

INSIDE:**EVERGREEN EYES GOING PUBLIC**

Evergreen Media CEO Scott Ginsburg is ready to take his radio chain public with a stock offering. Also in Radio Business: Should stations have the right to channel "indecent" or "offensive" political ads to off hours?

Page 4

30 DAYS TO INCREASED PROFITS

Irwin Pollack's 30-day management checklist will help increase your sales department's effectiveness and productivity.

Page 30

COUNTRY'S IMPACT ON ROCK RADIO

Country's explosion has come at the expense of several formats, and AOR is no exception. But what can be done about it?

Page 35

WINNING WITH CHR

Pyramid VP/Prog. Steve Rivers offers valuable observations on the state of CHR.

Page 33

IN THE NEWS...

- Ed Wodka, Joel Folger join Allison
- Susan Hoffman VP/GM at KSDO & KCLX/San Diego
- Neal Mirsky named PD at WZTA/Miami
- Pete Bolger transfers to PD post at WINZ/Miami

Page 3

- Jim Ashbery new PD at WCCO/Minneapolis
- Duane Link fills PD slot at KFXX/Portland
- Joe Cariffe VP/Station Mgr. at WZMX/Hartford

Page 10

Newsstand Price \$6.00



R&R

RADIO & RECORDS

Key Broadcast Lawmakers Re-Elected

Hollings, Inouye to remain on key Senate committees; prime FCC critic Dingell returns; economy, health care to dominate docket

WASHINGTON — With a few notable exceptions, those lawmakers who most influence radio issues survived the election and will return to Capitol Hill in January for a legislative session that promises to keep industry lobbyists hopping.

"A lot of [broadcast-related] issues are going to be in play," predicted one source.

On the Senate side, the two lawmakers with the most broadcast clout, Ernest Hollings (D-SC) and Daniel Inouye (D-HI), won new six-year terms. Hollings chairs both the Commerce Committee, which oversees telecommunications issues, and the Appropriations

Radio Writeoff Plan May Return Despite Bush Veto

President Bush has vetoed a major tax bill (H.R. 11) which included provisions that would have allowed broadcasters to write off the FCC licenses and other intangible assets of newly acquired stations. However, the bill may return next year.

House Speaker Tom Foley had held off sending the bill to the president until after the election, hoping that Bush would back down on his veto pledge. But the strategy didn't work, and the measure was vetoed last Wednesday (11/4).

The president said he turned the bill down "because it includes numerous tax increases, violates fiscal discipline, and would destroy jobs and undermine small business." Although the main focus of the bill was creating urban enterprise zones, which Bush supported, he charged that the measure's original focus had been "lost in a blizzard of special interest pleadings."

WRITEOFF/See Page 28

Congressional Concerns

- Several broadcast issues to stay in play
- FCC tax, ending of ad tax deduction are possible
- Performance royalties on horizon

subcommittee that handles the FCC's budget. Inouye chairs the Communications Subcommittee.

Sen. Albert S. Gore Jr.'s (D-TN) election as Vice President created a vacancy on the Communications Subcommittee.

Radio Industry Employee Turnover Falls In '92

Business also sees 5-year drop in staffing

The ongoing decline in radio industry employment levels has led to a corresponding decrease in employee turnover.

Last June's release of the 1991 FCC Broadcast and Cable Employment Report showed a 12% drop in total employment since 1987. This was further supported by the recent study by Miller, Kaplan, Arase & Co. of staffing levels at over 400 stations. Indications are that more than one out of every six jobs have disappeared over the past five years.

With fewer jobs available, employment turnover rates have fallen. Outside of stable market-leading stations, it was not uncommon to see turnover in excess of 75% during the 1980s. Today, it is unusual to experience over a 40% turnover.

Coalition Files 'No Kids, No Foul' Indecency Plea

NAB, Infinity, networks say FCC's definition of 12-17-year-olds as children is incorrect

A coalition of broadcast groups last week asked the FCC not to cite stations for indecency unless the program cited in the complaint attracts an "appreciable" number of listeners under the age of 12.

The group made its request in comments opposing imposition of a congressionally mandated 6am-midnight ban on indecency. The agency currently bars

indecent material from 6am-8pm. During the 8pm-6am "safe harbor" period broadcasters may air allegedly indecent material without fear of agency action.

WWDC owners defend Greaseman against indecency complaints, see Page 3.

The coalition, which includes the NAB, Infinity Broadcasting, and the major broadcast networks, said focusing on the cited program's audience composition is in keeping with the U.S. Court of Appeals ruling that the FCC's indecency rules must be narrowly tailored to help shield unsupervised children from such material while affording adults reasonable access to it.

Indecent Exposure

Indeed, the coalition said, the court has previously said that

INDECENCY/See Page 28

McKinley To Top WTOP & WASH/DC

Former Noble Broadcasting executive Tom McKinley has been named Exec. VP/GM of Evergreen Media's WTOP & WASH/Washington. He replaces Michael Douglass, who exits the all-News/AC combo after 13 years but will remain with Evergreen in an undetermined capacity.



McKinley

Commented Evergreen COO Jim deCastro: "We're thrilled to have such a seasoned professional [as Tom] head Evergreen's debut in Washington, DC."

McKinley comes to his new post after four years as Noble's Senior VP/Operations. For the past year he also served as President/GM of the group's all-Sports/Modern Rock XTRA-AM & FM/San Diego. Last week he resigned both positions, citing a desire to return to the East Coast to be closer to his elderly parents.

Prior to joining Noble, McKinley served three years as President of Group W Radio Sales. His sales and management experience also includes tours with Major Market Radio, RKO Radio, WEZE/Boston, and WCAU/Philadelphia.

Just the medicine you've been looking for.



WARRANT

The Bitter Pill.

In the same way Heaven and I Saw Red won the hearts of their fans, so will Warrant's new prescription, titled The Bitter Pill. It will make hearts flutter, blood pressure rise, and sleep almost impossible.

Definitely exceed recommended dosage.

From the album "Dog Eat Dog."

Nov. 3
Detroit, MI

Nov. 4
Cincinnati, OH

Nov. 6
Saginaw, MI

Nov. 7
Battle Creek, MI

Nov. 8
Toledo, OH

Nov. 10
Milwaukee, WI

Nov. 11
Sioux City, IA

Nov. 13
Fargo, ND

Nov. 15
St. Cloud, MN

COLUMBIA

Wodka To Head Allison, KDGE

Folger to consult

Former KEGL/Dallas VP/GM Ed Wodka has been named President/CEO of Allison Broadcasting, replacing Steve Allison, who resigned. Wodka will also handle Allison's duties as GM for New Rock KDGE/Dallas. Former KEGL PD Joel Folger has also come aboard as an in-house consultant.



Wodka

Folger

"Joel will eventually be named Station Manager, and one day he'll become our GM," Wodka told R&R. "I believe that GMs in the '90s will wear more than one hat, and need [to be well versed] not only in sales, but in programming and marketing, which are two areas that Joel excels in. We're really excited about the future and are looking forward to adding another station, via an LMA, shortly."

Folger told R&R, "As we expand, this is a golden opportunity for me to grow within the management ranks. [KDGE PD] Wendy Naylor has done a marvelous job in turning the station around, but we need to see how things shake

WODKA/See Page 28

Bach To Casablanca



CEMA Distribution President Russ Bach was honored at the Neil Bogart Memorial Foundation's recent benefit. The event — themed "Return To Casablanca" — raised approximately \$1 million for pediatric leukemia, cancer, and AIDS research and care. Celebrating the occasion are (l-r) Capitol/Manhattan artist Dave Koz, T.J. Martell Foundation President Tony Martell, "Wonder Years" star Fred Savage, Bach, Neil Bogart Memorial Laboratories founder Joyce Bogart, "Evening Shade" star Marilu Henner, and Geffen/DGC President (and last year's honoree) Eddie Rosenblatt.

WWDC To FCC: Grease Is Clean Besides, kids weren't listening, says station

The licensee of WWDC-FM/Washington has told the FCC that segments of the station's Doug "Greaseman" Tracht morning show that prompted a complaint to the Commission were not indecent. But even if they were, added Capitol Broadcasting Co., they didn't air when unsupervised children were listening.

"[The] excerpts are not clearly descriptive of sexual and excretory activities or organs," said Capitol in its response to the Commission's letter of inquiry into whether November 1991 segments of Tracht's show violated the agency's indecency rules. "When examined in

context, it is apparent that the broadcasts at issue contained mere innuendo and double entendre."

The segments, Capitol added, may have offended a few people but were not "patently offensive"

GREASEMAN/See Page 28

Hoffman VP/GM At KSDO & KCLX/SD

Former KSRR & KONO/San Antonio VP/GM Susan Hoffman has been named to a similar position at Gannett N/T-Classic Rock combo KSDO & KCLX/San Diego. She succeeds Mike Shields, who exited the station.



Hoffman

Gannett Radio President Gerry

HOFFMAN/See Page 28

Mirsky, Bolger To Program At Paxson



Mirsky

Bolger

Veteran Florida programmer Neal Mirsky has been named PD at Paxson Classic Rocker WZTA/Miami. He replaces Pete Bolger, who shifts to the newly created PD slot at sister all-News AM WINZ.

"WZTA is a heritage Classic Rock station with an outstanding staff," Mirsky said. "I can't wait."

Bolger told R&R, "Anybody who knows me will tell you I'm a News

PAXSON/See Page 28

NOVEMBER 13, 1992

NEGOTIATING THE NEW ROCK PRODUCT GLUT

The overwhelming amount of New Rock releases poses problems for PDs trying to create a proper musical balance. Four programmers explain how they deal with the challenge.

Page 37

FEATURES

RADIO BUSINESS: FCC releases DAB proposal	4
NEWSBREAKERS	10
OVERVIEW	
● MANAGEMENT: Top 10 sales goofs	16
● MEDIA: 'Keef' tops 'Zine Scene	18
● LIFESTYLES: How working mothers cope	21
STREET TALK: The 'Loveline' battle, take two	22
TIMELINE	27
PERSPECTIVES: Boosting sales productivity	30
MUSIC	
● MUSIC DATEBOOK	31
● COMPACT DATA	31
● POLLSTAR	32
MARKETPLACE	46
OPPORTUNITIES	48

● PRODUCTION SERVICES SHOWCASE 8

FORMATS

CHR: Steve Rivers talks turkey	33
AOR: Country's impact on AOR	35
NEW ROCK	37
UC: Surveying success stories	38
COUNTRY: Summer '92 Scoreboard	40
Nashville This Week: Holiday happenings	44
AC: Format newcomers	45

MUSIC INFORMATION

NATIONAL RADIO FORMATS	32
MUSIC VIDEO: MTV, VH-1, The Box lists	32
WORLD MUSIC OVERVIEW: UK, Australia, Canada charts	32
NAC	50
CONTEMPORARY JAZZ	50
URBAN CONTEMPORARY	52
COUNTRY	56
COUNTRY SONG INFORMATION INDEX	61
CURRENT-BASED AC	62
ASSOCIATE REPORTERS	64
AOR ALBUMS	65
AOR TRACKS	66
NEW ROCK	67
CHR	73
PARALLEL CHART ANALYSIS	85
AC, AOR, CHR, COUNTRY, URBAN CHARTS	BACK PAGE
NEW ROCK, NAC HIGHLIGHTS	BACK PAGE

Subscription Information 310-553-4330

R&R is published weekly, except the week of December 25th. Subscriptions are available for \$275.00 per year in the United States or \$695.00 overnight delivery (U.S. funds only). \$295.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records, Inc., at 1930 Century Park West, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory Issues and other special publications. Refunds are prorated based on the actual value of issues received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, AOR Tracks, Back Page, Breakers, Most Added, National Airplay/30, Parallels, R&R, Compact Data, and Street Talk are registered trademarks of Radio & Records © 1992. POSTMASTER: Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.



FCC Turns On Stern

Exactly a year after Howard Stern joined his present home base, WXRK/New York, in November 1985, his show — which had shifted from afternoons to mornings and was now simulcast on WYSP/Philadelphia — was targeted by the FCC to determine possible obscene or indecent content following three complaints stemming from the Philly rebroadcast.

Foreshadowing the tone of today's Stern protests, one complaint worried about the "many young people who tune into this station every day."

Here are some of the alleged Stern show topics that had the FCC concerned back in November '86:

circumcision	masturbation
prostitution	menstruation
breasts	feticles
penises	sex with animals

Stern responded, "Censorship has gone so damn far in this country." He hadn't seen anything yet...

Also Celebrating 20 Years Of Excellence:

Communication Graphics Inc

FCC Releases Text Of Satellite DAB Proposal

The FCC set January 29 as the deadline for comments on its proposal to allocate S-band frequencies for satellite DAB. It's also asked for an update on terrestrial in-band DAB system development.

"We believe satellite [DAB] will provide the public with a significant improvement in radio service," the Commission said in its Notice of Proposed Rule Making. The final text was released Friday (11/6), nearly a month after its adoption at the FCC's October 8 meeting.

Under the heading "Conclusion," the FCC stated that satellite DAB "will offer high-quality digital audio, custom listening services, increased coverage, and greater immunity to interference in mobile environments. We anticipate rural areas will benefit from a wider choice of radio options.

"At the same time, we're mindful of the need to make digital audio broadcasting opportunities available to existing broadcasters and to promote the development of new terrestrial [DAB] technolo-



gies. Accordingly, we also seek to update the record in this proceeding to learn more about the state of the art of terrestrial [DAB]."

In-Band Info Sought

The FCC specifically asked for comments on the technical feasibility of in-band FM and AM DAB systems. It noted there have been many technical developments

since the Commission's initial DAB inquiry in August 1990.

When the FCC adopted the satellite DAB proposal, NAB General Counsel Jeff Baumann called it "troubling" that satellite DAB could be developed before terrestrial broadcasters get an opportunity to implement the technology and accused the Commission of making a "rush to judgment" on satellite DAB. NAB officials have indicated they will vigorously oppose the frequency allocation.

Meanwhile, former FCC Chairman Mark Fowler and former Canadian Radio & Television Commission Vice Chairman Charles Dalfen have joined the board of directors at Satellite CD Radio, which has applied for a license to operate a 30-channel satellite DAB service. Comments on SCDR's application are due at the FCC today (11/13). If license approval comes soon, SCDR President Robert Briskman says the company's subscription audio service could be in operation by late 1995.

International Broadcasters Prepare For DAB

International broadcasters say that in spite of tight budgets, they'll find money for satellite DAB when the time comes. But they also say they'll leave it to the commercial sector to actually build the expensive satellite systems.

Satellite DAB "will cost quite a lot of money and few international broadcasters will be able to afford it." Radio France Internationale Director Andre Larquie noted at a Washington conference marking Voice of America's 50th anniversary.

Vatican Radio Director Rev. Pasquale Borgomeo complained he's already scaled back short-wave broadcasts to Eastern Europe because of budget cuts. But he later told R&R that Vatican Radio will find money to lease channels once DAB satellites are launched:

"We'll have to . . . somehow."

Satellite DAB is expected to bring major programming changes to international broadcasting, although no one can yet identify what those changes will be. Several participants noted international broadcasters have already become more music-oriented and pop culture-conscious in programs intended for rebroadcast on FM or cable. Some suggested international broadcasting will sound even more like commercial radio once they're carried side-by-side on satellite channels.

"We're studying [satellite DAB] already, and one possibility is that this [service] would be commercial," Swiss Radio International Director Roy Oppenheim told R&R. But he also noted advertisers would have little interest in programs aimed at poor regions of the world.

Group Effort

WorldSpace VP Wegard Holby told a session on satellite DAB it will take a mix of international, regional, state, and commercial broadcasters to make the service successful. "We need the greatest amount of appeal to the listener to drive those radio sales," he noted. WorldSpace subsidiaries already hold licenses for DAB satellites to service Africa and the Caribbean.

None of the international broadcasters indicated any interest in funding their own satellites. Instead, they're waiting to lease channels once satellites are launched by commercial ventures. But one such entrepreneur, International Radio Satellite Corp. Chief Scientist Tom Rogers, noted this is the worst time in decades to raise capital for a new venture with a price tag in the hundreds of millions of dollars. In an effort to spur investor interest, Rogers said his company hopes to stage a satellite DAB demonstration next year.

FCC Seeks Comment On Abortion Spot

In a proceeding that combines two hot broadcast regulation issues — political ads and indecency — the FCC is seeking public comment on whether licensees should have the right to channel "indecent" or "offensive" political ads to off hours.

The issue has proven thorny, pitting the candidates' right to reasonable airwaves access and freedom from censorship against broadcasters' concerns about indecent or offensive material.

The proceeding was spawned by a spate of graphic anti-abortion TV spots aired during the recent campaign by a handful of conservative congressional candidates.

Channeling Ads

In August, the Commission staff ruled broadcasters must air political spots in their requested slots regardless of content. But four days before the election, the agency reversed itself and said licensees may limit a political ad to the 8pm-6am "safe harbor" if they "reasonably and in good faith" believe the spot is indecent. The Commission issued its call for public comments on the same day that decision was released.

That ruling was prompted by a Georgia congressional candidate's complaint after a political spot was

refused to air his 30-minute anti-abortion spot. The program featured scenes of aborted fetuses and women undergoing abortions.

Among the topics the agency wants addressed are the extent to which broadcasters should be allowed to channel political ads into off hours and whether they should be allowed to do the same with non-indecent material deemed potentially harmful to children. (An example of harmful material might include graphic footage of an execution in a candidate's anti-capital punishment spot.)

'Return To Balance'

Irv Gastfreund, representing a group of broadcasters seeking the right to channel indecent ads, hopes the proceeding will result in increased discretion for broadcasters.

"Candidates have a right to get on their soapbox," said Gastfreund. "But they don't have a right to seize broadcasters' facilities. There has to be a return to balance."



**DC
REPORT**
PAT CLAWSON

Evergreen Closes \$250M Refinancing, Eyes IPO

Evergreen Media CEO Scott Ginsburg is ready to take his radio chain public with a stock offering, now that he's officially closed a \$250 million refinancing and several new acquisitions.

"That's on the horizon. The next equity we access will be from the public markets. The company's set up to do it anytime," he told R&R.

A mountain of paperwork was signed last week at the Latham & Watkins law offices in Washington for the massive refinancing and acquisitions of KMEL/San Francisco, KASP & WKQB/St. Louis, and WTOP & WASH/Washington. A 10-bank syndicate headed by Toronto Dominion ponied up \$170 million. Other lenders included Bank of New York, Bank of Montreal, Bank of Boston, Nations Bank, Banc Paribas, Fleet, Society, and ABN Amro. Teachers Insurance invested about \$20 million for senior notes due in 1999, and Evergreen received approximately \$60 million from equity investments made by the Sheet Metal Workers Union pension fund and a merchant bank affiliated with Donaldson, Lufkin, Jenrette. Longtime investor Shearson Lehman remains a stockholder.

Ginsburg has LMA'd and plans to sell KASP & WKQB to KHTK/St. Louis owner Saul Frischling. He said Evergreen will focus on bagging duopoly deals in Los Angeles, Chicago, San Francisco, Washington, and maybe New York.

Noble, Viacom Swap Western Stations

Noble Broadcast Group and Viacom have agreed to swap Denver and Seattle stations in what their execs call a "win-win" deal. No cash is involved.

The exchange permits both companies to form dominant duopolies in their respective markets. Noble comes out ahead in the Mile High City, where it will pair AOR legend KBCO-AM & FM/Boulder with Viacom's AC leader KHOW-AM & FM. In the Emerald City, Viacom will mate Gold KBSG-AM & FM with Noble's New Rock KNDD (The End).

Other action this week:

- Several broadcasters filed comments last week supporting FCC proposals to establish a small broadcaster "incubator" program. Paxson Enterprises said the concept should also "permit the incubation of existing radio broadcasters in financial distress in local markets" by allowing successful broadcasters to buy a distressed station's non-voting or minority stock. NAB called for expansion of minority tax certificate and distress sale policies.

Broadcast Capital Fund suggested the incubator program be limited to minorities and urged relaxed ownership attribution rules affecting Small Business Investment Companies.

- If you can't beat 'em, buy 'em — or so says the Interep Radio Store. The radio rep acquired a 50% equity stake in Chicago-based Cable Media Inc. The new cable rep firm, to be called Cable Media/Interep, will continue to be managed from the Windy City by President Marci Growcock. Interep Chairman Ralph Guild said the move is part of a strategy to boost multimedia selling. CM/I and Radio Store reps will jointly pitch ad agencies and lure dollars away from spot TV.

- Jones Eastern has been fined \$20,000 for violating the main studio rule at WRSF/Columbia, NC (R&R 10/23) despite the dissent of Commissioner James Quello. He called the fine "overkill," especially since Jones had asked for — and was granted — clarification of the confusing rule. "It's nice to know after the fact that the fine's for something we didn't know we weren't in compliance with," commented company CEO C.J. Jones.

- Satellite DAB is closer to reality than you think. Canadian government officials granted an experimental license for a 12-channel airborne digital radio network to be operated by Illinois-based In-Flight Phone International and AirRadio Corp. In-Flight CEO Jack Goeken said Canadian and U.S. aircraft passengers flying between the two countries soon will enjoy continuous, uninterrupted stereo DAB service.

- Like Father, Like Son Dept.: Dave Arcara, son of CapCities/ABC Radio President Jim Arcara, is the proud new owner of his first radio station. He's closed his \$550,000 purchase of WZRC/Ballston Spa, NY, a move-in and upgrade from the Saratoga Springs area that will allow him to serve Albany. Frank Boyle & Co. brokered the deal.

- KARX/Amarillo operator Bill Lacy has spotted a duopoly opportunity in the Helium City. He's first in line to apply for a new Class A FM there on 99.7 MHz, which he proposes to finance with \$100,000 of family funds.

- A new report from the NAACP's Pittsburgh chapter contends only 12% of the employees at Iron City radio and TV stations are African-American. The group plans to challenge license renewals of stations that don't agree to improve minority hiring.

TM Century[®] Inc.

The World Standard in Music Libraries
— in use on over 2,200 stations.

golddisc^{COMPACT}[®]
DIGITAL AUDIO

CD Hits of the week for **AC, CHR, COUNTRY, URBAN,** and **AOR.**

hitdisc^{COMPACT}[®]
DIGITAL AUDIO

TM Century
Television

Creative production and Media Placement.

jingles

The newest jingles for **KIIS-FM, WMXV, Young Country, WPLJ, B-96** and many others. Delivered to your station on CD.

MegaMusic

Complete libraries for all production needs.


POWERPLAY
MUSIC SCHEDULING SOFTWARE

Powerful, easy to use music scheduling software, in use on over 450 Stations.


TM century
Comedy
NETWORK

The best song parodies and comedy bits released weekly on CD.

Ultimate
Digital
Studio[®]

Programmable, digital system for on air playback of music and commercials.

For Information Call:
(800) TM Century

TRANSACTIONS

Houston's Hobby Family Cashes Heritage Texas AM For \$3.5 Million

Marella loses control of Pinnacle to creditors' trustee; Robertson takes big hit on distressed DC AM

Deal Of The Week

KPRC/Houston
PRICE: \$3.5 million
TERMS: Asset sale for cash
BUYER: Sunbelt Broadcasting Corp., owned 71.26% by Stephen Sellers of Houston and 28.74% by Vilma Goeb of Pearland, TX. The company is headed by President Dan Goeb, aka Dan Patrick, who does not own any stock. The company also owns KSEV/Tomball (Houston). Phone: (713) 666-9252
SELLER: H&C Communications Inc., owned by Oveta Culp Hobby and W.P. Hobby of Houston and Jessica Hobby Catto of San Antonio. Phone: (713) 993-2500
FREQUENCY: 950 kHz
POWER: 5kw
FORMAT: News/Talk
COMMENT: According to the Spring 1992 Arbitron, KSEV and KPRC have a combined 5.6 audience share for the Houston market.

stock will be transferred to trustee Lee Shubert for the benefit of creditors, principally Toronto Dominion Bank. The licenses of a subsidiary that owns WFXC & W DUR/Durham, NC are not being assigned to Shubert, but he will exercise ultimate control of the stations.

- Pinnacle's current president and 100% voting stockholder, Philip Marella, will continue working at his present salary pursuant to a new management contract. Marella will remain president and a director of Pinnacle and three of its four subsidiaries, excluding the subsidiary that's the licensee of the Durham combo.

- The trustee will have sole authority to sell stations. Upon repayment of all outstanding indebtedness, Marella will be entitled to repurchase his stock for \$1.

- If any stations are sold, the sale price must be at least 75% of the fair market value of the assets and at least 90% of the proceeds must be paid in cash.

- The bank must designate an independent appraiser "who is not a broker" to value the stations on or before December 15, 1992.

BUYER: Arlington, VA attorney Lee Shubert is acting as trustee for the company's creditors and investors. Phone: (703) 841-0606. The company's chief secured creditor is the Cayman Islands branch of Toronto Dominion Bank. The company's bondholders include Aralon Resources & Investments Co. Ltd.; Desai Capital Management; Sefinco Ltd.; Morgan Guaranty Trust Co. of New York; three Sprout venture funds managed by Donaldson, Lufkin & Jenrette Co.; S.V. Eurofund, an affiliate of Stamps Woodsum International & Co.; and two venture funds managed by Boston-based Summit Partners.

SELLER: Pinnacle Broadcasting Co. Inc., headed by Philip Marella of New York. Phone: (212) 247-1760

WSOY-AM & FM/Decatur, IL
FREQUENCY: 1340 kHz; 102.9 MHz
POWER: 1kw; 54kw at 540 feet
FORMAT: News/Talk; CHR
COMMENT: This combo was purchased in 1988 for \$8,435,000.

WDUR & WFXC/Durham
FREQUENCY: 1490 kHz; 107.1 MHz
POWER: 1kw; 2.6kw at 502 feet
FORMAT: Urban
COMMENT: This combo was purchased in 1987 for \$6.5 million.

WRNS-AM & FM/Kinston, NC
FREQUENCY: 960 kHz; 95.1 MHz
POWER: 5kw day/1kw night; 100kw at 1500 feet
FORMAT: Country
COMMENT: This combo was purchased in 1989 for \$18.6 million in a group deal that included WYAV/Conway-Myrtle Beach, SC and WYNG/Evansville, IN.

WYAV/Conway-Myrtle Beach
FREQUENCY: 104.1 MHz
POWER: 12.2kw at 981 feet
FORMAT: CHR

KAMA & KAMZ/EI Paso
FREQUENCY: 750 kHz; 93.1 MHz
POWER: 10kw day/1kw night; 100kw at 1422 feet
FORMAT: Spanish; AC
COMMENT: This combo, along with KLLL-AM & FM/Lubbock, was purchased in 1988 for \$6,890,215.

KLLL-AM & FM/Lubbock
FREQUENCY: 1590 kHz; 96.3 MHz
POWER: 1kw; 100kw at 817 feet
FORMAT: Country

Arkansas

KKOL/Hampton
PRICE: No cash consideration
TERMS: Transfer of partnership interest as intrafamily gift
BUYER: Wayne and Kathy Brewles of El Dorado, AR
SELLER: W.K. Brewles of Kenai, AK is transferring his entire one-third partnership stake in Southern Arkansas Radio Co.
FREQUENCY: 107.1 MHz
POWER: 3kw at 314 feet
FORMAT: Religious

California

KXEX/Fresno
PRICE: No cash consideration
TERMS: Intrafamily transfer of control of station assets because of owner's death
BUYER: Tami Sonder Richert of Fresno and Lana Sonder Spitz of Manhattan Beach, CA
SELLER: Estate of Dr. Sylvia Sonder is surrendering its ownership rights as co-trustee of Atlas Broadcasting Inc.

TRANSACTIONS AT A GLANCE

1992 Deals To Date:
\$1,157,693,259
 (Last Year: \$668,337,179)

Total Stations Traded This Year: 1154
 (Last Year: 946)

This Week's Action: \$9,147,810
 (Last Year: \$6,625,001)

Total Stations Traded This Week: 38
 (Last Year: 14)

Deal Of The Week:
KPRC/Houston \$3.5 million

- Pinnacle Broadcasting Restructuring No cash consideration
- WSOY-AM & FM/Decatur, IL
- WDUR & WFXC/Durham, NC
- WRNS-AM & FM/Kinston, NC
- WYAV/Conway-Myrtle Beach, SC
- KAMA & KAMZ/EI Paso
- KLLL-AM & FM/Lubbock, TX
- KKOL/Hampton, AR No cash consideration
- KXEX/Fresno No cash consideration
- KCHH/Paradise (Chico-Redding), CA \$940,000
- KJDJ/San Luis Obispo, CA \$155,000
- KBOB/West Covina (Los Angeles) No cash consideration
- KLIX-AM & FM/Twin Falls, ID \$850,000
- WNBS/Murray, KY \$170,000
- KVTO (FM CP)/Rayne, LA \$60,000
- WNTR/Silver Spring, MD (Washington, DC) \$650,000
- WNBY-AM & FM/Newberry, MI No cash consideration
- WTUP & WESE/Baldwyn-Tupelo, MS \$250,000
- WTSL-AM & FM/Hanover, NH Undisclosed
- WXMC/Parsippany, NJ \$200,000
- WYCM & WBCG/Murfreesboro, NC \$170,000
- KWCO & KXXK/Chickasha, OK \$200,000 for 50%
- WCHQ/Camuy, PR No cash consideration for majority control
- KZHT/Provo-Salt Lake City \$1 million
- KHDL & KKPL/Spokane, WA \$1 million
- WHEM (FM CP)/Eau Claire, WI \$2810

Phone: (209) 233-8803
FREQUENCY: 1550 kHz
POWER: 5kw day/1kw night
FORMAT: Spanish

KCHH/Paradise (Chico-Redding)
PRICE: \$940,000
TERMS: Asset sale for cash. The parties are operating the station pursuant to a local programming and marketing agreement.
BUYER: Golden Empire Broadcasting Co., owned by Hugh and Barbara McClung of San Francisco. The company owns KHSL-AM & TV/Chico. Phone: (916) 342-0141
SELLER: Media Mark Ltd. and KRIJ Partners, headed by Gary Weinstein and Ricardo Ramirez. Several of the partnership's principals also own KHIP/Hollister, CA. Phone: (415) 392-7077
FREQUENCY: 103.5 MHz
POWER: 1.65kw at 1233 feet
FORMAT: CHR
COMMENT: The buyer is seeking a waiver of the FCC one-to-a-market rule on grounds that KCHH is in financial distress with operating losses exceeding \$1 million.

KJDJ/San Luis Obispo
PRICE: \$155,000
TERMS: Asset sale for cash. The buyer plans to operate the station pursuant to a time brokerage agreement until the sale is consummated.

BUYER: Jaime Bonilla Valdez of Chula Vista, CA. He's the owner of KURS/ San Diego and publisher of *Diario Baja California*, a newspaper based in Tijuana, Mexico. Phone: (619) 425-2132
SELLER: Peacock Broadcasting Co., owned by Patricia Jacobsen. Phone: (209) 334-6223
FREQUENCY: 1030 kHz
POWER: 2.5kw day/700 watts night
FORMAT: The buyer plans a Spanish format.
BROKER: Miller & Associates

KBOB/West Covina (Los Angeles)
PRICE: No cash consideration
TERMS: Asset transfer pursuant to divorce settlement
BUYER: Gloria Burdette of Sherman Oaks, CA. Phone: (818) 990-5133
SELLER: Robert Burdette of Los Angeles is transferring his entire 98% stake in licensee Robert Burdette Investments Inc. He also owns KGRB/West Covina, CA. Phone: (213) 936-7080
FREQUENCY: 98.3 MHz
POWER: 2.3kw at 280 feet
FORMAT: Nostalgia

Idaho

KLIX-AM & FM/Twin Falls
PRICE: \$850,000
TERMS: Asset sale

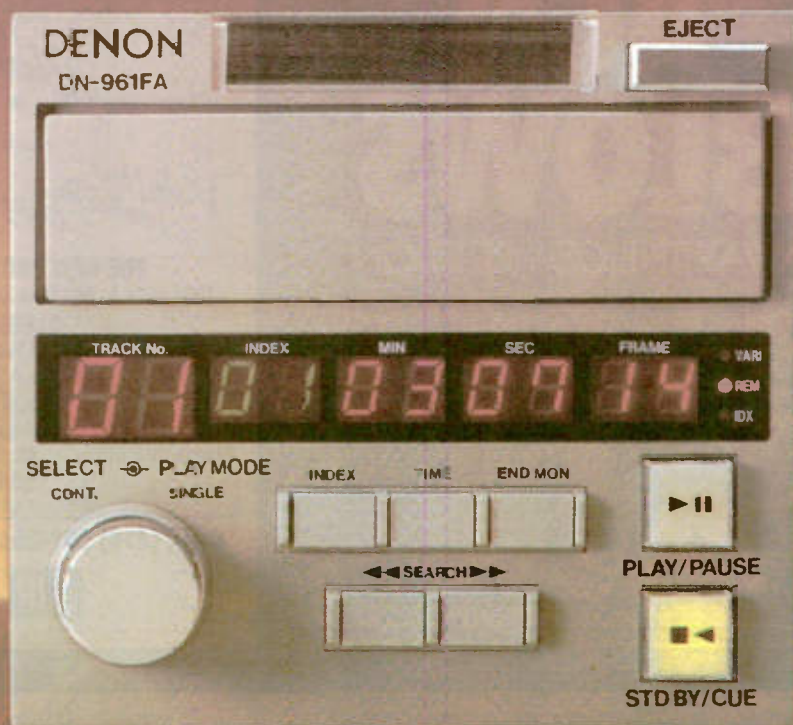
McKINLEY CAPITAL PARTNERS

LIMITED
 CAPITAL FOR MEDIA

- MERGERS AND ACQUISITIONS
- REFINANCINGS/RESTRUCTURINGS
- FINANCIAL ADVISORY SERVICES

712 FIFTH AVENUE
 NEW YORK, NEW YORK 10019
 212-956-8383
 ROBERT E. BEACHAM, MANAGING DIRECTOR

Which type of CD player is right for your station?



Denon

With its hugely successful DN-970 and DN-950 CD Cart™ Players, Denon helped make CDs the broadcast media of choice. Given the success of these industry-standard players, there were only two things Denon could do: 1. Make a CD Cart player that is smaller, faster, smarter and better; 2. Make a pro CD player that is *not* a Cart player. Denon did both.



ACD-EB CARTRIDGE WITH ATS BAR CODE.

The new DN-961FA Drawer-Loading CD Player is Denon's answer to the many broadcasters who *formerly* had to choose between the drawer-type player they needed and the Denon performance they wanted.

Its Eject-Lock during play adds another most-wanted feature to its list of attractions. Meanwhile, the new DN-951FA CD Cart™ Player dramatically improved functionality with its Auto Track Select (ATS) system, which reads bar-coded carts to *lock-in, lock-out* or *auto-cue* to a specific track.

That's not all; three-in-a-rack mounting, true instant start, and end-of-message signals with selectable time-to-end are just a few more key features of these cost-effective new players.

The DN-961FA and DN-951FA. Denon just made it twice as easy to decide which CD player is right for you.

DENON
The first name in digital audio.

PRODUCTION SERVICES SHOWCASE



PRODUCTION LIBRARIES

Aircraft has the variety of styles you're looking for in a production library.

Each of our 55 CDs is filled with :30, :60 and extended versions.

Our :30 edits are featured at the top of each disc for instant indexing.

COMPREHENSIVE AND CONTEMPORARY PRODUCTION MUSIC FOR ALL RADIO FORMATS.

"ROCK" SWEEPERS AND IOS FOR AOR AND CLASSIC ROCK, AND THE NEW "AMERICAN MUSIC SERIES".

CALL 1-800-343-2514 FOR THE LATEST AIRCRAFT DEMOS.

AC...GOLD...OLDIES IN STOCK...ON CD!

Your station will sound *great* with a Halland CD music library! Get rid of those noisy carts and worn-out 45s.... Halland's CDs will give you the sound listeners *demand...at a price you can afford.* We've got over 2500 cuts in stock...ready to make your station stand out from the competition!



Halland Broadcast Services, Inc.
1289 East Alostia Ave. Glendora, CA 91740 USA
TEL: (818) 963-6300 FAX: (818) 963-2070

WE GIVE YOU THE NEWS YOUR WIRE MACHINE MISSES.

WIRELESS FLASH®

You don't need another wire service - you need a source of wild-and-wooly stories - zany, crazy, loopy, meshuginah tales from all over the world.

We're wired for weird at WIRELESS FLASH and you get the benefit. The world's one and only oddball news service.

Six products to choose from and all priced to please a pinchpenny station manager. Weird News, Tantalizing Trivia, Fabulous Entertainment, complete Daily Almanac and a Horoscope. Not to mention the all-in-one PREP Sheet from radio's own Brad Messer.

CALL FOR A TWO WEEK FREE SAMPLE:

800-848-7796

ACN BLOWS

...AWAY THE COMPETITION

To make an impact on your market, write or call us for our demo:
The American Comedy Network,
10 Middle St., Bridgeport, CT 06604,
203-384-9443

ACN
THE BEST IN THE BUSINESS



PRODUCTION LIBRARY

The New Production Library

POWERPLAY

THE NEW PRODUCTION LIBRARY

1382 :60's & :30's Plus 300 Random Lengths on 21 CDs

\$1995 BUY-OUT

POWERPLAY 436 Hot Promo Tracks - Lasers, Drones, Stagers & Wild Work Parts

\$495 BUY-OUT

THE NEW CHRISTMAS PRODUCTION LIBRARY

Standards & Originals, :60, :30 & Random Lengths - 98 Tracks

\$95 BUY-OUT

Contact Airforce for Demo.

CALL (416) 961-2541 - FAX (416) 961-7754

AIR FORCE



The best song parodies and comedy bits on CD released weekly.

FOR INFORMATION CALL:
(800) TM CENTURY



Try It Free
For 30 Days

Plug into R&R's advance information network.

Get a 3-day jump on the hottest news, music, and competitive developments. . . all packed in a fast reading format and sent to your fax machine Monday evenings. **Call R&R to try it free!**

HOTFAX service available only to R&R subscribers

TRANSACTIONS

Continued from Page 6

BUYER: B&B Broadcasting Inc., owned by Bob Baron and George Broadbin. They own KLAD-AM & FM/Klamath Falls, OR and KEZJ-AM & FM/Twin Falls.

SELLER: Sawtooth Broadcasting Co. Inc., owned by Charlie Tuma

FREQUENCY: 1310 kHz; 96.5 MHz
POWER: 5kw day/2.5kw night; 100kw at 130 feet

FORMAT: Country; Gold

BROKER: Greg Merrill of Media Services Group Inc.

COMMENT: This transaction creates a duopoly in the Twin Falls market. The buyer is asking for an FCC waiver to sell or dispose of KEZJ (AM).

Kentucky

WNBS/Murray

PRICE: \$170,000

TERMS: Asset sale for \$10,000 cash and seven-year promissory note for \$160,000 at an interest rate yet to be agreed on by the buyer and the Bank of Murray

BUYER: Jackson Purchase Broadcasting Co., owned by Sam Parker. He owns WSJP & WBLN/Murray. Phone: (502) 753-2400

SELLER: Joe Pat James, receiver of assets formerly owned by Keith Stubblefield. Phone: (502) 759-1300

FREQUENCY: 1340 kHz

POWER: 1kw

FORMAT: This station is dark.

COMMENT: This is a duopoly deal. According to the FCC application, at least 12 stations currently serve the Murray (Paducah, KY) market.

Louisiana

KVTO (FM CP)/Rayne

PRICE: \$60,000

TERMS: Asset sale for \$30,000 cash and seven-year promissory note for \$30,000 at 7% annual interest

BUYER: Broadcast Partners Inc., owned by Philip and Shelley Lizotte of Lafayette, LA and Gregory Marx of Scott, LA. They're in the process of buying KSIG/Crowley, LA. Phone: (318) 981-9683

SELLER: Simla Broadcasting, owned

by Simla Eills of Lafayette. Phone: (318) 984-2420

FREQUENCY: 106.7 MHz

POWER: 3kw at 328 feet

Maryland

WNTR/Silver Spring (Washington, DC)

PRICE: \$650,000

TERMS: Asset sale; escrow deposit \$25,000 with additional \$375,000 cash at closing; balance of \$250,000 via three-year promissory note at 8.5% interest, payable in equal annual installments

BUYER: Capital Kids Radio Co., owned by Lawrence Kessner of Bethesda, MD and Virginia Carson of Washington, DC. They also own WRAX & WBFJ/Bedford, PA. Phone: (301) 654-0689

SELLER: Broadcast Equities Inc., headed by televangelist Pat Robertson. The company also owns WCNT/Charlotte and KNTL/Bethany, OK. Phone: (804) 424-7777

FREQUENCY: 1050 kHz

POWER: 1kw day/43.8 watts night

FORMAT: Ethnic. The buyer plans children's programming originated both locally and from the Children's Satellite Network.

COMMENT: Robertson bought this station in 1988 for \$1.6 million.

Michigan

WNBY-AM & FM/Newberry

PRICE: No cash consideration

TERMS: Intrafamily transfer of station because of owner's death

BUYER: Peggy St. Andre of Newberry, MI

SELLER: Estate of Jack St. Andre

FREQUENCY: 1450 kHz; 93.7 MHz

POWER: 1kw; 3.5kw at 262 feet

FORMAT: Nostalgia; Gold

Mississippi

WTUP & WESE/

Baldwyn-Tupelo

PRICE: \$250,000

TERMS: Asset sale for \$100,000 and non-compete agreement for \$250,000. The entire purchase price is payable via two eight-year promis-

sory notes. This transaction creates a duopoly in the Tupelo market.

BUYER: Tupelo Broadcasting Corp., owned by Donald and Sandra DePreist of Columbus, MS; Terry Barber of Tupelo; and William and Rose Cochran of Jackson, MS. The DePreists also own WPMX/Tupelo and WWZD/New Albany, MS; WKIR/Columbus; WXHT/Meridian, MS; and WKOR-AM & FM/Starkville, MS. Phone: (601) 842-1067

SELLER: Magnolia Communications Corp., headed by Zane Roden. Phone: (601) 844-1490

FREQUENCY: 1490 kHz; 92.5 MHz

POWER: 1kw; 5.4kw at 328 feet

FORMAT: News/Talk; Beautiful

New Hampshire

WTSL-AM & FM/Hanover

PRICE: Undisclosed

TERMS: Asset sale for \$10 "and other valuable consideration," which has not been disclosed. This sale is pursuant to orders of the U.S. District Court for the District of New Hampshire and the FDIC.

BUYER: RJ Communications Inc., owned by Scott Roberts of Keene, NH; Cynthia Roberts of Clifton, NJ; Eric Roberts of Manhasset, NY; and Jennifer Roberts Melowitz of New York. Scott and Cynthia Roberts own WKBK/Keene and WXOD/Winchester, NH.

SELLER: CM Communications Corp., headed by President Darrel Clark. Phone: (603) 448-1400

FREQUENCY: 1400 kHz; 92.3 MHz

POWER: 1kw; 3kw at 318 feet

FORMAT: AC

COMMENT: This combo was purchased in 1988 for \$1.95 million.

New Jersey

WXMC/Parsippany

PRICE: \$200,000

TERMS: Asset sale for \$100,000 cash and six-month promissory note for \$100,000

BUYER: James Chladek of New York. Phone: (212) 473-7540

SELLER: Erik Paige, court-appointed receiver. Phone: (201) 838-6868

FREQUENCY: 1310 kHz

POWER: 1kw

FORMAT: Nostalgia

BROKER: Laura Steele

North Carolina

WYCM & WBCG/

Murfreesboro

PRICE: \$170,000

TERMS: Asset sale for \$500 cash and a series of nine-year promissory notes. The seller also is to receive a \$350 monthly advertising credit for nine years.

BUYER: C'n'W Inc., owned by V. Bruce Whitehead and William Coleman Jr. of Rocky Mount, NC. Coleman owns 60% of WIST/Lobelville, TN. Phone: (919) 443-5965

SELLER: Roanoke Chohan Broadcasting Co., headed by President M. Scott Edwards. Phone: (919) 398-4111

FREQUENCY: 1080 kHz; 98.3 MHz

POWER: 1kw; 3kw at 302 feet

FORMAT: The buyer plans a Religious format for the AM and an AC format for the FM.

COMMENT: This combo was sold in 1986 for \$197,500.

Oklahoma

KWCO & KXXX/Chickasha

PRICE: \$200,000 for 50%

TERMS: Stock sale for cash

BUYER: Robert Martin of Chickasha is acquiring 50% of the licensee.

SELLER: Jack and Barbara Brewer are reducing their 100% ownership of Brewer Broadcasting Corp. to 50%.

FREQUENCY: 1560 kHz; 105.5 MHz

POWER: 1kw day/250 watts night

FORMAT: AC

Puerto Rico

WCHQ/Camuy

PRICE: No cash consideration for majority control

TERMS: Intrafamily stock transfer sale for no cash consideration

BUYER: Isabel Ruiz Rodriguez of Miami is increasing her ownership from 25% to 100%. Phone: (305) 558-0434

SELLER: Sandra Rodriguez Cabrera and Linda Marrero Freytes are selling their 75% ownership of licensee

HQ103 Inc. Phone: (305) 558-0434

FREQUENCY: 102.9 MHz

POWER: 50kw at 303 feet

FORMAT: Spanish

Utah

KZHT/Provo-Salt Lake City

PRICE: \$1 million

TERMS: Asset sale

BUYER: Chris Devine Media Inc., headed by Chris Devine. He owns WWBZ/Chicago.

SELLER: Golden Bear-I Broadcasting, owned by partners Stephen Marriott and Wallace Heusser. They also own KKZZ & KELF/Oxnard-Ventura, CA. Heusser also owns KKDJ/Fresno.

FREQUENCY: 94.9 MHz

POWER: 50kw at 2788 feet

FORMAT: CHR

BROKER: Paul Leonard Jr. of Star Media Group

Washington

KHDL & KKPL/Spokane

PRICE: \$1 million

TERMS: Duopoly deal and asset sale for \$1 million cash

BUYER: Silverado Broadcasting Corp., controlled by Ron Miller and John Winkel. They own KAQQ & KISC/Spokane and KWG & KSGO/Stockton, CA.

SELLER: Alpha Radio Inc., controlled by Gary Munson

FREQUENCY: 630 kHz; 96.1 MHz

POWER: 1kw; 56kw at 2380 feet

FORMAT: AC

BROKER: Elliot Evers of Media Venture Partners

COMMENT: This transaction will create a duopoly in the Spokane market. The AM has a CP to operate on 840 kHz with 50kw days and 250 watts night. This combo was purchased in 1981 for \$1.2 million.

Wisconsin

WHEM (FM CP)/Eau Claire

PRICE: \$2810

TERMS: Asset sale for cash

BUYER: Fourth Dimension Inc., a non-profit corporation headed by President Harlan Reinders. Phone: (715) 839-0109

SELLER: State of Wisconsin Educational Communications Board, headed by Exec. Director Paul Norton. The state operates an educational radio and TV network in Wisconsin with 10 radio stations, including WERN/Madison, WI. Phone: (608) 273-5521

FREQUENCY: 91.3 MHz

POWER: 550 watts at 217 feet

LOGOS AS LOW AS \$249

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

Call Today!

Communication Graphics Inc

TOLL FREE 1-800-331-4438

313 N. REDBUD • BROKEN ARROW, OK 74012 • IN OK (918) 258-6502 • FAX 1-918-251-8223

WCCO Appoints Ashbery New PD

WSB (AM)/Atlanta PD Jim Ashbery will join Full-Service AC WCCO/Minneapolis in a similar capacity.

"Jim brings with him years of experience in programming full-service AM radio," commented WCCO VP/GM Rand Gottlieb. "He also has expertise in perceptual research, as well as an engaging personality."

Before joining WSB in 1987, Ashbery was Director/Sales Development & Research at WFLA-TV/Tampa. He also spent six years with WFLA-AM & FM/Tampa, where he rose to GM.

Unavailable for comment at presstime, Ashbery joins the CBS O&O November 30.



Ashbery



Play Ball!

Katz Radio Group Syndication has entered into a joint venture with Major League Baseball Productions to launch a new radio program, "This Date In Baseball History," available to stations on a market-exclusive basis. The 90-second segments feature veteran sportscaster Mel Allen. Happy with the agreement are (l-r) Katz Radio Group Exec. VP/GM Stu Olds, KRG Syndication's Sales Manager Jason Malamud and VP Tom Gatti, MLB Productions VP/Sales & Syndication Peggy White, and KRG President Gordon Hastings.

Link Hooks Up To KFXX PD Post

Duane Link has been named PD of all-Sports KFXX/Portland. He replaces Mike Turner, who was named ND of the Apogee Communications station and its FM sister, KGON.

"Duane thinks like we do," said Apogee President/KFXX & KGON GM Jim Johnson. "He understands

the all-Sports format isn't ratings-oriented — it's more marketing-oriented."

Link comes to KFXX from WSYR/Syracuse, where he served as Program Manager. His career also includes on-air, production, and programming work at WBEN & WMJQ/Buffalo.

Cariffe Boosted At WZMX/Hartford

WZMX/Hartford VP/Sales Joe Cariffe has been promoted to the newly created position of VP/Station Manager at the Multi Market Communications AC.

"Joe's done an outstanding job in our first two-plus years of existence," MMC President/CEO David Pearlman told R&R. "This appointment is a recognition of his expanded role within the station and company."

Cariffe told R&R, "I'm proud to have played a part in the development of the successful start-up at WZMX. We're actively looking for acquisitions and other management-intensive opportunities where we can exhibit our operating skills as we have here."

Prior to joining WZMX, Cariffe was Sales Manager at KOIT/San Francisco and was an AE at KYUU/San Francisco.

Atlantic Ups Album Promotion Duo Appleton Sr. Director, Pisacane Director

Atlantic Records Director/National Album Promotion Jeff Appleton has been promoted to Sr. Director of the department, while



Appleton

Pisacane

Lea Pisacane has been tapped to succeed him.

Appleton joined the label in 1983 as a local promotion rep in Buffalo, followed by local stints in Kansas

Catron Named OM At WALR/Atlanta

Former WIGO/Atlanta GM Vern Catron has joined crosstown Urban WALR as Operations Manager, replacing Maxx Myrick, who exited earlier this year.

"We've had some recent rating

CATRON/See Page 28

ATLANTIC/See Page 28

EXECUTIVE ACTION

Merlis Promoted At Warner Bros.

Longtime Warner Bros. media relations exec Bob Merlis has been named Sr. VP/Director of Media Relations.

"Bob Merlis is the most respected spokesman and media strategist in the industry," said WB Chairman Mo Ostin. "In a very real way, he is Warner Bros. Records to the members of the press community. His contributions to this company and the artists on our roster have been extraordinary."

Merlis joined the label as press representative in 1971. He also served as OM at Bearsville Records and in the A&R department at RCA before rejoining WB in 1975. Most recently, he was WB's VP/Director of Publicity.



Merlis

WFNX Elevates Kingston To GSM

Phoenix Media/Communications Group's WFNX/Boston has elevated Andrew Kingston from NSM to GSM. He succeeds Lou Rivera, who's been promoted to VP/Sales for the station and co-Sales Director of its weekly newspaper, the Boston Phoenix.

Kingston joined the New Rock outlet in 1985 as an AE. He exited two years later for sales stints at crosstown WFXT-TV and WBCN before rejoining WFNX in 1990.

WFNX OM/PD Max Tolkoff told R&R, "This is a well-deserved promotion. Andrew has always worked well with all the departments at the station, especially programming."



Kingston

Coppola, Robinson Join Chaos

John Coppola has joined the National Top 40 promotion crossover staff of Chaos Recordings.

"I'm thrilled about the passion and knowledge John brings to us," Chaos VP/Promotion Ron Geslin said. "His relationships are proving to be more and more invaluable as each week passes."

The label has also added Lou Robinson to its Video and Rock Radio promotion staff.

"Lou's strong abilities in the art of promotion, and his keen understanding of artist development make him the ideal person for this key role," commented Label Manager Jim Cawley.

Coppola had been Associate Director/Crossover Promotion for Columbia. Robinson was Director/Promotion & Artist Relations for the Box.



Coppola

Robinson

America's Fastest Growing Radio Format
Delivers America's Fastest Growing Audience!

These Major Markets Already Signed!

- Washington D.C. • St. Louis • Denver
- Baltimore • Salt Lake City • Minneapolis/St. Paul

Congratulations! Now on the air in PHOENIX
KIDR, (formerly KMEO)

A Bonneville Broadcast Facility

For more information on the most revolutionary
new radio format to hit the air in the past 20 years, call

1-800-949-4276

"Because parents love their children more than Oldies or AC."



America's Fastest Growing Audience

“Five-star Rotation.”

-VH1

“Breakthrough Video.”

-MTV

“Four stars.”

-ROLLING STONE, LA TIMES

“Astounding.”

-BILLBOARD



“RIKO AND THE LAVENDER MOON”

the new single from

LOS LOBOS

PRODUCED BY MITCHELL FROOM AND LOS LOBOS MANAGEMENT: SIDE ONE MANAGEMENT/VECTOR MANAGEMENT

© 1992 Slash Records. You absolutely, positively have to see this video. It's that good.



Casey To Oversee Four Salt Lake City Outlets For Citadel Group

Former KXOA-AM & FM/Sacramento PD Brian Casey has been named OM at Citadel Classic Rock combo KLZX-AM & FM/Salt Lake City. He replaces Mike Beck, now PD at WDIZ/Orlando. Casey will also oversee crosstown all-News/AC



Casey

combo KCNR & KCPX, which Citadel is operating via an LMA.

"I've never had a position quite like this, which makes it very exciting," Casey told R&R. "Citadel is a fast-growing group, and there are some holes in the market that we'll be able to fill for the Salt Lake audience."

Casey programmed KXOA for four and a half years. His prior PD experience includes stints at KUDL/Kansas City and KOSO/Modesto, CA.

EARNINGS

Gaylord, Infinity On Rise

Gaylord Entertainment Company (NYSE: GET) reported third-quarter net income of \$11.5 million (27 cents per share), up 113% from \$5.4 million (17 cents) a year ago. Total revenues rose 5% to \$180.5 million from \$172.5 million. Total cash flow was \$45.2 million, up 12% from \$40.5 million.

Broadcast revenues were \$34.5 million, down slightly from \$34.6 million a year ago. However, broadcast cash flow increased 146% to \$3.6 million from \$1.5 million.



For the first nine months of this year, Gaylord had net income of \$20.6 million (49 cents), compared to a loss of \$1.2 million (four cents) a year ago. Total revenues were \$483.2 million, up 6% from \$457.0 million. Total cash flow was \$111.1 million, up 11% from \$100.3 million.

Broadcast revenues for the first three quarters of the year were \$99.6 million, down 3% from \$102.4 million. Broadcast cash flow was \$7.7 million, up 31% from

\$5.9 million for the first nine months of 1991.

Gaylord's radio properties are WSM-AM & FM/Nashville and WKY/Oklahoma City.

Infinity Broadcasting Corp. (NASDAQ: INFTA) reported third-quarter earnings of \$1.5 million (9 cents per share). That compared to a loss of \$4.7 million (79 cents) for the same period last year, before figuring in an extraordinary gain from a purchase of debt during the third quarter of 1991. That extraordinary gain had given Infinity net earnings of \$13.3 million (\$2.23) for the period.

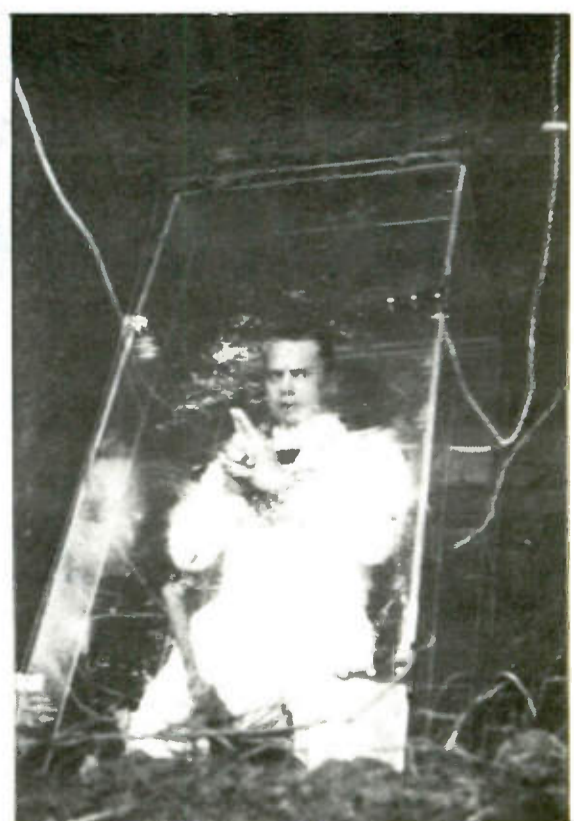
Third-quarter net revenues were \$41.7 million, up 31% from \$31.9 million a year ago. Broadcast cash flow was \$19.8 million, up 22% from \$16.2 million from the third quarter of 1991.

Infinity said much of the increase was due to its acquisition of WFAN/New York in April 1992. But even after discounting WFAN's impact, third-quarter revenues were up 6% and cash flow gained 8%.

For the first nine months of this year, Infinity reported a net loss of \$20.2 million (\$1.32), compared to

EARNINGS/See Page 28

Halloween Hi-Jinks



Among the tricks and treats offered by radio stations nationwide: (top photo) KHS-FM/Los Angeles held its first annual KHS-Tune contest, and Sports Director Vic "The Brick" Jacobs (standing), morning man Rick Dees, and News Director Ellen K joined the first-place winners for a Halloween feast; (center) KGGI/Riverside morning team Deaner & Daniels enlisted other station staffers for the "Great Pumpkin Drop" — at least one pumpkin hit its designated target after being hurled from a six-story building; (bottom) when WHHH/Indy GM Bill Shirk helped the station celebrate its first birthday as Hoosier 96 — and the 66th anniversary of Harry Houdini's death (10/30) — the event almost turned tragic. Shirk arranged to be manacled and buried alive in a plastic coffin under seven tons of wet cement, but could only free himself from the handcuffs, chains, and coffin — he was trapped underground until being rescued by paramedics. Spooky!

ATTENTION CHR AND AC RADIO STATIONS:
DO YOU KNOW THERE'S AN INNOVATIVE,
NATIONALLY SYNDICATED PERSONALITY/
MUSIC PROGRAM THAT FINALLY TOUCHES A
HUGE FORGOTTEN AUDIENCE?

Well, There is!



(To be continued...)

WESTWOOD ONE PRESENTS
IN CONCERT
THE WEEK OF NOVEMBER 23



**MR.
BIG**



HARDLINE



**ELECTRIC
BOYS**

GET IN CONCERT...CALL WESTWOOD ONE
AT 310-204-5000, OR FAX 310-840-4060



IT COULD ONLY COME FROM WESTWOOD ONE®



Radio

● **RUSS NELSON** assumes GM duties at KLVT-AM & FM/Levelland, TX. He most recently served as Sales Manager at KPAN-AM & FM/Hereford, TX.

Records

● **ROB GORDON** segues from West Coast Regional Marketing Director to Director/Artist Development at Capitol Records.



Gordon Klein

● **MARK KLEIN** has been elevated from Manager/Video Promotion to National Director/Video Promotion at Relativity Records.



Annala Kanusher

● **LISA ANNALA** shifts to Sony Music Entertainment as Manager/A&R Administration, West Coast. She formerly was Director/A&R, Artist Relations at IRS Records. In related activity, **LAWRENCE KANUSHER** has been appointed Director/Business Affairs at Sony Music International. He exits EMI Records USA and EMI Records Group North America, where he served as an attorney in the Business Affairs Department.

● **STEVEN HALPERN** — currently President of Sound Rx Records — has formed SoundWorld Rx. The independent label, specializing in jazz and World Music releases, can be contacted at P.O. Box 2644, San Anselmo, CA 94960; (415) 485-5321.

● **UNISTAR RADIO NETWORKS** is presenting the six-hour "Mike Harvey's Super Gold New Year's Eve" live via satellite from Walt Disney World. Rounding out Unistar's holiday schedule are: "Dick Clark's Rock, Roll & Remember Annual Christmas Special" (December 18-20); "Solid Gold Saturday Night Annual Christmas Special," "Super Gold," and "Country Gold Saturday Night" (December 19); "Solid Gold Country Annual 'Christmas With Elvis Presley' Special" (December 22); and two-part programs "Countdown America With Dick Clark Annual Year-End Special" and "The Weekly Country Music Countdown Annual Year-End Special" (December 25-27 and January 1-3); (800) 225-3270.

● **ABC RADIO NETWORKS** will broadcast Anthem! America's third album on November 24 at 2pm EST via Satcom C-5, transponder 23, SEDAT channel 12; (212) 456-5604.

● **WESTSTAR PRODUCTIONS** will offer "Christmas In America" — a 12-hour program showcasing the roots of the U.S.'s holiday traditions, along with new and traditional Christmas music — to News, News/Talk, AC, Gold, and full-service AM & FM stations; (800) 358-2293.

PROS ON THE LOOSE

Jack Ailx — GM/PD KXXR/ Kansas City (816) 941-3532

Cheryl Cross — Nat'l Dir. Publicity Mesa/Bluemoon Records (310) 652-8166

George & Danny — Morning team GOP/DC (202) 456-1414

Art Goewey — MD WAMO/ Pittsburgh (412) 331-1927

Lee Malcolm — Air personality WHYT/Detroit (309) 698-1001

Andrea Newton — Elektra Records Philadelphia Promo/ Mkt. Mgr. (609) 424-1176

Bill Parris — Exec. VP United Broadcasting (410) 833-0975

Gary Reynolds — PD KCDU/Dallas (214) 980-7475

Kevin "Kruiser" Seward — PD/air talent KCBQ (AM)/San Diego (619) 579-4954

David Solomon (aka Rick Davis) — Afternoons KLTG/Corpus Christi, TX (512) 857-8696

P.J. Stevens — MIDDAYS WAMO/Pittsburgh (412) 361-0857

LaBelle's Live Choir



MCA artist Patti LaBelle recruited various backup singers -- later christened the Extreme Fierce Ruling Diva Choir — for her forthcoming live album. Taking a break in the studio are (front row, l-r) backup singer Tata Vega and daughter Chloe, producer/songwriter Sami McKinney, and Choir member Lori Perry; (back row, l-r) backup vocalists Lisa Dal Bello and Denetria Champ, LaBelle, and the Choir's Jackie Gouche.

National Radio

● **TRISHA MORRISSY** joins MJI Broadcasting's newly established Los Angeles office as Director/West Coast Sales. She most recently served as AE at WMXV/New York. The branch is located at 1901 Avenue Of The Stars, Suite 1774, Los Angeles, CA 90067; (310) 553-2065.

● **JASON MALAMUD** assumes Sales Manager duties at Katz Radio Group Syndication's New York branch. He formerly held a similar post at CD Media.

Industry

● **IRWIN JAFFE** has been named President of the Famous Music Publishing Cos. He previously held a similar post at NEM Entertainment.

● **JOHN RUSCIN** has been appointed Exec. VP at Ticketmaster Corp. He most recently was Sr. VP/Acquisitions & Production at Twentieth Century Fox Film Corp.

● **BURT STEIN** — previously with DeMann Entertainment — has formed the Burt Stein Entertainment Co. The artist management firm is located at 11858 La Grange Ave., Los Angeles, CA 90025; (310) 820-0991.

CHRONICLE

Births

Sony Music VP New Music/Video Mkt. **Jon Birge**, wife Miriam, daughter Emily Carolyn, October 22.

John Fogerty, wife Julie, son Tyler Jackson, October 26.

WAER/Syracuse Development Dir. **Bob Stein**, wife Gina, son Levi, October 28.

WLTJ/Detroit ND **Gall McKnight**, husband **Metro Traffic Control** announcer **Doug Boynton**, son Wesley William, November 2.

WKSS/Hartford PD **Jay Beau Jones**, wife Susan, son Matthew John, November 2.

KSAN/San Francisco evening personality **Karen Dee**, husband **John Gloe**, son Alexander, November 7.

Changes

Matthew Kell joins Christal Radio's Detroit office as AE.

Chris Reade named Sr. AE at Set To Run Public Relations.

Columbia's 'Radio Hour' Premieres



Columbia acts James McMurtry and Shawn Colvin and Polydor/PLG artist Jules Shear performed on the first installment of the "Columbia Radio Hour," a live program hosted by WNEW-FM/New York's Jim Monaghan. On hand for the premiere were (kneeling, l-r) Columbia's Paul Rappaport, producer Mitch Maketansky, and Monaghan; (standing, l-r) Howard Schwartz Recording Studios' Howie Schwartz, Mike's Management's Jill Christianson, Mark Spector Co.'s Patty Morris, Colvin, McMurtry, Shear, Columbia's Rasa Alksninis and Leah Reid, WNEW-FM's Dan Neer and son Evan, Columbia's Julie Levine and Josh Rosenthal, and H.S. Recording Studios' Marty Newman. The program was developed in response to the label's live "Christmas With Cockburn" special last year, featuring Bruce Cockburn, T-Bone Burnett, and Sam Phillips. This year, Columbia will offer the second annual "Christmas With Cockburn" as a forthcoming Radio Hour installment.

... OH, AND BY THE WAY, DID WE MENTION THAT 44% OF ALL 25-54 YEAR OLDS CAN BE REACHED BETWEEN MIDNIGHT AND 6 AM?

WE DIDN'T?

Well, It's true!



(But wait, there's more ...)

To make story time even more fun, Mrs. Bush has brought together a panel of experts



Mrs. Bush's Story Time on the ABC Radio Networks.

Experts agree reading aloud is the most important thing you can do to help children get ready to read. And Mrs. Bush's Story Time makes it fun and entertaining. Your listeners can tune in to favorite children's stories, with special guests like Miss Piggy, Bugs Bunny, Garfield, Daffy Duck and Yogi Bear.

Mrs. Bush's Story Time

And you'll be spending some very special time with your kids. Our holiday specials and weekly story times will air this year between Thanksgiving and New Year's.

To see if Mrs. Bush's Story Time is still available in your market, call ABC's Linda Stern at 212-456-5379.

"Mrs. Bush's Story Time" is produced by ABC News in conjunction with Children's Literacy Initiative. The series is made possible by Founding Sponsor The Chase Manhattan Bank, and the Barbara Bush Foundation for Family Literacy.

abc ABC RADIO NETWORKS

MANAGEMENT

Survey: Fax Machines Increase Productivity

As usage of fax machines rises, so does productivity. According to a recent survey of *Fortune* 500 companies conducted by the Pitney Bowes/Gallup Organization, fax machines have increased these firms' productivity by 65%.

The average firm now sends 40 documents (averaging five pages each) and receives 50 six-page documents per day. Incidentally, 61% of fax users say they use the machine daily, and 85% use it at least once a week.

The types of documents most often transmitted via fax are reports (15%), purchase orders (11%), releases (6%), financial data/money transfers (5%), and general correspondence (5%).

Facts & Features

Stand-alone fax machines are employed most often by fax users. Although 91% of regular fax users have access to computers, only 21% have the capability to fax

directly from their computers. However, those who have this capability often don't use it, because at least 50% of all faxed materials are not computer-generated.

Interestingly, 46% of the regular fax users say they write notes on an original fax, then retransmit the fax with their comments.

Equal numbers of users have thermal and plain-paper machines, but 53% of those with thermal units would like to have the plain-paper variety. (Note that 64% of fax users make plain-paper copies of the faxes they receive.)

Other features frequent faxers would favor on their machines include more memory (26%), more speed (19%), and improved broadcasting features (17%).

Training & Breakdowns

Although faxing has become part of these workers' daily routines, a

mere 17% have had formal fax training, and only 32% know the cost of sending a fax. Machine manuals apparently aren't good for much except gathering dust: 87% of users have access to one, but only 15% ever refer to it.

Fax breakdowns have also become a way of life, as 62% experienced some kind of trouble in 1991. Most fax users (70%) don't know if their machines have remote diagnostic ability, but 57% say they'd use it if their machines did. However, of the 30% who are aware of this function, 54% have never used it.

Similarly, 36% of fax users have relay broadcasting capability, but only 14% use it. Sequential broadcasting is available to 47% (but only 25% use it), and 49% have delayed broadcasting capability (but only 21% use it).

IN-CAR LISTENING MEASURED

Drive-By Ratings Service Available

Mesa, AZ-based Trendata Corp. has developed a new passive ratings device that measures in-car listening by capturing passing vehicles' FM RF leakage. Trendata presently offers monthly rankings for metropolitan Phoenix and ten specific areas of the city.

Here's how it works: Unmanned units planted along busy streets search for RF leakage from passing cars. These units log the frequency, calls, number of seconds scanned, and signal strength of each "hit."

Two units (north/south and east/west) are set up at each monitoring post. A minimum of 2000 contacts are needed for a valid sample. Incidentally, the same locations are used each

month so stations can compare data and identify listening trends.

Designed as a supplement to Arbitron's service, the device doesn't gather demographic information. An AM version is currently under development. For more info, call (602) 649-3745.

Top 10 Sales Mistakes

From its home office in Langhorne, PA, sales consultants High Probability Inc. present what it's identified as the Top 10 sales mistakes:

10. High-pressure persuasion
9. Lack of self-respect
8. Lack of standards
7. Inability to hear or say "no"
6. Talking too much/questioning too little
5. Insincerity
4. Careless prospecting
3. Deceptive prospecting
2. Forgetting the prospect is a person
1. Creating an adversarial relationship.

Coming Soon!



ON-LINE

The Future!

12 Tips On How To Criticize Effectively

When one of your employees does something wrong, there's a correct way to deal with the person — and plenty of incorrect ways. Blue Cross and Blue Shield of Michigan recommend following these guidelines to convey your criticisms the right way:

Identify the behavior you disagree with, then direct your criticism toward the action, not the individual.

Be specific. Talk about actual examples and don't generalize.

Focus on changing things that realistically can be changed. Some things are beyond your control.

Use "I" and "we" when talking with the employee to stress that resolving problems is a joint effort. Don't make threats.

Make sure the employee understands the reason for your criticism.

Keep it short and sweet. Belaboring the point in a long lecture is a negative approach.

Offer incentives for changing behavior, and offer your assistance in bringing about these changes.



What Motivates Your Employees?

What employees view as motivational and what supervisors think will motivate employees are often two different things.

When Glenn Tobe & Associates asked both groups to rank the perceived desirability of 10 types of motivation, it found that workers most often look for appreciation, while supervisors think their workers would rather have money than praise.

Here's how each group ranked the 10 types of motivators:

What Employees Say They Want

1. Appreciation
2. Feeling of involvement
3. Understanding attitude
4. Job security
5. Good wages
6. Interesting work
7. Promotion opportunities
8. Loyalty from management
9. Good working conditions
10. Tactful discipline

What Supervisors Say Employees Want

1. Good wages
2. Job security
3. Promotion opportunities
4. Good working conditions
5. Interesting work
6. Loyalty from management
7. Tactful discipline
8. Appreciation
9. Understanding attitude
10. Feeling of involvement

DATELINE

1993

● January 24-28 — MIDEM '93. Palais des Festivals, Cannes, France.

● January 25 — 20th Annual American Music Awards. Shrine Auditorium, Los Angeles.

● January 31 — Super Bowl XXVII. Rose Bowl, Pasadena, CA.

● February 4-7 — RAB Managing Sales Conference. Loews Anatole, Dallas.

● February 11-13 — Gavin Convention. Westin St. Francis Hotel, San Francisco.

● February 24 — 35th Annual Grammy Awards. Shrine Auditorium, Los Angeles.

● March 3-6 — 24th Country Radio Seminar. Opryland, Nashville.

● March 6-9 — 35th Annual NARM Convention. Marriott's Orlando World Center.

● April 19-22 — 71st Annual NAB Convention. Convention Center, Las Vegas.

● May 19-23 — AWRT Convention. Walt Disney World, Orlando.

WHO SAYS YOU CAN'T WIN IN VEGAS?



"The Edge"® just hit the jackpot in Las Vegas. In its debut rating book, KEDG ranked NUMBER ONE in Adults 18-34 – the highest first book in the history of the Modern Rock format.

They didn't just roll the dice and get lucky. Instead of remaining the market's third AC station, owner George Tobin and GM Dax Tobin called Jacobs Media. We dealt them "The Edge."®

"The Edge"® – modern rock that's targeted to a modern state of mind – features groups like R.E.M., U2, The Red Hot Chili Peppers, and the B-52's. While some refer to this music as "alternative," the bottom line is that this music has become the new American mainstream.

Well-researched, with logos, hands-on sales support, and production packages ready to go, "The Edge"® is your proven

option to gambling on another spin of the "Wheel of Formats."

Call Jacobs Media today to hear more about "The Edge."® After all, if we broke the bank in Vegas, think what we can do in your market.

jacobs media

(313) 353-9030

MEDIA

'ZINE SCENE

Keef: King Of New York!

Keith Richards tells *Vanity Fair* that in NYC, not only do muggers put away their weapons and leave him alone, but cops even give him lifts in the rain. Elsewhere in the wide-ranging interview, Keef describes pollinating the lemon trees on his property with a sable brush: "Yeah man, I screw the little fuckers."

On the other limb, **Ron Wood** was attacked by his own pit bull, which he'd had for five years (*National Enquirer*).

'Mr. Rat, I Am The Man'

Michael Jackson is on the cover of *TV Guide*. Inside, *Rolling Stone* scribe **Steve Pond** notes the **Jacksons'** forthcoming TV movie sports this choice bit of deathless dialogue, spoken by the young MJ to his pet rat: "I'm just burnin' up, Mr. Rat. I may be short, but I am the man!"

Love Ltd.

Billy Ray Cyrus has left **Tanya Tucker** to return to his ex (*Globe*).

Cher's gone "from tough moll to baby doll" to win back **Richie Sambora** (*Globe*).

Shannen Doherty's romance with **Marky Mark** seems to be kaput" (*Globe*).

Stray Cats axeman **Slim Jim Phantom** and **Britt Ekland** have split (*Globe, Star*).

Finally, **Trisha Yearwood** comments on the tabloids' rumors that she's having a romance with **Garth Brooks**: "If people believe that stuff, they also believe the stuff on the next page about three-headed babies" (*People*).

Lawnmower Woman

Natalie Merchant, singer for the ultra-P.C. **10,000 Maniacs**, says, "I have the most immaculate garden. I dig out every single — I don't like to call them weeds — plant that has gone astray. And I have a manual lawnmower — an acoustic lawnmower" (*Details*).



SOLID 'BOLD' — "You know what happens. If a lot of people buy this record, then it'll be called safe. If it doesn't do so well, then it'll be called bold... daring" — **Peter Gabriel** on his new record, "Us" (*Details*).

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



ROMANCE & FINANCE — "Romantic isn't necessarily holding hands in Paris. Quite the opposite. If everyone's holding hands in Paris, then it is hardly romantic" — the "Queen of Romance," **Sade** (*Details*). With £5 million to her name, **Sade** is one of the five richest black people in Britain, according to the UK's *Weekly Journal*. Other music types in the *Top 20* are **Shirley Bassey** (No. 4, £5.2m), **Billy Ocean** (No. 8, £3m), **Maxi Priest** (No. 18, £1m), and **Soul II Soul's Jazzie B** (No. 20, £750k).

Mother Love Tone

Neneh Cherry tells *Elle* that when she told her label she was pregnant, "There was this look of 'Omigod, what're we gonna do now?' " Cherry's also on the cover of the *Face*, where she adds, "[Motherhood] meant I wouldn't be perceived as just another girl singer — and I could set the look and feel and energy of what I was about."

Meanwhile, **R.E.M.'s Michael Stipe**, who guests on Cherry's new LP, tells *Elle*, "Neneh's... very strong and that's obvious in her art and in her personal life. Women respect that, and men see and respect it as well. I'm one of the men who saw it, and I jumped at the chance to work with her."

Physical Education

Madonna, Axl Rose, and LaToya Jackson are among *Playboy's* sex stars of '92. Look for the 'zine's annual Jazz & Rock poll ballots in this month's issue, too.

Speaking of **Madonna**, she spent nearly \$1 million on a bracelet that was once **Marlene Dietrich's** (*National Enquirer*).

Chynna Phillips has lost 20 lbs., and pals are worried (*Globe*).

Morrissey tells *Details* he sees "McDonald's as the core of modern evil, because it is the death industry."

Guides To Stars' Homes

Redbook cover girl **Christie Brinkley** talks about life at home with **Billy Joel** and shows off some family snaps.

"It's not really the noise. It's that I can't sunbathe in the nude as much as I'd like to" — **Barry Manilow** complains about his neighbors the **Reagans**, whose helicopter often flies over Manilow's property. (*Entertainment Weekly, Star*)

FILMS

WEEKEND BOX OFFICE NOVEMBER 6-8

1 Passenger 57 (WB)	\$10.51
2 Under Siege (WB)	\$5.68
3 A River Runs Through It (Columbia)	\$5.04
4 The Mighty Ducks (Buena Vista)	\$4.00
5 Jennifer 8 (Paramount)*	\$3.61
6 The Last Of The Mohicans (Fox)	\$3.45
7 Candyman (TriStar)	\$2.51
8 Consenting Adults (Buena Vista)	\$2.05
9 Pure Country (WB)	\$1.57
10 Sneakers (Universal)	\$1.10

All figures in millions

* First week in release

Source: Exhibitor Relations Co.

COMING ATTRACTIONS:

This week's openers include **Spike Lee's** "Malcolm X," starring **Denzel Washington**. The film's **Qwest/Reprise** soundtrack features **Arrested Development's** "Revolution" and **Aretha Franklin's** version of "Someday We'll All Be Free," along with vintage tracks by **Duke Ellington, Ella Fitzgerald, John Coltrane,** and others.

Also opening this week is "Bram Stoker's **Dracula**," starring **Gary Oldman, Winona Ryder,** and **Anthony Hopkins**. Look for **Island/PLG** artist **Tom Waits** in a co-starring role as the notorious **Renfield**. The film's forthcoming **Columbia** soundtrack includes **Annie Lennox's** "Love Song For A Vampire," as well as a **Wojciech Kilar** score.

Also, **Cramps** singer **Lux Interior** dubs in some of **Oldman's** screams.

VIDEO

NEW THIS WEEK

● **STING: MTV UNPLUGGED** (PolyGram)

This 55-minute collection showcases the artist's recent "MTV Unplugged" appearance with interviews, previously unreleased footage, and acoustic versions of "All This Time," "Fragile," the **Police's** "Every Breath You Take" and "Message In The Bottle," and others.

● **BRYAN ADAMS: WAKING UP THE NEIGHBOURS' VIDEOS** (PolyGram)

Seven songs, 50 minutes. Clip compilation includes "Do I Have To Say The Words?," "(Everything I Do) I Do It For You," "Can't Stop This Thing We Started," and more.

● **BILLY RAY CYRUS LIVE** (PolyGram)

Fourteen songs, 60 minutes. Concert collection showcases "Achy Breaky Heart," "Could've Been Me," his version of "These Boots Are Made For Walking," and more.

● **LIONEL RICHIE: BACK TO FRONT** (PolyGram)

This hourlong clip and live performance compilation chronicles the artist's solo career with such songs as "All Night Long," "Say You, Say Me," "Running With The Night," and others. The package also features four previously unreleased videos, including "Love, Oh Love."

TELEVISION

TOP TEN SHOWS NOVEMBER 2-8

1 60 Minutes
2 Cheers
3 Movie (Sunday) ("Sinatra" Part 1)
4 Primetime Live
5 Home Improvement Northern Exposure (tie)
7 Wings
8 NFL Monday Night Football (Vikings vs. Bears)
9 Home Improvement (9:30pm)
10 Unsolved Mysteries

Source: Nielsen Media Research

All show times are EST/PST unless otherwise noted; subtract one hour for CST. Check listings for showings in the Mountain time zone. All listings subject to change.

COMING NEXT WEEK

Tube Tops

"The **Jacksons: An American Dream**" — a two-part, five-hour miniseries based on the musical careers and personal lives of the Jackson family — airs on **ABC** (Sunday, 11/15, 8pm; part two airs Wednesday, 11/18, 9pm).

Friday, 11/13

● **Wreckx-N-Effect** with **Teddy Riley**, "The Arsenio Hall Show" (syndicated; check local listings).

● **Sammy Hagar**, "The Whoopi Goldberg Show" (syndicated; check local listings).

● **Patti LaBelle**, "The Tonight Show Starring Jay Leno" (NBC, 11:35pm).

● **INXS, Poison, Mudhoney, Sonic Youth,** and **Life, Sex & Death**, "ABC In Concert" (check local listings).

Saturday, 11/14

● **Genesis** perform and are interviewed on the first installment of the two-part "The Way We Walk" special (Fox, 11pm).

● **Morrissey**, "Saturday Night Live" (NBC, 11:30pm).

Sunday, 11/15

● **Peter Noone, John Sebastian, Robbie Krieger, Richie Havens, Mark Lindsay,** and **Spencer Davis** make a music video with the Bundy clan on Fox's "Married... With Children" (9pm).

Monday, 11/16

● **Elton John** and **Bernie Taupin**, "Arsenio Hall."
● **Barry Manilow**, "Whoopi Goldberg."
● **Erasure**, "Jay Leno."

Tuesday, 11/17

● **Chubb Rock**, "Arsenio Hall."

Wednesday, 11/18

● **Kenny G**, "Arsenio Hall."
● **Ozzy Osbourne**, "Whoopi Goldberg."
● **Ricky Van Shelton**, "Jay Leno."
● **Lindsey Buckingham**, "Late Night With David Letterman" (NBC, 12:35am, Thursday).

Thursday, 11/19

● **Tanya Tucker** performs on ABC's "Delta" (8pm).

● **Linda Ronstadt** helps Homer's friend promote his rival snowplowing business on "The Simpsons" (Fox, 8pm).

● **Gladys Knight** and **Dionne Warwick** guest star on NBC's "Out All Night" (8pm).

● **WRKS/NY's Vinny Brown, KPWR/L.A.'s Frank Lozano, WGCI/Chicago's Bonnie DeShong,** and **KJMZ/Dallas's Russ Parr** attend a DJ convention on Fox's "Martin" (8:30pm).

● **Kris Kross** members **Chris Smith** and **Chris Kelly** play rival gang members on NBC's "A Different World" (8:30pm).

● **Dwight Yoakam**, "Whoopi Goldberg."

● **Youssou N'Dour**, "Jay Leno."

● **10,000 Maniacs**, "David Letterman" (12:35am, Friday).

MUSIC & MOVIES

CURRENT

● **PURE COUNTRY** (MCA)

Single: I Cross My Heart/George Strait

● **NIGHT AND THE CITY** (Hollywood)

Single: The Great Pretender/Freddie Mercury

Other Featured Artists: **Smokey Robinson & The Miracles, Capitols**

● **GLENGARRY GLEN ROSS** (Elektra)

Featured Artists: **Wayne Shorter, Jimmy Scott, Shirley Horn**

● **HONEYMOON IN VEGAS** (Epic Soundtrax)

Single: Suspicious Minds/Dwight Yoakam

Other Featured Artists: **Travis Tritt, Vince Gill, Trisha Yearwood**

● **RESERVOIR DOGS** (MCA)

Featured Artists: **Stealers Wheel, Harry Nilsson, Blue Swede**

● **ZEBRAHEAD** (Ruffhouse/Columbia)

Featured Artists: **MC Serch, Kool Moe Dee, Portrait**

● **MO' MONEY** (Perspective/A&M)

Single: Let's Get Together (So Groovy Now)/Krush

Other Featured Artists: **Color Me Badd, Ralph Tresvant**

● **SARAFINA!** (Qwest/WB)

Single: One More Time/James Ingram

● **SOUTH CENTRAL** (Hollywood)

Single: It's Alright/Classic Example

Other Featured Artists: **Cameo, Boo-Yaa Tribe, Hi-C**

● **BOOMERANG** (LaFace/Arista)

Singles: I'd Die Without You/PM Dawn (Gee Street/LaFace/Arista)

Love Shoulda Brought You Home/Toni Braxton

Other Featured Artists: **Babyface, Shanice, Boyz II Men**

COMING

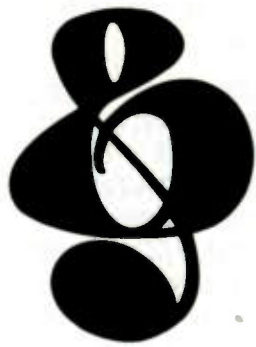
● **ALADDIN**

Single: A Whole New World (Aladdin's Theme)/Peabo Bryson & Regina Belle (Columbia)

● **THE BODYGUARD**

Single: I Will Always Love You/Whitney Houston (Arista)

**The Fifth Annual
Silver Clef Award
Dinner and Auction
For the Benefit of
The Nordoff-Robbins
Music Therapy Foundation**



**Silver Clef Award
Honorees 1992:**

ZZ TOP

Host-WNEW-FM

Dinner Chairman-Robert Krasnow

Honorary Chairman-Ahmet Ertegun

Wednesday

November 18, 1992

Roseland

239 West 52nd Street

New York City

Cocktails at seven

Dinner at eight

auction to follow

By invitation only

For further information

contact (212) 541-7948

PART TWO IN A SERIES

Ten Steps To A Better Radio Station

By Rich Meyer

Now, more than ever, it's important to identify what you want your radio station to be, and how to get it there.

And with budgets being reflective of recessionary times, it's crucial that you spend every penny where it's going to help you most.

The following ten steps will help you get your station where you need to be: on top of the ratings race.

1) IDENTIFY YOUR TARGET AUDIENCE.

Look at the make-up of your marketplace. Identify the demographics you want to target. Available format options within the marketplace will help you determine the psychographic profile of your target.

2) DETERMINE HOW TO REACH THAT AUDIENCE. What type of music will you play? What type of presentation will work for your marketplace and target audience?

3) IDENTIFY SUCCESS-

FULLY PROGRAMMED STATIONS. A good place to start is with Arbitron, and with the Monday Morning Replay Data Disk. Arbitron will tell you which stations are performing in the cells you want to target. The MMR Data Disk will reveal key elements that make those stations winners.

4) STUDY THE MUSIC. Use the MMR Data Disk to study winning stations. How are the hours constructed? How are the Gold: Current: Recurrent balances overall, and daypart to daypart? What is the vintage of the music played throughout the day? How about the balance of male/female artists?

5) IDENTIFY PROMOTIONS THAT WILL FIT YOUR "SOUND". Use the Monday Morning Replay



As you develop your '93 budget, MMR is a must inclusion!



"Tuned In" section for ideas. Every week, a new station is featured in each of five formats. All winners. Use the ideas. Adapt them for your situation.

6) POSITION YOUR STATION. Perception is reality. Use the Tuned In feature on each Monday

Morning Replay Data Disk to find ways to position your product in the minds of your listeners. Borrow and adapt phrases that will benefit your station.

7) HAVE KNOWLEDGE-ABLE AIR TALENT. The air talent should not only know about the community, they should also know about the music. "Print Off" Monday Morning Replay Artist Insights and put them in the studio. Your air talent will thank you for the ammunition.

8) IDENTIFY THE "CLUTTER QUOTIENT" AND THE SPOT LOADS AT WINNING STATIONS. Your Monday Morning Replay Data Disk will spell out what is acceptable at the leading stations. Tuned In will reveal the "Clutter Quotient."

9) STAY ON TOP OF TRENDS. Tastes change. What's hot today is not necessarily going to be hot tomorrow. Monday Morning Replay will keep you on top of radio trends.

10) USE RELIABLE AIR-PLAY INFORMATION EACH WEEK. Every week, Monday Morning Replay's monitored airplay charts will let you know

which new songs are hot, and which new songs are not! MMR will guide you to making music decisions that are right for your station, and your situation, 50 weeks a year.



MMR will guide you to making music decisions that are right for your station . . . 50 weeks a year.



INFORMATION . . . solid, real time, affordable information based on actual monitored airplay. It's the key to programming success and radio revenues beginning now, and into the future . . . there is no company, service or product available today that provides that kind of information, other than MMR. As you develop your '93 budget, MMR is a must inclusion! To demonstrate what we are talking about, subscribe for 1993 today (billed quarterly in advance), and receive the balance of 1992 free!



YES
SIGN ME UP TODAY!

PREMIUM SERVICE DISK \$50 PER MONTH, \$25 PER MONTH FOR EACH ADDITIONAL FORMAT [INDICATE FORMAT(S) BELOW].

BASIC SERVICE DISK \$25 PER MONTH, \$12.50 PER MONTH FOR EACH ADDITIONAL FORMAT [INDICATE FORMAT(S) BELOW].

- HIT RADIO
- ROCK RADIO
- URBAN RADIO
- A/C RADIO
- COUNTRY RADIO

YOU'LL GET:

BASIC SERVICE DISK: Weekly Data Disk with Multi-Format charts, Sample Hours, "Tuned In" feature stations, Video channel playlists and Editorial features. *Detailed* charts, song-by-song breakouts and label messages are provided in the format of your choice.

PREMIUM SERVICE DISK: All the features included in the Basic service, **PLUS** 24 hour music monitors on every station we track in format(s) ordered!

NAME/TITLE: _____

COMPANY/STATION: _____

ADDRESS/SUITE: _____

CITY/STATE/ZIP _____

PHONE: _____ FAX: _____

SIGNATURE: _____

SIMPLY FAX TO: 313-737-0166 - OR - SUBSCRIBE BY PHONE: 313-737-0027

LIFESTYLES

Today's Working Mothers Are Balancing Both Roles

In overwhelming numbers, working mothers are satisfied they're doing well as both career women and mothers, according to the results of a recent *Redbook* Motherhood Survey. A large majority (93.7%) believe they're managing well in the dual role.

Most Moms Work

More than two of every three mothers works — 45% fulltime,

21% parttime, and 4% at home — and 57.3% of them say they'd keep working even if they didn't need the money.

Why? Many (40.7%) like the feeling of independence they get from earning their own income, while an additional 16.4% say they feel good about what they do, and 13.5% like to be able to afford doing things with their kids.

Furthermore, as new generations of women become mothers, more women are also planning to work. While just 43% of 40+ mothers plan to work, exactly half of the thirtysomething moms and 59% of those under 30 expect to do so.

Children Not Cheated

Nearly all working mothers (97.7%) believe they're setting a good example for their kids. Most (80.4%) say they don't have to worry about their children thinking work interferes with their ability to be loving mothers.

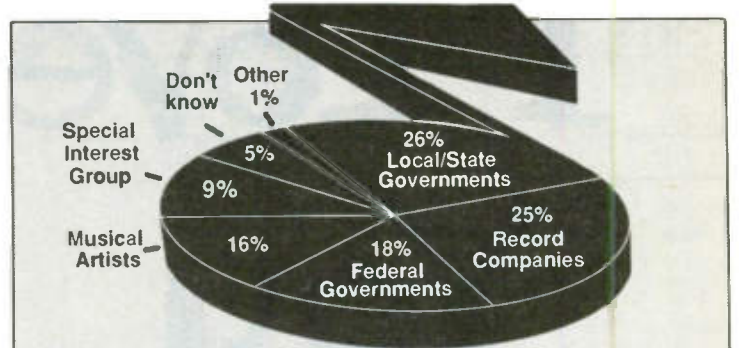
A similar number (76.7%) feel they're not depriving their children of time or attention, and 72% don't complain of feeling rushed. Overall, 92% of working mothers feel there are advantages to working outside the home, and 75% of the homemakers surveyed concur.

How Moms Manage

How are the working mothers managing? Organization plays a major role — 39.3% say they're "very organized," but family teamwork is also important. More than half (57.3%) say they're able to ask for their husbands' help if they have to work late, while another 31.3% can enlist the help of someone other than their husband.

When it comes to caring for their children during the day, 29% turn to day-care facilities and 15% rely on relatives. Interestingly, 27% have their husbands look after the kid(s), and an equal number turn to babysitters. In cases where there are children under the age of five, 61.3% of the mothers have someone else take care of them.

Leading double lives is not without its problems, though. The biggest challenges named by the working moms are disciplining the children (22.1%) and handling the demands of a family (21.9%). The stress of juggling work and home lives was cited as the largest problem by a relatively small percentage (9.3%) of the women.



Music Censorship Is Un-American

The majority (70%) of people aged 18-24 don't believe "anyone has the right to control or determine what prerecorded music can be bought or sold," according to Fuji Photo Film USA Inc. and Opinion Research Corp.'s "Voices Of Young America 2" survey.

While 4% of the nation's youth are undecided on the issue, the following chart details how the remaining 26% feel prerecorded music's sale and purchase should be regulated:

Fresh Foods Becoming More Popular

In the '80s, convenience was king — and many Americans gladly sacrificed taste for time. "Instant" and frozen foods prospered, often outselling their fresh counterparts. However, attitudes are shifting in the '90s, and a recent survey by the NYC-based Roper Organization finds fresh foods' popularity on the upswing.

In 1980, a majority (58%) of Americans preferred frozen orange juice to fresh (30%). The 1992 poll, however, shows fresh in front, 46% to 42%.

Similarly, fresh ground coffee made a 14-point jump and is now preferred by 59% of Americans, while instant coffee lost nearly half of its supporters, dropping from 43% in 1980 to 23% today.

Today's fresh preference is also prevalent in foods as well. Frozen fish's slim (42%-41%) 1980 lead is long forgotten. Today, fresh fish dominates, 50% to 29%.

Although green bean buyers still prefer canned veggies to fresh (45%-22%), the fresh variety gained five points while can-

ned dropped seven in the last dozen years.

Why We Buy

Most people who buy fresh foods today mention taste as the reason, while frozen food buyers cite convenience as their primary motivation. Interestingly, neither group indicates cost is a major factor in their purchase decision.

Among consumers, there's a general feeling that fresh foods are more nutritious than processed foods. Some also sense there's something more "genuine" about foods in their unaltered form.

Americans' increasing perception of product freshness also may influence purchase preferences. Since 1980, preference for canned soups has jumped from 49% to 63%. This increase may well be linked to a trend toward "homemade-style," non-concentrated soups.

Meanwhile, frozen french fry preference jumped eight points to 49%, perhaps because of improved packaging that helps them stay crunchy when microwaved.

HOW TO SPEAK HIP

Puzzling Evidence

Scholars have been unable to determine the origins of many of the English language's most commonly used words. For years, the roots of such terms as "bug," "lurch," "raunchy," and even "lollapalooza" have confounded linguists. Here are some more words that move in mysterious ways:

Blivet: Also called a "widget," "gizmo," "jigger," "dingus," "doohickey," "rigamajig," "thingamajig," "whatsis," or "watchamacallit," this term is used when an object is difficult or impossible to name. Adding to the confusion, the word also is used to connote something annoying, superfluous, or pointless. Also spelled "blivet" — especially by computer hackers — the word can mean a piece of hardware that's irreplaceable if broken.

Lollygag: To waste time by puttering around. The earliest example of its use in print — albeit in an alternate spelling — is from an 1862 issue of *Harper's* magazine, excerpted below:

Mr. Biggs paused and turned the flesh of the succulent lobster over with his finger. "The gentleman inside addresses hlm: "... Try ... lobster, bossy?" "Ain't got no money," said Mr. Biggs, still fingering the morsels. "Oh, come now, none o' that ere lallygag," responded the gentleman.

Copacetic: This term is defined as excellent or first-rate, but several theories abound as to its origin. The word might be a Harlem or gangster corruption of the Italian term heard as *copacetti*. It also could have been derived from the Creole French *coupesetique*, meaning "able to cope with anything." Or, it might come from the Hebrew or Yiddish *kol bese-deq*, interpreted as "all with justice." Never mind discovering its origin — people can't even agree on how to spell this word: "copacetic," "copasetic," "copasetty," "copesetic," "copisettic," or "kopasettee."

Many of the above-mentioned words and phrases can be found in the *American Heritage Dictionary of the English Language, Third Edition* (Houghton Mifflin Co./\$40). For more info, call Sandy Goroff-Mally at (617) 725-5966.

Still Undecided About Your Processing?

Here are the facts:

John Alan, CE of KLOL/Houston, put the Unity 2000 Digital Audio Processor on his station in December of '91. Look at the Ratings*:

Old Processing

Summer '91	Fall '91
5.1 (#5)	5.4 (#6)

New Processing / Unity 2000

Winter '91	Spring '92	Summer '92
5.8 (#3)	6.8 (#3)	6.3 (#3)

No format changes. No major personality changes. Now YOU decide!



2501 West 3rd Street • Cleveland, Ohio 44113 • 216.241.EDGE • Fax: 216.621.2801

*Arbitron, AOH Share, M-S, 6A-12M, MSA.



STREET TALK[®]

Mel To Milt: 'We'll Sue!'

U pdate on the Infinity "Loveline" vs. Malrite "Love Lines" battle: No legal action yet, but Monday's (11/9) *New York Post* quotes Infinity honcho **Mel Karmazin** saying, "[The title is] ours and we are going to sue them for everything they're worth." The same column includes the following response from Malrite czar **Milton Maltz**: "We have information that substantiates that Z100/NY's use of 'Love Lines' dates back to 1983. If Infinity decides to sue, we'll be in good company since they're also suing the FCC." ST's calls to Karmazin and Maltz went unreturned.

ST has learned that Infinity officially registered the term "Loveline" with the feds back in January 1990. The application claims first date of use as November 1984 — a year and a half before Infinity bought **KROQ/L.A.** Z100 claims first and continuing use of "Love Lines" since August 1983.

One source close to the dispute told ST "a dialogue is taking place between the lawyers in hopes of avoiding litigation" but "tension has been escalating" over last week's on-air tirade by KROQ "Loveline" co-host/creator **Jim "Poorman" Trenton**. Another well-placed source said, "Poorman's on-air remarks bordered on slander and defamation of character." Poorman apparently suggested that his listeners phone and fax their displeasure to Z100, which resulted in a "barrage of vulgar and disgusting faxes, bordering on the obscene, to Z100." KROQ management has since muzzled Poorman on the matter.

Meanwhile, ST hears Poorman and co-host **Dr. Drew Pinsky** have signed a deal to produce a TV pilot for **Disney**. Film crews invade KROQ studios next week, and if Disney

Arbitrend Highlights

N otable numbers from the Aug/Sept/Oct Arbitrends: **WRKS** and **WLTW** picked up a half-share each to enhance their 1-2 market standing in NYC, with **RKS** hitting 7.1. **WABC** rose 4.2-4.6, and the three CHRs lined up **WHTZ** 3.4, **WPLJ** 3.3, **WQHT** 3.2.

In L.A., CHRs **KPWR** and **KIIS** each improved a bit, but **KOST** also edged up to maintain its lead. **KRTH** and **KBIG** gained, but the big winner was Spanish **KLAX** (2.0-3.1, good for a tie with **KLOS**).

In Chitown, **WGCI-FM** tied with resurgent **WGN** for the lead at 7.3. **WUSN** picked up half a share. **Howard Stern** increased his lead in both NYC (where he dropped two-tenths but the **WINS** runner-ups lost half a point) and L.A. (where he gained two-tenths while **KLOS's Mark & Brian** lost three-tenths).

head honcho **Michael Eisner** is pleased with the results, "Loveline" will be seen initially on **KCAL-TV/L.A.**, with national syndication reportedly on the horizon.

'KBQSt. Louis Toodle-oo

On the heels of **Chase Sports/CHR** combo **KASP & WKBQ (Q106.5)/St. Louis's** sale to **Evergreen**, and the subsequent LMA with **Legend Urban Gold/CHR** combo **KXOK (Soul 63) & KHTK (Hot 97)**, **KASP & WKBQ GM Rich Gray** and the entire **WKBQ** staff — with the notable exception of morning dudes **Steve & D.C.** — were fired (11/10) . . . more than 60 people in all. Everyone was told he or she could reapply for a position the following day.

Just how many positions would actually be available was unclear, however, since plans called for **Hot 97 PD Rick Upton** to move *his* staff over to Q106.5 on Wednesday (11/11).

Complicating matters further, **Steve & D.C.** have an unassignable, play-or-pay deal, meaning **Legend** will have to renegotiate for their services. ST hears crosstown **KSD-FM** has expressed interest in the duo.

As for **Hot 97**, ST hears it'll be programmed by **KXOK PD Monica Starr**, and will flip to an Urban-leaning approach under the ID "Mix 97.1." Q106.5 will remain in the mainstream. The on-site consultant is **Stadlen Radio Associates Prez Richard Stadlen**.

Meanwhile, the **KASP** staff remains intact, and ST hears **Gray** is negotiating to buy it from **Legend**.

Continued on Page 25

Rumors

- Is that deal to bring **Brad Hunt** to Hollywood gonna happen?
- Is that long-anticipated **Houston New Rock** sign-on edging closer to reality?
- Is **WCKW/N.O.** talking seriously with **Howard Stern**? And is a Sacramento station this close to inking the **Sterminator**?
- Will **WHHH/Indy** owner **Bill Shirk** form that market's first duopoly by purchasing nearby **WGGR/Greenwood** from **Mary Hotopp**? ('GGR is currently under construction.)
- Will **WXYT/Detroit** nighttime talk host **Victoria Jones** break her contract and move to Boston?
- Is former **WLAN/Lancaster, PA APD/MD Hank Bastian** about to debut a new CHR near the former home office of "Late Night With David Letterman"?

"I Love You Period"
Dan Baird

THE VOICE OF
THE GEORGIA SATELLITES

MOST ADDED!

KEGL 24-18	KKRD add
WNVZ add 29	KF95 add
PWR92 add	KZZU add
WLAN deb 37	103CIR add
999KHI deb 40	WZYQ deb 38
WPST add	WYYS add
WKRZ deb 35	WOMP add
WYCR add 30	WCGQ add
K106 add	KMCK deb 37
I95 add 36	WJMX add
WZYP deb 39	KISR deb 40
WAPE add	WBPR add
WQUT deb 31	KWTX add
WABB add	WCIL add
WHHY add	106KHQ deb 23
K92 add	KKXL add
KTUX 39-29 HOT	KGGG add
CK105 add 38	KROC add
KKHT deb 33	KPAT add 30
WVKS 21-16 HOT	KTRS add
WIFC deb 31	B94.7 deb 28

AOR TRACKS: 4
#1 MOST REQUESTED
AOR TRACK!

In a Time of Major Changes in Our Business,
Rely on America's Leading Programmers

Pollack Media Group


984 MONUMENT ST., SUITE 105, PACIFIC PALISADES, CA 90272 • FAX (310) 454-5046 PHONE (310) 459-8556





PRINCE AND THE NEW POWER GENERATION

"7" THE NEW SINGLE FROM  PRODUCED, ARRANGED, AND PERFORMED BY PRINCE AND THE NEW POWER GENERATION

Disney Park 

© 1992 WARNER BROS. RECORDS INC. ALL RIGHTS RESERVED.



Del Amitri "Be My Downfall"

The new single from the album Change Everything

175021-5385-2/41

"Looks like two-in-a-row for DEL AMITRI!"
—Tony Novia, STAR 94/Atlanta

"We've been testing it for the past two weeks. It's doing very well with both males and females. Looks like a bigger hit than the last one!"
—Duane Shannon, KFBQ/Cheyenne

"Very emotional lyrics. This song strikes a very powerful chord with adult females. Home run!!!"
—Dave Collins, KTRS/Casper

Produced by Gil Norton • Management: John Reid for JPR Management

© 1994 AM Records, Inc. All rights reserved.



STREET TALK®

Continued from Page 22

Parris Into Ownership

After more than 20 years with **United Broadcasting**, Exec. VP **Bill Parris** resigns to form **Radio Broadcast Communications**. His first purchase is **United AM CHR WINX/Rockville, MD**, where he began his career with the company as overnight host. Expect takeover in about 40 days.

Parris plans to install a new music format designed especially for AMs, which will become a cornerstone of his firm. RBC will consult AM turnarounds along with Hispanic and UC properties.

Following a three-month leave of absence, **KABC/L.A. PD Michael Fox** formally exits to join **Perspectives Communications**, which hopes to build a weekend talk network. The

company is owned by **KABC "Food Show"** hosts **Ed Engoron** and **Joan Vieweger**, who'll do a similar program for the net.

The state of Florida has appealed Judge **Sheldon Schapiro's** (10/26) ruling throwing out most of the evidence in the drug/child pornography case against former **WPOW/Miami** VP/Prog. and morning man **Bill Tanner**. According to Tanner attorney **Robert Hertzberg**, it will be "nine months to a year" before the state's appeal is decided.

Look for Tanner to rejoin **WPOW** as VP/Ops — but not to go back on the air. He'll most likely continue to consult crosstown **Gold/Hot AC** combo **WAXY & Y100**, as well as Hispanic **WXDJ**, and may expand his consultancy into other areas.

What's Doin' In Dallas?

Lots o' chatter in Big D about **Allison New Rock KDGE** eventually making some kind of formatic move — most likely toward youth-based CHR — under new company honchos **Ed Wodka** and **Joel Folger** (see Page 3). The speculation isn't surprising, given the duo's prior experience at crosstown CHR **KEGL**.

Elsewhere in Dallas, the PD chair is still vacant at new crosstown **Gannett CHR KHKS**, although ST hears acting PD **J.J. McKay** has been gaining everyone's confidence and is the one to beat. Even if McKay doesn't get the PD nod, expect him to remain with the station.

ST hears former **KEGL** morning man **Dave "Kid" Kraddick** is a serious contender for wakeups at **KHKS**, and that the station is talking to a real Klutch player for the **APD/MD** slot. And wasn't that former **B94/Pittsburgh** night jammer **Kevin Steele** heard auditioning this week?

Entire Nation Sues Stern

A Filipino group has filed a \$65 million lawsuit against **Howard Stern** over allegedly "racist" remarks Stern made in September. The suit also names **Infinity Broadcasting**.

"He attacked not just a group of Filipinos but the entire Filipino race by calling us cannibals and saying we sell our young for sex," complained **Jimmy Romero**, a spokesperson for the **Congress of Filipino American Citizens**. Romero said the amount of the suit is based on \$1 for each Filipino in the world.

In the wake of **Evergreen's** takeover of **Century CHR KMEL/SF**, Prez/GM **Paulette Williams**, as expected, has left the station. **Evergreen** Exec. VP/COO **Jim deCastro** adds GM duties.

Will we hear **KMEL** PD **Keith Naftaly's** input at **Evergreen UC KKBT/L.A.**?

Continued on Page 27

Rumbles

- **KOMO/Seattle** VP/GM **Rich Robertson** exits. He'd been with the Full-Service AC for the past 10 years.

- **WCKW/N.O.** PD **Craig Stevens** exits over ye olde philosophical differences.

- In the wake of **KGON/Portland's** sale to **Apo-gee**, the longtime AOR adjusts to full-fledged Classic Rock. No staff changes.

- Former **WRVC/Huntington, WV** PD **Rick Swan** segues into the same job at **WEGW/Wheeling, WV**.

- **KRMD/Shreveport** PD **Loyd Ford** resigns. He'll announce his new gig in the next week or two.

- **Bob Ramsey** becomes PD at **KROW/Reno**.

- **KRNQ/Des Moines** welcomes crosstown **KIOA-AM & FM** GM **Kipper McGee** as its new OM. McGee replaces **Matt McCann**, who'll maintain an office at **KRNQ** until the end of the year.

- Ch-ch-changes at **KLPX/Tucson**, where Production Dir./afternoon driver **Craig Martin** and AMD/evening personality "Scary" **Larry Stewart** exit. OM/PD **Larry Miles** moves from middays to afternoons and will handle music TFN. Morning person **Sue Dunn** takes middays. Parttimer **Charlie Morriss** slides into nights. Morning drive is up for grabs.

- **WQID/Biloxi, MS** PD **Bob Fonda** is the new OM/afternoon driver at **WSTZ/Jackson, MS**. **Russ Ailen** and **Brandi Sims** move to nights and overnights, respectively. Morning man **Wes Jeffries** also will handle APD/Promotion Dir. duties.

- **WVVV/Blacksburg, VA** PD **Howard Petruziello** cops the MD slot at **WROV/Roanoke**, replacing **Tom Collins**. **VVV MD Carrie Colliton** succeeds **Petruziello**.

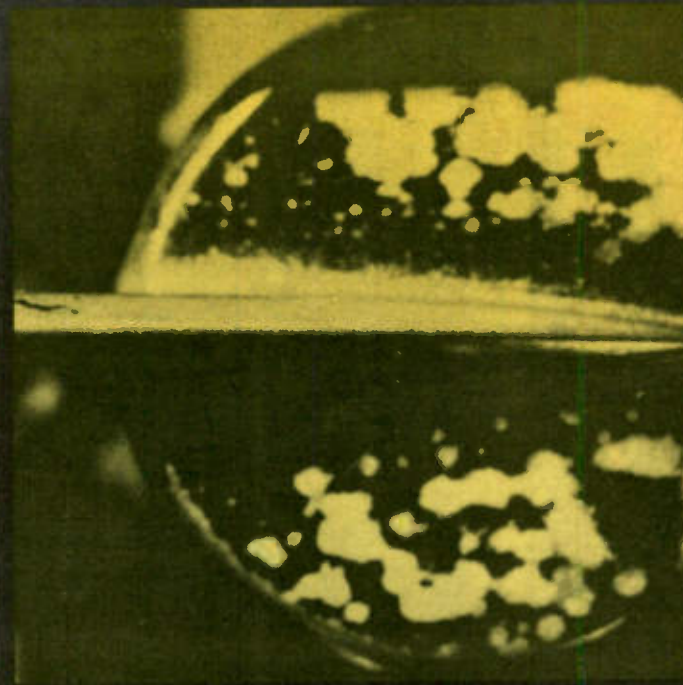
- **WQQK/Nashville** MD/afternoon driver **Vic Clemons** joins **WGCFM/Chicago** as Programming/Music Asst.

- **KJMZ/Dallas** MD/late-night stalker **Al B. Bad** exits. Midday personality **Helen Little** becomes interim MD.

- Hot AC **KQCR/Cedar Rapids, IA** drops consultant **Pete Salant** and shifts back to CHR under **Programming Works** consultant **Dan O'Toole**. ST hears **Scotty Snipes** is the new PD.

- **Jack The Bell Boy** joins **WHJX/Jacksonville** for mornings.

FOREVER... AN ARTIST



OF INCOMPARABLE TALENT

FOREVER... A TRACK RECORD



OF UNMATCHED SUCCESS

Coming
Jan. 15, 1993!

Joe Kelly's
Production
Tracks™

Worth the wait!!

Rock Radio Exclusively

JOE KELLY
CREATIVE

* PRODUCT OF JKPT, INC.
414/632-8610 • 414/632-5527 fax

Jude Cole

tell the truth

The new single
from START THE CAR

Produced by Jude Cole and James Newton Howard
Mixed by Chris Lord-Alge

Personal Management: Ed Leffler/L.L. Management, Inc.



STREET TALK®

Continued from Page 25

Lyons Uncaged

After six years as IRS VP/Promo, **Barry Lyons** will exit the label at the end of the year. Expect him to formally announce his new post in a couple of weeks. Industry buzz says he'll become VP/Promo at **Chameleon**.

IRS VP/Mktg. **Paul Orescan** will pick up Lyons's promo duties.

Following **Ragan Henry's** takeover of CHR **KXXR/KC**, GM/PD **Jack Alix** exits. The new GM is **Steve Dinkle**, last in radio at **KUII/Dallas** and most recently a regional manager with **Maxagrid**, a Big D-based inventory & management service.

WAMO Whacks Six

BIG changes at UC **WAMO/Pittsburgh**, which let six staffers — MD **Art Goewey**, morning show producer **Monique Grimball**, midday talent **P.J. Stevens**, late-nighter **Ron Chavis**, and parttimers **Gene Phillips** and **Frank Greenlee** — go last Friday (11/6).

J.W., formerly with **WOWI/Norfolk**, will host WAMO's "Quiet Storm" show. Morning man **Geno Jones** is slated to move to afternoons. PD **Hurricane Dave** will come off air to concentrate on programming WAMO and sister Black Gold outlet **WYJZ**, once a new morning show is in place.

Last week, **Gannett** flipped NAC **KOAI/Dallas** to CHR **KHKS**, displacing several staffers, including morning man **Scotty Brink**. But Brink wasn't out of work for long. **Granum**, which picked up the KOAI calls and format, hired Brink to do wakeups. He replaces **Trevor Ley**, who segues to afternoon drive.

Over at Granum sister Nostalgia outlet **KCMZ**, ND **Dick Aldama** becomes OM.

G&R Broadcasting hopes to debut a New Rock station in Augusta, GA later this month. Calls for the new signal have yet to surface. The OM will be former **KJJO/Minneapolis**

Records

- Former Virgin Big Apple promo rep **Paddy Rascona** joins **PLG** for NY local duties. He replaces **Peggy Miles**, who transferred to Atlanta for the label.

- Dallas-based **Geffen** regional Promo Mgr. **Jeff Hackett** joins **Mercury/Nashville** as Southwest Regional Promo Mgr.

- PGD L.A. Branch Mgr. **Bill Follett** exits. He's replaced by PGD Dallas Branch Mgr. **K P Mattson**.

- Mesa/**Bluemoon** Nat'l Dir./Publicity **Cheryl Cross** exits. Look for VP/Mktg. **Paul Santos** to absorb her duties.

- Former **Elektra** Philly promo rep **Andrea Newton** opts not to take a marketing gig with the label and is on the loose.

RADIO & RECORDS



1

- **Adams Broadcasting** names **Dave Siebert** and **Mike Horne** VP/GM at **KCBQ-AM & FM/SD** and **KOOL-AM & FM/Phoenix**, respectively.
- **WKTI/Milwaukee** VP/GM **Carl Gardner** adds **WTMJ** duties.
- **Al Brady Law** books **WQFM/Milwaukee** GM gig.

5

- **Frank Cody** elevated to VP/Programming of **KTWV/L.A.** and **SMN's Wave Network**. **Paul Goldstein** advances to Dir./Program Ops, and **Chris Brodle** becomes MD.
- **Tom Cuddy** named **ABC Network** VP/Entertainment Programming.
- **Neal Mirsky** hitched to **WHOO & WHTQ/Orlando** OM post.

10

- **Michael Eskridge** becomes Exec. VP/NBC Radio.
- **Bill Watson** named **KMPC/L.A.** PD.
- **Lenny Waronker** selected **Warner Bros. Records** President.

15

- **Mark Babineau** named **Arista** Midwest Regional Album Promo Mgr.
- **Dan Mason** becomes **First Media** Dir./Programming.
- **Rusty Walker** caps **WQIK/Jacksonville** PD slot.

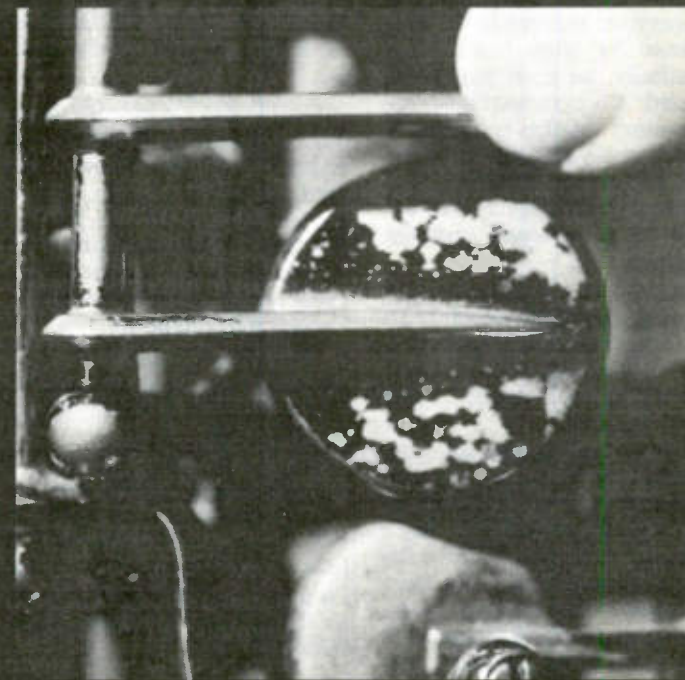
OM/PD **Tony Powers**, who previously programmed Augusta AOR **WRXR**. Part-owner **Frank Copsidas** will be PD; **Jamie McCulloch** will do MD duties.

England Swings For Gavin

Last week that venerable radio trade the **Gavin Report** was purchased by British media firm **Morgan-Grampian**, a subsidiary of **United Newspapers** that publishes the UK music biz trade **Music Week**. **David Dalton** — former **Music Week** Editor and more recently Group Publishing Editor of M-G's **Spotlight** UK-based magazines — will relocate to SF as CEO for the **Gavin Report**.

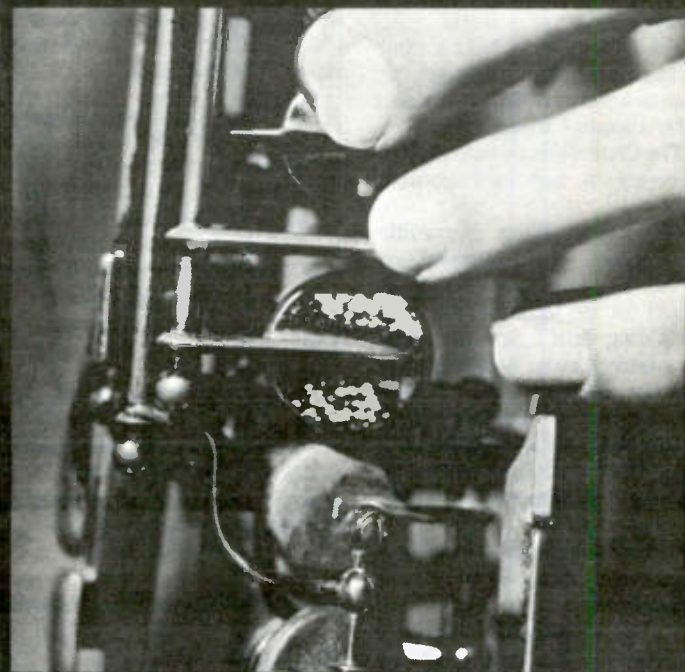
Commemorating the one-year anniversary of **Freddie Mercury's** death, an AIDS awareness tribute/simultaneous AOR/CHR radio broadcast has been set up for Monday (11/23). At 6pm EST/3pm PST, participating stations are being asked to talk about the anniversary, give out the free National AIDS Hotline number (800-342-2437), and then play **Queen's** "Bohemian Rhapsody."

FOREVER... A SOUND THAT WILL



MAKE YOU STOP AND LISTEN

FOREVER IN LOVE



THE NEW SINGLE FROM THE #1
INSTRUMENTAL ARTIST OF OUR TIME
NOVEMBER 23rd

ARISTA

© 1992 Arista Records, Inc., a Bertelsmann Music Group Company

... YOU'RE NOT DREAMING!
OPEN YOUR EYES TO THE DAWN
OF A NEW DAY ...

Hit Music! Celebrity Interviews!
Personality Driven! An overnight sales vehicle!

Call now for your free Demo 214 238-2727



Indecency

Continued from Page 1

indecency cannot be prohibited during a particular time period based on the possible presence of unsupervised children in the total audience for those hours. More specifically, the court has "twice directed" the Commission to consider using "station or program-specific audience data" to determine whether significant numbers of unsupervised children were exposed to an allegedly indecent broadcast.

The coalition also argues that the Commission's inclusion of 12-17-year-olds in its definition of "children" is unsupportable and at odds with the agency's earlier 12-and-under definition.

It seems unlikely that the Commission will accept a program-based approach any time soon. The agency recently rejected Infinity's contention that it should not be fined \$6000 for segments of the Howard Stern Show because surveys indicate that no unsupervised children listen to the program. The FCC countered that kids routinely "graze the dial" and might stumble across an indecent bit.

Undaunted, Infinity reiterated the no-kids-no-foul argument in its own filing on the proposed new indecency rules.

Unconstitutional Ban

According to the coalition, the 6am-midnight indecency ban would unconstitutionally limit adult access to such material. In fact, the filing noted, a similar proposal was rejected by the Court of Appeals in 1988.

Among the group's other contentions:

- A provision in the proposed new rule that allows noncommercial stations that sign off at midnight to air indecent material from 10pm-midnight discriminates against commercial operators.

- There is no evidence indecency harms children.

- The FCC has not held a "full and fair" hearing on indecency as it was ordered to do four years ago by the Appeals Court.

- The Commission's definition of indecency is unconstitutionally vague.

In a separate filing, Bonneville International, which is controlled by the Mormon Church, voiced support for the tougher indecency rule. Citing data from eight markets where it owns broadcast stations, the company argues a 6am-midnight ban is "fully justified" because there are significant numbers of children in the audience up until (and even beyond) midnight.

Catron

Continued from Page 10

success, which can be traced to our consultant, Harry Lyles," Catron told R&R. "We went from a 3.9 to a 5.7 12+ in the Summer '92 Arbitron. We're now No. 4 25-54, but our goal is to be No. 1 in that demo.

"The music is our top priority. We have to make sure we're playing the right songs in the right rotation. Our airstaff understands what we're trying to do. Everything will come together to make it happen for us."

Lawmakers

Continued from Page 1

Ritter (R-PA), who was in line to become the ranking GOP member of that panel, was defeated. Rep. Jack Fields (R-TX) will likely become the ranking minority member.

According to one lobbyist, the industry was hurt by the pre-election retirement of two Republicans, Reps. Matthew Rinaldo (R-NJ) and Norman Lent (R-NY). Rinaldo was the ranking minority member of the Telecom Subcommittee, while Lent held the same role on Energy and Commerce.

"These guys really understood the industry," said the source. "Rinaldo was particularly sensitive to radio concerns."

Backseat Broadcast

According to observers, broadcast issues will probably take a back seat for several months while Congress focuses on such hot issues as the economy and health care reform.

However, said one source, the mounting pressure to lower the federal deficit will likely force lawmakers to consider (or reconsider) a bevy of radio-related revenue raisers, including an FCC user tax and elimination of the tax deduction for advertising.

Other issues that may come up later in the session include codification of the Fairness Doctrine (a pet project of Dingell's) and creation of a radio performance royalty.

Paxson

Continued from Page 3

and Talk radio fanatic. Much of what I've learned in rock radio can be utilized in News radio."

Bolger said he will focus on positioning, promotion, and formatics while leaving most content decisions to the news staff.

Mirksy programmed WDIZ/Orlando for two and a half years before exiting this past July. Prior to that he was PD at WTRG/Raleigh, WHTQ/Orlando, and Miami stations WSHE and WCKO (now WMXJ). His resume also includes jobs as coordinating producer at MTV and VP/Programming at DIR.

Before his five-and-a-half-year tour at WZTA, Bolger was OM at KGON/Portland. He also spent 11 years at WIBA/Madison, WI, where he held a variety of posts, including AM drive personality.

Hoffman

Continued from Page 3

DeFrancesco noted, "We feel very fortunate to have Susan, a former Gannett executive of high caliber, back on the team. She has a great track record and we look forward to her contributions."

Prior to her time in San Antonio, Hoffman was LSM at Gannett's KKBQ-AM & FM/Houston. She previously was an AE at WKQQ/Lexington, KY.

Greaseman

Continued from Page 3

by either local or national community standards.

Adult Supervision

Noting that the Commission's goal in regulating indecency is to shield unsupervised youngsters from such material, Capitol argued that the portions in question aired at a time (6-10am) when youngsters are likely to be under close adult supervision.

What's more, Capitol contended, Tracht's use of such phrases as "hobblin'," "wailing away," "making white-out," and "achieving Shangri-la" obscure any sexual meaning from young listeners.

The filing also included scores of thank-you letters, charity contribution receipts, and other materials designed to show that Tracht is deeply involved in a community that has embraced his show.

The FCC is probing three Greaseman segments, including one in which a caller griped about a neighbor who "wails away" outside the caller's window whenever the caller and his wife make love.

'Sausage Grinder'

Later, another caller complained about one of his wife's co-workers, a lawyer who "keeps wailing away" in a supply closet. Tracht responded that the attorney was "making his own white-out."

In another bit, Tracht related a story in which a female butcher told him: "I bet you'd like to stick six inches of meat into my sausage grinder."

Capitol's lawyer, Irv Gastfreund, told R&R it was "premature" to speculate on whether the company will go to court if the FCC rejects this response and imposes a fine upon WWDC.

Laquidara Inquiry

Meanwhile, Infinity Broadcasting has responded to the Commission's inquiry into an allegedly indecent segment of WBCN/Boston's Charles Laquidara morning show by saying that it's not sure whether the material ever aired.

The probe was prompted by a listener complaint that included only the complainant's recollections (no tape or transcript) of a joke that concerned oral sex between a father and daughter and included the word "shit."

Infinity said it found a similar – but not identical – bit (without the word "shit") on one of Laquidara's master tapes. However, the company claimed, it's not sure whether that segment was actually broadcast.

But even assuming the joke was aired, said Infinity, it can't possibly be deemed indecent in light of other sexually-oriented material the FCC has ruled permissible.

Atlantic

Continued from Page 10

City and Detroit. He was then promoted to Midwest Regional Promotion Director, based in Detroit.

Pisacane was Atlantic's Associate Director/National Album Promotion. She has been with the label for nearly five years.

Writeoff

Continued from Page 1

License Amortization

The White House had endorsed the broadcast-related provisions, which would have allowed broadcasters to amortize the value of FCC licenses, business goodwill, and other intangible assets over 14 years. That would have cleared up conflicts between various Tax Court rulings in favor of intangibles writeoffs and an IRS policy which prohibits them. Broadcasters would have been among those with the most to gain from the clarification, since intangibles generally account for most of the value of broadcast properties.

The intangibles legislation is likely to return in the next session of Congress, since the final version was a compromise worked out by House Appropriations Committee Chairman Dan Rostenkowski (D-IL) and Senate Budget Committee Chairman Lloyd Bentsen (D-TX). Both will be back on Capitol Hill next year, and for the first time in 12 years a member of their party, Bill Clinton, will be in the White House, making vetoes of major tax legislation less likely.

Wodka

Continued from Page 3

out from a ratings standpoint to see if we need to examine other options."

In the Summer '92 Arbitron, KEDGE moved 1.5-2.4 12+.

Wodka's past experience includes VP/GM posts at crosstown KRLD and KJR/Seattle. Folger has also been PD at KJYO (KJ103)/Oklahoma City and KDWB/Minneapolis.

Earnings

Continued from Page 12

a net loss of \$6.1 million (\$1.04) a year ago. However, there were extraordinary items included in both years. After discounting those non-recurring gains or losses, this year's loss was \$11.9 million (78 cents) and last year's loss was \$24.2 million (\$4.07).

Net revenues for the first nine months of this year were \$105.3 million, compared to \$85.4 million a year ago. Cash flow was \$48.3 million, up from \$39.4 million for the first nine months of 1991.

Infinity owns 18 radio stations in 12 markets and has announced plans to acquire four more stations.

STAFF

FOUNDER & PUBLISHER: Bob Wilson
EXECUTIVE VP/GENERAL MANAGER: Dick Krizman
SENIOR VICE PRESIDENT SALES & MARKETING: Erica Farber
SENIOR VICE PRESIDENT & EDITOR: Ken Barnes
SENIOR VICE PRESIDENT/RESEARCH & DEVELOPMENT: Dan Cole

EDITORIAL

VICE PRESIDENT/EXECUTIVE EDITOR: Gail Mitchell
ART DIRECTOR: Richard Agata

SENIOR EDITOR: Don Waller
MANAGING EDITOR: Ron Rodrigues

FORMAT EDITORS: AC Mike Kinoshian, ADR Harvey Kojan, CHR Joel Denver,
COUNTRY: Lon Helton, URBAN CONTEMPORARY: Walt Love, NEWS/TALK: Randall Bloomquist
DIRECTOR OF RESEARCH SERVICES: Hurricane Heeran
ASSOCIATE EDITORS: Shawn Alexander, Jeff Axelrod, Brad Cramer,
Julie Gidlow, Barak Zimmerman
ASSISTANT EDITORS: Anthony Acampora, Paul Colbert, Lanetta Kimmons, Michelle Parisi,
Frank Roth, Geoffrey Schackert

INFORMATION SERVICES

MARKETING DIRECTOR: Mike Lane MANAGER: Jill Bauhs
CUSTOMER SERVICE REPRESENTATIVE: Lea Grubbs DISTRIBUTION MANAGER: John Ernenputsch

DATA PROCESSING

DATA PROCESSING DIRECTOR: Michael Onufer
COMPUTER SERVICES: Mary Lou Downing, Marjon Garcia, Dan Holcombe, Saied Irvani,
Michael Keas, Kenton Young

CIRCULATION

CIRCULATION MANAGER: Dianna Seay
CIRCULATION COORDINATORS: Kelley Schieffelin, John Hussey

ELECTRONIC PUBLICATIONS

DIRECTOR: Vickie Ocheltree
HOT FAX PRODUCTION: Jeff Steiman, Todd Roberts, Carl Harmon

PRODUCTION

ASSOCIATE ART DIRECTORS: Marilyn Frandsen, Gary van der Steur
PHOTOGRAPHY: Roger Zumwalt TYPOGRAPHY: Kent Thomas, Lucie Morris, Bill Mohr
GRAPHICS: Teresa Dovidio, Tim Kummerow

ADMINISTRATION

ASSISTANT TO PUBLISHER: Karen Blondo
CONTROLLER: Debbie Botengan
ACCOUNTING: Maria Abulyssa, Nalini Khan, Norma Sanchez
RECEPTION: Juanita Newton, Karen Mumaw
MAIL SERVICES: Rob Sparago, Matthew Parvis

BUREAUS

WASHINGTON: 202-783-3822, FAX: 202-783-0260
BUREAU CHIEF/WASHINGTON EDITOR: Pat Clawson ASSOCIATE EDITOR: Randall Bloomquist
ASSISTANT EDITOR: Jack Messmer OFFICE MANAGER: Suzie Doyebi LEGAL COUNSEL: Jason Shinsky
NASHVILLE: 615-244-8822, FAX: 615-248-6655
BUREAU CHIEF: Lon Helton
OFFICE MANAGER: Jo Pincek
ASSOCIATE EDITOR: Lorle Hollabaugh

ADVERTISING

LOS ANGELES: 310-553-4330, FAX: 310-203-8450
VICE PRESIDENT SALES, WESTERN REGION: Michael Atkinson
SALES MANAGER: Henry Mowry
ADVERTISING COORDINATOR: Nancy Hoff
SALES REPRESENTATIVES: Jeff Geib, Mike Schaefer
MARKETING MANAGER: Stacie Selfritt
ADVERTISING ASSISTANTS: Michael Berckart, Victoria Knight, Rene Whiteman
OPPORTUNITIES SALES: Kristy Reeves MARKETPLACE SALES: John Hussey

WASHINGTON: 202-783-3826, FAX: 202-783-0260

VICE PRESIDENT SALES: Barry O'Brien

NASHVILLE: 615-244-8822, FAX: 615-248-6655

DIRECTOR SALES: Ken Tucker

A WESTWOOD ONE COMPANY

Subscription Information 310-553-4330

A black and white photograph of Neneh Cherry. She is wearing a dark, possibly leather, jacket with a white lace-like pattern on the shoulders and chest. Her hair is dark and curly. The lighting is dramatic, with strong highlights and deep shadows.

NENEH CHERRY

“homebrew”

SOMETHING IS BREWING...

#1 MOST ADDED NEW ROCK (10/30)

NEW ROCK: 20-11

BREAKING AT

KRBE
KROQ
WENZ

99X
KWOD
WIYY

KOY
KRQ
LIVE105

KISR
91X
KFRX

K106
WTCF
KMCK

KMGZ
KYRK

WASSUPP??

30-DAY MANAGEMENT CHECKLIST

Sales Forecast: Boost Productivity

By Irwin Pollack

To increase your sales department's effectiveness and productivity, employ the following 30-day schedule:

Day 1: Keep sellers on their toes — if your station is committed to growth, there should be no such thing as a "stable" sales staff. Always interview, and build a bench.

Be flexible with your own schedule. For instance, come in late one day and early the next — good sellers will work their schedules around yours. Also . . . one Tuesday night, announce you'll be gone on Wednesday. Then, come in early Wednesday morning. Unpredictable managers can teach salespeople to stay alert, active, and adaptable to change.

Day 2: Review current methods and systems of accountability. Are weekly sales reports in place? Would daily reporting be better? Are things like "missed projection reports" in place? Is there an inability to meet standards? If so, is any disciplinary action taken?

Day 3: On an 8x10 card, sign and give each seller a "Sales Manager/Salesperson Commitment Guarantee" that reads:

I, (manager's name), promise to give you all the help and tools necessary to improve your career, achieve your desired income level, and climb the ladder of success.

Surprise salespeople with a pop quiz during your sales meeting. Ask questions about the competition, market conditions, and station packages, features, and benefits.

I, (salesperson's name), promise to openly communicate with my manager as to my wants and needs. I realize my performance is dependent upon those activities which my Sales Manager tells me work (spec spots, written presentations, etc.).

Furthermore, I promise to arrive at meetings on time. I'll radiate enthusiasm in front of advertisers and other salespeople. If I fall behind, I expect my manager to help me get back on track.

Day 4: Evaluate the current sales department's weaknesses and strengths — which weaknesses can be overcome, and which

Post a sign on your door reading, 'Starting today we maximize revenue by selling every available unit at the highest price.'

strengths can be made even stronger? Consider having a sales meeting where you ask sellers themselves these questions.

Day 5: Plan to meet 25 key retailers and agencies. Don't just present a specific package — tell them the "station story." Focus on making two major presentations each week for the next quarter, and let these retailers and agencies know where the station was, where you wanted to take it, and how you've performed.

Day 6: Map out the sales meeting schedule for the next 13 weeks. What days will you meet? What issues will be addressed? What homework assignment must each seller prepare before each meeting? Pass out a syllabus to each seller. (Tip: Regularly change meeting days and times. Remember Day 1 — unpredictable managers can raise street-fighters.)

Day 7: Focus on target accounts. Have the sales team develop a client list identifying top billing accounts. Review rates and long-term contracts and commitments.

Day 8: Effective today, stop spending too much time with poor performers. Begin the process of replacing them, and spend more time with the salespeople who've demonstrated their growth potential.

Day 9: Semi-automate the sales department. Design five introductory letters that salespeople can send to new prospects. When a prospect tells one of your sellers no, be prepared with three letters.

Clean out a drawer in a file cabinet. Collect two of the best sales proposals you've seen in 20 top categories. Have salespeople refer to them when in a rush or drained of new ideas.

Day 10: Meet with other department heads and find out what they need from the sales department.

Then let them know what their departments can do to help salespeople improve performance.

Day 11: Analyze the market to determine your real competition (newspaper, TV, cable, other radio stations, etc.). How many units are they airing an hour? Where are their strengths? Is there any one salesperson who is more of a thorn in your station's side than others? Is that person approachable?

Day 12: Ask salespeople to help list 10 reasons a retailer should use your station instead of another. Go beyond just "strong coverage area."

Day 13: Announce the "Steak and Beans" contest: Select two top sellers as team captains. Appoint an even number of people to each team. Base your selections on most new business dollars, number of cracked target accounts, or another fair method of measuring results. After two or three weeks, the winning team scores a nice steak dinner at a great restaurant . . . and the losing team gets to eat beans and wait on the winners! Get spouses involved, develop scoreboards, etc.

Day 14: Review the station's one-year and three-year billing histories, and familiarize yourself with seasonal billing patterns. Design sales packages to help reduce cycles. Delegate two assignments to each salesperson.

Day 15: Go after business you've lost over the past year. Consider putting together a "We Want You Back" campaign — give former advertisers a reason to come back.

Day 16: Call the national rep offices and set up a regular contact schedule with each one. Enlist the office manager to help determine tactics for regular updates, weekly newsletters, and conference calls.

Day 17: Meet with the GM, letting him know about your desires for future income levels and corporate and station growth. Ask for a true assessment of your strengths and weaknesses. Formulate a 10-step checklist of what's needed to progress.

Day 18: Determine the 10 best places to find new business. Rotate "daily prospecting themes" every 10 days. For example, call on businesses near the station one day and prospects who said they'd call you when they were ready to buy the next.

Day 19: Ask salespeople to add more information to each order

“

If your station is committed to growth, there should be no such thing as a 'stable' sales staff.

”

(i.e., percentage of the buy that requires prime dayparts). Remember: You can't manage what you can't measure.

Day 20: Post a sign on your door reading, "Starting today we maximize revenue by selling every available unit at the highest price. We will compete on value, not price."

Day 21: Analyze your salespeople and what motivates them (money, days off, recognition, etc.). Then try a graduating commission rate scale whereby sellers make more money as they attain a higher percentage of their goal.

Day 22: Ask your Traffic Director to print a report naming your Top 20 business categories. Once you've determined where you're

“

Put a bell on the wall and have sellers ring it whenever they get an order. Offer extra commission for the latest package. Most important, make the station fun again.

”

weak, ask leaders in those industries to speak at your sales meetings. You'll stroke some egos, and your salespeople will learn something.

Day 23: To enhance creativity and set standards, issue the "20 Production Commandments." Let the sales staff know what's acceptable in production: babies crying in the background? Sirens? Piggybacking two :30s on one 60-second commercial?

Day 24: Take the sales staff to the library. Reacquaint them with all the reference materials available: last year's newspaper, different trade publications, market population statistics, etc.

Day 25: Determine a strategy for reviewing performance on a quarterly basis. Today's top managers insist on quarterly performance reviews to evaluate salespeople's performances against goal and help sellers analyze:

- Short-term target accounts
- Long-term account strategy

- Rate goals (by daypart)
- Problem accounts that may need redistribution
- Areas the seller would like to contribute to the station.

Note: These hourlong meetings should be held away from the station.

Day 26: Surprise salespeople with a pop quiz during your sales meeting. Ask questions about the competition, market conditions, and station packages, features, and benefits. Once you determine what your salespeople know, you'll see how effective you are as a manager.

Day 27: To assess your sales department's true talents, commit to riding two half-days per week with a different salesperson. With a staff of six sellers, you should be able to be with each one on the street — where it counts — at least twice monthly.

Day 28: Create excitement when it comes to performance. Put a bell on the wall and have sellers ring it whenever they get an order. Offer extra commission for the latest package. Most important, make the station fun again.

Day 29: Focus on direct client contact. Have salespeople bond not only with agency buyers, but with true decision-makers. If they don't meet with these decision-makers, they'll end up frustrated with 21-year-old media buyers.

Day 30: Ask for input. A suggestion box isn't enough — distribute a survey containing some very pointed questions, asking your salespeople what they like, what they dislike, and what needs to be changed.



Irwin Pollack is President of Boston-based In-Station Sales Training. He also authors and conducts live-assist radio sales seminars in 80 markets across the country. Pollack can be reached at (508) 653-4000.

'Half-Hearted' Lovemongers EP On Horizon

The Lovemongers — an acoustic quartet led by Ann and Nancy Wilson of Heart — will release their first product on November 23, a four-song Capitol EP entitled "Battle Of Evermore." Longtime Heart co-writer Sue Ennis and local Seattle musician Frank Cox round out the band. Along with the Led Zeppelin title cut (which also appears on the "Singles" soundtrack (R&R 5/29)), the disc features versions of Todd Rundgren's "Love Of The Common Man," the Temptations' "Papa Was A Rolling Stone," and Heart's own 1978 hit, "Crazy On You." Look for a new Heart LP in 1993.

Bits 'N' Pieces

MCA has reasserted its commitment to protecting its worldwide rights to the Chess catalog, as well as those of the artists represented therein. It's raised the low royalty rate paid to those artists — e.g., Etta James, Chuck Berry — and



pledged to spend its own Chess profits on vigorous pursuit of the dozens of Chess pirates.

Radioactive Records co-founder Gary Kurfirst is starting Wasteland Records, a "grassroots indie" whose first signing is a band called Dig.

MCA recording artist Elton John has formed and will direct the Elton John AIDS Foundation, an Atlanta-based charity for U.S. AIDS-related causes.

On December 10, Capricorn Records, Warner Bros., and BMI will dedicate a monument to mark the gravesite of Rock and Roll Hall Of Famer Elmore James.

On New Year's Day, Hollywood Records act the Party will ride on a float in the 104th Tournament Of Roses Parade in Pasadena, CA.

Utah Saints: Stormin' Mormons

The Utah Saints' follow-up to their "Something Good" EP will be a self-produced, self-titled debut LP. Cuts include "My Mind Must Be Free," "Soulution," and a cover of the Simple Minds' "New Gold Dream 81-82-83-84." Samples run the gamut from Slayer to Sylvester. The current single/title cut from the EP is also on the LP, but a new track — "I Want You" — goes to radio next week. The London/PLG LP hits the streets December 8.

SCREEN SCENE

Madonna/Maverick Come Up 'Snake Eyes'

Madonna is set to star in "Snake Eyes," a film directed by Abel Ferrara ("The Bad Lieutenant," "King Of New York," "Ms. 45"). This is the first film from her Maverick Picture Co., which was formed as part of her overall Time Warner deal. Harvey Kettel and Rene Russo will also star in the movie, which *Daily Variety* describes as a low-budget "drama about the lives of people inside the movie business." It's scheduled to begin production in January.

Mr. Smith Goes To Hollywood

Music/TV star Will Smith (aka the *Fresh Prince*) will star in the screen version of John Guare's Broadway hit "Six Degrees Of Separation." The *Jive* artist will play a young black man who works his way into the lives of an affluent Manhattan couple. Stockard Channing will reprise the role she performed on Broadway, and Fred Schepisi ("Mr. Baseball") will direct the Regency/MGM production, which is set to commence shooting in February.

'Home Alone II' ST

Like its predecessor, "Home Alone II" stars Macaulay Culkin as a tyke left alone 'round Christmas time who does battle with incompetent crooks (Joe Pesci and Daniel Stern). Writer/director Chris Columbus returns as well. The 20th Century Fox film opens November 20, and its soundtrack — the first release from Fox Records — will be in stores November 24 via Arista/BMG. Fox will also release an LP featuring John Williams's film score the same day.

The soundtrack reflects the season with a plethora of Christmas carols, most of which were newly recorded for the film. Former Phil Spector protegee Darlene Love

sings "All Alone On Christmas," a tune written and produced by Little Steven and performed with other former members of Bruce Springsteen's E Street Band.

Alan Jackson's "A Holly Jolly Christmas" goes to Country radio November 11. Other acts contributing new recordings include TLC ("Sleigh Ride"), Atlantic Starr ("Silver Bells") and Lisa Fischer ("O Come All Ye Faithful"). The "Home Alone Children's Chole" also performs "My Christmas Tree."

Bette Midler performs a vocal version of "Somewhere In My Memory," a song which was nominated for an Oscar in its instrumental form on "Home Alone." Hispanic artist Ana Belen performs a Spanish-language version of the same song entitled "Sombras De Otros Tiempos." The previously released tunes are by Johnny Mathis ("It's Beginning To Look A Lot Like Christmas") and the Capitols ("Cool Jerk"). Arista will service radio with a four-track CD sampler featuring the Love, Jackson, TLC, and Midler on November 18.

Gospel Truth On 'Leap Of Faith'

Steve Martin plays a con man-evangelist in "Leap Of Faith," a "light drama" directed by Richard Pearce for Paramount. Lolita Davidovich, Debra Winger, Liam Neeson, and Lukas Haas also star in the movie, which opens December 18. Edwin Hawkins is overseeing the gospel-suffused MCA soundtrack, which will be in stores on December 8.

Don Henley opens the disc with a self-produced version of Frank Loesser's "Sit Down You're Rockin' The Boat." Wynonna covers Elton John's "Stone's Throw From Hurtin'," produced by Tony Brown.

George Duke, who produced or co-produced a number of other tracks, performs "Pass Me Not" with Lyle Lovett.

The other Duke-helmed cuts include Patti LaBelle's version of "Ready For A Miracle" (featuring Hawkins), John Pagano's rendition of "Change In My Life," plus Albertina Walker's take on "Blessed Assurance" and the "Sin" and "Rain Celebration" medleys. Meat Loaf's original version of "Paradise By The Dashboard Light" goes to radio November 16.

Plenty Of Horn On 'Toys'

Barry Levinson ("Rain Man," "Avalon") wrote and directed "Toys," which stars Robin Williams as a toymaker who must rescue the family toy business from the clutches of his evil uncle. Producer Trevor Horn (Yes, Seal, Frankie Goes To Hollywood) produced and scored "Toys" with Hans Zimmer. Geffen expects to release "Toys: Music From The Original Motion Picture Soundtrack" on December 15. The 20th Century Fox comedy opens December 18.

Leading the march to radio will be "The Closing Of The Year," a track that features Wendy & Lisa plus the musical cast of "Toys." Rumor has it Seal is also on the song, which goes to radio November 17. Listen for two versions of "Let Joy And Innocence Prevail" — an instrumental by Pat Metheny and a vocal rendition by Grace Jones.

Tori Amos recorded a new tune for the film ("The Happy Worker"), and Thomas Dolby cut "The Mirror Song" with Williams and co-star Joan Cusack. Previously released cuts include Enya's "Ebudae" and the "Into Battle" remix of FGTH's "Welcome To The Pleasuredome." Though L.L. Cool J has a supporting role (R&R 3/20), he contributed no tunes to the LP.

COLLECTORS' CORNER

Fleetwood Mac: Boxed & Booked

Fans of Fleetwood Mac have much to look forward to in "25 Years: The Chain," a four-CD retrospective covering the band's tumultuous history. Due November 24 from Warner Bros., the 72-song set features four new tracks, including the first single ("Paper Doll"). This Stevie Nicks tune assembles every Mac member since 1975 and hits radio this week.

Other new songs include "Love Shines," "Heart Of Stone," and "Make Me A Mask." The set also features two previously unreleased live versions ("Stand Back" and "Not That Funny"), 10 alternate versions, and "Silver Springs," a Nicks nugget that was originally the B-side to 1976's "Go Your Own Way." Reaching further back, the set offers five early non-LP singles and two previously unreleased songs (Jeremy Spencer's 1969 cut "String Along" and onetime guitarist Danny Kirwan's 1971 tune "Trinity").

Though the band evolved through four different personnel lineups, the set focuses on the 13-year Lindsey Buckingham/Stevie Nicks era. Known first as Peter Green's Fleetwood Mac Featuring Jeremy Spencer, it soon lost both Green and Spencer, whose

contributions are found on the final disc. While the WB set comes with a 68-page booklet that offers no liner notes but all track credits, those wishing to peruse the history of the band may wish to turn to Mick Fleetwood's written memoir of the band.

Mick's New Memoirs

In "My Twenty-Five Years In Fleetwood Mac" (Hyperion/\$35), Fleetwood and co-writer Stephen Davis revisit the territory they covered in "Fleetwood: My Life And Adventures In Fleetwood Mac." The new book offers an in-depth history, more than 200 never-before-published photos, and a far-ranging discography/videography/bibliography of every band-member before, during and after the band. A wealth of semi-legible observations hand-written by Fleetwood himself dot the pages.

Most notably, the 1C $\frac{1}{4}$ -square volume comes with a CD featuring two previously unreleased early-'60s tracks that the publisher says are unavailable elsewhere: "Don't Go, Please Stay" and "You Made A Hit," both of which feature Spencer on vocals. Fleetwood, sounding remarkably like Alfred Hitchcock introducing his old TV show, sets up the tunes with a brief speech.

MUSIC DATEBOOK

MONDAY, NOVEMBER 23

1976/A drunken Jerry Lee Lewis is arrested in Memphis after being spotted outside the Graceland mansion waving a pistol, demanding to see Elvis Presley.

1989/Paul McCartney begins his first U.S. tour in 13 years in Los Angeles.

1991/Queen lead singer Freddie Mercury, 45, confirms he's suffering from complications from AIDS. He dies the next day.

Born: Bruce Hornsby 1955

TUESDAY, NOVEMBER 24

1966/The Beatles begin recording "Sgt. Pepper's Lonely Hearts Club Band," laying tracks for "Strawberry Fields Forever" — which doesn't make the LP.

Born: Donald "Duck" Dunn (ex-Booker T. & The MGs) 1941

WEDNESDAY, NOVEMBER 25

1969/John Lennon returns his M.B.E. (Member of British Empire) medal, protesting England's support of U.S. involvement in Vietnam.

1984/Working under the name Band-Aid, several British and American stars record the "Do They Know It's Christmas" famine relief single.

1985/Bobby Brown announces he'll exit New Edition for a solo career.

Born: Stacy Lattisaw 1966

THURSDAY, NOVEMBER 26

1968/Cream give their farewell performance at London's Royal Albert Hall.

1976/The Band perform their "Last Waltz" farewell concert in San Francisco.

Born: Tina Turner 1938, John McVie (ex-Fleetwood Mac) 1945



Freddie Mercury — leaves a royal following.

FRIDAY, NOVEMBER 27

1969/The Rolling Stones record "Get Yer Ya-Ya's Out" during a Madison Square Garden concert.

1987/Then-Eurythmic Dave Stewart and current Shakespear's Sister member Siobhan Fahey become parents to Samuel Joseph.

Born: The late Jimi Hendrix 1942

SATURDAY, NOVEMBER 28

1974/Elton John convinces John Lennon to perform for the first time in years at Madison Square Garden, where they record "I Saw Her Standing There." Backstage, Lennon reunites with Yoko Ono, whom he hadn't seen in months.

Born: Berry Gordy Jr. 1929, Randy Newman 1944

SUNDAY, NOVEMBER 29

1959/Bobby Darin's "Mack The Knife" wins Best Record at the second Grammy awards.

1991/Bassist Muzz Skillings leaves Living Colour.

Born: Chuck Mangione 1940

— Paul Colbert



JOEL DENVER

CONTEMPORARY HIT RADIO

WXKS: Scoring Big In Beantown

Pyramid VP/Programming Steve Rivers's winning formatic philosophies

WXKS (Kiss 108)/Boston PD and Pyramid VP/Programming Steve Rivers is one of the most successful CHR programmers in the business today. His latest WXKS triumph: A 6.9-7.5 summer Arbitron, good for first in the market. In the following article, the veteran PD offers valuable observations concerning CHR.

Rivers began his career in 1972, making stops at stations like WAPE/Jacksonville, KOPA/Phoenix, WRBQ (Q105)/Tampa, KMEL/San Francisco, KIIS/Los Angeles, and crosstown WZOU. Along the way, Rivers learned from people such as consultant Jerry Clifton.

"I've learned more from him than probably anyone in this business. He taught me that a radio station should evolve every day, just as a person evolves. The sound and texture need to be painted in shades of gray, not black and white. It's this either/or mentality that's led to our format over-restricting itself. With more formats and flanking attacks on CHR, it's become crowded. But in the last couple of years, we've taken it too seriously and overreacted."

Reminiscing, Rivers misses the good ol' days of CHR. "Everyone



Steve Rivers

had a lot more fun doing the format then. In today's economy and business environment, we don't have the latitudes we once did.

"We've lost something along the way. Part of it is the fun, but

also some incredible air talent that's been discouraged from staying in radio because they can't grow and be personalities. Years ago, we'd move to a better gig for a \$5 raise, and the surveys were only 30 days long. The pressure of so many books and the lack of a creative environment have driven a lot of talented people out of the business. Today's younger kids don't understand paying their dues. It's the only way you really learn radio."

What Is A Hit?

Obviously, music is a key element in a station's sound, and Rivers thinks programmers need to reacquire themselves with the concept of what the "H" in CHR stands for. "Essence, sound signature, and stationality are all important, but not as important as playing the hits. It's the most important thing in any music format. Perhaps what's needed is to recognize what a hit is. A hit is a record the audience likes, not a record we like. Many younger PDs have forgotten or never learned that concept.

"A hit is a hit is a hit. They surface at the top of any chart or station research. Most PDs make too many personal decisions about music. It's not our job to educate, but to reflect what listeners want — and give it to them as often as they want. The customer is really right.

"The sound and texture need to be painted in shades of gray, not black and white. It's this either/or mentality that's led to our format overrestricting itself."

When it comes to playing a true hit record, it doesn't matter what it sounds like. The trick is timing. When playing an extreme or fringe record, make sure it's being played at the peak of its market familiarity."

Current Common Sense

In today's environment, Rivers believes neither instinct nor research alone is sufficient. "The most important thing I've done musically is marry the emotional, artistic side with today's research

Back To Basics

Rivers believes winning CHR is a matter of getting back to basics. It's essential that your station:

- Has a focused, entertaining, topical morning show.
- Presents music images that are positive and show concentrated strength.
- Has owners that are committed to budgeting enough money to effectively market your product.

systems. It takes input from both sides to make it work in the '90s. [MD] Cadillac Jack and [Music Coordinator] Tad Bonvie are great sources of street input for me in making final decisions on adds, rotations, and dayparting.

"Dayparting new music is really a common-sense situation," Rivers suggests. "But once you have familiarity established and research back on those records, you can make a more informed decision. Kiss 108 is looking at 25-54s in the daytime, but 18-24s from 3pm on. But that doesn't mean we sound like two different stations. The mainstream music is the link between the day and night and sets up a common-thread music flow. The biggest mistake I hear other stations make is that new music isn't properly identified and surrounded by strong, familiar music on either side. The individual strengths of each title should be considered when balancing rotations and, ultimately, your flow."

Family man Rivers doesn't live CHR's active demo lifestyle (i.e., hanging out at clubs). But he and his music department are smart enough to have staff who do. "We take full advantage of everyone's strengths. Overnight jock Kid David — who does the 'Club Kiss 108' mix shows — and Tad both know the streets and tap into that. I ignore my personal tastes more than ever. My opinion on music doesn't matter. It's what the audience wants that's important."

Format Fine . . . With Fans

Current-based CHR is in trouble primarily from an industry viewpoint, Rivers believes. "Listeners don't necessarily agree with our assessment of the format's troubles. As long as their favorite station doesn't radically violate their expectations, they'll remain loyal. Too many stations haven't delivered on expectations, hence the lower ratings. It's realistic to think Kiss 108 will dominate 18-34 [ranked No. 1] and do well 25-54 [ranked No. 3] — but not necessarily No. 1 every

"A hit is a record the audience likes, not a record we like."

book — because we deliver the entertainment needs of the audience.

"Until we can convince advertising buyers there's money to be made outside the 25-54 demo, we'll have to deal with today's buying mentality. GMs and owners must come to grips with the fact that achieving the tough goals imposed upon a CHR station will require substantial funds. The good news is when it's done right, CHR generates excitement and the ratings needed to get in on the big-money buys.

"CHR can score Top 5 25-54 numbers, but only under favorable marketing and competitive conditions. If you're doing your job right, you'll be the market's No. 1 or 2 come and get maximum TSL from the core, which makes the station a winner. I've learned this the hard way."

CHR Strong In Boston

Explaining why CHR traditionally does well in Boston but is having problems elsewhere, Rivers notes, "This is an area where people don't move around a lot. One of the reasons we do so well is that we have the ability to marry different styles of music you can't get away with playing elsewhere. A lot of the dance stuff from the late '70s and early '80s continues to test well here, and with WBMX, WMJX, and WZOU playing a lot of the same music — particularly gold titles — we must be different. By looking back, we gain depth, but

Continued on Page 34



Kiss 108 Fall Fest activities included posing with the stars, like ERG/SBK's Wilson Phillips. Shown (l-r) are Kiss 108 GM John Madison, Chyna Phillips, Wendy Wilson, Pyramid/Kiss 108 founder Richie Balsbaugh, an unidentified fan, and Carrie Wilson.



Kiss 108 late-nighter Lady D., WB artist Al B. Sure!, and afternoon drive king Dale Dorman.



TECHNOTRONIC/Move This
GAP BAND/Burn Rubber
EN VOGUE/
Giving Him Something He Can Feel
PRINCE/7
ERIC CLAPTON/Tears In Heaven
CHARLES & EDDIE/
Would I Lie To You
HI-FIVE/She's Playing Hard To Get
PATTY SMYTH & DON HENLEY/
Sometimes Love Just Ain't Enough
JODY WATLEY/
Don't You Want Me
GENESIS/Never A Time
TIME/Jungle Love
CECE PENISTON/Keep On Walkin'
U2/One

R&R HOT FAX

Information when you need it!

ADVANCE

Packed with early insights into the week's top news, business and financial stories...Hot Arbitrends, Street Talk and more. Faxed to you early Wednesday mornings.

COUNTRY UPDATE

Hottest Country radio and music news, Street Talk, Ratings...plus advance Country charts, video playlists and weekly music calendar. Faxed to you Monday evenings.

MTV/R&R MUSIC FAX

The hottest music news, exclusive MTV music research and programming insights. Customized in AOR and CHR versions and faxed to you early Monday mornings.

NewsFLASH

Faxed to everyone receiving HOTFAX publications, whenever major news breaks.

Become part of R&R's world-wide advance information fax service.

Call 310•553•4330 to try it free.



CHR

WXKS: Scoring Big In Beantown

Continued from Page 33

we continue to look forward. We're very much a current-based CHR."

Rivers, long criticized for being too conservative musically, says, "I've learned a lot in Boston; it's been quite an education. [Former WXKS PD, now crosstown AC WVBF night personality] Sunny Joe White was doing one thing with Kiss and we did something else at WZOU. It's allowed both stations some latitude since I came over here and he became PD at WZOU. Both stations were in the sevens two years ago — now it's just us in that ratings range."

"I really have to credit Sunny for the depth of musical acceptance this market has developed. He and [Pyramid Chairman] Richie Balsbaugh did an excellent job of building this station over the years and keeping virtually the same airstaff in place for the last decade."

"Combined with our marketing efforts, the Kiss 108 airstaff is a vital component of our success. Morning man Matt Siegel is an incredible talent who's topical, entertaining, and well-loved by the community."

"I've tried not to tether my jocks. We went through a phase where my reputation preceded me, and it took a while for us to get used to each other. I just reminded them to keep clear thoughts and become

a bit more streamlined, but still project lots of personality."

"Let's be honest — CHR is a high-stakes poker game. If you aren't playing to win, don't sit down to gamble. That means a commitment to market the station and hiring the best talent in all dayparts. If you're not willing to do that, you shouldn't be in the format."



Winning CHRs have learned it's important to be local — almost to a fault.



Active Among Adults

"We have great adult numbers and like the old [60s to mid-'80s] KFRC/San Francisco, we've had a lot of great success in attaching ourselves to the star images of the artists. Our annual Kiss 108 Concert benefiting the Genesis Fund helps make us bigger than life in the market."

The first annual Kiss 108 Fall Fest [10/9-11] featured music, food, arts and crafts involving

high-end sponsors and talent, including Al. B. Sure!, Jeffrey Gaines, Wilson Phillips, Cover Girls, David Sanborn, and "Cheers" barkeep Woody Harrelson's Manly Moondog & The Three Kool Kats. "Fall Fest was a winner for everyone. The feedback we've had indicates it will become a mainstay event for us."

According to Rivers, CHRs need to take a less defensive posture and do whatever it takes to raise station awareness. "It's vital to have a compelling-sounding station. That's the main reason to listen since it's free entertainment and there are many choices on the dial. Winning CHRs have learned it's important to be local — almost to a fault. It would be hard for someone to come to town and sound like a Boston station unless he understood the people, traditions, and needs of the market. Knowing this information is an intangible you just can't buy."

"Don't sell CHR short. There's still lots of life left in it. Remember — humans don't live in neat little Arbitron demographic cells. Your listeners are real people who listen to your radio station because it reflects today's music and offers high entertainment value."

BITS

• **Rocking The Vote** — As Election Day approached, KSFM (FM102)/Sacramento gave the Rock The Vote campaign a huge last-minute boost with "Convenjam." The station-sponsored event at the Arco Arena attracted over 15,000, who came to watch performances by Kris Kross, Mary J. Blige, Troop, A Lighter Shade Of Brown, N2Deep, Barrio Boyz, and Al B. Sure!. In addition, the concert raised \$25,000 for the Washington Neighborhood Center youth organization.

COMING NEXT WEEK

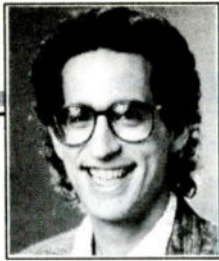
CHR Summer Ratings Scoreboard



WE WEAR SHORT SHORTS — During Dayton's Outdoor Underwear Festival, the gang at WGTZ (Z93) offered \$10,000 to listeners catching any air talent with their pants on. Feeling the fall chill are (top, l-r) Producer Dave, Jeff Wicker, and MD Sean Roberts; (bottom, l-r) Wilbur Wright, Dani Steele, Kim Faris, Jeanne Destro, Allyson Berry, and PD Louis Kaplan.



HOLDING THE PARTY LINE — The Party dropped by to share moments of sincerity with the gang at KCAQ/Oxnard-Ventura, CA. Looking genuine are (l-r) the Party's Tiffini Hale and Dee Dee Magno, KCAQ MD Annie Sage, the group's Chase Hampton, Damon Pampolina, and Albert Fields.



HARVEY KOJAN

Country's Impact On AOR

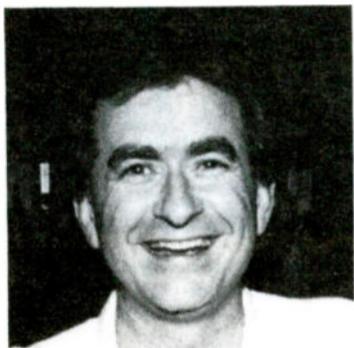
Country radio has enjoyed remarkable growth over the past couple of years, and there's no doubt some of those gains have come at AOR's expense. But what can AOR do to counter hot Country stations?

This week, I discuss the Country conundrum with Pollack Media Group Sr. VP Dave Brewer, WRFX/Charlotte PD Jeff Kent, and WIYY/Baltimore PD Russ Mottla. As you'll read, each identifies a different demo as being most vulnerable to Country, which only confirms the format's broad appeal.

Upper-Demo 'Phenomenon'

"Country stations have shared audience with AOR for years, but never more so than right now," Brewer acknowledges. "And it's not just in the South, it's the entire country. It's a phenomenon of the times."

"There's no doubt Country is the hot format right now. There's a lot



Dave Brewer

records are still being dayparted after seven, nine, or 10 o'clock. It's insanity. We've got to do what we do best. We get into trouble when we pretend rock listeners want to hear Billy Joel records. Rock listeners want to hear rock, and there's nothing you can do about it.

"If a 41-year-old guy doesn't want to rock anymore, so be it. Let him go. If you want to be a 35+ station, go Classic Rock and get out of the AOR business."

"A lot of mainstream AORs would be in a lot less trouble today against these 'Blazes' and 'Blitzes' if they simply played the rock records people want to hear. People are screaming for this music, and mainstream radio tends not to play it."

"We work with a couple of Classic Rock stations that switched to hard rock, and their 25-34 men numbers are higher now than when

they were Classic Rock. What does that tell you? You can still get 25-30-year-old men playing hard rock records, as long as they're hits. I'm not saying to go crazy; you've got to be prudent. But the answer to getting 25-34 men is not classic rock — it's *hard rock*. New hard rock, as well as older hard rock from the late '70s and '80s. That's the stuff people are eating up.

"It's funny, because for five or six years in the mid-'80s we weren't even *testing* AC/DC, let alone playing them. We were kidding ourselves that we were some kind of yuppie rock thing. Now we're seeing the error of our ways."

"Be the best rock station you can be. I've had managers ask me, 'What about this Country station coming on? What are we going to do?' Play more Marshall Tucker records? Give me a break."

18-24 Hit

Kent is certainly familiar with Country's surge in popularity — probably more than he'd like to be. "It's having more impact than I ever imagined. When we first started seeing [ratings erosion], we were puzzled. We thought if Country had any impact on us, it would be with upper demos, but it's primarily been 18-24s."

"Luckily, we have access to research, so we did perceptual stuff with people who claim to be steady 'RFX' listeners. We watched 40% of them tell us they had a Country radio station or two on their push-buttons. They told us when we played a song they didn't care for, they checked the Country stations out — and liked what they heard."

"We asked them specifically what they liked, and they told us the music was 'easy to listen to'



POKER'S WILD — KDBK/San Francisco morning men Blake & B.J. enticed actress Lee Meriwether into a spirited game of strip poker. Poker-faced are (l-r) morning show producer Mitch Varhula, Blake Lawrence, Meriwether, and B.J. Shea.



Jeff Kent

and 'very relatable.' They didn't mention disc jockeys, contests, or anything else. It was the music."

"Country's extremely hot right now. You can't turn your damn TV on without hearing about Garth Brooks or country music this or country music that."

Like Brewer, Kent acknowledges there's not much AOR can do musically against a Country rival. "I can't start playing Garth Brooks records. It's not like another rock station coming into the market."

"As our consultant, Fred Jacobs, said when he came into the market, 'What are we supposed to do? I've listened to them, and we can't do what they do. It's like battling the Klingons!'"

"So we decided to pump a little life back into the format. We did another auditorium test and tested



[Country] is having more impact than I ever imagined. You can't turn your damn TV on without hearing about Garth Brooks or country music this or country music that.

— Jeff Kent



AOR has to realize it's an 18-34 format and stop worrying about 35- and 40-year-olds. We've kidded ourselves about this for years.

— Dave Brewer



of star quality in country music. And the difference between now vs. what happened when Country was big 10-12 years ago is that the music is attracting a lot more men than it did back then."

Brewer sees 35- and 40-year-old AOR listeners as the most likely Country defectors. "Although I'm sure you could find cases where 18-24s are listening to Country, it's primarily an upper-demo phenomenon. And it's clearly because most of the buzz music in AOR these days — the Nirvanas, the Pearl Jams — isn't acceptable to that 35-year-old rock listener."

"At the same time, a lot of people who grew up listening to the Stones, the Byrds, and CCR are sick of that music as well. So they really have very few places to go."

Forget 35+

Brewer says the best way for AOR — or any format, for that matter — to combat audience erosion toward Country is to maximize its true audience. "AOR has to realize it's an 18-34 format and stop worrying about 35- and 40-year-olds. We've kidded ourselves about this for years."

"For example, we daypart the hell out of things. Huge rock



BLITZED — Faith No More's Jim Martin (l) and Roddy Bottum (r) entertain WBZX (The Blitz)/Columbus, OH middayer Ronni Hunter and morning man Doug "The Wolf Boy" Taylor.

the entire library. We found some of the classics we'd been relying on for so long were tired, especially groups like the Doors and the Who. Classic rock — as far as AOR is concerned — is from the '70s and the '80s, not the '60s."

"We freshened up the station by putting some new things on the air, like hourly 40-minute music sweeps and a no-repeat workday. We started a listener advisory board. And we've been having a rock 'n' roll scavenger hunt with a \$25,000 grand prize."

"It's been a struggle for us, but I think we've rejuvenated the radio station. It's more fun to listen to now."

Waiting Game

For Mottla and WIYY, recognizing Country's impact resulted from an intense analysis of the station prompted by several soft books.

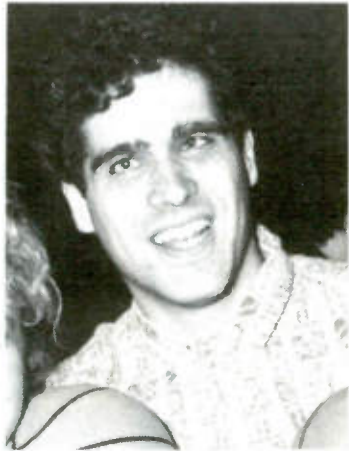
"For two and a half, three years, we were the god of Baltimore radio," he recalls. "We could do no wrong. We could fart on the air and get a seven share. After a while, they stop laughing with you and start laughing at you. So our re-

Country's Impact On AOR

Continued from Page 35

search guy, consultant, GM, and I took a weekend away from the station, locked ourselves in a room, and took an analytical look at the books and our in-house research.

"The operating assumption had been that our numbers had softened primarily due to a pretty intense AC battle that's been raging in the market. But when we really stripped the thing down, we noticed that we lost mostly to WPOC, the Coun-



Russ Mottla

"As with any hot format, it's mainly a waiting game — waiting for the burnout. I don't think there are enough country superstars to sustain the popularity the format's enjoying right now. The new country artists are already starting to sound alike. Unless they can mutate, they'll be dead in a year or so, and it'll be back to the standard playing field.

"What we've tried to do in the meantime is create an environment that's more appealing to 25-34-year-old males. We said, 'This is where our losses are concentrated. Let's do something to take care of them.'

"We obviously got a lot of mileage out of being a very broad radio station. But the 18-24s really have nowhere else to go, so it doesn't make a whole lot of sense to concentrate the station's programming toward them. We need to put some bandages on the upper end."

Mottla's not surprised at Country's broad demographic appeal. "Think of the nature of a hot for-

“As with any hot format, it's mainly a waiting game — waiting for the burnout. I don't think there are enough country superstars to sustain the popularity the format's enjoying right now.”
— Russ Mottla

try station. That's primarily where we were losing 25-34-year-old men.

"Frankly, we didn't come up with a specific list of things to do to combat them. I'm going to keep the old ears open and play appropriate country-type songs that can satisfy a 25-34-year-old rocker who may feel a little disenfranchised. But I can't say I have a programming solution.



HUMAN BE-IN — Over 15,000 people attended WXRK/New York's recent "Be-In" in Central Park. More than 26,000 pounds of food and clothing were donated for the city's homeless. Backstage are (l-r) Jefferson Airplane co-founder Marty Balin, 'XRK personality Alison Steele, Roger McGuinn, Airplane co-founder Paul Kantner, and 'XRK's Pete Fornatale.

mat, and consider the nature of the competitive situations in each market. What you're going to lose to a hot format is whoever you've disenfranchised. In my case, I created a station that was much more comfortable to the lower end than the upper end. Maybe a more mainstream AOR that has disenfranchised the lower end is going to lose them to the new hot format, even if it is Country. And if you're talking about a very library-based AOR or a Classic Rock that might be burning that library out for 35+, you're going to lose them.

"Like all good radio people do, you have to look at your specific market. There's no national agenda for any of this."



CHILLIN' — KTWI & KTWS/Bend, OR APD/MD/night rocker Steve Sweet (r) broadcasts live mere moments before he was "frozen alive" in a 5000-pound block of ice. Sweet cooled his heels for 48 hours, helping raise money to put the freeze on drug abuse. Pictured with Sweet is combo PD Captain Mike (aka Pepe Lopez).



WAKING UP THE NEIGHBORS — Reunited KOME morning men Blazy and Bob interview Bryan Adams; (l-r) Jeff Blazy, producer Mike Doom, Adams, and Bob Lilley.

FAMOUS FIRSTS

GREG MICHAELS, PD KRCH/ ROCHESTER, MN

WHAT WAS THE FIRST RECORD YOU BOUGHT?
GREG: Sweet, "Ballroom Blitz."

WHO WAS THE FIRST PD TO TAKE YOUR CALL?
GREG: Greg Swedberg, WLOL/Minneapolis.

WHAT WAS YOUR FIRST RADIO JOB?
GREG: KDOG, Mankato/MN.

WHAT WAS THE FIRST CONCERT YOU ATTENDED?
GREG: Van Halen at Met Center in Minneapolis.

WHAT WAS YOUR FIRST SEXUAL EXPERIENCE?
GREG: The minister's daughter in the church youth room!

YOUR FIRST PRIORITY THIS WEEK:

SCREAMING TREES
"Nearly Lost You"

TRACK DEBUT 45

Most Added 46/34 Including	KQRC KSJO
WIYY WBAB WDEW KISS WXTB KQLZ KXRX	KLOS KISW
WBCN WNEW WNOR KSAQ WMMS KIOZ	

Count-Up to Larry Moffitt Day: 49 Days and Counting!

SEGUES

KJOT/Boise MD Curt Caldwell exits; PD Bryan Gregory adds MD duties ... Bill Collins defects from WGLF/Tallahassee to crosstown WRZK as Production Director/air talent ... WCGY/Lawrence-Boston slides Kristine Fichera into 6pm-midnight ... Sandi Thomas Productions inks KHOP/Modesto-Stockton and KHTT/Santa

Rosa ... WZCR/Ft. Myers MD/evenings Chris Lloyd takes overnights at KVFX/Modesto ... KKFM/Colorado Springs evening personality Steve Ryan returns to crosstown KILO for Production Director/midday responsibilities ... KXIQ/Bend, OR recently flipped from CHR to AOR under PD Sean Lisle; B/D & A consults.



SHAWN ALEXANDER

SO MANY ARTISTS, SO LITTLE TIME

Working Around The Product Glut

New Rock's willingness to play widely varying types of music guarantees a constant barrage of releases targeting the format. The overwhelming amount of product poses problems for PDs trying to create a proper musical balance.

In this column, several PDs share their methods of finding the hits in the weekly deluge of new music.

Mike Summers KXRK (X-96)/Salt Lake City

"There's more product now, and we're playing more musical genres than ever," acknowledges Summers. "I have cabinets full of things I've never listened to. By the time I get to them, they're way past being priorities for the record people.

"It's impossible to find room for everything. A lot of people question why we play something long after it's been released. For example, we've had a lot of success with *Machine In Motion*, a CD EMI sent out months ago that never went anywhere. But it's become successful at X-96 since I found room for it."

Summers doesn't always follow the record company's direction on



Mike Summers

a project. "It takes time before we'll go to a follow-up. I can't follow the label's pattern: something strong, something weak, something strong. That may be to a record company's advantage, but not radio's.

"It doesn't make sense, because it puts the artist in a lot of danger. Given all the releases, if a label holds a strong cut to focus on a weaker track, it can get lost."

Wendy Naylor KDGE (The Edge)/Dallas

To sift through all the product, Naylor uses hook tapes produced by MD George Gimarc. "He records segments from all of the latest singles. We each take home a tape over a weekend, then discuss the strongest songs in our music meeting. It boils down to an information filtering process — read the trades, listen to the music, hear the hype — and asking if it fits the station's sound or is something your listeners would react to.



Wendy Naylor

"We look at artists based on listener response, retail performance, and request activity. I've noticed that if listeners like the song, the artist doesn't matter. A lot of times, listeners will love one song but dislike another by the same artist. They want to hear their favorite songs; it's not an artist issue."

Nevertheless, the Edge makes exceptions with certain artists. "We only add another cut if it's a monstrous record," explains Naylor. "We have a deep-cut category for new records. When you have new Pearl Jam, Nirvana, R.E.M., or Peter Gabriel records, people want to hear more than the single for 12 weeks. After three or four weeks, we'll begin playing a deep cut.

"I'm here to turn people on to new sounds and hopefully motivate them to buy the records. But I'm not going to be their personal jukebox and play four songs from an album."



Phil Manning

Phil Manning WOXY (97X)/Cincinnati

"We're on the light side when it comes to developing new artists," says Manning. "Those who get on 97X have to be special. They need to have depth and charisma.

"We have an unwritten policy that we won't add a baby band until we listen to the entire record. It comes down to the term 'one-hit wonder.' It's not that difficult to do one killer song. It doesn't mean we won't play it if it's the only hit on the record. But by listening to the entire record first, we'll know what direction to take with the band."

How does Manning find the time to listen to every record in its entirety? "Actually, MD Julie For-

REVOLUTION

XETRA-FM (91X)/San Diego APD/MD Mike Halloran adds consulting duties at KRZQ/Reno. Meanwhile at 91X, Deirdre O'Donoghue comes aboard to host her freeform "Snap Judgment" show — Sundays 6pm-8pm... Groove Radio International, a new syndicated show hosted by former MARS-FM MD Swedish Eagle, inks KFMA/Phoenix.

A Dream Come True



KNDD (The End)/Seattle recently joined forces with the Make A Wish Foundation, which grants wishes to children with life-threatening illnesses. Josh Hardy (center), a 17-year-old from New Hampshire, requested a visit to Seattle to meet one of his favorite grunge bands. Hardy got more than he bargained for — more than 15 bands showed up to shower him with gifts, most notably a Pearl Jam guitar. Pictured with Hardy are members of Seattle's finest: Soundgarden, Pearl Jam, the Posies, Tad, 7-Year Bltch, Fastbacks, Monkeywrench, and Gas Huffer. Also in the photo — somewhere — is KNDD MD Marco Collins.

man screens some of the independent and grass-roots stuff. It's kind of a pecking order. I listen to the majors and respected indies."

In contrast to Naylor, Manning is committed to playing more than one track from a new artist. "We're artist-oriented — it's our goal to break bands whenever we can. When we find the diamond in the rough, like Dada or Barenaked Ladies, it's a joy. If the band doesn't sell or isn't a draw when it comes to town, at least we have one or two library tracks. We've expanded our base and shown our listeners the new bands we feel are the cream of the crop."

Biff Raffé KNNC/Austin

Raffé says, "New Rock is the only format that isn't completely niched in terms of the records that are worked. When a label can't niche a release into CHR, AOR, or AC, they assume it's New Rock. I don't want to call the format a dumping ground, but there's a lot more to choose from. I don't know exactly how many records are worked to this format per week, but it seems like more than 100 at

any given time when you include the smaller labels.

"I still want to break and develop bands, but we're more song-oriented than group-dependent. It's not necessary to play more than one track to break a band — especially baby bands. It comes down to how the first song performed. If it didn't perform well, why play another?"



Biff Raffé

"The key is rotation. When KNNC plays something new, we familiarize the audience with it by playing it a lot. Playing one song a lot will go just as far as playing two or three and not rotating them."

ROCKFILE

- Artist: Neneh Cherry
- Track: "Trout"
- LP: "Homebrew"
- Label: Virgin

• Essentials: "Trout" is from Neneh Cherry's second solo effort, partially recorded at a converted schoolhouse in her native Sweden. At 17, Cherry — stepdaughter of the infamous Don Cherry — fronted "nouveau jazz iconoclasts" Rip, Rig & Panic, which evolved into *Float Up CP* after three albums. R.E.M.'s Michael Stipe contributes featured vocals to the track.

• Artist POV: Cherry notes, "I tried to put a kind of tenderness on this record, because there was this stigma around me as a strong woman. A lot of women get trapped with that. With 'Homebrew,' it was important to include the whole



emotional cycle — it's tender, hard, and brutal."

• Label POV: "The power themes on the album are relevant to everyone. Neneh's ability to unite a variety of musical tastes makes this album so unique and appealing," points out Virgin Nat'l Dir./Alternative Promotion Dawn Hood.

RockFile highlights breaking artists charting for the first time.

Time To Trip

DAVID J

"Space Cowboy"

Now On Tour With
PJ Harvey

From The Album URBAN JRBANE

Produced by David J

Co-Produced by Nick Sansano

Management: Raymond Coffer Management

© 1992 MCA Records, Inc. MCA



WALT LOVE

UC

URBAN CONTEMPORARY

The Joys Of Summer

Surveying success stories around the country

This week we'll tour the country, taking quick looks at some of the stations that earned notable Summer '92 Arbitron numbers.

WRKS/New York: Large In The Big Apple

Of course, we'll begin the tour in the Big Apple, where one of the format's best success stories continues. WRKS (98.7 KISS-FM)/New York rose 5.6-6.6 among persons 12+, holding onto first place overall. The station is also No. 1 among 18-34s and No. 2 among 25-54s.

WGCI-FM/Chicago: Windy City Winner

In Chicago, WGCI-FM jumped from second to first in the market with a 7.2 12+ as legendary News/Talker WGN slipped 7.6-6.8 into second. WGCI-FM continues to superserve the black community while entertaining its general market audience. 'GCI-FM is also No. 1 persons 18-34 with more than a 10 share and No. 1 among 25-54s with better than a six share. The folks at WGCI-FM are playin' hardball!

WKYS/Washington: Capital Performance

In our nation's capital, WKYS scrambled from third in the market 12+ to second on a 5.7-5.9 increase. Those numbers leave the station a distant second only to the 8.9 scored by CHR WPGC. Meanwhile, Black AC WMMJ had a nice 12+ increase (3.0-4.8), as WHUR held steady at 3.8.

WEDR/Miami: Taken By Storm

Hurricane Andrew isn't the only whirlwind that's hit Miami this year — WEDR's 12+ share went up 5.7-7.3, solidifying the outlet's grip on the No. 1 spot overall. AC

WLYF's 5.8 12+ makes it the nearest rival. WEDR is also first among 18-34s (with better than an 11 share) and with 25-54s (nearly a nine share).

KPRS/Kansas City: In Country

KPRS/Kansas City's 12+ share increased 6.8-7.6, enough to go from fourth to third in the market. Interestingly, KPRS shares the top of the market with two Country stations (WDAF and KFKF). It's also third overall among Persons 18-34 and tied for second among 25-54s with Classic Rocker KCFX.

WROU/Dayton: Return To Form

In Dayton, it was nice to see WROU recover from an unexplained drop in its Spring '92 numbers. Keeping in mind that 'ROU hasn't even been on the air for a full year, check out the station's 12+ numbers over the last four books (starting in Fall '91, when it went on-air in mid-book): 1.2-7.2-4.6-8.8.

That 8.8 is good for third place in the market. The station is second overall among 18-34s with more than a 14 share, trailing AOR WTUE by just four-tenths of a share. Among 25-54s, WROU ranks fourth in the market.

WQQK/Nashville: Musical Chairs

In Nashville, WQQK's 12+ share rose 6.7-8.7 in the Summer '92 book, boosting the station from fifth to fourth place. Note that PD Hosie Mack exited before the book was out, becoming just the latest in a long line of PDs to leave WQQK. The station is ranked third in the



PARTY EVERYDAY — Chrysalis/ERG artist Arrested Development recently performed at WILD/Boston's W.I.L.D. Family Fun Day. Pictured are (back, l-r) EMI's Mark Greene, the group's Montsho Eddle, Dionne Farris, and Aerle Taree, and WILD morning co-host 'Coach' William Maye; (middle, l-r) WILD Promotions Dir. David Webb and A.D.'s Speech; (front, l-r) the group's Headliner and Rasa Don, and WILD PD Stephen Hill.

18-34 demo and tied for third among 25-54s.

R&B's Movement In Milwaukee

Every UC or Black station in Milwaukee showed growth in the Summer '92 Arbitron. WKKV-AM & FM improved 5.0-5.2 12+, while daytimer WNOV hiked its 2.0 up to 2.8. Urban AC WMVP also improved 1.0-2.3. Arbitron estimates 12% of the city's 12+ population is black.

KMJM/St. Louis: Restrained Growth

KMJM/St. Louis remained in fourth place overall as it increased 7.3-7.6 among persons 12+. The outlet ranks second among 18-34s and seventh among 25-54s. Other UC stations in the market showed a little growth: KXOK's share grew 1.7-1.9, while at the KATZ combo, the AM's 12+ improved 1.2-2.2 and the FM, an Urban AC, dropped 2.0-1.1.

WBLK/Buffalo: Charging Ahead

Up in Buffalo, WBLK bounced back nicely with a 5.1-7.8 increase among 12+ listeners. As the only mainstream Urban station in the market, WBLK now ranks second overall in the city, up from tenth in the last book. The station is now ranked fourth among 18-34s. Congratulations are in order for PD Eric Faison and his staff.

WZAK/Cleveland: Steady & On Track

Though it stayed flat at 6.7 12+, WZAK/Cleveland rose from sixth to fourth place overall. The station — the city's only mainstream Urban station — ranks third in the 18-34 demo and seventh in the 25-54 demo.

The Battle In Dallas

The Urban battle continues in the Dallas-Ft. Worth market, as KJMZ (100.3 JAMZ) continues to pull away from direct competitor KKDA-FM (K104). JAMZ is up 5.6-

5.8 this book, as K104 continues its decline with a 4.5-4.0 move. KKDA (AM), known for its unique format of oldies and blues, dropped below its usual ratings floor of 2.0 with a 2.5-1.9 slip. JAMZ is tied for fourth place in the 18-34 demo, while K104 is ranked fifth in the same demo. It's close!

JAMZ and K104 are also close among 25-54s, but this time K104 leads by seven-tenths of a share. I plan to keep a very close eye on this situation during the Fall '92 ratings sweep, because I expect fireworks in this heated competition.

Snap To It

You've got the power to double your exposure in R&R. Simply snap a few shots (station promotions, celebrity visits, etc.) and forward them to Walt Love, 1930 Century Park West, Los Angeles, CA 90067.



JAMMIN' AT THE BLACK EXPO — Los Angeles's annual Black Expo attracted the likes of (l-r) KKBTL.A.'s then-VP/Programming Mike Stradford, Shirley Clark, and John London, artist Morris Day, and Reprise VP/Black Music Promotion Eric Thrasher.



RIGHT HERE IN CHICAGO — During a recent Windy City stopover, SWV dropped by WGCI. Taking time out for a photo session are (standing, l-r) RCA's Tommy Thompson, WGCI PD Elroy Smith, SWV's Lelee, RCA's Kathi Moore, and (kneeling) SWV's Coko.

*“In the world today we just need a little bit
more monogamy.
Dedication makes us whole.”*

howard hewett

Save Your Sex For Me

the first single and video from the new album **Allegiance**

Produced by Narada Michael Walden for Perfection Light Productions

Management: Stiletto Management

FIRST WEEK:
URBAN MOST ADDED!



Elektra

© 1992 Elektra Entertainment, a division of Warner Communications Inc. A Time Warner Company



LON HELTON

COUNTRY

CRI UP 31% SINCE '89

Summer Can't Slow Format's Growth

Country radio continues its upward ratings spiral, with the Country Ratings Index setting a record for the sixth consecutive sweep. The Summer '92 figure of 1137.7 represents a 31% increase in adult listening over the CRI's historic low of 870.3, set just three summers ago.

The format's strength can be measured in many ways:

- Of the 234 Country outlets in 99 continuously measured markets, 104 boast stations that rank in the Top 5 25-54 — that's an increase from both last book and last summer.

- The CRI continued to climb even during the summer, normally considered Country's softest sweep. In fact, this was the format's third consecutive "up" summer.

- Over 70% of all Country outlets either bettered or equalled their Spring '92 25-54 rank.

This last stat is especially amazing because it comes during a time of increasing market fragmentation. That's also what produces the down side of the summer results — the numbers aren't down because of audience slippage; rather, they're lower because of the growing number of markets gaining new Country stations. The toll taken by the higher concentration

of Country outlets is evidenced in the following results:

- The number of markets with stations ranking either first or second 25-54 is down from 79 to 71 cities. Six markets remain with Country stations claiming first and second 25-54: Dallas, Houston, Nashville, Oklahoma City, Phoenix, and Wichita.

- The number of 25-54 market-leading Country stations dropped from 56 to 52.

Overall, however, the CRI boost during the Country outlet expansion is testimony to the format's continued growth. Here's to a fantastic fall! (Editor's note: For more about Country's impact, see Harvey Kojan's AOR column, Page 35).

Summer '92 Scoreboard

Station/City	12+		25-54 Rank	
	Sp'92	Su'92	Sp'92	Su'92
WVTV/Columbus, OH	4.3	5.3	9	6
KPLX/Dallas	5.8	5.6	3	2
KSCS/Dallas*	9.5	9.5	1	1
KYNG/Dallas	4.1	5.1	8	4t
WHKO/Dayton	12.9	11.9	1	1
WKSX/Dayton	1.0	.8	17	16
WONE/Dayton	3.6	2.8	11	12t
WPFB-FM/Dayton	2.9	2.6	14	10
KDHT/Denver	1.1	1.7	17	16t
KYGO/Denver	2.2	1.9	20	16t
KYGO-FM/Denver	9.6	13.0	1	1
KDLS/Des Moines, IA	DNS	.8	DNS	DNS
KKSO/Des Moines, IA*	DNS	DNS	DNS	DNS
KJJY/Des Moines, IA*	17.8	19.0	1	1
WWWW/Detroit*	6.3	7.1	1	1
KHEY/EI Paso	1.2	1.6	16	17t
KHEY-FM/EI Paso	14.1	14.5	1	1
KSET/EI Paso	4.6	4.8	8	8t
KCML/Fresno	.5	.5	26	24t
KFRE/Fresno*	3.3	3.3	10t	18t
KNAX/Fresno*	9.5	9.5	1	2
KSKS/Fresno	4.3	4.6	5	7t
WBCT/Grand Rapids #2	—	4.8	—	6
WCUZ/Grand Rapids	2.3	1.4	14t	18t
WCUZ-FM/Grand Rapids	9.0	10.3	3	2
WNEU/Greensboro	—	1.5	—	15t
Winston Salem-High Point #3				
WPCM/G-WS-HP	1.3	2.0	18	11t
WTQR/G-WS-HP	18.9	18.0	1	1
WISPI/Greenville-New Bern-Jacksonville, NC	DNS	DNS	DNS	DNS
WRNS/Gr-NB-J'ville	.5	1.0	17	22t
WRNS-FM/Gr-NB-J'ville	20.2	23.8	1	1
WESC-FM/Greenville, SC	10.6	13.1	4	3
WSSL/Greenville, SC	.1	.1	DNS	DNS
WSSL-FM/Greenville, SC	17.0	14.6	1	1
Combo	17.1	14.7	1	1
WHYL-FM/Harrisburg	4.1	2.8	7	11t
WRKZ/Harrisburg	7.1	6.9	4	5
WWYZ/Hartford	7.5	8.4	3	1
KDEO/Honolulu	1.7	.7	13	18t
KIKK/Houston	.4	.3	30	29t
KIKK-FM/Houston	7.5	7.7	2	2
KILT-FM/Houston	8.1	8.5	1	1
KKBQ/Houston	DNS	DNS	DNS	DNS
KKBQ-FM/Houston	2.3	1.8	14t	18
WBHP/Huntsville, AL	3.6	2.7	12t	13t
WDRM/Huntsville, AL	23.8	25.8	1	1
WHVK/Huntsville, AL	3.4	2.7	7	6
WFMS/Indianapolis	12.7	14.0	2	1
WMSI/Jackson, MS	18.7	17.3	1	1
WQIK/Jacksonville	.3	.1	21t	23t
WQIK-FM/Jacksonville	12.8	11.0	1	1
WROO/Jacksonville	6.9	6.8	7	6t

Continued on Page 42

Country Ratings Index Data

Summer '92 CRI: 1137.7, Up 6.5 points

Spring '92 CRI: 1131.2	Summer '90 CRI: 882.4
Winter '92 CRI: 1101.3	Summer '89 CRI: 870.3
Fall '91 CRI: 1070.3	Summer '88 CRI: 899.7
Summer '91 CRI: 1026.6	Summer '87 CRI: 925.9
	Summer '86 CRI: 950.4

Summer '92: 234 Stations

102 Up (44%) a total of 128.6 shares, Adults 25-54
 109 Down (47%) a total of 127.6 shares, Adults 25-54
 19 Even
 4 Debut, 10 shares, Adults 25-54
 2 Drops, 2.2 shares, Adults 25-54

Spring '92: 232 Stations

107 Up (47%) a total of 143.5 shares, Adults 25-54
 94 Down (42%) a total of 117.1 shares, Adults 25-54
 24 Even
 7 Debut, 19.8 shares, Adults 25-54
 4 Drops, 6.2 shares, Adults 25-54

Summer History, Adults, 25-54

Sweep	Up	Down
Summer '91:	43%	47%
Summer '90:	43%	47%
Summer '89:	38%	52%
Summer '88:	45%	48%
Summer '87:	43%	52%

To compensate for the addition of new continuously measured markets into the CRI database, the actual share totals for all the Country stations in continuously measured markets have been multiplied by a factor of .737 to keep the CRI relative to past indices. This practice will continue — with a fluctuating factor — as more markets are continuously measured. Thus, the CRI is a relative — not an absolute — number, representing actual shares.

The conversion factor is determined by additional markets, not stations. We are determining market, not station, listening levels.

Legend

All figures refer to Arbitron metro survey areas, Monday-Sunday, 6am-Midnight.

Stations with #1 shares have 12+ figures in bold.

Previous numbers for stations debuting this book, and stations not Country during the sweep, are designated with "—."

Demo listings indicate market rank, not actual share.

Below-the-line signals are included in determining a station's rank, but do not contribute figures toward the CRI.

Asterisks (*) indicate Country stations in a particular market which are co-owned but have different call letters. Some sister stations are listed under "Gold-based Country."

"DNS" means a station did not show in the ratings book.

A tie is indicated by "t."

Copyright 1992 Arbitron Ratings Company. May not be quoted or reproduced without Arbitron's prior written permission.

The new
hit single
*“Cheap
Whiskey”*
from
Martina
McBride

*“The smell of
cheap whiskey
... and the sound of
goodbye.”*

Summer '92 Scoreboard

Continued from Page 40

Station/City	12+		25-54 Rank	
	Sp '92	Su '92	Sp '92	Su '92
WBBI/Johnson City-Kingsport-Bristol #4	DNS	—	DNS	—
WBEJ/JC-KP-Bristol	.5	1.5	DNS	12t
WEMB/JC-KP-Bristol	.3	DNS	DNS	DNS
WGAT/JC-KP-Bristol	.3	.7	DNS	16t
WKIN/JC-KP-Bristol	.5	.5	DNS	16t
WRGS/JC-KP-Bristol	.9	DNS	11t	DNS
WUSJ/JC-KP-Bristol	2.2	4.7	7	7
WXBQ/JC-KP-Bristol	2.1	.3	9t	DNS
WXBQ-FM/JC-KP-Bristol	28.2	27.5	1	1
KFKF-FM/Kansas City	11.4	11.2	1	1
KKCJ/Kansas City	1.5	2.4	17	14
WDAF/Kansas City	9.8	10.8	3	6
WDLY/Knoxville*	.8	.8	12t	14
WIVK/Knoxville #5	2.2	—	9	—
WIVK-FM/Knoxville	28.6	30.9	1	1
WSEV/Knoxville*	DNS	.4	DNS	15
WWZZ/Knoxville	3.6	3.0	6	6
WILS-FM/Lansing	2.5	4.5	9	8
WITL/Lansing	.2	.8	DNS	14
WITL-FM/Lansing	18.0	18.1	1	1
Combo	18.2	18.9	1	1
KFMS/Las Vegas	.6	.1	23	21t
KFMS-FM/Las Vegas	7.5	7.7	2	2
Combo	8.1	7.8	2	2
KWNR/Las Vegas	4.7	7.2	8	4t
KSSN/Little Rock	20.9	22.5	1	1
KXIX/Little Rock	3.5	DNS	9	DNS
KZLA/Los Angeles*	2.0	1.8	18	18
WAMZ/Louisville	18.4	22.0	1	1
WTMT/Louisville	1.2	.4	14	17t
WWKY/Louisville	2.7	2.4	12	10
WZKS/Louisville	2.7	3.1	10	9
WTSO/Madison, WI	5.7	5.3	10	7
WWQM/Madison, WI	10.6	12.6	2t	2
WYZM/Madison, WI	.6	.4	15t	14
KFRQ/McAllen-Brownsville	8.4	8.9	5	4
KTEX/McAllen-Brownsville	13.5	16.7	1	1
WGKX/Memphis	13.6	11.1	1	2
WHBQ/Memphis	.2	.3	DNS	20
WKIS/Miami	4.8	3.4	4	11t
WMIL/Milwaukee	7.9	7.7	2	1
KEEY/Minn.-St. Paul	10.8	10.2	2	1t
WKSJ/Mobile	.2	.5	DNS	21
WKSJ-FM/Mobile	13.8	15.8	1	1
Combo	14.0	16.3	1	1
WZBA/Mobile	.8	1.5	16	18
KTOM/Monterey-Salinas	2.3	2.2	20t	26t
KTOM-FM/Monterey-Salinas	7.8	5.2	1	4
Combo	10.1	7.4	1	4
WSIX-FM/Nashville	13.4	13.6	1	1
WSM/Nashville	3.5	3.4	12	11
WSM-FM/Nashville	11.0	11.0	2	2
WYQC/Nashville	.8	.8	17t	17
WYNY/Nassau-Suffolk	3.8	3.7	6	8
WNOE/New Orleans	.5	.6	19t	21t
WNOE-FM/New Orleans	8.6	8.0	1	3
WYNY/New York	2.8	3.1	10	8t
WCMS/Norfolk	.1	.4	DNS	23t
WCMS-FM/Norfolk	6.7	6.8	5	4
Combo	6.8	7.2	5	3
WGH-FM/Norfolk	4.5	7.0	7t	2
KEBC/Oklahoma City	8.8	10.4	2	2
KXXY/Oklahoma City	.3	.2	17	17t
KXXY-FM/Oklahoma City	17.6	18.6	1	1
Combo	17.9	18.8	1	1
WOW/Omaha	4.6	4.9	11	10t
WOW-FM/Omaha	13.3	15.4	1	1
WWKA/Orlando	10.4	11.0	1	1
WXTU/Philadelphia	4.9	5.0	7	7
KMLE/Phoenix	6.3	7.9	2	2
KNIX/Phoenix*	11.7	12.5	1	1
WDSY (AM)/Pittsburgh	.1	.2	24t	24t
WDSY-FM/Pittsburgh	7.0	6.4	3t	4
Combo	7.1	6.6	3	4
WIXZ/Pittsburgh	DNS	DNS	DNS	DNS
KUPL/Portland, OR	.7	1.0	20t	24
KUPL-FM/Portland, OR	8.8	8.5	2	1
Combo	—	9.5	—	1
KWJJ/Portland, OR	1.6	.8	17t	26
KWJJ-FM/Portland, OR	5.1	6.5	8	5
Combo	—	7.3	—	5
WCTK/Providence	4.5	4.7	7	6
WQDR/Raleigh-Durham	8.6	7.0	2	4
WKHK/Richmond	14.0	11.6	1	1
KKC/Riverside-San Ber.	1.5	1.3	21	23
KFRG/Riverside-San Ber.	8.3	11.0	1	1
WJLM/Roanoke-Lynchburg	6.0	5.3	6	6t
WSLC/Roanoke-Lynchburg	3.9	3.5	10	12

Station/City	12+		25-54 Rank	
	Sp '92	Su '92	Sp '92	Su '92
WYYD/Roanoke-Lynchburg	18.8	17.4	1	1
WBEE/Rochester, NY*	13.2	10.5	2	2
KNCI/Sacramento	5.1	4.3	7	7
KRAK/Sacramento	2.7	2.1	12	14
KRAK-FM/Sacramento	6.2	9.5	6	8
WIXC/Saginaw, MI	3.3	3.8	9	9
WKCQ/Saginaw, MI	12.2	14.0	2	2
WIL/St. Louis	9.0	7.9	3	3
WKKX/St. Louis	2.8	3.3	9	9
KKAT/Salt Lake City	12.9	12.1	1	1
KSOP/Salt Lake City	.6	.4	26t	22t
KSOP-FM/Salt Lake City	6.2	5.8	4	4
Combo	6.8	6.2	4	4
KAJA/San Antonio	7.4	6.2	3	3
KCYI/San Antonio*	9.7	8.3	1	2
KOWF/San Diego	.9	.4	25t	34
KSON/San Diego	.5	.7	32t	37
KSON-FM/San Diego	7.1	8.1	1	1
Combo	7.6	8.8	1	1
KOWF/San Diego-N. County	2.4	1.4	13t	23
KEEN/San Jose (SF ARB)	DNS	.5	DNS	44t
KNEW/S.F.-Oakland*	1.1	1.0	34	28
KRTY/San Jose (SF ARB)	.9	.8	31t	29
KSAN/S.F.-Oakland*	4.0	3.4	2	4
KEEN/San Jose	1.2	1.7	27	18
KRTY/San Jose	3.5	3.1	10	8
KMPS/Seattle-Tacoma	.8	.5	24t	27t
KMPS-FM/Seattle-Tacoma	7.0	7.9	1	1
Combo	7.8	8.4	1	1
KRPM-FM/Seattle-Tacoma	4.0	4.4	10	5
KASO/Shreveport, LA	1.3	.8	DNS	13
KRMD/Shreveport, LA	.8	.6	11t	DNS
KRMD-FM/Shreveport, LA	20.6	20.6	1	1
Combo	21.4	21.6	1	1
KWKH/Shreveport, LA	2.1	3.5	11t	11
KWKH-FM/Shreveport, LA	7.8	7.5	4t	3
KCDA/Spokane, WA	3.0	1.8	11	13
KDRK/Spokane, WA*	12.4	12.3	2	2
WPX/Springfield, MA	8.1	9.6	4	2
WNRD/Syracuse	2.4	2.0	11	13t
WSCP/Syracuse	.1	.2	24	DNS
WSCP-FM/Syracuse	1.2	1.0	14	18
Combo	1.3	1.2	14	18
WQYK-FM/Tampa	11.9	12.3	1	1
WKKO/Toledo*	10.5	9.6	1t	3t
WOHO/Toledo	DNS	DNS	DNS	DNS
KIIM-FM/Tucson*	19.6	20.1	1	1
KTFX/Tulsa	4.4	4.7	7	8t
KVOO/Tulsa	5.4	4.6	10	13t
KVOO-FM/Tulsa	4.0	4.1	11	18t
KWEN/Tulsa	18.7	18.6	1	1
WMZQ/Washington	.2	.1	36t	35t
WMZQ-FM/Washington	7.4	5.1	1	3
Combo	7.6	5.2	1	3
WRCY/Washington #6	—	.5	—	23t
WIRK/West Palm Beach	7.5	6.6	2	2
KFDI/Wichita	7.1	6.1	13	11
KFDI-FM/Wichita	13.0	12.6	2	2
KZSN/Wichita	.2	.5	16t	DNS
KZSN-FM/Wichita	15.4	14.8	1	1
Combo	15.6	15.3	1	1
WDLN/Wilkes Barre-Scranton	5.3	4.9	3	3
WEMR/Wilkes Barre-Scranton	.5	DNS	22	DNS
WGTY/York	10.0	9.7	2	2
WHTX/Youngstown-Warren	.8	.4	18t	15t
WQXK/Youngstown-Warren	14.5	12.6	1	1t

Gold-Based Country

KCWR/Bakersfield*	3.8	4.9	13	8t
WBAP/Dallas*	5.3	5.4	5	7
WCXI/Detroit*	.9	.8	24t	27t
WESC/Greenville, SC	1.2	.8	13	17t
KILT/Houston	.5	.3	28t	31t
WCKN/Indianapolis #7	—	DNS	—	DNS
KLAC/Los Angeles*	.6	.8	38t	37t
WDGY/Minneapolis	DNS	.5	DNS	18
WGH/Norfolk #8	.3	—	24t	—
KCWW/Phoenix*	.6	.7	18	25
WBBF/Rochester, NY*	3.8	3.7	11	11
KUSA/St. Louis	1.3	1.2	23	23
KKYX/San Antonio*	3.3	3.0	18	20
KKYX-FM/San Antonio	2.0	1.6	16	17t
Combo	5.3	4.6	10	13
KGA/Spokane, WA*	4.8	3.0	6	11
KTRW/Spokane, WA	2.3	1.2	14	14t
WQYK/Tampa	.4	1.0	21t	19t
WTOD/Toledo*	4.0	2.3	10	13t
KCUB/Tucson*	2.9	1.9	9	13

Format Scorecard

Stations Surveyed	Sp '92		Su '92	
	232	234		
Continuously Measured				
Markets With Country Outlets	99	99		
25-54 Share	Up 107 47%	102 45%		
Comparisons	Down 94 42%	109 47%		
	Even 24 11%	19 8%		
	Debuts 7	4		
	Drops 4	2		
25-54 Rank	Up 122 54%	115 50%		
Comparisons	Down 64 29%	66 29%		
	Even 39 17%	49 21%		
25-54 Rank	1-5	6-10	11-15	
Su '92	104	35	29	
Sp '92	103	41	29	
Su '91	97	35	32	
12+ Comparisons	Up 104 46%	101 44%		
	Down 97 43%	110 48%		
	Even 24 11%	19 8%		
Markets With Country No. 1, Adults 25-54	56	52		
Markets With Country No. 1, 12+	51	51		

Breakouts: AM Vs. AM

Stations	Band	
	AM	FM
Su '92	75	159
Sp '92	77	154
Wi '92	77	151
Su '91	82	142
Su '90	63	106
Su '89	80	101
Su '88	80	100
Su '87	78	96

Summer '92 25-54 Share Totals (Shares in parentheses)

	AM		FM	
	29	39% (+16.0)	73 47%	(+112.6)
Up	29	39% (+16.0)	73 47%	(+112.6)
Down	32	43% (-20.1)	77 50%	(-107.5)
Even	14	18%	5 3%	
Debut	0		4	(+10.0)
Drop	2	(-2.2)	0	

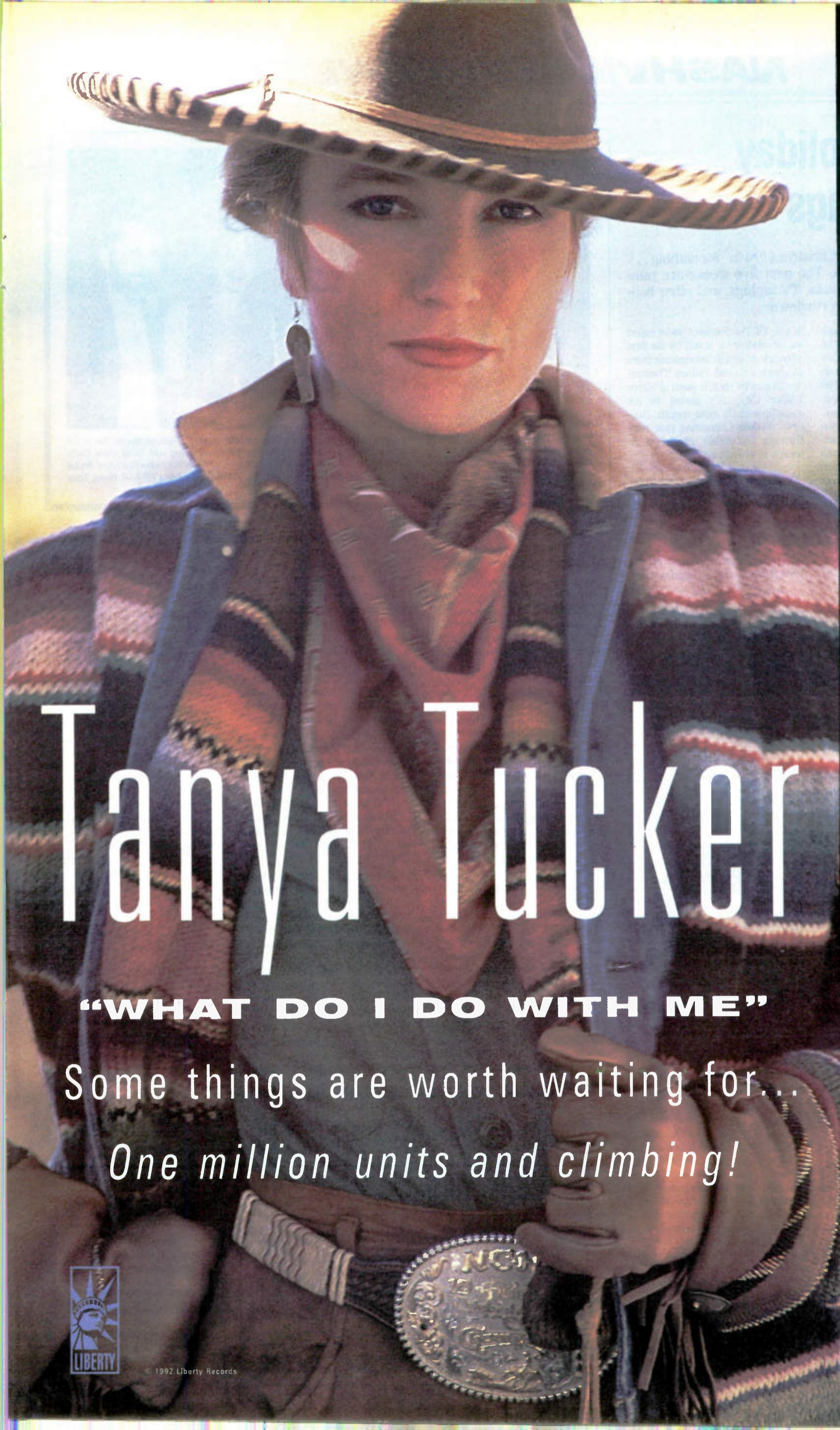
	AM		FM	
	63.7 4%	1480.0 96%	70.0 5%	1464.9 95%
Total Su '92 25-54 shares	63.7 4%	1480.0 96%	70.0 5%	1464.9 95%
Total Sp '92 25-54 shares				
Net Gain/Loss	(-6.3)	(+15.1)		

25-54 Shares/By Band	AM		FM	
Wi '92	76.6 5%	1414.7 95%		
Fa '91	84.3 6%	1368.0 94%		
Su '91	80.2 6%	1313.8 94%		
Su '90	83.6 9%	846.2 91%		
Su '89	109.0 12%	808.1 88%		
Su '88	147.3 16%	797.6 84%		
Su '87	153.6 16%	831.2 84%		

(Ed. note: From the CRI's inception to January 1, 1991, there were 78 continuously measured markets with Country outlets.)

Footnotes

- KIDI/Albuquerque flipped from Spanish to Country KASY 8/12/92.
- WJFM/Grand Rapids switched from Classic Rock to Country WBCT 7/23/92.
- WМКG/Greensboro-Winston Salem dropped AC for Country as WNEU 7/30/92.
- WBBI/Johnson City-Kingsport-Bristol simulcast with CHR sister WABN 8/7/92.
- WIVK (AM)/Knoxville became News/Talk 6/1/92.
- WMJR/Washington changed to Country WRCY 4/92 (did not appear in the Spring '92 Arbitron).
- WFXF/Indianapolis went from Classic Rock simulcast to SMN Real Country as WCKN 6/1/92.
- WGH (AM)/Norfolk shifted to Sports 5/30/92.



Tanya Tucker

"WHAT DO I DO WITH ME"

Some things are worth waiting for...

One million units and climbing!

**P
L
A
T
I
N
U
M**



Ho-Ho-Holiday Happenings

They don't call it the Christmas "rush" for nothing... just ask a country artist. The next five weeks are jam-packed full of charity events, TV tapings, and other holiday happenings. Here's a rundown:

Doug Stone and **Lorrie Morgan** will bring viewers "Home For The Holidays" when they host a Christmas special tentatively set to air on TNN sometime next month. The show also features **Holly Dunn**, **Ronna Reeves**, and **Collin Raye**. Producer **Cort Casady** likens the telecast's format to a holiday version of "The Big Chill," with both performance and conversation footage. Directed by **Barry Glazer** for **Sierra Mar Productions**, the program is slated for national syndication next year.

• **Kenny Rogers** kicks off his 1992 holiday tour with a CBS special, "Kenny Rogers Christmas: The

Magic Of The Season," to be taped on November 13. It will be the first network program to originate from Branson's Grand Palace Theatre. It will also be shot, in part, at Silver Dollar City. It's slated to air sometime early next month. Rogers's 36-date Christmas tour runs through December 23, when he wraps in Milwaukee.

• **Clint Black** is scheduled to appear on **Bob Hope's** "Four-Star Christmas Fiesta From San Antonio," which tapes December 3. Black will perform "Til Santa's Gone (I Just Can't Wait)," a tune he penned that appeared on the 1990 RCA/Nashville holiday com-



PURE COUNTRY GOLD — Nashville got a taste of Hollywood recently when Warner Bros. Pictures hosted the world premiere of George Strait's new movie, "Pure Country." On hand to celebrate the opening with Strait were Garth Brooks, Alan Jackson, and Randy Travis, among others. Pictured at the gala are (l-r) MCA/Nashville President Bruce Hinton, actress Lesley Ann Warren, Strait, actress Isabel Glasser, and MCA/Nashville Exec. VP/A&R Head Tony Brown.

pilation, "Home For The Holidays." The NBC special has a December 18 air date.

• **The Oak Ridge Boys** and **Marie Osmond** will team up again this year for their 12-city "Magic Of Christmas" tour. The three-hour show incorporates, among other things, about 400 lights, an entire grove of live Christmas trees, and nine snow machines. ("We like blizzards," explains ORB **Joe Bonsall**.) As before, the shows will be linked with the Feed The Children organization, and concertgoers will be encouraged to donate non-perishable food items for distribution to needy children within each city.

Speaking of the Oaks, they'll be on hand to present the Grand Ole Opry with an award at the Radio Hall Of Fame Awards this Sunday (11/15) at Chicago's Museum of Broadcast Communications. **Porter Wagoner** will accept the award on behalf of the Opry; others receiving kudos include voice talent **Casey Kasem**, actor **Don Ameche**, and ABC radio/TV network founder **Leonard Goldenson**. The presentation will be nationally broadcast on an ad hoc network of radio stations.

• **Doug Stone** was busy last week filming a video for "Sailing Home For Christmas," a song from his holiday album, "The First Christmas." The clip will integrate per-

formance shots with vintage footage of American servicemen returning home from World War II and the Korean and Vietnam conflicts.

• Programmers can expect some special Christmas cheer from **Suzy Bogguss** in their stockings this year. Bogguss has recorded "Two-Step 'Round The Christmas Tree" especially for radio. The tune, plus a B-side recording of "I Heard The Bells On Christmas Day," should be on your desk within the next 10 days.

• **Lionel Cartwright** is Co-Chairman for the Fanny Battle Day Home, a day care center for lower-income families in the Nashville area. In addition to recording radio and TV spots, Cartwright will go Christmas caroling around Music Row on December 1 to help raise money for Fanny Battle's programs.

• The Country Music Hall Of Fame's halls will be decked with a display of vintage Christmas cards, and a new exhibit — a collection of record and sheet music art documenting more than 40 years of Christmas music by country artists. Ensembles from local schools and churches will entertain visitors with holiday music on December 12 and 19.

• **Emmylou Harris** will be the grand marshal of Nashville's 40th annual Christmas parade on December 6. Preceding the parade

will be the 11th annual Rudolph's Red Nose Run, which raises money for the Big Brothers of Nashville.

Bits & Pieces

Collin Raye's "In This Life" is the love theme for the characters of Max and Luna on ABC's "One Life To Live." The song was played last Friday and will be used in future shows... **Mike Reid** has signed on as spokesperson for the National Runaway Switchboard, a 24-hour-a-day confidential hotline for runaway teens. He recently filmed TV spots for the hotline while shooting the video for his latest single, appropriately titled, "Call Home"... **Billy Ray Cyrus** will tape an ABC-TV concert special next month on the campus of the University of Nevada at Reno. The program will air in February. Cyrus will end his spectacularly successful year by entertaining at Bally's in Las Vegas, where he's headlining shows December 29-January 2.

— Lorie Hollabaugh

Lisa Stewart

NEW ARTIST FACT FILE

Current Single: "Somebody's In Love"

Label: BNA Entertainment

Manager: Moress, Nanas & Shea

Producer: Richard Landis

Background

• Growing up in Louisville, MS, **Lisa Stewart** had been exposed to country music nearly all her life. By age six she was performing professionally; at 11 she was playing in a tent at Nashville's Fan Fair.

• Her musical influences include **Annie Lennox**, **Ella Fitzgerald**, and **Sarah Vaughan**. Her Belmont University/Nashville music professors were grooming her for a promising opera career, but she still felt a certain pull toward country music. "I wanted to be in a genre of music where I could be free to be creative with what I was doing. Traditional music is restraining in a way — and I wanted to be able to embellish."

Signing

• While still in school, Stewart sang lead for several local bands. Her big break came during a Christmas party gig one year. When **Judds** band leader **Mark Thompson** heard her sing, he invited her to work on a Judds demo. Engineer **Byron Gallimore** took an interest during that session and helped her make a demo, which led to interest from at least three Nashville labels. She signed with **BNA** last January. "I decided to sign with BNA partially because they were a brand new label, and I knew I'd be the first female signing. I was also impressed with the



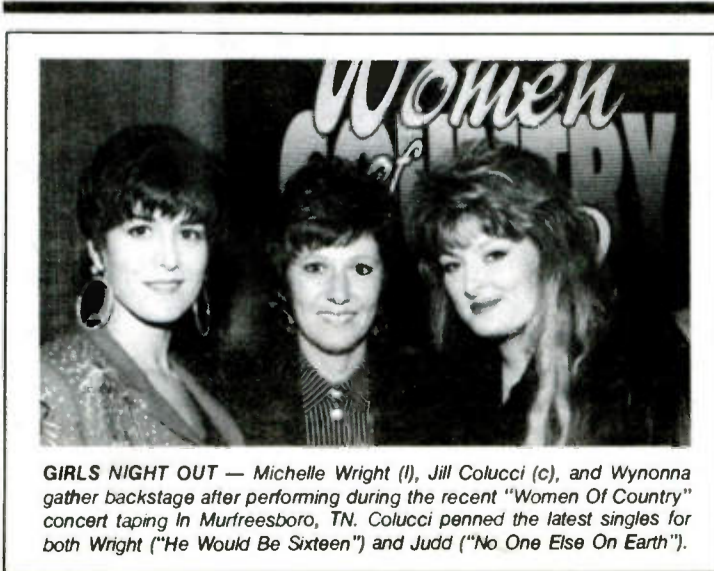
Lisa Stewart

fact that they were a big research label."

Songs

• One of Stewart's favorite songs on her upcoming debut album is "Under The Light Of The Texaco," a **Janis Ian** tune. "It has this kind of **Bo Diddley** groove to it, and it's about a girl who works at a Texaco cafe and daydreams all the time about leaving and following her dreams. It reminds me of me."

• She also covers the '66 **Jeanie Seely** song, "Don't Touch Me." "We used a 25-piece orchestra on that one to give it a big, lush sound. It's another of my favorites because I'm a real fan of older country music: **Patsy Cline**, **Jim Reeves**, etc."



GIRLS NIGHT OUT — **Michelle Wright** (l), **Jill Colucci** (c), and **Wynonna** gather backstage after performing during the recent "Women Of Country" concert taping in Murfreesboro, TN. Colucci penned the latest singles for both Wright ("He Would Be Sixteen") and Judd ("No One Else On Earth").

COUNTRY FLASHBACK

1 YEAR AGO

• No. 1: "Forever Together" — **Randy Travis**

5 YEARS AGO

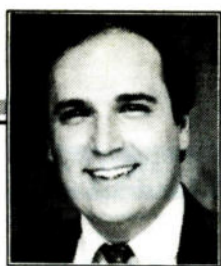
• No. 1: "The Last One To Know" — **Reba McEntire** (2nd week)

10 YEARS AGO

• No. 1: "War Is Hell (On The Homefront)" — **T.G. Sheppard**

15 YEARS AGO

• No. 1: "Wurlitzer Prize/ Lookin' For A Feeling" — **Waylon Jennings**



MIKE KINOSHIAN

ADULT CONTEMPORARY

Joining The Format's Ranks

Former UC, Top 40 PD says 'fun part is playing to my peers'

Non-AC-experienced programmers pondering a switch to the format might take some hints from two veteran PDs who've made the transition.

Star Search

Among the stations Michael Spears has programmed in his long radio career are UC KKDA/Dallas and then-Top 40 KFRC/San Francisco. Four months ago, he succeeded Harv Blain as PD of Hot AC WPNT (The Point)/Chicago.

"The fun part about AC programming is I get to play to my peers," says the 45-year-old Spears. "AC is the baby-boomer format for people who loved CHR but have graduated. There's a great talent bank from which to draw."

On the subject of talent, WPNT's recent Opportunities section ad (R&R 9/13) raised many industry eyebrows — the station offered a \$1000 finder's fee for a morning drive talent. The copy read:

No ZOOMASTERS, BlueJox, or liner-card robots need bother. Your tape must speak for itself. NONE of the usual hacks or warmed-over or attitude problem types. Suggest aerobics or therapy, not our place.

Spears recalls, "The response was great. People called to say they were inspired by it. We didn't want to come off as being arrogant



Michael Spears

— we just wanted people to know we're serious about this station."

Like other PDs who've relocated to new cities, Spears still finds himself in the process of absorbing as many market nuances as possible. "I don't know anything about Chicago, but I love it," he says. "I go to the malls and suburbs and listen to what people say and see how they dress. I read the papers from cover to cover every day."

Less Disposable Time

Comparing UC and AC audiences, Spears notes, "AC's [listen-

ers are] a little slower than I'm accustomed to. It takes longer for them to 'get it' because there are so many diversions for their time.

"Older people don't have as much disposable time. Your station has to be very consistent and focused. UC is very cutting-edge — I've seen records go up and down the chart in a week.

"We need to push the envelope a little [in AC]. Even though some people told us not to, we played En Vogue ['Giving Him Something He Can Feel'] and Boyz II Men ['End



AC's [listeners are] a little slower than I'm accustomed to. It takes longer for them to 'get it' . . . Your station has to be very consistent and focused.

Of The Road']. I may reach a little into gold or rock to provide a surprise. You have to make room for experimentation."

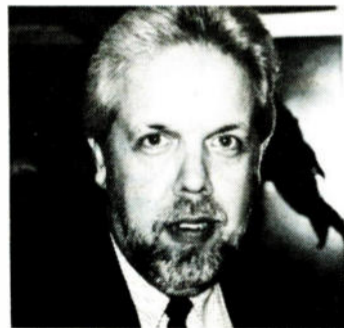
Building A Nest At WMAG

Move from CHR to AC more than a 'stopping-off point'

Several months ago, 14-year WKZL (The Eagle)/Greensboro vet Chuck Holloway joined crosstown AC WMAG as OM. Although 'KZL was CHR when Holloway exited as Station Manager/PD, it has since evolved to Hot AC — and is now one of 'MAG's direct format foes.

"I'm pleasantly surprised at how comfortable I am with the music on my station and my move to AC," he says. "The AC community is a warm and intelligent group of people. Former CHR people who are now in AC are really having a good time because [they're programming] good radio.

Former CHR people who are now in AC are really having a good time because [they're programming] good radio . . . AC is a mass appeal — rather than a niche — format.



Chuck Holloway

"Some people may consider AC as a stopping-off point, but I don't think that [should be the case]. I don't feel isolated since AC is a mass appeal — rather than a niche — format."

Competitive Edge

Having competed against WMAG for so many years, Holloway was certainly familiar with his new station. "I was able to zero in on some weaknesses and shore

them up. WMAG wasn't looking to hire a 'format guy' — it wanted a good broadcaster. It wanted someone with marketing awareness, strong management style, people skills, and integrity. Format knowledge was a secondary consideration."

Holloway still keeps up with what's happening in CHR. "I stay aware of the music and what's going on because it might affect my audience. They might not be CHR listeners, but they could have MTV on at home. There's a tremendous amount of ways that pop culture can get into their lives.

"But it's very difficult for me to listen to some of [today's] CHR product because now I'm conditioned to listen to more of the 'adult' artists."

For those contemplating a programming move to AC, Holloway advises, "[A PD's role] is to figure out what the station's supposed to sound like and fine-tune it until it gets that way. Keep your mind open, and be aware of the changes in society. Being a broadcaster guarantees you a career — being a format person guarantees you a job."

Summer's Number One Club

Eleven music-intensive FMs and two Full-Service ACs (FSAs) notched No. 1 25-54 rankings in this summer's Arbitron. WRMF/West Palm Beach and WARM-FM/York, PA gain special recognition for placing first among 18-34s, 25-54s, and 35-64s.

KOST/Los Angeles finished first 25-54 and 35-64 and tied for second (with AOR KLOS) among 18-34s (behind NR KROQ). Column one indicates each station's summer-summer 25-54 fluctuation. The next two columns note 18-34 and 35-64 summer market rank.

	25-54 Flt	18-34	35-64
WLEV/Allentown	-0.6	#3	#1
WLW/Cincinnati*	+2.1	#3	#1
WSNY/Columbus	-1.2	#5	#2
WRVH/Harrisburg	+10.6	#1	#4
KSSK-FM/Honolulu	+3.0	#4	#2
KMZQ/Las Vegas	+1.4	#3	#2
KOST/Los Angeles	-1.7	#2	#1
WCCO/Minneapolis*	-3.3	#6	#1
KFMB-FM/San Diego No. Cty.	+0.4	#3	#1
KISCI/Spokane, WA	-3.7	#5	#3
WYYY/Syracuse	-0.8	#4	#1
WRMF/West Palm Beach	+6.0	#1	#1
WARM-FM/York, PA	Flat	#1	#1

*FSA

Jingles Revisited

Spears also has made his mark with Otis Conner-produced jingles. WPNT reportedly has invested \$30,000 in the "Real Players" package. "It's pretty wild stuff," Spears admits, "and I don't think there's anything like it on AC radio. There were 20 live instruments recorded for us. We've already spent more on it than AC has in the top three or four markets combined.

"[In early October], we debuted

the 'Radar Weather Eye' jingle that played twice an hour for 14 years on WLS/Chicago. It has the identical notes, instrumentation, and arrangements as the original."

Spears wants those from other formats to join AC's programming ranks. "We need them because of the diversity they can bring. [Consultant Gary Berkowitz] is a great teacher, and other PDs around the country are helping to teach me the format."

Moving From One Extreme To Another

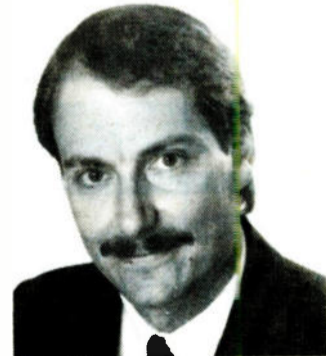
Having programmed CHRs KQKS/Denver, KLUC/Las Vegas and KRQQ/Tucson, Dave Van Stone was a wise choice to head Pollack Media Group's CHR division. But Van Stone's PMG tenure was short: He exited several months later to replace Guy Zapoleon as Hot AC KHMV/Houston's PD.

"Music on AC is a little different from CHR, but great radio transcends formats," Van Stone says. "There's a honeymoon period when you have to understand your musical extremes. You have to know what you can get away with regarding hard music, soft music, and dayparting. CHR tends to be heavier on bells and whistles, and the energy level's different."

Supporting Cast

Programming an AC without having prior format experience can be successfully accomplished — provided PDs have capable supporting players. "You have to understand your station's goals and radio in general," Van Stone explains. "It's also important to surround yourself with very good people who can make up for your shortcomings.

"Country or AOR PDs coming into AC should have extremely competent MDs who can hold their hand during the [transition]. The rest of the station's staff is very im-



Dave Van Stone

portant when a new PD goes through his learning curve."

Van Stone isn't letting other market stations influence his programming approach. "We have a good station and strong staff," he remarks. "We're doing what [needs to be done] and aren't overreacting to anyone else. We have substantial research and promotion budgets. This station has done very thorough work. I'm carrying on what Guy had already set up."

AIR TALENT SERVICES

THE WORLD'S FIRST PD SCHOOL!

Dan O'Day announces the first weekend created especially for working PDs (and future PDs)!
**POSITIONING • MARKETING • CORPORATE SURVIVAL
 MANAGEMENT PSYCHOLOGY • CREATING A
 PROGRAMMING BUDGET • RADIO IMAGERY... Much More!**
 When: February 20-21, 1993! Where: Dallas, Texas.
 For complete registration information, leave your mailing address AND your fax number at
 (310) 476-2091...or via fax at (310) 471-7762

AIR PERSONALITIES & PROGRAM DIRECTORS! You'll LOVE *The Whole O Catalogue!* Books & tapes on radio programming, radio comedy, job-hunting, production, promotions, airchecks...A mail-order playland for radio pros! For your copy, write: O'LINERS • 11060 Cashmere Street, Suite 100 • Los Angeles, California 90049...or leave complete address at (310) 476-2091...or via fax at (310) 471-7762!

AIRCHECKS

ONE STOP CHRISTMAS SHOPPING

Give the gift of airchecks this season. It's not too early to send for our catalog listing more than 2200 airchecks. Rush \$6.00 to:

MAN FROM MARS PRODUCTIONS

159 Orange Street, Manchester, New Hampshire 03104

COMEDY BITS WANTED

ATTENTION HUMOROUS TYPES:

WE PAY CASH for funny radio bits. We need characters, song/commercial parodies. Send non-returnable cassettes to: Producers, P.O. Box 170036, St. Louis, MO 63117-1100. EOE

COMEDY

COMEDY SERVICE

Jokes, Bits, Joke Books, at a reasonable price. Send for samples & rates:

COMEDY CONNECTION

406 N. BREWSTER, RD. 1, VINELAND, NJ 08360
 or call (609) 697-2298 (fax available)

#1 FOR OVER 20 YEARS!

AND WE JUST GOT BETTER! TODAY'S PUNCHLINES AND CELEB STORIES IN THE MAIL EVERY MONDAY! WRITE/PHONE OR FAX FOR OUR LATEST ISSUE. FREE!

TOM ADAMS INC. (808) 373-9800
 P.O. BOX 10246 FAX
 HONOLULU, HI 96816 (808) 373-9801

COMEDY

RECORD THEM FOR LATER AIR USE

MINI 26 THEATERS

"YOUR AUDIENCE WILL BE ROLLING IN THE AISLES"
 -Charlie Tuma, KCBS-LA

A RECORDED BIT YOUR AUDIENCE WILL WAIT FOR!

EACH BIT 60 SECONDS

-18 PARENTAL PERMISSION

NEW TOPICAL UPDATES EVERY MONDAY, WEDNESDAY & FRIDAY

NOW PLAYING

1-900-329-1001

ONLY \$7.50 PER CALL

"ONE STUPID RADIO BIT - I LOVE IT"
 -Scott Shannon, WPLJ-NY

HILARIOUS FAKE MOVIE TITLES!

INFORMATION TO FOLLOW

ENTERTAINING AND FUNNY!

R : MORNING SIDEKICK - 1295 SO. SANTA FE - DENVER, CO 80223 - (303) 733-5850

COMPUTER SOFTWARE

IBM PC COMPATIBLE DATABASES

LOWCOST RADIO/TV STATION DIRECTORIES!

Many Searches * Prints Mailing Labels
 \$39.95 ea. Visa/MC 24-hour orders

1-800-835-2246 ext. 84

Info: (303) 592-3780

Great marketing & employment tools!

BBH SOFTWARE INC.

AIRWARE

RADIO'S #1 SHOW PREP SOFTWARE

CALL for Demo and list of showprep oriented shareware available:

(804) 227-3390

or download a DEMO right now

from our BBS: (804) 227-3348

SureSystem

Music Scheduling Software

as low as \$295 for a Buy-Out!

Includes Ratings and Music Test Software

Call for a free demo disk at (801) 576-9289

CUSTOM TATTOOS

CUSTOM REMOVABLE TATTOOS

PRICES, SAMPLES AND DETAILS
 1-800-264-0867

IDS, JINGLES, SWEEPERS

THE ADVANTAGE

Liners and Promos

CHR • AC • ROCK • COUNTRY

These stations have made the switch to the best!!

(CHR) - Q94 Central Oregon

(AC) - WMBX Richmond

(ROCK) - KLOS Los Angeles

(COUNTRY) - KXRB Sioux Falls

Call 804 794-0000 for Demo

Get a job? Need a jock? Put it in

Opportunities -- and get results!

Call 310-553-4330.

IDS, JINGLES, SWEEPERS

DJ JINGLES • ID JINGLES

ANY CUSTOM MUSIC YOU NEED

REASONABLE • RESPONSIVE • HAPPENING!

Call Doug for a demo

(818) 363-4643



HEAP BIG MUSIC

SOUND LIKE YOU MEAN IT!

BOBBY OCEAN, INC.



(415) 472-5625 FAX 472-1686

SAY IT WITH IMPACT!

ID's-LINERS PROMOS-SWEEPERS For All Formats

"Say It With Impact" and make your dial position SWEAT and your competition #\$\$\$*#@#!!!!

Call 1-412-645-2646 for a FREE on-line demo

BILL KNIGHT

MAILING LABELS

RADIO STATION ADDRESS LISTS

and group mailings to PDs & GMs.

CALL (612) 522-6256

24 HOURS A DAY

MUSIC SOFTWARE

AFFORDABLE

Music Software

No Lease Charges

Features & Flexibility PD's want at a price even small markets can afford.

For More Information call:

HALPER & ASSOCIATES

617-786-0666

EARLY HOLIDAY DEADLINE

For the **DECEMBER 4** issue, the Marketplace and Opportunities deadline is **10am PST, Wednesday, November 25.**



MARKETPLACE ADVERTISING

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

	Per insertion
1 time	\$95.00
6 insertions	\$90.00
13 insertions	\$85.00
26 insertions	\$75.00
51 insertions	\$70.00

Will include camera-ready logo or line art if provided. Deadline for Marketplace ads is noon Thursday, one week prior to publication date. Marketplace ads are non-commissionable. Submit to:

Marketplace
 RADIO & RECORDS, 1930 Century Park West
 Los Angeles, CA 90067 310-553-4330
 Fax: 310-203-8727

OLDIES SERVICES

OLDIES

Best source of hard to find oldies '50s, '60s, '70s, '80s.

Most in stereo clean bright quality, fast service.

MSA

Music Service Associates
Delivered RTR
918-492-7222
(FAX) 918-492-2211
FAX US YOUR LIST

Make Oldies Fun Again!

Now there's programming help for your small to medium market oldies station. We offer: Major Market Experience, Reasonable Rates, Personal Attention, Nationwide Talent Pool.

"ONLY THE OLDIES"

(619) 325-3563

SHOW PREP

WE GIVE YOU THE NEWS YOUR WIRE MACHINE MISSES.

You don't need another wire service — you need a source of wild-and-woolly-stories — zany, crazy, loopy, meshuginah tales from all over the world.

We're wired for weird at WIRELESS FLASH and you get the benefit. The world's one and only oddball news service.

WIRELESS

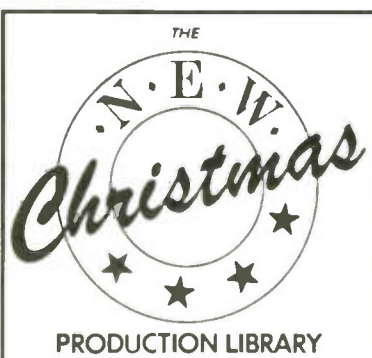
FLASH

Six products to choose from and all priced to please a pinchpenny station manager. Weird News, Tantalizing Trivia, Fabulous Entertainment, complete Daily Almanac and a Horoscope. Not to mention the all-in-one PREP Sheet from radio's own Brad Messer.

CALL FOR A TWO WEEK FREE SAMPLE: 800-848-7796

Opportunity knocks in the pages of R&R every Friday . . . call 310-553-4330

PRODUCTION LIBRARIES



The most current collection of Christmas production music for all your spots and promos.

\$95 BUYOUT

98 original and standard instrumental beds in :60, :30 and random lengths on CD.

ORDER NOW. NO OBLIGATION.

We'll send you the Library with an invoice. Keep it and send us a check or return it with the invoice - no strings attached

CALL (416) 961-2541

FAX (416) 961-7754

AIR FORCE

PROMOTIONS

CASH CUBE



"MONEY MACHINE"

gives your station instant impact...

800-747-1144

READERS SERVICES



"SALES STRATEGY"

R&R columnist Chris Beck has compiled the most street-wise strategies and technologies for selling and managing in the 90's.

Call R&R to order your copy.

310-553-4330

*Plus Postage and Handling 8 1/4 % Tax for CA Residents

Now Only \$17.50*

REAL ESTATE

MONTSERRAT/CARIBBEAN

BEST ISLAND

Ocean front 3.5 acre, gated estate. 8,000 sq. ft, 4 beds, 5 baths, 18 ft ceilings, 8 ft glass doors opening to **Awesome Ocean Views**.

Montserrat home to George Martin "Air Studios".

Original owner offers for sale at less than replacement costs \$1,575,000 US dollars.

Space for private recording studio.

CALL ROY LEE: (619) 322-7160

or FAX (619) 322-5051

Jingles, Jocks and jokes — they're all in the R&R Marketplace —

Call 310-553-4330.

SHOW PREP

SHARP

THE MORNING FAX
The Ultimate Topical Prep Service
One Week FREE Trial

725 Monorch, Nipomo, CA 93444 800-266-MFAX

FASCINATING ARTIST FACTS!

The *breaking* artists. The *latest* hits. Since 1974, Galaxy has been delivering bushels of bits about the music you're playing *today*. Plenty of it, in an easy-to-use, ready-to-read style. Plus an almanac, goofy news & trivia, show-biz goodies and much more. Try it! *Radio's most reliable source of music information!*

GALAXY

For a complimentary sample issue, (Country or Contemporary Edition) Please call Galaxy at: (702) 651-9119 Or FAX (702) 643-7780

T-SHIRTS



World Famous Eskimo Joe's Clothes

1-800-256-JOES

or write to:

P.O. BOX 729

Stillwater OK. 74074

VOICEOVER INSTRUCTION

PROFESSIONALS ONLY

Training 6 and 7 figure heavy hitters for over 12 years, LA based MARICE TOBIAS is the top voiceover coach in U.S. & Canada. One-on-Ones; Pro Clinics; Killer Tapes.

213-939-8679

Chicago 11/12-11/24

LA 12/3-2/5

Miami 11/24-12/2

VOICEOVER SERVICES



"THE CAPTAIN"

BILL VOGEL

IDS • SWEEPERS

PROMOS • VOICE OVERS

1-800-75-MOUTH



Thanks Dave Logan for bringing me on as the new image voice of WLUP-FM in Chicago. Crappy view you have there.

Produced Promos & Sweepers
Natural Power • All Formats

LISTEN TO DEMOS OVER THE PHONE

(407) 697-5487

PRESS '1' FOR CHR/URBAN SAMPLES

PRESS '2' FOR AOR SAMPLES

PRESS '3' FOR OUR HIP AC PRESENTATION

Voice of The Box, The Coast in Norfolk, The Zoo in Mobile...

SANDY THOMAS PRODUCTIONS

STOP SEARCHING



for a hot ID/promo voice! We've got them all. Call North America's finest voice collection for a free CD demo today!

800-488-8224

The Voice Bank

STEVEN B WILLIAMS

PROMOS • SWEEPERS • STATION IDS

Computerized Digital Recording • Overnight Delivery Available

(415) 431-5243

CUSTOM PROMOS & LINERS FOR SMALL AND MEDIUM MARKETS WITHOUT THE MAJOR MARKET PRICES!

CRAIG ROBERTS PRODUCTIONS

PROFESSIONAL VOICEOVER SERVICES

818-763-4100 • FAX 818-763-7555

HOW TO MAKE BIG MONEY IN VOICEOVERS!
And now...
MAKE MONEY TALKIN' FUNNY!



Marketing Seminars and Cassette Courses

Call for dates in LA & NY



Berkley Productions, Inc.

Call for info and FREE Brochure 1-800-333-8108

OPENINGS

OPENINGS

OPENINGS

OPENINGS

NATIONAL

MAJOR MARKET TALENT

If the shoe fits . . . You have over 5, 7, 10 years in radio — you started in a small market, learned your trade, moved to medium, and now you're ready for a Top 100, or Top 50, or even higher . . . but how do you break in? How do you become aware, as soon as the opening occurs? Well, that is our job. NATIONAL, the acknowledged leader in radio personnel placement since 1981, receives a constant flow of job avails for all size markets. We make the complete presentation for you. If you are seriously looking -- contact NATIONAL immediately for complete registration information.

NATIONAL BROADCAST TALENT COORDINATORS **ACT NOW!**
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

Media Grapevine You heard it on the grapevine!
1-900-787-7800
Disc Jockey, Program Director, Sales, News, Production and Entry Level.
Updated daily and all information is current and reported by stations directly!

117 W. Harrison Blvd. 6th Floor Suite R-347 Chicago, IL 60605
Average call 2-3 mins. Avg. Cost \$5.95
Must have a touch-tone phone and be 18 years or older

\$1.95 per min.

The "On-Air" Job Tip Sheet

CALL 1-800-231-7940

937 WILD GINGER TRAIL
WEST CHICAGO, IL 60185

We're the largest, most complete Help Wanted/Job Listing publication in radio, with over 350 of the HOTTEST job leads per issue! Call today for your subscription.

*Published weekly *Radio only
*All formats *All markets
*Radio stations, place your job openings for free!



EARLY HOLIDAY DEADLINE

FOR THE DECEMBER 4 ISSUE...
The Marketplace and Opportunities deadline is **10am PST, Wednesday, November 25.**

PD position, AC adventure to the tropical island of Guam. T&R to: KSTO, P.O. Box 20249 GMF 96921, (671) 477-7108, Rod.

Want jocks to do New Rock for future openings at top 60 market. Send T&R, salary req. to: Radio & Records, 1930 Century Park West, #756, Los Angeles, CA 90067. EOE

JOEL RAAB

New major market Country station looking for up and coming morning show. High energy, music intensive a must. Small and medium market talent encouraged to apply. Will consider talent from all formats. T&Rs to: Joel Raab, 5 Strong Place, Cobble Hill, NY 11231-3708. EOE

Are You Hellbent On Winning?

Major Country Powerhouse looking for fun, entertaining and topical morning show. Solos and teams encouraged to apply. Must enjoy personal appearances, Country music and being the very best! T&R's to: Radio & Records, 1930 Century Park West, #755, Los Angeles, CA 90067. EOE

EAST

CHR, in NY's Hudson Valley, seeks a personality. Experience only. T&R: WBPM, Jean Maxwell, Kingston, NY 12401. (11/13) EOE

PD/MD: Great medium market Country station with strong ratings/high visibility seeks PD/MD with strong management and on-air skills. Send cover letter, salary history, tape and resume to: Operations manager, 93.7 WDLS, P.O. Box U, Dallas, PA 18612.

SOUTH

Immediate opening for creative copywriter with mature production voice and news writing ability. T&R: WJAD, John Dawson, Box 706, Bainbridge, GA 31717. (912) 246-1650. (11/13) EOE

Got talent? Willing to learn? Need a break? T&R: MAC Productions, 603 West 13th, Ste. 1A-79, Austin, TX 78701. (11/13) EOE

WHYK, Huntsville, AL seeks hot Country midday talent. T&R: WHYK, Stormin Norman, 1717 Hoy 72 East, Athens, GA 35611. (11/13) EOE

WCVQ seeks morning host. Creative, reliable entertainers only. No calls. T&R: WCVQ, Michael Johnson, 150 Stalene Rd., Clarksville, TN 37042. (11/13) EOE

AC market leader — 100 KW serving three major universities needs happy winners . . . morning talent . . . program director . . . middays . . . evenings . . . we're ready to make a decision on several key positions with a group owned, winning personality music oriented product . . . top shelf consultant. T&R: Radio & Records, 1930 Century Park West, #741, Los Angeles, CA 90067. EOE

Program Director

96.3 KSCS

Dallas/Fort Worth A Capital Cities/ABC Owned Station

Responsibilities include directing day-to-day activities of programming department personnel, development and implementation of new programming concepts and special events, developing and managing department budgets, compliance with Capital Cities/ABC, Inc. policies and FCC standards and regulations. Individual needs to have a high degree of awareness of trends within the broadcast industry. Proven leadership skills with the ability to develop good talent relationships. Major management experience in radio programming is essential. Contact Victor Sansone, KSCS Radio, 1 Broadcast Hill, Fort Worth, TX 76103. 817/654-6102. EOE



The Southwest's pre-eminent News radio station offers rare management opportunity for right individual. KTRH newsradio - Houston seeks innovative managing editor to supervise award winning team staff of 35, develop imaginative, hard-hitting assignments, coordinate special projects, and help maintain station's reputation for kicking butt. Must have extensive reporting/editing background plus three to five years' management experience in medium to large market. Excellent compensation and benefits package. Submit detailed resume, references, and statements of news and programming philosophies to: Joe Izbrand, News Director, Box 1520, Houston, TX 77251. No wimps or "yes" people. Absolutely no calls.

WGR NEWS RADIO 55

Doing a hot, plugged-in, creative morning show but feel stifled because your PD makes you play eight records an hour? Rush T&R to Chuck Finney, WGR 55, 464 Franklin Street, Buffalo, NY 14202. We may have the opportunity you're looking for in contemporary talk! EOE M/F

WTTR seeks PT weekend AT. T&R: WTTR, Brian Beddow, 101 WTTR Lane, Westminster, MD 21158. (11/13) EOE

Scott Records seeking experienced record pro for consultation and possible executive position. R&B Independent. CONTACT: El Gray: (214) 528-0300. (11/13) EOE

WE NEED A ROCK & ROLL VOICE.

A voice with the energy and excitement that can make radio and TV commercials cut through the clutter. We're a commercial production house with lots of spots for the right voice. If that's you, you're experienced, you're versatile and you're good. In fact, you're great. Send tapes & resumes to: 6474 Via Rosa, Suite #2, Boca Raton, FL 33433. Deadline: December 15, 1992.

AIR TALENT!

PA Gold-based music-intensive AC needs air talent! If you sound bright and mature and have a stable personal life, send T&R to: Group PD, Dame Media, c/o WKSB, Box 3638, Williamsport, PA 17701! EOE

RESEARCH SPECIALIST

SE radio station establishing in-house research department. You must have a background in quantitative and qualitative data gathering as well as knowledge of telemarketing and data base marketing. Send us your resume and a letter detailing your experience and ability to lead a research department. Include methods used and results. Send your package to: Radio & Records, 1930 Century Park West, #758, Los Angeles, CA 90067. EOE

NEWSRADIO 970 WFLA

Rare opening at one of the nation's leading news/talk stations. Wanted: talk show host for 7-10pm slot. If it's been done before . . . don't do it here. Turn the town upside down . . . rock n roll mentality a must, insanity helpful. The Tampa/St. Petersburg/Clearwater market is waiting for you. Sunshine, fun, beaches and maybe even a salary. Send T&R's to: Gabe Hobbs, 970 WFLA, 4002-A Gandy Blvd., Tampa, FL 33611. EOE/MF

Morning Network Program Host sought who can project great warmth, clean-scrubbed wholesomeness and comprehensive understanding of family oriented programming. The successful candidate should be seeking a long term commitment and can expect to become an institution in radio broadcasting. T&Rs to: Radio & Records, 1930 Century Park West, #752, Los Angeles, CA 90067. EOE

MIDWEST

TALENT NETWORK

NETWORKING IS THE KEY
OUT or seriously looking to move up? Cover all the bases when we assist. That's why those we place contact us again when they're ready to make another move. Staff includes a former major mrkt GM and Nat'l PD of a major group. Placement services come and go — we're here year after year!
NATIONWIDE ALL LEVELS
Confidential Orlando FL
(407) 679-8090

How HOT can COUNTRY GET?

A new FM FLAME THROWER is about to be lit. We're looking for the best of the best, regardless of the size. Personalities for all day-parts, music director and **PROGRAM DIRECTOR**. Rush your T&R to: Radio & Records, 1930 Century Park West, #757, Los Angeles, CA 90067. EOE

OPENINGS

MORNING NEWS PERSON/air talent. Midwest top 30 market. Highly rated, high energy, contemporary station seeks experienced morning newscaster/AT who can relate to our female audience. Appearances and ability to offer female perspective on current topics a must. Don't apply unless you're fun, topical, prepared and love to make appearances. Female applicants are strongly encouraged to apply. Tape, resume, photo and all the bells and whistles to: Radio & Records, 1930 Century Park West, #748, Los Angeles, CA 90067. EOE

**Grab me.
Hold me.
Touch me.
Thrill me.**

AM620 WTMJ needs a **News Director** to develop our signature sound. Vivid writing that commands attention. Short, powerful actualities. Entertaining use of language and sound, with stories real people will talk about. Can you lead a staff of eight through the 90's?

Proposal and tape and resume to:
Tom Baylerian, Program Director
720 East Capitol Drive
Milwaukee, Wisconsin 53212

Equal Opportunity Employer

**AM
620 WTMJ**
Your Information Station.



Heritage CHR, market 67, needs the hottest night jock in America . . . yesterday. If you are:

- Hungry
- Have a winning attitude
- Give great phone
- Have lots of energy
- Funny
- Do great personal appearances
- Honest

Rush your T&R to: Neil Sullivan, Program Director, WKDD, 96FM, 1867 West Market St., Akron, OH 44313

Barnstable Broadcasting, Inc. is an Equal Opportunity Employer

KGRC Hannibal/Quincy is searching for a morning drive/PD. Rush your tape and resume to: Pam Hunt, General Manager KGRC, Box 1205, Quincy, Illinois 62301. EOE/MF

FUN & GAMES

Plus some serious community involvement as promotions director of group combo in the heartland. Proven, experienced professionals only. Resume, references and compensation needs in confidence to: Jeff Clark, GM, KFJ/KXLK, 626 N. Broadway, Wichita, KS 67214. EOE

POSITIONS SOUGHT



WKDD Akron, Heritage CHR seeks midday communicator. Must know how to relate to: 25-34 women in a friendly, conversational way. Great personal appearances are a must. T&R: WKDD, 1867 West Market St., Akron, OH 44313. EOE

WEST

KPLU, jazz station for Seattle/Tacoma seeks parttime air talent. C&R: Pacific Lutheran University, Personnel Office, Tacoma, WA 98447. (11/13) EOE

Sports Entertainment Network seeks morning entertainer. No calls. T&R: SEN, Jack Hayes, 3333 Cambridge St., Las Vegas, NV 89109. (11/13) EOE

SST Records seeking fulltime administrative assistant. Exceptional organizational skills required. Resume & cover letter: SST Records, Ron Coleman, Box 1, Lawndale, CA 90260. (11/13) EOE

Parttimer sought by radio producer for clerical and creative duties. Resume and cover letter: Box 615, Van Nuys, CA 91408. (11/13) EOE

The new VARIETY 98.7 is seeking talented afternoon personality. Weekend positions also open. C&R: KCPX, Brian Casey, 434 Bearcat Dr., Salt Lake City, UT 84115. (11/13) EOE

KURB seeks solid swing shift and parttime air talents. T&R: KURB, Randy Cain, 1501 N. University, Ste. 76B, Little Rock, AR 72207. (11/13) EOE

Experienced traffic reporter sought for southwest markets. T&R: Brian Force, 14605 N. Airport Dr., #200, Scottsdale, AZ 85260. (11/13) EOE

Promotional Director

Major market radio station has an opening for a promotion director. Qualified candidate will have a minimum of three years of major market experience as a promotion director in radio or a related field. Supervisory experience is required.

Responsibilities include creating, coordinating, producing and supervising all on-site promotions. Also will produce and implement all market efforts for the station.

Proof of performance and references are required. We offer an excellent salary and competitive benefits package. Please send resumes to:

KRTH-FM
5901 Venice Blvd.
Los Angeles, CA 90034
ATTN: Personnel Department

No phone calls please. All replies will be held in strictest confidence.

KRTH is an equal opportunity employer and encourages response from qualified minority and female applicants.



Top CHR seeks FT air talent/production pro. Great station. Good pay/benefits. T&R, salary requirements to: Radio & Records, 1930 Century Park West, #759, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Major LA outlet has a future opening for a talented, creative production director . . . big pipes a plus. Send tapes and resumes to: Radio & Records, 1930 Century Park West, #751, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Emerson graduate seeks small market experience. 12 years' mobile AT experience, one year radio. CHR, Oldies, AC. JOEL: (508) 535-6355. (11/13)

Female AT, two years' experience seeks fun station in the midwest. Phones, production, team player. CANDY: (219) 534-3632. (11/13)

Hot new programmer seeking PD/APD/MD gig in CHR/AOR. Major league [Radio/records] experience and references. BRETT: (404) 816-2738. (11/13)

17-year pro. All formats including easy listening. News. Strong production. PBP, team player. Southern California preferred. JACK: (818) 359-3215. (11/13)

LA PD's can't dial a phone. Is there a PD somewhere who can? Great ratings. Excellent production. AOR/Hot AC/Country. TOM: (310) 433-3426. (11/13)

Best overnight voice in Central Maine moved to Central Florida. Seeks AC/Oldies/CHR. PAUL: (407) 897-6196. (11/13)

Seeking to make a rare job change. Have done Talk, Country, Classic Rock and easy listening. Do productions and love getting out into the public. CALL: (319) 324-2318. (11/13)

PD available. 12 years' radio experience. AC/light AC/Country. Great track record. JOHN: (800) 745-6495. (11/13)

Weekend AT seeks fulltime Country/Oldies in Michigan/Ohio/Indiana specs grad. Creative, dependable, hungry. DICK: (313) 429-0707. (11/13)

Seeking an experienced, motivated morning news anchor? Eight-year veteran now available. T&R: Box 613, Wilmington, DE 19899-0613. (11/13)

African-American male, former AT and radio salesperson, seeking position with a record company. Will relocate. Energetic, charismatic. DAVID: (313) 569-5918. (11/13)

I WAS REPLACED BY CHARLIE VAN DYKE! A great member of your team or your main man. Hot appearances, great voices, good phones, big ratings-really! **GLENN BOYCHUK (602) 345-9655.**

Best young radio talent in America. No joke, I've got proof. Four years' experience in CHR/UC. KENDALL: (213) 293-8731. (11/13)

Energetic, responsible team player is seeking FT/AT position. Good with phones and I don't mean taking orders for pizza delivery. Available to relocate. GEORGE: (313) 293-5143. (11/13)

Radio my true love. Experienced financial auditor/accountant and 20-year veteran AT seeks management post with PT Country AT. BILL: (901) 372-1936. (11/13)

Seasoned PD/AT. Winning record, no liner card reader. REX: (912) 247-2836. (11/13)

What good are killer pipes if no brain is attached? Quality AT seeks AOR/AC/Oldies out west. Any shift. ZACK: (803) 946-9501. (11/13)

No ego, great attitude. 16-year team playing pro degreed in management seeks FT on-air/PD/operations in top 75 market. GARY: (601) 342-5394. (11/13)

Ratings have fallen and can't get up? Maybe it's time for a change. Three-year AT/production and no ego. Prefer UC/Jazz/CHR/AC. SKIP: (513) 481-6392. (11/13)

High energy, creative AT for 100 kw AOR seeks FT middays, afternoons, evenings or overnights in your small or medium market. BRIAN: (207) 873-1538. (11/13)

12-year pro seeking Country, AC, Classic Rock or Oldies format. Great attitude, good references, available now. MIKE: (713) 923-7221. (11/13)

IB's time to relocate. AT with two years' experience will move to any market. If you are seeking a reliable person, call STEVE: (216) 254-4082. (11/13)

Young, hardworking, professional sportscaster with PBP experience seeking fulltime position. Dedicated and a workaholic. Will relocate. TRACEY: (319) 245-2561. (11/13)

I'm cheap. Dedicated P2 CHR MD/AT willing to live on macaroni and cheese to succeed at your small/medium hot CHR. KEN: (508) 373-7247. (11/13)

Young Costas/Brokaw. Small market news/sports director seeking career in larger market. Sports talk/play-by-play expertise. TONY: (216) 461-2433. (11/13)

Call my voice mail. Leave address for T&R. Market 28 driver. CALL: (818) 407-6869. (11/13)

Station went broke. Versatile air personality knowledgeable in many formats now available. Quality production. Will relocate. RON: (616) 582-7716. (11/13)

POSITIONS SOUGHT

Attractive, experienced. SWPF loves music, great conversationalist and likes to travel. Seeking work night or day. MARGIE: (606) 344-8685. (11/13)

15-year pro AT, played well in Peoria. Ready for new FT midwest challenge. AC/CHR/AOR/Oldies. JOHN: (309) 663-8641. (11/13)

14 years' experience AOR, Oldies, Country, news and sidekick, Christian AC, programmer, PSA Director. DENNIS: (714) 297-9008 (11/13)

MISCELLANEOUS

AC/CHR music service sought from all labels. KLLI, Rick Daniels, 4110 McKnight Rd., Texarkana, TX 75501. (11/13)

Desperately seeking domino. AT who's worked in MN, WI and Bangor, ME and has lost contact. Please help. SANDI: (415) 773-8084. (11/13)

PRODUCERS & SYNDICATORS

Radio network seeks programming for inclusion in its January program schedule. Send concept, tape and personal profile to: Radio & Records, 1930 Century Park West, #753, Los Angeles, CA 90067. EOE

R&R Opportunities Display Advertising

Display	1X	2X
	\$75/inch	\$60/inch

Rates are per week (maximum 35 words per inch including heading). Includes generic border. If logo, custom border or larger heading is required, add 1/2 inch (\$38 for 1X, \$30 for 2X).

Blind Box	1X	2X
	\$100/inch	\$75/inch

Rates are per week (maximum 35 words per inch including heading, box number and R&R's address). If custom border or larger heading is required, add 1/2 inch (\$50 for 1X, \$38 for 2X). Rate includes generic border, box number, and postage/handling.

Payable In Advance

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

Deadline

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

R&R Opportunities Free Advertising

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

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PST)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" x 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Address all 20-word ads to R&R Free Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.

LW	TW	NOVEMBER 13, 1992	
2	1	LARRY CARLTON /Kid Gloves (GRP)	"Preacher" "Just"
1	2	RIPPINGTONS /Weekend In Monaco (GRP)	"Moka"
3	3	BOB JAMES & EARL KLUGH /Cool (WB)	"Movin'" "Fugitive"
6	4	NORMAN BROWN /Just Between Us (MoJAZZ)	"Between"
5	5	JIM CHAPPELL /In Search Of The Magic (Real Music)	"Island"
11	6	SADE /Love Deluxe (Epic)	"Ordinary"
8	7	WALTER BEASLEY /Antimacy (Mercury)	"Morning"
4	8	BERNARD OATTES /Frame By Frame (Sin-Drome)	"Grand"
10	9	GEORGE DUKE /Snapshot (WB)	"Geneva"
16	10	FATTBURGER /On A Roll (Sin-Drome)	"Gentle" "Lucky"
7	11	GEORGE JINDA AND WORLD NEWS /George Jinda And... (JVC)	"Message" "Springshot"
14	12	JEREMY WALL /Stepping To The New World (Amherst)	"Reunion"
12	13	WINDOWS /From The Asylum (Blue Orchid/DA)	"Smokey"
9	14	PAT METHENY /Secret Story (Geffen)	"Sunlight" "World"
19	15	KEVYN LETTAU /Simple Life (JVC)	"Sunlight"
13	16	HIROSHIMA /Providence (Epic)	"Turning"
18	17	TOM COSTER /Gotcha! (JVC)	"Dreams"
15	18	RICHY KICKLIGHTER /King's Highway (Ichiban)	"Boca" "King's"
22	19	RACHELLE FERRELL /Rachelle Ferrell (Manhattan/Capitol)	"Til"
20	20	UNCLE FESTIVE /Drive Down The Sun (Bluemoon)	"Dot"
21	21	EXCHANGE /Exchange (Mesa)	"Beyond"
24	22	MIKE GEALER /Paradise Highway (Positive Music)	"Dreaming"
23	23	PARTY /Compilation (American Gramophone)	
17	24	BELA FLECK & THE FLECKTONES /JFO Tofu (WB)	"Sex"
27	25	DES'REE /Mind Adventures (Epic)	"Stand"
30	26	ALPHONSE MOUZON /The Survivor (Tenacious)	
	27	KEIKO MATSUI /Cherry Blossom (White Cat)	"Walking"
	28	EKO /Logikal (Higher Octave)	"Morning"
	29	MIKE OLDFIELD /Tubular Bells 2 (Reprise)	"Sentinel"
29	30	KIKO /Kiko (Silver Strand)	

BREAKER
DEBUT
DEBUT

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
RONNIE LAWS (9) LEO GANDELMAN (8) MAX LASSER'S ARK (6) KEIKO MATSUI (5) ALEX MURZYN (5) JUAN CARLOS QUINTERO (5) DAVID BENOIT (4) MIKE OLOFIELD (4)	LARRY CARLTON (22) BOB JAMES & EARL KLUGH (20) RIPPINGTONS (15) NORMAN BROWN (12) GEORGE DUKE (11) SADE (11) BERNARD OATTES (8) JIM CHAPPELL (7)	No Tracks Qualified This Week.

NEW & ACTIVE

RONNIE LAWS "Deep Soul" (PAR) 21/9
 Rotations: Heavy 1/0, Medium 5/1, Light 15/8, Total Adds 9, WQCD, KHJH, KJZZ, WFAE, WEEJ, WLOQ, WXMN, KCLC, KNIK, Heavy, WJZE

GERALD VEASLEY "Look Ahead" (Heads Up) 21/1
 Rotations: Heavy 3/0, Medium 12/0, Light 6/1, Total Adds 1, WEZV, Heavy, WJZZ, KJZZ, KTCZ

BRYAN SAVAGE "Bryan Savage" (Elation) 20/1
 Rotations: Heavy 6/0, Medium 8/0, Light 6/1, Total Adds 1, WLOQ, Heavy, WJZE, WEEJ, WXMN, WEZV, WMGN, KKLD

SCOTT COSSU "Stained Glass Memories" (Windham Hill) 19/3
 Rotations: Heavy 1/0, Medium 4/0, Light 14/3, Total Adds 3, KXDC, WEZY, KCLC, Heavy, KTWV

CRAIG PEYTON "Songs From Home" (Earthflight) 18/1
 Rotations: Heavy 0/0, Medium 8/0, Light 10/1, Total Adds 1, KTCZ

RAMSEY LEWIS "Ivory Pyramid" (GRP) 17/1
 Rotations: Heavy 2/0, Medium 9/0, Light 6/1, Total Adds 1, KNTN, Heavy, WNUA, WNWV

MAIRE BRENNAN "Maire" (Atlantic/AG) 17/0
 Rotations: Heavy 5/0, Medium 6/0, Light 6/0, Total Adds 0, Heavy, KTWV, KIFM, WAMX, KIOT, SS

JUAN CARLOS QUINTERO "Through The Winds" (Nova) 16/5
 Rotations: Heavy 1/0, Medium 5/3, Light 10/2, Total Adds 5, WJZE, KBZN, WEEJ, KXLY, WMGN, Heavy, JZTRAX

DAVID BENOIT "Letter To Evan" (GRP) 16/4
 Rotations: Heavy 0/0, Medium 6/0, Light 10/4, Total Adds 4, KTWV, WEEJ, WAMX, KXLY

MARIA MULDAUR "Louisiana Love Call" (Black Top) 16/1
 Rotations: Heavy 1/0, Medium 7/0, Light 8/1, Total Adds 1, KNIK, Heavy, WAMX

* Uncharted Breakers denoted by one asterisk. ** Chart Extra denoted by two asterisks.

LW	TW	NOVEMBER 13, 1992	
1	1	KENNY GARRETT /Black Hope (WB)	"2 Step"
2	2	BRANFORD MARSALIS /I Heard You Twice The First Time (Columbia)	
3	3	GLENGARRY GLEN ROSS /Music From The Motion Picture (Elektra)	"Blue"
5	4	ANTONIO HART /Don't You Know I Care (Novus/RCA)	
6	5	ELIANE ELIAS /Fantasia (Blue Note)	
10	6	FRANK MORGAN /You Must Believe In Spring (Antilles/PolyGram)	
9	7	BETTY CARTER /It's Not About The Melody (Verve/PolyGram)	"Stay"
8	8	LINCOLN CENTER JAZZ ORCHESTRA /Portraits By Ellington (Columbia)	
4	9	ALAN FARNHAM /Play-cation (Concord)	
11	10	TONY BENNETT /Perfectly Frank (Columbia)	
17	11	RUSSELL MALONE /Russell Malone (Columbia)	
12	12	CRAIG FRAEORICH /So In Love (Positive Music)	
13	13	STEVE KHAN /Headline (Bluemoon)	
28	14	WALLACE RONEY /Seth Air (Muse)	"Breath"
15	15	PAQUITO D'RIVERA /Who's Smoking? (Candid)	
21	16	ELVIN JONES /Youngblood (Enja)	"Angel"
25	17	HERBIE MANN /Deep Pocket (Kokopelli)	"Mustang"
20	18	NORMAN BROWN /Just Between Us (MoJAZZ)	"Love"
24	19	LARRY CORYELL /Live From Bahia (CTI)	
22	20	RAY ANDERSON /Every One Of Us (Gramavision)	
18	21	LENI STERN /Ten Songs (Lipstick)	
7	22	CHARLIE HADEN-QUARTET WEST /Haunted Heart (Verve/PolyGram)	
	23	MIKE STERN /Standards (And Other Songs) (Atlantic Jazz/AG)	
	24	LARRY CARLTON /Kid Gloves (GRP)	"Michele's"
26	25	BRECKER BROTHERS /Return Of The Brecker Brothers (GRP)	"Backside"
30	26	GARY BURTON & FRIENDS /Six Pack (GRP)	"Double"
16	27	CARMEN BRADFORD /Finally Yours (Amazing)	"Chicago"
23	28	BOB THOMPSON /Love Dance (Ichiban)	"Love"
	29	GERALD VEASLEY /Look Ahead (Heads Up)	"Fly"
	30	GERI ALLEN /Maroons (Blue Note)	"An"

DEBUT

DEBUT

DEBUT

DEBUT

DEBUT

DEBUT

DEBUT

DEBUT

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
TED ROSENTHAL (13) TITO PUENTE (8) JIMMY HEATH (7) PRIDE OF LIONS (6) GERI ALLEN (5) GENE HARRIS QUARTET (5) JACKIE McLEAN (5) OAKOTA STATON (5) STEPS AHEAD (5)	KENNY GARRETT (25) BETTY CARTER (12) BRANFORD MARSALIS (12) ANTONIO HART (10) NORMAN BROWN (9) ELIANE ELIAS (9) GLENGARRY GLEN ROSS (8) TONY BENNETT (5)	No Tracks Qualified This Week.

NEW & ACTIVE

****DON GROLNICK** "Nighttown" (Blue Note) 22/2
 Rotations: Heavy 3/0, Medium 13/0, Light 6/2, Total Adds 2, WNOP, WSIE, Heavy, KJAZ, KUOP, WTEB, CHART EXTRA this week.

***DAKOTA STATON** "Darling Please Save Your Love" (Muse) 20/5
 Rotations: Heavy 1/0, Medium 7/0, Light 12/5, Total Adds 5, KMHD, WEBR, CJ, WUSF, WSIE, Heavy, KPLU, BREAKER this week.

****TOSHIKO AKIYOSHI JAZZ ORCHESTRA** "Carnegie Hall Concert" (Columbia) 20/2
 Rotations: Heavy 0/0, Medium 12/0, Light 8/2, Total Adds 2, WNOP, WEBR, CHART EXTRA this week.

***PRIDE OF LIONS** "Pride Of Lions" (Sony Masterwork) 19/6
 Rotations: Heavy 1/0, Medium 11/1, Light 7/5, Total Adds 6, WRTI, WCPN, KPLU, WMOT, WEBR, WUSF, Heavy, WTEB, BREAKER this week.

***STEPS AHEAD** "Yin-Yang" (NYC) 19/5
 Rotations: Heavy 1/0, Medium 8/0, Light 10/5, Total Adds 5, KMHD, KSDS, KPLU, WSHA, KLCC, Heavy, WKRY, BREAKER this week.

****DAVE BRUBECK** "Once When I Was Very Young" (MusicMasters Jazz) 19/1
 Rotations: Heavy 2/0, Medium 13/0, Light 4/1, Total Adds 1, WNOP, Heavy, WEBR, WTEB, CHART EXTRA this week.

****TONINHO HORTA** "Once I Loved" (Verve Forecast/PolyGram) 19/1
 Rotations: Heavy 5/0, Medium 10/0, Light 4/1, Total Adds 1, WFSS, Heavy, KJAZ, WFPL, KUOP, WTEB, WKRY, CHART EXTRA this week.

***JIMMY HEATH** "Little Man Big Band" (Verve/PolyGram) 18/7
 Rotations: Heavy 2/0, Medium 6/1, Light 10/6, Total Adds 7, WOTB, KMHD, KSDS, WAER, KUOP, WFSS, WSIE, Heavy, WBGO, WRTI, BREAKER this week.

***JACKIE McLEAN** "Rhythm Of The Earth" (Antilles/Island) 18/5
 Rotations: Heavy 4/0, Medium 2/0, Light 12/5, Total Adds 5, WDET, KPLU, WAER, WFPL, WFSS, Heavy, WBGO, WRTI, WCPN, KSDS, BREAKER this week.

***CHARLES BROWN** "Someone To Love" (Bullseye) 18/2
 Rotations: Heavy 4/0, Medium 9/0, Light 5/2, Total Adds 2, KJAZ, WUSF, Heavy, WBGO, KPLU, WFPL, WMOT, BREAKER this week.



SADE
 "No Ordinary Love"

NAC CHART: 11-6
 +16 Conversion Factor



DES'REE
 "Mind Adventures"

NAC CHART: 25



New AC

<h3>EAST</h3> <p>P1</p> <p>WCD/Newton Lawrence/Fisher</p> <p>WGD/New York Hudson/Deane</p> <p>WBB/Boston Laurance/Smith</p> <p>WED/Portland Chad/Gilley</p> <p>WZZ/Chicago Rosetta/Hines</p> <p>WZZ/Portland Rosetta/Hines</p> <p>WZZ/Portland Rosetta/Hines</p> <p>WZZ/Portland Rosetta/Hines</p> <p>WZZ/Portland Rosetta/Hines</p> <p>WZZ/Portland Rosetta/Hines</p> <p>WZZ/Portland Rosetta/Hines</p>	<h3>MIDWEST</h3> <p>P1</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p>	<h3>WEST</h3> <p>P1</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p>	<h3>SOUTH</h3> <p>P1</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p>
---	---	--	---

KEVYN LETTAU

simple life

An exhilarating blend of styles and moods.



39 Current NAC Reporters
34 Current NAC Playlists

Called In Frozen Playlist (2):
KIFM/San Diego
Soundscapes

Did Not Report, Playlist Frozen (3):
KKSF/San Francisco
WCLZ/Portland
WGM/Rochester

Did Not Report For Two
Consecutive Weeks, Not Used
In This Week's Data (1):
WNN/Dallas

KOAI/Dallas is no longer an NAC reporting station.

CONTEMPORARY JAZZ

<h3>EAST</h3> <p>P1</p> <p>WGO/Newton Thurston/Briese</p> <p>WGO/Newton Thurston/Briese</p> <p>WGO/Newton Thurston/Briese</p> <p>WGO/Newton Thurston/Briese</p> <p>WGO/Newton Thurston/Briese</p> <p>WGO/Newton Thurston/Briese</p> <p>WGO/Newton Thurston/Briese</p> <p>WGO/Newton Thurston/Briese</p> <p>WGO/Newton Thurston/Briese</p>	<h3>SOUTH</h3> <p>P2</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p> <p>WFLA/Orlando Church/Huntington</p>	<h3>MIDWEST</h3> <p>P1</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p> <p>WMAJ/Chicago Hanson/Vlachar</p>	<h3>WEST</h3> <p>P1</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p> <p>KXII/Portland J. Walden/Holmes</p>
--	---	--	--

NAC CHART: 19 - 15

"Kevyn Lettau possesses a clarity and brilliance that comes along far too infrequently. ... Kevyn is just a step away from super stardom!"
Lawrence Tanter, Jazz FM, Los Angeles

"Kevyn Lettau is one of a kind! This new collection of songs showcases the broad range of her style and talent. 'Simple Life' is already a top seller in Japan and it's in HEAVY rotation on Tokyo's #1 FM station, J. Wave."
Frank Cody, Cody/Leach Broadcast Arch.

LARRY CARLTON

"KID GLOVES"

THANKS NAC RADIO FOR ANOTHER #1

R&R NAC #1 GAVIN AA #1 MAC PAC

29 Current Contemporary Jazz Reporters
27 Current Contemporary Jazz Playlists

Did Not Report For Two Consecutive Weeks, Not Used In This Week's Data (1):
KSLU/Hammond

Called In Frozen Playlist (1):
KSBR/Mission Viejo

Did Not Report For Two Consecutive Weeks, Not Used In This Week's Data (1):
KWMU/St. Louis

SEE KEVYN LIVE:

Nov. 5 Slims, San Francisco
Nov. 7 San Diego Conv. Center/Acoustic Alchemy
Nov. 9 Roxy, Los Angeles
Nov. 13 SOB's New York City

JVC JVC Music



BREAKERS

WHITNEY HOUSTON

I Will Always Love You (Arista)

81% of our reporting stations on it. Rotations: Heavy 3/0, Medium 23/3, Light 48/25, Total Adds 28, including WXYV, WPEG, KMJQ, WQUE, WIZF, KPRS, WKKV, WXOK, WPAL, WWDM. Debuts at number 29 on the Urban Contemporary chart.

HI-FIVE

Quality Time (Jive)

73% of our reporting stations on it. Rotations: Heavy 1/0, Medium 15/2, Light 50/18, Total Adds 20, including WKYS, KMJQ, WZAK, WJIZ, WENN, WJTT, WROU, WDZZ, WTLZ, WVOI. Debuts at number 35 on the Urban Contemporary chart.

PATTI LABELLE

All Right Now (MCA)

69% of our reporting stations on it. Rotations: Heavy 0/0, Medium 16/0, Light 47/14, Total Adds 14, including WPEG, KJMZ, KMJQ, KMJM, XHRM, OC104, WAGH, WFXE, WJMI, WJBT. Debuts at number 37 on the Urban Contemporary chart.

TEVIN CAMPBELL

Confused (Qwest/WB)

63% of our reporting stations on it. Rotations: Heavy 0/0, Medium 6/1, Light 51/14, Total Adds 15, including WUSL, WIZF, WJLB, WTLC, WRKE, WJIZ, WXOK, WWDM, WJBT, WJFX.

AZ ONE

Trust In Me (Scotti Bros.)

60% of our reporting stations on it. Rotations: Heavy 0/0, Medium 12/0, Light 43/6, Total Adds 6: KJMZ, KOXL, WXOK, WFXE, KJMS, WROU.

NEW & ACTIVE

RUDE BOYS "Go Ahead And Cry" (Atlantic/AG) 54/8

Rotations: Heavy 0/0, Medium 12/0, Light 42/8, Total Adds 8: OC104, WJIZ, KOXL, WZFX, WJBT, WOIS, WEAS, WROU, Mediums include: WDAS, WHUR, WZAK, WJLB, KPRS.

II CLOSE "So What!" (Tabu/A&M) 54/6

Rotations: Heavy 0/0, Medium 10/0, Light 44/6, Total Adds 6: WBL, WEDR, WXOK, Z93, WQFX, KIPR. Mediums include: KMJQ, WZAK, WTLC, KMJM, WRKE.

OSCAR "I'm Calling You" (Epic) 48/8

Rotations: Heavy 0/0, Medium 1/0, Light 47/8, Total Adds 8: WHUR, WTLC, KPRS, Z93, WAGH, KJMS, WEAS, WVOI. Medium: KIIZ.

SHANICE "Saving Forever For You" (Giant/Reprise) 46/1

Rotations: Heavy 1/0, Medium 27/0, Light 18/1, Total Adds 1: WJFX. Heavy: KJMZ. Mediums include: WDAS, WZAK, KOXL, WXOK, WPAL. Debuts at number 40 on the Black/Urban chart.

CLASSIC EXAMPLE "It's Alright" (Hollywood) 45/3

Rotations: Heavy 2/0, Medium 20/0, Light 23/3, Total Adds 3: KPRS, WATV, WJFX. Heavy: WQUE, WQOK. Mediums include: WXYV, WKYS, KMJQ, WTLC, WILD.

REDMAN "Blow Your Mind" (RAL/Chaos) 43/4

Rotations: Heavy 1/0, Medium 6/0, Light 36/4, Total Adds 4: KMJM, WXOK, WJUN, K98-FM. Heavy: WOWI. Mediums include: WBL, KMJQ, WZAK, K97, KJMS.

FULL FORCE "Nice 'N' Easy" (Capitol) 43/2

Rotations: Heavy 0/0, Medium 2/0, Light 41/2, Total Adds 2: Z16, HOT105. Medium: WZAK, WKKV.

HOME TEAM "Pick It Up" (Luke) 42/4

Rotations: Heavy 4/2, Medium 20/0, Light 18/2, Total Adds 4: WKYS, KMJQ, WJLB, K97. Heavy: WBLX, WJHM. Mediums include: WOWI, WCKX, XHRM, WRKE, KBCE.

MEN AT LARGE "So Alone" (EastWest/Atlantic Group) 41/41

Rotations: Heavy 0/0, Medium 1/1, Light 40/40, Total Adds 41, including WKYS, KMJQ, WEDR, WZAK, WCKX, WJLB, KPRS, KMJM, WILD, WBLK.

JADE "Don't Walk Away" (Giant/Reprise) 41/17

Rotations: Heavy 0/0, Medium 2/0, Light 39/17, Total Adds 17, including WZAK, WTLC, OC104, KBCE, WATV, WENN, Z93, WWDM, WJUN, WJBT. Medium: KPRS, WPLZ.

HOWARD HEWETT "Save Your Sex For Me" (Elektra) 40/35

Rotations: Heavy 0/0, Medium 0/0, Light 40/35, Total Adds 35, including WPEG, WEDR, KPRS, WRKE, KBCE, WFXA, WATV, WPAL, Z93, WJTT.

MELI'SA MORGAN "I'm Gonna Be Your Lover (Tonight)" (Pendulum/Elektra) 40/2

Rotations: Heavy 0/0, Medium 11/0, Light 29/2, Total Adds 2: WJIZ, KIPR. Mediums include: WDAS, WHUR, WJLB, KPRS, WKKV.

BOYZ II MEN "In The Still Of The Nite..." (Motown) 37/31

Rotations: Heavy 2/0, Medium 3/1, Light 32/30, Total Adds 31, including WXYV, WBL, WUSL, WHUR, WKYS, WVEE, KMJQ, WOWI, WGCI, WZAK. Heavy: KJMZ, WQUE. Medium: K104, XHRM.

MARY J. BLIGE "Reminisce" (Uptown/MCA) 36/15

Rotations: Heavy 1/0, Medium 6/1, Light 29/14, Total Adds 15, including WXYV, WUSL, WKYS, K104, WIZF, WZAK, WBLK, OC104, WJTT, WWDM. Heavy: WJLB. Medium: WHUR, WKKV, Z104, WJFX, WTLZ.

SHOMARI "Let It Be Me (Say You Love Me)" (Mercury) 36/9

Rotations: Heavy 0/0, Medium 4/0, Light 32/9, Total Adds 9: WHUR, WTLC, KBCE, WJTT, WFXM, WQOK, KJSL, WROU, WTLZ. Medium: WDAS, WEDR, KIIZ, KTA.

ALYSON WILLIAMS "Everybody Knew But Me" (OBR/Columbia) 35/3

Rotations: Heavy 0/0, Medium 9/0, Light 26/3, Total Adds 3: WHUR, WIZF, WBLX. Mediums include: WZAK, WXOK, WPAL, WAGH, WFXE.

JACCI MCGHEE "It Hurts Me" (MCA) 33/32

Rotations: Heavy 0/0, Medium 0/0, Light 33/32, Total Adds 32, including WEDR, WYLD, WOWI, WZAK, WJLB, KMJM, WBLK, WFXA, KOXL, WXOK.

DOUBLE ACTION THEATRE "Something Special" (Polydor/PLG) 33/2

Rotations: Heavy 0/0, Medium 13/0, Light 20/2, Total Adds 2: Z104, KIPR. Mediums include: WHUR, WTLC, KMJM, WPAL, WQFX.

MORRIS DAY "Gimme Watcha Got" (Reprise) 33/1

Rotations: Heavy 0/0, Medium 6/0, Light 27/1, Total Adds 1: KIPR. Mediums include: WTLC, WFXA, WAGH, WGZB, WALT.

PEABO BRYSON & REGINA BELLE "A Whole New World (Aladdin's Theme)" (Columbia) 31/31

Rotations: Heavy 0/0, Medium 0/0, Light 31/31, Total Adds 31, including WBL, WHUR, WKYS, KMJQ, WEDR, KPRS, OC104, KBCE, WATV, WENN.

MOST ADDED

MEN AT LARGE (41)
HOWARD HEWETT (35)
JACCI MCGHEE (32)
BOYZ II MEN (31)
BRYSON & BELLE (31)
WHITNEY HOUSTON (28)
POSITIVE K (25)
HI-FIVE (20)
JADE (17)
WENDY MOTEN (17)

HOTTEST

TLC (68)
CHUCKII BOOKER (67)
VANESSA WILLIAMS (54)
LO-KEY (42)
TREY LORENZ (42)
TONI BRAXTON (38)
MIKI HOWARD (21)
CECE PENISTON (19)
SHAI (15)
WRECKX-N-EFFECT (15)

TOP 10

RECURRENTS

LW	TW	Artist/Track
1	1	M.J. BLIGE/Real
5	2	ARRESTED.../People
7	3	AL B. SURE/Right
4	4	BOYZ II MEN/End
3	5	HI-FIVE/She's
—	6	TROOP/Sweet
—	7	T. CAMPBELL/Alone
—	8	PM DAWN/d
6	9	R. KELLY/Slow
—	10	PRINCE/My

VOICES "My Mama Didn't Raise No Fool" (Zoo) 31/10

Rotations: Heavy 0/0, Medium 2/0, Light 29/10, Total Adds 10: WHUR, K104, WJIZ, WXOK, WFXE, KIIZ, WALT, HOT105, WPLZ, KMJJ. Medium: WZAK, WJJS.

CHAKA KHAN "I Want" (WB) 30/2

Rotations: Heavy 0/0, Medium 16/0, Light 14/2, Total Adds 2: K97, WVOI. Mediums include: WHUR, WKYS, WKKV, WATV, WENN.

COUNTESS VAUGHN "It's A Man's, Man's, Man's World" (Charisma) 29/1

Rotations: Heavy 0/0, Medium 14/0, Light 15/1, Total Adds 1: KTA.

JUS' CAUZE "Love Of My Life" (Savage) 28/12

Rotations: Heavy 0/0, Medium 2/0, Light 26/12, Total Adds 12, including WTLC, WRKE, WENN, WPAL, WFXE, WQFX, KIIZ, WOIS, WPLZ, KTOWFM. Medium: WZAK, WGZB.

POSITIVE K "I Got A Man" (4th & Broadway/Island/PLG) 26/25

Rotations: Heavy 0/0, Medium 1/0, Light 25/24, Total Adds 24, including WBL, KMJQ, WEDR, WOWI, KPRS, OC104, WFXA, WENN, WAGH, WFXE. Medium: KJMZ.

SIGNIFICANT ACTION

BRUCE SAUNDERS "Lady" (RCA) 24/12

Rotations: Heavy 0/0, Medium 0/0, Light 24/12, Total Adds 12, including WRKE, WXOK, WPAL, WAGH, WJUN, WEUP, KFXZ, WOIS, WLOU, WFXM.

SUPER CAT "Dem No Worry We" (Columbia) 19/5

Rotations: Heavy 0/0, Medium 0/0, Light 19/5, Total Adds 5: WKYS, WQFX, KIPR, KJMS, WPLZ.

WENDY MOTEN "Come In Out Of The Rain" (EMI/ERG) 18/17

Rotations: Heavy 0/0, Medium 1/0, Light 17/17, Total Adds 17, including WBL, WZAK, WJIZ, WFXA, WATV, WPAL, WQFX, KIIZ, WLOU, K97. Medium: WGCI.

BROTHERHOOD NATION "New Stylin'" (Amherst) 17/6

Rotations: Heavy 0/0, Medium 2/0, Light 15/6, Total Adds 6: WCKX, KPRS, WPAL, WALT, WVOI, KTOWFM. Medium: WZAK, KMJM.

WILLIE D "Clean Up Man" (Rap-a-Lot) 17/1

Rotations: Heavy 4/0, Medium 4/0, Light 9/1, Total Adds 1: KBCE. Heavy: KMJQ, WFXA, K97, WBLX. Medium: K104, WEDR, WFXE, WEAS.

PETE ROCK & CL SMOOTH "Straighten It Out" (Elektra) 17/0

Rotations: Heavy 0/0, Medium 3/0, Light 14/0, Total Adds 0. Medium: WBL, WKYS, WOWI.

FATHER MC "Everything's Gonna Be Alright" (Uptown/MCA) 16/10

Rotations: Heavy 0/0, Medium 2/0, Light 14/10, Total Adds 10: WKYS, WJLB, WFXE, WJUN, WEUP, WHUX, WFXM, WBLX, KTA, KMJK. Medium: WOWI, WGCI.

WARREN BAILEY "Repossessed Love" (Scott/ichiban) 15/1

Rotations: Heavy 0/0, Medium 4/0, Light 11/1, Total Adds 1: WENN. Medium: WJMI, Z16, WBLX, WEAS.

SNOW "Informer" (EastWest/Atlantic Group) 12/1

Rotations: Heavy 0/0, Medium 0/0, Light 12/1, Total Adds 1: WPEG.

BARRIO BOYZ "Crazy Coolin'" (SBK/ERG) 10/3

Rotations: Heavy 0/0, Medium 3/0, Light 7/3, Total Adds 3: WHUR, WZFX, WJBT. Medium: WDAS, WJFX, KTOWFM.

NESTO VELASQUEZ "Personality" (Uptown/MCA) 10/3

Rotations: Heavy 0/0, Medium 0/0, Light 10/3, Total Adds 3: WBL, WQOK, WPLZ.

EPMD "Head Banger" (RAL/Chaos) 9/9

Rotations: Heavy 0/0, Medium 0/0, Light 9/9, Total Adds 9: WPEG, WEDR, WYLD, WPAL, Z93, K97, KJMS, WEAS, KTA.

ICE CUBE "Wicked" (Priority) 9/9

Rotations: Heavy 0/0, Medium 0/0, Light 9/9, Total Adds 9: WOWI, Z93, Z16, KIPR, WALT, WBLX, WEAS, WNOV, KTA.

DJ QUIK "Way 2 Fonky" (Profile) 8/8

Rotations: Heavy 0/0, Medium 0/0, Light 8/8, Total Adds 8: WZAK, WFXA, Z93, WAGH, WFXE, WFXM, KJMS, WEAS.

NEW ARTISTS

Reports/Adds

1	II CLOSE/So What! (Tabu/A&M)	54/6
2	OSCAR/I'm Calling You (Epic)	48/8
3	CLASSIC EXAMPLE/It's Alright (Hollywood)	45/3
4	REDMAN/Blow Your Mind (RAL/Chaos)	43/4
5	HOME TEAM/Pick It Up (Luke)	42/4
6	JACCI MCGHEE/It Hurts Me (MCA)	33/32
7	DOUBLE ACTION THEATRE/Something Special (Polydor/PLG)	33/2
8	COUNTESS VAUGHN/It's A Man's, Man's, Man's World (Charisma)	29/1
9	JUS' CAUZE/Love Of My Life (Savage)	28/12
10	POSITIVE K/I Got A Man (4th & Broadway/Island/PLG)	26/25

New artists have not yet had a UC Breaker.

az

one

trust in me



**URBAN
BREAKER®**

**NOW ON 55 UC
REPORTERS - 60%**

**THANK YOU
URBAN RADIO!**

WDAS
WHUR
KJMZ
KMJQ
WEDR
WOWI
WZAK
WJLB
WTLC
KPRS

WKKV
KMJM
WRKE
KBCE
WFXA
KQXL
WXOK
WATV
WENN
WPAL

Z93
WJTT
WWDW
WAGH
WFXE
WJN
WZFX
WQFX
WEUP
WHJX

WJBT
KIIZ
Z16
WQIS
KIPR
WLOU
WJJS
WFXM
K97
KJMS

WBLX
HOT105
WQOK
WCDX
WPLZ
WEAS
KMJJ
K98-FM
WROU
WJFX

WNOV
WTLZ
KTOWFM
KTA
KMJK





REGISTER NOW!

**THE YOUNG BLACK PROGRAMMERS COALITION
15TH ANNUAL NATIONAL CONVENTION
AND 10TH ANNUAL AWARD OF EXCELLENCE
AND SCHOLARSHIP BANQUET**

"PLANNING TOMORROW TOGETHER"

**THURSDAY NOVEMBER 19 THROUGH SUNDAY NOVEMBER 22
HYATT REGENCY DOWNTOWN
1200 LOUISIANA; HOUSTON, TEXAS 77002
(713) 654-1234**

CHAIRPERSONS

**DOUG BANKS OF WGCI
CASSANDRA MILLS OF GIANT RECORDS**

THIS YEAR'S HONOREES

**JAY MICHAELS, VP OF PROGRAMMING, XHRM/SAN DIEGO
BARBARA LEWIS, VP, CAPITOL RECORDS**

REGISTRATION AND FEES

**EARLY BIRD REGISTRATION RECEIVED BY OCTOBER 31 — \$200*/\$250*
GENERAL REGISTRATION RECEIVED NOVEMBER 1-13 — \$250*/\$300*
ON-SITE REGISTRATION NOVEMBER 16-21 — \$275*/\$350*
BANQUET TABLE OF 10 FOR EACH NIGHT — \$1500**

***FOR MEMBERS/AIR PERSONALITIES IN GOOD STANDING**

(\$100 IN VERIFIABLE DUES PAID TO YBPC BY OCTOBER 30, 1992)

***FOR NON-MEMBERS & GUEST
NO REFUNDS AFTER NOVEMBER 6**

ADVERTISING IN THE SOUVENIR BOOKLET

A. FULL PAGE (8 1/2 x 11 TRIM), INSIDE FRONT OR BACK	\$1100
B. FULL PAGE	\$800
C. HALF PAGE	\$550
D. 1/4 PAGE	\$450
E. 1/8 PAGE	\$150
F. BUSINESS CARDS	\$150
NON-CAMERA ART WORK (BLACK & WHITE)	\$100
NON-CAMERA ART WORK (COLOR)	\$200

**CONTACT: HENRY JEFFERSON
(713) 499-5015**

DEADLINE: NOVEMBER 6

SEND REGISTRATION TO

**IRENE JOHNSON WARE, TREASURER OF YBPC
P.O. BOX 2261, MOBILE, AL 36652-2261
OR CALL (205) 432-8661**



3 2		223 REPORTERS		NOVEMBER 13, 1992		Total	Heavy	Medium	Light
WKS	WKS	LW	TW	Reports/Adds					
7	5	3	1	BILLY DEAN/If There Hadn't Been You (SBK/Liberty)	223/0	218	4	1	
11	9	4	2	ALABAMA/I'm In A Hurry (And Don't Know Why) (RCA)	223/0	218	4	1	
10	8	6	3	MARK COLLIE/Even The Man In The Moon Is Cryin' (MCA)	221/0	207	13	1	
13	10	7	4	TANYA TUCKER/Two Sparrows In A Hurricane (Liberty)	223/0	199	23	1	
14	12	9	5	GEORGE STRAIT/Cross My Heart (MCA)	223/0	183	39	1	
9	7	5	6	MARK CHESNUTT/Bubba Shot The Jukebox (MCA)	215/0	184	29	2	
20	13	10	7	CLINT BLACK/Burn One Down (RCA)	222/0	152	68	2	
19	15	11	8	BROOKS & DUNN/Lost & Found (Arista)	223/0	131	87	5	
24	18	13	9	ALAN JACKSON/She's Got The Rhythm (And I Got The Blues) (Arista)	223/0	84	134	5	
25	22	16	10	VINCE GILL/Don't Let Our Love Start Slippin' Away (MCA)	223/0	58	160	5	
15	14	12	11	MARTY STUART/Now That's Country (MCA)	220/0	86	111	23	
17	16	14	12	KATHY MATTEA/Lonesome Standard Time (Mercury)	220/0	76	131	13	
18	17	15	13	MARY-CHAPIN CARPENTER w/JOE DIFFIE/Not Too Much To Ask (Columbia)	220/0	63	142	15	
23	21	19	14	HAL KETCHUM/Sure Love (Curb)	222/0	43	169	10	
21	20	18	15	RESTLESS HEART/When She Cries (RCA)	220/0	49	153	18	
5	4	2	16	PAM TILLIS/Shake The Sugar Tree (Arista)	174/0	109	47	18	
27	24	20	17	TRACY LAWRENCE/Somebody Paints The Wall (Atlantic Nashville/AG)	222/0	14	188	20	
—	—	27	18	GARTH BROOKS/Somebody Other Than The Night (Liberty)	221/18	9	169	43	
32	26	21	19	LEE ROY PARNELL/Love Without Mercy (Arista)	217/8	10	163	44	
6	3	1	20	LORRIE MORGAN/Watch Me (BNA Entertainment)	148/0	102	33	13	
33	27	23	21	BILLY RAY CYRUS/Wher'm I Gonna Live (Mercury)	216/6	8	153	55	
28	25	24	22	SAMMY KERSHAW/Anywhere But Here (Mercury)	212/4	12	146	54	
34	29	25	23	JOHN MICHAEL MONTGOMERY/Life's A Dance (Atlantic Nashville/AG)	211/7	2	160	49	
12	11	8	24	RAONEY FOSTER/Just Call Me Lonesome (Arista)	155/0	78	60	17	
—	35	30	25	TRISHA YEARWOOD/Walkaway Joe (MCA)	219/7	1	136	82	
31	28	26	28	CLINTON GREGORY/Who Needs It (SOR)	203/7	8	132	63	
35	32	28	27	LITTLE TEXAS/What Were You Thinkin' (WB)	207/5	1	141	65	
37	33	29	28	RICKY VAN SHELTON/Wild Man (Columbia)	208/4	3	132	73	
—	45	35	29	DOUG STONE/Too Busy Being In Love (Epic)	209/23	2	77	130	
36	34	31	30	AARON TIPPIN/Was Born With A Broken Heart (RCA)	188/5	2	87	99	
44	36	33	31	OWIGHT YOAKAM/Suspicious Minds (Epic Soundtrax)	176/3	3	81	92	
2	1	22	32	WYNONNA/No One Else On Earth (Curb/MCA)	91/1	33	34	24	
48	40	37	33	CHRIS LEDOUX/Cadillac Ranch (Liberty)	176/9	3	54	119	
49	43	38	34	MICHELLE WRIGHT/He Would Be Sixteen (Arista)	173/10	0	50	123	
41	38	36	35	TIM MCGRAW>Welcome To The Club (Curb)	156/6	5	59	92	
—	—	42	36	DIAMONO RIO/An A Week Or Two (Arista)	190/52	1	24	165	
BREAKER	BREAKER	—	37	RANDY TRAVIS/Look Heart, No Hands (WB)	186/178	1	24	161	
43	41	39	38	REBA McENTIRE/Take It Back (MCA)	175/175	4	19	152	
46	44	41	39	GEORGE JONES/I Don't Need Your Rockin' Chair (MCA)	142/8	5	45	92	
50	47	43	40	LIONEL CARTWRIGHT/Standing On The Promises (MCA)	132/2	0	31	101	
—	48	44	41	TIM MENSY/That's Good (Giant)	123/9	0	36	87	
—	—	50	42	PAUL OVERSTREET/Still Out There Swinging (RCA)	113/6	0	22	91	
—	—	48	43	CONFEDERATE RAILROAD/Queen Of Memphis (Atlantic Nashville/AG)	131/36	2	11	118	
—	—	48	44	ROBERT ELLIS ORRALL/Boom! It Was Over (RCA)	124/21	0	14	110	
—	50	47	45	GIBSON MILLER BAND/Big Heart (Epic)	120/17	0	14	106	
—	49	46	46	LISA STEWART/Somebody's In Love (BNA Entertainment)	109/8	0	14	95	
3	2	17	47	TRAVIS TRITT/Lord Have Mercy On The Working Man (WB)	80/0	24	33	23	
1	19	34	48	JOHN ANDERSON/Seminole Wind (BNA Entertainment)	59/0	13	26	20	
DEBUT	DEBUT	—	49	McBRIDE & THE RIDE/Just One Night (MCA)	111/37	0	7	104	
—	—	—	50	JOHN ANDERSON/Let Go Of The Stone (BNA Entertainment)	79/77	1	6	72	

MOST ADDED

- RANDY TRAVIS (178)
- REBA McENTIRE (175)
- JOHN ANDERSON (77)
- SHENANDOAH (61)
- DIAMOND RIO (52)
- McBRIDE & THE RIDE (37)
- CONFEDERATE RAILROAD (36)
- MIKE REID (26)
- RICK VINCENT (24)
- DOUG STONE (23)

HOTTEST

- ALABAMA (153)
- MARK CHESNUTT (125)
- BILLY OEAN (124)
- TANYA TUCKER (115)
- GEORGE STRAIT (99)
- MARK COLLIE (92)
- CLINT BLACK (52)
- PAM TILLIS (46)
- LORRIE MORGAN (40)
- ALAN JACKSON (27)

NEW ARTISTS

- Reports/Adds
- 1 R.E. ORRALL/Boom!... (RCA) 124/21
 - 2 GIBSON MILLER BAND/Big Heart (Epic) . 120/17
 - 3 LISA STEWART/Somebody's In... (BNA) . 109/8
 - 4 K. BROOKS & R. SHARP/That's... (Mercury) 33/2
 - 5 RICK VINCENT/Best Mistakes I Ever... (Curb) 27/24
 - 6 JEFF CHANCE/A Heartache On... (Mercury) . 20/6
 - 7 DeANNA COX/Never Gonna Be Your... (WB) . 14/0
 - 8 JOY FIELDS/I Got On This Train (Dreamwest) 7/1
 - 9 GENE WATSON/One And One And... (Mercury) 6/3

New artists have not yet had a Country Breaker or concurrent airplay from 60% of reporting stations.

MOST ADDED & HOTTEST list the most added songs nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicates the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

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

RANDY TRAVIS

Look Heart, No Hands (WB)

On 83% of reporting stations. Rotations: Heavy 1, Medium 24, Light 161, Total Adds 178, including WPOC, WXXK, WICO, KOUL, KPLX, WTVY, WAVC, KIXQ, KOEL, KUGN, KNIX, KXDD. Debuts at number 37 on the Country chart.

REBA McENTIRE

Take It Back (MCA)

On 78% of reporting stations. Rotations: Heavy 4, Medium 19, Light 152, Total Adds 175, including WFGY, WXXK, WILQ, KPLX, WCKT, KYKS, WGAR, WAVC, KFKF, KUGN, KRAK, KIIM. Debuts at number 38 on the Country chart.



"Can I Trust You With My Heart"

The New Hit Single From The WB Release

t-r-o-u-b-l-e

On Your Desk Now

Going For Adds: Monday, November 23



Just **LeDoux** It!



The Most Popular Dance At "Cadillac Ranch"

CHRIS LEDOUX

Chart: 33

Now 176 Stations Can Doux The LeDoux, Can Youx?





NEW & ACTIVE

LIONEL CARTWRIGHT "Standing On The Promises" (MCA) 132/2

Rotations: Heavy 0, Medium 31, Light 101, Total Adds 2, WQIK, KCJB, Medium: WGNA, WWYZ, WYNY, WFRG, KEAN, KMML, WTVY, KLLL, WKNN, KLUR, KODY, WUSN, KCLR, WAXX, KSUX, KTTS, WTHI, KVOO, KFDI, KUZZ, KYGO, KUGN, KKAT, KIIM. Moves 46-44-41-40 on the Country chart.

CONFEDERATE RAILROAD "Queen Of Memphis" (Atlantic Nashville/AG) 131/36

Rotations: Heavy 2, Medium 11, Light 118, Total Adds 36 including WGNA, WXTA, WDSY. Moves 50-43 on the Country chart.

ROBERT ELLIS ORRALL "Boom! It Was Over" (RCA) 124/21

Rotations: Heavy 0, Medium 14, Light 110, Total Adds 21, WFGY, WOKQ, WAYZ, WTCR, WOVK, KEAN, WWNC, WYNK, WHLZ, KOOV, WGH-FM, WYYD, KHAK, WITL, WTCM, WDEZ, WQXK, KRST, KMUS, KALF, KCKC, Medium: WQCB, WQSI, WXXK, WUBE, KFKF, KUGN. Moves 48-44 on the Country chart.

TIM MENSY "That's Good" (Giant) 123/9

Rotations: Heavy 0, Medium 36, Light 87, Total Adds 9, WDSY, WSM, WUSW, WYNG, KASH, KCTR, KWJJ, KSN, KDRK, Medium: WPOC, WWYZ, WYNY, WCTK, KEAN, WKAK, WQIK, KTEX, WSIX, WDDD, KFDI, KUZZ, KMUS, KUGN, KMON, KMIX, KNIX, KCKC. Moves 50-47-43-41 on the Country chart.

GIBSON MILLER BAND "Big Heart" (Epic) 120/17

Rotations: Heavy 0, Medium 14, Light 106, Total Adds 17, WFGY, WXTA, KKIX, KOOV, WGH-FM, KIXQ, WNNW, WITL, WEZL, KSSN, WKQJ, WSM, WYNY, WCTK, KEAN, WKAK, WQIK, KTEX, WSIX, WDDD, KFDI, KUZZ, KMUS, KUGN, KMON, KMIX, KNIX, KCKC. Moves 50-47-45 on the Country chart.

PAUL OVERSTREET "Still Out There Swinging" (RCA) 113/6

Rotations: Heavy 0, Medium 22, Light 91, Total Adds 6, WVLK, WTNT, WUSW, KRST, KRTY, KRPM, Medium: WCTK, WICO, WFRG, KEAN, KRRV, KASE, KTCS, KIKK, KLLL, WKNN, KQDY, WAVC, WYNG, KSUX, WTCM, KVOO, KOEL, KFDI, KUZZ, KALF, KUGN, KCKC. Moves 48-44-42 on the Country chart.

McBRIDE & THE RIDE "Just One Night" (MCA) 111/37

Rotations: Heavy 0, Medium 7, Light 104, Total Adds 37 including WGNA, WQBE, WWYZ, WDSY, WFRG, WOVK, WXBQ, WEZL, KSSN, WKQJ, WSM, WCHY, KIXS, WYNG, KFKF, WWQM, KXXY, WTCM, KQFC, KMUS, KUGN, KNAX, KFMS, KHAY, KUPL, KSOP, KIIM. Debuts at number 49 on the Country chart.

LISA STEWART "Somebody's In Love" (BNA Entertainment) 109/8

Rotations: Heavy 0, Medium 14, Light 95, Total Adds 8, WFGY, WHWK, WAYZ, WYAK, KNUE, KJYJ, KRST, KNIX, Medium: WFRG, WKAK, WXBQ, KODY, WHOK, KTTS, WTCM, KVOO, KOEL, KFDI, KUZZ, KVOC, KALF, KOLT. Moves 49-46-46 on the Country chart.

JOHN ANDERSON "Let Go Of The Stone" (BNA Entertainment) 79/77

Rotations: Heavy 1, Medium 6, Light 72, Total Adds 77 including WPOC, WWYZ, WIOV, KASE, KAYD, WBUB, WUSY, KPLX, WYGC, KIKK, WQJ, WVLK, KSSN, WAMZ, WRNS, WCMS, WOWW, WTQR, WDAF, WITL, WMUS, WTHI, KRST, KFMS, KHAY, KMLE, KNCL, KKAT. Debuts at number 50 on the Country chart.

SHENANDOAH "Leavin's Been A Long Time Comin'" (RCA) 72/61

Rotations: Heavy 0, Medium 5, Light 67, Total Adds 61 including WGNA, WRKZ, WDSY, WFRG, WGTY, KEAN, KMML, WSTH, KPLX, KHEY, WVLK, KSSN, WAMZ, KTEX, WTXT, KIXS, WACO, KLUR, WUBE, WMUS, KXXY, WFMB, KFDI, KYGO, KMIX, KNCL, KRAK.

MICHAEL WHITE "She Likes To Dance" (Reprise) 66/0

Rotations: Heavy 0, Medium 15, Light 51, Total Adds 0, Medium: WPOC, WWYZ, WFRG, KTCS, KQDY, WAVC, WDAF, KTTS, KVOO, KOEL, KFDI, KVOC, KALF, KEKB, KNCQ, Light: WYNY, WSIX, WCMS, WWKA, WCHY, WYNG, WGTG, KRST, KHAY, KUPL, KOLT.

SIGNIFICANT ACTION

MIKE REID "Call Home" (Columbia) 64/26

Rotations: Heavy 0, Medium 3, Light 61, Total Adds 26, WTCR, WXXX, WFRG, WOVK, WGTY, KEAN, WKAK, WUSY, WCKT, WMSI, KMDL, KYXX, WCMS, WGH-FM, WTNT, WTQR, WUBE, WYNG, WOW, WXCL, WTCM, KRST, KRWQ, KHAY, KNCQ, KOLT.

MATTHEWS, WRIGHT & KING "House Huntin'" (Columbia) 62/19

Rotations: Heavy 0, Medium 6, Light 56, Total Adds 19, WAYZ, WIOV, WCTK, WKML, KMDL, WVLK, WCMS, WGH-FM, WWKA, KCLR, WAVC, WAXX, WYNG, WFMB, WTHI, WTCM, KEKB, KNCQ, KOLT, Medium: WWYZ, KVOO, KOEL, KALF.

BOY HOWDY "Thanks For The Ride" (Curb) 54/1

Rotations: Heavy 0, Medium 8, Light 46, Total Adds 1, WTCM, Medium: KSUX, KTTS, KVOO, KOEL, KFDI, KASH, KALF, Light: WAYZ, WRKZ, KMML, KASE, KHEY, WYGC, KOOV, WVLK, KSSN, KTEX, WRNS, WGH-FM, WWKA, WCHY, WTHI, KZLA, KNIX, KNCL.

KAREN BROOKS & RANDY SHARP "That's Another Story" (Mercury) 33/2

Rotations: Heavy 0, Medium 0, Light 33, Total Adds 2, WIOV, KGKL, Light: WWYZ, WRKZ, WYNY, WCTK, WFRG, WGTY, WKAK, KRRV, WTVY, KTCS, KYKX, WSIX, WRNS, WOWW, KODY, WAXX, KTTS, KTPK, KFDI, KMUS, KUGN, KBUL, KORD.

DARRYL & DON ELLIS "Something Moving In Me" (Epic) 32/13

Rotations: Heavy 0, Medium 2, Light 30, Total Adds 13, WWYZ, WCTK, WICO, WOVK, WKAK, KYKX, WCMS, WAXX, WDDD, KNAX, KEKB, KRWQ, KCKC, Medium: KALF, Light: WRKZ, WYNY, WFRG, KMML, WWKA, KGKL, KLUR, KODY, WOW, WGTG, KTTS, KMUS, KXDD.

NITTY GRITTY DIRT BAND "One Good Love" (Liberty) 30/3

Rotations: Heavy 0, Medium 0, Light 30, Total Adds 3, KOEL, KMUS, KALF, Light: WQSI, WRKZ, WICO, WKAK, KMML, KASE, WTVY, WYGC, WVLK, KTEX, KGKL, WCHY, KLUR, KODY, WOW, WGTG, KTTS, KTPK, KFDI, KCTR, KYGO, KRTY, KOLT.

RICK VINCENT "Best Mistakes I Ever Made" (Curb) 27/24

Rotations: Heavy 0, Medium 1, Light 26, Total Adds 24, WWYZ, WRKZ, WICO, WGTY, WKAK, KRRV, KMML, WTVY, KTCS, KMDL, KYKX, WNOE, WOWW, KGKL, KIXS, KLUR, KIXQ, WDAF, KEBC, WDDD, KTTS, KOEL, KALF, KKAT, Light: WIVK, KVOO, KVOG.

DAN SEALS "We Are One" (WB) 24/2

Rotations: Heavy 0, Medium 2, Light 22, Total Adds 2, WEZL, KCLR, Medium: KVOO, KUGN, Light: WWYZ, WFRG, WKAK, KMML, WTVY, KKIX, WYGC, KGKL, KLUR, KQDY, KTTS, KTPK, KOEL, KFDI, KVOG, KALF, KEKB, KRWQ, KNCQ, KRPM.

DENNIS ROBBINS "Good News, Bad News" (Giant) 21/6

Rotations: Heavy 0, Medium 1, Light 20, Total Adds 6, WCTK, WICO, KRRV, WTVY, WYGC, WGTG, Medium: KVOO, Light: WRKZ, KMML, WWNC, KPLX, KSSN, KYKX, WOWW, KGKL, KLUR, KEBC, KTTS, KFDI, KVOG, KALF.

JEFF CHANCE "A Heartache On Her Hands" (Mercury) 20/6

Rotations: Heavy 0, Medium 0, Light 20, Total Adds 6, KEAN, KMDL, WRNS, WJOD, KTPK, KALF, Light: WRKZ, WICO, WKAK, KMML, WTVY, KYKX, WOWW, KLUR, KCJB, KTTS, KVOO, KFDI, KVOG, KRWQ.

DeANNA COX "Never Gonna Be Your Fool Again" (WB) 14/0

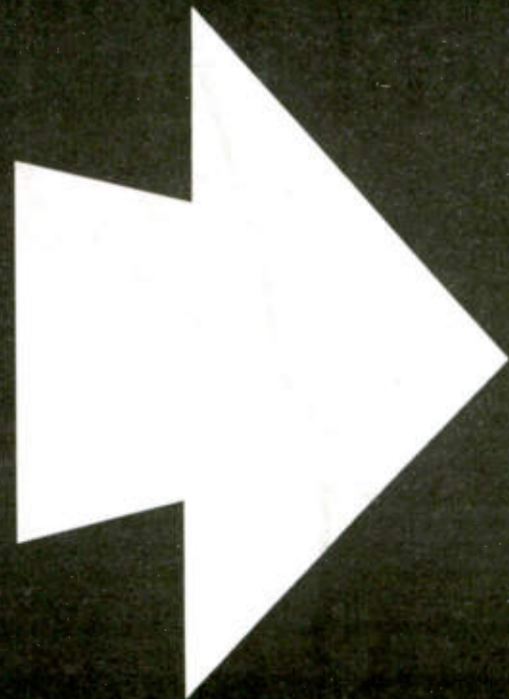
Rotations: Heavy 0, Medium 0, Light 14, Total Adds 0, Light: WICO, KLUR, WAXX, KIXQ, WASKFM, WWOM, WOW, WWJO, KTPK, KVOO, KFDI, KRST, KUZZ, KVOG.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
GARTH BROOKS/Every Now And Then (Liberty)	<i>The Chase</i>
GARTH BROOKS/Dixie Chicken (Liberty)	<i>The Chase</i>
TRAVIS TRITT/Can I Trust You With My Heart (WB)	<i>T-R-O-U-B-L-E</i>
GEORGE STRAIT/Overnight Male (MCA)	<i>Pure Country</i>
GARTH BROOKS/That Summer (Liberty)	<i>The Chase</i>
SUZY BOGDUSS/Drive South (Liberty)	<i>Voices In The Wind</i>
TRAVIS TRITT/T-R-O-U-B-L-E (WB)	<i>T-R-O-U-B-L-E</i>
TRAVIS TRITT/Burning Love (Epic Soundtrax)	<i>Honeymoon In Vegas</i>
GEORGE STRAIT/Heartland (MCA)	<i>Pure Country</i>
ALAN JACKSON/Tonight I Climbed... (Arista)	<i>A Lot About Livin' (And A Little 'Bout Love)</i>
JOHN MICHAEL MONTGOMERY/I Love The Way You... (Atlantic Nashville/AG)	<i>Life's A Dance</i>
GARTH BROOKS/Mr. Right (Liberty)	<i>The Chase</i>
TANYA TUCKER/It's A Little Too Late (Liberty)	<i>Can't Run From Yourself</i>
MARY-CHAPIN CARPENTER/Passionate Kisses (Columbia)	<i>Come On Come On</i>
ALAN JACKSON/Tropical Depression (Arista)	<i>A Lot About Livin' (And A Little 'Bout Love)</i>

"It's a goosebump-passionate love song. If you can't hear this, you need to check yourself into a hospital for a new heart!"

- Robynn Jaymes, WYYD/Roanoke/Lynchburg



Deborah Allen

ROCK ME

(In the Cradle of Love)

Produced by Rafe Van Hoy

NOVEMBER 16TH
GOING FOR ADDS

Deborah Allen

Management/Burt Stein: The Burt Stein Entertainment Co.

giant™

