# I N S I D E: 

## CALLOUT CLINIC

Bill Engel presents a back-to-basics review of proper callout research techniques, including suggestions to help you achieve:

- High response rates
-Representative sample frames
- Interview control
- Thorough design
execution.
Must reading for anyone who does callout.

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## MARK \& BRIAN:

THEY LOVE L.A.
"Wo were hated. They called us hicks, geeks, and homos." That's how KLOS/Los Angeles moming men Mark \& Brian describe audience reaction when they first arrived at the CapCities/ABC AOR. However, three years later the mercurial duo has fashioned one of radio's most incredible - and unlikely - success stories.

Page 48

## RADIO REVENUE RISE ON THE HORIZON?

Despite all the dour economic forecasts, many marketers and ad agencles belleve radio revenue will experience significant growth in the '90s.

Page 16

## GOOD THINGS COME IN SMALL MARKETS

Mike Kinosian spotights three
small market ACs which scored bigtime numbers in the spring book: WCRZ/FIInt, MI; WNNSI Springfleld, IL; and WZIDI Manchester, NH.

Page 50


## RAB Targets Auto Ad Dollars

Also Pledges To Battle Newspapers; New Board Members Elected

MONTEREY, CA - Noting that radio has lost considerable auto industry advertising dollars in recent years, the Radso Advertising Bareau is gearing up an aggressive campaign to convince newspaper advertisers - particularly auto dealers - to use radio.
Speaking at the association's fall board meeting, and echoing his remarks from the NAB Radio ' 90 convention, RAB President/CEO Warren Potash said newspaper penetration has dropped significantly over the years and can no longer satisfy the needs of advertisers who now seek highly targeted media.

The auto industry apparently
doesn't share that feeling, bow ever, and has cut its radio budget by $13 \%$ over the last year. Marketing expert Rod Underhill of the Richards Group told the board radio's share of ad dollars has declined by five points since 19es. Underhill said he'd polled several Dallas-area auto dealers, who stated that the multiplicity of radio stations complicated their buying decisions.

In an effort to regain its share of auto dollars and belp dealers simplify their radio buying decisions, Potash recommended $\$ \$ 0,000$ be used, in part, to buy space in auto dealer trade publications. The ads will direct RAB/See Page 32

## BUGGS WBLS PD

## Inner City Names Crocker VPI Entertainment \& Programming



Frankie Crocher
Inner City Broadcasting has appointed longtime WBL S/S/New York mainstay Frankie Crocker to the new position of VP/Entertainment and Programming. Concurrently, Fred Buggs's acting PD post at WBIS has been made official
Crocker will now oversee programming at all of Imer City's radio stations and have a role in the company's other operations. which include a cable TV sys-


Fred Buges
tem, video and pay-perview procluctions, and live concerts at Inner City's Apollo Theatre. He'll also retain his afternoon drive airshift.

Inner City Chairman Hal Jackson stated, "The inclusion of Mr. Crocker in our corporate front line will no doubt strengthen Inner City's position and influence in the brondcast and entertainment marketplaces." CROCKERSee Page 32

## Price Communications Threatens Chapter 11

Wants Bondholders To Swallow Lower Interest, Needs 'Time To Sell Assets'

Price Communications has given holders of its junk boods an ultimatum - accept sharply lower interest rates or watch the company file for Chapter 11 bankruptey reorganization. Even if the recapitalization plan is approved, Price concedes it wor't generate enough cash fow to cover interest payments, even at the reduced rates, and will have to sell some of its stations.
Unless bondholders approve the deal, Price said in an SEC filing, the company's "cash reserves will be depleted in the near future" and it will be unable to make any payments.

Price's balance sheet shows $\$ 110$ million in longterm debt and a negative net worth of \$184 million. President Robert Price, a former New York Deputy Mayor and Lazard Freres'a Company partner, did not return R\&R's calls.

Price entered the broadciast business with its 1982 purchise of WOWO/FL Wayne, IN and grew rapidly through station trading and heavy reliance ofi junk bonds. Its hoidings eventually came to include radio. TV billibaards, publlishing, and cell ular telephone systems

PRICESToe Page 32

## Luna Landing In Hollywood



Humberto Luna (c), host of KTNQLos Angelas's "Luna 8 His Lune: nic Listeners" moming show and the country's most pooulir Latho radto personalty, became the first Spenith hlanguage air talent to be honored wth a star on the Hollywood Wak Or Fame last Fitdoy ( $10 / 12$ ) for his 20 yests on air. Pictured with the mition-dotlyeryoar Auminay at the presentation cevemony are Honorary Msyor of HolywoodWalk Of Fame Selection Commttee Chaiman Johnny Girant (i) and Hollywood Chamber Of Commerce member Bil Weish:

## CBS Records Changes Name To Sony Music

Expands Use Of Columbla Label Name
CBS Records will change its quired the Columbla label name corporate name to Sony Musie from EMI for worldwide use exEntertainment, effective Jamsary 1, 1991. The name change is required under the terms of Sony Corporation's January tses purchase of CBS, which al. lowed Sony to use CBS as a stand-alone name for a limited time The name change will not affect the various labels' names, which remain ColumBia, Epic, Epie//Associated, and WTG.
Additionally, Sony has ac-
cept in Japan and Spain.

Other name changes: CBS Reconds Division, beaded by President Tommy Mottola, be comes Sony Music; CBS Music Publishing will be renamed Sony Music Publishing: CBS Records Distribution will be Sony Music Distribution; CRS Music Video Enterprises becomes Sony Music Video Enterterprises: CBS Special ProSONY/Seo Page 32

## Keen Our $\alpha$ MOT-466S

Feeble is the mind that says they don't care
Selfish is the heart that won't give their share Poorthem, Poor we
Wasted is the mind that won't take a stand Lieth the tongue that says they can't when they can Poor him, Poor she For as long as we live
And are blessed with air on earth to breathe
We all should live to keep our love alive
More than blinds the soul that sees but won't show
Lost the leader with the way but won't go
For you, For me
Worthless is the one with will but won't try
Grounded are we all if we don't think high Of you, You of me For as long as we live
And are blessed with air on earth to breathe We all should live to keep our love alive Let's keep our love alive For as long as I live And am blessed with air on earth to breathe I know I'll live to keep our love alive

## the new single from



## Jacor Shifts Two Execs

Evans To KRFX As OM; Kaplan Now WYHY OM/PD


Jock Evans
Jack Evans, OM at Jacor CHR WYHY (Y107)/Nashville, is transferring to Classic Rock stster KRFX (The Fox)/Denver as OM.

OVERSEES KJLH
Taxi Names Stone Dir./ Broadcasting

J.B. Stone

Taxi Productions has named J.B. Stone Director/Broadcasting. He'll oversee UC K.JLH/Los Angeles and any future Taxi acquisitions. His appointment follows the departure of former OM Marce Spoeo, whose pasition will not be filled. PD Lyna Briggs contimes to program KJLH.
Commenting on cuthack rumors at the station, Stone told RAR only; "I wouldn't call them 'cutbacks. We've made some fiduciary moves STONE/See Page 32

Beasley Boosts Davis To Exec. VP/CFO

Gary Davis
CFO Gary Davis has added Exec. VP stripes at the Beasley Broadcast Group. Beasley President George Beasley remarked, "Tm delighted Gary has made a longterm commitment to the Group. His dedication and efforts on behall of this compary have been unexcelled during the past 12 months."


Louis Kaplan
He replaces Steve Brill, who's now PD at WFXF/Indianapolis. Concurrently, WYHY PD Louis Kaplan has been promoted to $\mathrm{OM} / \mathrm{PD}$. KRFX GM Don Howe told R\&R, "I consider Jack the cossummate programmer: He's passionate, dedicated, and doesn't ski - be'll have no distractions. He's familiar with our operations and persornel, and we couldn't have a better guy at the helm. PD Mark McClure and Jack will work well together as a team."
Evans said, "The Fox's ratings have never lived up to Jacor's expectations. With the belp of [Jacor Exeec. VP/C00] Randy Michaels, Don, and the KRFX staff, I feel confident we'll win The war begins."
"Jack's move to KRFX was almost predestined," WYHY VP/ GM Dan Swensson commented. "He'd flirted with that opportunity earlier, and the timing is now right JACOR/See Page 32

## O'Sullivan Set As Chrysalis VP/Marketing



## culf O'Sullivan

Chrysalis has hired PolyGram West Coast VP/Product Development Ctiff O'Sullivan as VP/Marketing. He'll handle all marketing activities, including artist development, advertising, video, and merchandising. Relocating from Los Angeles to New York, be'll report directly to President John Sykes.
"Cliff and I started in the bust ness together at CBS Records." stated Sykes. "He has the right combination of creative vision and follow-through to develop artists and market musie in today's complex marketplace."
O'Sallivan added. "Working at Chrysalis has long been an ambition of mine. [Chrysalls ViceChairman/CEO] Joe Klener and John are building a great team. and I'm thrilled to be part of it."
Prior to PolyGram, O'Sullivan beld several marketing poeitions at CBS, beginning in 1978.


Ray Carlton

## Carlton

 Heads Giant CHR PromoGlant Records has named RCA National Field Director Ray Cartton to bead its Pop Promotion Department. He'll relocate from Kentacky to Las Angeles.
"Ray has been down on the farm long enough." quipped Giant Sr. Executive/Marketing \& Promotion John Brodey. "With 12 years of 'ground up' experience in his pocket, be's more than residy to assume the helm of Giant's prometion efforts. His peopleoriented style and great music sense fit us to a T."

Cariton added, "Td like to thank [Glant owner] Irving Azoff and John for this incredible opportuinty. As always, Tm grateful to my friends at radio for making this happen and last, but not least, I owe a debt of gratitude to [RCA VR/Promotion] Butch Waugh and [Sr. Director/ Promotion] Geary Tanner for making my stay at RCA a tremendous experience."
Prior to RCA, Carlton spent ten years at Eleltra Entertainment, moving from local to regional promotion. He moved to New York as CARUTONISee Page 32

## Epic Ups Einczig To VP/Marketing



## Steve Einczig

Epic has promoted Steve Elinczig from West Coest Director/Product Management to West Cosst VP/ Marketing. He'll oversee the Produet Management Department, implementation of all marketing plans, and vidoo production for all West Coast-based artists.

Epic Sr. VP/Marketing Larry Stessel commented, "For the past ten years Steve has been involved with the carcers of many of Epic's most successful superstars. This promotion will enable him to broaden the scope of his proven marketing talents."
After spending ten years in reeoed retail sales, Eincrig joined CBS Enczigrsee Page 32

## OCTOBER 19, 1990

## CHR WARS: WLUM VS. WKTI

There's more than beer brewin' in Milwaukee, where a red-hot CHR battle has developed between WLUM and WKTI. Joel Denver recommends you pull up a chair, pop open a cold one, and read all about it.

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 Wesk Loe Argites. Calberis goce?


George Daly

## Daly Heads Zoo A\&R

 StableZoo Entertaiament has appointed veteran A\&R exec and reeord prodacer George Daly as VP/ AAR. He'll be based at the Zoo/ BMG otfices in Hollywood.
Zoo President Lou Maglia stated, "Having worked with George over the years, Im well aware of his creative and administrative abilsties. George's special qualities also make him the ideal person to work with our regional A\&R Zoos around the country."

Daly added, "Zoo has the best of both worlds: the advantages of a large organization, but the esprit de corps of a small group of people who are determined to get hit reeords on the radio and into people's homes. We're dealing with changing times and changing muxic. This makes my job interesting. rewarding, and creative - the way it used to be,"
Daly worked with Maglia in the Tos at Elektra as VP/Marketing and then as A\&R chief, when be sligned the Cars. Prior to Elektra, be opened and ran Columbla's San Francisco A\&R offices, working with Janis Jopllin, Sty \& The Family Stoee, Santana, and Boz Scages. He formed Pyramid Records and later spent a brief time as Atlantic West Coust A\&R Director before starting George Daly Prodoctions.

## Dorsey VP/GM At WCEO\&KEZK

KMOV-TV/SE. Louls LSM Mark Dorsey will become VP/GM of Bus iness News/Soft AC combo WCEO \& KEZKK/St. Louls next Monday (10/22). He replaces John Gutbrod, who's expected to become GM at KSTZ/St. Louls in December pending an owmership transfer.
Dorsey told RAR, "My career started at KFZZ 12 years ago, so Im going back home. I sold there for about four-and-a-half years and feel very good about going back to radio, which is my first love. WCEO and KEZK are well-respected in the market, and my feeling is - if it's not broken, don't fix it."
Dorsey spent nearly nine years at KMOV, starting as an $A E$ before graduating to LSM.

## CBS Legend Edwards Dies

Ploneer CBS News reporter and anchor Douglas Edwards died Satarday ( $10 / 18$ ) of cancer at his home in Sarasota, FL. He was 73.
Edwards, who spent t6 years at CBS before retiring in 1988, was noted for achievements in both radio and television journalism, including a 1966 -83 tour as anchor of the CBS Radio Network's "The World Toright" newscast, and for his work as anchor of CBS's first evering television news program.
Bom July 14, 1917 in Ada, OK, Edwards began his broadcast career at age 15 on a 100 -watt radio station in Troy, AL. After attending the University of Alabama, Emory University, and the University of Georgla, be worked at WAGF/ Dothan, AL, WSB/Attanta; and WXYZ (now WXYT)/Detrolt before jolning CBS in 1902.
In 1917, after serving as a radio reporter in Burope, chief of CBS's Paris burean, and anchor of CBS Radio's "Worid News Roundap." Edwards was tapped to anchor "The CBS Television News," the network's first evering television newscast. He beld that post untal 1962 , when be was replaced by Walter Cronkite.


## Tom Schnabe!

## SCHNABEL VP

## A\&M Sees New Horizon

A\&M has revived its 70s jazzblues label, Horiace Records, and named Tom Schnabel VP. Sehnabel, most recently MD/AM driver at NPR affiliate KCRW/Santa Monica, CA, is expected to bring to the label the same eclectic car for which his show was known.
A\&M Vice-Chairman and CoFounder Herb Alpert stated, "For 11 years, Tom Schnabel has brought the best music the world has to offer to his audience, and they respocided. I greattly admire and respect his taste in music."
Citing world music's growing popularity, as evidenced by the successes of recent releases by Paul Simen and Peter Gabriel, Schnabel told RAR, "I definitely envision Horizon being involved in the international arena, in both vocal and instrumental music. I want the palette and appeal to be wide, and to present authentic product.
"Music has never been as diversified and exciting as it is today, and audiences have never been so carious and receptive to new and different kinds of music. Horimon will tap into that energy. I wouldn't rule arything out. I don't intend this to be an esoteric label; al though the sounds might be new to some ears, I want to find things that have appeal, even mass appeal."
Horizon's first relcases are due tin spring 1991.

## Capitol Rocks The Vote



Nearly 200 people signed up to vote during Cipatofs recent voter reglstration dive at the laber's Hollywood headquarters. Lending a hand are (seated, H) the labehs Jean Aggins and Leapue of Women Voters representative Joy Housfon: (standing, H) Capitofrs Exec. VP Af Japger, VP Marcie Edeistein, Sr. VPIGM Step Johnson, Cheryl White, VP Barbara Lewls and Fommy Stocle.

Girls Will Be Girls


The holgo Gils paid a vest to Eplc execs in preparation for the pair's new release. "Nomads 'holiuns "Saints." Hangh' out at habel HO are (0)) Epic President Don Glew, holigo Cilts Emily Salers and Amy Ray, the labers John Doelp, and manager Russel Carter.

## STAFF

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Subscripilion Anlormation (213) 553-4390
" WZEZ-FM had been a Beautiful Music station for 15 years and while the $12+$ numbers were OK, the 25-54 share had declined dramatically. So when I joined South Central Communications in January, one of the first things I did was to call in The Research Group. We quickly did a Format Search Study and identified an opportunity for the station in soft A/C. The people at The Research Group have been excellent in guiding us through the change in every facet of programming and promoting WZEZ-FM for success

Our plan was to try to keep the $12+$ losses to a minimum while building our $25-54$ share. But the results have been even better than we expected. In our first book in the new format, the spring Arbitron, we maintained our $12+$ share of 8.8 , and went from 6.2 to 10.2 in 25-54.* And in the most recent Arbitrends, we're showing additional growth.

The Research Group has the experience and the credibility and they deliver more than their money's worth."

President/Radio<br>South Central Communications, Corp. Nashville. TN

Steve Edwards


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## Duggan Steps Up Campaign For Decision-Making Reform

FCC Commissioner Ervin Duggan last week stepped up his campaign for reform of the agency's decisionmaking process, charging that the FCC chairman has gained excessive power and reduced the ability of other commissioners to influence policy. However, most of Duggan's colleagues apparently do not share his concern.

In a Thursday (10/11) speech to the Federal Communications Bar Association (FCBA), Duggan said collective decision-making at the FCC has been replaced by a "topdown, oneoption" process in which the chairman "asks commissioners not for their substantive contributions, but merely for their obedient paw prints" on policy decisicans.
Dugzan supzested several steps be taken to reform the system and called on the FCBA to belp bring about clange. Among his recommendations:

- Allow various FOC bureaus to present competing options an policy questions.
- Return bureau chiefs to the "independent" status they enjoyed before becoming political appointees of the chairman.
- Allow all commisaianers, not just the chairman, to be briefed on all policy options prepared by the staff.
Daggan, a Democrat, emphasised that his criticisms were pot aimed at Republican FCC Chuirman Al Silies. Tbe fluwed system, Dus gan contended, has evolved over many years.


## Commissioners Respond

Sikes issued a one-sentence statement calling Duggan's FCBA remarks "linteresting and thoughtproviding." However, last month, in response to Duggan's first speech on the issue, Sives told RAR he believes the current FCC do-cisico-making process allows for a wide variety $d$ policy options to be considered.

Commisslaner James Quello, who's been with the FCC 15 years. sald be does not feel excluded from the decision-making process, "II I waint something included [in a policy decision], I write a memo to the chairman and the appropriate bureau ctief," said Quetlo. "Tve been around long enough that I know how to play the game."
Conmilscioper Andrew Barreth, a newcomer to the FCC, also downplayed Duggan's complaints. noting that he contributed beavily to the agency's recent report on cable televisian. However, Commissiocer Sherrie Marshall sadd she agrees with many of Duggan's points and believes it would be "belptul" if all commisssioners were involved in reviewing policy

Engiveering researcher Peter Shelswell said terrestrial broadcasting tests conducted at 500 MHz , with 140 watts effective radiated power, indicated the signals were sharply blocked by buildings and other physical barriers. He expects to find more "bending around the buildings" at lower frequencies, meaning that fewer "gap-iller" $r$ e peaters would be needed.
options earlier in the decisionmaking process.
Duggan recelved much stronger suppert from his colleagues for his complaints about the federal "surshine law." which is designed to keep the policy-making process as public as poscoble. Under that law. mo more than tho commikstioners can meet together in private to discuss policy matters. As a result, Dugzan maintained, the FCC is de prived of the "robust clash of ideas" that often leads to better policy-making. Quello cormmented, "His [Duggan's] criticism of the sumshine law was right on target" FCBA President Sally Katzen said she "would not be averse" to forming a committee to study the issues raised in Duggan's speech. However, she added, whilie the group might get involved in an effort to study and possibly modify the sunshine rules, it would be difficult for the group to "interject ourselves into" Dugzan's other concerms.

## BBC To Test DAB In FM Band; FCC Extends DAB Comments

The biggest question facing digital audio broadcasting is where to locate it. One option is to put it where FM is now. BBC researchers are preparing the first major test of the Eureka DAB system in the FM band, after encountering shadowing by buildings at higher frequencies.

## Root Negotiating Plea On Florida Charges

Former communications lawyer Thomas Root is looking to cut a deal with Florida prosecutors who have charged him and three other men with 50 counts of security fraud, racketeering, and grand theft as a result of thet involvement with the Sonrise Management Services radio investment frm.

[^0]"You can't go too high in frequency and have effective terres. trial coverage." Shelwell said Monday (10/15). "We would see the ideal position [for DAB] pertaps from 80 MHz upwards." He said re sults from tests around 100 MHz should be available next summer.
Reception required near line ofsight conditions, but BBC researchers said "quality was, in general, uniformly high except close to the coverage limit" " And they conclut ed the Bureka system is "capable of satisfying the stringent requirements" for DAB delivery to mowing cars.
While Sbelswell's BBC group. which is part of the Eureka project, works on terrestrial applications, other Europeans are still studying satellite DAB possibilities. Sbelswell sald direct satelite propooents are focused on three band porsitilities: 500 MHz (UHF TV), 1500 MHz , and 2500 MHz He said the second band was "technically the most favorable" for satellite DAB.

## Americans Favor

AM/FM Upgrade
US. broadcasters have been telling the FCC they want DAB, but only if it's implemented as an upgrade for existing AM and FM iscensees. And those who missed the October 12 cutoff date in the FCC's DAB proceeding have gotten a reprieve - the deadline has been extended to November 25 .
"DAB must be integrated in a way that does not disrupt the curreet brcadcast industry." argued Mount Wilion FM Broadcasters

## Americom Shutting Down

Wa the last person leaving Americom Radio Brokers please turn out the Ights? Doalmakers there are jumping ship in the wake of founder Tom Gammon's recent selzure of control, and even Gammon admits the firm is on the verge of becoming history.
"Everybody is figuing out what they want so co, but it looks she everpody wants to sever in some way or snother," Garmon sild. Whito I wish t would $p 0$ on, considering the current and thare thincial cimate, Im very comfortaitio with that outcome."

Cammen contends he's getting out on top betcre the economic bottom twe out of the rado station trading business. He sees heary fhancial wouther on the horizon lox meda brokers and doesn't pten to ride out the storm. He wont be back in the station trading bushess for a whilo - Cortainly not fot the pext 12.24 months." Gammon sad. Tam thanktu we are geting out of that bushoss. I wouldrit wart to prime the pump weh money when I donit see a lot corning in.-
'Worte all nepotating serverance packages. At loast ne's being ap-
 Leonsid. Leonsed wowerit comment on whether he wit lon former Mansoing Partier Baia Steding's now ventre, Dolas based Star Media inc. But the noted, "The cheristry is right, wad wo respect each other." At presstme, the future employment prospects bor brokiers Ed Kiernan, Poter Handy, and John Frunkhouser were uncertidi. So were the prospects ior Tom's brother. Ansericom Prevident Den Gammon, who is numored to be makisg piens for in extended vacution in recend.

There are a number of issues trat have to be resched. The shiutionis stit unclear, and the Mare is uncertian,"-Dan cormentod.

## UPI Radio Net Faces Uncertain Fate

IUPI getting ready to shut down its radio network? The word from insiders: There's no set timetable, they're not sure what they're doing, but something could happen this week - maybe.

Sopciation over the wob's hare is intonse fotowing last meeks pentulpping of 40 wre service reporters and declosures of finmeid scandif at Finenclat News Network, which controls UPI Redio.
-Were reviewing our optons on the rado network as weve been doho for the past two yoars. There's nothing fim os this point. .. [Dut] there could be a devolicoment tria woek" suid UPI socokesman Mill Capps. Closng comn the netwark is an oction thet Tas been decussed at various points," he added.

Lust woek the Wassingtion Post reported UPI brass tentativily docided to wet the raiso wob po dark but reversed themselves when Cable News Notwerk and the Disney Co. emeryed as posesklo Diyers or partners. Spockosmen for both CNN and Dinnoy danissed the report as baseless spoccuition

Moormbite, FNN, the infotechnology Inc. subsidiary that contros UPI Faso, is strugging to resotive a frianolid mess that could otherwise force : to dotuit on 548.5 million in tenk bans. Last week the company fred austors Dolotte a Touche over an accountrog despute and tired Coopers 4 Lybrand to atridtiten things ace hadation, tee company fred CFO C. Steven Bolen, ctarging that he received unsuthorized cormcensauton and thated to properfy record certimin company bank accounts under tis control.

## Jacor Predicts it Will Miss Equity Deadline

The financial brinksmanship continues at Jacor Communications as CEO Terry Jacobs struggles to keep his bankers patient and restructures the compeny's debt load.

The compery announced Tuesdry $(10 / 16\}$ that la lenders heve acreed once again to extend the deedine for payments to noteholders. The new deacline is October 29, but the compeny says it probably wont be able to raise $\$ 15$ milion in new equity by then - 50 it will need yet another eatension.

Jecobe has been counting on a $\$ 31.25$ million intuaion of cash from Legacy Broedcasting for seling two Jacor stations. But the Bob Silierman-Carl Hirsch deal has hit several snags, and insiders now predict the transaction wont be corrcleted until sometrme in Noverber - if then.

## COMPARE:

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JINGLE
COMPANIES

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\end{aligned}
$$


"People at Century 21 Programming rival the Disney organization in their dedication to quality and service to their clients. Our station is competing with over 70 radio signals in three states, so we must work with suppliers who respond quickly to our needs." Robert J. Dunphy Vice President/Programming WNSR
New York, NY


Other Leading AC Stations use TM Century Jingles:

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| :--- | :--- | :--- |
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| San Francisco | San Francisco | Boston |
| KVIL | KRSR | KLTR |
| Dallas | Dallas | Houston |
| WASH | WITT | KYKY |
| Washington, D.C. | Washington, D.C. | St. Louis |
| KMGI | KLSY | WYST |
| Seattle | Seattle | Baltimore |
| WUSA | WYUU | WNLT |
| Tampa | Tampa | Tampa |
| WHTX | WERE | KXLT |
| Pittsburg | Cleveland | Denver |
| KKSN | WLTQ | WTMJ |
| Portland | Milwaukee | Milwaukee |
|  |  |  |

Yest Send me a TM Century jingle demo CD with no obligation. Mail to: TM Century, Inc., 14444 Beltwood Parkway, Dallas, TX 752443228 or FAX tollfree to $(800) 749-2121$
Name. $\qquad$ Phone ( Title Station
$\qquad$ Tile Address
City. $\qquad$ State $\qquad$ Zip

TRANSACTIONS

## Cox Anchors $\$ 15$ Million Dallas Deal

# Deals So Far In 1990: \$921,531,659 

Total Stations Traded This Year: 1071
This Week's Action: $\$ 37,611,000$
Total Stations Traded This Week: 27

\author{

- Deals Of The Week: <br> - KKWM-FM/Dallas $\$ 15.1$ million
}
- McVay Media Purchases $\$ 13$ million
- WFDF \& WDZZIFlint, MI
- WRSC \& WQWK/State CollegeUnlversity Park, PA

> - Brunson Broadcasting Stations - WIGOUAAlanta
> - WEE8/Baltimore
> - KOZTIFt, Bragg, CA $\$ 350,000$
> e kOBOMruba Cly, CA 380,000
> - KLOV/Loveland, CO \$78.000
> - WJQCIJeckeorville No cash Oonsideration
> - WRKD \& WMCMMockland, ME $\$ 750,000$
> - KVVLThlef River Falls, MN (FM CP) $\$ 30,000$
> - KMON-AM \& FM/Great Falls, MT \$750,000
> - WMXXIVestal, NY (FM CPA No cash contideriSon
> - WAGSJBishopville, SC \$1000
> - WVOC \& WCEZIColumbla, SC $\$ 2.65$ milion
> - KURVFEdinburg. TX $\$ 200,000$ tor $58.6 \%$
> e KFITRockhart, TX $\$ 400,000$
> - WVMOFChrletiansted, Virgin lalands $\$ 200,000$
> - WKEYIChathart, VA \$250,000
> - WNRV (AM) \& FM CPiNarrows, VA $\$ 196,000$
> - WनJOIAppleton, WI $\$ 27.000$ and roloage of linbilies


Middle market communication companies offen find that when it comes to borrowing money for acquisition or recopitalization, finoncial institutions simply aren't in tune with their special situation. But of Greyhound Financial youre assured of serious consideration from speciolists who know your business and can approve the financing you need to succeed. Bocked by the mult--billion dollar


SOUITOUS THPOULH SERMCE GFC
resources of Greyhound Dial Corporation, we offer competifive rotes and flexible lending guidelines which allow us to structure loans to accommodate your speciol situation. If your financial institution soys "no" when you need to hear "yes", call MATT BREYNE (602) 248-2808 CHRIS WEBSTER
(602) 248-6955
or JEFF KILREA
(312) 855-1900 Chicago Office.

TERMS: Transfer of assets to sottie Iquidasion action. The setter has defayled on a series of promissory notes totslling $\$ 3.65 \mathrm{milif}$, which the buyer is canceting.
BUYER: Allied Media lnc., heoded by Costa Misa, CA irvestors Jeftrey Beown and Roger Amata. They are the princlouls of First Small Buainese Investment Compeny of Celliornia, wtich tisd lent the setter $\$ 3.65$ mition. SELER: DCunson Broadcasting Compeny of Georgla line., owned by Dorothy Edwards Brunson. She's the permithee of WaTW-TViBurlington, NL. The compary recently announced ptans to not WBMSNWilmington, NC.

## WIGOIAtlanta

FREQUENCY: 1340 ktz
POWER: Thow
FORUAT: Cospel

## WEBB/Baltimore

FREQUENCY: 1380 kHz
POWER: 5 kw ding/1.5kow right
FORMAT: Gospol

## California

## KOZT/Ft. Bragg

PRICE $\$ 350,000$
TERMS: Asset sude: escrow depost $\$ 10,000$ with addisonal $\$ 40,000$ cash dwe at closing. Ten-year promissory note for $\$ 200,000$ with $\$ 20,000$ due, with no imerest on trst annversary of closing. Payments thereatter will be mado in 96 equal moribly inatabinents at $10 \%$ inserest for the frost tive yoirs, then at interest of prime pus 1N after Int year. Noncompete agreement vilued at $\$ 100,000$ is to be pedo in instatments over eight years.
Buyer California Radlo Partners.
owned by Thomas Yates and V Watts of Marina Del Rey, CA SELLER: Keffoo Inc., owned James Kefford. The compiry owns KRRS A KZFXISants Ross. FREOUENCY: 05.3 MHz POWER: 1.23 kw at 464 foet FORMAT: CHR BROKER: Milter \& Aasociates

KOBOIYuba City
PAICE $\$ 80,000$
TERMS: Cash tor asoets BUYER: Douglas Broadcasting : principaly owned by N. John Dow of Pilio Ato. CA and the Prudents? surance Company of America. Do his also owns KMaxilos Angel KESTISan Franclsco, and Kw Placervilio, CA.
SELLER: Rlchard Bloau, bening truatee of Explorer Communicase inc., a compeny owned by Dr had Peppercom:
FREQUENCY: 1460 kHz
POWER: 600 wilts dyy/ 9 ker nigh FORMAT: This station is dark.

## Colorado

## KLOV/Loveland

PRICE: $\$ 78,000$
TERMS: Ciash for antets
BUYER: RCW Communications II owned by Rlick Rohr, Willam Gur and Sara Wair of Lovedand, CO SELLER: Ross Wabeko, bankre trueste of Aspen Leaf Broadcul Corp, a company heoded by Prest Travis Reoves
FREOUENCY: 1670 whe
POWER: 1 kw
FORMAT: Gcid

MRAS A TA RMOLTSAR


3 Hours of classics like "Tush", "La Grange", "Gimme All Your Lovin", "Cheap Sunglasses". "Sharp Dressed Man", "Legs", through "Doubleback" and the hottest cuts from their new album including "Concrete and Steel." Plus exlusive interviews from group members Billy Gibbons, Dusty Hill and Frank Beard.

The ZZ Top Story is availble free of charge to stations in the top 170 Arbitron-rated metro markets, on a swap exchange basis.

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## Two 2-1/2 minute broadcasts, Monday-Friday, complete with customized

## local ID's and the nowerful name brand impact of MTV. Currently on

major market stations like WNEW-FM, WBCN-FM, WMMR, \& KQLZ (Pirate),

it's the NEWS like only MTV can tell it - hosted by MTV's own Kurt Loder.
$\square$ $+$
Get more information by calling your Westwood One representative... In LA (213) 840.4244... In Canada (416) 597.8529 or via fax...(213) 204.4375. Just tell 'em you want your MTV.

# TRANSACTIONS 

Continued from Page 8

## Florida

WJGC/Jacksonville
PAICE: No cash consideration
TERMS: Tranater due to foreclosure at. wr seler defaitited on \$637,397 mort0100
WYYER: Defuniak Communications inc., owned by Arthur Dees of Jefer. son Cry, TN and Robert Schumsinn of Bngraiston, NY. The compery owns wNox \& WJFCI Jefferson City, TN. seuer: Potomec Florida Broadcasting Company Inc., owned by Poter Querkkls. He owns WPVO/Bconesboro, MD; WDERMDerry, Net; and WETEAndian Head, MD.
FREOUENCY: 1530 kHz
POWER: 50 Kow diytimer
FORMAT: Rolgious

## Maine

WRKD \& WMCM/Rockland
PRICE: $\$ 750,000$
TERMS: Asset sale for $\$ 575,000$ cash; additional $\$ 175.000$ cash for flve-year noncompete agreement BUYER: Rockland Radlo Inc., owned by Pater Orne of Camden, ME SELLER: Passamaquoddy Broadcasting lne.
FREOUENCY: 1450 ktt ; 103.3 MH
POWER: 1 kw , 7 kw at 613 feet
FORMAT: AC; Classical
BROKER: Alan C. Tindall line.

## Minnesota

## KVYLThlef River Falls

## (FM CP)

PRICE $\$ 30,000$
TERMS: Cash for assots
BUYER: Minnesota Publle Radio, hesded by Chisman Addison Plper. The noncommercial group operates 20 stifons in lowa, Michign, Minnosota.
and South Dukcta, including KNow is KS.JNMMinneapolisSt. Paut.
SELLEA: Thiot To The Forks Broadcasting Inc., a division of StarCom Inc. The corpary, owned by Deanis Carpenter and Sheldon Johnion, owns KKSp/Sartoll, MN; KSTOIAIEXandrla, MN; KGMK/Glenwood, MN: WRSRITwo Harbors, MN; and KYRS Atwater, MN. Daniel Peters, the owner of KVBM-TV/MInneapolis, owns $25 \%$ of the Thief River Fills CP. FREQUENCY: 102.7 MHz
POWER: 100 kw at 500 feet

## Montana

KMON-AM \& FM/Great Falls

## PRICE: $\$ 750,000$

TERMS: Cash for mosetn
BUYER: Portsmouth Broadcasting Corp, headed by Howard Doss, Derek Parrish, and Jack Whitley. They own WNTX-AM \& FMPPortsmouth, OH and KGACMAannlbat, MO (Qulncy, ic) SELLER: Groat Falls Brosdessting Company Inc., headed by rocelver Kent Borglum
FREQUENCY: $560 \mathrm{kHtz} ; 94.5 \mathrm{MHz}$ POWER: $5 \mathrm{Km}, 36 \mathrm{kw}$ at 470 teet FORMAT: County: CHR BROKER: Chapman Assoclates

## New York

WMXWIVestal (FM CP)
PRICE: No cash consideration
TERMS: Transter of $76 \%$ interest in FM CP for personal guarantees of construction loans
BUYER: MIX Radio Inc., owned by Binghanton, NY area investors David Mitchell, Joseph Reilly, Willam Burtis .t., and E. Mark Vieirs. Minchot owns interests in WBZA A WAYUGion Falls, NY; WKMCIRoaring Springa, PA: and WHPAAloillidayzburg, PA. Relly is the $25 \%$ owner of WIZR \& WSRDIJohnatown, NY.
SELLER: Devid Michet
FREQUENCY: 103.3 MHz
POWER: 407 watts of 851 foot

South Carolina

## WAGS/Bishopville

## PRICE $\$ 1000$

TERMS: Asset sate for cash
BUYER: Carr Radio Inc. owned by Sheryl Carr
SELER: Lee County Broedcasting Company lno., headed by James Cog gins, Emory Bedenbaugh, and Ed ward Osborne. They own Wecu Union, SC, and Cogoins also owns WKDKINewberry, SC.
FREQUENCY: 1380 kHz
POWER: 1 kow daytimer
FORMAT: AC

## WVOC \& WCEZIColumbla

PRICE: $\$ 2.55$ milion
TERMS: Asset sale; oscrow deposit $\$ 125.000$ with bitance due in cash at closing
BUYER: Clayton Radio Inc., owned by Stephen Bunyard of St. Louls and Aichard Dames of Bakersteld. Bunyerd is the Chaiman of Otympla Brosdcesting Notworks and is the $90 \%$ shereholder of WM.WiMagee. MS. Dimes is the President of the radio division of Olympla Brosdessting Corp, a company now in Chspter 11 proceedings, which is the licensee of KXXXRKansas Cliy; KTAK a KGOTI Anchorage: KLAK a WORZIFalrbanks, AK; KRZRMantord, CA; and KTRW \& KZZZUISpolane.
SELLER: RIdgoly Communications Inc., debtorin-possossion, represented by court-appointed agent Raymond Nichols. He is a prinoloal of Banking Services Corp., which is managing WETTIOcean City. MD; WWTRBothany Baach, DE; and WSVS-AM \& FMMCrewe, VA pending their sule.
FREQUENCY: $560 \mathrm{NHz} ; 93.5 \mathrm{MHz}$ POWER: 5 kW ; 3 kw at 300 foet
FORMAT: NewaTalk; AC
BROKER: Chapman Assoclates is to recelve a $\$ 127.500$ brokerage commission.
COMMENT: Amerlitrust Bank is proViding the buyers $\$ 2.25$ milion for a wo-yeor revoling credit ine corverling to a six-your tem ioan. No pay-

## BBC To Test DAB In FM Band; FCC Extends DAB Comments

Continued from Page 6

Inc., owner of KKGO/Los Angeles and five other stations in Califormia and Hawail. It attacked as "inequitible and shortsighted" Satellite CD Radio's proposal to allocate 60 MHz for a new satellite DAB ser vice. "Setting up DAB as a competing service [to AM \& FM] would have a significant adverse economic effect on existing serrioes and render obsolete many itations now providing valuable benadeast service to their local communities.
Similar filings backing DAB for terrestrial development, with preferences for existing broadcasters, were submitted by Crawlord Broadcasting; KEEN \& KBAY/ San Jose: April Broadcasting: WAR \& WVAQ/Morgantown, WV: latercolleglate Broadcasting Sys tem: WRRI-AM \& FM/Rainelle, WV: KJUN/Puyallup, WA: Univensal Broadcasting: and Marsh Broodrasting.
KYVA \& KKOR/Gallup, NM objected to DAB development under
any of the currently proposed sys terns. Rather, it said, the FOC should find a DAB system compathble with current analog receivers. "If the Commission waits patiently. the correct coe will come along"
Among other DAB comments: The RIAA complained that DAB "has the potential to destroy the sales market for sound recordingos" unless stations are required to broudcast digital subcode information to block bome recording.

- NAACP, League of United Latin American Critisens, and Na tional Black Media Coalition called for the DAB boensing process to "coctain a much stronger minority preference enhancement than now awarded in broadcast comparative bearingx." The civil rights groups also asked the FCC to allocate enough DAB spectrum "to eliminate most broadcast spectrum scar city altogether and accoemmodate lange numbers of new voices.
- Nerthrop, MeDonnell Douglas, and General Dynamics registered their "strong opposition" to any

DAB plan which would displace flight test telemetry from its cur rent $1455-1530 \mathrm{MHz}$ band. That's the band scught by Satellite CD Radio

## Japan Service To Debut

The world's finst satellite DAB service. Japan's Satellite Digital Audio Broadcasting Company (RAR, 10/12), has set December 2 as its start up date. Listeners will be able to sample the pay service free of charge, 12 hours daily. Once the company begins 24 hour operation in the spring, the subscription fee will be st. 60 a month. Listeners must bry a 2 -inch receiving anterma and tuner (both also used for TV reception), which cost about \$sno. SDAB, which calls its format the "Tidat Stream of The Sound," is being programmed by the company's Exvec. VP Hiroshi Yokol, who previously worked at J.WAVE, a Tokyo FM station. SDAB plans to present a wide range of music, with "minimum information" from announcers and no news casts.
ments are due on the loans for two years. The lending agreoment is contingent on the torrowers maling a cash equity contribution of no less than $\$ 1.1$ milion The loan is sublect to a $\$ 500,000$ cash cal, which can be mede in the form of addisional equity or a subcordinated loin at the option of the borrower.

## Texas

## KURV/Edinburg

PRICE $\$ 200,000$ tor $58.6 \%$ interest TERUS: Stock swe for $\$ 100,000$ pwr able by two tenyear promissory notes bearing $9 \%$ intereat. The notbs are payable in 123 monthly instalements Addisonal $\$ 100,000$ for noncompete agreement. payable $\$ 1000$ per month or 100 months.
BUYER: C. Davis Rankin de. and Lance Hamkins
SELLER: Charles Rankln is seling tis 58.6 F stive in Volce of Valley Agrl culture linc.
FREQUENCY: 710 kHz
POWER: 1 kw diyv 910 watts night
FORMAT: News/Talk

## KFIT/Lockhart

PRICE: $\$ 400,000$
TEAMS: Assot ssde. Buyer to sasume lablity for $\$ 85,000$ bankruptcy court note and pay $\$ 130,000$ cash at closing . Seven-yeur promissory note for $\$ 185,000$ at $10 \%$ interest, payablo for frst two years in cuarterly instalments and thereater poyatie in montily instatiments wih a fina balloon payment. BUYER: Omyx Broadcasting Company Inc., owned by Darrell Martin of Humble, TX. He orns KWWritaytown, TX.
SELLER: KFIT Inc., owned by Willam Jamar Jr. He atso onns KBWD $\frac{3}{}$ KOXEBrownwood, TX; KCRM/Camoron, TX; KSNY-AM A FM/Sejder, TX; and KOKE/Giddings, TX. FREQUENCY: 1060 kftz POWER: 2Jow day 60 watts night FORMAT: TUSVRElglous
COMMENT: The buyer intends to for. mat "Cristan inspicational programming" foaturing "contemporiry Cristan and black gospel music:

## Virgin Islands

## WVIQ/Christiansted

PRICE: $\$ 200,000$
BUYER: SL. Croix Cable TV, owned by John Klindworth, James Powor, dames Rodgers, and Winston Hodge seluer: Caribbean Medin Services,
heoded by Tom Carter
FREQUENCY: 99.5 MHz
POWER: 10.5 k ㅇ at 1080 foet
FORMAT: This station has been dirk since it was demolished by Humicane Heypo last year.

## Virginia

WKBY/Chatham
Pruce: $\$ 250,000$
TERMS: Asset sade for $\$ 150,000$ cash and $\$ 100,000$ promissory note paybthe in two semiminual instatiments of $\$ 80,000$ at $10 \%$ interest.
BUYER: William Bonner of Detrot SELLER: Henry Bonnett It, the Chapter 7 trustee for Pirtsytumenis County Broadeastors Inc.
FREQUENCY: 1080 kHz
POWER: 1 kw
FORMAT: Urban

## WNRV (AM) \& FM CP/Narrows

 PRICE: \$195,000TERMS: Asset tave for $\$ 60,000$ cash at closing and ten-year promissory note for $\$ 135,000$ at $10 \%$ interest. payablio in 120 equal morthly instayments of \$1784 each. The FM CP has been allocated a value of $\$ 15,000$. BUYER: Thomas Crockett Jr. of Blacksburg. VA and Mebecen Lolll of Gold Bond. VA
SELLER: Megan McWiliams
FREQUENCY: 990 kft : 101.3 MHz POWER: Skw daptimer; 1.6 kw at 469 feet
FOPMAT: AC

## Wisconsin

## WRJQ/Appleton

PRICE: $\$ 27,000$ and release of labiSos
TERMS: Purchase of stock for majority voting control for $\$ 27,000$ cmsh and release from lintilty for loms fotaling \$185,000
BUYER: George Sattier of Applition, w
SELLER: Gamark Inc., stock-owned by Randall Miller and Robert Weber of Appletion. WI
FREQUENCY: 1570 KHz
POWER: I kow dey/331 watts nioht FORUAT: This station is dark
COMMENT: According to transter doeuments fled with the FCC, "Mr. Sorter. by virtue of an oversight, had acquired voting contrd over Garnask without reoeving prior approval from the FCC. The transfer of control occured in 1988. Satter is now in berkruptcy and seoling a buyer for the staton.

# SOLD! 

KXXX(FM), San Francisco has been sold by Emmis Broadcasting Corporation to Bedford Broadcasting Company for $\$ 18,500,000$ cash.

Elliot B. Evers initiated the transaction and assisted in negotiations.

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State-By-State Transactions


## Station Trading Plunges 66\% In Third Quarter '90

The seeming 1990 bankers' holiday from radio station financing continued unabated in the third quarter, with the total dollar volume of sales diving 66\% from the same period last year.
Tightened financial markets made it harder for would-be buyers to find financing. Most of the deals that did get done tended to be in smaller markets and often involved large chunks of seller financing.
While the number of station sales slipped only 6\%. from 340 to 319 , the plunge in the dollar value of the transactions was dramatic. Sales fell from $\$ 598$ million in the third quarter of ' 89 to only $\$ 199$ million for the same period this year.

## 3rd Quarter Figures

Total Stations Traded July-September '90: 319

```
Total Dollar Volume:
    $199 Million
-Combos:73
-AM CPs: }
- AM Stand-Alones: }9
- FM CPs: 12
- FM Stand-Alones: }6
```

Brokerage firms watched their business slump deepen, with only 63 deals booked for the quarter - producing commissions on about $\$ 100$ million in sales. That was a 75\% drop from the $\$ 404$ million on 145 brokered sales in the third quarter of 1989.
Media Venture Partners displaced Americom as the quarter's biggest dealmaker. MVP tallied seven station sales for the threemonth period, with a dollar value of $\$ 28$ million. Not only did Americom see its string end at three straight quarters, it registered only one deal during the third quarter. Even so, Ameri-

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A

QUARTERLY UPDATE


## Station Trading Plunges 66\% In Third Quarter '90

contrued trom Page 12
com still leads all other brokerage firms for year-todate total sales $-\$ 124$ mil-

Hion. Blackburn \& Co. remained in second place at $\$ 99$ million, although it didn't record a single sale
in the third quarter (financial details of a Blackburn deal to sell most of Sunshine Group's stations to Saga Communications were still pending as the quarter ended, although the value was put at approximately $\$ 20$ million).
The two biggest deals of the quarter, in terms of dollar volume, involved recapitalization of major group owners - Infinity and NewCity. The top actual sale of a station, Emmis Broadcasting's sale of $\mathbf{K X X X}$ / San Francisco to Bedford Broadcasting Corporation, was a mere $\$ 18.5$ million. That would have ranked only as a tie for sixth place among station sales for the third quarter of ' 89 .

Texas was again the most active state for station trading, with 38 properties changing hands. Florida and Georgia tied for second place, with 18 stations sold.


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

Szabo Associates is the only collection firm specializing in media collections, whether U.S. or foreign. We have a special knowledge of each country's media customs, language, banking practices and regulations. Call us today to turn pastdue receivables into cash.


Szabo Associates, Inc. Alatia Collicrion Sperlative



## Top 10 Transactions:

|  | 3rd Quarter '90 Deals |
| :--- | :--- |

## More Americans Embrace Computers In The Workplace

Personal computers. Not only have they revolutionized the nation's office environment, they've also belped change Americans' general attitudes about modern technology.

Between 1983 and 1989, the number of pecple who use PCs at work more than doubled (from 13\% to $27 \%$ ). Also as of last year, 7\% of Americans were using PCs at bome and $8 \%$ were using them at bome and work, according to the NYC-based Roper Organization.

Attitude Adjustments
As PC use has increased in offices and bomes, attitudes - especially those concerning who benefits from sophisticated technology - have also stifted.

In 19e3, 00\% of people said companies had the most to gain from having hightech gadgets in the office. In contrast, $11 \%$ said individual employees benefitted and 24\% said both benefitted equally.
By ' 99 , bowever, the ramber wbo felt companies bencfitted the moot had dropped to 45\%. Mearwhile, the percentage of people who sald individuals had the most to gain elimbed to $17 \%$ - and the number

## Interview Guide Updated

17Fahington, DCbased Broadcast Intenvew Source has just publahed the eighth edsion of its -Yeartock OI Experts, Authorries \& Spokescersors."
This 1890 version feisires protles on some 1400 proups from atheists to zoologist), providin meda contacts, ad: dresovs, and phone numbers tor each
Trree seperate indexas allow for quick cross-reforencing Ust price: $\$ 37.25$. For more into, oat (202) 333-4904.
who said both benefitted equally rose to $31 \%$.
In additico, more Americans think increased use of office technology makes for more interesting jobs than less interesting ones ( $505 \mathrm{vx} .2 \mathbf{2} \%$ ). Those figures stood at 46\% and 37\%, respectively, in 1983.

And . . . the number of people who believe high-tech office equipment improves the work envirorment has climbed from $52 \%$ (in '83) to 595 (in '89).

## Lifestyle Usage

How do the $8 \%$ of home ' $n$ ' office PC users spend their time at the keyboard? Nearly two-thirds of owners use them for word processing, half use them to play games, and a third use PCs to do office-related work, teach children, and access datahases (Nexis, the Dow Jones News service, etc.).
Interestingly, only 10\% (and less) use their homebased PCs to compose or play music, order airline tickets or merchandise, or file income tax returns.


## PROMO OPPORTUNITY

## 'Pop-Open Beach Blanket' Bingo!

P
ctree-perfect for sun, sut ' $n$ ' picnic promotons, the 40 -by 64 -heh Pop-Open Besch Blariker' folds into a 20 -inch disc tranks to its fiexplo steel frame.
Avalable in tright solids, stices, formes, and patierna, the blanket can be custom-printed with your station's cat lethers and logo.

Made trom a lghtweight, quick-drying poly-cotton blend, each blankot comes with a matching drawatring bsg and pltow. Suggested retall price: $\$ 39.95$. For more info, cal the Los Angeles-based Pop-Open Co. at (213) 874-0346.

Many Marketers Bullish On Radic

Many marketers and at agencies are preciction try will see a significant surge be growth this decade, according tos recent report in the NYC-based newsletter Frohlinger's Marketiy Strateglst.

D'Arcy Masius Beaton \& Bowle Chairman Roy Bostock is amocy those pushing for more radio as vertising. The agency's clients is clude Anheuser-Busch, Mar Procter \& Gamble, Burger King and N.V. Phillips.

Heinx U.S.A. VP/Consumer Products Brian Ruder also ha confidence in the medium. "管 will spend lots more on radio net year," be said. "Radio hu stronger local importance so it ten in with customers and also give the local retailer support . . . . It is also a good short-term promotional tool."

## Most New Fathers Avoid 'Daddy Track'

Although nearly onethird of U.S. companies now offer formal paternity leave policies - or "daddy tracking." as it's known in some circles - only slightly more than 18 of elighble men take advantage of these plans. according to a recent study.

San Franciscobased Robert Half International surveyed executives in 200 of the nation's 1000 largest companies. The $31 \%$ wboee companies have such policies were asked what percentage of eligible men have used them, and the average response was $1.3 \%$.

The recruiter concluded that
more companies are recogniving the importance of daddy tracking programs, but added there appears to be an unspoken concern that most working fathers fear the poesible career implications of using such a berefit.

## Device Tracks Vehicle Use

Does it take all day for your salespecople to make throe calls? If you want to see exactly bow much time they spend on the road - and doa't have the spare time to ride shotgun - "Trip Trak" can do it for you.

The 14 -ance ocmputer keeps a $\log$ of a vehicle's daily use, and can be installed under the dashboard of almost any vehicle in less than an bour, according to a recent article in Callfornia Business.

Trackers can get printouts of the time and duration of the driver's stops, the maximum speed be tween these stops, and the length and mileage of each trip. Trip-Trak also can be programmed to categorize each journey according to its purpose.

The device not only tracks your salespeople's time management skills, but also provides accurate wehicle use records for tax purposes. List price: $\$ 396$. For more info, call Daytoobased Ketek Inc. at ( 800 ) 543965 ?

## DATELINE

- October 24 - Paul Kagn Pado Station Acquisitions Sem. Rado Sation Acquisitons Sem:-
inar. Park Lane Hotel. New York City.
- November 2.7 - 1990 NARM Wholesalers Conference. Paim Springs Hition.
- Nowember 9-11 - Young Black Programmers Conference. Hyatt Regency, Houston - November 15-17 - 21st amud Loyola Rado Conter. ence. Holiday Inn Mart Plaza, ence. Ho
- November 17 - NAB Rcund table for Smat- and MedumMarket GMs. Sheraton Westport Inn, St. Louls.


## 1991

- Jenuary 17-18 - Crris Beck Menagement Seminar. Hyatt Pegency, Phoenle.
- January 18-20 - Dan

ODay's Ar Personalty Plas + seminer, Holday inn (Tryon Sreet. Charlote.

- January $20-24$ - MDCM '91. Palais des Festivals, Carneo, France.
- January 24-27 - RAB Managing Selos Conference. Opry. land Hotel, Nashivile.
- January 25-29 - National Rolgious Brcadcasters 48th Annusl Convention a Exhibition Sheraton Washington Hotel, Whathington, DC.
- January 27 - Super Bowl XON . Tampa Stadium.
- January 28 - American Music Anards. Shrne Auditorium, Los Angeles
- January 30Fabruary 2 Eghth arnual Polack Modia Group Programming/Management Conterence. Bel Age Hotel, Los Ancoles.
- Fobruary 7-9 - Cris Beck Major Account Sales \& Devel opment Seminar. Hyatt Orian do. Fl
- February 10-15 - NAB 26th Arnual Mansgement Develop: ment Seminar for Broadcast Engineers. University of Notre Dame, South Beod, $\mathbb{N}$.
- February 11-13 - Broadcast Credit Association's 25 h Credit \& Collection Seminar. Loews Summit Hotel, New York City. - February 1416 - Gevin - February 1416 - Gevn Seminar 1991. St.
tel. Sen Francisco
tel. Sen Francisco. Grammy Awards. Radio City Musio Hall, New York City.
- February 25-25 - NAB Ra: do Group Head Fly/h. Hyatt Fegency, Dullas-FL. Worth.
Aepency, Dalas-February 27-March 2
Chris Beck Major Account Sales 8 Develocment Serrinas. Sheraton Fisherman's Wharf, San Francisco.
- March $8-9$ - Country Rsdio Seminar. Oprydend Hotel, Nashvile.
- March 22-25 - 1991 NARM Corvention. Sen Francisco Hir ton.
- April 15-18 - NAB 1991 Corvention. Las Vegas Convontion Center.
- May 16.19 - American Women in Radio s Television's 40 hh Nesional Corvention. Ormi Hotel, Allanta.
- dune 915 - NAB Radio Ex. ecutive Management Development Seminar, Untversity of Notre Dime, South Bend, IN.
- June 18-19 - BPME \& BDA Conference \& Exposition. Balsmore Convention Center.
- June 20-22 - Bobby Poe Convention. Sheration Premiere, Tysons Corner, VA.
- July 11-14 - Upper Midwest Comtmunications Conclave. Radisson Hotel South, Mirnescolia.
- September 11-14 - NAB Radio 1991 Corvention. Moscone Corventon Certer, Sen Francisco:
- September $25-28$ - RTNDA 46 th international Conference 3 Exibition. Derver Convertion Center.


## Madonna's New Man Is Gay Model!

Madonna's latest boytoy, Tony Ward. once modeled ruado in a gay maga zhel Ward, who sometimes poset under the name Nilk Neal, did a sixpage layout for $/ \mathrm{h}$ Touch For Men woaring "nothing but a smle and an ankle bracelot" according to reports in the Clabe and Star. He's also featured totily naked in Greg Gorman's recenty released hardback collection of photogracha.
'Why should iz bother me what Tony has doce? 'Madonna alegedy asked a pal. I timik a's cute:-

## Stopl Marsalis Time

This week's Tree trumpets the succoss of jazz man Wynton Marsalls, devoting its cover and a seven-poge spread to the steepedintradtion hoentiower. The plece credes Marsalls with lostering a Jazz renaiesance" in the foce of 70 s fusion and with opening the career doors for some of todin's hotest cortempornry jazzbeous.

## Poll Stars

The Noramber YM CYoung is Modern) foatures the zine's Frst Annual Readers' Entertainment Pol. boldy heoded -Stars You LoveiStars You rate." Among the whnershlosers:

- Pauta Abdul: Best Dressed, Favorte Singer (Femele). Artist You'd Most Lke To Meet, and Sar You'd Most Like To Be,
- Madonna: Colobrity You'd Most Wont To Send To Mars One Way, Worst Dressed Celebrity (Forma), and runner-up (with Jane Child) for Celebrity With The Crossest Hisirdo.
- Now Kids On The Biock Finvorte Pop Growp, Fworite Rock Group (be with Bon Jove), Group You Hate, Favcrite Song ('Step By Stop"), and Song You Car't Stand ["Step By Stop').


## On The Records

Sonic Youth have recorded a cover of the New York Dolls' classio "Porsonisty Crisis' (backed with a dime version of the Youth's Dirty Boots'] especially for the 2000 micky Ssasy readers who respond to a tree-question quz tucked anay in the zine's November lasue. Deadine: November 15.

## Quick Licks

Whether a was money, record swes, or tropties. Michael wanted to be the ane who claimed it. He used to wonder, Why do they call Elvis the King? Why don't they call me the King? 'Id have to explain" Record promoterimansper/actor Frank Dileo recals his diays of whine and noves (People).

- They wouldn't be doing this it it were Paul Simon ${ }^{-}-\mathrm{A}$ peeved Art Garfunkal snaps ather waiting some four hours in a NYC recording studo for an engineer (Soy).
- 7 think she has realy bad PMS - Roseanne Barr makes an onalr dagnowis of Bette Midlor while guesthoating a rado program in Los Angeles (Star).
- More Anverioans would rather make love while listering to Neil Diamond's music than to ary other musicien's. Boethowen is second (Weelly World Nows).

RAR doasen run comic strps. but we do take a comio the ouch week through the nsbon's consumer magarines in soarch of everyening from the subilme to the nideculous in mutbe newz. RBR has not veitied apy of these roports.

## BOOK BEAT

## Motown: High Notes And Down Beats

Plans for a 30th anniversary TV special and the recent Motortown Revue '90 aren't the only things screaming come and get these (Motown) memories these days. A trio of books are also on the way. A peek at each - and a few other music-related releases follows:

## Hitsville U.S.A.

The Motown Album" (ssor St. Martin's Press) is a self-de scribed "photographic, dynamic. and loving tribate" to the record company that's swccessfully mar keted and exparted the Sound of Young America since its founding in 1869.
The 253 -page tome is packed with photos - many rarely seen. mary in color - that dovetall with Rolling Stone writer Ben FongTorres's text to tell a companyapproved version of the Motown story. Label founder Berry Gorty's foreword and rock critic Dave Marh's discography complete the package, which hits stere shelves on October 2


## Mary 'N' Faithful

 Coming October 24 is former Sa premes vocalist Mary Wilson's
## Madonna Laserdisc Due In November

A
lhough Warner Reprise Video hasn't scheduled the home video release of Madonasa's recent world tour untal late next year. Pioneer Artists reportedly will release a longform lasentise version of the concert late next month.
"Madocna: Blood Ambition World Tour ' $90^{\prime \prime}$ will be between 90 minutes and two hoars long. The tworsided, digital stereo insendise was filmed during various American and European coocerts, and includes backstage, interview, and wraparound footage of the Sire/ WB singer.

Unlike the recent HBO special, the material found on the laserdise was sbot on film rather than videotape. Price: $\$ 29.96$. Look for ads and promotions to start ruming in 11 major markets on November is.

-Supreme Faith: Someday We'll Be Together" (Harper Collins/ $\$ 19.96$ ) - a 300 -page sequel to her 1956 bestseller, "Dreamgirl: My Life As A Supreme" Working again with "Dreamgir!" coauthor Patricia Romanowskd, Wilson endeavors to answer the off-asked guestion, "What went wroeg and why did the band break up?'
Drawing upon her personal diary, court transcripts, and newspaper clippings, the singer offers firsthand accounts of alleged corruption in the masic business, ber love affairs (including romances with comic Flip Wilson and the late Steve McQueen), and the circuslike atmoephere sur rounding Flo Ballard's funeral.
Of course, the singer also addresses ber highly publicized and strained friendship with Diana Ross (whom she constantly refers to as Diane, La Ross's prestardom name) - a relationship that Wilsco says "alternates between warmly cordial and maliciously cold." Forty-eight pages of photos and a selective discograptry augment this slice of entertainment, Saucer of mike not inchaded.
Where Did Our Love Go
The Supremes are also the headlining act in "All That Glittered" ( $\$ 19.96 / \mathrm{Dutton}$ ) - first-time author Tony Turner's account of "the good, the bad, the beautiful, [and] the bitcchy" qualities that fueled,

## 'Grammy <br> Legends' On CBS-TV

]ohnny Cash, Arelha Franklin, Billy Joel, and Qaincy Jones will recelve the 1990 Grammy Legends Awards during the second anrual "Grammy Leg' ends Tribute," to air on CBS-TV (date and time TBA).

Plerre Cossette Productions - in cooperation with the National Academy of Reconding Arts \& Sciences - will produce the two hour event, to be taped before a live audience in New York ce December 3 .

after another. From a strictly tabloid point of view, the warts ' $n$ ' all revelatioss are amusing. However, they also underscore the sadness and bitterness Ballard felt - and loudly expressed - at being forced out of the band. Cowritten by Barbara Aria, the book includes 16 pages of photos.


## Mama Roux

Chicken and sausage gambo? Page 24. Quick pecan pralines? Page to. Pork backbone stew? Page 94.
The proceding (and all-toobrief) mena was compiled from the pages of Queen Ida Guillory's recently published 'Cockin' With Queen Ida" ${ }^{\prime \prime}$ ( $514.96 /$ Prima) - a collection of Creole. Cajun, and other down-bome recipes from the Grammy award-winning GNP Crescendo recording artist and self-proclaimed queen of Zydeco music.
Co-written by Naomi Wise, the 240 -page bock also includes aneodotes and brief history lessons for readers to savor while deciding which delectable dish to cook first.


## Meatless Loaf

Speaking of cookbooks, animal righits activist and noted backing vocalist Linda MeCartney will have her tastebud teaser, "Linde McCartney's Home Cooking ( $\$ 94.96 /$ Arcade), in bockstores on October 31.

As you might expect, the in page hardback is devoted en chasively to vegetarian and "meas less" dishes (the latter accomplisb ed with TVP, a scyabean meat substitute). Along with 200 recipes the book includes nutritional infice mation on a variety of foods as well as tips for growing your own grem leaty substances

## Buffett Up

Jimmy Buffett will follow we his bestselling collection of shan stories, "Tales From Margarits ville," with "Who Is Joe Mer chant?" - a comic adult mystery. A $200,000-c o p y$ first printing of the book is due next fall from Harcour Brace Jovanovich.
Acconding to Publisher's Weet by. the MCA recording artis negotiated a sbx-figure deal for the book by himself. Buffett says "You'd have to be a dummy not 1 . see that if $20 \%$ of the peogle wte bey half a million of my recor albums a year buy a bock, that'sı substantial sale."

## MUSIC \& MOVIES

1 Marked For Death \$7.42 (Fox)]
Memphis Belle $\$ 5.02$
(Warner Bros.)*
3 Qhost
(Parsoun0
(Paramount)
4 Fantesia $\$ 3.99$
(Bueng Vista)
5 GoodFalles
(Warner Bros)
6 Pacifle Helghts $\$ 3.56$ (Fox)
7 Mt. Dostiny $\quad \$ 2.99$
(Bimena Vistal
$\$ 2.20$
The Edge (Columbla)
9 Welcome Home \$1.75 Aoxy Carmichael (Paramount)
10 Menry And June $\quad \$ 1.40$ (Universa)"

## Af foures in milions

- Fave mose at ropase

COMING ATTRACTIONS: Moving into wide relesse this week is "Avalon," writerdirector Barry Levinson's drana about frat- and secondgeneration Russion imrrigrants set - as was Levinson's earler Tn Men" and "Diner" - in Bd timore. Randy Newinan iwrobe and performs 12 funes on the film's forthooming Reprise soudtrack.

## CURRENT

- MARKED FOR DEATH (Delicious Viantinatand)

Single: Domino/Masters Of Reallity
Oeser Featured Artists: Tone Loc, Kenyatta, N'Dea Davenpert

- GHOST (Verese SerabendelMCA)

Single: Unchained Melody/Righteous Brothers (Verve/Polydor)

- GOODFELLAS (Atlantic)

Feafured Artists: Moonglows, Muddy Waters, Cream

- blaze of gloryirouna guns il (Mereury)

Featured Antist Jon Bon Jovi

- PUMP UP THE VOLUME (MCA)

Single: Why Cant I Fall In Love/van Nevile
Ouher Featured Artists: Concrete Blonde, Comboy Junkies

- MUSIC FROM MO' BRTTER BLUES (Columbla)

Single: Harlem Bues/Cynda Williams
Featured. Artists: Gangstarr, Brantord Marsalis Quartet

- days of thunder (DGC)

Single: Show Me Hewren/Maria McKee
Other Featured Artits: Quns $N^{\prime}$ Roses, Chicago, Devid Coverdale

- THE AOVENTURES OF FORD FAIRLANE (Elektra)

Single: Clad To Be AlveTTeddy Pendergrass a Lise Fisher
Other Feanired Artits: Queenaryche, Billy idol, Dion

## UPCOMING

- THE HOT SpOT (IVNAAtilles)

Feofured Avists: Miles Davis, John Lee Hooker, Taj Mahal

- LISTEN UP: THE LIVES OF QUINCY JONES (Owestheprise)

Single: LLasen Up/Llaten Up
Other Featured Ansts: Quincy Jones, James ingram \& Patti Austin

- CRAFFII BRIDGE (Paislay ParkwB)

Singlesi Aound And Round Tevin Campbell New Power Generation/Prince
Oenev Festored Armits: Time

# LENNON: HIS LAST INTERVIEW, HIS GREATEST MUSIC 



John Lemon' - la-t interview wascondietel at the Dakita Apartmento only hour-lefore he diad on December 8, 1980.

Fortunately, not only did John talk about his latest project, the Doukhe Fantasy allum, but he spoke in depth about his entire life and childhood. his first merting with Paul Vf-Cartney, his life a- a Bealte, his introduction to Yoko Ono, the lreak up of the Beatres, his perconal problems and his withdrawal from thow busines.

John tennon's words have been carcfully preseried and sensitively mixed by producer Ed Salamon with the appropriate hit music of the Beatles, and his solo eareer to create the definitive John Lemnon radio tribute.

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## COHORTS VS. LIFESTAGES

## Targeting The Demo Of The Future

CTHR? Urban AC? Classic New Rock? Who knows what format your station will be in 40 years. In the meantime, however, you face some important programming decisions - such as wbether to target listeners by "cobort" or by "lifestage."
Margaret Ambry - author of The 1900-1901 Almanac of Consumer Markets" - defines coborts as people who share an es tablished event, such as a year of birth or high school graduation. Lifestages, on the other hand, are speciffe age groups, such the 18-24 age bracket.

The difference between the two? While the number of people within each lifentage will change as America's population ages. the number of people within each cohort will remain relatively constant, declining only as their ranks decease.

## Linked In Time

Members of specific cohorts share a common culture and are often similar in their consumer behavior. For example, baby boomers - thase born between 1965 and 1564 - are the largest cohort ( 78 million strong).
This year, the median age of the baty boomers is $3-50$ if your station targets $25-49 s$, you're probably right in tune with the baby boomer. If you continue to target that demo, bowever, you'll lose hatf of your potential audience within 15 years, when the median age of boomers will be 49 .

\section*{Aging Baby Boomers: A Moving Target <br> To dere you an anemeco a tracking a cohort, the following tatio tsts the projected median age (the age at witich half are older and hat wre younger) of baby boomen between 1990 and 2030. <br> 

## More Potential Markets

Baby boomers aren't the only significant cohort from a marketing standpoint. People born during the Depression, the baby bust (1965-76), and the current baby boomlet also are powerful consumer markets.
Lifestage marketing is better than cobort marketing for companies whose products appeal to one particular age group. Toy manufacturers, for instance. can't target an ever-changing cohort such as the baby busters: they need to target the lifestage of children.
For an example on how to track a cohort, check out the accompanying chart.

## REEFER FATNESS

## New Twist In Marijuana Study

You know that burning desire for Junk food that stems from smolding marlJuana? of course not, but you have hoard about the phenomenon. right?

Well, gentle readers, according to a recent study conducted by Johns Hopkins University researchers, marijuana munchies are more than a myth - they're reat.
In a controlled experiment, six men smoked four joints (mari-

Juana cigarettes) during a 13 -day period, unknowingly alternating three days of puffing real buds with three days of huffing placebo dope. The results?
The men's intake of snack food calories increased $\omega \omega \pi$ during the real pot days, for an average weight gain of nearly seven pounds.
The same men lost the excess weight, however, during the periods when they smoked the dummy dope.


## COMING IN 1992

## Photo CD System 'Plays' Prints On TV

Along with their many musical and computer applications, compact discs now can be used to store photos and display thers on ordlnary tetevisions, thenks to new Necthology developed by Kodek
Wh this new system, called Photo CD, you shoot photogruche on a 35 mm cermera (using Kodikk finn, of course), take the flim to be developed, and have it transferted to a CD. Ench compact disc cin hold up to 100 col or pictures.

You then insert Be Photo CD into a Kodak CD player - manulactured by Phillps - which, incidentally, also plays musical ciscs.

Now you not onty can displey the photos on your TV, you siso can enlarge portions of pictures, change the sequence of the photos, or eleminate the ones that you don't Bie.

You cin create a Photo CD itcriry or make coples of the CDs for triends and relisives. If you heve a computer with CD-ROM (rosdionly memory, you can display the photos on your computer screen as wel.

Kodsk slso is developing a way to creste Photo CDs froen prints, and tigh-qualiy theemal puper prints from the CDs. Photo CD technology wont be aralable unsl 1992, however, since Kodak needs two years to prowide fin developers wth the necessary equipment.

The cos? Kodak expects the frst Pnoto CD player to carry a list price of leas than $\$ 500$, with a disc containing 24 photos to set for "comfortably below $\$ 20$.- For more info, cas the Rochester, NY-bused company at (716) $724-4000$

## The Accelerating Cost Of Car Insurance

W
That could make the 119\% increase in new car prices and the $200 \%$ boost in inflation that occurred between 1970 and 1888 seem modest? The cost of car insur ance, which increased a whopping 2008 during those years, ac cording to the U.S government's Consumer Price Index.

## In Perspective

In 195s (the last year for which figures are avallable), the average car owner shelled out
\$5ts on vehicle insurance - a sizeable chunk of his average before-tax income of $\$ 31,364$. However, the amount covered his average 1.6 cars and 0.8 other vehicles.

Meanwhile, some 15\% of all vehicle owners paid nothing for auto insurance in 1955, choosing instead to drive uninsured. These folks typically came from low-income households headed by a person with a high school educa: tion or less.

## Gourmet \& Premium Coffees: Perk Up Sales

Gourmet and premium octfoe accounted for $19 \%$ of all coffee sales last year up from $10 \%$ five years carlier and sales are expected to reach $30 \%$ of the U.S. retail coffee marks by 1994 .

A recent study by NYC-based it: search firm Find/SVP says lat year's rise in upscale coffee salen was the first in five years. The company believes the popularity of gourmet and premium cotfeer spurred the growth of retail colfer sales, which climbed 1.6\% from 1ses.


The study estimates sales of gourmet coffee (defined as brandi marketed by specialty comparier at $\$ 606$ million, premium cotle (upscale versions of mass-market ed brands) at $\$ \Sigma 7 /$ million, ant decaffeinated gourmet/premim java at $\$ 283$ million in 1999.

Find/SVP expects coffee coo sumption to increase $3 \%$ to $5 \%$ an mailly over the next several years. The study notes that $52.5 \%$ of Americans over age 10 drank a average of 1.75 cups a day last year, up from $50 \%$ who drank at average of 1.67 cups a day in 1986

## CHRONICLE

## Born To:

Werner Bros. Sc. VP/Busness Attim David Altschul, who Margavet, daughter Emily Geace, September 23.

KFMFIChico, CA PD Marty Gritlin, wile Girny, son Gione Murth, September 26.

## Marriages:

Reprise recording artst Inds to songwitheriproducer "Luttle" Louls Vega. September 21.
WSTRUAtlanta Jezz PD and WOCDNYC MD hir twient Russ Davis so Putricia Lippe. October 6.

WrKZZeasutort, SC MDtar twiont Liz Konnedy to Janes twont LIz Kannedy
Colvert, October 6.

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Ronnie Jones
Jones Appointed VP/Promotion At Esquire Records
Ronnie Jones has jotned Esquire Records as VP/Promotion. He assumes the newly created post after a recent two-year stint with Motown in a similar position.
President Arnie Orleans commented, "This appointment is of geruine significance for Espaire. To be jolned by an executive with the experience, reputation, and success of Ronnie Jones will be of tremendous value to our artists and sends out a strong signal that Esquire is a company that's determined to be a major player in our industry."

Jones's initial focus will be on new releases by Debra Torre and Sean. His industry background in. clades terures as VP/Promotion at Capitol and Regional Promotion Director at United Artists Records.

## WXMX

 Elevates Evans To PDWXMX/Columbas, OH has elevated acting $\mathrm{PD} / \mathrm{MD} /$ morning man Mike Evans to his first PD opporturity. Former PD Jeff Conn exited the AC outlet several months aga.

According to GM Mary Mahaffey. "Mike's proven himself to be totally committed to making WXMDX a contender in Columbus. We're very pleased that he's accepted the PD position."

Evans told RAR, "Tve had lots of fun the last three months as acting PD. We'll have no major changes initially: I have a good group of people working bere. We're a young station - both in time co-air and in the staffs average age. We think young and have fun. The niche we've decided to carve for ourselves can't be duplicated. Other stations have fought for other territories. Comments we bear on the street indicate we're doing something right."

Evans joined WXMXX when the station debuted in May 1999. He was previously a computer consultant and spent six years as MD at WTVN/Columbas.


## Eullis Cathey

## Cathey Dir./A\&R, Promotion At PolyGram Jazz

PobGram Jazz has tapped Eulis Cathey as Director/A\&R and Promotion. He was most recently Great Lakes Regional Promotion Manager/Black Musie at Virgin. He'll scout and stgn new artists, coordinate projects for the current artist roster, and oversee the department's radio promotion.

PolyGram Jazz VP Richard Seldel remarked, "Bulls brings a rich knowledge of all types of jazz, world music, and R\&B to this position. I know he'll have great suecess."
Prior to Virgin, Cathey was Pro motion Coordinator and then Marager/Black Musle for Island in New York. He began his career as an air talent at WEBR (AM)/Buffalo.

## Elisa's British Invasion



Elta Fiovilo was caughe hothobbing wet Chysalls axocs durhg the labols intematonal Conforence in Hevtorduhire. Engind. Snapped weh the shoper were (i-r) Lpoman Entertahment's Michael Lppman, Chrysalls's Chaiman Chris Wighte and Vice Chalman/CEO Joe Kipner, Chysals htemablonal President Pau Convoy, and U.S. Iabel Prosident John Sykes.

Just B Cause


Culobrating the release of LMRNCA artist Stevis B's latest shole, "Because I Love You (The Postrinn Songl," are (My) comanagers Charle Gtresth and Donna Aoss, ACA Prosidont Joe Gatente, Stevie B, and ACA's VP Butch Wacigh, Gasry Tanner and VPs Miller London and Skip Mised.

## MYRICK PD

## WALR Adopts Black AC

Ring Radio's WALR/Atlanta has abandooed AC to become a cur-rent-based Black AC known as "Love 104." Maxx Myrick was named PD this week (10/15). The station should be live fulltime within a month.

WCNN \& WALR VP/GM Rob Jackson told RAR, "We bought the station in April last year and sigped on that July as a Bright AC. Between the market changes and our tower's collapse back in April, we had scme difficulties. We were looking for an alternative. There's a tremendous vold in the market: [WVEE] Vies is the only Urban bere - and it's a very good one but it allowed us to present a more adult Urban format that we're calling Tove songs with a touch of
jazz. It's targeted 25-44, skewed a bit female.
"Maxx was very highly recommended by [consultant] Tony Gray, who felt Maxx could follow the map and belp us execute the game plan. We met with him and also felt be could do a marvelous job."
Myrick remarked, "Tm really excited. Atlanta has wonderful opportunities, and Im glad to be a part of this challenge." He was most recently interim PD at WJMO/Cleveland, where he'd also been Asst. PD/MD, Myrick previously programmed WPLZ/Richmond, KDKS/Shreveport, and WVOI/Toleda.
WALR has consistently scored less than a share in both ratings services.

## Pet Shop Talk



The Por Shoo Boys stopoed by EMTs offices recently to divcuss the release of the div's forthcoming LP. 'Behavior." Fhalzing the doal are (O-t) manager Amme Andon, the band's Chris Lows, label President/CEO Sal Licata, and the band's Nol Tennant.

A Political Coup


OBR Columbla songstress Ayson Winams sereneded the crowd at a gala recepSon durhg the 20th annuw/ Congrassiona/ Black Cevcus Wepkand in Woshington, DC. Among her fans were CBS Records VP LeBaron Taytor if and the Rev. Jesse Jsckson.

## Radio

- WILLIAM GOTH jpina KZZF/Frosno as GM. He was most recently VPIGM of WIYT \& WhaViHiverhil, MA.
- DAN NEWMAN is tacped as Presdent at KVKUShreveport, LA He had been attemoon personality at WTPVhdisnicols.
- gary mincer steps up to GSM at WLvo Columbers. He was a Mrrketing Consutint at the staton.
- peter lauer joins ktro a kcac Orenrd.Ventura, CA as LSM. He was formery on AE at KPWP/Los Angeles.
- Davio alpert is upped from GSM to VPIGM at WA WNNeples, FL.


Dowd Apert
Lava Annick

## Records

- laura annick, Monaging Directorihternationar at Enigma Entertainment, adds VP stripes.
- BRLL OTT is ebovated from VPIStes \& Markenting to Exec. VP it ASMCinsda.
- WINDHLAM HILL RECORDS moves si offices to 3600 West Cive, Sute 1430, Burtark, CA 91506; (818) 972-4242.

- KIRK BONIN becomes DiectoriUr. ban Markoting at Avita Records ater five years with the lubel in verious capacites. Concurrertly, JOHN HALL JR. steps up from District MaragetRAB Promotion to Westem Fegonal RAB Drector
- bob trlosuey is tupped as Drectorisales \& Markoting Exatern Region at IRs Plecords. He was prevously Head Buyer at Philadetchia based Unkversal One-Stop. Also at the label, ROB DISTEFANO is elevated from Office Mansger/East Coast to Manager, Dence Promotion/AsR


Bob Tydstey

- dave resnix joins Chametoon Records as Manager/ASR. Formerty an MCA recording artist, he has produced fien soundracks and records. Concu:rently, DEEJAY Dolopenzo is tappod as Manager/iNatonal Abemative. Metal \& Cologe Promotion. She is a former independent promoter.


## 'Tis The 'Season'



Vetersn muniomakers Daryt Hat and John Oates celietrated the relesse of their litbest Arsta LP. "Change Of Sesson, "diring a recent NYC bash Getting close are (thont, It) Chivrcion Entertaivmenrs Bitar Doyle, Oates, Hat, and the hbefs Exec. VPs Roy Lott and Ba Berger and VP Sawn Coatbey; (back, Fr) Aristar Tom Enols, Cnampion's Randy Hoftian, and laber Sr. VP Ack Blelwebs.

- NELSON WAKEFIELD is elevated trom Reperspire Coordinator/AsR to Manager/ASR ut Columbia House.
- Cheryl valentine joins Relati-by/Combat/h-Effect Records as NaSonal Metal Promotion Manager. She had been VPMe.Metal Rado Promotion at Motal Bade Records. Conourrenty BRUCE BRODY is tupped as Northeast Promotion Manager. He was formerty CHR Drector at Grudge/BMG.
- sheila matrits ateps up from Publictiy a Video Promotion Coordinator to Product Manager at PolyGram Jazz. At PolyGram Recorda, DAvio McDONAGH is named heernational Product Manager. He was formerty Product Manager at PobGrum Canada.
- LINDA PINA is elevited from ASR Administration Coordinator to Assce. Manages/AsR Administraton at Atiantlc Records.
- PAMELA ADLER is promoted from Cocerdinator/Publity. Eant Const to Manager/Tour Putioly at EME.


## Industry

- ROB sisco moves to San Diegobased Fairwest Drect as DrectoriMarketing. He was most recently PDIOD at Kio \& KMGUSedete.
- LIONEL CONWAY is copvated from Worlowide Presidentistand Group of Publishing Comparies to President of PolyGram/lstand Music Publishing Grove

- JEFF HODEE becomes Exec. VP of Cabilero/Ma Spaniah Media. He had been VPiEastern Division Manager at HNWHINew York Sucoseding him in that post is KIRK COMBS, promoted from VP/Regional Manager and Drecbor/Sides at HNWH/AEsita.
- alan trugman stecs up from Northeast Regional Sales Manager to VpiEsstem Seles Division at BrchV Scarborough Research. Other promosons include Local Market Mansogers SCOTT CHAPIN and JON KIZER to Northesst Regional Sules Manager and Midwest Recioral Sules Manager, fespectively. Concurrenty, TARA ZACCARIA foins the frm as MarketingTV Soles Asst. She was previousty a Project Coordinator with Kextucky-based markating research company the Matox Group.
- Dewey stevens jons National Ar. check as VPI Siles. He had been doing evenings it WiNCXVClevelend.
- RANDI BLATTBERO becomes Drectori Operations at hivemationd Taent Group. She most recently ran the dyy-to-diy operitions at Yerture Booking
- ted haller joins to Katz Rado Group as Manaper/Agi-Marketing Services, KRG Farm Dwision. He was for merty DrectoriPesearch \& Planning at Kenrick Advertsing in Se, Louls.
- GaAY BERKOWITZ announces the formation of a radio prograrming consuitancy. He has most recently served as VPProgramming at WKCUDetrot. He oan be reached at (313) 737 . 3727.
- JOHN MAINELL amounces his as sociation win Mediavision, the Seuslebased Takk. News, and fill-service lor. mat consulting firm. He was formerfy PD at WABC.New York
- gary helsinger joins Corysels Musio to hende Talent Acquisison Whast Coast dufes. He was previcusy wh Tower Rocords
- BETSY CAFFREY joins ledird Voual Aets as National Drector/Marketing s Sales. She was previousty Nariond D:rectoriScies 8 Marketing Video it Elektra fecords.


## PROS ON THE

## LOOSE

Clayton Allen - MO KHFV/Austin 512) 343-8008

Mark Avery - Aftenoons KTYD. FMSenta Barbara (805) 909-7966
Chuck Cannon - Nohts KoLLO-AM 8 FMSien Dingo (619) 495-2423
Dlane Certwright - Middiys KONW (formerly KNUA)/Seartie (206) $932-8482$
Beever Cleaver - MD WMNZNorfok (804) 481.9415
Solby Edwards - PD KOFFVAustn (512) 328 -2890

Ron Kline - POimiddays WKTA Erie, PA (814) $825-8370$
Dare "Dave-O" Thompson - Production Dir_jmornings KDWZDes Moines (515) 255-3283
Mike Whion - Weekenderilins KOKS Denver (303) 933-7286

- DENNES LAMBERT, composer and producer, has been signed to an exclsive longterm writerico-pubishing ver ore with Primat's Soundoeam Mutic He brings to the desl his Rent-a-Song and Lease-a-Song catiogs along with the catalogs of writers PAM RESWICK and STEVE WERFEL.
- NAB's Corventions a Meetings Deparment headed by SK. VP HENRY ROEDER has been dvided into a Meetings a Special Events Depertment under Aoeder, and a Corventions \& Exhibitons Department under RICK DOeSON. Dobson, who was VP/Extibits \& Associate Membership, stepe up to Sr. VPIConversions \& Exibitions
- DONALD "SCOTTY" WALSH joins Bite Voice Systems, a manstacturer. seler of audo and interactive voice resconse products, as Exec. VP. He has been Prosident of PSC information Services, a divilon of Priladolptia Sieurten Corporition.
- Richard rothsten is named DrectoriCorporate MIS at Vacon litier. national. He was formerty weth Briatol Myers Squibb.
-Holly Sklar


## CHANGES

Tucker Flood becomes an AE it Kutz RadoiNow York
Beth Smith joina WPCHVAtsenta is an $A E$
Robert Rose and Dean Lenabury are now AEs at WZEZ/Naxtwile.
Norbert Nowlekd Jr. is appointed D. rectoriferruting s Employee Pebtoons if Viscom internutional.
Lols Schmatz johs Video Jiskebor Network ao Manigeri Customer Ser vice.
Jm Swith moves to Uggott Broad cest Group as Asst to the Corporate Engineer.

## R\&R TIMELINE

## 1 YEAR AGO TODAY

e Unistar sets Gary Fries, Bill Hogan, and David Landau as Presidents

- Hale Milgrim appointed Capitol President
- Jim Wood nalls down Falrwest VP/Programming chair

Steve Ellis named KL.SXILos Angeles PD

- PD Tony Gray exits WRXS/New York to form a consultency


## 5 YEARS AGO TODAY

- Keymarket buys Amaturo Qroup for $\$ 65$ million
- Pauletse Wailams selected as KMELSIan Francisce

Station Manager

- Alck Balls elevated to KSHEISt. Louls OMPD
- Detroit morning man Jien Harper tapped as WDTXDetroit PD
- Chrls Turner accepts OM chair at WTMPITamps


## 10 YEARS AGO TODAY <br> e Harry Nelson appointed KSLQ/SL Louls PD

- KRTHL os Angeles PD Bob Hemilhon adds RKO Radio National Music Coordinator responsibilities
- Bob Brooks becomes KOFMP Portland PD
- Gary Burbank to do mornings at WDAETTampa
- Jonathan King lande middays at WMCANew York


## 15 YEARS AGO TODAY

- Shadoe Stevens resigns as KMEThos Angeles PD; Sam Bellamy is appolnted OM
e Bob Harnilton tapped as WrFMPhiladelphia PD
- Speclal AOR Altinve Album Alrplay 40 chart appears in RAR: "Led Zeppolin 4" is chosen number one


26. RAR October 19, 1000


## CHR NEW \& ACTIVE

## HOT97/NEW YORK 1-1 FOR FIVE WEEKS!

WXKS 17-11 HOT WZOU 18-14<br>WPLJ 15-12<br>Z100 9-7<br>PRO-FM add 32<br>PWR99 deb 30<br>KEGL 23<br>KKBQ add<br>PWR 104 add WNVZ<br>Q105<br>B96 1-1 HOT<br>Z95 deb 25<br>WDFX 20-17<br>WHYT 24-15 HOT

WLOL 15-12
KS104 add Q106 22
KUBE 29
WIOQ 24-15
WPGC deb 28
PWR96 5-4
KTFM deb 26
KXXR add
HOTTO2 25-21
PWR106 29-24
KKFR 27-21
HOT949 on
KMEL deb 30

BADO ME0:0]s

## STREET TALK.

## Pay For Play (Slight Return)

Wanderin' on the bootheets of several previous (and short-lived) attempts at pay-for-play. CHR
WLAN/Lancaster, PA is telling labels itl "test" rocords for a two-week period for $\$ 1000$. That money would buy ten spins: once per night, 10 pm -midnight, Monday through Friday. Each play would be logged as advertising.

When ST dialed for detaits, MD Ted Brandi dished off to PD Dave Marino, who would only say, "This polcy comes from above the programming department."

KIIS-FM/L.A. and morning star Rlck Dees are being sued by the latter's former sidelick Liz Fulton - who left the station in 1989 for sex and age discrimination.

The suit - filed Tuesday (10/16) in L.A. Superior Court - claims Fulton, 37, was fired for "not fitting in" and charges Dees abused her on-air by reterring to her as Liz "Rug Burns" Fulton. She's being represented by famed attorney Gloria Allred. No dollar amount specified in the suit.

Gannett Radio Division President Jay Cook, speaking for Dees and the station,

Contrived on Page 29


UNDIE MY WHEELS - inspired by the recont staging of the first annual Detret Grand Prix, KAZY held the Srat annuar "Unole 500 ." Aling modified KAZY trkes while wearin' nuthin' but their abiwles, listeness compnted for pe passes to me MTV Celecinty Chalenge and a chince to meet thet favorte rock starshace car divers.

## Crimes \& Mythdemeanors

- Which Emmis property is set for a format fip in a miter of diaya?
- Weth WAPEIJecksonville OMPD Bill Pasha all but out the door and on the way to Star 10sjDallas, whol replece riem ST hears WBeolAuguate PD Bruce Stevens has arready poltely decined. Has interest now fumed to (crum rod, plesse . . ) Kix100 Blimingham APOMD Brien Chriatopher, O105I Tampa APD Dennis Roese, KSARUSan Antonio OMPD Rick Upton, WOJXKLowisville PD Chrls Shebel, KROYY/Smornmento PD Jeft McCertney, and KKBTILA. MD Frank Minlech?
- How dout mat KUBE/Spertle PD poot? ST hears XOWBMMinnespolis PO Brian PAllips paseed, but ST s funfore cornections sey comversations with former KROY/Secramento PO (and curront KIISFM L.A. weekender) Sean Lynch are in progese:

If Lynch - who's also close to a record diadoen't square Binge with the KUBE, might Exec. VPIGM Michael Orshee also be considering forum rof, plase . . J KKRZPortiend PO Mark Capps, KXYQ/Portlend VP. Prograrming Jlm Ryan, KzzPI Phoenlx PD Bob Case fa fonner KUBE PD, WZPY Indy PD Don London, KOY-FMPhoentx PD Jay Stevens, and E1O4/Bettimore PD Steve Porun?

Also ot the KUBE, MD Randy Irmin has crossed to KPLZ as Proouction Dr. Acting PD Barry Beck also is handing muilo.

- is kLOLAlouston MO Patti Martin about to Ind the coveted WXRTIChicapo MD stok ST haurs Mertin - a Whody City native who interned at XFT io, these many moons ago - is the frontrumner. But what about KBCO/Denver personality Paut Marazalok?
- New WDFXIDetrolt interin PD John MeFaddien is locing for an APD/MD and a Research Dr, Ave former KBEOKK night tider Chuck Nasty and ex-Pirato Radiort.A. right rocker Baltazar heuded to the Mosor City for interviews?
- Solve those numgrs abou: AC WAXY/Miama fipping to CHR. PD Bruce Buchanen tad some kinda tun furting the fros of speccuition by playing Starship's -We But This Cty' followed by Peter. Peul a Mary's ' 1 Dig Rook And Fof Muslo' Tuesdry ( $10 / 16$ )
- Is Chatanooga about to got another CRP? ST hears WKXIJ will hit the arweves smokh' within the neat 14 daya.
- is Keeonke morring man Randy Miller urhappy doin' what he's doh'?
- is KS9s/Minneapolls PDStation Manoger/ morring man Chuck Knapp about to hand over the progremming reks? ST heers intervews are in progress.



## IN:I WIWII



Cortrued from Page 26
issued the following statement：＂We＇ve received the documents and are in the process of reviewing them and will respond in in appropriate way．＂

ST hears Ted Field \＆Jimmy lovine＇s yet－ to－be－announced Interscope label has penned a distribution pact with the equally unofficially announced East West America label，to be hendled via WEA．Full detal jacket next weok．

## Roll Me Over Domino

Ending months of rumors，WPLJJNY night rocker Domino resigned to return to Power 99／Atlanta．Look for him to segue into aftemoons or nights and snag a title similar to Programming Coordinator．He＇ll hit the air on Halloween．

Succeeding Domino at＇PLJ is WTIC－FMI Hartford night cat A．J．，a Big Apple native． Q102／Philly night star Joe Mamah heads north to fill A．J．＇s slot．

Mearwhile，Lesile Fram，VP／Programming at Dittman＇s WABB／Moblle，heads to Hotlanta to become Power 99 APD（and join the morning show）．

Mark St．John，VP／Programming at Ditman sister 195／Birmingham，will now also oversee＇ABB and help choose Fram＇s successor．In the interim，＂ABB MD Kevin Poterson assumes PD duties，and APD WIII Pendarvis adds MD chores．

Precious seconds prior to presstime，ST learned that WJQY／Miami moming personality Doan James was about to hitch himself to the PD post at Country KFKF／KC．

While WOMX／Orlando morning man Mike Elliott＇s last day is Friday（10／19），his start date as WRBQ－AM \＆FMTAmpa morning zoomeister din＇t set yet．When Eliott arrives on the FM，current Q105 zoomaster Cleveland Wheeler will continue to do mornings－solo－on the AM．

CBS Records－make that Sony Music－ has joined more than 50 companies who＇ve signed NAACP－sponsored＂Fair Share＂ statements，aimed at creating more opportunities for black employees and suppliers．CBS VP LeBaron Taylor will oversee the project．

## Labeled With Love

－Ater 14 years with the linbel Columbla Dr．Nart Abum Promo．Alen Oreman is lesving to heed Ceffen＇s AOR dept．He replaces Mark DiDis， who kmoed to Dol Amarkan．
－Former Evi VPP／Promo a MMR VPMiNan Swes Tony Semith is hooding to Mercury as VPiSingles Promo．
－Columbla Mg．Nen Secondvies Pronso Dasa Koll has been upped to Assoc．Dr．，end Crichnas lo－ oal rop Sendy Thompron speeds west to cover the Denver：Phoenic region．Choy wel now be covered out of Chicago．
－East Wast America nanes We EC Rag Black Fromo rep dody Willems Nart De．Matg．Former AMM DetrowClevetand promo rep Elieen Dalley angues to Enst West for L．A．loon dutios．
－Columbia WC vP／Tident Acquistion s AAM Larry Mamby resigns to pursue other opporturities．
－ASM EC AAR Dr．Patrick Cilford exts for Pe VPIMAR slot at Chrysalls．He reploces Kate Hyman， who kumped to Terry Elits＇s now label．

．．．MR．ZIGGY，THIS IS WMUZ！！ ．．YUUVE KST BROADCAST OUR COMPETITORS NAME WITHOUT


LETTER RIP－STrs al－seaing eyes coultht hep bot notice the two sets of actual cal letters that found thelr way into Tom Wison＇s＂Zgyr＂Sundey comilo strip．The real humor，though，comes in knowing that the former is a Clioveland AOR－and the latter is a Rolplous outbe，located in Detrot！

Austin＇s memorably confusing station swap is back in the news．KQFX PD／midday man Solby Edwards and MD／night rocker Clayton Allon are both o－ut（mere weeks after moving crosstown KHFI＇s staff and programming to KQFX＇s frequency under new owners Joyner Communications）．Former KQFX PD Roger Allen replaces Edwards；afternoon driver Ric Gonzales is acting MD．

Mearwhile，KQFX has apparently resolved its battio with Genesis Broadcasting－owner of crosstown CHR KBTS－over the KHFI calls．KQFX should officially switch to KHF in a matter of days．

Ironically，Joyner already has plans to sell KQFX to Rusk Corp．－currently holding a management contract for the station－within the next 45 to 90 days．

## Rock The Casbah

The inevitable＂Gooood Maaawwwnnning Saudl Arablal＂blasted across the desert sands as air talent／Navy CPO Rich Yanku began the region＇s first live AFRTS broadcasts last Tuesday（10／9）．First song aired on Desert Shield Notwork FM 107？The Clash＇s＂Rock The Casbah．＂

About 80\％of the estimated 200，000 U．S．troops deployed in the area should be able to hear the predominantly rock＇$n$＇country programming－provided they have radios．

Already 2000 radios（with batteries）have been sent to the Persian Guif thanks to the AIR／LIFT campaign，announced at the recent NAB convention．CBS Radio，Cox，NewClity， the SIIIerman Companies，Unistar，and Group W have all pledged support，and more than $\$ 30,000$ have been raised to purchase additional radios．Contributions to：AIR／UFT， Rockefeller Center，Box 5493，New York，NY 10185.

And ．．．as part of the 50th Anniversary of AFRTS，the Armed Forces Broadcasters Association has anounced it will sponsor an official history of the organization．Trent

## Album available

 November 6th．Management： Jerry Jaffe．CMO，LTD．


Continued from Page 29

Christian, a 28 -year AFRTS vet, will write the book and is looking for your anecdotes ' $n$ ' audiotapes. Mal to: Book Project, AFBA, P.O. Box 642, Sun Valley, CA 91353.

An early morning electrical fire destroyed most of NAC KEYVILas Vegas's studios and offices last week, toasting the station's entire music library in the process.

Overnighter Pam Palade discovered the bleze and was able to call the fire department before succumbing to smoke inhalation. (She wound up hospitalized, treated, and released.)

Ironically, KEYV is slated to move to new faclities in several weeks. Obviously, this development may expedite that matter. Crosstown AC competitor KJUL has generously allowed KEYV to broadcast from its production studios.

Sony has reached something in the neighborhood of a $\$ 25$ milion settlement with former CBS Records CEO Walter Yetnikoff. according to the Wall Street Joumal. The payout is reportedly the biggest in Bli history. Quest for confirmation of such from CBS Records Sr. VP/Corporate info Bob Altshuler yielded a "no comment,"

## Lip Service

- Ex-KITY (now KSARySen Antonlo VPIGM Terry Rodda has joined Narragansettrs KAY (KAYY10TYTulsa as VP/CM, Mise Johnson exts
- Former KVIL-FMDaltas personaliy Larry Dison - who let the station in 1988 ather nealy 14 yevrs - tase refurned to Big D tor attomoons at Coun. try KPLX: Current PM diver dim Tylor moves to middiva, replacing Jock Monroe, who segues to Pro ducton Dr//swing
- WKKPlLanaing, Ma has flipped form Gold based AC to Adit CHR under PD Dennls Martin and MD Alex Teer. KGP joins WVIC and WGOR as the maknot's ining CHR.
- ST hears KKYK/Litse Hock VPJGM JIm Grant has been repliced by Mlichaet Rosen, formerly VPI GM at KNiN/Wichlta Falls, TX. Grint wit rowain with Shephard Communications, working on "special propects" untit the end of the year
- Despte an atractive oftor from crosstown 2941 Honolvlo, longtine KOMG moming man Micheel Oneng has inted a new mumyeor ded weh KCMC.
- KDAYRA. moering man Oreg Mack segues crosstown for wakeup sorvice of KJH, replachg Geno Jones.
- WOMP.FMWheeling. WV MD Chuck McGee ndds PD dutes.
- CHR KDWZZDes Molnes began simulcasting wister AM KIOA lest Wednesdiny ( $10 / 10$ ), switching colls to KIOA.FM. PD T.J. Martens and the entre sirstaft was let po - except for morming cohost Dave "Dwve- D" Thompern, who moved to Production Dr KIOA (AM) PD Jay Welss is also out. Bill Shanneen (from WGEE \& WIXX/Green Bay) has been named APDMD,
- Country wxTAErle, PA PDimidary Ron Kline avits: programing is now being handed by CM Roy Leurence.
- Foemer KKFFAPhosentx MD Jim Morsies lands the PO post at Hot AC KCMUMPalen Springs, replocing Jill Fox.
- Mike Cuthbert has linded the morning cohoat wot at NTT WRKOIBoston. Cuetbert comes from noncommerciat outet WAMUWVashington.
- WNVZINortolk rames night rocker Ellis B. Fasstor MD as Boaver Clesver solts.
- AC WKLVAlbany ups MD/athemoon diver Cirts Hotmberg to APD.
- WIODMiaml and weekend tak host Jooy Heynolds - yes, that Joey Reynclida - have parted compary.


## FAX POLL RESULTS

## Family Feud

Ath: Wannabe Media Moguls. Don't give up your day jobs. Although $79 \%$ of ST's fax-poll respondents correctly predicted Bill Cosby and family would pull a higher national Nielson rating than Bart Simpson's bunch, absolutely no one had the exact figures for each ( 18.5 for Cosby: 18.4 for Bart). And only one entry had the actual margin of victory.

Incidentally, athough ST had Monday 5 pm PST as our cutoff time, we had no idea our pels at Nielsen would put the word out on Compuserve - which is where USA Today got it for Monday's edition before releasing the official numbers on Tuesday. Therefore, all Monday entries have been summarily and arbitrarily disqualified. We'll sweeten the pot an extra $\$ 100$ next time we do an ST fax-finding mission. Stay tuned.

## DCC Vs. DAT

Oddsmakers are busily recalculating the line on the Digital Compect Cassette (DCC) vs Digital Audio Tape (DAT) battle. Last week. Dutch electronics giant Phillips announced plans to market the CD-quality DCC tapes and \$500 home players starting early next year.

PolyGram N.V., EMI Music Worldwide, BMG, and the Time Warner Record Group have agreed to support the new configuration (DCC units will play conventional audiocassettes as well), although the unresolved home taping question may rear its ugly head. MCA and CBS, er, Sony (developer/owner of the DAT patent) are studying the matter. Somebody say "Betamax"?

Somebody say "Ooopsala." Last week's ST item on KRTH/L.A. PD Phil Hall's exit to form a consulting firm was right on the money - except for the name of his company. It's the Radlo Group, not the Creative Group which is not to say that Phil $\&$ Co. won't be creative in their efforts, just that their focus is on radio. Update your Rolodex accordingly.

KLOSIL.A. morning mensters Mark \& Brian - spotighted in this week's AOR column (see Page 48) - are set to tape a "prototype" for a midseason series, tentativel titled "The Adventures Of Mark \& Brian," for NBC-TV later this year.

In other tube news, the El Entertainment Tolevision cable network will take a backstage look at radio, starting its "Around The Dial" series on October 24. Spotlighting Casey Kasem, Scott Shannon, Joe Crummey, and Ster 105JDallas, the five-minute programs will run through October 28.

A tip o' ST's ten-gallon chapeau to RCA/Nashville's Clint Black, who set a Country record for most adds in a week, netting 144 stations with "Put Yourself in My Shoes."

SURFACE "The First
Time ${ }^{\prime \prime}$... "KMEL world premiered this record three months ago and Columbia politely asked us to take it off the air. They realized this record was way too strong to just be put out like any other release. Well the time has come. This is a No. 1 national pop record. The last time I said that was when KMEL was the first station to play "Vision Of Love". ..ask Mariah." HOSH GURELI,
KMEL,
SAN FRANCISCO
"People have been coming in for months looking for the new Surface record. The First Time exploded out-of-the-box at \#30now it's \#8 and climbing."
TOWER,
STONESTOWN.
SAN FRANCISCO

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## RAB

Contnued from Page 1 dealers to call an 800 rumber to let the RAB notify all member stations in the dealer's area of his interest.

Several members voiced concern that the dealers would be just as confused by a telephonegenerated sales conslaught as by the existing multiplicity. But Potash reminded members that stations must form a united froet lest they see more dealer money diverted to otber media.
Athough some noted it would be difficult for highly competitive salespeople from different stations in a market to form any kind ot cooperative front, the board approwed the half-million dollar expend-ture.

At presstime Tuesday, the board was expected to approve the nominations of CBS-Owned FM Stations VP Rod Calarco, WVNO \& WRGM/Mansfleld, OH President/ GM Gunther Melsse, King Broadcasting Exec. VP Stan Mak, WKYS/Washington President/GM Skip Finley, and Capltol Radio Groap VP Bob Lind as new board members.

## Crocker

Contnued from Page 1
Crocker told RAR, "It's great to be VP/Programming for a station I started back in 1900 . After being back only a year, Im glad they've entrusted this position to me. It frees me up to do what I do best, which is be creative. My primary focus will most likely be WBIS and the Apollo Theatre, since they're our flagshlp operatiocs. WBLS is already the leader $25+$, but there are some other areas we'd like to focus ce."

Bugger, who retains his noon-4pm airskift, added, "Im looking forwand to doling a couple of thingss in this market. It's my home. We're just going to try to remain competitive and make a little nolse here."

Crocker, a radio vet of 25 years, has been PD at WGCI/Chicago and KUTE/Les Angeles and programmed WBI S three times. Buges began his radio career as Crocker's engineer at WBLS in 1975. He's since been Ast. PD/MD at WUSL/. Philadelphia and WRKS/New York.

## Sony

Conthued from Page 1
uets switches to Sony Music Special Prodocts; CBS Records International Division will be renamed Sony Music Internatioeal; and CBS Records Operations (U.S.) becomes Sony Music Operations (U.S.) The Colambla House division and Seny Classical will cortinue to use their present names.

## Cariton

Contnued from Page 3 National and then Sr. Director/National CHR Promotion. Before that, he was ABC's New Orleans Local Promotion Manager and a ruad manager for such acts as Cactus, the Meters, and Emerson, Lake \& Palmer.


New and incoming RAB Board members gathered in Montevey, CA for fall meethgs. Among the group heads and presidents ave, top row, from laf: Consuiting Assoolates' Dick Monahan and WDZ/Decutur, R's Steve Bollinger. Second row: Hertage Media's Paut Fiddck, Federated Medt's John Dille, WYNO 5 WhGMManstidt, OH's Gunther Meisse. Pacoviohn Broadcasting's Clenn Mahone, and Alegheny Mcuntah Network's Cary Simpson. Thied row: Cox Broadcasthg's Mike Faherty. Edens Broadcasting's Gary Edons, Emris's Randy Bongaten, Katz's Ken Swetz, Jacor's Bob Lawrence, and WCUBMantowcc, W'rs Lee Dants. Fourth now: Ihterep's Let Gobtberg, KiAO/Seamti's Kan Hatch, Amevon Broadcasting's Joe Dorton, Stoner Brosdcasting's Glenn Bed, and Granum Communications' Hevt MoCord. Fith row. King Broadcasting's Stin Mak, Texas Coast Broadcasters' Dave Morm, TA Communicabions' Alen Shew, Young Radio's Tom Young, Cap CEies/ABCY Um Acara, and Westnood Ones Nom Parte. Bomom row: WKYS.Washington's Sibp Finley, AAB's Waren Potash, Buckley Arcasdcasthg's Fick Buckley, Grout Amerioan's Car Wagner, Soremson Broadcasthg's Dean Sorenson, and Chaph Enterpitses' Dick Chaph.

Ceybil Spreads 'Love'


Ablintic songstress Ceybl showcased her new single, Tove So Specla," durhg a recent party in Manhattin. Chilin
 (back, M) GSU Entertainment's Gary Saroman (managen) and the hibers Kown Woodey, Danty Sinchia and Joey Carvela.

## Stone

## Continued trom Page 3

to shore up the company."
Regarding his own plans, be add ed, "Tm trying to transmogrify the station's image and talent expedis tiously to get back to doing good Urban radio. We'll upgrade things, go back to certain fundamentals with a community emphasis, and have some very good talent. [Taxd owner) Stevie Wender asked if Td come back and work with him and the company. It's a challenge. probubly one of the [most] serices challenges Tve dealt with.'

Stope was one of RKO's first African-American air talents. Over the last 23 years, he's worked as PD at UC KGFJ/Los Angeles, PD and VP/GM at KJLH, and President of Total Experience Records.

## Einczig

Continued from Page 3 Records' merchandising department 14 years ago in New York: Bocsted to Merchandising Man ager, he oversaw the mastering and label copy for the CBS Associated labels. In 1978 he moved to Los Angeles as Product Manager.

## Davis

## Continued from Page 3

Davis told RAR, "The promotion) is a recognition of my accomplishments here. Obviously it's a great honor to receive this kind of title in today's climate. I won't neeessarily be doing more as a result of it, but Im more involved than the average CFO in terms of determining the company's strateple operations."

Prior to joining Beasley in March 1969, Davis worked with Philadelphia National Bank.

## Price

Contricued trom Page
In addition to its own statice Price holds a $25 \%$ interest in Fain moent Commanications; which is apparently experiencing some 5 nancing problems of its own. Fats mont owes Price $\$ 50$ million, phe interest, fromits 1957 acquisition d seven radio stations. Price's SEX filing said Fairmont had been ex pected to repay at least part of the principal by the end of September but instead has been unable to secure additiceal bank financiry and is paying interest in the forma additional notes. All come due in 1994.

Faimont is managed by Oibon Communications, another 255 equity owner. Osborn Senior VP: Administration Elien Fader said Tuesday (10/16), "We are pre cluded from commenting because of Price's filing."

What's On The Table
Here's what Price has proposed to the holders of its $\$ 203$ million in juink boods:

- Holders of sezs million in for issues of subordinated notes now paying from $9.25 \%-14.63 \%$ in cad interest would be issued new "se cured notes" paying only $6 \%$ tie cash or, at the company's optica it additional secured notes" Holden would have a right to convert to common stock at \$11 per share.
- Holders of $\$ 50$ million in cop vertible debentures would continue to recelve $10 \%$ interest payment in cash and be ranked ahoad of the new secured notes for repayment The comman stock conversiox price would continue to be $\$ 5.80$.
A Wall Street Journal stary a0 the SEC filing sent Price's stock plunging Monday (10/15) to trade at a low of 50 cents a share on the American Stock Exchange. It hat closed Friday (10/12) at \$1.38. Moo day's trading volume, over a hall million shares, was nearly 45 time Friday's activity.
Price sald the reorganization would give it "time to sell assets at prices potentially more favoratie than those that could be obtained under existing market conditions" It blamed "tighter eredit and limp ited financing availability" for de creasing the value of its broadcas holdings. But Price said it will havt to sell some assets because doesn't expect to generate enouph operating cash flow to service its debt payments.


## Jacor

Continued from Pagt 3
for him to move and for Louls to become OM/PD bere. With his longtime association with Jacor the station, and the market, Louis will take is to even higher beights."

Added Kaplan, "Thls means a ld more responsibility for me. Now 1 get to be the good guy who hands out the raises. I like it"
Evans has programmed Country outlets WQIK/Jacksonville and WBHP/Huntsville, AL and also served as Asst. PD at WSUN/Tam pa-St. Petersbarg. Kaplan jolind Yior three years ago from the Asst. PD/Research Director por at WAPI-FM/Birmingham.

Westwood One Radio Networks Present



For complete details, contact your Westwood One representative. In Los Angeles call (213) 840-4244, in Canada (416) 597-8529, FAX (213) 204-4375
in its riast fouk songs.
Geotrit avidos covess mora mustcal woteateont than some
bands do in an entive career
 minces nore stavie as a pop reave. toling sone

The new single.


The rollow-up to the cold smash "thleves in the remple"

Eom the Natinum Album ceatili exidge


## NEW \& AGTIVE

| XKS add | KKMG odd \$1 |
| :---: | :---: |
| IRPIG 33-25 | kLUC ad |
| WB deb 26 | KWOD ac |
| LOL deb 28 | kzzU add |
| S104 cdd | WWEX 36-32 |
| KKPZ add | WZKX add |
| HOT97 add | KISR déb |
| MO2 add | Q104 deb 33 |
| KS deb 30 | KNOE add |
| RCK add | WIN add |
| 28 add | CIL add |
| CKZ 27-24 | KG add |
| ZYP add | MW deb |
| WQUT add | 297 |
| CK105 22 -2 | KFBQ 40-33 |
| KHTK add | TMT add |
| Yiol od | KZOZ add |
| K1KX odd | OK95 deb |

## $12+$ SUMMER'90 ARBITRON RESULTS



| Columbus, OH |  |  |
| :---: | :---: | :---: |
| wnclichr) |  |  |
| (Mac) | $\underset{\substack{10,2}}{10}$ | \% |
| Nrac) | $0 \cdot 9$ |  |
| wxot (chapy | 8.4 |  |
| ssfu(1)Ez | 5.1 |  |
| WHot (c) | 4.1 | 40 |
| wers ( cic $^{\text {c }}$ | 1,2 | 30 |
|  | 1.7 2.4 | ${ }^{30}$ |
| Wxa | ${ }_{1.9}^{2.4}$ |  |
| ElC | 1.4 |  |
| $\operatorname{cix}_{1+\mathrm{m}}$ | 20 |  |
|  | $2{ }^{20}$ |  |
| wnwz (cas) | is |  |

## NorfolkVirginia BeachNewport News

|  | sow | 200 30 |
| :---: | :---: | :---: |
| WCMS-AM \& FM |  |  |
|  |  |  |
| WNOR-AM $\triangle$ FM |  |  |
| (AOP) | 9.1 | 8.6 |
| WAFX (CR) | 7.5 | 8.3 |
| WFOQ (B/EZ) | 8.2 | 8.8 |
| WJORAM A FM |  |  |
| (AC) | 5.5 | 6.5 |
| WWDE (AC) | 5.0 | 8.4 |
| WNVZ (CHR) | 8.2 | 6.2 |
| WMYK (UC) | 6.2 | 5.2 |
| WTAR (Gold) | 2.4 | 2.9 |
| WZCL (CC)* | 2.6 | 2.9 |
| WLTY (Gold) | 3.9 | 2.8 |
| WNIS (Taly | 2.8 | 2.7 |
| WGHFM (CHRT)* | 3.3 | 2.5 |
| WBSK (UC) | 2.2 | 2.1 |
| WPCE (Rel) | 2.6 | 1.9 |
| WTZA (AOR)* . . | 1.8 | 1.9 |
| WKEZ (Cry) | 1.6 | 1.4 |
| WTJZ (Rel) | . 3 | 1.0 |


|  | 50 20 | 50.80 |
| :---: | :---: | :---: |
| KKRRZ (CHR) | 8.9 | 10.1 |
| KUPLFM (Cty) | 9.0 | 8.5 |
| KKKCW (AC) | 7.0 | 8.0 |
| KINK (AORNAC) | 6.2 | 6.7 |
| KUFO (AOP) | 4.7 | 6.3 |
| KEX (AC) | 8.8 | 6.2 |
| KXYO (CHR) | 4.3 | 5.0 |
| KKSN-FM (Gold) | 5.6 | 4.4 |
| KKSN (Gold) | 4.1 | 4.2 |
| KGON (AOR) | 4.9 | 4.0 |
| KXCL (NT) | 5.6 | 4.0 |
| KXLFM (AC) | 4.5 | 3.8 |
| KWSNFM (Ctry) | 2.5 | 3.0 |
| KESI (NAC) | 1.1 | 2.2 |
| KM.X-FM (AC) | 1.6 | 2.2 |
| KOW (Talk) | 2.4 | 1.7 |
| KWS (Ctry) | 1.5 | 1.7 |
| KZRC (AOR) | 7 | 1.4 |
| KBMS (UC) | 4 | 1.3 |
| KPDOFFM (Re9) | 1.3 | 1.3 |

## Cincinnati

|  | 5070 | 5\% $\%$ |
| :---: | :---: | :---: |
| WLW (AC) | 12.1 | 15.0 |
| WEBN (AOP) | 10.1 | 11.0 |
| WKRO (CHR) | 10.4 | 8.9 |
| WI2F (UC) | 5.3 | 7.5 |
| WWEZ (AC)* | 7.0 | 6.1 |
| WORA (Gold) | 7.6 | 5.8 |
| WOFX (CR) | 3.7 | 6.3 |
| WKRC (AC) | 4.9 | 6.0 |
| WRRM (AC) | 4.6 | 4.8 |
| WWNK (AC) | 5.2 | 4.7 |
| WUBE-AM \& FM |  |  |
| WCKY (NT) | 4.4 | 3.3 |
| WBVE (Ctry) | 2.5 | 1.9 |
| WMLX (Nost) | 2.3 | 1.8 |
| WSAI (Ocld) | 2.1 | 1.6 |
| -Fomertr Bez |  |  |

## Indianapolis

|  | 5830 | $5 \times 10$ |
| :---: | :---: | :---: |
| WFBC (AOP) | 15.2 | 14.3 |
| W/ZPL (CHP) | 11.4 | 12.7 |
| WFMS (Ctry) | 13.2 | 11.8 |
| Wisc (AC) | 16.2 | 11.0 |
| WTLC (UC) | 6.6 | 9.0 |
| WENS (AC) | 6.1 | 8.3 |
| WKLR (Gold) | 6.6 | 5.8 |
| WTPI (AC) | 6.7 | 5.3 |
| WTUX (BEnd) | 2.5 | 3.5 |
| Whuc (AC)* | 3.1 | 3.2 |
| WNDE (Talk) | 1.1 | 1.9 |
| WSYW-FM (Chas) | . 5 | 1.3 |
| WTTS (AOR) | 1.5 | 1.1 |
| WXIR (CC) | 7 | 1.1 |
| WXTZ (B/EZ) | 7 | 1.0 |
| *Selined so wFxF ICN towes and of rating selod |  |  |

## Format Legend

AC-NOA Contemporay. AOA-N bun Oriented Rock, BBnd Bio Bund, B/Ez-BeoxetuEway Uitenho. CC-Contemporary Cristion, CHR Conkmocrary Hit Rado, CassClassicu. CR-Cussic Aock Ctry. Courty. Gold Oides, Janz derz. MsoMscotenocua, NAN New Rock. N/T-News:Talk, Rel-Religious. Span-Spanish, Sports-Sports, Talk. Tha, UC Utitan Contemporary.

## Sacramento

|  | So 20 | 50190 |
| :---: | :---: | :---: |
| KFBK (NT) | 9.4 | 9.8 |
| KRXO ( 20 OP) | 8.7 | 8.4 |
| KRAK-FM (Ctry) | 8.3 | 7.2 |
| KXOA-FM (AC) | 7.6 | 6.5 |
| KZAP (AOR) | 5.2 | 6.2 |
| KSFM (CHR) | 7.4 | 5.7 |
| KYMX (AC) | 4.4 | 4.9 |
| KHYL (Gold) | 4.8 | 4.8 |
| KOPT (NAC) | 3.2 | 4.5 |
| KAER (AC) | 4.8 | 3.6 |
| KRAK (Ctry) | 3.4 | 3.1 |
| KROY (CFM) | 3.1 | 3.1 |
| KWOD (CHR) | 3.0 | 30 |
| KFRC (Nost) | 1.9 | 2.2 |
| KGO (N/T) | 1.7 | 1.7 |
| KBEE (B/EZ) | . 5 | 1.5 |
| KCTC (B/EZ) | 2.3 | 1.5 |
| KNBR (Talk) | 1.6 | 1.5. |
| KFIA (Talk) | 1.1 | 1.3 |
| KXOA (Gold) | . 8 | 1.1 |
| KSAC (Clas) | . 7 | 1.0 |

## San Antonio

|  | 50.30 | 50\% |
| :---: | :---: | :---: |
| KCYY (Ctry) | 12.6 | 8.9 |
| KTFM (CHR) | 7.2 | 7.3 |
| KA.JA (Ctry) | 6.6 | 6.5 |
| KSMO (Gold) | 5.0 | 6.0 |
| KITY (CHM)* | 4.8 | 5.9 |
| KZEP-FM (CR) | 4.0 | 5.8 |
| WOAI (NT) | 4.9 | 5.4 |
| KOXT (B/EZ)** | 3.9 | 5.0 |
| KCOR (Span) | 5.2 | 4.9 |
| KSAO (CHR) | 4.0 | 4.7 |
| KKYX (Ctry) | 4.2 | 4.3 |
| KMMX (AC) | 3.9 | 4.0 |
| KTSA (Noot) | 4.1 | 3.9 |
| KISS-FM (Goldy * . . | 5.0 | 2.8 |
| KONO (Gold) | 3.6 | 2.6 |
| KZVE (Span) | 2.8 | 1.9 |
| KXTN (5pan) | 1.8 | 1.8 |
| KCHL (Jaza) | 1.3 | 1.4 |
| KEDA (Span) | 1.5 | 1.2 |
| KFAN (Ctry)*** | 1.6 | 1.2 |
| KSAH (Span) | 1.3 | 1.2 |
| KSLR (CC) | 1.3 | 1.0 |
| "Becone KNith (AC) at eved of rabig peioo " "Setriched to Bot AC hwwrd end ef rasiog perod *-FFornety AOA ***Fomenty sen AC |  |  |


| WYLDFM (UC) | 12.9 | 11.8 |
| :--- | :--- | :--- | WQUE-AM \& FM (UC) $\begin{array}{ll}10.0 & 10.2\end{array}$ $\begin{array}{lrr}\text { WEZ (CHR) } & 11.2 & 9.1 \\ \text { WWL (NT) } & 5.4 & 7.2\end{array}$ WLMQ (AC) WNOE-FM (Ctry) WBOK (Rel)

WBYU (Nost) WLTS (AC) KOLD (Gcid) WHXZ (AC) WRNO (AOR) WCKW-FM (CP) KHOM (Gold) WYLD (UC) KNOK (Jayz) WSMs (Talk) WADU (B/EZ)

- 1920 Attion Mer hor be puotet or fors Aceps


# Callout Research: Focus On Details 

Overall Success Depends On Strong Design, Execution

By Bill Engel

If you're doing callout research, it may be time for a checkup on your success. Are you using the right formula? Good design + faithful execution $=$ conclusive data.
The overall health of your research program is critical to obtaining information that reflects a true cross section of the market. One flaw in your design, a few lapses in execution, and you're making decisions with data that belong in the garbage can instead of decisions that can successfully guide your future.
Let's do a "design check." Use the following topic and corresponding questions to evaluate your present program.

## Random Telephone, Samples

Start with the source from which you're obtaining your sample - the "sample frame." If you're doing a form of random dig. it dialing, are all exchanges in your survey area represented? I suggest using the Bell core files so if a new exchange appears on-line, you can sample it within 30 days.

Do a tabulation of responses by zip code. Compare that tab with a zip code distribution of the population from Claritas Inc. to determine whether or not you're getting representative coverage from your
> "Good design +
> falthful execution = conclusive data."

sample. If not, you have either a flaw in your frame or a problem with your cooperation rate.
What do your sample's station preferences look like compared to Birch's? If they're drastically different, reexamine your frame as well as your execution. (Callout research will never mirror diary data such as Arbitron's.) Poor


Bill Engel
"If you're not getting representative coverage from your sample, you have either a flaw in your frame or a problem with your cooperation rate."
sample coverage assures unconclusive data.

Random samples which are ever-changing have the advantages of being projectable to the population and self-correcting over time, as long as your execution remains strong.

## Panel Construction

If your sample consists of a panel - the same people surveyed week after week - how is that panel constructed? If it's a panel of your listeners only, you have effectively created a bias which discriminates against a broader point of view.

A couple of hints on panels: make sure you regularly change participants and be sure the participants represent a cross section of your target. If you employ participants who only listen to your station, your ego may be satisfied, but you probably won't advance in the ratings.
For those of you with panels, I suggest creating three
subpanels: one consisting of your brand-loyal listeners, one with people who listen to your station on a secondary basis, and one with people who listen within your product genre (format), but not to your station. The weekly or monthly interview with each panel member would target music mix among brand-loyal listeners, appeal among secondary listeners, and competitive advantages among your station's nonlisteners.
Panels are projectable to the population only when costly controls are used (such as Nielsen People Meters). Panel samples are more often used as inexpensive tracking devices to measure relative changes within a panel.

## Sample Selection

Once you have identified your sample frame, how do you select your sample? If you're doing random digit dialing, is your method of selecting prefixes, or prefixes and block groups, prone to error? If you're generating random numbers, check the randomness of your number generator.

## Editing/Key Entry

What are your editing rules? Are they universally accepted, understood, and followed? What percentage of your entries have edit/key entry mistakes?

## Weighting/Processing

Do you weight your data? Has a research professional who understands the potential pitfalls of weighting looked over your proce-

## Quality Drivers

## - Callout hit rate

- Cooperation rate
- Response rate


## Tenets Of Research

To gain the most from callout research, make sure you have the following:

- High response rate - Response rate is the percentage of elgible people in your sample who actualy participated. You should aim for something over $52 \%$.
- Representative sample frames - The sample frame must be illustrative of the universe being studied - it's the source of the telephone numbers you setect for your sample.
- Interviow control - Your interviewers must have the tools of success at the ready: great questionnaire, wel-thought-cut instructions and, above all, training and review. These tools allow them to maintain control of the interview and issue the right instructions to the respondent.
- Thorough and faithful design execution - This is critical for providing accurate estimators. No matter how good the design, if you botch the execution, you've just wasted your money. Get the best interviewers you can, train them well, and monitor, monitor, monitor.
dure? Weighting can often inject more error into the sample than it's meant to correct.

Has your processing system been audited? Has a programmer other than the individual who prepared your system looked over the calculations? You'd be surprised how prevalent processing problems and calculation mistakes are.

## Three-Part Execution <br> The following calculations act as "quality"

## "Random samples which are everchanging have the advantages of being projectable to the population and selfcorrecting over time."

drivers to help you monitor your execution:

- Hit rate. What percentage of the numbers being dialed are actually households? Depending on the efficiency of your frame, this number should be between 75-90\%. Any higher, and you're probably missing a lot of unlisted households. A lower number indicates your sample is inefficient.
- Cooperation rate. What percentage of the households in which the phone is answered is being con-
verted to in-tab? While this is somewhat dependent on the length of your interview, you should look for a cooperation rate of $65 \%$ or higher.
- Response rate. Response rate is the in-tab divided by the number of qualified units (respondents) in the designated sample. The denominator includes a percentage of noanswers, all refusals, and all early-terminates, etc. The response rate should be $50 \%$ or higher. A goal to strive for is above $55 \%$.

Other "quality" drivers, such as age/sex distributions, zip code distributions, levels tracking. ethnicity/ nationality proportions, and data ratios (ratios between estimates), will also provide insight into the performance of your sample and staff.

Paying attention to the little details gives you peace of mind and confidence that the data you're collecting is conclusive and can support a decision. Remember, research is like a gun - the slightest mistake can be costly.

Bill Engel is President of VNU BIS Operations and Exec. VP of Birch/Scarborough Research. He can be reached at (305) 753-6043.

# The Third Annual Silver Clef Award <br> Dinner and Auction For the Benefit of The Nordoff-Robbins Music Therapy Foundation 

> Silver Clef Award Honorees 1990: BON JOVI

Jon Bon Jowi
David Bryan
Richie Sambora
Alec John Such
Tico Torres

Thursday, November IS, 1990 Roseland, New York City

Dinner Chairman-Robert Krasnow Honorary Chairman-Ahmet Ertegun Master Of Ceremonies-Ron Delsener

The lirst Nordofl-Robtins Clinic in the United States opens at New York University, November 1990.

By impation ofly
Foe Auriber mbormion conex (2m) $541 / 794$

## Welles Inspires Active Listeners

## MONDAY, OCTOBER 29

$1966 /$ Memphis's Beole St., ala the "Home of the Blues," is declared a national landmark.
1967/The rock musical 'Hair'' opens at New York's Public Theater.
1971/Guitarist Duane Allman is Klled in a motorcycle accident near Macon, GA.
1988/As the Boys cavort onstage highfiving the audience, "Soul Train" host Don Cornallus discovers how flexpble his neck muscles are whle trying to interview them.
Bam: Randy Jackson (Jacksons) 1961, Denny Lalne (Moody Blues, Wings) 1944, Peter Gresen (ex-Fleetwood Mac) 1046

## TUESDAY, OCTOBER 30

1938/Orson Welles broodcasts a dramatization of H.Q. Wells's "War Or The Worlds." it sounds so red,
thousands fiee their homes in fear of an eatraterrestrial irwasion.
1964/Foy Orblson is awsarded a gold record for "Oh, Pretty Woman."
1968/Johnny Cash's 'Uhe At Folsom Prison' goes gold.
197 Doors singer Jlm Morrison is sentenced to axi monthe in jal and fined $\$ 500$ for exposing himselt to a Mami crowd.
1972 Eitoen John becomes the frst rock performer since the Beaties to appeer at a cormmand performance benefit for the Oueen of Englend.
$1989 /$ A ledern/ jury awards Bette Midier $\$ 400,000$ in darnages from an ad agency that used a soundalke singer in a cas commercial.
Born: Grace Slick 1939, Timothy B. Schmit (Eagles) 1947, T. Graham Brown 1954

## WEDNESDAY, OCTOBER 31

1970/oretta Lynn's "Coel Miner's Doughber' debuts on national Country cherts.
1980-Paul McCartney reunites with former Beaties producer Oeorge Martin for the frat trme in eight years to work on a film projoct.
1981/At the L.A. Sports Arena, Clarence "Renfleld" Clemone releases a guiter-wieling Bruce "Dracula" Springsteen from his cottin for a blood-curding four-hour )am seseion.
$1988 /$ Musical mentors? - At her Halloween party, Debble Gibeon holds a seance to contact Libersoe and sid Vicious.
Bom: Bernard Edwarde (Chic) 1952, Bob Selbenberg (Supertramp) 1949


Adam Ant, Timothy B. Schmit, I, Grahem Brown, Lyle Lovett
THURSDAY, NOVEMBER 1
1984/The Dave Clark Five guest on the "Ed Sullivan Show." The hoat points cut that, "unlike the Rolling Stones, they are nice, neat boys.
1968/Qeorge Harrison becomes the first Beatle to 90 solo, with the soundrack to his flim, "Wonderwall."
1979/ris ecstisy when you lay your degree on me - Berry. White receives an honorary doctorite from Paul Ouinn Colege in Waco, TX. Also, in San Francisco, an avolence boce Bob Dylen's religlousty slanted "Slow Train Corring- show.
1989/The South Atrican goremment bans Tracy Chapman's music after hearing her ans apertieid songs
"Froedom Now' and "Material World."
Bom: Lyle Lovett 1956, Eddie MacDonald (Alsrm) 1959, Rick Orech (Bilind Failth) 1945

## FRIDAY, NOVEMBER 2

1963/Miri-sikts too short - Aher compliaing the go-po divcers are dstracting him, Dlon wabss out of a live
"Ready, Steady $\mathrm{Go}^{-}$tuping.
1974/Oeorge Harrison becomes the frat ex.Beatle to tour when he performs at $L$. $A$ 's Fonum.
1979 The Who's movie "Ouadrophecia," which foahires Sting, opens nationaly.
1987/Bryan Adems clearss up at Cansda's Juno Awards, whning Best Entertainer, Best Malo Vocalst, and Best Single (for -Someds).
198*/After being told he cant acoept his CMA Musician of the Year award on the telecast, Chet Abkins gripes,
7 tiink they forpot what the 'M' in CMA' stands for."
Bom: Kelth Emerson 1944, Deve Pegg (Jethro Ten) 1944

## SATURDAY, NOVEMBER 3

1957/Sun Records issues Jorry Lee Lewis's "Greet Bats Of Fre."
1961/Hank Williams Sr. Fred Rose, and Jimmie Rodgers become tee frist inductees in the CMA Hat Of Fame. 1972 Carly Simon marries James Taylor in her Marhattan apartment.
198A.U2's "Ratse And Hum" movie has is U.S. promiere at Marn's Crinese Theater in Holywood. While stars and industry heavies wat inside, the group steps out of a limo and pleys a 20 -mirute acousfo set for fans
outside.
Bom: Adam Ant 1954, Andy williams 1932
SUNDAY, NOVEMBER 4
1961/Bob Dylen gives his frst major conoent perfonmence at Carnegle Hel. He attects around 50 people and lewes $\$ 20$ richer.
1976/A tave, phoned in bormb threat intornupts Bruce Springateen's New York Paludum show. Springsteen quips the culprit might be ex-manager and legal acponent Mike Appel.
1977 "The Last Waitr," a fim documenting the Band's tarewel tour, coens.
1986 Tammy Wymatte enters the Betry Ford Clinic addcted to painkilors.
Bom: Delbert McClinton 1940, the lase James Honeyman-Scott (Pretenders) 1956

## B.A.D. II The Future!

Former CLASH member MICK JONES has formed B.A.D. II, the second incarnation of BIG AUDIO DYNAMITE. ("Mark I" split up in February.) The new lineup features Mick with former SIGUE SIGUE SPUTNIK bassist CHRIS KAVANAGH, NICK HAWKINS, and GARY STONADGE.
This week the new band released a limited edition ( 10,000 copies) album titled "Kool Aid." Meanntrile. Joces is in the UK singles charts duetting alongside RODDY FRAME on AZTEC CAMERA's "Good Morning Britain."

Palmer Stylee
ROBERT PALMER has teamed up with UBES and recorded the single "T'll Be Your Bahy Tonight" The BOB DYLAN cover comes out on Mcoday (10/22) and will be on Palmer's new "Don't Explain" album - due November5 as well. (Incidentally. Palmer's triendship with UB40 led him to star as a vicar in the band's "Dance With The Devil" film back in 1588.)

first band, BRONSKI BEAT who've sold more than 12 million records in their seven-year carcer - return with a new singer and a new release.
"Tm Gorna Pun Away From You," a cover of TAMI LYNN's hit, features the falsetto vocals of JONATHAN HELLYER, who jofned the band in October 1588. He and the original members (LARRY STEINBACHEK and STEVE BRONSKI) are finishing off their first album together for release in Jamaary by Jive Records.

## Indies \& Majors

Lancashire band the MILL TOWN BROTHERS have crossed over from inclie to major and this week release their first single for AsM, "Apple Green" Other single
Aobert Pamer - vicar-lous pioasures?
releases this week include "Train" by RED BOX, best remembered for their "Lean On Me" hit; WORKING WEEK's "Testify": and "Something Ain't Right" by SLAM SLAM.

## Weller's Wife

The Slam Slam single is taken from the group's debut LP. "Free Your Feelings." Slam Slam is fronted by DEE C LEE, who started ber career singing backing vocals with WHAM! and then joined the STYLE COUNCIL with PAUL WELLER (whom she has since married)
"Something Ain't Right" was, in fact. written by Weller, coproduced by former BLOW MONKEYS member DR. ROBERT, and mived by D MOB's DANNY D. who also does the rap.


Next Week's News Out next Monday (10/22): "Heavenly City" by Dutch saxophonist CANDY DULFER, who played with PRINCE and has had major chart success across Eurcpe

## Book Beatles

Two new BEATLES-related books are due for UK publication on October 29. "The Art And Music Of JOHN LENNON" by JOHN ROBERTSON will assess Lennon's outpet not just as a musician, but as a writer, an artist, and via his film work. Publishers Ommibus Press describe the volume as "the most complete guide to the music and art of John Lennon ever published." The book is prioed in the UK at cis.96.
Mearwhile, Sldgwick \& Jackson counter with "The Quiet One: A Life Of GEORGE HARRISON," a blograpty by ALAN CLAYSON that's said to be more sympathetic to the current TRAVEIING WIL BURY than the previous biography "Dark Horse." Clayson's is priced at E1296.
And . . . next month BBC Books will publish "In My Life: Lennon Remembered," the companion velume to their current radio series. The softhack book comes out on November 15 at $£ 6.90$.

## Bronski II

As JMMY SOMMERVILLE Releases his "Greatest Hits" LP, his
"Rock OVer London" news is a service of hock Over London LId which can be reoched at Clibbe Theatre, Shatlosbury Awruw, Lon don Wiv 7HD; phone 071-494 4513

earlier this year with DAVE STEWART and the track "Lily Was Here."
That same day, ECHO \& THE BUNNYMEN take "Enlighten Me" from their LP "Reverberation," which follows in early November; the SENATORS issue "T'm Always Sorry Now" as a sirgle; and DEL AMITRI release a now track titled "Spit In The Rain." (Incidentally, there are three more fresh songs on the varicus formats of the Del Amitri sirgle, but the band doesn't plan to release a follow-up to their "Waking Hours" LP until well into neat year.)

And . . DAVID GRANT, British soul singer and former lead vocalist with early 'sos chart stars LINX, releases his new album ("Anuious Edge") co the \& Broadway on Monday. Also out via Island the same day is MICA PARIS's "Contribution," the title track of witich made the UK Top 40 this week and features a rap by RAKIM.

Kylle \& The Priest Of INXS
Finally, KYLIE MINOGUE the Aussle soup star-turned singer-turned-MICHAEL HUTCHENCE's girlfriend - releases a new single on Monday. Titled "Step Back In Time," the track was written and prodaced by STOCK AITKEN \& WATERMAN and is the first $r$ lease from ber "Rhythm Of Love" LP, which is set to follow on November 12.
Hall the material on the album was written by the SAW team and produced in Landon; the rest Kylie

## AUSTRALIA

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Kyfe's a bassie (actualy, she's a ahela)
cowrote with various people and recorded in Los Angeles. Meanwhile, the Dafly Mirror reports that she's due to star with ber INXS beau in a 11 million TV film, in which Hutchence will play a priest!

## Xmas Be The Season

How many shopping days until Christmas? The talents of SLADE and the Mission UK have combined to create the first Christmas single of the "90s. "Merry Christmas Everybody" has been recorded by the METAL GURUS (allas the Mission UK in glam-rock disguise) and produced by Slade's NODDY HOLDER and JIM LEA, who took the soag to the top of the UK charts in 1973.
Mearratile, a new Mission UK song. produced by ANDY PARTRIDGE of XTC, cames out on November 5. "Hands Across The Ocean" is backed with an accustic version of "Amelis."

## Fool's Gold

Following their fines of essoco each for damage caused to the offices of their former label FM Revolver, the STONE ROSES could be facing a 53 millign libel suit from that company, reports NME.
FM Revolver boes PAUL. BIRCH, speaking after the hearing. threatened to sue the band for breach of contract if they didn't pay in full for the damage. After emerging from Wolverhampton Crown Court, the Roses' JOHN SQUIRE admitted, "Tm just glad to stay out of nick."

## CANADA

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## COMPACT DATA ©

## Madonna's Greatest Hits ... In 3-D!

Madonna will take recording technology where no major artist has gone before. The singer's forthcoming Sire/WB greatest hits package, "Immaculate Collection," will be the first major record release to feature "QSound" - a process that adds a 3-D effect to audio (R\&R, 6/16/89).
Incidentally, this 3-D process will be andible to aryyooe listening to the disc via an FM stereo radio broadcast or conventional bome stereo equipment. No extra gimmos required
Due November 13, the dise sports 15 proven hits as well as two new tunes: "Rescue Me" (cowritten by longtime collaborator Sbep Pettibone) and "Justify My Love" (cowritten by Virgin recording artist Lenny Kravitx). First single TBD.

## Debbie Does Motown

Debbie Gibson's forthocoming AL lantic LP "Angthing Is Possible" features four songs cowritten by famed Motown songsmith Lamoet Dozier, including the title track (and finst single). Due November 20, the disc also sports a dozen Gibscon solo compositions, including "One Step Ahead" (co produced by Jellybean Benitex) and "Mood Swings" (featuring Freddie Jackson on backing vocals).

## New Kids Cassette

Columbla Records will release cassettecoly contigurations of the New Kids On The Block's "No More Games, The Remix Album" co November 20. The tape features 12 reworked versions of some of the group's biggest hits, including "Hangin' Tough' (remixed by Arthur Baker). "Step By Step" (Robent Clivilles and David Cole). "Please Don't Go Girl" (Mark LIggeet and Chris Barbosa), and "The
Right Stuff" (Fredty Bastone). Maurice Starr produced.

## Sounds Envisioned

The Seey Corp. is installing azz. 5 $\times$ 3) Soct "Jumbotron" screen in NYC's Times Square to air promo elips of Columbla and Epie reconding artists as well as spots for Co -

## Priority Sets <br> 'Explicit Rap' CD Compilation

Several of pop music's most frequently consored rappers heve contributed songs to "Expliot Rep" - a complation CD "ot perhaps the mont salscious, protane, and undvinty rice in the chilcued world," according is a press release from Priority Records, which wel issee the disc November 10 .
Tunes include 2 Live Crew's 'Me So Horry," the Geto Boys' 'No Sel Out," Too Short's "Cuss Words." lce-Ts "Girfe ... L.G.B.N.A.F fwhich stends for "Let's Got Butt Naked And Fuck'), N.W.A.'s "A Btch iz A Bich," Bobby Jimmy 5 The Crititers' "Wienie Whister, Cary-e -2 Hied Mutherfuckis, Awesome Dre's "Sex. Fiend, M.C. Cholce's "The Big Payback, - and Ice Cube'a "The Product" (the last of which has never before been isbued on an (P)

Some proceeds from the abum - which features a 12 trich reproduction of ithe official RIAA pererfas warning sticker on is cover - are eormarked for the Right To Rock Nenwork/Fock \& Ral Contidentis newstether.

Iumbla Pictares releases. News, holiday messages, and other public service announcements will also be "brcadcast" on the video billboard. Described as the nation's langest color video display unit, the Jumbotron will operate some 15 hours per day, Look for it to be up 'n' rum ning by December.


## Full Metal Jacket

P
romo teen $O^{\prime}$ The Week honors go to the industrid strength marketing teem at Warner Bros. Records, which sent select industry foles 22 Top's new ten-track "Recycler' CD inside gornine dimpled steel cases.

The heary metal peckage's nine-page gatefold sloeve opens to reved The sites of Merrchis (where the abtum was recorded) as wel as a limited edifion picture disc fienturing a stack of automobies that no doubt conrlouted perts to the bend's roachoggin' pride ' $n$ ' loy. Caderila).

Bonus points glven for printing six envirormental tips on said aleevec Buy erveronmentally sound products, pressure political leaders, love and respect at lte, tum off lights, car pool, and (of course) recycle

Sound Bites

- Van Morrisen has written and produced ten new tumes for his forthcoming "Enlightenment" LP. due from Mercury on November 7. Heliping on the project are Belfast poet Paal Durcan (who cowrote "In The Days Belore Rock 'N" Roll') and Georgie Fame (who adds backing vocals to "Memories"), First single: "Real Real Gobe:"
- Rap trio De la Soal have changed the title of their forthouming Tommy Boy LP from "WeFell Into A Bottle Of Plastic Shwingar lakate So We Opened A Radio Station" to "De La Soul Is Dead" With Stetsasonic mixmaster Prince Paul returning as producer. the group has already wawed such titles as "Ring Ring Ring" and " A Rollenskating Jam Called Saturday." Look for the album in February.
- Enigma/Metal Blade Records will be handing out 9000 free copies of "Uncensored" - an audiocas sette featuring freedom of speech opinions from label metalmongers Sacred Reich along with the band's tumes "Who's To Blame" and "The American Way" - to tans at various gigs across the country. Headbangers attending shows on Megadeth's current tour will be some of the first to receive the tapes.
- Geffen recording artist Don Henky and actress Kathleen Turser will be honored with the People For The American Way's Spirit of Liberty Award at festivities to be beld at the Beverly Wildsire Hotel an Oetober 29 in Las Angeles. Hep $k y$ will be cited for his anti-censorship and proenvircoment efforts.


## Epic Twists

Eple Records recently shipped radio a pair of truly unusual pro CDs: Burning Tree's "Live From Leeds" and the Riverdogs' "On Air." "Leeds" is a fivesong sampier featuring four live! tracks as well as a studio version of "Mis treated Lover." The non-playing side of the disc sports a laserlike image of - you guessed it - label promo domo Harvey Leeds.
Meanwhile, the Riverdogs' "Air" release is a tive! rocreation of the band's self-tithed LP as performed on the air at 11 different radio stations between July 25 and August 3 .

## Jazz Passage

Jazz drummer Art Blakey died Tuesday (10/16) of lang cancer in New York City. Although be re corded voluminously with far too many legendary jaazmen to list bere, Blakey will most likely be re membered as the man who formed pioneering hard bop band the Jan Messengers - an enduring cutfit that prowided a launching pad for the Marsalis brothers. Freddie Hubbard, Wayne Shorter, Terence Blanchard, and Donald Harrison, among mary others (whom space does not permit us to list entircly). Blakey had turmed 71 ca October


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## "Mr. Lonely"

## "Letter To A Soldier"

A classic remake dedicated to our servicemen overseas


# Righteous Brothers 

## "Unchained Melody"

New Special Radio Mixes Including Timeless Love Extended Versions

## ON YOUR DESK NOW!

# Hot 102 Hops On Top In Brew City Battle 

Dance CHR WLUM (Hot 102)/Milwaukee has watched its ratings increase for a couple of years now. This summer, it toppled CHR leader WKTI in the $12+$ arena for the first time in both summer sweeps. PD Greg Cassidy is understandably happy.
His hard work these past few months has paid off: Birch showed Hot 100 gaining 11.0-13. $12+$, while the just-released Arbitron found it up 7.19.3. By comparisca. WKTT's summer Birch was off 8.3.7.8 and its Arbitron figures dropped sligttly as well, 8986 . That leaves Hot 100 second only to WKTI's FullService sister, WTMJ, which beld its dominance despite trending 11.6-11.4.

Cassidy joined Hot 100 this past May as PD/afternoco driver, coming from the PD post at WGRD/ Grand Rapids, Then-PD Rick Thomas had left to program XHTZ (Jammin' 280)/San Diega

## Current-Intensive

"Hot $1 c e$ has been No. 1 beating WKII for the last seven Birches," Cassidy explains. "In this Birch we're also on top in adults 1834 , 18-49, and 2554 . Rick Thomas laid a great base. All his work, that of [VP/GM] Steve Sinieropl, who's a promotional madman, and that of the staff has really paid off. The


WLUM-FM MILWAUKEE

## Music <br> Monitor

Since Miwakee is Americata beer cacital, Hot 102 uses liners the 'Flyn' Through 80 Minutes of Cold-Fitered Genilne Jams" and "Hot 102, Doin' Mhwaukee-Style Hot Streaks For 50 Mrites. "Wh a ten-minute spot losd spresd ovor triee breaks, here's a Spm hour from a recent airshiff by PD Greg Cassidy.
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## Greg Cassidy

13.5 is also the result of my efforts to focus us more, though I didn't expect to beat WKTI in this Arbitron.
"The main musical difference since my arrival is that while we still have a dance lean, we're more hit-oriented. [MD/midday personality) Dana Lundon has been very instrumental in belping me learn the market, showing where we can expand and where we have to be more conservative. We still shy away from rock records, but now we play the occasional power ballad. We let 'KTI bust them first and then put them on for some flavor. Hot 100 is $20 \%$ current-
intensive, $20 \%$ recurrent, and $10 \%$ selected gold to target 20.30 yearold females."
While mary PDs make wholesale changes in staff, Cassidy made only a few adjustments, adding Asst. PD Kelly Michaels to late-nights and hiring Production Director Buddy Scott. "Our staff doesn't look at thls as a job or a career, but as a mission to win. I may have been the liling on the cake, but everyobe clse bere works 14 hours a day as well. These people really get along well as a team."

## Morning Linchpins

Speaking of teamwork, Cassidy is banking on mornings to extend the station's lead in Birch and firm up the Arbitron edge. "That will happen as our morning show, The Gilmore Brothers,' contirues gaining Doug Gilmore is black and Deaa is white, so we say they have the same mother, Just a different milkman."
He also singles out night rocker Kickin' Chris Kerr, "who really has a focus on his audience. And overnighter Fresh G., who does our Saturday right mix show, is one of the best mixers I've ever worked with"

## Promotional Diversity

Hot ice uses a small TV schedule and busboards, relying beavily on its stickers. "We take the Glant


Plictured (0.v) aro Hot 102 morning cohost Doug Gimore, traffic announcer Holly, AM cohost Daen Gimore, and a listener who dressed up as a "Tuman sunctse" to win Billy Joer bickets.

Boom Bcax to the streets and prepromote the location. For an hour we hand out stickers and qualify those follss to win a quality prize [ilise a cellular pboce or TV], which we give away that afternoon.

## "Our staff doesn't look at this as a job or a career but as a mission to win . . . everyone here works 14 hours a day.'

- Greg Cassidy

This market has many festivals in the summer. We were at the Summer Fest with the Giant Boom Box for 11 days, mixing the hits in a
tent called Club toe for 12 bours $:$ day. It nearly killed us - but what an impact"
While the station's contesting is fairly typical - trips and free mooey [ $\$ 1000$ ] for the "Song Of The Day" - Cassidy points out, "We try to come up with scmething of ferent and cutrageous every week end. For Labor Day weekend ut staged a major shopping sprve and provided diaper supplies foe women who went into labor that weekend. We had 115 verified wis ners co the 'Baby Hotline.' It wasa mass appeal contest - everyoce loves bables.
"We're getting deeper into the community and schools now wib public service promotions airned at stopping violence and drugss. We'rr also giving awards to high schools with the best attendance and grade point averages, and making careet

Continued on Page 42

## WKTI's Common Threads

WKTI/Milwaukee PD Mike Berlak joined last February from the PD chair at AC KAER/Sacramento. Throughout most of his career he's worked with AC or adult-leaning CHRs, Considering WLUM (Hot 102)'s recent $12+$ ratings successes, is he planning to alter WKTT's course?
"No way. I'm not coscerned about the $12+$ numbers overall," says Beriak. "But in $\mathbf{2 5 5 4}$ adults we're Na .1 and among females is44 we're on top, while Hot 102 is sixth 2554 . We're quite thrilled with our rumbers.
"WKII is fortunate to be the beritage CHR in the market. We're more of a family CHR than an adult CHR, since we don't do anything to blow off any segment of the audience. Instead, we lock for common threads in programming, promotions, and perscenality,"

## Competing With Everyone

"For that reason aloce I don't look at Hot 102 as direct competition, because they're a young. Urban/Dance CHR," be continues "Whatever grins they've made in


## Milke Berlah

Birch can quickly disappear. We just concentrate on our target demos. I won't tell you car target, since it's rot a standard Arbltron dema. We consider it confidential

Berlak views the entire market as his competition "We're perceived as midway between Hot 102 and Hot AC se-WMYX. We also share a lot of cume with Classic Rock WKLH, Gold WZTR, and our FullService AM sister, WTMJ. The fact that people know what we are and what they'Il get when they punch us up belps keep our cume massive. As a result of all the competition, the Milwaukee market is just getting better all around. I don't think we're sliding - we've been in the $8.0-10.0$ share range in Arbitron. The last four Arbitrends show us going up, so we're in great shape. at least demographically."

## Good Clean Fun

One of the cornerstones of WKTT's success is the morning team of Bob Reitman \& Gene Mueller, who Just celebrated their eighth anmiversary. Berlak recalls, "They did a remote in the lobby of the First Wisconsin Center, the ci-

## 乌hWKTI Music Monitor <br> WKTIs main positioner is -9A

 WKIn, Fivionte Music, Most Fin' WKTrs spot load aversgea 12 unts an hour. Here's a recent WKTH Gom hour from Jlm "Llps" Labelle'b ahow.WILSON PHELIPS/Reinose Me JANE CHILDDOnt Wanna Falt in Love
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## Cheap Trick

## "WHEREVER WOULD I BE"

## FIRST WEEK: 71 CHR REPORTERS MOST ADDED!

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## Vauchan Brothers

 "TICK TOCK"
## NEW \& ACTIVE

NOW ON 61 CHR REPORTERS INCLUDING
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| HOT949 23-20 | KZII 24-19 |
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| WGTZ deb 30 | KFFM 28-25 |

沰 MTV - "Active Rotation"
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## CHR

## Hot 102 Hops On Top In Brew City Battle

Continued trom Page 40
day and pep rally appearances." Hot 102 has also started a college scholarship fund. Cassidy explains, "It began with a Paul McCartney concert ticket auction. We don't play his music, but an act like McCartney is an event, which is what we ahways try to lock inta. We had front-row seats for the McCartney/ Chicago cocecert and auctioned them off to raise 50250 for McCartney's favorite charity. Friends of The Earth. So we've decided to do other fundraising events to build a college scholarship program. Using music as a vehicle gives that drive great teen and adult appeal"

## Morning Warfare

Turning to the competition, Cassidy notes, "Obviously, WKTT's stronghold is morningmen Reilman \& Maeller. Beyond those guys, WKTI doesn't have a clue. A
strong moming show is the last thing to erode, so everyone in the market takes shots at them."

Iscluding Hot 100 . Cassidy explains, "We hold 'Phone Booth Parties,' in which we offer prizes for the first six people to show up at a specific location. One morning the phone we promoted just happened to be in WKTT's lobby. They were pretty upset - now they have a security guard at the front door.
"One morning, Reitman \& Mueller were doling a poll of unmarried couples living together. Dean and [traffic reporter/personality] Holly called up pretending to be listenens and were put on WKTI live. They answered some questions, and then Doug put them onair at Hot 102 while they were talking with Reitman \& Mueller. Dean and Holly played along for a while, but finally blurted out, 'We've got
to go. We've been away from $B$ 108 for too long. "Bye."

Cassidy conchudes, "Hot 102 the first CFR to beat WKTI mary years. I know we have momentum, but we'll fight twict hard to maintain and gro There's room to top ourselp We're moving into brand se studios in November, and it should escalate our winni energy."

## WKTI's Common Threads

Continued from Page 40
ty's biggest building, and several thousand listeners showed up. David Cassidy made a guest appearance, as did some local luminaries. We bill Reitman \& Mueller as 'Good Clean Fun In The Morning.' and that sums up the rest of the day too. We can appeal to a $2 s$-yearold mom by not patting something on the radio that she'd find offensive for ber elght-year-old daughter.
"WKTT is a very stable station. The last fullitime jock was hired over two years ago. Our staff hits the streets and knows how to talk to the city. That, along with our 'common thread' phillosoplyy, is woven into the music to hit all agges.
"We don't go to the edges with beavy dance, and we play no rap and no metal like Def Leppard. But we play virtually everything else in between. Yet we're not an AC, Every song we play is from the CHR section, and we're at least 60\% current, with gold going back no more than five years."

## Deep Pockets

Because it's so deep in demos, it stands to reasce WKTI has deep pockets as well. The station's marketing efforts include billbcards and TV featuring Reitman \& Mueller. Berlak describes an interesting cash contest being used to rocycle cume. "We'd been doing the '\$1000 Hit Sang Of 'The Day' for over a year, and it was bringling listeners out. So we decided to take that money and create more winners.
"Every 94 minutes, 24 hours a day, we hand out $\$ 94$ to the 20th caller in our \$4 WKTI Continuous Cash' contest. Several times a day, the Continuous Cash Cow mocs, making the prize worth $\$ 1000$. It's amazing to see the phones light up just before the coetest hits. The aus. dience is watching the clock and tuning in. It will help transfer our cume into better TSL. numbers and


WKTr's moming team of Reitman \& Mueler celetrates its elghth annlver sary with singen/actor David Cassidy.
provide recycled listening across dayparts."
Berlak explains some of WKTT's strocg community activity: "We

## "We're more of a

 family CHR than an adult CHR since we don't blow off any segment of the audience ... We look for common threads in programming,promotions, and personality."

- Mike Berlak


## sponsored the area's largest 10k

 run and capped it with a concert by Jude Cole. We've already lockedup Bruce Hornsby \& The Rangelif a November Toys For Tots cx cert. We've just finished a 'Field Dreams' contest with Reitman Mueller. The contestant had to tiv whiffle ball with a stalk of con The best hitter won a weekend 8 . away for the family at the actro lowa field used in 'Field Dreams. ${ }^{10}$

Not conly is WKTI present at ald the state falrs, it sponsored 8 shuttle buses at the recent Miluzi kee Summer Fest. "It's things $B$ this that make people feel gou about WKTI," says Berlak. "U like most CHRs, we also do mor ing and afternoon news. The afto noon newscasts are done by Chu pel 410 pm anchor Mike Jacob beginning at $4: 20 \mathrm{pm}$ and then r ning every 30 minates until $5: 50 \mathrm{p}$ It's not a long newscast, but keepes our listeners aware of loct and national events and allor them to be entertained witha having to leave WKTI."


AI B. Sure!
"Missunderstanding"
The New Single
From The Album

## Private Times...

## And The Whole 9!

WXKS deb $35 \quad$ Y107 32-26
KS104 21-18 HOT97 deb 35 WPGC 28-24 KTFM 30-28 KXXR add PWR106 add KKFR 20-17 FM102 21-19 HOT949 add KMEL 21-16 KZFM deb 37 KPRR 26-23

Z99 deb 30 KHTK deb 28 KKMG 36-30 B95 25-21
194 27-22 KCAQ 35-31 KROY 17-15 KDON 26-16 WQXA 29-25 WFHT 26-20 KFBQ deb 39 KFFM 32-29

## Damn Yankees

"High Enough"
From The Gold Album

## Damn Yankees

CHR CHART: 36

Key Adds \& Hot Moves:

WBLI add WEGX add B94 add PWR99 31-28 KSAQ 18-15 Q102 28-14 WPHR add 22 KBEQ deb 31 WKBQ add 39 KKRZ 25-18 KISN 27-23 KWSS 15-13 PIRATE 17-12 WMJQ add PWR92 17-14

999KHI 16-10 KMYZ 9-7 195 15-11 KATM 12-10 WSSX add KSND 20-16 KZ106 9-6 WCGQ 17-9 WQUT 22-14 WDJX add 30 WABB 19.13 WKDD 19-16 92× 19.16 WPXR 20-16 WIXX 26-18 WVIC $10-7$ KZ93 17-13 KAY107 29-17

KXYQ 22-16 WPRR 17-10 WIKZ add 95XIL add YES97 12-7 Q101 add WBNQ 16-9 WKFR 15-9 KKHT 23-16 KRZR 9-7 Y97 18-9

TRACK: 2


# IT'S BEENTOOLONG SNMEEYOUYVEBEFN 

Urban Contemporary BREAKERS.
\#1 MOST ADDED UC CHART: DEBUT 38 83 UC REPORTERS - $89 \%$ !!

The first single and video from the forthcoming album


## Caught In The Act

Whis week we're giving you the best that we got - an eyeful of photos that capture
the rhythm of life at UC stations. From gas giveaways to home-team cheerleading, you've been busy on the promotion front - and we've got the photographic evidence to prove it.


Mindy Frumbes - onehaf of WHOT (HOT105)/Mar''s Mindy 8 Malo moming ahow - purnoed up ine Nue, not the volume, for the first 105 cars in line at a hocal gas station.


[^1]

KACELos Angeles Production Drector Mike Mann and KACE MD Antoinette Ausset recently fomed a more perfect radio union: they got marred. Congratidations!


Dynamic duo Alonald kloy flo and Angeta Whbush dropped in on KDWW OakInd to see PD Jeff Hartion.


Th's that tine of your again. KKBT (FM92)Los Angeles personally Tm Greene started the besketbal season right in the company of the Laker gits.


Barbara Weather breezed into KORM/Grambling State Unversty, LA to mevt and greet OM Kon James 倍 and MD Raynald Higgins.

seDuctive GOLD - ABMr' Chns Bary anarcied WRKE/Dcean City. MD the stabon's fost gold records. ceurtesy of Seduction. Showing off the precious metal are ( $\mathrm{H}-\mathrm{r}$ ) RKE MD Manuel Mona. Barry, and RKE owneo GU Tony Quertarone (aka Tony Qa.


HEARTY WELCOME - WJL BDDetrot moming personally John Mason (c) greets Cart Anderson 011 and GRP \&r, Dir.Netionel Promotion Doug Wikhe. who dropped by to tak about Anderson's -Pleces Or A Heart LP.


FAML Y \& FRIENDS - The Whans atopped by KJLH/Los Angeles to make somp filends. Getring acquainted are (t)r) UHH evening personolly Lon McQ, morning cohost Koko Evans, Carin Whans, Meven Whans, ULH PDMOD Lymo Briggs, and Michsel Whans.


RUNNIN' WLD - Fanking Frankie Beverfy of Maze at WLD/Boston aro station personally Kon Johason © 9 and PO Stephen Hill


PEAFECT MATCH - Reprise ardst Sartara Wemithers and KRUS/Rus: ton, LA Asst. MO Raynold Hgohs strike a photogenio post-concert pose.


THE WIZ MEETS THE WIZARD - Planking actoridancerisinger Gregory Hines are inter-Uban Brosdcasting CEO Thomas P. Lewls 傮 and WZFIChoinnat PD Todd Lewle.

## GRADY HARREAL ＂Don＇t Turn Your Badk on Me＂

 URBAN CONTEMPORARY NEW \＆ACTIVENOW ON 55 UC REPORTERS AND HEADING FOR BREAKER！
CHECK THIS P－1 ACTION：
WILD WHUR WMYK WMVP WBLS WGZB WOWI WDAS K97 WZAK
WAMO WYLD WTLC

## WAMO WYLD

THE FIRST SINGLE FROM HIS SMASH ALBUM ＂Romance Me＂ COMING IN NOVEMBERI

## TOO SHORT ＂The Ghetto＂

 URBAN CONTEMPORARY NEW \＆ACTIVENOW ON 37 UC REPORTERS INCLUDING：

| WAMO | K97 |
| :--- | :--- |
| WKYS | WYLD |
| K104 | WZAK |
| KJMZ | KPRS |
| KHYS | KMJM |
| WGZB | KSOL |
| W．．AND MANY MOREI |  |

TOO SHORT．．．
（192） 4 （17⿰夕㐄

## BREAKING THE RULES

## Mark \& Brian: The Story So Far

More than a few people shook their heads three years ago when KLOS/Los Angeles ended a long search by naming Mark \& Brian as its new AM drive team. Far from being the heavy hitters you'd expect an L.A. station to hire especially one in a yearlong ratings slump - M\&B had only been doing mornings together for two years . . . in Birmingham . . . at a CHR!
As it turned out, inking M\&B was probably the best move KLOS ever made. The ratings are truly astooishing: They've been No. $112+$ two books in a row and have copened up sizable leads over Kils's Rick Dees (two shares), KPWR's Jay Thomas (three shares) and KQ1.Z's Scott Shamnon (four shares) . . . without the benefit of teens.
I caught up with the dynamic duo recently at KLOS's elegant confer: ence rocen.

## Early Days

FAR: When you frst arrived in L. A., were you nalve and/or conshdent enough to belleve you could be as nuccestful as you are todicy?
BP: We were confident in our show and what we did. And we were coefident there was a hole in the market for us. We had listened to the morning shows here, and asthough they were great, they
doling in the morning. What was the inititial reaction?

BP: We were hated We got packages in the mail that ticked. People thought we were totally fiocked. They called us ticks. geelos, and homos.
MT: Which inn't necessarily untrue.
BP: No, actually that pretty much sums up the show.
RAR: How did you deat with that?
MT: When people called to tell us we sucked, we put them on the alr. We read the hate mail on the air. We knew we weren't going to be able to please everybody, so we decided to just do cur show, blow off the people who weren't going to tolerate us, and find the people wbo would. We didn't try to mold our show to fit what the old audience wanted. We basically gave them what we had and let them get used to it.
BP: We felt that if we did the show that got us here, and we failed, then fine. We'd go somewhere else. We couldn't do slick, produeed radio if we tried.
RAR: How did your co-workers react at first?
BP: The sales scum didn't really know bow to treat us because they didn't understand what we were doing. So they baskally looked the other way when we walked down the hall. But the other jocks were very supportive - especially Rtta Wilde and Steve Downes. We both got five notes from Steve before we even met the guy, saying. "Don't get depressed. Just keep on going.'
MT: It was what we needed, because every other call was, "Fuck you, get off the fuckin' air, and roll the fuckin' masic."

## Drawing The Line

RAR: Spealing of obscenity . . you guys have been hnown to talk about "pubes," "poonage," and that sort of thing. How do you know where to draw the line?
BP: First of ail, we're not the kind of morning show that talks about penises just to get ratings, atthough occasionally it does become part of the mix. But you'll rarely bear us ask, "Did you get lsid?" We'll ask, "Did you poke her?" Or, "Was there poonage?" You know, very lighthearted things that people use sitting ancund the lunch table. Sometimes we do tiptoe over the line. Sometimes we drive bonse thinking. "God, why did we say that? That was just too much."

MT: It's just like pitching pennies. You pitch a few to find your range and see what kind of throw it's going to take. You push the line to see where the line is, and it takes you a while before you learn thls is offensive and this isa't. So we pretty much know where we stand.


CNEEX IT OUT - Birtan M and Mark neb volunteer switchbowder Alobert's intamous 'Lucky Bute" No one's qute sure exacty why Abbert's rear is bucky, but I's become a moming character aff is own.

RAR: How much is planned, and how muach is spontaneous?
BP: Each day is different. There's not a set thing. We have no writers.
RAR: No writers, no comedy services, no ..
BP: Never, ever, ever, ever.
MT: We'll have a plan each day and come in with some ideas. We might have a scripted bit planned for 7:06. But maybe at 7:04 we get a phone call from some lady who's pissed at ber basband for sceme reason, so we'll go with that.

BP: You can get thase scripted bits on any show in thls city. What you can't get is honest emotico. And we don't pretape our calls, so you get the dial tones, you get the on-hold music - sometimes you don't ewen get through. But by doing it that way, the listeners know what they're about to hear is going to be completely hoost.

MT: All our bits are live. If always sounds better when you do it in the studia. Sure, get your script and sound effects together, but do it live.
BP: When we have a scripted bat that's too smooth or too slick, well intentionally screw it up. There's nothing more honest or funny than two guys trying to do something and screwing it up.

## No Rules

RAR: Yet all yeu ever hear from the "experts" at conventions it that you've got to prepare for five howrs, everything's got to be metio talously plarned bits should never be longer than two minutes
MT: We went to one of those con venticess recently in Atlanta and beard all those things. The first thing we said when we got up was, "Look, you're trying to turn moer


The wolution of Mark $\$$ Brim.
ing radio into a science, and it's not. You've got to go in, have your fun, and make your mistakes."
We don't have a rule book. Every rule we've ever been taught about radio we've thrown out. We've had 30 -minute breaks.
RAR: It's Ironic that the constant advice I hear from the most successfle morning personalities is to throw out everything anybody ever told you about doing a morntse show.
MT: You've got to do what's good for you. If you think it's funny. then that's what your show should be about.
BP: But a lot of people will make the mistake of breaking the rules Just for the sake of breaking the rules. "Let's do some rebel radio and break all the rules and piss people off." That doesn't work. Yor've got to know what you're doing.
RAR: Of course, for every two rogst libe you there are dosens who simply don't have the talent to fust Let things fly and be spontaneously funny. They need structure and organimation.
BP: Prodaced shows like the coes in L.A. are always cocsistent and entertaining. But they don't take real chances. They sound canned. Because we take chances, we hit those peaks and valleys on a daily basis. And the audience can relate to that, because everybody has good days and bad days. We're completely honest with the listeners; we open ourselves up a great deal.
MT: Each day we enter uncharted waters. For example, we had a call the other day from a guy who warted to confess to his sister that he was gay. We put the guy on the air, be explained the story, we called his sister, put her co the air. and cut our mikes off.
BP: She went through the three plases: denial, shock, and acceptance. And it ended up so tenderly.
Now one of two things would have happened if that guy had called another show. Number ooe: "Let's not touch it." Number two: "Yeah, let's put him on the air and make borno jokes." But it was important to him, and we're not afraid to stop down on a daily basis to capture those moments.
RAR: Taking those chances can occasionally baciffire.
BP: Absolutely. We'll step into people's lives we shouldn't have stepped inta. The best thing to do in that situation is not to hide your discomfort, because the listeners feel it too.
MT: A girl called up and told us she caught her boyfriend in bed with another man and wantod to confront him with it. We made the call, the guy got on the phone, and be begins to cry. At that point we juast said, "You two need to talk we're very sorry, but we're going to poll out of this." It was an awkward situation all the way around.
R\&R: Do you do regular aircheck sessions?
MT: No. It's best not to overlisten to yourself. You analyze things to the point where you sound like a robot.
BP: You bear something from the day before that didn't work and you start hamessing yourself and putting blinders on. It doesn't come out honestly anymore.


PUPPY LOVE - Mark © and Britan with latener at the station's amnual "Put Adoption" diy.

MT: Our radio show is lise life. You don't sit down at the end of your day and watch a video of what you did that day and critique yourself. Just do your thing and have fun.

## Management Travails

RAR: One of the heys is that management allows you the time to make mistakes and grow. Most GMs give you three months.
MT: Please don't sit there and think our management has been behind us from the first day.

BP: They're still not.
MT: It's a struggle every fucking day between management and us. We've spent hours in [GM] Bill Sommers's office at various times

BP: ...for the silliest, silliest things.

MT: Fact is, we've always had a little bit of a tug of war with management, especially the first coctple of years.
RAR: Over what?
MT: Everything, All of it. We did ane thing, and he thought we should do another.
BP: The first bit we did was dip curselves in chocolate. It was a $\$ 5000$ bit, and he fought that all the way. And he honestly took this attitude: "Okay, fine. Go do it. You'll see." Three network cameras were out there that morning, along with the newspapers, and by the end of that day his quote was, "You couldn't buy that kind of press. This is great!"
RAR: Does he reject arything? BP: No. We do whatever we want to do.
MT: Whether he understands it or thinks it's funny, be still signs the check. So you have to glive him credit. He's the man with the money, and he gives it to us when we ask for it.
BP: And not all the bits have been good! They don't all work out.
MT: But we do our show, regardless of what happens in the office. Either they want our show on the air or they don't. It's that simple. We do what we have to do to keep ourselves creatively satisfied.
BP: If you're fighting with your management, use it. Read thoce memos on the alr. Bring the audience in with you. Then it becumes their bit.
MT: Businesspeople get memoed every day. So do we - we just happen to read ours on the air. It's
something people can really relate to.
BP: If we have to take that long walk up the hallway and get our butts chewed, it's worth it. We'll go on the air the next day: "Yeah, we got no butts left, so if anytody would like to give us any extra buttock, thank you, because we just got ours chewed off."
R\&R: It's no secret other stations were very interested in your services. Gtwen your relotionahtp with management, why did you ink a longterm deal?
BP: We're comfortable bere, and it was our first choice. There were some great offers elsewhere, and we weren't opposed to leaving If we couldn't work things out. But we did, and we're glad we did.

## Instant Rapport

RAR: To me, the hay to your success is the immense rapport you guys have. Did you know instantly that you'd work well togeth$e r$ ?

BP: Yeah. We laughed at the same things: David Letterman, Steve Martin-type humor. The absurd, silly, banest bumor.
We're simply two guys who are very close friends trying to make each other laugh. And that's a key to cur show. It comes from support. It's a $50-50$ show. We make sure each guy shines in it. There's no straight man and no comedy guy. It goes back and forth.

MT: This is as intense and as strong as a marriage. You have to think of it exactly the same way. You have to constantly take care of the relationship. When little problems crop up, you have to handle it immodiately. You've got to communlcate and be open.

BP: When you're in a partnership situation, you have to realise that you've both got egos. Now, you can tiptoe around them and be very polite with each other. Or you can get in there and admit you have egos and protect each other. We both have egos the stere of Montana. but we protect them. I protect his and he protects mine.
MT: We have something that's very special. I couldn't have gotten this far without him, and vice versa.
BP: When we did that Vegas bit and got married. Mark called his wife and she said, "Well, it was a good show, but I feel weird" I pulled the phone away and told ber. "He's mine now, bitch".

CAREY CURELOP, KLOS: "A hook big enough to catch a whale! We've been on it for three weeks and it's alreody coming through. Absolutely a hit record.

## JONATHAN EDWARDS, KBER: "Find Another

 Woy' researches not only passively but octively. It's the \#\# best-testing record for song performance."GREG AUSHAM, WLZR: "Afiter iust three weeks on 'Find Another Way', I already know this is a hit record.

## Flint's WCRZ Cruisin'

So much attention is focused on head-to-head battles in Top 100 markets that there's a tendency to overlook significant accomplishments elsewhere. Each one of this week's spotlighted stations - from markets $101+$ - ranked $1125-54$ in Arbitron's spring sweep.

## Format Exclusivity

"We've seen a number of AM ACs go by the wayside," coserved wCRZ ("Cars 105")/Flint PD J. Patrick. "As it stands now, we're all by ourselves." A pobeworthy factor contributing to the station's sucorss is the absence of a metro Gold outhet There are fust four local FM signals and no otber ACs.
According to Patrick, much of his station's strength rests with research. The Research Group does music tests for us twice a year. As far as I know, we're the only station in town doling this. Before the book starts, 1 know what soxgs are going to be powers"
Until several years ago. WCFZ was a Soft AC, playing lots $\alpha$ oldies. Music test ressults altered its appruach "We keep leaning more toward contemporary AC." Pat. rick reported "Music from the 'sos and ses is scoring at the top of the beap; 7os musle is secondary, and vos material is falling fast
"Of the top 100 testing songs, 61 were from the ses and yos, 20 were from the tas, and coly 19 were from the gos. What we now have is a flavoring of yesterday with today's hits. We've trimmed back cur oldies and showcase them as 'Yesterday's Classics'
WCRZ's main slogan is "Cars 108 - playing faverites of yester-

## WCRZ <br> Music <br> Monitor <br> 10 mm

ROD STEWARTA DONT WARNA
Tak About it
MADONeNACrazy for You
ELTON JOHNY Your Song
AICHARD MARXICNildren Or
The Night
BILLY OCEAN SuSdenly
FOUR SEASONS Deccember.
1063 (On What A Nght)
DON MENLEY/SUnset Gnt
STEVE PERRY/On Sherrie
LITLE ANEA BAND COO
Change
ao westiong of Whahtul Thinking
DEEBIE GIBSONLOSt in
Yout Eyes
DOOAIE BROTHERSTAWIn' if To The Streets
BASIA Until You Come Back To Me
BEATLES/And ILove Her
PHIL COLLINSTWO Hearts BEE GEESTOO MJch Hewven

J. Patrick
day and today." Patrick explained, "I use that line twice an hour fol lowing oldies. Other than in AM drive, we play at least eight songs in a row. We call it a halk-bour nonstop music cruise.' Every. thing's done over the top of music."

## Classies For Lunch

A WCRZ mainstay is the three-year-old noce-1pm daily "Cars Classic Lunch"" Boasted Classic Lunch bost Patrick, "It's the toprated hour in the city, regardiless of format. Every song has a dedication. I tasually can't squeese enough songs into the hour. Most days, I bave to close the dedication line at 11: 55 am. The show's successful because it's just enough to leave people wanting more"
The popularity of "Classic Lunct" spawned a similarly formatted 3-4am feabare desigped for the market's many third-shift workers.
Not surprisingly, "Cars 108" offers cars as prizes. "In the last few years, we've probably done $18-25$ car contests," recalied Patrick. "Last fall, we gave away two cars in 'Cars, Cars', This spring we gave away [to three separate winners) a car, a boat, and a trip for two to London in 'Cars, Baats, \& Planes.

This tall, the station has lined up five fourday trips for two to Las Vegas with $\$ 500$ spending money. Additionally, it's budgeted for "Super Car," Said Patrick, "We have a 1991238 T-top and a trip for two to the Super BowL"

While the station's cruising nicely now, there's always the chance an FM format foe may appear. "We approach that problem every day." Patrick admitted. "A station might come at us from coe of two directions. It could be much lighter than we are, or it could be a Classic Rocker. We probably wouldn't make any major adjustments because our masic's on tanget"

## WNNS PRIZE CATALOG

## Spring's Field Of Dreams

WNNSISpringfield, IL PD Kelile Michaels instituted several major changes which helped propel 'NNS to near20 shares $25-54$ (spring Arbltron). She moved to highticket giveaways and backed the station away from its CHRleaning approach.
-We got involved for the frast time in muslc-mage glveways,she reported. We sent fisteners to see Paul MoCartney's Los Angeles concert last October, and Phill Collins in London. That really pot the ball rolling,"
By last Ciriatmas. Machaels opted to seperate her staston from the competition, choosing to award nontreditional prizes. 7 made a list of prizes I thought would interest our isteners. We setted on a diamond because ir's totily different from dinners or Home For The Holidsys' trips. Our prizes were a $\$ 10,000$ diamond and gold jewery."
The stasion followed up the damond betz with the London trip. " was bang-bang going into the spring book:
WNNS returned to a deect-mat prize catalog for the scring sweep. "Wore the only ones in the market who ve used it. We started it four years ago, and have educated the merket on how to play. There was great return (7\$5) with the bounceback cards, and wo offered $\$ 75,000$ worth of prizes. We


## Kalle Michaaly

were very aggessive this spring. and probably spent more than myy other stasion.-

## Many Healthy Returns

Included in the Ute Rockicoss Takk' station's bounty were a Mas. da Mista, tros to places like Stockholm, in Alakan cruise, a room of exercise equipment, and jewolry.
Mchaels explained prize catalog basios: Four numbered tickets are inserted in the catalog. Usteners retum activator carda for our
data base. We called out activated and nonactivated numbers; there was a higher percentage of activated numbers called. Listeners had to call us back to ctaim prizes:-

The station traded out mary prizes and rogistered a healty return. "Our actual cash outlay was $\$ 70,000$. The catalog was used as a sales tool, and we probably brought in close to $\$ 200,000$ in revenue.
-Springlield might be a senallor market, but it's compettive. We have to stay on our toes. Stations can no longer get by with small contests. You have to pay attention, and can' rest on your taurets."

## 'Kollle Radio'

Since Micheds belleved the station was "too CHR" when she arfived in 1988 , she opted for a more varied music approach. Tve created a "60s gold category. Ir's not predominant, but it's there. Sometimes ACs can get offcourse. We couldive gone soffer or harder, but I wantod to stay in the middle. I could play 'Kelse Radio' - music I want to heor but we must be as ontirget as possible. Adult CHR mesns different things to different peocie. but I might clagsity us that way,"

## FORMER B/EZ

## New Hampshire's Bright Light

Two years ago, following its best-ever book, B/EZ WZID/Manchester, NH switched to Soft AC and adopted the handle "Bright 95.7."
"We had great $12+$ and demo numbers, but mast of the audience was is+," recalled PD Teen Kal. lechey. "We needed to lower the dema In the initial book after the format change, we lost many highend listeners, but they came back in the second book. Longterm, it's what we needed to da"
By maintaining its focus, Kallechey believes WZID has carved out its niche "This is really a midday and afternoon workplace station That's the franchise we're built upon, but now we're solid in other dayparts as well. In the spring Arbitron, we were up in every daypart: we're the $12+$ and $25-54$ market leader in every daypart."

## Boston Commute

Boston is apprucimately 50 miles from Manchester, and consequent. ly Manchester residents are able to receive many Beantown signals. Explained Kallechey, "Several Boston ACs like WSSH have become factors in our market. But we're the market's orily AC. Many people in the metro live in New Hampshire and work in Boston.


Tom Kallechey
WZID's positioned as a New Hampshirestation. We can provide people with things they can't get by listening to Boston stations. We try to catch as many of themas we can when they go to work. We've established a traffic neturork which we think has belped."
Kallechey attributed part of WZID's male improvement to the addition of an hourly one-minute sportscast in morning drive. "We do built-in contesting within it. We didn't create an interruption - it's
part of a stopset. There's been tremendous response to the Red Sox, Celtics, and Bruins tickets we've been giving away."

## Relying On Direct Mail

wzm's primary form of mar keting has been direet mail, "We had impressive returns from it and found the prize that works best is travel," Kallechey commented "This spring, we sent five families of four to Oriando for a week. This area of the country represents a substantial part of Orlando's tourist market; we presented a highly attractive prize."
It was a typical forced listening promotice. "We called out names weekdays at 7:30am and 10:30 weekends, We don't give up on weekends here like mary other AC\& do; we contest seven days a week, To qualify for the Thursday grand prize drawing. people had to call us back within 9:57 of hearing their names mentioned on-air."
Accorting to Kallechey, WZID is a forward-moving station. "We do liners over intros and maintain forward momentum. Many ACs don't do thinges like that, but we break some rules. By design, we've made this a noo-wimpy station."

## Plug Defoliates Station's Credibility

An old full-service News/Talk station serves my part of the nation. It's an AM blowtorch: On an analog tuner, its signal seems to slop across two or three inches of dial. The midday news and gardening show booms right in.

Its the gardening part that captivates a good many people around bere, because so many are immigrants from faroff, mysterious lands like Vietnam, Mexico, and Orange County. Newcomers who aspine to nice lawns, neat shrubs, and prolific vegetable gardens hear much of their information about local conditions from the station's farm and garden show.
After the lunchtime news block, some guy with a green thumb talks about handy anruals, xeriscaping. pruning, and a zillion other things that are apparently vital to ensuring lush greenery. He has a relaxed manner and a native accent, and he's old enough to have been through droughts and floods and pider mite infestations - the kind d gry who inspires confidence.
So when this famous disseminatoe of agricultural wisdom, whom
name potion which cynics ( Fike me) suspect is a commerclal mutation of Agent Orange defoliant.
Jim whipped out his Visa and assumed ownership of 25 pounds of higb-priced berbicide. He rushed horme to murder the amoeba and save his flowers.
Stx weeks later, the amoeba is still thriving, bat the flowers which had green leaves now have yellow oves with brown splotches.
Jim , not a happy man, says be thinks Thumb turned him on to the advertiser's brand just to make money. Worse yet, he's begun woodering aloud whether be can believe anything he bears on what, last month, was his favorite station. He's wondered aloud to me and to his other neigtbors, and badmouthed the station to anyone else wbo will listen.
Jim feels he was "used" by the garden show host. He's become a living example of the old saw that people who like something will tell a friend, and people who don't like something will tell ten frieads.

## Brief Break ln Cuban Blockade

MONDAY, OCTOBER 29 - The six-day-old American blockade of Cuba was brietly suspended in 1962 for a vist to the island by the UN Secretary General, who met with Premier Castro to arrange for veritcalion inspections. Four days later, JFK publicly confrned the Soviets were removing their missles from Cuba, but the naval blockade remained in place unsal November 20.
A evather modification experiment paid an unexpected dividend in 1947 when seeded clouds rained out a forest fre near Concord, NH. The thermometer dropped to 33 below zero at Sode Butte, WY in 1917, the USA's lowest October temperature.
Bindays: Kate Jackson 42. Richard Dreyfuss 43.

## Radio's Most Famous Program

TUESDAY, OCTOBER 30 - One of broadcasting's most famous events took place in 1938 when Orson Welles scared the pants off listeners with staged news buletins about an invasion from Mars. Yes, there were disclimers, but plenty of people boleved "War Of The Worids" was the real thing, and wisespread panic ensued. A 13.1 earthquake in Turkey kiled 1300 in 1983. The Soviets detonated a 57 megaton atomio device in 1961: it was the largest man-made explosion. The first crude television picture was transmitted in 1925 in London Airthdays: Hasry Hamlln 39 . Henry Winkler 45. Grace Silck 51

## t U.S. Ship Sunk In WWII

ESDAY, OCTOBER 31 - Oft the coast of loeland, a German submarine torpedoed the U.S. Narry oftroyer Reuben Jumes in 1941. About 100 seamen died when the ship went to the bottom. It was the frat Asercan warship sunk by the enemy in wWe.
The hot air balloon abstude record of 55,900 feet was set near Denver in 1980 . The U.S. set oft the frat hydrogen bomb in 1952 at Eniwetok Aloil in the Pacifc. Magician and escupe artist Harry Houdinal (Erich Welas) ded in 1926 et age 52 of stomach infuries sustained in a contorton. Nevada became the 3eth state in 1864. Tis Hatloween. Bithdeys: Jane Pauley and John Candy 40. Micheel Landon 53. Dale Evans 78.

## Money Through The Mail

THURSDAY, NOVEMBER 1 - Wealthy people could use bank letters of crede, but average folks had no sate may to transmit money unti this date in 1864, when the U.S. Post Ottice introduced money orders. One of the blogent deminds for the new service carne from Union soldiers who sent paychecks home to their famillos
Fresident Carter signed a bill in 1977 to gradually rise the minimum wace to $\$ 3.35$ an hour by 1981 (from $\$ 2.30$ ).
Itm Brown of the Cleveland Browns became the frst pro to rush for 10,000 yards in 1904. The new U.S. Weather Buresu made its first omciel observations in 1870. John Adams became the frst occupent of the White House in Bresy
1800.
Alrthdays: Fernando Valenxuela 30. Lyle Lovett 34. Footbell Hal of Famer Ted Hendricks 43. Barbara Bosson
('Cop Rock') 51.

## America's First Car Race

FRIDAY, NOVEMBER 2 - A Duryea won America's first orgarized auto race in 1895. Six cars started on the 52 -mle route atong the Lake Michigan shoreine, but four dropped out. The Duryea and a Benz crossed the finish line in heavy snow. Thunder Road it wasn't The winner's avernge speed was 6.66 mph .
Aresident Reegan signed a bil in 1983 making Martin Luther King Jri's bithdiy a national holiday. Jimmy Certer won the presidency in 197e. Montred coole Jacques Plante, nit by a puck in 1959, put on a tace mask and became the frat Nhil govile to reguiarly use face protection. North and South Dakcta beceme the 39 h and 40 th statos in 1889. Binhdaya: Stefanie Powers 48. Burt Lancester 77 .
Seturday ( 1 1/3): Pacher Bob Welch 34, Dennls Miller 37. Roseanne Barr 38. 5 teve Landesberg 45. Micheel Dutalls 57. Charles Bronson 68.
Sunday ( $11 / 4$ ): "Noght Court's Markle Post 40. Art Carney 72. Walter Cronklte 74.


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Like early mornings, doing news, comedy bits, remotes, personal appearances, having fun? Mid-Ohio's top rated hit FM seeks a new "Foox" for the "Foster \& The Foxx" morning show. Is it you? Tape, resume \& photo to: John Foster, Pgm. Dir, WYKT, P.O. Box 8, Mansfield, Ohio 44901. EOE

## CLEVELAND'S <br> DAKCE <br> MUSIC LEADER <br>  <br> PROCRM DRECTOR for WJMOFM AM. Experience recquired, computer skills a plus Good managerial skills a must Qualified applicanss send rexime to Curtis Show. Vice President. 2156 Lee Rd. Shew, Vice Fresident Heights, Ohio 44118 . EOE M/F

## 嵝 PR W FUMBER TWO WITH A 12.7 HOT GOOD ENOUGHI

## WZPL/Indianapolls, Artitron rated 12 with

 a $12.7,12+$ in the summer book, but that's not enought We're looking for the mlssing player on our winning seam in moming drive that can belp us reach a 15 share. Great compensabon and benefits available if you're creative, ambitious, and can prove your success. Send cassette, resurse, and photo to Don London, OM/PD, WZPL. 1440 N . Merkian Se, Indiarapolis, $\mathbf{N}$ 46202
## WZPL is a Booth American <br> Arondcasting Station.

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## WEST




Experlenoed new. Ancherihapener sought for fit seviot


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Tep reted No. Nievida stabon seeks moring rewopson


TALX SHOW KOSTS WANTED ter lesding, cutting edoe Sa. Calfornia Chriatian radio station. Call ictit-Cramford Brosdeasthy Co. at 714 -754-4450. Ask for Clody. EOE

## wasc Roch ounctor $108_{\text {gux }}$ Alboquerque's coolest damn station looking for coolent damn matic director. Experienced NOR oshy. Females encouraged Hell, give me a call Mark. Steven ( 505 ) $825-1600$. EOB

Major West Coast AOR seeks experienced Promotion Director. Creative and detail skills a must. Marketing knowledge desiroble. Rush philoeophy and resume toc Radio \& Records, 1930 Century Park West, ro83, Los Angeles, CA 90067 . EOE


Hewali's top rated dance/CMR seels ap and coming merning alr talent. You mast meet the following criterla: galck-witied Be Lese, Mip ilise Arsenio asd topleal Iiks Letterman, if you work the phenes, do posile appearances and pet outrageous on the alr, fed ax your tape and rotame. If you don't possess all of the alows, de sot apply. Great attinade and fon working environment. Send to Jamie Hyat, 345 Queen Street \$601, Monolals, HI 9Es12. No phane calle pleaselif EOEMF

## NATIONAL TELEVISION OUTLET

 Looking for a radio toam with s atrong presence and orignal personality to host on entertainment uhow. Demo tupes, pic ture and reume ahould be maled ASAP toc: Radio \& Records, 1930 Century Park West, s087, Los Ancoles, CA 90067 , EOEOne of Los Angeles' premier Adult radio stations is looking for the right commuricator for morning drive. Moture, intel ligent, professional approach is key. Major market experience necessary. Tape and resume to: Radio \& Records, 1930 Cen tury Park West, r085, Los Angeles, CA 90067. EOE

## n <br> AC Morning Show Talent Top 25 Market <br> We're looking for an experienced morning show that's adult, furry, entertaining, in volved with the community, and willing to take direction. If you can entertain without using shock, use phones, and make a out using shock, use phones, and make both on and off the air, you mary be the person(s) we are looking for. <br> We need a strong morning host and is newsperson/sidekick to take our contemporary AC to the top. Women are oncouraged to acely. Send TBR toc Radio s Records, 1930 Century Park West, 9082. Los Angeles, CA 90067 . EOE

## Knn

Amateur prychologlar Under challienged? Restess? Insights going to waste? Female host seeking male partser for creabon of demo for new Talk nadio formac No jot money, or guarantes. A sobd iden and marketing skills. If you're grown up, a ready wit, Hife aperienced, diplornatic, onergesc. intelligent, and need a challenge, I need you. Writee, LL. Byrd, 963 6th Se
116. Kirkland, WA ge033. EOE

## OPENING

## Lease Negotiator. National data cemmanica-

 tions coespany seeks FM radio station lease negotintor. Candidates must have proven communicatien and nepotiating skils and must be PC Siterste. Good altention to detail and follow-wp easential. Radio backgrovind a plus. References recuired. Send tetume to: Oar Paping, Rox 7289, Human ResoarteDept- Newport Beach, CA 92658 . BOE

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$213-883-4330$.

OPENINGS
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Heve it pour mer. No, not Buper Kingl Smat nwhet AT te yn your format, at your station,

## 

Who You Gonna Call?
Could you use a PD who learned his craft from people Bice Jerry Citton, Gerry De, John Rook, and Paul Drew? Plus a personslity who's had $8112+$ ratings in New York, Los Angeles, AND Chicago? Former top 3 merket PD and all-star jock looiking for turnaround CHR to program. We wit take no prisoners. Radio \& Records, 1930 , Century Park West, 1077, Los Angeles, CA 90067
 Botten minNYC shatio experience, oomoly and eopy |10ヶ2|

Aved whing 16 raw veiwest from LA ACOVDien Country tak ahew Hast Fomay win R2AC, KA
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## LETTERMAN LENO ME

20 year pro morning man sow on a Tsp 10 LA . statlen consifering a quality move. Blig voice, fast wit, proven and prolific humor writer with a Lettermanteno atitude. Real material, no shock shir. Heve a lot ts glve both on-zir and off. Looking for a profersigeal shop with a winning spirit. Call (213) 960-4769.


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## \% "LEADER, MOTIVATOR, <br> TEACHER..." This young energetic PD has the ability to turn around your tmall of monfium market $A C$ of CHR. Track record mpeaks for itself WMXB, Richmond; WTRG, Raleigh; WIZD, Mobile. Scott Edwards, 504-261-4819.... Have pipes, will travel!

Hesfasting, plesaset, protesionat folt boend, excelient

seaking fat or PT insa. Cal Pimury erpereves Country AC
 diand production $\lambda \mathrm{M}$ : (7145 $084-5535$ : Iton2)
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wixe scott: $2181058-4800$. 110121

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Disploy 8 Bind Box Aovertising orders nust be Ypewititen on company/zation lettarhesd and accompanied by adranct pyyment. Ads must be submitted by mail exoept for credr card order: which are aso accepted by fac: (213) $200-8727$. Visa, MC, AnEx acceptod. isclude rame as in ap- $^{2}$. pears on credt card expiration date and phont wimber, slind box responses are sent to shovetisers evry Thursday by first-class mal.

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Free litsings ave on a sace enalusily basis coly.


## CELINE DION

Where Does My Heart Beat Now? (Epic)
$53 \%$ of our reporters on It . Rotations: Heavy 2, Medium 20, Light 22, Total Adds 7, KOST, KLCY, WRVC, WXTC, KEZA, WKTK WMTFM.

## WHITNEY HOUSTON

I'm Your Baby Tonight (Arista)
$53 \%$ of our reportors on It. Rotations: Heavy 0, Medium 25, Light 19, Total Adds 6, WLTF, KAER, U102, WFMK, WMGN, KCMJ. Debuts at number 30 on the AC chart.

## JUDY COLLINS

Fires Of Eden (Columbia)
$51 \%$ of our reporters on It. Rotations: Heavy 1, Medium 19, Light 22, Total Adds 4, KESZ, WTFM, KAYN, KTID.

## NEWEAGNIVI

SAMA NICKMAM " 1 Couldn't Hely Mrsell" (Eleitra) 38/13

 WEM, wCCO WAIL, WSO, wMC, WSAD, wKCK
NEW xIOS ON THE BLOCX "Let's Try it Agaln" (Colembla) 32 I

 OET. WUAT, WECQ, WNFL WNKZ. KTM. KZZT, WTWh. WICR KICX, KAMM
TMOTKY B. SCHMIT "Somethlig Sad" (NCA) 31/14

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## ROTHHION BFIEAKOUHS

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| (1) MARIAH CAREY | $83 / 3$ | 70 | 9 | 4 |
| (3) ROD STEWART '... | $82 / 0$ | 68 | 10 | 4 |
| () DAM FODELEERA | 80/2 | 65 | 11 | 4 |
| () BREATKİ. | 78/2 | 65 | 10 | 2 |
| O BETIE MILLER. | 81/3 | 61 | 18 | 2 |
| \% RIGMTEOUS BROTMERS | 58.0 | 37 | 16 | 5 |
| (3) mu sobut . ........ | $72 / 4$ | 36 | 23 | 13 |
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| (10) ANITA BaXER. | 69/3 | 37 | 21 | 11 |
| 11 GEORGE MICHAEL | 5810 | 27 | 22 | 6 |
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| 13 Pill coums | $43 / 0$ | 24 | 14 | 5 |
| (1) HEART ...... | 59/4 | 13 | 40 | 6 |
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| (1) WILSOM PHILIPS | $62 / 7$ | 5 | 43 | 14 |
| (1) DARY HALL \& JOHM OATES | 60/6 | 12 | 37 | 11 |
| (c) alus. | 5999 | 9 | 39 | 12 |
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| (6) TEDOY PENDERERASS wUSA RISMER | 48/7 | 8 | 37 | 9 |
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| 23 TAYLOR DAYME | 45.0 | 21 | 13 | 11 |
| 24 WLsow Priups | $24 / 0$ | 9 | 12 | 3 |
| 25 Buty jos... | $32 / 0$ | 7 | 11 | 14 |
| (6) MARU MckEE | 50/8 | 6 | 29 | 15 |
| (4) BRUCE HORMSEY w SHAWM COLVIM | .. 52/8 | 0 | 32 | 20 |
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| 25 dumes ingrum. | $30 / 1$ | 11 | 15 | 4 |
| (8) WHInEY HOUSTOM | 44/6 | 0 | 25 | 19 |



## ACADDS \& HOTS

## FULL-SERリISEAC




| M0suncematel | HOTMEST LRS | HOT TRACKS |
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| TOM BOATOM (5) BOBEY CALDWELL ( 6 ) DAYD LAMZ (5) T-Sounte (6) | RUPMNGTOMS (19) ACOUSTC ALCHEMY (16) DAviD BEMOIT (13) LaLaH mathaway (7) jomathan BUTLER (0) BERMARDO RUBALA (6) RICHARO ELLOT (5) MICARDO SILVEIRA (\$) | jomathan Butlermeal |

## NEW \& A cinly

"max Lassent anX "Timelang" (Narota) 280
 "CCHALES MICHAEL BROTMUN "Mango Cooler" (Global Patilic) 240
 nir meek
"RIC FLAUoing "Letters" (Spladintog) 23.0
 MARX ISHAM "Mark laham" (Virgin) 21/4



BREMTRE "Poase of Misd" (ABM) 194
 DAVOC "Parader" (\$iver Wmen) 122
 firso
sobs
Bobey CaLDWEL "Kent or Ming" (3in-Drome) is/8
 crus nown , kez, athux
TMM PEXS "Soundtract" (WE) 182

imMEES "Goln" Uptown" (Capith) 18/斤

T-SouARE "Hathral" (Eple) 17/5


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NJW \& - CHIVヨ
"LEO GAMDELMAN "Solar" (Verve ForscastPolyGram) 300
 "HARRY SMEPPARD "Wha Brasil" (Justics) 23/6
 Kior apercin ona moak
"THOM ROTELA "Wrthout Words" (DMP) 23/1



MULAREW MILER "Frem Dry To Day" (Landmark) 21/11
 LONvie PLuNC0 "Plarice" (Mese) 21/7


TOM COSTER "From in To Yos" (headird) 21/
CHARLES MICCHEL BROTMAN "Mange Cooler" (Olobal Pacllic) 20.6

WSt.
TAKE 5 - 30 Mach To 8 sy" (WB) 202
Wishful Thimkind "That Was Then" (Itlina/Ealgma) 2art

FATTBUROER "Come \& Get It" (Ealems) 19/10

WSE ROD
MARX COLEY A FRUXK CARUSO "Mange Tange" (Beat) 198

BEBOP \& BEYOMD "Pisy Thelonlows Mont" (Bhamoon) 19/7
 Whe. KWMu


TRACKS
Field Day • Adventure No. 11 • Hopes and Dreams Sidewalk Characters - Fancy Pants Estár Contigo - One Last Time

## MUSIC-VVEST

much more than a Dvunolz..."


CONTEMPORARY JAZZ


Jo Sample follous Las parar's
bas-slling Spallownd
("U-Tam," "Sane Yairs of
Good Lack", "Loating Me
Bank To You") with a bold
new allum. From gargowe
ballads to fingeppoppin' funk.,
Jo didires a mange that
can ruacd sa all.


ASHES TO ASHES
THE NEW ALBUM
fanc "TII Love You" " "Strike Two



FREDDIE JACKSON
Love Me Down (Capitol)
sist of our reporting stations on It. Rotations: Hesvy 1/1, Medium 2/2, Ught 80/79, Total Adde 82 Including WXYY, WLD, WBLS, WVEE, K104, KHYS, WGC, WZAK. WVKO, KKBT. Debute at number 38 on the Urban Contemporary chart.

## RALPH TRESVANT <br> Sensillvily (85)

85\% of our reporting stations on It. Rotations: Heavy 10/9, Medium 69/62, Light 78 Including WILD, WBLS, WVEE, K104, KJMZ, WGCL, WZAK, WJLB, KJLH, KKBT. Debuts at number 36 on the Urban Contemporary chart.

## SURFACE

The First Time (Columbla)
$\mathbf{8 2 \%}$ of our reporting stations on it. Motations: Heavy $0 / 0$, Medlum 13/2, Loht $63 / 23$, Total Adds 25 including WBLS, WKYs, WVEE, KJMZ, K97, WTLC, KPAS, WMVP, WJIZ, KBCE. Debuts at number 37 on the Urban Contemporary chart.

## NEW \& A culy

## Bors "Ting Callod Love" (Metoma) SS/i3



GRUOY HARREL "Dost Tem Yoar Back On Me" (RCA) 55/10


TAKE 5 "TL-0-t-4 Yes" (有eprlse) 53,
 hobse wzo, wno. WCR kiok, wio.
STEVIE WONOER "Keap Our Love Aliv"' (Metows) $52 / 52$
 mioc, whbe nurk

## CARL AMDERSON "My Love Win" (GRP) $51 / 7$

 wTEP Mosima house mhe kon, wzUK wic. waw
TEARY STEELE "Frisoter Of LEve" (SEK) $51 / 4$
 wars. kat, wumk
BAsic aucx "Kothing Bat A Party" (Saund Of Mow YorkMetowe) 503


SPCCLAL ED "Minilon" (Prollia) 43.5

SYowey Youncaloon "Ty Rather Go Bilist" (Alita) 4.9



## WOOTEN BROTMERS "Fifese" (AaM) 48/7

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 MOUEw ibr who wome wwou, whar ziod
HOMEwORX "Ipecial Kind Or Laby" (Eple) 34s


## TOO sHOAT "The Chefte" (IVreRCA) 37/0



JEFF REDD "What Goes Around, Comes Around" (MCA) 28/7
 AIE Tor
Wuit "Craltu Controf" (LMI) 35/24

ANGEU WIxbush "Fiass Irlisg Yeer Love Back" (Marcary) 338


## PRayce "Kew Power Aesernton" (Palily ParkWB) 31/27

 wouc wruc whe
2 UVE CREW TMans Jaanlt" (Luta Allantc) 31/11
 Wack was whz welum wade woar
TMELMA MOUSTOM "Out of My Handt" (Rapcise) 2:12

TABMAK "Thatilay ADeat Yeo" (OBRColumbla) zas
 ETS "Spectal Dota Lave" (NCA) 20.2

R0esie MrCMALS "De Fer Yew Do For Me" (Apla Intersatienal) $27 / 1$



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    FREDDIE JMCKSOM (B2)
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    FREDDIE JMCKSOM (B2)
    MALPH TRESVMMT (7%)
    MALPH TRESVMMT (7%)
    STEVE WOMDER (52)
    STEVE WOMDER (52)
        PGNECE (2T)
        PGNECE (2T)
        SURFACE (25)
        SURFACE (25)
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    ntLux HOUSTOM (12)
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        xEm SWEAT (72)
         SAMUELLE (65)
        MARIAB CAREY (48)
    BELL BNV DEVOE (46)
    JOHNNY SILL (25)
        JORNWY GILL (25)
        VAMLUA ICE (23)
        MEBLES (2d)
    CMAON WHEELER (17)
        Maxi PrizsT (15)
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## Yes.je

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5 $\mathbf{5}$ BUCK BOXEventooly

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## POOR RIGNTEOUS TEACMERS "Holy Intoliect" (Pralile) 25.9


M.W.A. "t00 Miles And Rannig*" (Prlority) 25/1
 sit Wro 0 . CBCE , WPAL

## SIGNIFANHAGION

## K00L sx00L Yoe Can't Buy My Leve" (Caplisi) $24 / 2$


WINANS "When Yoe Cry" (W3) 23/11



MOMIE LOVE "Menit Is The Midit" (WB) 21/8
 Modum KSOL
JAME\$ WGRAM "Y Dsa'T Have The Heart" (WB) 21/T
 EAMO, wVI, whar, wurk, ksoc

## XIPPER JONES "Poor Elalne" (Virgle) 20/15

 wact, Hotios Widium kuer
DEEE-UTE "Croove is In Tha Meart" (Eleltra) 13/7
 Wix. Ocla, wat wis. wics
HMALCA BOYS "Move R" (Reprise) 18:0

ADA DYER "That's What I Look For in A Lever" (Motown) 184

TEN CITY 'Whatever Mabes Yeu Hapry" (Allantic) 15/15


BUFFALO SOLDIERS "Panty" (Lata Mllartle) 15/9
 Metum wion

FATNER MC "䍝 De For Yoe" (MCA) 152
 MEW KDDS ON TNE BLOCX "Lel's Try it Agaln"' (Columbla) 14/1

KIM WATERS teatering ISMC MAYES "Jast Bo My Laby" (Warlock) $12 / 9$

FORCE MD's "Jamebody's Crylsg" (Temny BorReprise) 124

CHEBA "The Piper" (Colamhla) 12/1


## NEMAFHETS

TAKE 6/ L-o-v-e You (Reprise)
SPECUL EDMission (Podie)
SYDNEY YOUMGsL000/rsfathe GO Bind (Artat)
wOOTEN BROTNERS FTVA (MSM)
 $53 / 7$
TOO SHORT/The Greap (Jvencl) 49/5
2 UVE CREWMMma Jenta (useviartc)

M.WA/100 Mies Nad Aarria' (Mioriy).
Mowie Love Mrie in The Midde (Ms).


The Follow-Up To Their Gold Debut Album TAKE 6

## Urban Contemporary 53 UC Reporters 57\% -- and Breaker Bound!




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"Eliminating Loose Lists"
How To Set Proper Playlist/ Report Procedures
EARLY BIRD REGISTRATION FEES

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How To Brighten Your Sound With Produced Effects
"Right From The Start" Understanding The Roots Of Ratings \& Research REGISTRATION

Young Black Programmers Coalition, Inc. Scholarship Banquet - Registration

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Address
City $\qquad$ State $\qquad$ Zip $\qquad$
Phone $\qquad$ \$

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OCTOBER 19, 1990

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| :---: | :---: | :---: | :---: |
| 185/0 | 168 | 13 | 4 |
| 1790 | 163 | 10 | 6 |
| 175/5 | 146 | 22 | 7 |
| 180/0 | 128 | 46 | 6 |
| 179/2 | 127 | 44 | $\boldsymbol{s}$ |
| 178/1 | 136 | 31 | 9 |
| 183/7 | 108 | 68 | 7 |
| 183/7 | 99 | 79 | 5 |
| 182/2 | 81 | 86 | 15 |
| 169/0 | 127 | 22 | 10 |
| 165/7 | 79 | 76 | 10 |
| 161/0 | 77 | 71 | 13 |
| 176/3 | 60 | 104 | 12 |
| 183/2 | 52 | 114 | 17 |
| $170 / 3$ | 43 | 103 | 24 |
| 185/5 | 151 | 125 | 45 |
| $130 / 1$ | 73 | 44 | 13 |
| $178 / 12$ | 13 | 108 | 57 |
| 163/4 | 34 | 92 | 37 |
| 165/5 | 26 | 107 | 32 |
| $170 / 7$ | 151 | 108 | 47 |
| 168/17 | 9 | 106 | 53 |
| 17018 | 7 | 98 | 65 |
| $162 / 6$ | 19 | 77 | 56 |
| 147/7 | 7 | 85 | 55 |
| 148/14 | 8 | 78 | 62 |
| 153/12 | 6 | 73 | 74 |
| 144/144 | 7 | 43 | 94 |
| 135/6 | 2 | 74 | 69 |
| 1040 | 40 | 49 | 15 |
| 141/25 | 6 | 57 | 78 |
| 117/11 | 9 | 54 | 54 |
| 80/7 | 21 | 42 | 17 |
| 720 | 21 | 39 | 12 |
| 84/7 | 9 | 45 | 30 |
| 104/9 | 1 | 35 | 68 |
| 115/27 | $t$ | 27 | 37 |
| $88 / 45$ | 2 | 17 | 69 |
| 92/13 | 2 | 33 | 57 |
| $87 / 7$ | 4 | 30 | 53 |
| 85/3 | 2 | 34 | 49 |
| 94/25 | 0 | 23 | 71 |
| 93/22 | 0 | 19 | 74 |
| $80 / 7$ | 2 | 30 | 48 |
| 80/6 | 0 | 23 | 57 |
| 80/6 | 0 | 19 | 61 |
| 77/24 | 0 | 10 | 67 |
| 72/6 | 0 | 14 | 58 |
| 72/14 | 1 | 8 | 64 |
| 12/19 | 0 | 9 | 63 |

> $21051400=0$ CuMT BLACX (144) RUCKY VAN SHELTON (45) ALEXNDER A BMKER (3T) DWIDHT Y оakam (27) GEOREE STRMT (26) RODNEY CROWEL (25)
> EENTUCKY HEADKUMTERS (25) TAMYA TUCKER (24)月08 CROSBY (2) MARY-CHAPN CARPENTER (22)

## HOTTEST

JOE DIFFIE (105) मEa McEMEIRE (105) MARK CRESMUTT (79) TRAVS a jOMES (74) GARTH BRODKS (EZ)
sallue a The Bors (58) hoLLY duka (37) EXILE (35) ANME MURAY (34) EDOIE RABBITT (29)

## MEMYAETHIS

AARON TIPPIN/You've Got (RCA) 73/14 Curron Oan Thee Tass (16n Ave/Cut) $72 / 6$ ROB CROSBYA ON WI Bring Her_(Area) , $57 / 23$ BuY EENEEDY What A Wir To60(Wa) ...45/71 MCERIDE STME RIDE Filis (MCA) . . . $27 / 7$ SEFCHWCETalin'ToYour (Vere) $27 / 0$
 CUYTOW GREGOAY/Cadthtion. (SOR) 14/9
 10 boLDens/ive Me Padk (Cip) ......... $11 / 2$

New artists have not yot had a Country Areaker ar concurent alplay from $60 \%$ of reporting atations.

MOST Asote 4 HOTTEST lit those songs adier. ng the most adse nasionaty and the norge reovited nocent cumeles tus at our mootirs. The nuper in pewenheses imedelsy fotowng The solge in Wout ASSes A Mobest haccates me now notber of Covely mbotirs adSing No soop ma seek or nobing that the sorg is moveg pier liet hat. seok

## CUNT BLACK

Put Yourself In My Shoes (RCA)
On 785 of reporting stations. Rotations: Heavy 7, Medium 43, Light 94 , Total Adds 14 L Including WPOC, WYRK, WAJR, WYNY, WSOC, KIXK, KRLTFM, KHAK, KFKF, WDAF, WOW, KIK-FM, KVOC, KZZA, KUPL. Debuts at number 28 on the Country chart.

Braakevs are those reconds that have achieved concurrent aiplay at $60 \%$ of our reporting stations. Now \& Active reconds are those receiving aippley at $30.59 \%$ of the stations. Records in Slignilicant Actlon are raceiving ailipley ar $6-29 \%$ of the stations. Records do not have to rasch Braaker in onder to chart. However, once a record charts, it must reach the $60 \%$ alpiogy level within the three following weeks to achieve Brseker status.

## DWIEHT YOAKAM

Turn It On, Turn it Up, Turn Me Loose (Reprise)
On 62\% of reporting stations. Rotations: Heary 1, Modlum 27, Light 87 , Total Adds 27 lnctuding WSNO, WTCA, WEZL, KKDX, KLLL, WYYD, WKKa, KIXO, KZKX, wKCO, KRST, KUAD, KKAT, Moves $43-97$ on the Country chert.

## "SAY IT'S NOT TRUE"

IT IS TRUE...This is a smash guaranteed to touch your listeners!


The new single and video from Lionel Cartwright on MCA Records.

## NEW \& A crnvヨ

DAM sEALS "Berdertewn" (Capitiol) 104/3


ROONEY CROWEL "Kov Tat Wo're Alene" (Columbla) ge25
 Wooc, why wew. what makra, wor
HAMY-CHAPIN CARPEETER "Tou WIA Agale" (Colombla) 89.22

 teecontry ctan
KEVIM WELCS "Pryplisg For Rals" (Raprive) $92 / 13$

 micer YIM




## MaRIE "Lhe A Humicane" (Cart) 87/7

 ne Cunir Jeninges "Where Con Don Grow" (Eple) $30 / 5$

 ROBIX LEE "Love Latter" (Allantic) 800


## anct

MICARUE WBICHT "Woman's Ietultion" (Jrista) son

 char
TMKYA TUCKER "H Weot Be Me" (Capltal) $77 / 24$

 il on tre Corvery chat.
MRON TIPPIM "Yourve Got To stand For Somathing" (RCA) 73/4

 CARLEME CARTER "Come Oe Bact" (Reprise) 72/1s
 CUYKON "Dam These Teart" (16th Ave/Darb) 72/5
 sheLay Lhuee "Tiage Are Tough Alir Over" (Epic) $63 / 7$

AOs CROSBY "Towe Wirs Britg Hor Arount" (Arluta) 57.23



## SGNIFGANHAOTON

WIL ROSE "Eventhisg Ha Teuches" (Capltol) 49.5
 LEE ROY PARNELL "Famlly Tres" (Mrista) 472
LEE ROT PARMELL "Family Tret" (Arlsta) 47/2
 BAY KEmedy "What A Wey To $0^{-\prime}$ (Altintic) 45/11

BMMELE ALEXGMDER \& BUTCH BAXER TI Wasat Yes, It Wasn' Mp ${ }^{-1}$ (Mercarf) 43/37



## LEE GREENWOOD "Wa'vo Got IM Mase" (Capiltol) 33/20



 GEOREE STRAT TVe Come To Expect if From Yos" (MCA) 2323
 Mctaide a The RIDE "Fellise" (MCA) 27त




KELLY WILLS "Looking For Someset Uke You" (MCA) 25/6


SKIP EWimg "The Dotisd Ule" (MCA) 2S/1


PIRATES OF THE MISsissiph "Rolln' Home" (Capitel) 2 M 20


STEVE WARIMEF "There Fer Awhill" (MCA) 20/18
 sury sogguss "All Thiegr Made Mow Agaln" (Capltol) 20.12


CHARUE DAMIELS BMD "Was il $26^{\prime \prime}$ (Eple) 16:12


gapr morkis "Workin' Man thevi" (Capital) 160


 GERE WATSOM "This Ceontrr's Bloper Than Texas" (WB) 13/13



FORESTER SISTLRS "OUA Eavegh To Kegw" (WB) 120
 GOLDEMS "Tats Me Back (To The Cositry)" (Caphol) 11/2
 HOTT AKTON "Moustals Right" (DP1) 11/1
 WCuI: KTTS KYOO. KFDI

## ALEBUNTHEACNS

## ARTIST/Song Title (Labol)

Album Title
GARTH BROOKS/Unanswered Prayers (Capiliol)
ALABAMA/Forever is As Far As ITI GO (RCA)
GARTH BROOKS/The Thunder Rolls (Capilol)
ALABAMA/Here We Are (RCA)
PATTY LOVELESS//'m That Kind of Girl (MCA) RESTLESS HEART/Long Lost Friend (RCA).
JUDDS/Calling in The Wind (Curb/RCA)
GARTH BROOKS/Mc, Blue (Capitol)
No Fences
Pass it On Down No Fences Pass if On Down On Down The Line Fast Movin' Train Lore Can Build A Brigge No Fences

# TM RYAN "BREaKIN" ALL THE WAY" <br> Writen ty Red Lane and Ilestea Brock 

epic
Nashivile

## SNCLEOFTHE YEAR "WHEN I CALL YOUR NANE bo Vince Gill



After years of experience, it all came down to this... $31 / 2$ minutes of magic that earned Vince Gilla Gold Album and his first CMA Award! Congratulations!

## MCA RECORDS

## A

DANELE ALEXNOER \& BUTCH BAKER 'TW Was' You.
IT Wasnl Mo" (Mercury B7t 25t)
 HOYT AXTOH "Meantala Right" (DP1 5000)

Billit i TME Bors "Foel Suct As I" (RCA 2541-7)



 Hini Cuak foed
CuMT BLACK "Put Yoorsoll In Wy Stons" (RCA 2578-2)
 suzy aoceuss "AIS Minga Made Kew Again" (Capitol 7bsse)
 Grievin mose
GARTH SROOKs "Friente is tow Phases" (Capitel 79239)
 T. SRAHAM BROWM "Moonahadow Road" (Capitol 73269)
 thowsion Oay Namolen Puor Eui kp
Cria
CuyYow "Dan These Tears" (10at Ave-Carb 70445)
 MARY-CWHN CARPENTER "To Wis Agaln"
(Colemble 3873557 )
 Cores
CURLEME CARTER "Come On Batt" (Aaprise 7-19584)
 Lomel CaRTM
 long Mo unis tian ion Nour For
goswore Cish "What We Reilly Want" (Colentla 3873517


 MRK CHESMUTI "Teo CoNA At Home" (MCA 710SG)
 WuK COLLE "Harth Cousty Une" (MCA 7907e)


CORSIMHNOEER -Whan Yeu Lovs In Valn" (Mercery 878 30t)


ROs CROsGY "Lows Wil Brligg Mer Around" (Artata 2124)

MODNEY CROWLL "Wew That We're Alven
(Colvintia 3572563 )
thee Tony Mom, hosher Ooun Wh Mother Coost Rac Costent Whè Orente Mis Uscin Wien min Cutm

CHURLE DNNELS BND "Wat il $20^{\prime \prime}$ (Epit 347357 I
 Hon Dews colen
JOE Diffit "Homp" (Eple 34 T347)

 HOULY DUVan "You Ranty Had Mo Golag" (WB 7-197SE)



STOP EWNG "The Deted Lise" (MCA 53P16)

 E0LE "Tet" (Arlate 2075)


FORESTER SISTEAS -OU Enoogh To Know" (WB 7-117765)
 Hexer

Ynice gill "Never Knew Lensly" (MCA 53992)


00LDEMS "Take Me Back (Te The Ceantry)" (Capha/SeK 78519)
 vERM E0SDIX "This Nin' My Frit Hodeo"
(Columbla 38 73191)

 He ciase Tocio
LEE GRLERWOOD Wove Dot it Made" (Caphal 79343)
 Aeviry To Did" (SOR 422)
 IH
Reiohway 101 "Sompone Elia's Trosble Now" (WB 7-15S99)
 LMES BOUSE Yoe Jurt Oet Better Aat The Time" (MCA 53934)

ए
ALWH Jacxsow "Chasin' That Meon Ralabow" (Arrlata 2035)


WAYLOM aEMMMES "Whert Corn Dan1 Grow" (Eple 3473510 )

JU00s "Boon To Bo Bho" (Cart/RCA 25v7-7)
 K K
Bay kEwidey -What A Way To $00^{\prime \prime}$ (Atlantle B7ess)
 KEMTUCKY MEMOHUNTERS "Rock W' Roll Angal"
(Mertury 878 216)



RDown LIE "Leve Latter" (Mande 7-77535)
 Hariution me
PATTY LOVELEss "The Matry Too Loag" (MCA 79075)

a Oewid hey
sheLry trume "Thinge Are Tough AI Over" (Eple 3473521 ) Mod bot Mortoren

## M

ManiE "Lha A Herteans" (Carb 76eto)


Mcbeide a TMR RIDE "Fellicla" (UCA 79074)

REBA McEMTRE "Yes Le" (MCA 7tort)



 MencHaEL MARTIX MURPMEY -Conbey Leplc" (WB 7-19724)


NKE MURAKY "Feed nis Fro" (Capllal 79i83)



WLLE NELSOK "Ala't Mecestarily 30 " (Columbla 38 73510)


K.T. Osux "Cems Mext Mentey" (hCA 2867-7)



PE ROY PARNELL "Family Tres" (Arfata 2033)
 Wisclias Nory Masc Mor: Mhe Noberison
PIRATES OF ThE Mississiph "Roallo' Home" (Caplol 7w365)
 Nar Ramecier Meccorer oumomiand Muici

EDDIE Rus3itt "Amarican Bog" (Cap Hal 7809s)
 STan Nows
RESTLESS HEART "When Somebody Lowe You" (RCA 2653-7)


ButI doe royal "A Ring Where A Rleg Used To Be" (Atiantle 7-87857)

 Mblikieg (Bun) Mgr: Met Kolchen, Neison Leikn Larry Mor aden

SAWYER BROWM "When Love Cemes Callis"

## CurtM Capitol 79231)


 Hon reo wavomen
DAM SEALS "Berdertewn" (Captol 732t0)
 RICKY VAM SHELTON "Life's Umin Upe Aod Dowis" (Columbla 38 T3S57)


SHEUMDOAH "Chout In This Houss" (Columbla 38 73520)
 picry skages
Aicky skaces "He Was Os To Somattin' ( 30 He Msto Yea)" (Eple 34 7498)
 GEORGE STRAIT "Driaking Chamgagne" (MCA 7sora)
 seonge sThair "Ive come To Expect it Frem Yoa"
(MCA S3969)
 Wocinty stuart "Weatern girte" (MCA 7vess)

 Domie Oane

MROM TIPPIM "You've Got To Stand For Somethisg"
(RCA 2654-7)
whe Emory Oivity $x$. In Awon Tpepin, Budby Bock Mac Nouf-loee Ithatc RANOT TRAVIS \& GEONDE JONES "A Faw Oie Cesntry Boys" (WB 7-18S85)
Gode rote Laterig Whr Troy Saka, Merter Wiames Ner wo MniotTe
 TRMIS TMITT "Put Some Drtve In Yoer Coustr" (We 7-117715)
 awn Mon Kan Kcapm
TANYA TUCKER "il Wont Be Mo" (Captol Tess)
hout sery Crachiod Wr Ton Scepin, Cove Welers Mer Edge OWovde
 fucker
COWWAY TWITTY "Cray ls Leve" (MCA 73067)
pot dming Bomen Corvary Trety, Dee Huvy win Iven Sieves, Asidy


STEVE WARIMEA TTere For Avhlle" (MCA 53935)
meet Iscy Bomi Wri Cune wher, Nona Las Granen Me: Deidd N We Maicthwothouse Male UBCNF) Men Vecter Marwgeters
QENE WATSON "This Country's Blgger Tan Texas
(WB 7-19450) Mod: Orge go
der Mablassen kevix WELCH "Preytag For Rala" (Reprise 7-19S35)
 WiLD Rose "Everything He Tewshes (Terns To Qold)" (Cepllst 78192 )
 Move gean Mor Shaon Ceres
DOW WILLAMS "Back in My Yeanper Days" (RCA 2s77-7)

KELY WILS "Looking For Someone Lha Yoe" (MCA 53944)
 MICVEIIE WPaNMT "Women's leturios" (Artetn 200e) MickfLLE WRIGKT "Weman's latution" (Nrlata 2090)
 USCNPI Wign AIan Faiman
ywisht Yoaxam "Ters If On, Tern it Un, Tern Me Leose" (Aeprlte 7.19543)



# $R$ R Country Lidy Fax. 

3-DAY ADVANCE on the hottest Country music and radio news, Street Talk and the industry's fastest chart data turnaround.

Call R\&R to TRY IT FREEI Sent to your fax Monday evenings.

1 TRIXTER/Give It To Me Good (Mechanic/MCA) ..... 92
EVERY MOTHER'S NIGHTMARE/ ove Can Make. (Arista) ..... 56
STEVE VAIA Wouid Love To (Relativity). ..... 53
REMBRANDTS/Just The Way li is, Baby (Atco) ..... 51
FAITH NO MORE Falling To Pleces (Slash/Reprise) ..... 49
LYWCH MOB/Wiched Sensation (Elektra) ..... 48
KING'S XAts Love (Megatocce/Alantic) ..... 36
HAND OF FATEGOod LTe (WTG/EpIC) ..... 34
IGGY POP/Candy (Virgin) ..... 33
WIRE TRAIM Should She Cyy (MCA) ..... 30
METALLICA Sione Cold Cray (Eledtra) ..... 29
CONCRETE BLONDE/Czroline (RS). ..... 28
TROUBLE TRIBE/Tatoo (Chrysalis) ..... 28
14 JAME'S ADDICTIONBeen Crught Stealing (WB) ..... 23
15 CHARLATANS U.K.The Only Ome L. (Begars BanquetRCA) ..... 17
RED HOUSE Rain (SBK) ..... 17
17 JAY AAROM/ROnda (WB) ..... 16
CONCRETE BLONDE/Joey (IRS) ..... 16
MAGGIE'S DREAM/ love \& Tears (Capitol) ..... 16
20 ANTHRAX Got The Time (Megalacee/stand) . ..... 14

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 pattems are not a factor:

$$
5
$$3177 REPORTERSAnporta/iase

Abery1321,Z2 TOP/Concrete And Steel (WB)DAMM YAMKEESHIgh Enough (WB)171-10$156+$
isBLACK CROWES, Hard To Hande (Det AmericanGetten)155-10$124+$
nell young a crazy horsemansion On The hal (Reprise) . 1MEIL YOUNG \& CRAZY HORSEMansion
ERIC JOHNSOM/CIIts Of Dover (Captol)
$\therefore$ : O AC/DC/thunderstruck (Alcoo)$156+/ 4$$80+$$151-10$83-$\begin{array}{ll}151-10 & 93-15 \\ 162-10 & 54+\end{array}$
.
: : O ALLMAN BROTHERS BANDSEven Turns (Epic)
house of LORDS,Can't Find My Way Home (Simmons/RCA)
162-10$54+$
" $"$ O sTrXiove is The Ritual (A8M)
EROUT (10 TRAVEUNG WILBURYS/She's My Baby (Wibury/WB)
is is (1) DEEP PURPLE/King of Dreems (RCA)
s s 12 VAUGHAN BROTHERS/Tick Tock (Epic)
2 I 13 IINXSSulide Blonde (Alartic)
- (1) LED ZEPPELIM/Tavelling Riverside Bles (Atantic)
if \% (1) TOMMY CONWELL \& THE YOUNG...A'M Seventeen (Columbia)

$146+/ 4 \quad 66+$
$136-/ 7 \quad 74+$
$151=/ 1 \quad 52+\quad 76=$
, in is ROBERT CRAY/The Forecast (Calls For Pain) (Mercury)
in (1) JON BON JOVIMirade (Mercury)
$n \times x$ WINGERMies Away (Alantic)
it $1: 口 21$ WARRANT/Chery Ple (Columbia)
$n \quad n=8$ B08 DYLAM/Urbelierable (Caumbia)
$\eta$ is (2) QUEENSAYCHE/Empire (EMi)
an a a 20 TOY MATINEE /ast Plare Out (Reprise)
yis in (6) JOHWNY VAM ZANT/Hearts Are Gonna Roll (Atartic)
s ) is 20 LIVING COLOUR/Type (Epic)
$n=$ (2) COLIN JAMES.Keep On Loving Me Baby (Vigin)
an (20) PAUL SIMON/The Obvious Child (WB)
us in (20) TRIXTER/Give It To Me Good (MectanicMCA)
a $a=$ HEART/Stranded (Capitol)
it $a x$ in JEFF HEALEY BAND/While My Gutar Gertly Weeps (Arista)
is on is 32 SLAUGHTER/fly To The Angels (Chrysels)

- in (20 REO SPEEDWAGON/ove is A Rook (Epic)
a $x \geqslant$ CALLWhar's Happened To You (MCA)
DROU BAD COMPANYAI You Neod Somebosy (Aloo)

${ }_{3}$ il in ${ }^{3}$ ASIADays Like These (Gefen)
i is as as BAD COMPANYYoys Cry Tough (Acoc)
41 it © (DD STEVE VAIM Would Love To (Relativiy)


## "GET UP"

## "WORLD LEADER

 PRETEND""ITS THE END OF THE WORLD AS WE KNOW IT (AND 1 FEEL FINE)'

## Music From The Concert

 Documentary "TOURFILMPRO CDV
On Your Desk Now

# TRAVEUNG WILBURYS 

She's My Baby (Wilbury/WB)
$86 \%$ of our reporters on it.
WINGER
Miles Away (Atlantic)
67\% of our reporters on n .

"TEASE ME, PLEASE ME"
THE FIRST TRACK
FROM THEIR BLISTERING
NEW ALBUM
CRAZY WORLD
ON YOUR DESK NOW
$3 \rightarrow$

## ${ }^{3} \max ^{2} \mathrm{max}$ In

## 181 REPORTERS

| [WOUT (1) ZZ TOPRRecycler (WB) <br> : 13 DAMM YANKEES/Dam Yankes (WB) |  |
| :---: | :---: |
|  |  |
|  | $z$ in 4 O BLACK CROWESSTheke Your Moneymaker (Det AmericanGetten) |
| i 2 ; 4 VAUGHAN BROTHERS.Famil S Syle (Epic) |  |
| 1 i i 5 NEIL YOUNG \& CRAZY HORSE Ragoes Glory (Repriser |  |
| is : - O ERIC JOHNSOMIAh Via Musicom (Cuptol) |  |
| , 1, 7 InXS I ( Aflartic) |  |
| , is it ALMAN BROTHERS BANDSeven Turns (Epic) |  |
| \% i , AC.DCRazor's Esje (Alco) |  |
| is in (10) HOUSE OF LORDS Sahara (Simmors:ACA) |  |
|  |  |
| In is o TOMMY CONWELL \& THE YOUMG RUMBLERS/Gutar Trouble (Columbia) |  |
| x a is (3) POISOM/Flesh \& Blood (Enigma/Capito) |  |
| 3 os in (1) GARY MOORE/ Stil Got The Blues (Charism) |  |
| $0+$, is ROBERT CRAYMMidnight Stroll (Mectun) |  |
|  |  |
|  |  |
|  |  |
|  |  |
| in $n$ (c) BAD COMPANYMoly Water (Atco) |  |
|  |  |
|  |  |
| in in $n$ (2) JOHMNY VAN ZANT/Brichyrd Road (Alartic) |  |
| us is 24 LIVING COLOUR/Time's Up (Epic) |  |
| us $\quad x$ ct HEART/Brigade (Caphas) |  |
|  | n : (2) COLN JAMES/Sudden Stop (Vigin) |
| in $n$ \% 37 JEFF HEALEY BAMD. Hel To Pay (Arsta) |  |
| [DEET (5) PAUL SIMON/The Rtythm Of The Saints (WB) |  |
| 1s is as zs ROGER WATERS/the Walk Live in Berlin (Mercury) |  |
| 2 is in 30 BRUCE HORNSBY/A Night On The Town (RCA) |  |
|  |  |
| is in an 32 SLAUQHTER Stick it To Ya (Chrysals) |  |
| - is in REO SPEEDWAGON/Tre Eart, A Small Man, His Dog And A Chicken (Epic) |  |
| - $x \times$ CALLRed Moon (MCA) |  |
| y $n=35$ CHEAP TRICKMusted (Epic) |  |
| , 10 is 35 ASIAThen 8 Now (Getlen) |  |
| n $n$ w (1) CONCRETE BLONDE/8loodieting (RS) |  |
|  | * © STEVE VALPassion \& Wartare (Reativit)* |
|  | as $s$ as DON DOKKENND From The Ashes (Getten) |
|  |  |
|  | * © Various artists.Rutaiyat (Elehra) |

OCTOBER 19, 1990
"Concreto" (171) "Head's" (41) "Lovething" (22)
"High" (155) "Come" (3) "Coming" (1)
"Hard" (155) "Twice" (13) "Talks" (4)
"Tick" (129) "Telephone" (25) "Long" (14)
"Mansion (151) "Country" (1) "Over" (1)
"Cliffs" (134) "Righteous" (5) "Desert" (2)
"Suicide" (113) "Disappear" (11) "On" (6)
"Seven" (136) "Good" (7) "Shine" (4)
"Thunderstruck" (162) "Money" (24) "Fire" (1)
"Can't" (146) "Chains" (1)
"Love" (151) "Show" (1) "Edge" (1
"Seventeen" (144)
"Something" (128) "Unskinny" (6)
"Stil" (123) "Ali" (1)
"Forecast" (105) "Consequences" (1)
"Miles" (119) "Enuff" (14)
"Miracle" (113) "Blaze" (3)
"Cherry" (113) "Red" (2) "Blind" (1)
"Unbelievable" (115) "Under" (1)
"Need" (60) "Boys" (40) "Holy" (3)
Empire" (122) "Slient" (7) "Jet" (1)
"Hearts" (99) "Brickyard" (9) "Three" (1)
"Last" (106) "Remember" (1)
"Type" (79) "Pride" (2) "Solace" (2)
"Stranded" (60) "Tall" (12) "Under" (1)
"Keep" (92) "Just" (2) "Crazy" (1)
"While" (47) "Fuil" (8) "Think" (1)
"Obvious" (80) "Coast" (1) "She" (1)
"Young" (32) "Hey" (31) "Run" (1)
"Fire" (40) "Night" (23)
"Give" (92)
"Fly" (58)
"Love" (68) "Live" (2) "See" (1)
"What's" (69) "Were" (1) "Like" (1)
"Back" (65) "Wherever" (5) "Cant" (1)
"Days" (46)
"Caroline" (28) "Joey" (16)
"Would" (53)
"Mirror" (39) Forever" (4) "Crash" (1)
"Stone" (29) "You're" (12) "Inbetween" (2)

| Anpleswady | Heery | Ateplum |
| :---: | :---: | :---: |
| $176 \quad 10$ | 161 | 14 |
| 158-10 | $126+$ | 25- |
| $161+12$ | $85+$ | 69- |
| 154-10 | 87- | 56- |
| 154-10 | 83- | 64- |
| $139-/ 5$ | $92+$ | 34- |
| 125-/1 | 90- | $30+$ |
| 145-10 | 80- | 55- |
| 163-/1 | $54+$ | 74- |
| $147+/ 4$ | $67+$ | 56- |
| $153+12$ | $52+$ | 77- |
| $146=/ 4$ | $38+$ | 79- |
| $129+/ 13$ | $42+$ | 56- |
| $126+/ 18$ | $42+$ | $55+$ |
| $109-11$ | 38- | 64- |
| $126+/ 11$ | 23- | $64+$ |
| $115+/ 6$ | $27+$ | 66- |
| 114-/2 | 30- | 46- |
| 118-/2 | 22- | 75- |
| $91+126$ | 33- | $38+$ |
| $127+/ 5$ | $17+$ | $49+$ |
| $107+114$ | 11- | $73+$ |
| $107=/ 5$ | $24+$ | 51- |
| 84-10 | 21- | 43- |
| $71-/ 5$ | $27+$ | $39-$ |
| $96+/ 5$ | $12+$ | $49=$ |
| $56-14$ | 35- | $9-$ |
| 83110 | 10 | 53 |
| $59-/ 13$ | 22- | 19 - |
| $65-/ 12$ | 17- | 35- |
| $92+/ 14$ | $8+$ | $33+$ |
| $58-10$ | 25- | 17- |
| $71+/ 11$ | $17+$ | $39+$ |
| $72-/ 1$ | 5+ | 48- |
| $71-11$ | 6- | 47- |
| $46-10$ | 26- | 14- |
| $45=/ 4$ | $13=$ | $23=$ |
| 54-14 | $5+$ | $25+$ |
| 42-10 | $9-$ | 16- |
| $50+110$ | 4+ | $13=$ |

## EXPERIENCE



ZZ TOP Recycler (WB) $97 \%$ of our reporters on It .
74.89

Music
SPEAKS LOUDER THAN WORDS

DUMN YANCEES (128) ERIC JOHKSOM ( $\mathbf{~ D 2}$ ) inxs (90) VAUOHAK BROTNERS (87) BUCK CROWES (t5) NEL TOUK \& CMATY HORSE (83)
ALLMAM BROTHERS BAKD ( $\mathbf{1 0}$ ) Houst of LORDS (67) ACDC (5)


## "THUNDERSTRUCK" ©

The most requested rock track in R\&R's history.

| wTrY | wKLC | KMJX | wIOT | WZYC |
| :---: | :---: | :---: | :---: | :---: |
| Wnew | WTPA | WIRS | KICT | Kzkz |
| wDVE | wccc | WQMF | WNCD | wRUF |
| wkis | WPLR | wDIZ | KZRR | WGIF |
| kTXQ | wzBH | wHTQ | кјOT | WPGU |
| WSHE | whieb | wRDU | KIIO | KQDS |
| wxTB | WPDH | wixy | KKDJ | kJkJ |
| WLVQ | WCAF | WKGR | KPOI | WELT |
| KYY | wezx | wone | KOMP | KFMQ |
| WQPM | kLBJ | Wapl | KDJK | KSQY |
| KaZy | wave | WxIP | KRZQ | kxus |
| KUPD | kNCN | WTUE | KıPX | KWHIL |
| KRSP | KLAQ | KGGO | WKGB | KFMF |
| KONE | Wrxk | WXKE | WIZN | KTYD |
| kxpx | wckn | WLav | Wcrz | AND MORE! |
| wPYX | wFyv | WwCT | Www |  |

on Atco.

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        T*
        JANE'S ADDICTION/RIbal De Lo Habihal (WB)
        REPUCEMEMTSMLI Shook Domn (SrePegroe)
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        CURE Nover Erough frod) (tleda)
        MG日Y POPBrick By Prick (Vigin)
        LVING cOLOUR/Ime's Up (Epic)
        SOUP DRMBONStawgod Big LheMromy
        moxsx (Atartc)
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        DARLNE SUDS/Crectady (Colunbia)
        VARIOUS ARTISTSR.Da\ME (Eleca)
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        AZTEC CLMERASIITY (SImPapris)
        PUBLC IMAGE UMITED/TM Sratest Rise So far (Voinin)
        SOUL ASYLUMSal Ayyun & The Hore they Rode in On (NSM)
        HE&RT TMROsSClecputa Grip (Eleta)
        s08 mOuLD,fluck Sheets Ot Rain (Vrgin)
        AN EMONOMAL. FISH&a Emctional Fith (Nartc)
        ULTMA VIVID SCENE/joy (4NO/Counbia)
        DMA tSUZAMNE VEGANOM's Diner (NSM)
        PIT SHOP BOTSSO Fars (rad) (EMi)
        SOHOMipoyctick (mok) (Nsc)
        HUMAN LEAOUEPMmartic (ASM)
        WATERBOTS.Aoon To Aoan (EnsigvCMrgala)
        imDIGO GIRLS/Nocads, Irdiams, Sirts (Eple)
        POSIESSDar 23 (DGC)
        BRLAN ENO & JOKN CALEWiong Way UP (OpalW5)
        LUC TMES Love for All (FortanNMerory)
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        HINDU LOVE GODSNAINov Love Gods (GartRegris)
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## 120STA00E0

henou love ooos ENO actile
exeme ceavenua conetlls TACKHEAD br 60020 traveung wileurys SCRENMMG TREES

## HOTTEST

LANE'S ADOICTIOM CURE
REPLACEMEMTS
SOUP DREGONS
COCTEAU TWIKS

## nosi R1E6UミSTHE: <br> CURE

WME'S ADDICTIN
COCTEAU TWINS
UVISG COLOUR
REPLCEMERTS


## AOR TRACKS.

Conthued from Page 74

## 10STADEED

TRUVELuwashe's (151)
PAUL McCARTMEY/Rithdey (55) OUTHELDFO (53)
sac companymeed (48) 22 TOPAMad's (41) DOW HENLEYMEN (35) KJNE'S X X its (34) RODER WATERSHOF (27) BLIT IDOLProClgal (z2) $z 2$ TOP/arntion (2a)

## HOTTEST

22 TOP/Conervte (158) DAMN YANXEESAligh (124) ERIC JOHNSOMCIH (91) unxs/Sulcife (87) MEL YOUNG Manaion (33) BUCX CAOWES/Mard (80) vaughah Bhothens/Tlct (78) Houst of LOMDS/Csa' (ts) ACDCR Munderstruck (54)

ACDCDMusderstruck ( 62 ) BLACX CROWES/Fard (46) ERIC JOHNSONCIHS (4) ZZ TOP/Contrate (41) POISOM/Somothisg (30) DАй YANCEESMIDh (28) VAUGHAM BROTNERSTICK (23) QuEEMSRYCMEFEngles (20) LED ZEPPLLMTravellilg (19) GARY MOORESUIII (19)

## 

HAND OF FATE "Cood LI?" (WTB fige) 3420 (14/14)
 ROOER WATEAS festuring PAUL CARRICX 'Hey Yoo' (Mercum) $31 / 27$ (4.2)


METALLACA "Stone Covid Crary" (Eleltra) 297 (237)
 wow, koct kR20
TROUBLE TRIBE "Tathoo" (Ciryally) 28:4 (239)

CONCRETE BLONDE "Caroline" (IRS) 28.2 (23.5)
 wort, whe
JOHN HLATT "The Rest of The Dream" (AaM) 23/1 (z3/5)
 BIM woot wow
BLLY 100L "Prodigal Bhes" (Chrysuly) 28.22 (5.1)


ACOC "Meovytalia" (Atso) 24/10 (15:6)

LMES ADDICHON "Bean Caght \$Ioaling" (W8) 23/7 (17/12)

GRATEFUL DEAD "Dear Mr, FantaEy" (Arlata) 23i4 (169)
 Noar WipA WTOL K
Whew, KMOD, KIOT
VIXEN "Love is A KIlier" (EMi) 18/77 (1//)

Whot Kall xax wwit orich ome
CHARLATAMS UX "The Ont One I Know" (Beggars Bargat/RCA) 17/15 (1/0)
 RED HOUSE "Ralg" (SBK) 17/ (189)

MADGIES DREAM "Love \& Tears" (Copitol) 18.3 ( $13 / 7$ )

JAY MAON "Roods" (WB) 16/2 (172)

DARYL HALL 8 JOMN OATES "J̌o Close" (Arlata) 15:7 (14:2)
 cota ktra.

NEW a ACTIVE - Tracks bulding in arplay and coming clovest 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 diata.)

CHARTS - Abums and tracks showing continued growth are buteted. Symbols represent more $(+1)$; less $(\%)$, or equal $(-)$ reports compared to last week. On the abbum chart, current pingles are bolded, and the number of stasons glaying esch of an abum's most-reported tracks is listed in parentheses.

BREAKEAS - Abums and tracks resch Breaker status the frst week they are reported by at least $60 \%$ of our AOR reporters.

MOST ADDED - This week's most added abums and tracks.
MOST AEQUESTED - This weekis most requested tracks.
HOTTEST - This week's albums and tracks receiving the most hewry reports


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## IGGY POP KATE PIERSON ＂Candy＂

The new single．
A duet with Kate Pierson of the B－52＇s．



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## SIGNIFICANT ACTION


 Mo－You＝Ove（NWherstMCA）



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# 94. Octocer 19,1990 

## BREAKERS

## DONNY OSMOND

My Love Is A Fire (Capitol)
$70 \%$ of our reporters playing It. Moves: Up 47, Debuts 56 , Same 47, Down 0, Adds 28 Including WZPL, KBEQ, WKTI, WKSS, KIX106, WPXR, KIKMG, KROY. See Parallels, debuts at number 39.

## JON BON JOVI

Miracle (Mercury)
65\% of our reporters playing It. Moves: Up 71, Debuts 40, Same 37, Down 0, Adds 19 Including WZPL, Y108, KWSS, KUBE, HOT999, PWR92, HOT95, WGRD. See Parallels, debuts at number 38. STEVIE B
Because I Love You (The Postman Song) (LMR/RCA) $64 \%$ of our reporters playing it Moves: Up 74 , Dosututs 28 , Same 25, Down 0, Adds 40 Including WPL, WEEX, KEGL, Y95, KBEO, KDWB, KKRZ, PWR106. See Paraliels, debuts at number 33.

DEEE-LITE
Groove is in The Heart (Elektra)
63\% of our roporiters playing it Moves: $U p 92$, Dobuts 20 , Same 21 . Down 1. Adde 27 including Wzou, WAVA, KEGL, WPHR, WVSR, 98PXY, WKQB, Z104. See Parallels, moves 30-27.

UB40
The Way You Do The Things You Do (Virgin)
62\% of our reporters playing it. Moves: Up 70, Dobuts 21, Same 34, Down 2, Adds 32 Including WZOU, KEGL, Z95, Q102, KKRZ, KPLZ, JET-FM, KaKa. Soe Parallels, dobuts at number 35.

## SOHO

Hippychick (Atco)
61\% of our roporters playing H. Moves: Up 94, Dobuts 17, Same 33, Down 0, Adds 12 including WZOU, PRO-FM, KKRZ, WPGC, 999 KHI , PWR 945 , KKYK, WOMX. See Paralieles, moves 32-29.

## NJWC: ATHME

GEDRBE miciuar "Frepdomt" (Dolambla)

DAMM YANixEES Thgh Exouph ' (Wa)


Cowchirt Btowbt "Jowi" (ins)



TOWYI TOWII TONEI "Faels Good" (Wisp Polydor)



## Ato sPLEDWAGOM "Leve is A Rock" (Epic)


"WFORManow socier "Thin" (Tomey Boy Reprlae)
 Cheted en tis
WTMetR "Wes Awry" (Allantle)


## Chated at bes <br> CXNDYMXX 'Tepedds' Besta" (Eple)

 ASU "Days Lhs Theve" (Beffes)

 new Los Ox THE 3LOCX Lat' Try il Agals" (Celumbla)
 zula coner ar grs
cuss Foniluo "De The Wry Uq" (Ctryalla)

 sUujourter Fhy Te The Angels" (Dirpuala)



Billy joet "Ane So 月i Eses" (Coltmbla)
 CNEAP TINCX "Wherever Weuld I Bo" (5pk)


 OUTRILD "For Yoe" (MCA)

BEL BN OEVDE "B.D.D. (I Thooght Hitas Ma)" (NCA)
 VAUGHaM BhoThens "That Teek' (Kple)


20STADEヨO
BEOAGE MCHARL (49) OUTFEL (76) CHEAP TRICK ( 5 ) STEVE 8 (40) 480 (22)
OONOY OSMOND (28)
DEEE UTE (27)
cathy denes (in)
Billy Joel (27) VIXEN (26)


DAMN YANKEES (12])
COMCRETE BLOMOE (9)
TOMII TONII TONEI (74)
canormas (73)

REO SPEEDWAOOM ( $\$ 3$ )
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Astit ( 51 )
ntw kips On The atock (45)
suackren (4)

## HOTTEST

VANLL ICE (15s)
JAMES WCRM (1)
JAMET ACCSON ( 92 )
aLas ( $\mathbf{1 2}$ ) C.C. RUMEB (ES) AIGKTEOUS BROTMERS (55) MARIAH CAREY ( 55 ) ARLAK CAREY (5
POISON (51) POISON (51)
wARRAMT (43) WARRAMT (43)
mRXS (41)
HOXS (41)
MESES (41)

## Most Active $=$ Ups + Debuts - Downs


 PRikce "Wew Puwer ©eneratios" (Paliley Parl/wb)


PET SHOP BOYS "Jo Hand" (EM)

 DiNA featurligg SuZzwat VEed "Tom'z Diner" (AMM)

 MITA BKKER "Joul Leaplration" (Elaltra)
 j0HMKY GILL "Falrwather Friese" (Metewn)

 STYX "Love is The Ritatr" (AsM)


## - <br> GIGNIFIOANHAGHION

BRUCE MORNSEY with SHAWM COLVIK "Lott Soul" (RCA)
 sLaCK CROWES 'Hars To H
BLack CROwEs "Mard To Handle" (Det Amerlean Getten),
 PARTY "1 Fousd Leve" (Mollyabod)



sors "Deary" (Motera)
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Camir Dewkis "Just Anather Drsses" (Polytor)
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 TOMMT COWWEL \& TRE YOUNE RUMBLERS "Tm Seventeen" (Colvmbla)
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Biscuir "Niseults In The Kovse" (Columbla)



MXIN "Leve is A MiBer" (cMi)

FATM WO MORE "Falling To Pleces" (3lashfleprise)



CONDI a THE RACK BLAT "The Workd Just Kevps Os Tamisg" ( (RS)
DENISE LOPEZ -Den' Yoe Wast To Be Mint" (AMM)

NEVUE BROTMERS "Faarless" (ASM)

sOUP DRADONS "Tin Frse ${ }^{-}$(Mertar)

TECHMOTRONEC 'Rociln' Over The Beat' (38K)

setTy B00 "Dein' The $\mathrm{Do}^{\prime}$ (Rapriva)

LFiNQ cocoun "Type" (Eple)

MaRA Mcret "Show Me Kavest" (0eflen)

SEDUCTIOW 'Tlreskiown" (ABM)

CURE "Wevet Envoph" (Elettra)
Aepote sa Mort "is The Ghelti" (Jive/ACA)

(Vobrainnest (Fightra)

STEVE WONDER Keop Our Leve Altr" (Metron)
DAK FDOELEERS "Rhyth Or The Rals" (Fall Mosa fple)



TULE CRussE "Falliog" (WB)


A LOT OF BANDS WILL DEBUT THIS YEAR. ONLY A FEW WILL MAKE HISTORY.

A No. I Debut Single A No. I Video On MIV (Can't Live Without Your) Loye and Affection

Album Sales Over $1.000,000$ Units.
nong MTV's Most Requested Artiss of The Summer

"AFTER THE RAIN"
The Sc d sim te. Track and Video From The PLATINE M De it Album After The Rein

## Grje

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O. JANET JACKSONBlack Cat (ASM)

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## BREAKERS

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## DEBUTS


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canrokOen These Tears (16n AveCub) MAON TPPMN(raves Ga Io Sasd fox. PCN) CURLENE CARTERCON On Baco (Pegris)


[^0]:    Assistart Satevide Prosecitor Molanie Mines sold Ras her oflice is condetng ples negotestons with lewyers for Aoot and forser Sontioe principal Eugene White. She dectined to provide specitics of the talks. Roors pubto detender, Mora MoClure, did not rethm phone catle.
    Fines sadd she is not involved in tany decusilions win athoneys for the other the detendirts, former Sonke CTairman Ralph Servpe and enginoeing consultant Cart Hurfebaus, who provided techrical adice to FM apolicant groups formed by Sonrlie.

    As four men have unt Noverrber

    O to nosily the court of theit intenton to enter into a plea agreement. Trial has been set for Junumy 22. The men are cherged with coer. afing four interrelatod fraudident inveotnent schernes - Including Siorrise's efforts to maket inVestrnents in FM IIcence acplication groupe - that beved sorse 200 stese revidents out of $\$ 1.3$ milion. noot is scheovied for sentencing next month in a Washingtion, DC federal court on folony Iraud chieges sternning from hes work beloce the FCC. He and the ofver tree Sorciee fogres are stso under indictment in North Carolina for securities fraud.

[^1]:    KDKS/Shreveport GM- PO Bit Sharp weloomed Perfect Gentiemen to fown; the station and group heped ralse cash to fund the Shriner Hospital For Crlopled Children.

