRKT, KIK-FM, KGHL.

TIM MENSY "You Still Love Me in..." (Columbia) 25/9

Rotations: Heavy 0, Medium 5, Light 20. Total Adds 9. KRRV, KMML, KYKX, WUSQ, KWMT, KWOX, KVOC, KEKB, KDRK. Medium: WTVY, WHEW, KTTS, KFDI. Light: WXXK, KKIX, KLUR, WTQR, WHEW, KWOO, KASH.

JOHN CONLEE "Don't Get Me Started" (16th Avenue/Capitol) 24/14

Rotations: Heavy 0, Medium 3, Light 21. Total Adds 14. WICO, WSTH, KKIX, WDXE, KYKX, KLUR, WUSQ, KBMR, KTTS, WTCM, KRKT, KASH, KNCQ, KTOM. Medium: WWNC, WHEW, KDRK.

ANNE MURRAY "I'd Fall In Love Tonight" (Capitol) 22/22

Rotations: Heavy 0, Medium 1, Light 21. Total Adds 22. WRKZ, WICO, WKAK, KMML, KASE, WXBQ, WTVY, KHEY, KKIX, WKML, WPCV, WCMS, WIRK, KLUR, KHAK, WTCM, KVOC, KRKT, KASH, KUAD, KRWO, KCKC.

JEFF STEVENS & THE BULLETS "Boomtown" (Atlantic) 21/11

Rotations: Heavy 0, Medium 5, Light 16. Total Adds 11. WQBE, WAJR, WICO, KRRV, WFLS, KLUR, WDEZ, KWOX, KVOC, KALF, KEKB. Medium: WTNT, WOW, WTCM, KFDI, KDRK. Light: KKIX, WHEW, KWOO, KRKT, KASH.

MOE BANDY & BECKY HOBBS "Pardon Me..." (Curb) 17/17

Rotations: Heavy 0, Medium 2, Light 15. Total Adds 17. KMML, WTVY, KKIX, WHEW, KKYX, KLUR, KXXY, WTCM, KVOC, KFDI, KRKT, KASH, KVOC, KRWO, KEKB, KCKC, KDRK.

TRADER-PRICE "Lately Rose" (Capitol) 16/2

Rotations: Heavy 0, Medium 8, Light 8. Total Adds 2. CHOW, KHEY. Medium: WSNO, WSTH, KLUR, KCJB, WQW, KTTS, KFDI, KRKT. Light: WICO, KYKX, KTPK, KVOC, KEKB, KNCQ.

TISH HINOJOSA "Till You Love Me Again" (A&M) 13/1

Rotations: Heavy 1, Medium 4, Light 8. Total Adds 1. WDXE. Heavy: KFGO. Medium: KLUR, WOW, KTTS, KDRK. Light: WXXK, KRRV, KASE, WKML, WFLS, KKYX, KALF.

JENNINGS, NELSON, CASH & KRISTOFFERSON "Silver Stallion" (Columbia) 12/12

Rotations: Heavy 0, Medium 2, Light 10. Total Adds 12. KMML, WTVY, WOWW, WIRK, KBMR, WTSO, WTHI, KASH, KVOC, KIQ, KCKC, KSN.

JOE BARNHILL "Good As Gone" (Capitol) 11/1

Rotations: Heavy 0, Medium 2, Light 9. Total Adds 1. CHOW. Medium: KLUR, KTTS. Light: WAYZ, KHEY, KKIX, WFLS, KYKX, WLWI, WUSQ, WOW.

RONNIE MILSAP "Stranger Things Have Happened" (RCA) 10/10

Rotations: Heavy 0, Medium 1, Light 9. Total Adds 10. KMML, WRNS, WTVY, WYNG, KIXQ, WDAF, WTSO, KVOC, KFDI, KMIX.

DONNIE MARSICO "Hold On To The Night" (Barn Burner) 9/0

Rotations: Heavy 0, Medium 1, Light 8. Total Adds 0. Medium: WLWI. Light: WDSY, KRRV, WSTH, WTVY, WHEW, WDXE, KIXQ, KWOX.

ALBUM TRACKS

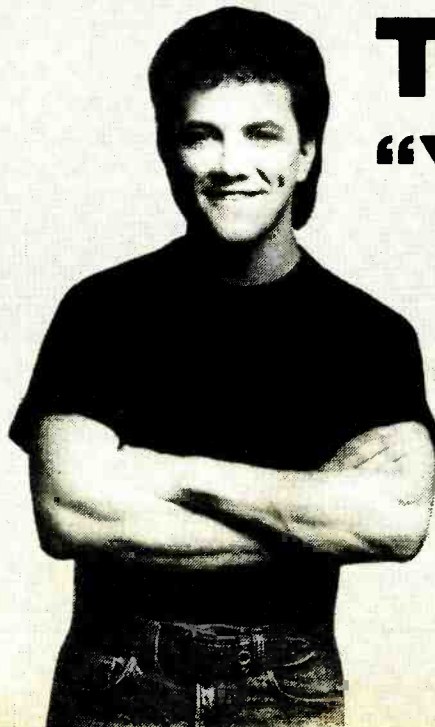
ARTIST/Song Title (Label)
Album Title

RANDY TRAVIS/Hard Rock Bottom Of Your Heart (WB)	... <i>No Holdin' Back</i>
POCO/When It All Began (RCA)	... <i>Legacy</i>
HIGHWAY 101/Walkin', Talkin', Cryin... (WB)	... <i>Paint The Town</i>
KEITH WHITLEY/I'm Over You (RCA)	... <i>I Wonder Do You Think...</i>
GEORGE STRAIT/Beyond The Blue Neon (MCA)	... <i>Beyond The Blue Neon</i>
RODNEY CROWELL/My Past Is Present (Columbia)	... <i>Keys To The Highway</i>
MARTY STUART/Western Girls (MCA)	... <i>Hillbilly Rock</i>
KENTUCKY HEADHUNTERS/Oh Lonesome Me (Mercury)	... <i>Pickin' On Nashville</i>
MARY CHAPIN CARPENTER/Something Of A Dreamer (Columbia)	... <i>State Of The Heart</i>
RICKY SKAGGS/Hummingbird (Epic)	... <i>Kentucky Thunder</i>
NEW GRASS REVIVAL/Angel Eyes (Capitol)	... <i>Friday Night In America</i>
VINCE GILL/Rita Ballou (MCA)	... <i>When I Call Your Name</i>
RESTLESS HEART/Dancy's Dream (RCA)	... <i>Fast Moving Train</i>
HIGHWAY 101/This Side Of Goodbye (WB)	... <i>Paint The Town</i>
MARY CHAPIN CARPENTER/This Shirt (Columbia)	... <i>State Of The Heart</i>

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KRRV	KYKX	KVOO
KMML	KLUR	KFDI
WTVY	WUSQ	KWOX
KKIX	WTQR	KASH
WKML	WAXX	KVOC
WFLS	KFGO	KEKB
WHEW	KWMT	KDRK
	WOW	



TIM MENSY

"You Still Love Me In My Dreams"

The emotion-packed new single written by Tim Mensy
Produced by Bob Montgomery

From the forthcoming album
STONE BY STONE
45088



On Columbia Cassettes and CDs

COUNTRY AIRS & HOTS

Summary table with columns: MOST ADDED, EAST, HOTTEST, SOUTH, MIDWEST, WEST, HOTTEST. Lists artists like Mark Collie, Ricky Van Shelton, Don Williams, Garth Brooks, and Clint Black.

Main grid of radio stations and their playlists. Columns include station call letters (e.g., WGBA, WYAZ, WWTU), location, and a list of songs/performers.

Summary table for 189 Reporters and 178 Current Playlists. Lists station call letters and the number of reports for various artists.

Called In Frozen Playlist (3): KSOP/Salt Lake City, WGWK/Memphis, TN, WWO/Omaha, NE. Did Not Call, Playlist Frozen (8): KFTG/Fargo, ND, KILT-FM/Houston, KJUV/Des Moines, IA, KJUY/Cheyenne, WY, WKLO/Danville, VA, WML/Minwaukee, WI, WSO/Charlotte, NC, WTVN/Jackson, TN.

LW	TW	Artist/Track	Label
3	1	KENNY G/Kenny G Live (Arista)	"Going" "Uncle"
2	2	SADAO WATANABE/Front Seat (Elektra)	"Sailing" "Fool"
4	3	HAPPY ANNIVERSARY, CHARLIE BROWN/Happy Anniversary... (GRP)	"Red" "Linus"
1	4	FATTBURGER/Time Will Tell (Intima/Enigma)	"Monica" "Meat" "Back"
10	5	SAM RINEY/At Last (Spindletop)	"Pacific" "What"
6	6	STEVE HAUN/Midnight Echos (Silver Wave)	"Renewal" "Distant"
11	7	KIM WATERS/Sweet And Saxy (Warlock)	"Cruisin'" "Giving"
8	8	RANDY CRAWFORD/Rich And Poor (WB)	"Cigarette" "Knockin'"
13	9	ON HARRISS/Abacus Moon (Sonic Atmosphere)	"Porcelain" "Crystal"
5	10	GROVER WASHINGTON JR./Time Out Of Mind (Columbia)	"Unspoken" "Gramercy"
15	11	SHAWN COLVIN/Steady On (Columbia)	"Shotgun" "Steady"
7	12	RICKIE LEE JONES/Flying Cowboys (Geffen)	"Satellites" "Horses"
9	13	JOHN TESH/Garden City (Cypress/A&M)	"Garden" "Shock"
12	14	DAVE GRUSIN/Migration (GRP)	"Old" "Punta"
20	15	NANCEE KAHLER/Songs Without Words (Nebula)	"Sarah" "Lancaster"
16	16	ANDY NARELL/Little Secrets (Windham Hill/Jazz)	"Kinda" "Little"
14	17	PETER KATER/Moments, Dreams & Visions (Silver Wave)	"Maritime" "Wave"
21	18	RICK STRAUSS/Body Lines (ProJazz)	"Bumper" "Wind"
22	19	QUINCY JONES/Back On The Block (Qwest/WB)	"Septembro" "Birdland"
26	20	UNCLE FESTIVE/That We Do Know (Denon)	"Know" "Going"
18	21	SUZANNE CIANI/History Of My Heart (Private Music)	"Anthem" "Eagle"
23	22	PEYTON & VERDERY/Emotional Velocity (Sona Gaia)	"Land" "Sharing"
BREAKER	23	PAT KELLEY/High Heels (Denon)	"Peacelul" "Cappucino" "True"
27	24	NESTOR TORRES/Morning Ride (Verve Forecast)	"Dance" "Morning" "Emerald"
24	25	LEE RITENOUR/Color Rit (GRP)	"Bahia" "e" "Can't"
17	26	FAREED HAQUE/Manresa (Pangaea)	"Sunshine" "PM"
DEBUT	27	KIM PENSYL/Pensyl Sketches #2 (Optimism)	"Monterey" "Other"
25	28	PHILIP AABERG/Upright (Windham Hill)	"As" "Dream"
DEBUT	29	JUDE SWIFT/Music For Your Neighborhood (Nova)	"Music" "Heaven"
BREAKER	30	DAVID CHESKY/Club De Sol (Chesky)	"Club" "Desert" "Marina"

LW	TW	Artist/Track	Label
4	1	AHMAD JAMAL/Pittsburgh (Atlantic)	"Pittsburgh" "Mellow"
2	2	FRANK MORGAN/Mood Indigo (Antilles New Direction/Island)	"Love" "Bessie's"
1	3	MICHEL PETRUCCIANI/Music (Blue Note)	"Looking" "Bite" "Lullaby"
7	4	QUINCY JONES/Back On The Block (Qwest/WB)	"Birdland" "Secret"
5	5	CHARNETT MOFFETT/Beauty Within (Blue Note)	"Love" "Angela"
3	6	GROVER WASHINGTON JR./Time Out Of Mind (Columbia)	"Gramercy" "Time" "Nice"
10	7	SADAO WATANABE/Front Seat (Elektra)	"Sailing" "Time"
12	8	KENNY G/Kenny G Live (Arista)	"Uncle" "Going"
11	9	FATTBURGER/Time Will Tell (Intima/Enigma)	"Meat" "Any"
9	10	HAPPY ANNIVERSARY, CHARLIE BROWN/Happy Anniversary... (GRP)	"Linus" "History"
19	11	DAVID CHESKY/Club De Sol (Chesky)	"Club" "Desert"
15	12	SAM RINEY/At Last (Spindletop)	"Kabuki" "Pacific"
8	13	MICHEL CAMILD/On Fire (Epic)	"Island" "Sammy"
14	14	OUT OF THE BLUE/Spiral Staircase (Blue Note)	"Samba"
20	15	HUGH MASEKELA/Uptownship (Novus/RCA)	"Uptownship"
13	16	DENNY ZEITLIN/In The Moment (Windham Hill)	"Just"
17	17	BDB'S DINER/Bob's Diner (DMP)	"See" "Closing"
6	18	ANDY NARELL/Little Secrets (Windham Hill/Jazz)	"Chamcha's"
25	19	UNCLE FESTIVE/That We Do Know (Denon)	"Consider" "Trail"
16	20	JUDE SWIFT/Music For Your Neighborhood (Nova)	"Music"
30	21	CHARLES EARLAND/Third Degree Burn (Milestone/Fantasy)	"Bumper" "Davey's"
DEBUT	22	RICK STRAUSS/Body Lines (ProJazz)	"Bumper" "Davey's"
23	23	DAVE GRUSIN/Migration (GRP)	"Polina" "Old"
DEBUT	24	GENE HARRIS/Superband Live At Town Hall (Concord)	"Ten" "Real" "Walking"
18	25	DAVE SAMUELS/Ten Degrees North (MCA)	"Ten" "Real" "Walking"
BREAKER	26	KIM WATERS/Sweet & Saxy (Warlock)	"Soul" "Could"
DEBUT	27	JIMMY SMITH/Prime Time (Milestone/Fantasy)	"Soul" "Could"
28	28	ART FARMER/Ph.D. (Fantasy)	"Dream"
29	29	CLYDE CRINER/The Color Of Dark (Novus/RCA)	"Celebration"
26	30	DAVID BENOIT/Waiting For Spring (GRP)	"Sunset" "Cast"

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
DOTSERO (11) RICHARD SMITH (9) CRYSTAL WIND (8) TONY GUERERRO (8) ROB MOUNSEY (8) MIKE SMIAROWSKI (8) PAT KELLEY (7) KIM PENSYL (7)	KENNY G (20) STEVE HAUN (13) SAM RINEY (12) RANDY CRAWFORD (11) FATTBURGER (11) SADAO WATANABE (11) SHAWN COLVIN (10) GROVER WASHINGTON (9)	KENNY G/Home RANDY CRAWFORD/Cigarette STEVE HAUN/Renewal

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
TONY GUERERRO (9) DIDIER LOCKWOOD (7) DOTSERO (5) JAY HOGGARD (5) KIM PENSYL (5) RICHARD SMITH (5)	QUINCY JONES (13) KENNY G (11) FRANK MORGAN (11) FATTBURGER (9) HAPPY ANNIVERSARY (8) GROVER WASHINGTON (8) AHMAD JAMAL (7)	No Tracks Qualified This Week

NEW & ACTIVE

- AVALON "Avalon" (Vantage) 24/2**
Rotations: Heavy 5/0, Medium 10/1, Light 9/1, Total Adds 2, KKSF, MS. Heavy: WBBY, KTWV, WHRL, WWAY, KLTR.
- DOTSERO "Off The Beaten Path" (Nova) 18/11**
Rotations: Heavy 0/0, Medium 7/0, Light 12/9, Total Adds 11, WNUA, KTWV, KOPT, KIFM, WGMC, KGSR, WFAE, KWVS, WWAY, WDXZ, KEZX.
- CHARNETT MOFFETT "Beauty Within" (Blue Note) 18/2**
Rotations: Heavy 4/0, Medium 10/1, Light 4/1, Total Adds 2, KTWV, KKSF. Heavy: BRZ, WHRL, WFAE, WAMX.
- DAVID DIGGS "Nothing But The Truth" (Artful Balance/JCI) 17/1**
Rotations: Heavy 5/0, Medium 7/0, Light 5/1, Total Adds 1, KNUA. Heavy: KKSF, WHRL, WFAE, KWVS, WNND.
- JAMES ASHER "The Great Wheel" (Music West) 17/1**
Rotations: Heavy 3/0, Medium 7/0, Light 7/1, Total Adds 1, KNUA. Heavy: KOPT, WMT-FM, SS.
- RICHARD SMITH UNIT "Rockin' The Boat" (Chase Music Group) 16/9**
Rotations: Heavy 1/1, Medium 5/1, Light 10/7, Total Adds 9, WBBY, KTWV, KOPT, KKSF, KGSR, WFAE, KWVS, KLTR, KSNO.
- GIPSY KINGS "Mosalque" (Elektra) 16/2**
Rotations: Heavy 4/0, Medium 5/0, Light 7/2, Total Adds 2, WHRL, WMT-FM. Heavy: WXDJ, BRZ, KKSF, KLSK.
- HUGH MASEKELA "Uptownship" (Novus/RCA) 15/2**
Rotations: Heavy 4/0, Medium 4/0, Light 7/2, Total Adds 2, WFMK, WHNN. Heavy: WBZN, KWVS, KLSK, WWAY.
- TONY GUERERRO "Different Places" (Nova) 13/8**
Rotations: Heavy 1/0, Medium 0/0, Light 12/8, Total Adds 8, SMN, KOPT, KIFM, WGMC, KGSR, KWVS, WWAY, WMT-FM. Heavy: WBBY.
- ROB MOUNSEY & THE FLYING MONKEYS "Dig" (Sona Gaia) 13/8**
Rotations: Heavy 0/0, Medium 1/1, Light 12/7, Total Adds 8, KTWV, KKSF, KGSR, WLSY, KBIA, KSNO, SS, KEZX.
- MAURA O'CONNELL "Helpless Heart" (WB) 13/1**
Rotations: Heavy 2/0, Medium 5/0, Light 6/1, Total Adds 1, WLHT. Heavy: BRZ, KLSK.
- TED HOWE "Promised Places" (Tall Tree) 13/1**
Rotations: Heavy 2/0, Medium 6/0, Light 5/1, Total Adds 1, KOPT. Heavy: BRZ, KTWV.

- **RIQUE PANTOJA & CHET BAKER "Pantoja & Baker" (WEA In'national) 26/1**
Rotations: Heavy 7/0, Medium 6/0, Light 13/1, Total Adds 1, WMFD. Heavy: WJAZ, WAER, WFSS, KSLU, WKRY, WVPE, KSBR. **CHART EXTRA this week.**
- *PAT KELLEY "High Heels" (Denon) 23/2**
Rotations: Heavy 3/0, Medium 11/0, Light 9/2, Total Adds 2, WFPL, KTCL. Heavy: KTCJ, KMHD, JZTRAX. **BREAKER this week.**
- KIM PENSYL "Pensyl Sketches #2" (Optimism) 18/5**
Rotations: Heavy 2/0, Medium 8/1, Light 8/4, Total Adds 5, WNOP, JCITY, WIVY, WLVE, WSIE. Heavy: KPRT, KSBR.
- KENNY GARRETT "Prisoner Of Love" (Atlantic) 18/0**
Rotations: Heavy 5/0, Medium 9/0, Light 4/0, Total Adds 0. Heavy: KJZZ, WFPL, WSHA, KSLU, WSIE.
- TONY GUERERRO "Different Places" (Nova) 17/9**
Rotations: Heavy 1/0, Medium 2/0, Light 14/9, Total Adds 9, WNOP, WJAZ, KLCC, CJ, WFSS, WTEB, WSIE, KCLC, KKLD. Heavy: JZTRAX.
- JAY HOGGARD "Overview" (Muse) 17/5**
Rotations: Heavy 4/0, Medium 3/0, Light 10/5, Total Adds 5, KMHD, KLCC, JCITY, WVPE, KKLD. Heavy: WCPN, KXPR, KSDS, KJAZ.
- ROBIN EUBANKS & STEVE TURRE "Dedication" (JMT) 17/4**
Rotations: Heavy 5/0, Medium 3/0, Light 9/4, Total Adds 4, WAER, KUOP, CJ, WVPE. Heavy: WCPN, KSDS, KJAZ, WTEB, WSIE.
- RAMSEY LEWIS & BILLY TAYLOR "We Meet Again" (CBS) 17/3**
Rotations: Heavy 5/0, Medium 7/1, Light 5/2, Total Adds 3, KLCC, JCITY, WUSF. Heavy: WBGO, KJAZ, WJAZ, WMOT, WHRO.
- GENE HARRIS "Superband Live At Town Hall" (Concord) 16/1**
Rotations: Heavy 10/0, Medium 3/0, Light 3/1, Total Adds 1, WVPE. Heavy: WNOP, WCPN, KSDS, KJAZ, WFPL, WMOT, WHRO, WFSS, WUSF, WSIE. **Debuts at number 24 on the Contemporary Jazz chart.**
- EZRA NGCUKANA "You Think You Know Me" (Jive/RCA) 16/1**
Rotations: Heavy 3/0, Medium 6/0, Light 7/1, Total Adds 1, JZSHOW. Heavy: WAER, WVPE, KSBR.
- JOE LOCASIO "Sleeping City" (Optimism) 15/2**
Rotations: Heavy 2/0, Medium 7/0, Light 6/2, Total Adds 2, WAER, WVPE. Heavy: WJAZ, KLCC.
- COUNT BASIE with F. FOSTER "The Legend The Legacy" (Denon) 14/2**
Rotations: Heavy 5/0, Medium 7/1, Light 2/1, Total Adds 2, WAER, JCITY. Heavy: KSDS, KJAZ, WMOT, WUSF, WSIE.

* Uncharted Breakers denoted by one asterisk

** Chart Extra denoted by two asterisks.



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AC ADDS & HOTS

CURRENT-BASED

EAST

P1

WVBF/Boston
Newell/Garcia
LOU GRAMM
Hottest:
ROD STEWART
CHICAGO
ELTON JOHN
MICHAEL BOLTON
GRAYSON HUGH

WALK/Long Island
Edwards/Daniels

BILLY JOEL
TAYLOR DAYNE
KENNY G
LINDA RONSTADT
TOM PETTY
POCO
MICHAEL DAMIAN
Hottest:
ROD STEWART
GLORIA ESTEFAN
CHICAGO
BAD ENGLISH
DON HENLEY

WNSR/New York
Dunphy/Dunkin

JOE COCKER
LINDA RONSTADT
Hottest:
BILLY JOEL
ROXETTE
RICHARD MARX
ROD STEWART
BAD ENGLISH

WSNI/Philadelphia
Jere Sullivan

OLIVIA NEWTON-JOH
Hottest:
MICHAEL BOLTON
CHICAGO
GLORIA ESTEFAN
ROD STEWART
SADAO WATANABE

P2

WLEV/Allentown
Jeff Silvers

TAYLOR DAYNE
QUINCY JONES
JIVE BUNNY & THE
JOHN FARNHAM
SOULSISTER
BONNIE RAITT
Hottest:
ROD STEWART
TOM PETTY
MICHAEL PENN
LOU GRAMM
CHER

WEBC/Bridgeport
Hansen/Norman

JIVE BUNNY & THE
BONNIE RAITT
LUTHER VANDROSS
TAYLOR DAYNE
BILLY JOEL
ALANNAH MYLES
Hottest:
LOU GRAMM
CHICAGO
ROD STEWART
MICHAEL BOLTON
SOULSISTER

WKYE/Johnstown
Jack Michaels

QUINCY JONES
BONNIE RAITT
BELINDA CARLISLE
RICHARD MARX
Hottest:
ROD STEWART
LOU GRAMM
CHER
CHICAGO
MICHAEL PENN

WMGS/Wilkes Barre
Norton/Marriott

KENNY G
Hottest:
MICHAEL BOLTON
CHICAGO
LOU GRAMM
TOM PETTY
ROD STEWART

P3

WMID/Atlantic City
Russ Egan

BONNIE RAITT
NANCI GRIFFITH
BELINDA CARLISLE
TAYLOR DAYNE
BILLY JOEL
MICHAEL DAMIAN
Hottest:
CHER
OLIVIA NEWTON-JOH
GLORIA ESTEFAN
CUTTING CREW
BAD ENGLISH

80 Current Reporters
78 Current Playlists

Called In Frozen Playlist (1):
WVXX/Milwaukee

Did Not Report, Playlist Frozen (1):
3WM/Toledo

WEIM/Fitchburg
Jack Raymond

BONNIE RAITT
JANET JACKSON
JIVE BUNNY & THE
TAYLOR DAYNE
BRIDGE TOO FAR
Hottest:
GLORIA ESTEFAN
ROD STEWART
OLIVIA NEWTON-JOH
KAREN CARPENTER
TEARS FOR FEARS

WECQ/Geneva
Anthony/Smith

BONNIE RAITT
ANIMAL LOGIC
Hottest:
ROD STEWART
SADAO WATANABE
LOU GRAMM
VONDA SHEPARD
POCO

WHAI/Greenfield, MA
Deane/Archer

NANCI GRIFFITH
TAYLOR DAYNE
KATHY MATTEA
JIVE BUNNY & THE
Hottest:
GLORIA ESTEFAN
CHICAGO
POCO
LUTHER VANDROSS
JOE COCKER

WQNY/Ithaca
Smith/Erb

TAYLOR DAYNE
BELINDA CARLISLE
JOHN FARNHAM
BONNIE RAITT
Hottest:
MICHAEL PENN
POCO
CHICAGO
GLORIA ESTEFAN

WGLL/Mercersburg
Norman Schmidt

LINDA RONSTADT
KATHY MATTEA
JOHN FARNHAM
BONNIE RAITT
Hottest:
ROD STEWART
GLORIA ESTEFAN
CHICAGO
CHER
LOU GRAMM

WAFM/Milford, DE
Tim Brough

BELINDA CARLISLE
BONNIE RAITT
TAYLOR DAYNE
JOHN FARNHAM
RICHARD ELLIOT
JANET JACKSON
Hottest:
TOM PETTY
LOU GRAMM
CHICAGO
GLORIA ESTEFAN
LUTHER VANDROSS

WSUL/Monticello, NY
Rob Dillman

TAYLOR DAYNE
BONNIE RAITT
MICHAEL DAMIAN
JOHN FARNHAM
JIVE BUNNY & THE
Hottest:
BAD ENGLISH
ROD STEWART
GLORIA ESTEFAN
SADAO WATANABE
CHICAGO

WSKI/Montpelier
John Severance

JIVE BUNNY & THE
TAYLOR DAYNE
KATHY MATTEA
LINDA RONSTADT
ANIMAL LOGIC
BONNIE RAITT
NANCI GRIFFITH
Hottest:
PHIL COLLINS
CHER
PAUL CARRACK
GLORIA ESTEFAN
QUINCY JONES

WKSJ/Williamsport
Tom Benson

TOM PETTY
LINDA RONSTADT
BILLY JOEL
BELINDA CARLISLE
RICHARD MARX
ALANNAH MYLES
Hottest:
ROD STEWART
CHER
CHICAGO
GLORIA ESTEFAN
LOU GRAMM

WTFM/Johnson City
Mark McKinney

CHICAGO
BILLY JOEL
KATHY MATTEA
ALANNAH MYLES
Hottest:
GLORIA ESTEFAN
ROD STEWART
DON HENLEY
ELTON JOHN
MICHAEL BOLTON

WTKI/Gainesville
Nick Allen

SHAWN COLVIN
COVER GIRLS
TAYLOR DAYNE
BELINDA CARLISLE
JANET JACKSON
Hottest:
LOU GRAMM
ROD STEWART
TOM PETTY
GLORIA ESTEFAN
CHICAGO

SOUTH

P1

KVIL/Dallas
Rhodes/Eberhart
SADAO WATANABE
Hottest:
CHICAGO
GLORIA ESTEFAN
ROD STEWART
DON HENLEY
BARBRA STREISAND

WLTS/New Orleans
Bob Mitchell

NATALIE COLE
BILLY JOEL
Hottest:
ELTON JOHN
ROD STEWART
SOULSISTER
GLORIA ESTEFAN
PHIL COLLINS

2WD/Norfolk
Bill Curtis

DONNY OSMOND
MICHAEL DAMIAN
BELINDA CARLISLE
SOULSISTER
Hottest:
CHICAGO
ROD STEWART
LOU GRAMM
KENNY G
DON HENLEY

WNLT/Tampa
Chuck Crane

LINDA RONSTADT
TAYLOR DAYNE
Hottest:
LOU GRAMM
ROD STEWART
TOM PETTY
CHER
CHICAGO

P2

WZNY/Augusta, GA
John Patrick

BONNIE RAITT
TAYLOR DAYNE
JIVE BUNNY & THE
MICHAEL PENN
DONNY OSMOND
KATHY MATTEA
CHER
LOU GRAMM
GLORIA ESTEFAN
JOE COCKER
POCO

WXTC/Charleston
John Quincy

BILLY JOEL
BONNIE RAITT
ALANNAH MYLES
Hottest:
ROD STEWART
GLORIA ESTEFAN
CHICAGO
LOU GRAMM
SADAO WATANABE

WTCB/Columbia, SC
Doug Spets

TAYLOR DAYNE
BONNIE RAITT
Hottest:
GLORIA ESTEFAN
ROD STEWART
CHICAGO
KENNY G
SADAO WATANABE

WAHR/Huntsville
Michael Cruz

KATHY MATTEA
QUINCY JONES
LINDA RONSTADT
Hottest:
ROD STEWART
GLORIA ESTEFAN
SADAO WATANABE
PHIL COLLINS
ELTON JOHN

WIVY/Jacksonville
Matthews/Mann

JANET JACKSON
BELINDA CARLISLE
LINDA RONSTADT
Hottest:
ROD STEWART
BAD ENGLISH
LOU GRAMM
CHICAGO
GLORIA ESTEFAN

WTFM/Johnson City
Mark McKinney

CHICAGO
BILLY JOEL
KATHY MATTEA
ALANNAH MYLES
Hottest:
GLORIA ESTEFAN
ROD STEWART
DON HENLEY
ELTON JOHN
MICHAEL BOLTON

U102/Knoxville
Larry Trotter

CUTTING CREW
ALANNAH MYLES
VONDA SHEPARD
Hottest:
ROD STEWART
LOU GRAMM
TOM PETTY
ELTON JOHN
CHICAGO

KHLT/Little Rock
John Ramsey

TAYLOR DAYNE
BONNIE RAITT
LINDA RONSTADT
BILLY JOEL
Hottest:
VONDA SHEPARD
CHICAGO
POCO
ROD STEWART
GLORIA ESTEFAN

WRVR/Memphis
Hamlin/Spencer

TAYLOR DAYNE
BONNIE RAITT
Hottest:
GLORIA ESTEFAN
KENNY G
ROD STEWART
LUTHER VANDROSS
SADAO WATANABE

KELT/McAllen
Chuck White

OLIVIA NEWTON-JOH
SHAWN COLVIN
Hottest:
GLORIA ESTEFAN
LUTHER VANDROSS
CHICAGO
SADAO WATANABE
LINDA RONSTADT

WSLQ/Roanoke
Dick Daniels

COVER GIRLS
BELINDA CARLISLE
ALANNAH MYLES
JANET JACKSON
Hottest:
ROD STEWART
GLORIA ESTEFAN
CHICAGO
CHER
LOU GRAMM

WAEV/Savannah
Dave Alexander

TAYLOR DAYNE
JOE COCKER
NATALIE COLE
Hottest:
MICHAEL BOLTON
ROD STEWART
SADAO WATANABE
JODY WATLEY
CHICAGO

WRMF/West Palm Beach
Dave Parks

BILLY JOEL
LINDA RONSTADT
TAYLOR DAYNE
Hottest:
ROD STEWART
PHIL COLLINS
GLORIA ESTEFAN
ELTON JOHN
CHICAGO

WYKZ/Beaufort, SC
Robertson/Kennedy

TAYLOR DAYNE
KATHY MATTEA
CS&N
QUINCY JONES
JOE COCKER
BELINDA CARLISLE
OLIVIA NEWTON-JOH
Hottest:
ROD STEWART
GLORIA ESTEFAN
CHICAGO
CHER
LOU GRAMM

WCKQ/Campbellsville
Jackson/McClendon

TAYLOR DAYNE
KATHY MATTEA
JOHN FARNHAM
BONNIE RAITT
NANCI GRIFFITH
COVER GIRLS
Hottest:
ROD STEWART
JOE COCKER
CHER
CHICAGO
GLORIA ESTEFAN

WTKI/Gainesville
Nick Allen

SHAWN COLVIN
COVER GIRLS
TAYLOR DAYNE
BELINDA CARLISLE
JANET JACKSON
Hottest:
LOU GRAMM
ROD STEWART
TOM PETTY
GLORIA ESTEFAN
CHICAGO

WGSV/Guntersville
Jackson/Bell

TAYLOR DAYNE
BONNIE RAITT
JANET JACKSON
JOHN FARNHAM
JIVE BUNNY & THE
Hottest:
GLORIA ESTEFAN
ROD STEWART
CHER
CHICAGO
SADAO WATANABE

KRLB/Lubbock
Kris Manning

JIVE BUNNY & THE
LINDA RONSTADT
BONNIE RAITT
JOHN FARNHAM
JANET JACKSON
RICHARD ELLIOT
Hottest:
GLORIA ESTEFAN
BAD ENGLISH
ROD STEWART
LOU GRAMM
TOM PETTY

WNMB/North Myrtle Beach
Thompson/Chapman

TAYLOR DAYNE
BILLY JOEL
BONNIE RAITT
SHAWN COLVIN
KATHY MATTEA
NANCI GRIFFITH
Hottest:
LOU GRAMM
TOM PETTY
CHER
CHICAGO
GLORIA ESTEFAN

WKCX/Rome
Randy Quick

BONNIE RAITT
TAYLOR DAYNE
JOHN FARNHAM
JIVE BUNNY & THE
Hottest:
ROD STEWART
CHER
GLORIA ESTEFAN
SADAO WATANABE
POCO

KTYL/Tyler
Janie Baker

QUINCY JONES
TAYLOR DAYNE
SOULSISTER
BONNIE RAITT
JOHN FARNHAM
JANET JACKSON
Hottest:
MICHAEL BOLTON
ELTON JOHN
ROD STEWART
DON HENLEY
BAD ENGLISH

KVIC/Victoria
Tony Davis

JANET JACKSON
JIVE BUNNY & THE
BONNIE RAITT
TAYLOR DAYNE
JOHN FARNHAM
NANCI GRIFFITH
Hottest:
CHICAGO
GLORIA ESTEFAN
JOE COCKER
KENNY G
MADONNA

MIDWEST

P1

WARM98/Cincinnati
Michael Grayson
MILLI VANILLI
POCO
QUINCY JONES
Hottest:
PHIL COLLINS
ELTON JOHN
GLORIA ESTEFAN
LOU GRAMM
ROD STEWART

WWNK/Cincinnati
Mathews/McCullough

TOM PETTY
Hottest:
LINDA RONSTADT
MICHAEL BOLTON
RICHARD MARX
PHIL COLLINS
GLORIA ESTEFAN

WLTF/Cleveland
Popovich/Godfrey

MICHAEL DAMIAN
KENNY G
Hottest:
TOM PETTY
BELINDA CARLISLE
GLORIA ESTEFAN
ROD STEWART
DON HENLEY

WSNY/Columbus
Hallett/Nunnally

none
Hottest:
ROD STEWART
MICHAEL BOLTON
PHIL COLLINS
LINDA RONSTADT
ROXETTE

WNIC/Detroit
Bob Kucken

CHICAGO
POCO
NATALIE COLE
LINDA RONSTADT
BARBRA STREISAND
Hottest:
MICHAEL BOLTON
ELTON JOHN
LINDA RONSTADT
MICHAEL DAMIAN
MELISSA MANCHEST

KBIG/Los Angeles
Edwards/Verdery

VONDA SHEPARD
SOULSISTER
Hottest:
ROD STEWART
GLORIA ESTEFAN
CHICAGO
SADAO WATANABE
POCO

KOST/Los Angeles
Kaye/Amidon

DONNY OSMOND
SADAO WATANABE
Hottest:
GLORIA ESTEFAN
NEW KIDS ON THE B
MELISSA MANCHESTE
GRAYSON HUGH
LUTHER VANDROSS

WOMC/Detroit
Barry Argenbright

LOU GRAMM
LUTHER VANDROSS
KENNY G
MICHAEL DAMIAN
Hottest:
ELTON JOHN
ROD STEWART
JODY WATLEY
GLORIA ESTEFAN
CHICAGO

KLSI/Kansas City
Land/Stultz

BELINDA CARLISLE
TAYLOR DAYNE
TOM PETTY
BONNIE RAITT
Hottest:
ROD STEWART
CHER
GLORIA ESTEFAN
LOU GRAMM
CHICAGO

WMYX/Milwaukee
King/Morales

none
Hottest:
MICHAEL BOLTON
CHICAGO
PHIL COLLINS
LINDA RONSTADT
JEFF HEALEY BAND

KS95/Minneapolis
Kim Jeffries

KENNY G
Hottest:
ROD STEWART
MELISSA MANCHESTE
ELTON JOHN
CHER
GLORIA ESTEFAN

KYKY/St. Louis
Weed/Larrabee

none
Hottest:
CHICAGO
GLORIA ESTEFAN
LOU GRAMM
TOM PETTY
ROD STEWART

KLCY/Salt Lake City
Brad Stone

BELINDA CARLISLE
SOULSISTER
JANET JACKSON
ALANNAH MYLES
MILLI VANILLI
RICHARD MARX
Hottest:
JOE COCKER
ROD STEWART
QUINCY JONES
CHICAGO
LOU GRAMM

B100/San Diego
Gene Knight

TEARS FOR FEARS
COVER GIRLS
JANET JACKSON
Hottest:
CHICAGO
ROD STEWART
LOU GRAMM
ALANNAH MYLES
GLORIA ESTEFAN

P2

WVUD/Dayton
Reed/Kiiredege

TAYLOR DAYNE
BAD ENGLISH
KAREN CARPENTER
ALANNAH MYLES
VONDA SHEPARD
BONNIE RAITT
MICHAEL DAMIAN
Hottest:
GLORIA ESTEFAN
SADAO WATANABE
LOU GRAMM
ROD STEWART

WLHT/Grand Rapids
Dirksen/Brown

LINDA RONSTADT
MICHAEL DAMIAN
SHAWN COLVIN
Hottest:
TOM PETTY
LOU GRAMM
CHER
MICHAEL PENN
GLORIA ESTEFAN

WFMK/Lansing
Tom Knight

LINDA RONSTADT
MICHAEL DAMIAN
SHAWN COLVIN
JOHN FARNHAM
Hottest:
TOM PETTY
LOU GRAMM
CHER
MICHAEL PENN
GLORIA ESTEFAN

WMGN/Madison
O'Neill/Hinds

LUTHER VANDROSS
MICHAEL PENN
BONNIE RAITT
JOE COCKER
CUTTING CREW
SHAWN COLVIN
Hottest:
ELTON JOHN
GLORIA ESTEFAN
SADAO WATANABE
CHICAGO
LOU GRAMM

K101/San Francisco
John Evans

POCO
ELTON JOHN
Hottest:
MICHAEL BOLTON
PHIL COLLINS
JODY WATLEY
ROD STEWART
TOM PETTY

KLSY/Seattle
Mays/Brooks

CS&N
NATALIE COLE
LINDA RONSTADT
Hottest:
ELTON JOHN
ROD STEWART
GLORIA ESTEFAN
DON HENLEY
LOU GRAMM

KIDX/Billings, MT
Rick Lawrence

BELINDA CARLISLE
NANCI GRIFFITH
JIVE BUNNY & THE
BONNIE RAITT
MICHAEL DAMIAN
BILLY JOEL
SOULSISTER
Hottest:
MICHAEL BOLTON
PHIL COLLINS
CHICAGO
CHER
ROD STEWART

WHNN/Saginaw
Stine/Knight

LINDA RONSTADT
MICHAEL DAMIAN
SHAWN COLVIN
Hottest:
TOM PETTY
LOU GRAMM
CHER
MICHAEL PENN
GLORIA ESTEFAN

3WM/Toledo
Mark Roberts

none
Hottest:
DON HENLEY
CHICAGO
ROD STEWART
GLORIA ESTEFAN
POCO

WCMJ/Cambridge, OH
Mike Rubie

JOHN FARNHAM
BONNIE RAITT
BELINDA CARLISLE
TAYLOR DAYNE
JANET JACKSON
Hottest:
ROD STEWART
CHER
GLORIA ESTEFAN
CHICAGO
LOU GRAMM

WMT-FM/Cedar Rapids
Green/Sellers

TAYLOR DAYNE
NANCI GRIFFITH
BONNIE RAITT
CS&N
Hottest:
ROD STEWART
MICHAEL PENN
LOU GRAMM
VONDA SHEPARD
CHER

WLDL/Traverse City
James Filkins

BONNIE RAITT
TAYLOR DAYNE
Hottest:
GLORIA ESTEFAN
CHICAGO
SADAO WATANABE
LOU GRAMM
KAREN CARPENTER

KKLV/Anchorage
Dave Stroh

JANET JACKSON
BONNIE RAITT
JIVE BUNNY & THE
JOHN FARNHAM
PAT METHENY
BLACK VELVET BAND
COVER GIRLS
SOULSISTER
TAYLOR DAYNE
BRIDGE TOO FAR
MICHELLE SHOCKED
RICHARD ELLIOT
KATHY MATTEA
Hottest:
PAULA ABDUL
JOE COCKER
MICHAEL PENN
CHICAGO
TOM PETTY

KBLQ/Logan, UT
John Dimick

TAYLOR DAYNE
SOULSISTER
BONNIE RAITT
JANET JACKSON
JOHN FARNHAM
Hottest:
GLORIA ESTEFAN
CHICAGO
LOU GRAMM
BAD ENGLISH

P3

KWNJ/Warm Springs, OR
Matters/Bobb

KYLIE MINOGUE
JIVE BUNNY & THE
ROXETTE
COVER GIRLS
BONNIE RAITT
BRIDGE TOO FAR
JANET JACKSON
PAULA ABDUL
Hottest:
BAD ENGLISH
DONNY OSMOND
ALANNAH MYLES
QUINCY JONES
BILLY JOEL

WFRO/Fremont, OH
Wolfe/Ziebold

JANET JACKSON
BONNIE RAITT

AC ADDS & HOTS

January 19, 1990 R&R • 95

FULL-SERVICE AC

MOST ADDED

LINDA RONSTADT (7)
BILLY JOEL (4)
QUINCY JONES (3)
DONNY OSMOND (3)
ROD STEWART (3)

HOTTEST

GLORIA ESTEFAN (24)
PHIL COLLINS (17)
ELTON JOHN (17)
ROD STEWART (16)
MICHAEL BOLTON (11)
LOU GRAMM (8)
DON HENLEY (8)
MELISSA MANCHESTER (8)
CHER (7)
CHICAGO (6)

GOLD-BASED AC

MOST ADDED

LINDA RONSTADT (9)
CHICAGO (4)
BILLY JOEL (4)
GLORIA ESTEFAN (3)
LOU GRAMM (3)
DON HENLEY (3)
TOM PETTY (3)
ROD STEWART (3)
SADAO WATANABE (3)

HOTTEST

ROD STEWART (29)
GLORIA ESTEFAN (28)
PHIL COLLINS (25)
ELTON JOHN (25)
MICHAEL BOLTON (22)
CHICAGO (18)
LOU GRAMM (10)
LINDA RONSTADT (10)
DON HENLEY (8)
CHER (7)

EAST

P1

WBZ/Boston
Phil Conrad

none
Hottest:
ELTON JOHN
PHIL COLLINS
ROD STEWART
GLORIA ESTEFAN

WBEN/Buffalo
Kevin Keenan

none
Hottest:
LINDA RONSTADT
MICHAEL BOLTON
JIVE BUNNY & THE
MICHAEL DAMIAN
BELINDA CARLISLE

KDKA/Pittsburgh
Mike Watkins
none
Hottest:
GLORIA ESTEFAN
BILLY JOEL
PHIL COLLINS
RICHARD MARX
LINDA RONSTADT

WMAL/Washington
Michael Neff

none
Hottest:
ELTON JOHN
GLORIA ESTEFAN
MELISSA MANCHESTER
PHIL COLLINS
MICHAEL BOLTON

P2

WICC/Bridgeport
Stormin' Norman

JIVE BUNNY & THE
Hottest:
GLORIA ESTEFAN
MELISSA MANCHESTER
ELTON JOHN
BILLY JOEL
ROD STEWART

WTIC/Hartford
David Bernstein

GLORIA ESTEFAN
DONNY OSMOND
POCO
VONDA SHEPARD
Hottest:
PHIL COLLINS
MELISSA MANCHESTER
MICHAEL BOLTON
CHICAGO
ELTON JOHN

P3

WELI/New Haven
Gross/McCormick

LINDA RONSTADT
Hottest:
POCO
LOU GRAMM
TOM PETTY
NATALIE COLE
GLORIA ESTEFAN

WGY/Schenectady
Buzz Brindle

ROD STEWART
KENNY G
VONDA SHEPARD
Hottest:
PHIL COLLINS
MELISSA MANCHESTER
MICHAEL BOLTON
CHICAGO
ELTON JOHN

P3

WFMD/Frederick, MD
Fieseler/Watson

TEARS FOR FEARS
QUINCY JONES
Hottest:
ROD STEWART
CHICAGO
GLORIA ESTEFAN
CHER
LOU GRAMM

WMTR/Morristown
Brian Emery

none
Hottest:
MICHAEL BOLTON
PHIL COLLINS
SOULSISTER
ELTON JOHN
GRAYSON HUGH

EAST

P1

WMMX/Baltimore
Don Kelley

none
Hottest:
LINDA RONSTADT
PHIL COLLINS
ROD STEWART
MICHAEL BOLTON

WKJY/Nassau, NY
Keith Hill

KENNY G
Hottest:
MICHAEL BOLTON
PHIL COLLINS
ELTON JOHN
KAREN CARPENTER
GLORIA ESTEFAN
WKSZ/Philadelphia
Lou Patrick

none
Hottest:
LINDA RONSTADT
PHIL COLLINS
MICHAEL BOLTON
SIMPLY RED

WHTX/Pittsburgh
Scott Alexander

ROD STEWART
CHER
CHICAGO
Hottest:
BILLY JOEL
MILLI VANILLI
LINDA RONSTADT
RICHARD MARX
MICHAEL BOLTON

WLTJ/Pittsburgh
John Gallagher

none
Hottest:
MICHAEL BOLTON
PHIL COLLINS
ELTON JOHN
GLORIA ESTEFAN
BARBRA STREISAND
WLTJ/Washington
Chuck Morgan

none
Hottest:
PHIL COLLINS
CS&N
ROD STEWART
GLORIA ESTEFAN
ELTON JOHN

P2

WKLH/Albany
Knott/Holmberg

LINDA RONSTADT
SADAO WATANABE
Hottest:
PHIL COLLINS
ROD STEWART
GLORIA ESTEFAN
LOU GRAMM
MICHAEL BOLTON

WAEB/Allentown
Chris Bailey

POCO
BONNIE RAITT
Hottest:
ROD STEWART
ELTON JOHN
LOU GRAMM
CHICAGO
DON HENLEY

WMRV/Binghamton, NY
John Carter

none
Hottest:
ELTON JOHN
PHIL COLLINS
DON HENLEY
GRAYSON HUGH
ROD STEWART

WMAS-FM/Springfield
Kratoville/Kelly

KAREN CARPENTER
Hottest:
ROD STEWART
LOU GRAMM
ELTON JOHN
BAD ENGLISH
PHIL COLLINS

WYYY/Syracuse
Lauber/Langmyer

GLORIA ESTEFAN
Hottest:
MICHAEL BOLTON
ROD STEWART
LOU GRAMM
JODY WATLEY

WFAS-FM/White Plains
Pauli/Richard

BILLY JOEL
VONDA SHEPARD
STEPHEN BISHOP
JOE COCKER
KENNY G
MICHAEL PENN
LINDA RONSTADT
TAYLOR DAYNE

Hottest:
CHICAGO
GLORIA ESTEFAN
LOU GRAMM
ROD STEWART
CHER

WJBR/Wilmington, DE
Bill Kaye

LINDA RONSTADT
SADAO WATANABE
Hottest:
ROD STEWART
GLORIA ESTEFAN
CHICAGO
ELTON JOHN
LOU GRAMM

SOUTH

P2

WHAS/Louisville
Doug McElvein

QUINCY JONES
Hottest:
CHICAGO
PHIL COLLINS
ROD STEWART
GLORIA ESTEFAN
TOM PETTY

WDBO/Orlando
Dan Shaffer

none
Hottest:
MICHAEL BOLTON
PHIL COLLINS
LINDA RONSTADT
BARBRA STREISAND
SADAO WATANABE

WRVA/Richmond
Tim Farley

none
Hottest:
PHIL COLLINS
LOU GRAMM
MICHAEL BOLTON
LINDA RONSTADT
ROD STEWART

P3

WKYX/Paducah
Cook/Miller

BAD ENGLISH
SADAO WATANABE
Hottest:
MELISSA MANCHESTER
ROD STEWART
DON HENLEY
MICHAEL BOLTON
ELTON JOHN

WSTU/Stuart
Shaw/Grant

ELTON JOHN
BILLY JOEL
KENNY G
Hottest:
ROD STEWART
GLORIA ESTEFAN
CHICAGO
CHER
LOU GRAMM

SOUTH

P1

KMGC/Dallas
Chalese Daly

BILLY JOEL
QUINCY JONES
Hottest:
CHICAGO
GLORIA ESTEFAN
POCO
ROD STEWART
KLTR/Houston
Ed Scarborough

ROD STEWART
Hottest:
MICHAEL BOLTON
ELTON JOHN
GLORIA ESTEFAN
KENNY G
DON HENLEY
Love 94/Miami
Don Agony

none
Hottest:
PHIL COLLINS
MICHAEL BOLTON
JODY WATLEY
GLORIA ESTEFAN
LINDA RONSTADT

WJQI/Norfolk
John Daniel

none
Hottest:
ELTON JOHN
MELISSA MANCHESTER
DON HENLEY
PHIL COLLINS
GLORIA ESTEFAN

WLMG/New Orleans
Nick Ferrara

LINDA RONSTADT
Hottest:
KAREN CARPENTER
NATALIE COLE
CARA & JACKSON
GLORIA ESTEFAN
KENNY G

WUSA/Tampa
Irwin/Williams

ROD STEWART
LINDA RONSTADT
Hottest:
GLORIA ESTEFAN
ELTON JOHN
JOE COCKER
CHICAGO

WJQI/Norfolk
John Daniel

none
Hottest:
ELTON JOHN
MELISSA MANCHESTER
DON HENLEY
PHIL COLLINS
GLORIA ESTEFAN

P2

KKMJ/Austin
Joel Burke

none
Hottest:
ELTON JOHN
GLORIA ESTEFAN
KENNY G
MELISSA MANCHESTER
MICHAEL BOLTON

WMJJ/Birmingham
Ken Barnett

LOU GRAMM
DON HENLEY
Hottest:
CHICAGO
ELTON JOHN
PHIL COLLINS
GLORIA ESTEFAN
SOULSISTER

WSTF/Orlando
Samantha Shore

JODY WATLEY
TOM PETTY
Hottest:
PHIL COLLINS
MICHAEL BOLTON
GLORIA ESTEFAN
ROXETTE
BILLY JOEL

WRAL/Raleigh
Scott/Myers

none
Hottest:
MILLI VANILLI
BEE GEES
LINDA RONSTADT
MILLI VANILLI
PHIL COLLINS

WMBX/Richmond
Mike Ryan

LINDA RONSTADT
Hottest:
CHICAGO
GLORIA ESTEFAN
ELTON JOHN
ROD STEWART
DON HENLEY

KYKI/Shreveport
Howard Clark

none
Hottest:
PHIL COLLINS
ROD STEWART
ELTON JOHN
DON HENLEY
GLORIA ESTEFAN

MIDWEST

P1

55KRC/Cincinnati
Gary King

ROD STEWART
CHICAGO
DONNY OSMOND
LOU GRAMM
SADAO WATANABE
Hottest:
ELTON JOHN
GLORIA ESTEFAN
DON HENLEY
ROD STEWART
CHER

WLV/Cincinnati
Dave Reinhart

none
Hottest:
ROD STEWART
LOU GRAMM
DON HENLEY
ELTON JOHN
PHIL COLLINS

WTVN/Columbus
John Lane

ROD STEWART
Hottest:
MICHAEL BOLTON
SOULSISTER
GLORIA ESTEFAN
BAD ENGLISH
ELTON JOHN

WCCO/Minneapolis
Curt Lundgren

CS&N
LINDA RONSTADT
Hottest:
KAREN CARPENTER
GLORIA ESTEFAN
BARBRA STREISAND
LUTHER VANDROSS
SADAO WATANABE

WIBA/Madison
Reed/Kay

LINDA RONSTADT
TAYLOR DAYNE
Hottest:
MICHAEL BOLTON
GLORIA ESTEFAN
SADAO WATANABE
PHIL COLLINS
KENNY G

WHBY/Appleton
Salm/St. John

BONNIE RAITT
Hottest:
ELTON JOHN
DON HENLEY
ROD STEWART
GLORIA ESTEFAN
KAREN CARPENTER

WHBC/Canton
Doug Lane

BILLY JOEL
ANNE MURRAY
LINDA RONSTADT
Hottest:
KAREN CARPENTER
ELTON JOHN
CHER
CHICAGO
GLORIA ESTEFAN

WOOD/Grand Rapids
Robb Westaby

none
Hottest:
PHIL COLLINS
GLORIA ESTEFAN
SOULSISTER
ELTON JOHN
BEE GEES

WIBA/Madison
Reed/Kay

LINDA RONSTADT
TAYLOR DAYNE
Hottest:
MICHAEL BOLTON
GLORIA ESTEFAN
SADAO WATANABE
PHIL COLLINS
KENNY G

WROK/Rockford
Ivey/Thomas

none
Hottest:
DON HENLEY
ROD STEWART
MICHAEL BOLTON
PHIL COLLINS
ELTON JOHN

P3

WJBC/Bloomington
Don Munson

none
Hottest:
ELTON JOHN
ROD STEWART
DON HENLEY
PHIL COLLINS
GLORIA ESTEFAN

WCIL/Carbondale
Rich Bird

none
Hottest:
CHER
LINDA RONSTADT
GLORIA ESTEFAN
LOU GRAMM
PHIL COLLINS

KELO/Sioux Falls, SD
Spanky Carmichael

BILLY JOEL
Hottest:
ROD STEWART
MICHAEL BOLTON
LOU GRAMM
PHIL COLLINS
TOM PETTY

KFSB/Joplin
Eric Williams

QUINCY JONES
JANET JACKSON
NATALIE COLE
CS&N
DONNY OSMOND
Hottest:
POCO
CHER
GLORIA ESTEFAN
JODY WATLEY
SADAO WATANABE

KFOR/Lincoln
Cathy Blythe

LINDA RONSTADT
Hottest:
GLORIA ESTEFAN
ELTON JOHN
MELISSA MANCHESTER
KENNY G

MIDWEST

P1

WMIJ/Cleveland
Lind/Ivers

GLORIA ESTEFAN
BILLY JOEL
DON HENLEY
CHICAGO
BAD ENGLISH
ROD STEWART
Hottest:
PHIL COLLINS
BAD ENGLISH
LINDA RONSTADT
ROD STEWART
BILLY JOEL
WLTJ/Detroit
Bob Kaake

WENS/Indianapolis
Grey/Eagan

none
Hottest:
PHIL COLLINS
BILLY JOEL
CHICAGO
BAD ENGLISH
ROD STEWART

WLTQ/Milwaukee
Fred Brennan

none
Hottest:
ELTON JOHN
CHICAGO
MICHAEL BOLTON
PHIL COLLINS
GLORIA ESTEFAN

WCRZ/Orlando
Patrick/Downey

LUTHER VANDROSS
LINDA RONSTADT
SADAO WATANABE
Hottest:
GLORIA ESTEFAN
CHICAGO
ROD STEWART
LOU GRAMM
CHER

KUDL/Kansas City
Don Bender

none
Hottest:
GLORIA ESTEFAN
ELTON JOHN
PHIL COLLINS
ROD STEWART
DON HENLEY

P2

WGLO/Peoria
Jerry Jay

LOU GRAMM
RICHARD MARX
Hottest:
MICHAEL BOLTON
CHER
ROD STEWART
PHIL COLLINS
SOULSISTER

KRAV/Tulsa
Couch/Lee

LUTHER VANDROSS
CUTTING CREW
TOM PETTY
Hottest:
GLORIA ESTEFAN
CHICAGO
LOU GRAMM
ROD STEWART
ELTON JOHN

WMIJ/Peoria
Thomas/Rush

DON HENLEY
JODY WATLEY
Hottest:
CHICAGO
MICHAEL BOLTON
ROD STEWART
GRAYSON HUGH
PHIL COLLINS

KEFM/Omaha
Lane/Kennedy

RICHARD MARX
LOU GRAMM
Hottest:
ROD STEWART
MICHAEL BOLTON
CHER

KXLK/Wichita, KS
Greg Gann

JIVE BUNNY & THE
TOM PETTY
Hottest:
GLORIA ESTEFAN
JODY WATLEY
MICHAEL BOLTON
ROD STEWART
CHER

45 Reporters
36 Current Playlists

Called In A Frozen Playlist (1):
WJQI/Norfolk

WEST

P1

KHOW/Denver
Murphy Huston

CHICAGO
Hottest:
ELTON JOHN
ROD STEWART
PHIL COLLINS
MICHAEL BOLTON
GLORIA ESTEFAN

KEX/Portland
Dirks/Fort

LINDA RONSTADT
ELTON JOHN
GLORIA ESTEFAN
Hottest:
KAREN CARPENTER
SOULSISTER

KFMB/San Diego
Larson/Robertson

MICHAEL PENN
Hottest:
ROD STEWART
GLORIA ESTEFAN
CHICAGO
DON HENLEY
LOU GRAMM

P2

KBOI/Boise
Drew Harold

LINDA RONSTADT
NATALIE COLE
BILLY JOEL
Hottest:
ROD STEWART
GLORIA ESTEFAN
CHICAGO
ELTON JOHN
MELISSA MANCHESTER

KUGN/Eugene
O'Brien/James

BONNIE RAITT
PAT METHENY
Hottest:
GLORIA ESTEFAN
MELISSA MANCHESTER
SADAO WATANABE
ELTON JOHN
LINDA RONSTADT

KSSK/Honolulu
Phil Abbott

none
Hottest:
MELISSA MANCHESTER
PHIL COLLINS
SOULSISTER
GLORIA ESTEFAN
MICHAEL BOLTON

WEST

P1

KKXO-FM/Sacramento
Casey/Clem

none
Hottest:
ELTON JOHN
MICHAEL BOLTON
PHIL COLLINS
GLORIA ESTEFAN
LINDA RONSTADT

P2

KLLY/Bakersfield
Russ Davidson

none
Hottest:
ROD STEWART
DON HENLEY
CHER
GLORIA ESTEFAN
CHICAGO

KCIX/Boise
Don Jennings

LINDA RONSTADT
Hottest:
ELTON JOHN
ROD STEWART
GLORIA ESTEFAN
KENNY G
CHICAGO

KKLD/Tucson
Adrienne Walker

CHICAGO
GLORIA ESTEFAN
CHER
Hottest:
PHIL COLLINS
MICHAEL BOLTON
ROD STEWART
ELTON JOHN
LINDA RONSTADT

Hottest:
GLORIA ESTEFAN
ROD STEWART
CHICAGO
KENNY G
ELTON JOHN

Did Not Report, Playlist
Frozen (10):

KDKA/Pittsburgh
WBEN/Buffalo
WCIL/Carbondale
WDBO/Orlando

WJBC/Bloomington
WMAL/Washington
WMTR/Morristown

WOOD/Grand Rapids
WROK/Rockford
WRVA/Richmond

WMJX/Boston is no longer a Gold-
Based AC reporter.

NEW ARTISTS

Reports

1	DIVING FOR PEARLS /Gimme Your Good... (Epic) .95
2	LENNY KRAVITZ /Let Love Rule (Virgin) .94
3	L.A. GUNS /Never Enough (Vertigo/Polydor) .70
4	HAVANA BLACK /Lone Wolf (Capitol) .65
5	RED HOT CHILI PEPPERS /Higher Ground (EMI) .62
6	COMPANY OF WOLVES /Call Of The Wild (Mercury) .47
7	ANIMAL LOGIC /There's A Spy In The House... (IRS) .27
8	JUNKYARD /Simple Man (Geffen) .26
9	SHARK ISLAND /Paris Calling (Epic) .25
10	PETER MURPHY /Cuts You Up (Beggars Banquet/RCA) .21
	SALTY DOG /Come Along (Geffen) .21
12	FASTER PUSSYCAT /House Of Pain (Elektra) .19
	NUCLEAR VALDEZ /Summer (Epic) .19
	TIM KARR /Rubbin' Me The Right Way (EMI) .19
15	LORD TRACY /Out With The Boys (MCA) .18
16	BABYLON A.D. /Hammer Swings Down (Arista) .17
	WEBB WILDER /Hittin' Where It Hurts (Island) .17
18	XYZ /Inside Out (Enigma) .16
19	B-52'S /Roam (Reprise) .13
20	ANGELS /Let The Night Roll On (Chrysalis) .12

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.

AOR TRACKS

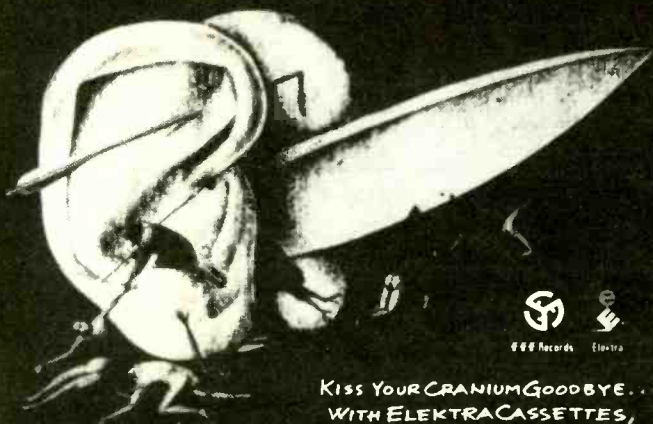
NATIONAL AIRPLAY

4	2			175 REPORTERS		Reports/Adds	Heavy	Medium
WKS	WKS	LW	TW					
11	4	3	1	1	ERIC CLAPTON /Bad Love (Reprise)	158+/5	129+	27-
1	1	1	2	2	ROD STEWART /Downtown Train (WB)	136-/1	127-	5-
3	2	2	3	3	EDDIE MONEY /Peace In Our Time (Columbia)	139-/1	121-	14+
13	10	5	4	4	MSG /Anytime (Capitol)	149+/7	81+	58-
18	15	10	5	5	ALANNAH MYLES /Black Velvet (Atlantic)	146+/19	88+	47+
15	11	6	6	6	DON HENLEY /If Dirt Were Dollars (Geffen)	124-/5	88+	32-
-	54	18	7	7	WHITESNAKE /The Deeper The Love (Geffen)	153+/41	54+	88+
6	5	4	8	8	SCORPIONS /I Can't Explain (Mercury)	135-/1	75=	49-
59	40	19	9	9	AEROSMITH /What It Takes (Geffen)	134+/33	62+	65+
23	19	12	10	10	NEIL YOUNG /No More (Reprise)	130+/7	70+	52-
41	31	21	11	11	PHIL COLLINS /I Wish It Would Rain Down (Atlantic)	120+/24	65+	52=
28	23	13	12	12	BAD ENGLISH /Best Of What I Got (Epic)	125+/4	54+	66-
14	12	9	13	13	ALARM /Devolution Working Man's Blues (IRS)	126-/1	60+	59-
20	20	15	14	14	PAUL McCARTNEY /Figure Of Eight (Capitol)	121+/5	53+	64=
9	9	8	15	15	TESLA /Love Song (Geffen)	102-/0	71-	28=
24	21	16	16	16	GIANT /Innocent Days (A&M)	141+/9	30+	87+
29	24	17	17	17	STEVIE RAY VAUGHAN & DOUBLE... /The House Is Rocking (Epic)	119+/7	47+	65-
5	6	7	18	18	SMITHEREENS /A Girl Like You (Enigma/Capitol)	99-/0	72-	25-
37	34	24	19	19	MICHAEL PENN /No Myth (RCA)	121+/12	32+	75+
7	7	11	20	20	ROLLING STONES /Terrifying (Columbia)	83-/2	62-	21-
48	39	34	21	21	RUSH /Presto (Atlantic)	104+/28	32+	50+
38	33	31	22	22	GREAT WHITE /House Of Broken Love (Capitol)	108+/11	26+	66+
-	-	35	23	23	BILLY JOEL /Go To Extremes (Columbia)	91+/26	39+	46+
25	25	25	24	24	LENNY KRAVITZ /Let Love Rule (Virgin)	92-/5	30+	52-
33	30	29	25	25	GEORGIA SATELLITES /All Over But The Cryin' (Elektra)	105+/5	27+	57-
31	27	26	26	26	SKID ROW /I Remember You (Atlantic)	80-/3	37-	36=
-	-	37	27	27	RICHARD MARX /Too Late To Say Goodbye (EMI)	91+/27	30+	54+
-	57	42	28	28	ROLLING STONES /Almost Hear You Sigh (Columbia)	76+/30	37+	36+
35	28	30	29	29	DIVING FOR PEARLS /Gimme Your Good Lovin' (Epic)	95+/9	24+	51-
-	59	39	30	30	JOAN JETT /Dirty Deeds (CBS Associated)	101+/21	4=	62+
21	18	22	31	31	BILLY JOEL /That's Not Her Style (Columbia)	66-/0	38-	24-
-	-	43	32	32	WARRANT /Sometimes She Cries (Columbia)	94+/27	12-	58+
19	22	28	33	33	MOTLEY CRUE /Kickstart My Heart (Elektra)	83-/2	17-	46-
-	-	45	34	34	CULT /Sweet Soul Sister (Sire/Reprise)	105+/40	4-	57+
46	41	38	35	35	BONHAM /Guilty (WTG)	87+/6	9+	55+
2	3	14	36	36	RUSH /Show Don't Tell (Atlantic)	51-/0	32-	15-
4	8	20	37	37	ERIC CLAPTON /Pretending (Reprise)	47-/1	35-	12-
10	14	23	38	38	LOU GRAMM /Just Between You Me (Atlantic)	50-/1	37-	11+
59	45	44	39	39	GRATEFUL DEAD /Just A Little Light (Arista)	59+/5	18+	31=
30	29	32	40	40	RED HOT CHILI PEPPERS /Higher Ground (EMI)	62-/1	9-	37-
12	13	27	41	41	MELISSA ETHERIDGE /Let Me Go (Island)	45-/1	23-	20-
DEBUT	60	56	42	42	TOM PETTY /A Face In The Crowd (MCA)	53+/34	16+	35+
60	56	50	43	43	ENUFF Z'NUFF /Fly High Michelle (Atco)	77+/11	3+	43+
53	52	48	44	44	L.A. GUNS /Never Enough (Vertigo/Polydor)	70+/4	3+	43+
-	-	57	45	45	EDIE BRICKELL /A Hard Rain's A Gonna Fall (MCA)	66+/26	6+	40+
51	48	47	46	46	ALICE COOPER /House Of Fire (Epic)	62-/3	3=	45+
27	32	41	47	47	BONHAM /Wait For You (WTG)	33-/1	20-	12+
-	-	52	48	48	BAD ENGLISH /Price Of Love (Epic)	40+/8	19+	17=
-	-	59	49	49	HOOTERS /Brother, Don't You Cry (Columbia)	48+/16	11+	27+
DEBUT	-	60	50	50	HAVANA BLACK /Lone Wolf (Capitol)	65+/25	0-	35+
-	-	60	51	51	JOE SATRIANI /Back To Shalla-Ball (Relativity)	51+/16	4+	26+
8	17	36	52	52	WHITESNAKE /Fool For Your Loving (Geffen)	25-/0	18-	6-
16	16	33	53	53	AEROSMITH /F.I.N.E. (Geffen)	37-/1	10-	15-
49	46	46	54	54	BOB DYLAN /Political World (Columbia)	39-/0	8-	26-
26	37	40	55	55	AEROSMITH /Janie's Got A Gun (Geffen)	24-/0	17-	7-
58	51	49	56	56	CROSBY, STILLS & NASH /Chippin' Away (Atlantic)	41-/0	8-	28-
39	43	51	57	57	TOM PETTY /Love Is A Long Road (MCA)	23-/0	15-	8+
DEBUT	DEBUT	DEBUT	58	58	COMPANY OF WOLVES /Call Of The Wild (Mercury)	47+/12	1+	25+
DEBUT	DEBUT	DEBUT	59	59	KISS /Forever (Mercury)	32 /30	3	20
DEBUT	DEBUT	DEBUT	60	60	RUSH /The Pass (Atlantic)	20+/8	8+	11+

THE BIG F

"DOCTOR VINE"
THE SINGLE AND VIDEO
FROM THE BIG F ALBUM.

PRODUCED BY THE BIG F
MANAGEMENT: M.F.C. MANAGEMENT



KISS YOUR CRANIUM GOODBYE...
WITH ELEKTRA CASSETTES,
COMPACT DISKS AND RECORDS.

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BREAKERS

AEROSMITH
What It Takes (Geffen)
77% of our reporters on it.

PHIL COLLINS
I Wish It Would Rain Down (Atlantic)
69% of our reporters on it.

GREAT WHITE
House Of Broken Love (Capitol)
62% of our reporters on it.

CULT
Sweet Soul Sister (Reprise)
60% of our reporters on it.

GEORGIA SATELLITES
All Over But The Cryin' (Elektra)
60% of our reporters on it.



4 3
WKS WKS LW TW

175 REPORTERS

JANUARY 19, 1990

Reports/Adds Heavy Medium

- 1 1 1 **1 ERIC CLAPTON**/Journeyman (Reprise)
- 3 3 2 **2 AEROSMITH**/Pump (Geffen)
- 4 7 7 **3 WHITESNAKE**/Slip Of The Tongue (Geffen)
- 2 2 3 **4 RUSH**/Presto (Atlantic)
- 6 6 4 **5 ROD STEWART**/Storyteller (WB)
- 5 4 6 **6 ROLLING STONES**/Steel Wheels (Columbia)
- 7 5 5 **7 EDDIE MONEY**/Sound Of Money Greatest Hits (Columbia)
- 10 8 8 **8 DON HENLEY**/The End Of The Innocence (Geffen)
- 16 13 11 **9 MSG**/Save Yourself (Capitol)
- 24 19 15 **10 BAD ENGLISH**/Bad English (Epic)
- 20 20 17 **11 ALANNAH MYLES**/Alannah Myles (Atlantic)
- 9 11 13 **12 PHIL COLLINS**/...But Seriously (Atlantic)
- 18 16 9 **13 BILLY JOEL**/Storm Front (Columbia)
- 17 17 18 **14 NEIL YOUNG**/Freedom (Reprise)
- 11 10 10 **15 SCORPIONS**/Best Of Rockers 'N' Ballads (Mercury)
- 14 14 14 **16 ALARM**/Change (IRS)
- 8 9 12 **17 SMITHEREENS**/Smithereens 11 (Enigma/Capitol)
- 12 16 **18 TESLA**/The Great Radio Controversy (Geffen)
- 23 22 19 **19 PAUL McCARTNEY**/Flowers In The Dirt (Capitol)
- 29 25 21 **20 STEVIE RAY VAUGHAN & DOUBLE TROUBLE**/In Step (Epic)
- 26 23 22 **21 GIANT**/Last Of The Runaways (A&M)
- 38 35 27 **22 MICHAEL PENN**/March (RCA)
- 19 21 23 **23 BONHAM**/Bonham (WTG)
- 22 26 26 **24 TOM PETTY**/Full Moon Fever (MCA)
- 34 33 30 **25 GREAT WHITE**/Twice Shy (Capitol)
- 12 15 20 **26 LOU GRAMM**/Long Hard Look (Atlantic)
- 28 27 28 **27 LENNY KRAVITZ**/Let Love Rule (Virgin)
- 21 24 24 **28 MOTLEY CRUE**/Dr. Feelgood (Elektra)
- 30 30 29 **29 SKID ROW**/Skid Row (Atlantic)
- 33 31 31 **30 GEORGIA SATELLITES**/In The Land Of Salvation & Sin (Elektra)
- — 35 **31 RICHARD MARX**/Repeat Offender (EMI)
- 34 32 **32 DIVING FOR PEARLS**/Diving For Pearls (Epic)
- — 37 **33 WARRANT**/Dirty Rotten Filthy Stinking Rich (Columbia)
- 25 28 34 **34 JOE SATRIANI**/Flying In A Blue Dream (Relativity)
- — 38 **35 CULT**/Sonic Temple (Sire/Reprise)
- 35 36 36 **36 GRATEFUL DEAD**/Built To Last (Arista)
- 15 18 25 **37 MELISSA ETHERIDGE**/Brave & Crazy (Island)
- DEBUT **38 ENUFF Z'NUFF**/Enuff Z'Nuff (Atco)
- 32 32 33 **39 RED HOT CHILI PEPPERS**/Mother's Milk (EMI)
- DEBUT **40 L.A. GUNS**/Cocked & Loaded (Vertigo/Polydor)

"Bad" (158) "Pretending" (47) "Alibis" (17)	166- /0	150+	16-
"What" (134) "F.I.N.E." (37) "Janie's" (24)	160= /4	84=	68+
"Deeper" (153) "Judgment" (26) "Fool" (25)	162+ /17	73+	79+
"Presto" (104) "Show" (51) "Pass" (20)	139= /9	64-	57+
"Downtown" (136)	136- /1	127-	5-
"Terrifying" (83) "Almost" (76) "Sad" (6)	135- /7	90-	44+
"Peace" (139) "Looking" (5)	140- /1	121-	15+
"Dirt" (124) "Heart" (9) "How" (5)	135- /6	94+	37-
"Anytime" (149) "Take" (2) "Save" (1)	150+ /7	83+	57-
"Best" (125) "Price" (40) "When" (1)	144+ /4	69+	73-
"Black" (146) "Rock" (3) "If" (1)	149+ /19	89+	48+
"I" (120) "Another" (11) "Hang" (4)	127+ /12	75+	51-
"Extremes" (91) "That's" (66) "We" (1)	126- /6	67-	53-
"No" (130) "Rockin'" (10)	133+ /7	74+	52-
"Explain" (135)	135- /1	75=	49-
"Devolution" (126) "Love" (8) "Sold" (3)	132- /2	64+	62-
"Girl" (99) "Blues" (14) "Room" (1)	114- /2	77-	32=
"Love" (102) "Way" (5) "Yesterdaze" (1)	106- /0	72-	31=
"Figure" (121)	121+ /5	53+	64=
"House" (119) "Tightrope" (4) "Let" (1)	120+ /6	49+	65=
"Innocent" (141) "Believer" (1)	141+ /8	30+	87+
"No" (121) "This" (3) "Brave" (1)	121+ /12	32+	76+
"Guilty" (87) "Wait" (33) "Bringing" (2)	110- /6	27-	60+
"Face" (53) "Love" (23) "Free" (14)	88+ /29	42+	43+
"House" (108) "Angel" (4) "Move" (1)	111+ /10	29+	67+
"Just" (50) "True" (16) "Angel" (14)	77- /8	50-	22+
"Let" (92) "Garden" (3) "Empty" (1)	96- /5	30+	55-
"Kickstart" (83) "Without" (17) "Slice" (3)	94- /4	19-	53-
"Remember" (80) "Piece" (1)	81- /3	37-	37=
"All" (105) "Shake" (1)	105- /3	27+	58-
"Too" (91)	91+ /27	30+	54+
"Gimme" (95)	95+ /8	24+	51-
"Sometimes" (94)	94+ /27	12-	58+
"Back" (51) "Big" (20) "Flying" (7)	75+ /12	16-	35-
"Sweet" (105) "Automatic" (1)	106+ /41	4-	58+
"Just" (59) "Foolish" (3) "Built" (2)	65+ /6	21+	33-
"Let" (45) "Angels" (3) "Skin" (2)	50- /1	25-	23-
"Fly" (77) "Indian" (1)	78+ /11	3+	44+
"Higher" (62)	62- /1	9-	37-
"Never" (70)	70+ /4	3+	43+

BREAKERS

No Albums Qualified For
Breaker Status This Week.

MOST ADDED

- CULT (41)
- TOM PETTY (29)
- KISS (28)
- RICHARD MARX (27)
- WARRANT (27)
- BORN ON THE FOURTH... (26)
- ALANNAH MYLES (19)
- WHITESNAKE (17)
- BALAAM & THE ANGEL (14)
- WEBB WILDER (14)

HOTTEST

- ERIC CLAPTON (150)
- ROD STEWART (127)
- EDDIE MONEY (121)
- DON HENLEY (94)
- ROLLING STONES (90)
- ALANNAH MYLES (89)
- AEROSMITH (84)
- MSG (83)
- SMITHEREENS (77)
- PHIL COLLINS (75)

The Road To Hell

The New Track And Follow-Up To The No. 1 AOR Hit "Working On It" From

CHRIS REA

From His Forthcoming Album The Road To Hell

Produced by Chris Rea and Jani Lane
Management: Paul Lilly and John Rowles for Road To Hell
© 1990 Geffen Records Ltd.

NATIONAL AIRPLAY®

LW	TW	
1	1	PSYCHEDELIC FURS /Book Of Days (Columbia)
2	2	JESUS & MARY CHAIN /Automatic (WB)
7	3	PETER MURPHY /Deep (Beggars Banquet/RCA)
3	4	KATE BUSH /The Sensual World (Columbia)
8	5	IAN McCULLOCH /Candleland (Sire/Reprise)
4	6	CREATURES /Boomerang (Geffen)
9	7	MICHAEL PENN /March (RCA)
10	8	WONDER STUFF /HUP (Polydor)
12	9	MIGHTY LEMON DROPS /Laughter (Sire/Reprise)
11	10	NINE INCH NAILS /Pretty Hate Machine (TVT)
5	11	MORRISSEY /Ouija Board, Ouija Board (Sire/Reprise)
6	12	SMITHEREENS /Smithereens 11 (Enigma/Capitol)
14	13	B-52'S /Cosmic Thing (Reprise)
19	14	ELECTRONIC /Getting Away With It (track) (Import)
13	15	LAURIE ANDERSON /Strange Angels (WB)
15	16	DEPECHE MODE /Personal Jesus EP (Sire/Reprise)
17	17	OCEAN BLUE /Ocean Blue (Sire/Reprise)
26	18	THEY MIGHT BE GIANTS /Flood (Elektra)
27	19	UB40 /Labor Of Love II (Virgin)
20	20	ERASURE /Wild! (Sire/Reprise)
18	21	LENNY KRAVITZ /Let Love Rule (Virgin)
23	22	DRAMARAMA /Stuck In Wonderamaland (Chameleon/Capitol)
24	23	RED HOT CHILI PEPPERS /Mother's Milk (EMI)
22	24	MICHELLE SHOCKED /Captain Swing (Mercury)
16	25	PRIMITIVES /Pure (RCA)
	26	SILENCERS /A Blues For Buddha (RCA)
	27	SCREAMING BLUE MESSIAHS /Totally Religious (Elektra)
	28	ELEVENTH DREAM DAY /Beet (Atlantic)
	29	CAMPER VAN BEETHOVEN /Key Lime Pie (Virgin)
30	30	RED LORRY YELLOW LORRY /Blow (Beggars Banquet/RCA)

DEBUT →
DEBUT →
DEBUT →
DEBUT →

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED	HOTTEST	MOST REQUESTED
RAVE-UPS BLUE NILE RENEGADE SOUNDWAVE SILENCERS GRANT HART	PETER MURPHY JESUS & MARY CHAIN B-52'S NINE INCH NAILS ELECTRONIC CREATURES KATE BUSH PSYCHEDELIC FURS	PETER MURPHY NINE INCH NAILS ELECTRONIC JESUS & MARY CHAIN CREATURES THEY MIGHT BE GIANTS

MOST ADDED	HOTTEST	MOST REQUESTED
WHITESNAKE/Deeper (41) CULT/Sweet (40) TOM PETTY/Face (34) AEROSMITH/What (33) KISS/Forever (30) ROLLING STONES/Almost (30) RUSH/Presto (28) RICHARD MARX/Too (27) WARRANT/Sometimes (27) E. BRICKELL/Hard (26) BILLY JOEL/Go (26)	E. CLAPTON/Bad (129) R. STEWART/Downtown (127) EDDIE MONEY/Peace (121) DON HENLEY/Dirr (88) ALANNAH MYLES/Black (88) MSG/Anytime (81) SCORPIONS/Can't (75) SMITHEREENS/Girl (72) TESLA/Love (71) NEIL YOUNG/No (70)	ALANNAH MYLES/Black (64) MSG/Anytime (46) TESLA/Love (37) MOTLEY CRUE/Kickstart (24) SCORPIONS/Can't (24) SKID ROW/Remember (23) WHITESNAKE/Deeper (18) AEROSMITH/What (17) NEIL YOUNG/No (17) E. CLAPTON/Bad (15)

NEW & ACTIVE

SHARK ISLAND "Paris Calling" (Epic) 25/2 (25/6)

Adds: KNCN, WROV. Heavy 1: KUPD. Medium 7: KISS, WDHA, KLBJ, KKEG, WLAV, KMOD, KRZQ.

BRITNY FOX "Dream On" (Columbia) 24/16 (8/6)

Adds including WDHA, WCCC, WEZX, KMJX, KBAT, WAPL, WAZU, KMOD, KXUS, WZZQ, KFMF. Heavy 1: WLZR. Medium 8: WDVE, KISS, WQFM, KBPI, KUPD, KBER, WCMF, KRZQ.

JON ANDERSON "Far Far Cry" (Enigma) 22/10 (12/11)

Adds: CHOM, KTCZ, KBCO, KKEG, WRXK, WRDU, WAPL, WIZN, KCHV, KFMU. Heavy 2 including WTKX. Medium 13 including KYYS, WPYX, WHEB, WRXR, WZBH, WMAD.

PETER MURPHY "Cuts You Up" (Beggars Banquet/RCA) 21/7 (15/13)

Adds: WBCN, WROV, KJOT, KRZQ, KTYD, WKGB, KRQU. Heavy 1: WXRT. Medium 14 including KBCO, KXRX, WHFS, KLBJ, KRIX, KMBY, WMAD, KWHL, KFMU.

SALTY DOG "Come Along" (Geffen) 21/6 (16/4)

Adds: KISW, WCMF, KLBJ, WKGB, KBOY, KCHV. Heavy 1: KNAC. Medium 8: WBAB, CILQ, KUPD, WTPA, WRXK, KBAT, WNCD, KRZQ.

TIM KARR "Rubbin' Me The Right Way" (EMI) 19/19 (0/0)

Adds including KLOL, WDHA, WEZX, WROV, KJJO, KILO, KTYD, KEZE, WPXC, WZBH. Medium 5: KISS, KGON, WAOR, KBOY, KZQO.

FASTER PUSSYCAT "House Of Pain" (Elektra) 19/6 (14/3)

Adds: WSHE, KZRR, KDJK, KSQY, KRQU, KCHV. Medium 6: WFBQ, KUPD, KRXQ, KBER, KRZQ, WZZQ.

NUCLEAR VALDEZ "Summer" (Epic) 19/2 (19/1)

Adds including WBCN, KISS, KRQR, WDHA, WRXK, KJJO. Medium 12: WSHE, WRKI, WDHA, WHCN, KLAQ, WRXK, KBAT, KMOD, KMBY, KRZQ, KFMQ, KBOY.

WEBB WILDER "Hittin' Where It Hurts" (Island) 17/17 (0/0)

Adds including WBCN, WDVE, WNOR, WLLZ, WQFM, WHFS, WEZX, KMBY, WGIR. Heavy 2: WXRT, WROV. Medium 6: WBAB, WAPL, KRZQ, WPXC, KQWB, WMAD.

MOTLEY CRUE "Without You" (Elektra) 17/11 (6/4)

Adds: KISS, WLLZ, WHEB, KRIX, KATT, KEZO, WIOT, KICT, KKDJ, KOMP, WGLF. Heavy 4 including KUPD, KTAL, KNAC. Medium 9 including WKLS, WTKX, KRZQ.

LOU GRAMM "True Blue Love" (Atlantic) 16/15 (1/1)

Adds including WHCN, WWTR, KSQY. Heavy 3: WRKI, KRNA, WAOR. Medium 10: WDHA, WCMF, KMJX, WRDU, WIXV, WKQZ, KMOD, KLCX, KPOI, KDJK.

BALAAM & THE ANGEL "I Took A Little" (Virgin) 15/13 (2/2)

Adds including WBCN, KISS, KRQR, WDHA, WRXK, KJJO. Medium 9: KUPD, KGON, WHFS, WTPA, KLAQ, KRIX, WNCD, KRZQ, KTYD.

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.

"This song is magnificent"—*Music Week*
 "Original and inspiring"—*Curt Smith, Tears For Fears*

"the downtown lights"
 the first single in five years from

THE BLUE NILE

From The Blue Nile's long-awaited new album *Blues* (Sire)

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

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

Symbols:
"a" — Album or track is newly reported.

(M); (L) — Other tracks from that album are in those rotations (medium or light).

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

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

Parallel One: 1,000,000 +
Parallel Two: 200,000 - 1,000,000.

Parallel Three: under 200,000.
Stations at a significant ratings disadvantage to an in-format competitor are assigned a lower parallel.

ERIC CLAPTON (M)
LENNY KRAVITZ
EDDIE MONEY
ROLLING STONES
SKID ROW
ROD STEWART
TESLA
WHITESNAKE
LEE AARON
JOE COCKER
REGATTA (M)
RUSH (M)
WORS
NEIL YOUNG
KIM MITCHELL (M)
Medium
BAD ENGLISH
PHIL COLLINS
CROSBY, STILLS & N
BOB DYLAN
GIANT
MELISSA ETHERIDGE
GREAT WHITE
DON HENLEY
LORD TRACY
MSG
MOTLEY CRUE
MICHAEL PENN
RED HOT CHILI PEPP
SALTY DOG
SCORPIONS
STEVIE RAY VAUGHAN
GIANT
WHITESNAKE
ENUFF Z'NUFF
JOAN JETT
HAVANA BLACK
RICHARD MARX
GIANT
CULT
HONEYMOON SUITE
SASS JORDAN
LONERBOY
LUBA
RAY LYELL
TRAGICALLY HIP
BRYAN ADAMS

WVDC/Washington
(301) 587-7100
VP/PRG: DAVE BROWN
MD: DUSTY SCOTT

WVDE/Pittsburgh
(412) 937-1441
PD: GENE ROMANO
MD: HERSCHEL

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WNEW/New York
(212) 286-1027
PD: DAVE LOGAN
MD: LORRAINE CARUSO

WCCB/Hartford
(203) 233-4426
PD: TED SELLERS

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PHIL COLLINS (M)
CROSBY, STILLS & N
LENNY KRAVITZ
DON HENLEY
MELISSA ETHERIDGE
SCORPIONS
GRATEFUL DEAD
STEVIE RAY VAUGHAN
PETER HIMMELMAN
JOHN LEE HOOKER (M)
HOOTERS (M)
BILLY JOEL (L)
LENNY KRAVITZ (L)
RICKIE LEE JONES (L)
DANIEL LANOIS (M)
LUBA
RICHARD MARX
MIRRAY MCGLOTHLIN
KIM MITCHELL
EDDIE MONEY
CHRIS REA
RUSH (L)
ROD STEWART
TEARS FOR FEARS (L)
TANITA TIKARAM
TRACILLY HIP
TINA TURNER
WHITESNAKE
MELISSA
GRAPES OF WRATH
J.J. CALE
Light

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CHR P1A PLAYLISTS

Denver

PD: Mark Bolke
APD/MD: Dom Testa

- 1 MICHELLE/No More Lies
- 2 TECHNOLOGIC/Pump Up The Jam
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 PHIL COLLINS/Another Day In Paradise
- 6 TESS/Love Song
- 7 MICHELLE BOLTON/Man I Need You
- 8 MICHELLE BOLTON/Man I Need You
- 9 SHED ROWE/Remember You
- 10 TONY LEONARDI/Thank You
- 11 CHRISTOPHER YOUNG/Just Between You And Me
- 12 BAD ENGLISH/Don't Stop Believin'
- 13 SOUL II SOUL/Back To Life
- 14 CROCKET/Just A Friend
- 15 EDDIE MONEY/Place In My Heart
- 16 JAMIE JACOBSON/Escape
- 17 ENTICED/Just A Friend
- 18 PHIL COLLINS/Another Day In Paradise
- 19 MICHELLE BOLTON/Man I Need You
- 20 TONY LEONARDI/Thank You
- 21 CHRISTOPHER YOUNG/Just Between You And Me
- 22 BAD ENGLISH/Don't Stop Believin'
- 23 SOUL II SOUL/Back To Life
- 24 CROCKET/Just A Friend
- 25 EDDIE MONEY/Place In My Heart
- 26 JAMIE JACOBSON/Escape
- 27 ENTICED/Just A Friend
- 28 PHIL COLLINS/Another Day In Paradise
- 29 MICHELLE BOLTON/Man I Need You
- 30 TONY LEONARDI/Thank You

ADD: BILLY JOEL/Go To Extremes
MICHELLE BOLTON/Man I Need You
ELTON JOHN/Just A Friend
DEPECHE MODE/Personal Jesus
BRAT PAK/You're The Only Woman

- 1 MICHAEL PENN/No More Lies
- 2 AEROTH/Jamie's Got A Gun
- 3 OLIVIA ESTEFAN/Here We Are
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
- 7 JODY WATLEY/Everything
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- 17 JODY WATLEY/Everything
- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: MICHAEL PENN/No More Lies
AEROTH/Jamie's Got A Gun
OLIVIA ESTEFAN/Here We Are
JODY WATLEY/Everything

San Diego

PD: Garry Wall
APD Kevin Weatherly

- 1 SEDUCTION/2 To Make It Right
- 2 MICHELLE/No More Lies
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
- 7 JODY WATLEY/Everything
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- 17 JODY WATLEY/Everything
- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: LINDA RONSTADT/All My Love
JODY WATLEY/Everything
BILLY JOEL/Go To Extremes

Portland

VP/Programming: Jim Ryan
APD: Steve Naganuma

- 1 AEROTH/Jamie's Got A Gun
- 2 PAULA ABDO/Opportunities Atraxct
- 3 EDIE BROWN/Just Between You And Me
- 4 EDIE BROWN/Just Between You And Me
- 5 MICHELLE BOLTON/Man I Need You
- 6 ROD STEWART/Downtown Train
- 7 DEPECHE MODE/Personal Jesus
- 8 JODY WATLEY/Everything
- 9 JODY WATLEY/Everything
- 10 JODY WATLEY/Everything
- 11 JODY WATLEY/Everything
- 12 JODY WATLEY/Everything
- 13 JODY WATLEY/Everything
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- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JAMIE JACOBSON/Escape
KISS/Destroyer
LINDA RONSTADT/All My Love
ERIC CLAPTON/Rice Water

San Francisco

PD: Bill Richards
Interim MD: Tim Watts

- 1 SEDUCTION/2 To Make It Right
- 2 TECHNOLOGIC/Pump Up The Jam
- 3 MICHELLE BOLTON/Man I Need You
- 4 TAYLOR DAVEY/Just Between You And Me
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
- 7 JODY WATLEY/Everything
- 8 JODY WATLEY/Everything
- 9 JODY WATLEY/Everything
- 10 JODY WATLEY/Everything
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- 17 JODY WATLEY/Everything
- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JAMIE JACOBSON/Escape
KISS/Destroyer
LINDA RONSTADT/All My Love
ERIC CLAPTON/Rice Water

WFOV Miami

VP/Programming: Bill Tanner
APD: Funk E. Frank Walsh
Music Coord.: John Rogers

- 1 SEDUCTION/2 To Make It Right
- 2 PAULA ABDO/Opportunities Atraxct
- 3 MICHELLE BOLTON/Man I Need You
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
- 7 JODY WATLEY/Everything
- 8 JODY WATLEY/Everything
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- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: MICHELLE BOLTON/Man I Need You
JODY WATLEY/Everything
BILLY JOEL/Go To Extremes

- 1 LUTHER VANDROSS/Here And Now
- 2 HEAVY D & THE BOYZ/Boyz n the City
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
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- 17 JODY WATLEY/Everything
- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: LUTHER VANDROSS/Here And Now
HEAVY D & THE BOYZ/Boyz n the City
JODY WATLEY/Everything

WIOQ Philadelphia

OM: Mark Driscoll
PD: Elvis Duran
Music Asst: Andy Gury

- 1 JODY WATLEY/Everything
- 2 JODY WATLEY/Everything
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
- 7 JODY WATLEY/Everything
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- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JODY WATLEY/Everything
BILLY JOEL/Go To Extremes
LINDA RONSTADT/All My Love

WQHT New York

OM: Joel Salkowitz
MD: Kevin McCabe

- 1 SEDUCTION/2 To Make It Right
- 2 MICHELLE/No More Lies
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
- 7 JODY WATLEY/Everything
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- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JODY WATLEY/Everything
BILLY JOEL/Go To Extremes
LINDA RONSTADT/All My Love

WPMI Miami

VP/Programming: Bill Tanner
APD: Funk E. Frank Walsh
Music Coord.: John Rogers

- 1 SEDUCTION/2 To Make It Right
- 2 PAULA ABDO/Opportunities Atraxct
- 3 MICHELLE BOLTON/Man I Need You
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
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- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: MICHELLE BOLTON/Man I Need You
JODY WATLEY/Everything
BILLY JOEL/Go To Extremes

- 1 LUTHER VANDROSS/Here And Now
- 2 HEAVY D & THE BOYZ/Boyz n the City
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
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- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: LUTHER VANDROSS/Here And Now
HEAVY D & THE BOYZ/Boyz n the City
JODY WATLEY/Everything

KJMJ Dallas

PD: Elroy R.C. Smith
APD: Tom Casey
MD: Carolyn Robbins

- 1 JODY WATLEY/Everything
- 2 JODY WATLEY/Everything
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
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- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JODY WATLEY/Everything
BILLY JOEL/Go To Extremes
LINDA RONSTADT/All My Love

ENERGY 96.5 FM KNRJ

PD: Steve Smith
MD: Michael Newman

- 1 ANYTHING BOB/Just Between You And Me
- 2 JODY WATLEY/Everything
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
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- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JODY WATLEY/Everything
BILLY JOEL/Go To Extremes
LINDA RONSTADT/All My Love

KSAQ San Antonio

PD: Leo Vela
APD/MD: Kathie Romero

- 1 MICHELLE BOLTON/Man I Need You
- 2 MICHELLE BOLTON/Man I Need You
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
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- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JODY WATLEY/Everything
BILLY JOEL/Go To Extremes
LINDA RONSTADT/All My Love

Today's Rock 'n' Roll KXZR 106.5 FM

Kansas City
PD: Gary Franklin
MD: Mark Cruz

- 1 SEDUCTION/2 To Make It Right
- 2 PAULA ABDO/Opportunities Atraxct
- 3 MICHELLE BOLTON/Man I Need You
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
- 7 JODY WATLEY/Everything
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- 17 JODY WATLEY/Everything
- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: MICHELLE BOLTON/Man I Need You
JODY WATLEY/Everything
BILLY JOEL/Go To Extremes

- 1 LUTHER VANDROSS/Here And Now
- 2 HEAVY D & THE BOYZ/Boyz n the City
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
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- 17 JODY WATLEY/Everything
- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: LUTHER VANDROSS/Here And Now
HEAVY D & THE BOYZ/Boyz n the City
JODY WATLEY/Everything

WLUM Milwaukee

PD: Rick Thomas
MD: Dana London

- 1 SEDUCTION/2 To Make It Right
- 2 TECHNOLOGIC/Pump Up The Jam
- 3 MICHELLE BOLTON/Man I Need You
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
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- 17 JODY WATLEY/Everything
- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: MICHELLE BOLTON/Man I Need You
JODY WATLEY/Everything
BILLY JOEL/Go To Extremes

92X Columbus

PD: Mark Todd
MD: Christy Roberts

- 1 WRITESHAW/For Your Loving
- 2 JODY WATLEY/Everything
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
- 7 JODY WATLEY/Everything
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- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JODY WATLEY/Everything
BILLY JOEL/Go To Extremes
LINDA RONSTADT/All My Love

99.1 KGGI FM

Quadruples the Music!
PD: Larry Martino
APD: Steve Craig
MD: Harley Davidson

- 1 SEDUCTION/2 To Make It Right
- 2 PAULA ABDO/Opportunities Atraxct
- 3 MICHELLE BOLTON/Man I Need You
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
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- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JODY WATLEY/Everything
BILLY JOEL/Go To Extremes
LINDA RONSTADT/All My Love

Hot 94.9

RHYTHM OF THE 90'S
KZHT/Salt Lake City
PD: Lou Simon
MD: John Griffin

- 1 SEDUCTION/2 To Make It Right
- 2 PAULA ABDO/Opportunities Atraxct
- 3 MICHELLE BOLTON/Man I Need You
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
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- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: MICHELLE BOLTON/Man I Need You
JODY WATLEY/Everything
BILLY JOEL/Go To Extremes

- 1 LUTHER VANDROSS/Here And Now
- 2 HEAVY D & THE BOYZ/Boyz n the City
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
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- 17 JODY WATLEY/Everything
- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: LUTHER VANDROSS/Here And Now
HEAVY D & THE BOYZ/Boyz n the City
JODY WATLEY/Everything

EM102

Sacramento
OM/MD: Brian White

- 1 SEDUCTION/2 To Make It Right
- 2 TECHNOLOGIC/Pump Up The Jam
- 3 MICHELLE BOLTON/Man I Need You
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
- 7 JODY WATLEY/Everything
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- 17 JODY WATLEY/Everything
- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: MICHELLE BOLTON/Man I Need You
JODY WATLEY/Everything
BILLY JOEL/Go To Extremes

Hot 97.1

San Jose
PD: Ken Richards
APD: Christopher Lance
MD: John Christian

- 1 SEDUCTION/2 To Make It Right
- 2 PAULA ABDO/Opportunities Atraxct
- 3 MICHELLE BOLTON/Man I Need You
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
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- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JODY WATLEY/Everything
BILLY JOEL/Go To Extremes
LINDA RONSTADT/All My Love

POWER 92 FM

KKFR/Phoenix
PD: Ron Parker
APD: J.J. Morgan
MD: Jim Morales

- 1 JAMIE JACOBSON/Escape
- 2 SEDUCTION/2 To Make It Right
- 3 MICHELLE BOLTON/Man I Need You
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
- 7 JODY WATLEY/Everything
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- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JODY WATLEY/Everything
BILLY JOEL/Go To Extremes
LINDA RONSTADT/All My Love

Power 106 FM

San Francisco
PD: Keith Naffaly
MD: Hosh Gureli

- 1 LUTHER VANDROSS/Here And Now
- 2 MICHELLE BOLTON/Man I Need You
- 3 JODY WATLEY/Everything
- 4 JODY WATLEY/Everything
- 5 JODY WATLEY/Everything
- 6 JODY WATLEY/Everything
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- 18 JODY WATLEY/Everything
- 19 JODY WATLEY/Everything
- 20 JODY WATLEY/Everything

ADD: JODY WATLEY/Everything
BILLY JOEL/Go To Extremes
LINDA RONSTADT/

CHR ADDS & HOTS

January 19, 1990 R&R • 105

EAST

MOST ADDED
Taylor Dayne
Joan Jett
Belinda Carlisle
Kevin Paige
Linda Ronstadt

BREAKOUTS
Fine Young Cannibals
Stevie N
Biz Markie
Jive Bunny & The Mastermixers

WPRR/Altoona, PA
Scott St. John
TAYLOR DAYNE
WHITESNAKE
LINDA RONSTADT
MICHAEL DAMIAN (dp)
KISS (dp)
FINE YOUNG CANNIBALS
ALICE COOPER (dp)
HOTTEST:
MICHAEL BOLTON 2-1
ROD STEWART 13-5
TESLA 9-6
SELECTION 10-7
PAULA ABDUL 17-12

103CR/Beckley, WV
Spencer/Davis
JANET JACKSON
TECHNOTRONIC
BABYFACE
TAYLOR DAYNE
ELTON JOHN
HOTTEST:
ROD STEWART 4-1
LOU GRAMM 3-2
PAULA ABDUL 15-5
ROXETTE 19-15
POCC 18-16

WKPE/Cape Cod, MA
Rick Rydar
none
HOTTEST:
LOU GRAMM 1-1
MICHAEL BOLTON 3-3
SELECTION 7-7
TECHNOTRONIC 10-10
MICHAEL DAMIAN 11-11
MICHAEL DAMIAN 11-11
POCC 18-16

WNYK/Hatfield, NY
Christian/Pendleton
ALICE COOPER (dp)
JIVE BUNNY & THE (dp)
JOAN JETT (dp)
KISS (dp)
SELECTION (dp)
SMITHERENS (dp)
LUTHER VANDROSS (dp)
HOTTEST:
CHICAGO 21-14
BAD ENGLISH 23-15
AEROSMITH 25-18
MICHAEL PENN 31-23
ALANNAH MYLES 24-24

WTHI/Portland, ME
Benson/Parkins
COVER GIRLS
LOU GRAMM 1-1
HOTTEST:
TECHNOTRONIC 2-2
PAULA ABDUL 19-7
EDDIE MONEY 15-9
MILLI VANILLI 25-15
GLORIA ESTEFAN 28-22

G96/Portland, ME
Jon Bryson
none
HOTTEST:
LOU GRAMM 1-1
MICHAEL BOLTON 2-2
TAYLOR DAYNE
KISS
HOTTEST:
ROD STEWART 4-1
AEROSMITH 8-5
EXPOSE 12-7
CHICAGO 17-11
PAULA ABDUL 22-13

WOMP/Wheeling, WV
Forster/McGee
LINDA RONSTADT (dp)
BRIDGE TOO FAR
ALICE COOPER (dp)
TAYLOR DAYNE
KISS
HOTTEST:
ROD STEWART 4-1
AEROSMITH 8-5
EXPOSE 12-7
CHICAGO 17-11
PAULA ABDUL 22-13

WHTO/Williamsport, PA
Kingson/Stacy
TAYLOR DAYNE
EDIE BRICKELL
BELINDA CARLISLE
MICHAEL PENN
LINDA RONSTADT
D MOB (dp)
HOTTEST:
SKID ROW 5-2
ROD STEWART 6-4
PAULA ABDUL 21-7
BAD ENGLISH 18-8
MICHAEL DAMIAN 19-4

WVFX/Benlor, ME
Martin/Clark
KEVIN PAIGE
JOAN JETT (dp)
KISS (dp)
TAYLOR DAYNE (dp)
HOTTEST:
ROD STEWART 8-5
EDDIE MONEY 10-7
PAULA ABDUL 18-9
CHICAGO 13-10
RICHARD MARX 28-26

96XXX/Burlington, VT
Spack/Riley
JANET JACKSON
WHITESNAKE
D MOB
TAYLOR DAYNE
BELINDA CARLISLE
EDIE BRICKELL
ALICE COOPER (dp)
HOTTEST:
LOU GRAMM 5-1
TECHNOTRONIC 10-5
AEROSMITH 15-11
PAULA ABDUL 33-16
MILLI VANILLI D-23

WKZC/Chambersburg, PA
Alexander/Stans
GLORIA ESTEFAN
TAYLOR DAYNE
JANET JACKSON
D MOB
HOTTEST:
MICHAEL BOLTON 1-1
TECHNOTRONIC 3-2
SKID ROW 5-4
JODY WATLEY 14-11
TESLA 19-12

96XIL/Parkersburg, WV
Larry Hughes
COVER GIRLS
BELINDA CARLISLE
D MOB
KEVIN PAIGE
LINDA RONSTADT
MOTLEY CRUE (dp)
HOTTEST:
ROD STEWART 7-3
AEROSMITH 16-7
GLORIA ESTEFAN 20-8
EDDIE MONEY 23-9
SKID ROW 26-10

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FLY92/Albany, NY
Todd Pettengill
D MOB
TAYLOR DAYNE
KYLIE MINOGUE
LUTHER VANDROSS
ALANNAH MYLES (dp)
KEVIN PAIGE
HOTTEST:
JODY WATLEY 4-1
ROD STEWART 6-4
AEROSMITH 14-9
EDDIE MONEY 18-12
PAULA ABDUL 27-14

99KH/Ocean City, MD
Hitman/Ocean
JOAN JETT
KEVIN PAIGE
TERENCE TRENT D'A
FINE YOUNG CANNIBALS
TAYLOR DAYNE
LENNY KRAVITZ
SMITHERENS
HOTTEST:
AEROSMITH 1-1
SELECTION 1-3
TESLA 5-4
ROD STEWART 15-5
PAULA ABDUL 16-7

WVAB/Allentown, PA
Sherry/Johnson
PHIL COLLINS
TAYLOR DAYNE
JOAN JETT
BELINDA CARLISLE
KISS (dp)
HOTTEST:
SKID ROW 1-1
PAULA ABDUL 13-10
MICHEL'LE 22-16
BAD ENGLISH 20-19
TESLA 28-26

WSPK/Poughkeepsie, NY
Schantz/St. James
PHIL COLLINS
TAYLOR DAYNE (dp)
JOAN JETT (dp)
MICHEL'LE (dp)
HOTTEST:
PAULA ABDUL 19-5
AEROSMITH 12-9
SELECTION 1-3
MILLI VANILLI 21-17
COVER GIRLS 22-19

G106/Durham-Raleigh, NC
Patrick/Harrison
LINDA RONSTADT
KISS
HOTTEST:
JOE COCKER 7-5
PAULA ABDUL 18-10
JODY WATLEY 7-6
ALANNAH MYLES 28-23
JANET JACKSON 32-25

KKYK/Little Rock, AR
Rolling/Edwards
TAYLOR DAYNE
BIZ MARKIE (dp)
HOTTEST:
TECHNOTRONIC 1-1
SELECTION 4-4
JODY WATLEY 7-6
CHICAGO 12-7
TOM PETTY 24-8

XL1067/Orlando, FL
Morley/Kelly
none
HOTTEST:
JANET JACKSON 1-1
ROD STEWART 3-3
CHICAGO 6-6
JODY WATLEY 10-10
AEROSMITH 13-13

WDLX/Washington, NC
Jackson/Lane
TAYLOR DAYNE
MICHEL'LE
ELTON JOHN
A'ME LORAIN
KEVIN PAIGE
WHITESNAKE
LINDA RONSTADT
HOTTEST:
TESLA 5-3
AEROSMITH 15-10
MOTLEY CRUE 22-15
BAD ENGLISH 31-24
D MOB 7-6
JANET JACKSON 31-14

KEZB/E Paso, TX
McMahon/Gonzales
TAYLOR DAYNE
STEVIE N
BIZ MARKIE (dp)
ROD STEWART
LUTHER VANDROSS
U-KREW
JIVE BUNNY & THE (dp)
HOTTEST:
TECHNOTRONIC 3-1
MICHAEL BOLTON 2-2
JODY WATLEY 4-3
D MOB 7-6
JANET JACKSON 21-14

KNAM/Monroe, LA
Lane/Piro
BAD ENGLISH
JANET JACKSON
BILLY JOEL
TAYLOR DAYNE
HOTTEST:
ROD STEWART 4-1
PAULA ABDUL 21-8
LUTHER VANDROSS 25-19
COVER GIRLS 3-20
ROXETTE 35-24

WVSR/Charleston, WV
Bill Sheehan
BIZ MARKIE
WARRANT (dp)
JOAN JETT (dp)
MICHAEL PENN
HOTTEST:
PAULA ABDUL 8-3
TESLA 15-10
SKID ROW 16-13
MICHEL'LE 28-18
JANET JACKSON 30-24

98PX/Rochester, NY
Michalski/Collins
TAYLOR DAYNE
WARRANT
JOAN JETT (dp)
MICHEL'LE (dp)
HOTTEST:
PAULA ABDUL 19-5
AEROSMITH 12-9
SELECTION 1-3
MILLI VANILLI 21-17
COVER GIRLS 22-19

WBBQ/Augusta, GA
Bruce Stevens
LINDA RONSTADT (dp)
JOAN JETT (dp)
TAYLOR DAYNE
JIVE BUNNY & THE
A'ME LORAIN
BELINDA CARLISLE
HOTTEST:
ROD STEWART 12-2
MICHAEL DAMIAN 5-3
JODY WATLEY 3-1
EDDIE MONEY 5-4
CHICAGO 9-5
PAULA ABDUL 16-6

WKQB/Charleston, SC
Gathier/Russell
CHICAGO
ALICE COOPER (dp)
SYBIL (dp)
ALANNAH MYLES (dp)
HOTTEST:
ROD STEWART 12-2
MICHAEL DAMIAN 5-3
JODY WATLEY 3-1
EDDIE MONEY 5-4
CHICAGO 9-5
PAULA ABDUL 16-6

WVNE/Ft. Myers, FL
Randy Shevyn
PHIL COLLINS
TAYLOR DAYNE
JOAN JETT (dp)
BILLY JOEL
ALANNAH MYLES
KEVIN PAIGE
COVER GIRLS
SELECTION
HOTTEST:
ROD STEWART 3-1
TECHNOTRONIC 13-6
SKID ROW 15-11
MILLI VANILLI 17-15
AEROSMITH 17-15

WVJX/Louisville, KY
Shebler/Meyer
PHIL COLLINS
BIZ MARKIE (dp)
DEPECHE MODE (dp)
TAYLOR DAYNE
MICHEL'LE
HOTTEST:
SELECTION 2-1
MICHAEL BOLTON 4-2
ROD STEWART 5-4
ROXETTE 8-6
PAULA ABDUL 13-10

WRVQ/Richmond, VA
Oasis/McKay
BIZ MARKIE
MICHEL'LE (dp)
ALANNAH MYLES
JOAN JETT (dp)
HOTTEST:
NEW KIDS ON THE B 2-1
YOUNG MC 3-2
SKID ROW 5-4
TOM PETTY 9-6
PAULA ABDUL 21-18

WVWJ/Winston-Salem, NC
Holloway/Reynolds
TAYLOR DAYNE
EDIE BRICKELL
KISS
JOAN JETT (dp)
LENNY KRAVITZ
HOTTEST:
MICHAEL BOLTON 1-1
SOUL II SOUL 3-2
SKID ROW 5-4
PAULA ABDUL 28-7
AEROSMITH 23-13

WKZL/Winston-Salem, NC
Baker/Chase
TAYLOR DAYNE
EDIE BRICKELL
KISS
JOAN JETT (dp)
LENNY KRAVITZ
HOTTEST:
MICHAEL BOLTON 1-1
SOUL II SOUL 3-2
SKID ROW 5-4
PAULA ABDUL 28-7
AEROSMITH 23-13

WVFM/Panama City, FL
Mr. Lou/Stone
EDIE BRICKELL
JOAN JETT (dp)
PASTER PUSSEKAT (dp)
A'ME LORAIN
TAYLOR DAYNE
CHIMES (dp)
HOTTEST:
ROD STEWART 3-1
JODY WATLEY 7-5
AEROSMITH 8-7
CHICAGO 13-8
PAULA ABDUL 22-11
KIKY/San Antonio, TX
Raymond/Garzon
CHICAGO
BILLY JOEL
WHITESNAKE
ALANNAH MYLES (dp)
PASTER PUSSEKAT (dp)
TAYLOR DAYNE
HOTTEST:
ROD STEWART 6-3
ROD STEWART 9-6
EDDIE MONEY 9-6
CHICAGO 14-9
ROXETTE 19-12
PAULA ABDUL 22-17

WVSR/Charleston, WV
Bill Sheehan
BIZ MARKIE
WARRANT (dp)
JOAN JETT (dp)
MICHAEL PENN
HOTTEST:
PAULA ABDUL 8-3
TESLA 15-10
SKID ROW 16-13
MICHEL'LE 28-18
JANET JACKSON 30-24

93Q/Syracuse, NY
Sullivan/Dunes
TAYLOR DAYNE
JOAN JETT
MICHAEL PENN
SYBIL
BELINDA CARLISLE
HOTTEST:
ROD STEWART 4-1
SELECTION 6-2
EXPOSE 11-8
PAULA ABDUL 19-13
MILLI VANILLI 24-15

WBSX/Charleston, SC
Penama/Stevens
BAD ENGLISH
MICHAEL DAMIAN
MILLI VANILLI
KISS
JANET JACKSON
BOB JOVI
HOTTEST:
SKID ROW 2-2
LOU GRAMM 4-4
BONHAM 7-6
SMITHERENS 20-10
ROXETTE 22-11

WVNS/Greenville, SC
McCowan/Hayes
TAYLOR DAYNE
ALANNAH MYLES
ENVOUCH (dp)
KEVIN PAIGE
LUTHER VANDROSS (dp)
JOAN JETT
BELINDA CARLISLE
U-KREW (dp)
HOTTEST:
MICHAEL BOLTON 3-2
LOU GRAMM 4-4
BONHAM 7-6
SMITHERENS 20-10
ROXETTE 22-11

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JOAN JETT
BELINDA CARLISLE
U-KREW (dp)
HOTTEST:
MICHAEL BOLTON 3-2
TECHNOTRONIC 6-2
SELECTION 12-4
MOTLEY CRUE 10-5
SKID ROW 16-7

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TECHNOTRONIC 6-2
SELECTION 12-4
MOTLEY CRUE 10-5
SKID ROW 16-7

JET-FM/Erie, PA
Jim Cook
JOAN JETT
FINE YOUNG CANNIBALS
TAYLOR DAYNE
BELINDA CARLISLE
KEVIN PAIGE (dp)
LINDA RONSTADT
HOTTEST:
ROD STEWART 7-2
SELECTION 12-7
AEROSMITH 13-10
PAULA ABDUL 18-11
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McCowan/Hayes
TAYLOR DAYNE
ALANNAH MYLES
ENVOUCH (dp)
KEVIN PAIGE
LUTHER VANDROSS (dp)
JOAN JETT
BELINDA CARLISLE
U-KREW (dp)
HOTTEST:

CHR ADDS & HOTS

MIDWEST

MOST ADDED Taylor Dayne Kiss Joan Jett Whitesnake Alice Cooper Janet Jackson Linda Ronstadt

BREAKOUTS Enuff Z'Nuff John Farnham Biz Markie

299/Oklahoma City, OK Brett Dumler JANET JACKSON SYBIL JOHN FARNHAM (dp) SKYY TAYLOR DAYNE

KGKQ/Omaha, NB Bentley/Adams MICHELLE KEVIN PAIGE WHITESNAKE (dp) ALANNAH MYLES LINDA RONSTADT

KZ93/Peoria, IL Gene Stern TAYLOR DAYNE B-52'S PHIL COLLINS

WZOK/Rockford, IL Strassellivey PHIL COLLINS WHITESNAKE ELTON JOHN (dp)

WGRD/Grand Rapids, MI Cassidy/Friday TOM PETTY COVER GIRLS TAYLOR DAYNE

Hot 92/Cleveland, OH Kent/Galagher D MOB LINDA RONSTADT JOHN FARNHAM

WPXR/Davenport, IA Larry Davis KEVIN PAIGE TESLA 9-5 TECHNOTRONIC 24-14

WGTX/Dayton, OH Bellandine/Ross KEVIN PAIGE TAYLOR DAYNE LINDA RONSTADT

WXXX/Green Bay, WI Coy/Loutos MICHAEL MORALES RICHARD MARX ALICE COOPER

WRQN/Toledo, OH Mason/O'Rourke RICHARD MARX WHITESNAKE WARRANT D MOB

KAY107/Tulsa, OK Jan Dean COVER GIRLS D MOB WARRANT

WTBX/Hibbing-Duluth, MN Crain/Davis JOHN FARNHAM TAYLOR DAYNE ALICE COOPER

KRKQ/Dallas, IA Knight/Lewis SEDUCTION AEROSMITH BILLY JOEL

KZIO/Duluth, MN Michaels/Tommy B BELINDA CARLISLE D MOB

WVCK/Flint, MI St/Michael/O'Dell BELINDA CARLISLE ENUFF Z'NUFF JIVE BUNNY & THE SMITHEREENS

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WVCK/Flint, MI St/Michael/O'Dell BELINDA CARLISLE ENUFF Z'NUFF JIVE BUNNY & THE SMITHEREENS

WHOT/Youngstown, OH Dick Thompson JANET JACKSON WHITESNAKE KEVIN PAIGE TAYLOR DAYNE

Y94/Fargo, ND Jack Lundy JANET JACKSON LINDA RONSTADT (dp) WHITESNAKE

KYYY/Bismarck, ND Bob Beck JOAN JETT KISS JANET JACKSON

WBNQ/Bloomington, IL Justin/Wels JANET JACKSON FINE YOUNG CANNIB BELINDA CARLISLE

WBWB/Bloomington, IN Mark Callaghan TAYLOR DAYNE MICHAEL PENN

WMHE/Toledo, OH Mike Whasier ALANNAH MYLES (dp) LINDA RONSTADT (dp)

KLOG/Grand Rapids, MI Owen/Tinnes LENNY KRAVITZ JOAN JETT BILLY JOEL

WRQN/Toledo, OH Mason/O'Rourke RICHARD MARX WHITESNAKE WARRANT D MOB

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WVCK/Flint, MI St/Michael/O'Dell BELINDA CARLISLE ENUFF Z'NUFF JIVE BUNNY & THE SMITHEREENS

KLYV/Dubuque, IA Thomas/Janssen BELINDA CARLISLE WHITESNAKE TAYLOR DAYNE

Y94/Fargo, ND Jack Lundy JANET JACKSON LINDA RONSTADT (dp) WHITESNAKE

KYYY/Bismarck, ND Bob Beck JOAN JETT KISS JANET JACKSON

WBNQ/Bloomington, IL Justin/Wels JANET JACKSON FINE YOUNG CANNIB BELINDA CARLISLE

WBWB/Bloomington, IN Mark Callaghan TAYLOR DAYNE MICHAEL PENN

WMHE/Toledo, OH Mike Whasier ALANNAH MYLES (dp) LINDA RONSTADT (dp)

KLOG/Grand Rapids, MI Owen/Tinnes LENNY KRAVITZ JOAN JETT BILLY JOEL

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KPAT/Sioux Falls, SD Maguire/Ward JANET JACKSON WHITESNAKE KISS (dp)

Y94/Fargo, ND Jack Lundy JANET JACKSON LINDA RONSTADT (dp) WHITESNAKE

KYYY/Bismarck, ND Bob Beck JOAN JETT KISS JANET JACKSON

WBNQ/Bloomington, IL Justin/Wels JANET JACKSON FINE YOUNG CANNIB BELINDA CARLISLE

WBWB/Bloomington, IN Mark Callaghan TAYLOR DAYNE MICHAEL PENN

WMHE/Toledo, OH Mike Whasier ALANNAH MYLES (dp) LINDA RONSTADT (dp)

KLOG/Grand Rapids, MI Owen/Tinnes LENNY KRAVITZ JOAN JETT BILLY JOEL

WRQN/Toledo, OH Mason/O'Rourke RICHARD MARX WHITESNAKE WARRANT D MOB

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WVCK/Flint, MI St/Michael/O'Dell BELINDA CARLISLE ENUFF Z'NUFF JIVE BUNNY & THE SMITHEREENS

WEST

MOST ADDED Taylor Dayne Kiss Joan Jett Belinda Carlisle Alice Cooper Whitesnake

BREAKOUTS John Farnham Jive Bunny & The Mastermixers Kylie Minogue Stevie B

Enuff Z'Nuff Faster Pussycat A'me Lorain Biz Markie U-Krew

KKSS/Albuquerque, NM Cedillo/Jack/Heze B-52'S ROXETTE BIZ MARKIE (dp)

KKHT/Springfield, MO Moore/Elliott TAYLOR DAYNE KEVIN PAIGE

KKXX/Bakersfield, CA Squires/Christopher A'ME LORAIN KYLIE MINOGUE SKYY

KF95/Boise, ID Kaspar/Ryan WARRANT ALICE COOPER

KFMW/Waterloo, IA Mark Hansen KISS FASTER PUSSYCAT (dp)

KATM/Colorado Springs, CO Sorensen/Fricke SARAYA JOHN FARNHAM

KKMG/Colorado Springs, CO Stevens/Caray BRAT PACE TAYLOR DAYNE

KKMG/Colorado Springs, CO Stevens/Caray BRAT PACE TAYLOR DAYNE

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KKMG/Colorado Springs, CO Stevens/Caray BRAT PACE TAYLOR DAYNE

KKMG/Colorado Springs, CO Stevens/Caray BRAT PACE TAYLOR DAYNE

KLMQ/Honolulu, HI Akana/Hart none Hottest: LINDA RONSTADT 2-1

KLUC/Las Vegas, NV Dean/Taylor AEROSMITH TOM PETTY

FM104/Modesto-Stockton, CA DeMaroney/Hoffman COVER GIRLS BAD ENGLISH

KKSS/Albuquerque, NM Cedillo/Jack/Heze B-52'S ROXETTE

KKHT/Springfield, MO Moore/Elliott TAYLOR DAYNE KEVIN PAIGE

KKXX/Bakersfield, CA Squires/Christopher A'ME LORAIN KYLIE MINOGUE

KF95/Boise, ID Kaspar/Ryan WARRANT ALICE COOPER

KFMW/Waterloo, IA Mark Hansen KISS FASTER PUSSYCAT (dp)

KATM/Colorado Springs, CO Sorensen/Fricke SARAYA JOHN FARNHAM

KKMG/Colorado Springs, CO Stevens/Caray BRAT PACE TAYLOR DAYNE

KKMG/Colorado Springs, CO Stevens/Caray BRAT PACE TAYLOR DAYNE

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KKMG/Colorado Springs, CO Stevens/Caray BRAT PACE TAYLOR DAYNE

KKMG/Colorado Springs, CO Stevens/Caray BRAT PACE TAYLOR DAYNE

KZZU/Spokane, WA Hopkins/Matthewson none Hottest: TOM PETTY 3-3

KLUC/Las Vegas, NV Dean/Taylor AEROSMITH TOM PETTY

FM104/Modesto-Stockton, CA DeMaroney/Hoffman COVER GIRLS BAD ENGLISH

KKSS/Albuquerque, NM Cedillo/Jack/Heze B-52'S ROXETTE

KKHT/Springfield, MO Moore/Elliott TAYLOR DAYNE KEVIN PAIGE

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KKMG/Colorado Springs, CO Stevens/Caray BRAT PACE TAYLOR DAYNE

KKMG/Colorado Springs, CO Stevens/Caray BRAT PACE TAYLOR DAYNE

KFTZ/Idaho Falls, ID Summers/CatV COVER GIRLS (dp)

KLUC/Las Vegas, NV Dean/Taylor AEROSMITH TOM PETTY

FM104/Mod

Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

P1-A Reporters: Selected leading-edge major market CHR stations whose playlists diverge significantly from mainstream CHR's.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

Paula Abdul Continued

Table with station call letters and ratings for Paula Abdul's 'Opposites Attract'.

Table with station call letters and ratings for Paula Abdul's 'Opposites Attract'.

AEROSMITH Janie's Got A Gun (Geffen) LP: Pump

Chart and regional data for Aerosmith's 'Janie's Got A Gun'.

Regional and chart data for Aerosmith's 'Janie's Got A Gun'.

Regional and chart data for Aerosmith's 'Janie's Got A Gun'.

Regional and chart data for Aerosmith's 'Janie's Got A Gun'.

Regional and chart data for Aerosmith's 'Janie's Got A Gun'.

Regional and chart data for Aerosmith's 'Janie's Got A Gun'.

Regional and chart data for Aerosmith's 'Janie's Got A Gun'.

B B-52's Roam (Reprise) LP: Cosmic Thing

Chart and regional data for B-52's 'Roam'.

Regional and chart data for B-52's 'Roam'.

Regional and chart data for B-52's 'Roam'.

Regional and chart data for B-52's 'Roam'.

Regional and chart data for B-52's 'Roam'.

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Regional and chart data for B-52's 'Roam'.

Regional and chart data for B-52's 'Roam'.

Babyface Tender Lover (SolarEpic) LP: Tender Lover

Chart and regional data for Babyface's 'Tender Lover'.

Regional and chart data for Babyface's 'Tender Lover'.

Regional and chart data for Babyface's 'Tender Lover'.

Regional and chart data for Babyface's 'Tender Lover'.

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Regional and chart data for Babyface's 'Tender Lover'.

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Regional and chart data for Babyface's 'Tender Lover'.

Regional and chart data for Babyface's 'Tender Lover'.

MICHAEL BOLTON How Am I Supposed To... (Columbia) LP: Soul Provider

Chart and regional data for Michael Bolton's 'How Am I Supposed To...'.

Regional and chart data for Michael Bolton's 'How Am I Supposed To...'.

Regional and chart data for Michael Bolton's 'How Am I Supposed To...'.

Regional and chart data for Michael Bolton's 'How Am I Supposed To...'.

Regional and chart data for Michael Bolton's 'How Am I Supposed To...'.

Regional and chart data for Michael Bolton's 'How Am I Supposed To...'.

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Regional and chart data for Michael Bolton's 'How Am I Supposed To...'.

Regional and chart data for Michael Bolton's 'How Am I Supposed To...'.

Regional and chart data for Michael Bolton's 'How Am I Supposed To...'.

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A PAULA ABDUL

Chart and regional data for Paula Abdul's 'Opposites Attract'.

Regional and chart data for Paula Abdul's 'Opposites Attract'.

Regional and chart data for Paula Abdul's 'Opposites Attract'.

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Regional and chart data for Paula Abdul's 'Opposites Attract'.

Continued On Next Column

Continued On Next Column

Continued On Next Column

Continued On Next Column

Parallels Continued on Page 108

Belinda Carlisle Continued

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

CHICAGO, What Kind Of... (Full Moon/Reprise), LP: Greatest Hits 82-29, Total Reports 216 85%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Alice Cooper House Of Fire (Epic)

LP: Trash, Total Reports 80 31%, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

CHICAGO, What Kind Of... (Full Moon/Reprise), LP: Greatest Hits 82-29, Total Reports 216 85%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

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WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Cover Girl Continued

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

CHICAGO, What Kind Of... (Full Moon/Reprise), LP: Greatest Hits 82-29, Total Reports 216 85%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

D MOB C'mon And Get My Love (Polydor)

LP: A Little Bit Of This, Total Reports 153 60%, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

CHICAGO, What Kind Of... (Full Moon/Reprise), LP: Greatest Hits 82-29, Total Reports 216 85%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

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Michael Damian Continued

WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

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WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

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WEST, EAST, CHICAGO, Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Continued On Next Column

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RICHARD MARX
Too Late To Say Goodbye (EMI)
LP: Repeat Offender
Total Reports 205 81%

Regional Reach	E 83%	S 80%	M 94%	W 66%
Chart Pos	1	0	0	0
Summary	2-5	0	0	0
National Summary	6-15	2	1	2
UP	75	16-40	29	66
DEBS	75	Ons	5	11
SAME	26	Adds	5	9
DOWN	0	Ch Adds	5	3
ADDS	29	Total	46	90

Parallel Reach P1 63% P2 81% P3 99%

KEVIN PAIGE
Anything I Want (Chrysalis)
LP: Kevin Paige
Total Reports 99 39%

Regional Reach	E 48%	S 43%	M 33%	W 33%
Chart Pos	1	0	0	0
Summary	2-5	0	0	0
National Summary	6-15	0	0	0
UP	18	16-40	8	18
DEBS	21	Ons	5	2
SAME	18	Adds	3	22
DOWN	0	Ch Adds	0	2
ADDS	42	Total	16	47

Parallel Reach P1 22% P2 42% P3 51%

MICHELLE
No More Lies (Ruthless/Atco)
Total Reports 100 39%

Regional Reach	E 40%	S 46%	M 22%	W 48%
Chart Pos	1	2	0	3
Summary	6-15	6	7	0
National Summary	6-15	6	7	0
UP	61	16-40	14	29
DEBS	5	Ons	2	3
SAME	15	Adds	1	9
DOWN	2	Ch Adds	2	0
ADDS	17	Total	30	55

Parallel Reach P1 41% P2 50% P3 21%

MILLI VANILLI
All Or Nothing (Arista)
LP: Girl You Know It's True
Total Reports 219 86%

Regional Reach	E 92%	S 90%	M 78%	W 84%
Chart Pos	1	0	0	0
Summary	2-5	1	2	0
National Summary	6-15	13	18	3
UP	187	16-40	45	74
DEBS	17	Ons	1	5
SAME	11	Adds	0	1
DOWN	0	Ch Adds	0	1
ADDS	4	Total	60	100

Parallel Reach P1 82% P2 90% P3 84%

EDDIE MONEY
Peace In Our Time (Columbia)
LP: Greatest Hits Sound Of Money
Total Reports 205 81%

Regional Reach	E 88%	S 81%	M 89%	W 66%
Chart Pos	1	0	0	1
Summary	2-5	3	10	8
National Summary	6-15	25	59	51
UP	175	16-40	15	21
DEBS	2	Ons	0	1
SAME	25	Adds	0	1
DOWN	1	Ch Adds	0	1
ADDS	2	Total	44	93

Parallel Reach P1 60% P2 84% P3 97%

ALANNAH MYLES
Black Velvet (Atlantic)
LP: Alanah Myles
Total Reports 118 46%

Regional Reach	E 44%	S 60%	M 42%	W 34%
Chart Pos	1	0	0	0
Summary	2-5	0	0	0
National Summary	6-15	0	0	0
UP	46	16-40	9	26
DEBS	16	Ons	1	8
SAME	26	Adds	3	15
DOWN	0	Ch Adds	4	1
ADDS	30	Total	13	56

Parallel Reach P1 18% P2 50% P3 70%

MICHAEL PENN
No Myth (RCA)
LP: March
Total Reports 127 50%

Regional Reach	E 52%	S 51%	M 50%	W 47%
Chart Pos	1	0	0	0
Summary	2-5	0	0	0
National Summary	6-15	0	0	0
UP	55	16-40	11	30
DEBS	20	Ons	6	8
SAME	24	Adds	5	10
DOWN	0	Ch Adds	1	3
ADDS	28	Total	23	52

Parallel Reach P1 32% P2 47% P3 74%

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National Summary	6-15	0	0	0
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Parallel Reach P1 18% P2 50% P3 70%

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SIGNIFICANT ACTION

Luther Vandross Continued. P1 WKXS a, P2 FMI02 11-9, P3 WEST. Includes regional reach and chart summary.

Jody Watley Continued. WKSE 17-16, WBLI 6-4, WPLJ 4-4, WZLX 13-10, WZLX 13-10, WZLX 13-10. Includes regional reach and chart summary.

WARRANT Sometimes She Cries (Columbia). LP: Dirty Rotten Filthy Stinking Rich. Total Reports 166 65%. Includes regional reach and chart summary.

BON JOVI The Boys Are Back In Town (Mercury). LP: Stairway To Heaven, Highway To Hell. Includes regional reach and chart summary.

BON JOVI The Boys Are Back In Town (Mercury). LP: Stairway To Heaven, Highway To Hell. Includes regional reach and chart summary.

EDIE BRICKELL A Hard Rain's A Gonna Fall (MCA). LP: "Born On The Fourth Of July" ST. Includes regional reach and chart summary.

EDIE BRICKELL A Hard Rain's A Gonna Fall (MCA). LP: "Born On The Fourth Of July" ST. Includes regional reach and chart summary.

ENTOUCH / KEITH SWEAT All Nite (Vintertainment/Elektra). LP: All Nite. Includes regional reach and chart summary.

ENTOUCH / KEITH SWEAT All Nite (Vintertainment/Elektra). LP: All Nite. Includes regional reach and chart summary.

ENUFF Z'NUFF Fly High Michelle (Atco). LP: Enuff Z'nuff. Includes regional reach and chart summary.

FINE YOUNG CANNIBALS I'm Not Satisfied (IRS/MCA). LP: The Raw & The Cooked. Includes regional reach and chart summary.

FINE YOUNG CANNIBALS I'm Not Satisfied (IRS/MCA). LP: The Raw & The Cooked. Includes regional reach and chart summary.

MARCIA GRIFFITH Electric Boogie (Island). Includes regional reach and chart summary.

WHITESNAKE The Deeper The Love (Geffen). LP: Slip Of The Tongue. Total Reports 132 52%. Includes regional reach and chart summary.

WHITESNAKE The Deeper The Love (Geffen). LP: Slip Of The Tongue. Total Reports 132 52%. Includes regional reach and chart summary.

BRIDGE TOO FAR Heaven On Earth (WTG). Includes regional reach and chart summary.

BRIDGE TOO FAR Heaven On Earth (WTG). Includes regional reach and chart summary.

ERASURE Blue Savannah (Sire). LP: Wild. Includes regional reach and chart summary.

ERASURE Blue Savannah (Sire). LP: Wild. Includes regional reach and chart summary.

JAYA If You Leave Me Now (LMR). LP: Jaya. Includes regional reach and chart summary.

JAYA If You Leave Me Now (LMR). LP: Jaya. Includes regional reach and chart summary.

JODY WATLEY Everything (MCA). LP: Larger Than Life. Total Reports 209 82%. Includes regional reach and chart summary.

JODY WATLEY Everything (MCA). LP: Larger Than Life. Total Reports 209 82%. Includes regional reach and chart summary.

PHIL COLLINS It Wish It Would Rain Down (Atlantic). LP: ...But Seriously. Includes regional reach and chart summary.

PHIL COLLINS It Wish It Would Rain Down (Atlantic). LP: ...But Seriously. Includes regional reach and chart summary.

JOHN FARNHAM You're The Voice (RCA). LP: Age Of Reason. Includes regional reach and chart summary.

JOHN FARNHAM You're The Voice (RCA). LP: Age Of Reason. Includes regional reach and chart summary.

JIVE BUNNY & THE MIXMASTERS That's What I Like (Atco). LP: Jive Bunny, The Album. Includes regional reach and chart summary.

JIVE BUNNY & THE MIXMASTERS That's What I Like (Atco). LP: Jive Bunny, The Album. Includes regional reach and chart summary.

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PARALLELS®

NEW ARTISTS

SIGNIFICANT ACTION

K

LENNY KRAVITZ
Let Love Rule (Virgin)
LP: Let Love Rule

P1 EAST WWSK 32-28	JET-FM on 99KHI a WPST 37-34 WYCR a	SOUTH KQIZ 37-31 WJMX a B98 a Q104 a WYKS on WPFM 19-15 KNIN 34-33
P2 EAST WABE on	SOUTH WBBQ on K106 9-5 WZU 35-32 KTUX d-37	MIDWEST WBNO on WCIL on WAZY d-37 99KG a KPAT d-27 WDRB 40-39 KFMW 33-31
P3 EAST WVYP on G98 on fr	WEST KATH on KRZT on KZZU on fr	WEST KFBQ on ZFUN 31-24 OK95 11-5

L

A'ME LORAIN
Whole Wide World (RCA)

P1 EAST WWSK 32-28	KKFR d-28 FM102 29-28 HOT949 21-19 KMEL 22-18 HOT977 31-26	WEST KKSS 21-16 KNMQ on KXXX a KMMG 30-25 B95 35-32 HOT96 32-28 KIKI d-29 KCAQ on KDON 27-22
P2 EAST WTKC 38-33	SOUTH WBBQ a K106 on KZZB on KZFM 40-34 KPRR 26-24	SOUTH WOID a WABB on WJMX on WPFM a WOVV on WDLX a
P3 EAST WVYP on G98 on fr	WEST KZPP d-30 KKLQ 26-22	MIDWEST KFBQ a KTMt a KZOO a SLY96 a-39

M

MAOONNA
Keep It Together (Sire/WB)
LP: Like A Prayer

P1 EAST WWSK 32-28	HOT97 a-35 PWR106 on KMEL a	WEST KLUC a-29 KCAQ a KRQ a
P2 EAST WTKC 38-33	SOUTH WBBQ a K106 on KZZB on KZFM 40-34 KPRR 26-24	SOUTH WOID a WABB on WJMX on WPFM a WOVV on WDLX a
P3 EAST WVYP on G98 on fr	WEST KZPP d-30 KKLQ 26-22	MIDWEST KFBQ a KTMt a KZOO a SLY96 a-39

BIZ MARKIE
Just A Friend (WB)
LP: The Biz Never Sleeps

P1 EAST WWSK 32-28	WIOQ 6-4 WPGC 19-13 PWR96 13-9 KKFR a-26 KGGI 4-1 FM102 28-27 KMEL 15-11 HOT977 a	MIDWEST WGTZ a KRRD a
P2 EAST WTKC 38-33	SOUTH KBBQ a KRBE a-25 B97 a KITY a-30	WEST KKSS a B95 39-35 HOT96 a-26 KCAQ a
P3 EAST WVYP on G98 on fr	MIDWEST B96 a-30 WHTT d-22 KBEQ a	SOUTH WCSR a-35 WKEE a WPST d-36 WYCR a-35

KYLIE MINOGUE
Wouldn't Change A Thing (Geffen)
LP: Enjoy Yourself

P1 EAST WWSK 32-28	SOUTH KZZB a WHHY on KJ103 on	SOUTH WJAD a KNOE on KWTX on
P2 EAST WTKC 38-33	MIDWEST WCKK 40-36 KJ103 on	MIDWEST WPRR on
P3 EAST WVYP on G98 on fr	WEST KXXX a KF95 a KSNB on KCAQ a	WEST KPTZ a KMKO a KTMt on SLY96 a

SHANA
I Want You (Vision)

P1 EAST WWSK 32-28	KKFR 6-5	WEST KLUC 13-12
P2 EAST WTKC 38-33	WABE 2-5 WNNK 30-29 WTKC 6-8 WJAN 24-18 WSPK 24-22 98PXV 18-14	SOUTH KISR on KSMB 30-28
P3 EAST WVYP on G98 on fr	SOUTH WFMF 12-18 KZFM 5-3 KPRR 12-15 WAPZ 29-27 KZOU 30-27 KBFM 5-21 Z102 14-12	MIDWEST WQID on WPFM on

SKYY
Real Love (Atlantic)
LP: Start Of A Romance

P1 EAST WWSK 32-28	KMEL 27-21 HOT977 a	WEST B95 36-33 HOT96 29-22 KDON a
P2 EAST WTKC 38-33	SOUTH 98PXV on	SOUTH WPRR 31-28
P3 EAST WVYP on G98 on fr	MIDWEST KZZB d-39 WKQB a WCRZ 28-26 KZFM a KPRR on WKZL on	MIDWEST WQID on WPFM on

STEVIE B
Love Me For Life (LMR)
LP: In My Eyes

P1 EAST WWSK 32-28	KKLQ 8-6 KWSS a-13	WEST KLUC 21-16 KDON 4-4 KRQ 25-22
P2 EAST WTKC 38-33	SOUTH HOT97 a WIOQ 2-22 KKFR d-13 KGGI d-21 HOT977 a	EAST KZZB a-19
P3 EAST WVYP on G98 on fr	MIDWEST KITY a-15 KTFM a-25	MIDWEST KZZB a-19

SYBIL
Walk On By (Next Plateau)

P1 EAST WWSK 32-28	KJMZ 9-9 KKKR d-25	WEST B95 19-15
P2 EAST WTKC 38-33	SOUTH WTKC 40-35 93Q a-39 WCKC on	SOUTH K106 d-40 WKQB a WCRZ 26-23 KZFM a
P3 EAST WVYP on G98 on fr	WEST KITY 27-25	WEST Z99 a

T

TECHNOTRONIC
Get Up! (Before The Night Is...) (SBK)
LP: Pump Up The Jam

P1 EAST WWSK 32-28	WPGC d-29 KNRJ 15-14 PWR96 20-18 PWR106 a KKFR a-27 HOT949 a-15	WEST KMMG 35-30
P2 EAST WTKC 38-33	SOUTH WFMF d-29 KPRR a-28	SOUTH KSMB on
P3 EAST WVYP on G98 on fr	WEST KITY 27-25	MIDWEST WVYP on G98 on fr

U

U-KREW
If U Were Mine (Enigma)

P1 EAST WWSK 32-28	KMEL d-30 HOT977 24-21	WEST B95 37-34 HOT96 d-30 KIKI 19-18 KCAQ 35-24
P2 EAST WTKC 38-33	SOUTH B93 a-39 KZFM on WANS a KBFM on	SOUTH KQIZ a KEZB a
P3 EAST WVYP on G98 on fr	MIDWEST KRRZ 29-25 KURZ a	MIDWEST KFBQ on KNOX a

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- 2 ALANNAH MYLES/Black Velvet (Atlantic) 118
- 3 MICHEL'LE/No More Lies (Atco) 100
- 4 SMITHEREENS/A Girl Like You (Capitol) 59
- 5 SARAYA/Timeless Love (SBK) 51
- 6 A'ME LORAIN/Whole Wide World (RCA) 48
- 7 BIZ MARKIE/Just A Friend (WB) 44
- 8 ENUFF Z'NUFF/Fly High Michelle (Atco) 41
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KBEQ/Kansas City, MO (P1)
KBFM/McAllen-Brownsville, TX (P2)
KBOZ/Bozeman, MT (P3)
KCAQ/Oxnard-Vanura, CA (P2)
KCMQ/Columbia, MO (P1)
KCPX/Salt Lake City, UT (P1)
KDON/Salt Lake City, UT (P2)
KDWB/Minneapolis, MN (P1)
KEGL/Dallas, TX (P1A)
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KFBO/Cheyenne, WY (P3)
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KITY/San Antonio, TX (P3)
KIXY/San Angelo, TX (P3)
KJMZ/Dallas, TX (P1A)
KKBQ/Houston, TX (P1)
KKFR/Phoenix, AZ (P1A)
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KKMG/Colorado Springs, CO (P2)
KKRD/Wichita, KS (P2)
KKRZ/Portland, OR (P1)
KSSS/Albuquerque, NM (P2)
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KYYK/Little Rock, AR (P2)
KLQ (WKLI)/Grand Rapids, MN (P2)
KLUC/Las Vegas, NV (P2)
KLYV/Dubuque, IA (P3)
KMEL/San Francisco, CA (P1A)
KMKO/Lewisville, ID (P3)
KMYZ/Tulsa, OK (P2)
KNAN/Monroe, LA (P3)
KNAN/Wichita Falls, TX (P3)
KNMO/Albuquerque, NM (P2)
KNOE/Monroe, LA (P3)
KNRJ/Houston, TX (P1A)
KOY-FM/Phoenix, AZ (P1)
KPAT/Sioux Falls, SD (P3)
KPLZ/Seattle, WA (P1)
KPRR/El Paso, TX (P2)
KPRR/Anchorage, AK (P3)
KOCR/Cedar Rapids, IA (P3)
KQHT/Grand Forks, ND (P3)
KQIZ/Amarillo, TX (P3)
KQKQ/Omaha, NE (P2)
KQMG/Honolulu, HI (P2)
KRBE/Houston, TX (P1)
KRHO/Des Moines, IA (P2)
KRKY/Sacramento, CA (P2)
KRO (KHQI)/Tucson, AZ (P2)
KRZR/Fresno, CA (P2)
KSAQ/San Antonio, TX (P1A)
KSMB/Lafayette, LA (P3)
KSNB/Eugene, OR (P2)
KTFM/San Antonio, TX (P1)
KTMt/Medford, OR (P3)
KTRS/Casper, WY (P3)
KTUX/Shreveport, LA (P2)
KTXJ/Jefferson City-Columbia, MO (P3)
KUBE/Seattle, WA (P1)
KWNZ/Reno, NV (P2)
KWOD/Sacramento, CA (P2)
KWSS/San Jose, CA (P1)
KWTX/Waco, TX (P3)
KXKR/Kansas City, MO (P1A)
KXXQ/Portland, OR (P1)
KYTY/Bismarck, ND (P3)
KZFM/Corpus Christi, TX (P2)
KZIO/Duluth, MN (P2)
KZOU/Little Rock, AR (P2)
KZOZ/San Luis Obispo, CA (P3)
KZZB/Beaumont, TX (P2)
KZZP/Phoenix, AZ (P1)
KZZU/Spokane, WA (P2)
WABB/Mobile, AL (P2)
WABE/Allentown, PA (P2)
WAN5/Greenville, SC (P2)
WAPZ/Jacksonville, FL (P2)
WAVA/Washington, DC (P1)
WBYZ/Portland, ME (P1)
WBBQ/Augusta, GA (P2)
WBLI/Long Island, NY (P1)
WBND/Bloomington, IN (P3)
WBWB/Bloomington, IN (P3)
WCGQ/Columbus, GA (P2)
WCIL/Carbondale, IL (P3)
WCKZ/Charlotte, NC (P2)
WDBR/Springfield, IL (P3)
WDFX/Detroit, MI (P1A)
WDXJ/Louisville, KY (P2)
WDLX/Washington, DC (P2)
WEGX/Philadelphia, PA (P1)
WEXZ/Exeter, NH (P2)
WFMF/Salt Lake City, UT (P2)
WGH/Morristown, TN (P2)
WGRD/Grand Rapids, MI (P2)
WGTZ/Dayton, OH (P2)
WHYY/Montgomery, AL (P2)
WHOT/Youngstown, OH (P2)
WHOT/Williamsport, PA (P2)
WHYT/Detroit, MI (P1)
WIBW/Topeka, KS (P3)
WIFC/Wausau, WI (P3)
WIKK/Chambersburg, PA (P3)
WIKK/Fl. Myers, FL (P2)
WIDQ/Philadelphia, PA (P2)
WIXX/Green Bay, WI (P2)
WJAD/Springfield, MA (P3)
WJMK/Florence, SC (P3)
WKBQ/Si. Louis, MO (P1)
WKDD/Akron, OH (P2)
WKEE/Huntington, WV (P2)
WKFR/Kalamazoo, MI (P3)
WKPE/Cape Cod, MA (P3)
WKQB/Charleston, SC (P2)
WKDX/Chicago, IL (P1)
WKRZ/Wilkes-Barre, PA (P2)
- WKSE/Buffalo, NY (P1)
WKSJ/Asheville, NC (P3)
WKSJ/Greensboro, NC (P2)
WKTI/Milwaukee, WI (P1)
WKZL/Winston-Salem, NC (P2)
WLAN/Lancaster, PA (P2)
WLAP/Lancaster, PA (P2)
WLWL/Minneapolis, MN (P1)
WLWV/Champaign, IL (P3)
WMEC/Fl. Wayne, IN (P2)
WMHE/Toledo, OH (P2)
WMJQ/Buffalo, NY (P1)
WNCL/Columbus, OH (P1)
WNKN/Harrisburg, PA (P2)
WNOK/Columbia, SC (P2)
WNVZ/Norfolk, VA (P1)
WNYP/Albany, NY (P3)
WOKI/Knoxville, TN (P2)
WOMP/Wheeling, WV (P3)
WOMX/Olando, FL (P2)
WOVV/West Palm Beach, FL (P2)
WPFM/Panama City, FL (P3)
WPRR/Terre Haute, IN (P3)
WPGC/Washington, DC (P1A)
WPHR/Cleveland, OH (P1)
WPLJ/New York, NY (P1)
WPRR/Altoona, PA (P3)
WPSI/Trenton, NJ (P2)
WPRX/Oceanport, IA (P2)
WQID/Bloom, MS (P3)
WQUT/Johnson City, TN (P2)
WRCK/Utica, NY (P2)
WROQ/Charlotte, NC (P2)
WRON/Toledo, OH (P2)
WRVQ/Richmond, VA (P2)
WSPK/Poughkeepsie, NY (P2)
WSSX/Charleston, SC (P2)
WTBX/Hibbing-Duluth, MN (P2)
WTHY/Portland, ME (P3)
WTIC/Hartford, CT (P2)
WVSS/Wilmington, NC (P3)
WVSR/Charleston, WV (P2)
WVCK/Ft. Mill, SC (P2)
WVFX/Bangor, ME (P3)
WVKS/Boston, MA (P1)
WVCR/York, PA (P2)
WVKS/Gainesville, FL (P3)
WZXX/Bloom, MS (P3)
WZOK/Rockford, IL (P2)
WZOU/Boston, MA (P1)
WZPL/Indianapolis, IN (P1)
WZYP/Huntsville, AL (P2)
WZZU/Raleigh, NC (P2)
B93 (KBTB)/Austin, TX (P1)
B94 (WBZZ)/Pittsburgh, PA (P1)
B95 (KBOS)/Fresno, CA (P2)
B96 (WBBM)/Chicago, IL (P3)
B97 (KEZB)/New Orleans, LA (P1)
B98 (KZBB)/Fl. Smith, AR (P3)
B104 (WBSB)/Baltimore, MD (P1)
FL92 (WFLY)/Albany, NY (P2)
FM100 (WMC-FM)/Memphis, TN (P2)
FM102 (KSFM)/Sacramento, CA (P1A)
FM104 (KHOP)/Modesto-Stokton, CA (P2)
G98 (WWGT)/Portland, ME (P3)
G105 (WDCG)/Durham-Raleigh, NC (P2)
HOT92 (WRQC)/Cleveland, OH (P2)
HOT949 (KZHT)/Salt Lake City, UT (P1A)
HOT96 (KYNH)/Fresno, CA (P2)
HOT97 (WQHT)/New York, NY (P1A)
HOT977 (KHOT)/San Jose, CA (P1A)
HOT102 (WLUW)/Milwaukee, WI (P1A)
I95 (WAPL)/Birmingham, AL (P2)
JET-FM (WJET)/Erie, PA (P2)
J92 (WXLK)/Roanoke, VA (P2)
K96 (KHFH)/Austin, TX (P2)
K106 (KIDJ)/Beaumont, TX (P2)
KAY107 (KAYI)/Tulsa, OK (P2)
K101 (WKCI)/New Haven, CT (P2)
KF95 (KFXD)/Boise, ID (P2)
KJ103 (KJYO)/Oklahoma City, OK (P2)
KJ104 (KQKS)/Denver, CO (P1)
KZ93 (WKZW)/Peoria, IL (P2)
KZ106 (WSKZ)/Chattanooga, TN (P2)
OK95 (KIDJ)/Tri-Cities, WA (P3)
PIRATE (KOLZ)/Los Angeles, CA (P1A)
PRO-FM (WPRO)/Providence, RI (P1)
PWR96 (WPDW)/Miami, FL (P1A)
PWR99 (WAPW)/Atlanta, GA (P1)
PWR106 (KFWB)/Los Angeles, CA (P1A)
Q95 (WK0I)/Detroit, MI (P1A)
Q98 (WDSM)/Fayetteville, NC (P2)
Q101 (WJQJ)/Meridian, MS (P3)
Q102 (WKRO)/Cincinnati, OH (P1)
Q104 (WQEN)/Gadsden, AL (P3)
Q105 (WKBO)/Tampa, FL (P1)
Q107 (WROX)/Washington, DC (P1)
SLY96 (KSLY)/San Luis Obispo, CA (P3)
XL1067 (WXXL)/Orlando, FL (P2)
X100 (KXXX)/San Francisco, CA (P1)
X106 (KXXX)/Birmingham, AL (P2)
Y94 (WDAV)/Fargo, ND (P3)
Y95 (KHYI)/Dallas, TX (P1)
Y97 (KHTI)/Santa Barbara, CA (P3)
Y100 (WYNY)/Miami, FL (P2)
Y107 (WYNY)/Nashville, TN (P2)
Y108 (KXXY)/Denver, CO (P1)
ZFUN (KZFM)/Moscow, ID (P2)
Z95 (WYTT)/Chicago, IL (P1)
Z97 (KLZS)/Billings, MT (P3)
Z98 (KMPZ)/Memphis, TN (P2)
Z99 (KZBA)/Oklahoma City, OK (P2)
Z100 (WHTZ)/New York, NY (P1)
Z102 (WZAT)/Savannah, GA (P2)
Z103 (WZEE)/Madison, WI (P2)
Z106 (WSRZ)/Sarasota, FL (P2)
Z107 (WYTO)/Syracuse, NY (P2)
Z108 (WXXL)/Parkersburg, WV (P3)
Z109 (WXXX)/Washington, VT (P3)
Z110 (WXXY)/Rochester, NY (P2)
Z111 (KSKG)/Salina, KS (P3)
Z112 (WVAY)/Waynes, GA (P2)
Z113 (WVAY)/Albany, NY (P3)
Z114 (WVNY)/Ocean City, MD (P2)
Z115 (WVNY)/Rocky, WV (P3)
Z116 (WVNY)/Rocky, WV (P3)



BREAKERS

WARRANT

Sometimes She Cries (Columbia)

65% of our reporters playing it. Moves: Up 73, Debuts 40, Same 26, Down 0, Adds 27 including Q105, Q102, KKRZ, KC101, 98PXY, WNOK, WCGQ, WKDD, KROY. See Parallels, debuts at number 36 on the CHR chart.

TAYLOR DAYNE

Love Will Lead You Back (Arista)

61% of our reporters playing it. Moves: Up 1, Debuts 4, Same 1, Down 0, Adds 150 including WPLJ, B94, Y95, Y100, B96, KDWB, KZZP, KSAQ, PWR106. Complete airplay in Parallels.

D MOB

C'mon And Get My Love (Polydor)

60% of our reporters playing it. Moves: Up 81, Debuts 28, Same 19, Down 0, Adds 25 including WNVZ, KWSS, KPLZ, KUBE, WPGC, KGGI, KC101, HOT92. See Parallels, moves 35-31 on the CHR chart.

NEW & ACTIVE

WHITESNAKE "The Deeper The Love" (Geffen)

Reports: 132. Moves: Up 16, Debuts 42, Same 29, Down 0, Adds 45 including WXKS, CKOI, PWR99, WNVZ, KDWB, Y108, KKRZ, KUBE, WOKI, 999KHI 38-34, WKRZ 40-34, WNOK 36-29, OK95 34-24.

MICHAEL PENN "No Myth" (RCA)

Reports: 127. Moves: Up 55, Debuts 20, Same 24, Down 0, Adds 28 including WGH, WNVZ, Q105, WLOL, KCPX, KPLZ, WVSR, FM100, KTX, KSAQ 29-24, KISN 29-24, WBBQ 26-21, KBFM 36-28. See Parallels. Debuts at number 40 with charted action at 65%.

LINDA RONSTADT featuring AARON NEVILLE "All My Life" (Elektra)

Reports: 123. Moves: Up 16, Debuts 36, Same 26, Down 0, Adds 45 including WBLI, WNVZ, WKQX, Q102, KBEQ, HOT102, KKLQ, WTIC, G105, B97 6-2, KCPX 27-23, 93Q 39-33, WCGO 37-31.

ALANNAH MYLES "Black Velvet" (Atlantic)

Reports: 118. Moves: Up 61, Debuts 26, Same 16, Down 0, Adds 30 including PWR99, WKBQ, KPLZ, WTIC, I95, WKQB, WINK, WRVQ, KXXR 23-19, KISN 36-28, JET-FM 34-29, WYCR 26-20, WZYP 40-33, KFMW 29-19.

TEARS FOR FEARS "Woman In Chains" (Fontana/Mercury)

Reports: 113. Moves: Up 3, Debuts 5, Same 23, Down 5, Adds 2, WKBQ, WQUT, CKOI 10-8, KSAQ 22-18, K106 18-13, WZYP 24-21, WHHY 11-9, WDLX 39-32, KF95 21-15, KWNZ 22-14, WNYF 28-22. Charting at 84% of those playing it.

MICHEL'LE "No More Lies" (Ruthless/Atco)

Reports: 100. Moves: Up 11, Debuts 5, Same 15, Down 2, Adds 17 including WPLJ, KRBE, KOY-FM, B93, WCKZ, Z98, WRVQ, WDLX, KQKQ, HOT97 8-6, KJMJZ 8-7, Y108 1-1, KMEL 3-2, KBFM 15-10. See Parallels. Moves 36-33 with 79% of the airplay charted; Top 15 moves at 23%.

KEVIN PAIGE "Anything I Want" (Chrysalis)

Reports: 99. Moves: Up 18, Debuts 21, Same 18, Down 0, Adds 42 including PRO-FM, KKRZ, KUBE, FLY92, JET-FM, 999KHI, X106, WQUT, WDLX, Q102 29-25, WKBQ 30-26, WVSR 34-29, WAPE 26-20, KRNQ 20-12.

BELINDA CARLISLE "Summer Rain" (MCA)

Reports: 91. Moves: Up 11, Debuts 21, Same 20, Down 0, Adds 39 including WMJQ, CKOI, KSAQ, WPHR, WLOL, X100, KWSS, KUBE, WRCK, KRBE 25-20, WPST 35-24, B93 40-33, KRNQ 28-23, OK95 36-26.

KENNY G "Going Home" (Arista)

Reports: 89. Moves: Up 55, Debuts 5, Same 26, Down 3, Adds 0, WPGC 26-23, Y100 12-9, KKRZ 25-20, K98 30-24, KPRR 23-18, WQUT 30-26, WHHY 24-20, KQIZ 26-21.

ALICE COOPER "House Of Fire" (Epic)

Reports: 80. Moves: Up 15, Debuts 10, Same 22, Down 0, Adds 33 including WZPL, WKBQ, PIRATE, KPLZ, WKQB, WHHY, Z106, WGTZ, WIXX, WTBX, KROY, KISR, KTUX 40-36, WZOK 33-29, KNIN 31-24.

ELTON JOHN "Sacrifice" (MCA)

Reports: 79. Moves: Up 21, Debuts 12, Same 20, Down 2, Adds 19 including Y100, WPHR, KDWB, Y108, KUBE, WKRZ, FM100, WDLX, WKQX 10-9, Q95 9-7, KCPX 34-28, KISN 16-11, WERZ 35-28, KSND 21-15.

JOAN JETT "Dirty Deeds" (CBS Associated)

Reports: 73. Moves: Up 3, Debuts 3, Same 3, Down 0, Adds 64 including KEGL, WGH, KSAQ, WPHR, WHYT, PIRATE, KXYQ, KPLZ, 93Q, WMEE, KXXR 40-33, I95 27-23, KFMW 40-33.

SMITHEREENS "A Girl Like You" (Capitol)

Reports: 59. Moves: Up 27, Debuts 6, Same 12, Down 2, Adds 12, KRBE, HOT949, 999KHI, WZZU, WWCK, WNYF, WQID, B98, WYKS, KSMB, KKHT, Y97, 92X 8-7, KXXR 10-7, PIRATE 17-14, KNIN 7-5. Charted action at 68%; Top 15 at 28%.

DEPECHE MODE "Personal Jesus" (Sire/Reprise)

Reports: 59. Moves: Up 25, Debuts 8, Same 16, Down 2, Adds 8, KEGL, Y108, I95, WZYP, WDJX, KNMQ, KISR, KNOE, CKOI 14-10, KS104 9-6, PIRATE 14-11, KKLQ 27-19, WPST 18-11, K106 12-8, KBFM 9-2, KKSS 19-13. Charted and moving at 68%; Top 15 action at 35%.

SA-FIRE "I Will Survive" (Mercury)

Reports: 59. Moves: Up 32, Debuts 4, Same 21, Down 2, Adds 0, WIOQ 19-16, HOT102 32-29, PWR106 37-33, KISN 39-36, KZZB 29-25, KPRR 6-5, Z99 25-20, HOT96 21-18, KTRS 40-35, KTMT 40-37.

DINO "Never 2 Much Of U" (4th & Broadway/Island)

Reports: 59. Moves: Up 40, Debuts 3, Same 15, Down 1, Adds 0, WXKS 34-31, FLY92 35-32, WTIC 37-32, KZFM 33-29, KCAQ 38-35, KWNZ 35-24, KRO 23-20, KEZB 12-11, KLYV 37-34, KTRS 38-33.

LUTHER VANDROSS "Here And Now" (Epic)

Reports: 51. Moves: Up 21, Debuts 5, Same 9, Down 2, Adds 14 including WXKS, WPLJ, Y95, KISN, X100, KZFM, KNMQ, KEZB, WPGC 1-1, KITY 9-8, KGGI 16-12, FM102 11-9, WCKZ 9-6, KKMGM 4-3.

SARAYA "Timeless Love" (SBK)

Reports: 51. Moves: Up 2, Debuts 8, Same 19, Down 0, Adds 2, KATM, WQID, WMJQ 26-23, WKBQ 29-25, KRZR 27-23, 99WGY 34-24, 95XXX 35-29, WPFM 30-25, KYYY 39-35, WIFC 24-19, KMOK 38-34, OK95 18-13. 63% of the airplay has charted.

KISS "Forever" (Mercury)

Reports: 50. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 50 including PRO-FM, KSAQ, WPHR, 92X, KXXR, KXYQ, K106, G105, WZZU, KZIO, KKRD, WOMP, KFTZ.

MOST ADDED MOST ACTIVE HOTTEST

TAYLOR DAYNE (150)
JOAN JETT (64)
KISS (50)
LINDA RONSTADT (45)
WHITESNAKE (45)
KEVIN PAIGE (42)
BELINDA CARLISLE (39)
ALICE COOPER (33)
BIZ MARKIE (31)
ALANNAH MYLES (30)

TEARS FOR FEARS (78)
MICHAEL PENN (75)
ALANNAH MYLES (72)
MICHEL'LE (64)
WHITESNAKE (58)
KENNY G (57)
LINDA RONSTADT (52)
DINO (42)
KEVIN PAIGE (39)
ELTON JOHN (36)

PAULA ABDUL (146)
ROD STEWART (104)
MICHAEL BOLTON (83)
AEROSMITH (71)
SEDUCTION (68)
TECHNOTRONIC/Pump (56)
JODY WATLEY (47)
LOU GRAMM (43)
SKID ROW (42)
CHICAGO (41)

Most Active = Ups + Debuts - Downs

SIGNIFICANT ACTION

A'ME LORAIN "Whole Wide World" (RCA)

Reports: 48. Moves: Up 21, Debuts 4, Same 11, Down 0, Adds 12, WHYT, WBBQ, Z98, Y107, WDLX, KXXX, WQID, WPFM, KFBO, KTMT, KZOZ, SLY96, WIOQ 18-13, KNRJ 36-29, KKLQ 26-22. Strong growth in the South & West as 54% chart it.

BIZ MARKIE "Just A Friend" (WB)

Reports: 44. Moves: Up 9, Debuts 4, Same 0, Down 0, Adds 31 including WZOU, WEGX, KKQB, KRBE, B97, KITY, B96, KBEQ, KKFR, HOT977, B104 16-11, WIOQ 6-4, WPGC 19-13, PWR96 13-9, KGGI 4-1, KKLQ 16-8, KMEL 15-11.

ENUFF Z'NUFF "Fly High Michelle" (Atco)

Reports: 41. Moves: Up 3, Debuts 6, Same 15, Down 0, Adds 17 including WLOL, WKBQ, PIRATE, K106, WAPE, KZOU, WHHY, WWCK, KF95, KATM 30-26, WYCR 35-31, KXXX 17-12, HOT96 3-2.

JAYA "If You Leave Me Now" (LMR)

Reports: 38. Moves: Up 22, Debuts 2, Same 2, Down 7, Adds 5, PWR99, KS104, KOY-FM, WPST, KJ103, WXXS 16-12, HOT97 6-3, Z100 12-8, KTFM 24-21, B96 13-9, HOT102 35-26, PWR106 15-10, KKRZ 24-19, KZFM 15-9, KXXX 5-3. Hot reports at 18%; charted at 95% of those playing it.

LENNY KRAVITZ "Let Love Rule" (Virgin)

Reports: 36. Moves: Up 12, Debuts 3, Same 13, Down 0, Adds 8, WPHR, 999KHI, WYCR, KLO, WJMX, B98, Q104, 99KG, K106 9-5, KQIZ 37-31, WPFM 19-15, ZFUN 31-24, OK95 11-5.

ENTOUCH featuring KEITH SWEAT "All Nite" (Vintertainment/Elektra)

Reports: 35. Moves: Up 13, Debuts 1, Same 15, Down 2, Adds 4, WMJQ, X100, WANS, KNMQ, WPGC on, KITY on-dp, KS104 on, Y108 29-19, WTIC 39-34, WYCR 35-31, KXXX 17-12, HOT96 3-2.

MARCIA GRIFFITHS "Electric Boogie" (Island)

Reports: 35. Moves: Up 21, Debuts 0, Same 10, Down 3, Adds 1, WOYV, WPLJ 29-21, WIOQ 13-10, WGH 12-8, HOT102 31-28, KC101 28-24, WKRZ 14-11, WNOK 38-31, WKZL 26-19, Z103 33-24, WVBS 37-30.

SHANA "I Want You" (Vision)

Reports: 33. Moves: Up 16, Debuts 1, Same 4, Down 10, Adds 2, KS104, KOY-FM, B96 3-2, KKFR 6-5, WLAN 24-18, 98PXY 18-14, KZFM 5-3, WGTZ 14-11, Z99 23-19.

JIVE BUNNY & THE MASTERMIXERS "That's What I Like" (Atco)

Reports: 29. Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 26 including WMJQ, CKOI, KITY, KS104, KCPX, KISN, WKRZ, B93, WOKI, KTUX, WWCK, KNMQ, WNYF, B98, KBOZ.

U-KREW "If U Were Mine" (Enigma)

Reports: 29. Moves: Up 8, Debuts 5, Same 6, Down 0, Adds 10, WIOQ, FM102, KUBE, B93, WANS, KNMQ, KKMGM, KQIZ, KEZB, KMOK, KKRZ 29-25, HOT977 24-21, CHED 28-22, KCAQ 35-24. Starting in the West.

SKYY "Real Love" (Atlantic)

Reports: 29. Moves: Up 12, Debuts 1, Same 8, Down 0, Adds 8, WHYT, KOY-FM, HOT977, WKQB, KZFM, Z99, KXXX, KDON, WPGC 8-4, KJMJZ 27-16, KGGI 12-8, KMEL 27-21, KKMGM 32-28, HOT96 29-22. The West leads.

PHIL COLLINS "I Wish It Would Rain Down" (Atlantic)

Reports: 26. Moves: Up 8, Debuts 2, Same 5, Down 0, Adds 11 including Q95, WAEB, WSPK, WINK, WZZU, WMEE, WZOK, Y97, KXXR 29-22, WKBQ 39-23, KOY-FM 24-19, KXYQ 28-21, WNOK 7-4, WWCK 29-24. Pre-single action building.

STEVIE B "Love Me For Life" (LMR)

Reports: 25. Moves: Up 8, Debuts 1, Same 1, Down 0, Adds 15 including WKSE, HOT97, WPLJ, Z100, WIOQ, KITY, KTFM, KS104, KIIS, HOT977, KWSS, KKFR 20-13, KOY-FM 21-13, WPFM 27-19, KLUC 21-16.

JOHN FARNHAM "You're The Voice" (RCA)

Reports: 21. Moves: Up 1, Debuts 1, Same 0, Down 0, Adds 19 including KSAQ, KXYQ, WBBQ, KTUX, HOT92, WTBX, KATM, KSND, WJAD, B98, KWTX, KQCR, OK95, WIXX 25-21.

KYLIE MINOUGE "Wouldn't Change A Thing" (Geffen)

Reports: 18. Moves: Up 1, Debuts 0, Same 8, Down 0, Adds 9, FLY92, KZZB, KXXX, KF95, KCAQ, WJAD, KFTZ, KMOK, SLY96, WWCK 40-36.

BRIDGE TOO FAR "Heaven On Earth" (WTG)

Reports: 18. Moves: Up 0, Debuts 3, Same 6, Down 0, Adds 9, HOT949, KISN, KTUX, WWCK, WOMP, KNIN, Y94, KTRS, KFBO.

BON JOVI "The Boys Are Back In Town" (Mercury)

Reports: 18. Moves: Up 9, Debuts 1, Same 5, Down 0, Adds 3, WSSX, WKDD, KMYZ, WKBQ 19-15, WOKI 13-9, WZZU 32-29, WKFR 34-28. No single, but charted at 72% of those playing it.

TECHNOTRONIC "Get Up! (Before The Nite Is Over)" (SBK)

Reports: 17. Moves: Up 7, Debuts 3, Same 2, Down 0, Adds 5, PWR106, KKFR, HOT949, KPRR, KJ103, HOT97 22-18, WWCK 33-29, KKMGM 35-30.

SYBIL "Walk On By" (Next Plateau)

Reports: 16. Moves: Up 6, Debuts 3, Same 2, Down 0, Adds 5, KIIS, 93Q, WKQB, KZFM, Z99, HOT97 11-9, KKFR d-25, WTIC 40-35, B95 19-15. 75% of the action is charted.

FINE YOUNG CANNIBALS "I'm Not Satisfied" (IRS)

Reports: 15. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 15, CKOI, WKBO, KCPX, JET-FM, WERZ, WTIC, 999KHI, WRCK, WZYP, KDON, WPRR, KQIZ, WBNO, WKFR, 99KG.

EDIE BRICKELL "A Hard Rain's A Gonna Fall" (MCA)

Reports: 15. Moves: Up 0, Debuts 2, Same 0, Down 0, Adds 13, WXKS, KXXR, WPST, K106, KTUX, 95XXX, WHTO, KQIZ, WJMX, WPFM, KNIN, WPFM, OK95, WOKI d-29, KATM d-30.

ERASURE "Blue Savannah" (Sire/Reprise)

Reports: 15. Moves: Up 2, Debuts 3, Same 7, Down 0, Adds 3, KISN, KSND, KWTX, KKQB d-24, KNRJ 26-22, KRBE d-24, KSAQ 36-27, HOT949 d-20.

MADONNA "Keep It Together" (Sire/WB)

Reports: 10. Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 8, B104, HOT97, Z100, WKBQ, KMEL, KLUC, KCAQ, KRQ. Pre-single activity.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement. Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels.

NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.

CHR Rotation Criteria — Fulltime Adds and/or Ons: four plays in a 24-hour period, three of them before midnight.

Dayparted Adds and/or Ons: One-two plays in a 24-hour period, both of them before midnight.

THE SONG RADIO WANTS TO RUN WITH.



HOOTERS

BROTHER, DON'T YOU WALK AWAY

The New Single From "ZIG ZAG." On Columbia.

45058

Produced by Rick Chertoff
Co-Produced by Eric Bazilian and Rob Hyman
Management by Steve Mountain for Cornerstone Management
Mixed by Steve Danchard

38-73235

HOOTERS "ZIG ZAG" ACROSS AMERICA:

January

Thu 11	Richmond, VA	Flood Zone
Fri 12	Sayerville, NJ	Club Bene
Sat 13	Norfolk, VA	Boathouse
Sun 14	Washington, D.C.	Bayou
Tue 16	Portland, ME	T-Birds
Wed 17	Boston, MA	Paradise
Fri 19	Albany, NY	Saratoga Winners
Sat 20	Washington, PA	Washington & Jefferson College
Sun 21	Rochester, NY	Penny Arcade
Wed 24	Syracuse, NY	Lost Horizon
Fri 26	New York, NY	Ritz
Sat 27	Pittsburgh, PA	Graffiti
Sun 28	Columbus, OH	Newport Music Hall
Tue 30	Cincinnati, OH	Bogart's
Wed 31	Indianapolis, IN	Vogue

February

Thu 1	Grand Rapids, MI	Club Eastbrook
Sat 3	Chicago, IL	Park West
Sun 4	Milwaukee, WI	Riverside Theater
Mon 5	Omaha, NE	Ranch Bowl
Sat 10	Victoria, BC	The Forge
Sun 11	Vancouver, BC	86th St Music Hall
Mon 12	Seattle, WA (tentative)	
Tue 13	Portland, OR	Starry Night
Thu 15	San Rafael, CA	New Georges
Sat 17	Santa Clara, CA	One Step Beyond
Sun 18	San Francisco, CA	Slims
Mon 19	Los Angeles, CA (tentative)	
Wed 21	San Diego, CA	The Bacchanal
Fri 23	Ventura, CA	
Sat 24	San Juan Capistrano, CA	The Coach House
Sun 25	San Juan Capistrano, CA	The Coach House
Tue 27	Las Vegas, NV	

"Columbia" Reg. U.S. Pat. & Tm. Off. by CBS Records Inc. © 1990 CBS Records Inc.



NATIONAL AIRPLAY OVERVIEW

CHR

4	2	WKS	WKS	LW	TW	
3	2	1	1			MICHAEL BOLTON/How Am I... (Columbia)
7	5	2	2			ROD STEWART/Downtown Train (WB)
13	9	6	3			SEDUCTION/2 To Make It Right (Vendetta/A&M)
30	21	8	4			PAULA ABDUL/Opposites Attract (Virgin)
8	6	5	5			JODY WATLEY/Everything (MCA)
5	4	3	6			LOU GRAMM/Just Between You And Me (Atlantic)
25	17	12	7			CHICAGO/What Kind Of Man Would... (Full Moon/Reprise)
17	14	11	8			EDDIE MONEY/Peace In Our Time (Columbia)
14	11	9	9			TOM PETTY/Free Fallin' (MCA)
9	8	7	10			TECHNOTRONIC/Pump Up The Jam (SBK)
24	20	15	11			AEROSMITH/Janie's Got A Gun (Geffen)
18	15	13	12			SKID ROW/I Remember You (Atlantic)
1	1	4	13			PHIL COLLINS/Another Day In Paradise (Atlantic)
33	27	19	14			ROXETTE/Dangerous (EMI)
22	19	16	15			BABYFACE/Tender Lover (Solar/Epic)
—	35	23	16			MILLI VANILLI/All Or Nothing (Arista)
31	26	20	17			EXPOSE/Tell Me Why (Arista)
—	—	33	18			JANET JACKSON/Escape (A&M)
35	30	24	19			GLORIA ESTEFAN/Here We Are (Epic)
27	24	21	20			MICHAEL DAMIAN/Was It Nothing... (Cypress/A&M)
—	34	26	21			BAD ENGLISH/Price Of Love (Epic)
11	10	14	22			JOE COCKER/When The Night Comes (Capitol)
36	32	27	23			COVER GIRLS/We Can't Go Wrong (Capitol)
19	18	17	24			TESLA/Love Song (Geffen)
2	3	10	25			JANET JACKSON/Rhythm Nation (A&M)
—	—	34	26			B-52'S/Roam (Reprise)
—	—	37	27			BILLY JOEL/I Go To Extremes (Columbia)
23	22	22	28			Q. JONES I/RAY & CHAKA/I'll Be Good... (Qwest/WB)
4	7	18	29			TAYLOR DAYNE/With Every Beat Of My Heart (Arista)
34	31	28	30			MOTLEY CRUE/Kickstart My Heart (Elektra)
BREAKER			31			D MOB/C'mon And Get My Love (Polydor)
—	—	40	32			RICHARD MARX/Too Late To Say Goodbye (EMI)
—	39	36	33			MICHEL'LE/No More Lies (Ruthless/Atco)
15	16	25	34			L. RONSTADT I/A. NEVILLE/Don't Know Much (Elektra)
16	23	29	35			SOUL II SOUL/Back To Life (Virgin)
BREAKER			36			WARRANT/Sometimes She Cries (Columbia)
6	13	30	37			BILLY JOEL/We Didn't Start The Fire (Columbia)
12	25	32	38			CHER/Just Like Jesse James (Geffen)
10	12	31	39			NEW KIDS ON THE BLOCK/This One's For... (Columbia)
DEBUT			40			MICHAEL PENN/No Myth (RCA)

N&A Pg. 114; Playlists Pg. 102; Parallels Pg. 107

ADULT CONTEMPORARY

4	2	WKS	WKS	LW	TW	
8	4	2	1			GLORIA ESTEFAN/Here We Are (Epic)
11	6	3	2			CHICAGO/What Kind Of Man Would... (Full Moon/Reprise)
2	1	1	3			ROD STEWART/Downtown Train (WB)
13	10	7	4			LOU GRAMM/Just Between You And Me (Atlantic)
15	13	9	5			SADAO WATANABE/Any Other Fool (Elektra)
10	8	5	6			CHER/Just Like Jesse James (Geffen)
1	2	6	7			ELTON JOHN/Sacrifice (MCA)
19	17	10	8			POCO/Nothin' To Hide (RCA)
3	7	8	9			MICHAEL BOLTON/How Am I Supposed To... (Columbia)
18	14	12	10			TOM PETTY/Free Fallin' (MCA)
20	18	14	11			LUTHER VANDROSS/Here And Now (Epic)
23	19	15	12			JOE COCKER/When The Night Comes (Capitol)
14	12	11	13			BAD ENGLISH/When I See You Smile (Epic)
4	3	4	14			DON HENLEY/The Last Worthless Evening (Geffen)
27	22	18	15			KENNY G/Going Home (Arista)
22	20	17	16			MICHAEL PENN/No Myth (RCA)
26	25	20	17			CUTTING CREW/The Last Thing (Virgin)
—	—	26	18			L. RONSTADT I/A. NEVILLE/All My Life (Elektra)
—	30	24	19			DONNY OSMOND/I'll Be Good To You (Capitol)
30	27	23	20			VONDA SHEPARD/Don't Cry Ilene (Reprise)
25	24	21	21			KAREN CARPENTER/If I Had You (A&M)
7	11	13	22			PHIL COLLINS/Another Day In Paradise (Atlantic)
6	9	19	23			JODY WATLEY/Everything (MCA)
—	—	28	24			NATALIE COLE/Starting Over Again (EMI)
28	26	25	25			TEARS FOR FEARS/Woman In Chains (Fontana/Mercury)
—	29	29	26			BILLY JOEL/I Go To Extremes (Columbia)
—	29	27	27			BARBRA STREISAND/Someone That I Used... (Columbia)
BREAKER			28			Q. JONES I/RAY & CHAKA/I'll Be Good... (Qwest/WB)
5	5	16	29			MELISSA MANCHESTER/Walk On By (Mika/Polydor)
BREAKER			30			ALANNAH MYLES/Black Velvet (Atlantic)

AC Music Begins Pg. 92

URBAN CONTEMPORARY

4	2	WKS	WKS	LW	TW	
5	3	1	1			REGINA BELLE/Make It Like It... (Columbia)
3	2	2	2			Q. JONES I/RAY & CHAKA/I'll Be Good... (Qwest/WB)
10	8	3	3			SYBIL/Walk On By (Next Plateau)
8	7	4	4			CALLOWAY/I Wanna Be Rich (Solar/Epic)
13	12	7	5			GOOD GIRLS/Your Sweetness (Motown)
12	11	8	6			SKYY/Real Love (Atlantic)
15	13	10	7			TEMPTATIONS/Special (Motown)
17	17	14	8			PRINCE/Scandalous (Paisley Park/WB)
27	22	15	9			RUBY TURNER/It's Gonna Be Alright (Jive/RCA)
19	16	13	10			MICHAEL COOPER/Should Have Been You (Reprise)
25	20	16	11			PAULA ABDUL/Opposites Attract (Virgin)
16	14	12	12			CLUB NOUVEAU/No Friend Of Mine (WB)
24	23	17	13			SURFACE/Can We Spend Some Time (Columbia)
28	26	19	14			MICHEL'LE/No More Lies (Ruthless/Atco)
31	30	21	15			SOUL II SOUL/Jazzie's Groove (Virgin)
—	32	23	16			S. LATTISAW I/J. GILL/Where Do We Go... (Motown)
7	6	5	17			MAZE/Silky Soul (WB)
30	27	22	18			MILES JAYE/Heaven (Island)
34	34	28	19			CHUCKII BOOKER/Touch (Atlantic)
36	35	29	20			PIECES OF A DREAM/What Can I Do (EMI)
32	31	27	21			CHRISTOPHER WILLIAMS/Promises, Promises (Geffen)
6	5	6	22			ENTOUCH/All Nite (Vintertainment/Elektra)
—	—	33	23			RICHARD ROGERS/(I'll Be Your) Dream Lover (Sam)
33	33	30	24			JAMES INGRAM/(You Make Me Feel Like)... (WB)
29	28	26	25			KEISHA JACKSON/Hot Little Love Affair (CBS)
DEBUT			26			MIKI HOWARD/Under New Management (Atlantic)
39	38	31	27			M. JEFFRIES w/K. WHITE/Not Thru Being With... (WB)
DEBUT			28			JANET JACKSON/Escape (A&M)
37	37	36	29			CHERYL LYNN/Whatever It Takes (Virgin)
4	4	9	30			BY ALL MEANS/Let's Get It On (Island)
—	—	38	31			SEDUCTION/Heartbeat (A&M)
—	—	40	32			T. PATTON I/E. GABLE/Your Precious... (Orpheus/EMI)
BREAKER			33			SALT-N-PEPA/Expression (Next Plateau)
40	39	37	34			WRECKS-N-EFFECT/Juicy (Sound Of NY/Motown)
—	40	34	35			ROB BASE/Turn It Out (Go Base) (Profile)
9	9	11	36			O'JAYS/Serious Hold On Me (EMI)
20	18	20	37			ABSTRAC/Right And Hype (Reprise)
BREAKER			38			S.O.S. BAND/Secret Wish (Tabu/CBS)
BREAKER			39			ALYSON WILLIAMS/I Need Your... (Def Jam/Columbia)
BREAKER			40			DIANNE REEVES/Never Too Far (EMI)

New & Active, TOP 10 Recurrents Pg. 82

NEW ROCK

LW	TW	
1	1	PSYCHEDELIC FURS/Book Of Days (Columbia)
2	2	JESUS & MARY CHAIN/Automatic (WB)
7	3	PETER MURPHY/Deep (Beggars Banquet/RCA)
3	4	KATE BUSH/The Sensual World (Columbia)
8	5	IAN McCULLOCH/Candleland (Sire/Reprise)
4	6	CREATURES/Boomerang (Geffen)
9	7	MICHAEL PENN/March (RCA)
10	8	WONDER STUFF/HUP (Polydor)
12	9	MIGHTY LEMON DROPS/Laughter (Sire/Reprise)
11	10	NINE INCH NAILS/Pretty Hate Machine (TVT)

Complete TOP 30 New Rock Chart Pg. 98

NAC

LW	TW	
3	1	KENNY G/Kenny G Live (Arista)
2	2	SADAO WATANABE/Front Seat (Elektra)
4	3	HAPPY ANNIVERSARY, CHARLIE BROWN/Happy... (GRP)
1	4	FATTBURGER/Time Will Tell (Intima/Enigma)
10	5	SAM RINEY/At Last (Spindletop)
6	6	STEVE HAUN/Midnight Echos (Silver Waye)
11	7	KIM WATERS/Sweet And Saxy (Warlock)
8	8	RANDY CRAWFORD/Rich And Poor (WB)
13	9	DON HARRISS/Abacus Moon (Sonic Atmosphere)
5	10	GROVER WASHINGTON JR./Time Out Of Mind (Columbia)

Complete TOP 30 NAC Chart Pg. 90

CONTEMPORARY JAZZ

LW	TW	
4	1	AHMAD JAMAL/Pittsburgh (Atlantic)
2	2	FRANK MORGAN/Mood Indigo (Antilles New Direction/Island)
1	3	MICHEL PETRUCCIANI/Music (Blue Note)
7	4	QUINCY JONES/Back On The Block (Qwest/WB)
5	5	CHARNETT MOFFETT/Beauty Within (Blue Note)
3	6	GROVER WASHINGTON JR./Time Out Of Mind (Columbia)
10	7	SADAO WATANABE/Front Seat (Elektra)
12	8	KENNY G/Kenny G Live (Arista)
11	9	FATTBURGER/Time Will Tell (Intima/Enigma)
9	10	HAPPY ANNIVERSARY, CHARLIE BROWN/Happy... (GRP)

Complete TOP 30 Contemporary Jazz Chart Pg. 90

AOR TRACKS

4	2	WKS	WKS	LW	TW	
11	4	3	1			ERIC CLAPTON/Bad Love (Reprise)
1	1	1	2			ROD STEWART/Downtown Train (WB)
3	2	2	3			EDDIE MONEY/Peace In Our Time (Columbia)
13	10	5	4			MSG/Anytime (Capitol)
18	15	10	5			ALANNAH MYLES/Black Velvet (Atlantic)
15	11	6	6			DON HENLEY/If Dirt Were Dollars (Geffen)
—	54	18	7			WHITESNAKE/The Deeper The Love (Geffen)
6	5	4	8			SCORPIONS/I Can't Explain (Mercury)
BREAKER			9			AEROSMITH/What It Takes (Geffen)
23	19	12	10			NEIL YOUNG/No More (Reprise)
BREAKER			11			PHIL COLLINS/I Wish It Would Rain Down (Atlantic)
28	23	13	12			BAD ENGLISH/Best Of What I Got (Epic)
14	12	9	13			ALARM/Devolution Working Man's Blues (IRS)
20	20	15	14			PAUL McCARTNEY/Figure Of Eight (Capitol)
9	9	8	15			TESLA/Love Song (Geffen)
24	21	16	16			GIANT/Innocent Days (A&M)
29	24	17	17			STEVIE RAY VAUGHAN &.../The House Is... (Epic)
5	6	7	18			SMITHEREENS/A Girl Like You (Enigma/Capitol)
37	34	24	19			MICHAEL PENN/No Myth (RCA)
7	7	11	20			ROLLING STONES/Terrifying (Columbia)
48	39	34	21			RUSH/Presto (Atlantic)
BREAKER			22			GREAT WHITE/House Of Broken Love (Capitol)
—	—	35	23			BILLY JOEL/I Go To Extremes (Columbia)
25	25	25	24			LENNY KRAVITZ/Let Love Rule (Virgin)
BREAKER			25			GEORGIA SATELLITES/All Over But The... (Elektra)
31	27	26	26			SKID ROW/I Remember You (Atlantic)
—	—	37	27			RICHARD MARX/Too Late To Say Goodbye (EMI)
—	57	42	28			ROLLING STONES/Almost Hear You Sigh (Columbia)
35	28	30	29			DIVING FOR PEARLS/Gimme Your Good Lovin' (Epic)
—	59	39	30			JOAN JETT/Dirty Deeds (CBS Associated)
21	18	22	31			BILLY JOEL/That's Not Her Style (Columbia)
—	—	43	32			WARRANT/Sometimes She Cries (Columbia)
19	22	28	33			MOTLEY CRUE/Kickstart My Heart (Elektra)
BREAKER			34			CULT/Sweet Soul Sister (Sire/Reprise)
46	41	38	35			BONHAM/Guilty (WTG)
2	3	14	36			RUSH/Show Don't Tell (Atlantic)
4	8	20	37			ERIC CLAPTON/Pretending (Reprise)
10	14	23	38			LOU GRAMM/Just Between You Me (Atlantic)
59	45	44	39			GRATEFUL DEAD/Just A Little Light (Arista)
30	29	32	40			RED HOT CHILI PEPPERS/Higher Ground (EMI)

Complete TOP 60 Tracks Chart Pg. 96; LP Chart Pg. 97

COUNTRY

4	2	WKS	WKS	LW	TW	
4	3	2	1			TANYA TUCKER/My Arms Stay... (Capitol)
11	6	3	2			RICKY VAN SHELTON/Statue Of A Fool (Columbia)
17	12	6	3			ALABAMA/Southern Star (RCA)
9	5	4	4			STEVE WARINER/When I Could Come Home... (MCA)
3	1	1	5			CLINT BLACK/Nobody's Home (RCA)
13	9	7	6			JUDDS/One Man Woman (Curb/RCA)
14	11	9	7			