

# HITMAKERS<sup>®</sup>



ISSUE 645  
JULY 6, 1990  
\$5.00

an exclusive interview with  
**RUSS MOTTLA**  
Program Director, 98ROCK (WYYY) - Baltimore

DAYS OF  
**Thunder**



**Chicago**

**"HEARTS IN TROUBLE"**

THE FIRST SINGLE AND VIDEO FROM THE MOTION PICTURE SOUNDTRACK, DAYS OF THUNDER

# HITMAKERS

**CUTTING EDGE LEADERSHIP FOR TODAY'S MUSIC RADIO**  
Mainstream Top40 - Crossover Top40 - Rock - Alternative - Clubs/Imports - Retail

## WYRO JOINS THE PARTY IN HOUSTON

**EIGHT-YEAR POWER99 VET LANDS FIRST PD GIG AT SUSQUEHANA SISTER KRBE**

Deciding that the time is now for a change in Houston, Susquehanna Broadcasting has placed programming whiz-kid **Steve Wyrstok** in the center of that city's scorching Top40 battle, naming him Program Director of the company's KRBE. Wyrstok replaces **Adam Cook**.



STEVE WYROSTOK

where it seems everyone has been waiting for the other guy to make the first move. With the formatic future of Nationwide Communications' KNRJ still up in the air (see last week's **HITMAKERS**), the placing of Wyrstok at KRBE, which had been rumored for quite some time, may cause a chain reaction that will serve to clarify the hazy outlook.

Speaking from Susquehanna's POWER99 in Atlanta on the eve of his eighth anniversary with the company, Wyrstok told **HITMAKERS** that he did not expect a major revamping of KRBE right off the bat, but that his first priority was to refocus the station musically so it would stand out in the crowded Houston radio market.

"I'm not looking to focus in on any one station as a main competitor," said Wyrstok. "Every radio station in the market is competition because most of them are playing the same kinds of music." Wyrstok said he did have an idea in mind for KRBE's musical stance based on Susquehanna's research and his  
(See WYRO page 24)

**MAJOR MARKET STATIONS PLAY "BANNED" ON JULY 4**

## ATLANTIC PICKS UP LUKE

ATLANTIC Records has entered into a long-term promotion and distribution agreement with LUKE Records, with the first release under the agreement being *Banned In The U.S.A.*, by Luke featuring the 2 Live Crew.

The single, recorded with the permission of Bruce Springsteen to use the music from his smash *Born In The U.S.A.*, was rush-released in time for the Fourth of July, when numerous major market radio stations agreed to play the record at 12 noon as a statement against the recent banning of the rap group's *AS NASTY AS THEY WANNA BE* LP in three Florida counties.

According to LUKE Records National Promotion Director **Glynn Daniels**, about 50 stations had informed LUKE of their intention to play the record by July 2, including WHQT and POWER96 in Miami, HOT97 and Z100 in New York, WIOQ in Philadelphia, WCKZ in Charlotte, WJMZ in Dallas, KIIIS-FM in Los Angeles, and KMEL in San Francisco. The song will also be broadcast by all three of the major radio satellite networks: ABC Radio Network, Westwood One/Mutual/NBC/The Source Radio Network, and the Unistar Network.

"Let's show our support of the 2 Live Crew's fight for their First Amendment rights," read a letter sent by Daniels to over 100 stations, asking them to participate.

ATLANTIC President **Doug Morris** said following the agreement with LUKE Records that his label "takes pride in announcing our association with (LUKE President and 2 Live Crew leader) **Luther**"  
(See ATLANTIC page 24)

## Luczak Named WMMS PD

**Michael Luczak** has been named Program Director of Malrite Communications' WMMS in Cleveland, it was announced this week by WMMS VP/GM **Chuck Bortnick**.

Luczak, a 16-year radio veteran and a Cleveland native, comes to WMMS from WAZU in Dayton, where he has served as PD for the last year. He also previously worked for ten years at Cincinnati rock leader WEBN, and in various positions at stations in Chicago and Columbus.

"Michael knows what it takes to keep a very special radio station on top," commented Bortnick. "His background is perfect for WMMS, and since he was raised in Northeast Ohio, he has the sensitivity to the area that is a priority for a PD at WMMS."

Luczak said he is looking forward to returning to Cleveland.

"WMMS is the station that I grew up listening to and inspired me to make radio my career," he said. "It is a dream come true."

## GOODMAN FOUND GUILTY ON PAYOLA CHARGES

Independent record promoter **Howard Goodman** was found guilty on 15 counts of payola-related charges - ranging from conspiracy to mail fraud and commercial bribery - in Memphis Federal Court July 1. Goodman becomes the third industry executive convicted on payola charges in the past eleven months.

According to Memphis Federal Court Deputy Clerk **Jim Massengill**, the jury returned the guilty verdict following testimony from three former program  
(See GOODMAN page 24)

## Gorman Named Sr. VP of Promotion at CHRYSALIS

**Tom Gorman** has been promoted to Senior Vice President of Promotion at CHRYSALIS Records, it was announced this week by CHRYSALIS President **John Sykes**.

Gorman, who was VP of Pop Promotion at CAPITOL Records before joining CHRYSALIS as VP of Promotion a year and a half ago, will continue to oversee all aspects of national radio promotion, including Top40, AOR, Alternative and AC. He will be responsible for the coordination and direction of the field staff.

"Tom has played a key role over the past 18 months in rebuilding this label," commented Sykes. "He has assembled an excellent field staff that has proven itself to be the best on the street. Tom's solid track record and overall knowledge of our business make him a cornerstone to the new CHRYSALIS Records."



TOM GORMAN

## SBK LAUNCHES SBK ONE



GUY MOOT

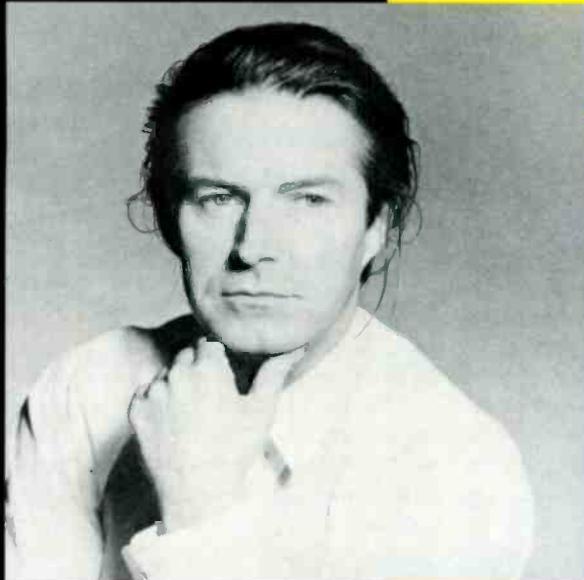
The SBK Records Group has announced the formation of SBK ONE, a new label committed to the expansion of the dance music market via the cultivation of progressive music artists.

SBK ONE is a domestic version of an already existing U.K. counterpart of the same name. The label will be headed by **Guy Moot**, who was recently appointed Sr. Dir. of A&R International  
(See SBK ONE page 42)

**THE SIX MOST WANTED MEN IN AMERICA ARE BACK...  
PLUS ONE  
(SEE THE BACK PAGE)**

# DON HENLEY

**“How Bad Do You Want It?”**



**TOP40 MOST ADDED AGAIN!  
Over 100 Top40 Stations!**

Early Action:

**WZOU (Add#30)**

**WGH (Add#34)**

**KSAQ (Add#36)**

**KISN (D#38)**

**KEZY (Add#30)**

**WKZL (Add)**

93Q (39-32)

92X (D#27)

WGRD (D#20)

999KHI (D#30)

KZZU (D#34)

XL106.7 (D#34)

X106 (D#29)

WZYP (D#28)

WAEB (D#29)

KLYK (D#29)

WKPE (D#29)

KZZU (D#34)

KZIO (D#38)

KPXI (D#32)

KNIN (D#35)

KYYY (D#38)

WOVO (D#36)

WDBR (D#37)

WKFR (D#39)

WPFM (D#38)

and MANY more!

**R&R AOR 19\*-12\*  
Now On Tour!**

# AEROSMITH

**“The Other Side”**



**Exploding At:**

**Z100 (Add#30)**

**WXKS (31-24 Hot)**

**WPLJ (D#33)**

**WGH (Add#33)**

**KSAQ (33-28)**

**KUBE (Add)**

**WNVZ (Add)**

**WPHR (Add)**

**KBEQ (Add)**

**KXYQ (22-17)**

**KEGL (D#19)**

**PIRATE (21-15)**

**KWSS (D#29)**

**KDWB (Add)**

**WGTZ (24-18)**

and more!

**HITMAKERS ROCK RADIO: 3-2  
Nationwide Tour with THE BLACK CROWES!**

**Top 5 Requests On MTV!  
Billboard Sales 17\***



## CAPITOL OFFERS STICKER-SCARED RETAILERS LEGAL BACKING

CAPITOL Records President **Hale Milgrim** announced this week that the label will offer legal support to music retailers in the selling of records bearing the standardized parental advisory label.

A statement out of CAPITOL said that since the music industry adopted a standard label earlier this year, some retailers have become apprehensive about ordering future releases exhibiting the warning sticker. The label views the situation as resulting in a repression of artists' right to freedom of expression. Therefore, CAPITOL has vowed to provide legal assistance to those retailers who are restrained from selling labeled CAPITOL albums.

All CAPITOL recordings bearing the parental advisory label will contain an additional label reading, "Retailers: CAPITOL Records vehemently opposes censorship of artistic expression and will assist in the defense of any attempt to stop the legitimate sale of this LP/CD/cassette."

Milgrim stated that the policy "has been instituted to protect the First Amendment rights of both the artistic and retail communities in the present

atmosphere of censorship and repression.

"We feel that an artist has the right to express his or her distinctive viewpoints through music and that retailers should be able to make this music available without the fear of being arrested or harassed," added Milgrim.

Milgrim said that the music industry has proven its willingness to address the issue of explicit material by adopting the standardized sticker. "However," he said, "it is becoming evident that other forces see stickering as an excuse to censor artists. This is intolerable and a violation of the First Amendment."

CAPITOL's first releases with both the parental advisory and retailer notification labels will be by **C.P.O.** and **King Tee**, as well as the *Return of Superfly* sound track. All are scheduled for August release.

## Zoo Entertainment Joins Forces With Gamble/Huff

**Lou Maglia**, President of Zoo Entertainment, announced this week that Zoo has entered into a long-term licensing agreement with **Kenny Gamble** and **Leon Huff**. The agreement covers all new record product and all new artists coming out of the Gamble and Huff stable in Philadelphia.

Zoo Entertainment, the third U.S. music label of Bertelsmann Music Group, was formed in April in Los Angeles as an organization focusing on a well-rounded roster of contemporary music that will include black, street and metal as well as rock and ancillary products related to music.

"It is noteworthy that Zoo's first deal is with Gamble and Huff, one of the most significant and successful production and record teams in the history of music," said Maglia. "I am sure that our collaboration with Kenny and Leon will provide the additional support they need to easily surpass the tremendous success they have enjoyed over the past two decades."

Gamble said that plans for the first releases under the new agreement are still in the development stage. Huff added that initial distribution of licensed product is planned for the U.S. and Canada.

## Mogull Named President of Ventura Music Group



ARTHUR MOGULL

Ventura Entertainment Group has appointed **Arthur Mogull** President and CEO of its newly created subsidiary, Ventura Music Group, it was announced this week by VMG Chairman **Harvey Bibicoff** and VEG President **Irwin Meyer**.

Ventura Music Group plans to open an office in Nashville in September. The company will produce and publish recorded music product of all forms, and will also administrate (See **MOGULL** page 42)

## Pizza, Maninno Launch 4 PM Records

A full-service independent record label, 4 PM Records, has been launched by **Joseph Pizza** and **Ron Maninno**, who head the label as co-directors.

4 PM is based in Paramus, New Jersey, with a West Coast office in Los Angeles. **Stan Vincent**, a veteran producer, record executive and songwriter, will be the label's Executive Vice President. The L.A. office will be headed by Director of West Coast Operations **Greg McCutcheon**, whose broad entertainment industry background includes stints as Vice President of American Talent International and Senior Executive Agent with ICM, where he handled Bob Seger, Styx and Kiss. He also headed his own consulting company, Sound Ideas, an international publishing and entertainment marketing company.

Pizza and Maninno are lifelong friends who entered the music industry as teenagers, when they

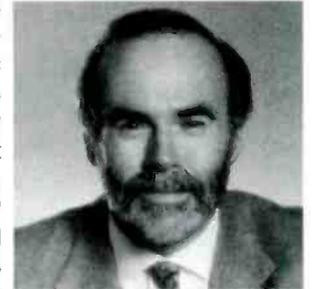
had a record released on UNITED ARTISTS Records. Following their graduation from college, the two built a successful import/sales business, but Pizza said their goal was to someday start a record company.

"We wanted to do it the proper way and not cut corners," said Pizza. "We wanted to give our artists the kind of nurturing and professional support they deserve. We have put together a great team of seasoned pros, and we're ready to hit it hard."

Other members of the 4 PM staff include **Stacey Noble**, VP of Operations; **Merrill Kass**, National Promotion; **Keith Kranepool**, in-house promotion; and **Theresa Kelly**, VP of Marketing. Pizza said that the label couldn't afford to hire full time personnel in promotion, artist development and public relations, (See **4 PM** page 50)

## Cohn Named President of CBS Music Publishing

**Marvin Cohn** has been appointed President of CBS Music Publishing, it was announced this week by CBS Records President **Tommy Mottola**. Cohn, who has been Senior VP of Business Affairs and Administration at CBS since 1983, becomes responsible for the company's music publishing activities.



MARVIN COHN

CBS Music Publishing has spent the last 18 months re-establishing itself as a force in the publishing world. The purchase of Tree International added 40 catalogs to the division, and the roster now stands at about 50 writers, including John Waite of (See **COHN** page 42)

## Hyatt Nat'l Top40 PD at Henry

**Jamie Hyatt** has been promoted to National Program Director of Top40 Stations at Henry Broadcasting, it was announced this week by Henry Vice President of Programming **Jeff Salgo**.

Hyatt has been Program Director at Henry's dance-leaning Top40 KDON in Monterey/Salinas for the past two years. He will continue in that capacity, as well as supervising Henry's other Top40, KIKI in Honolulu.

Salgo told **HITMAKERS** that Hyatt's promotion comes in conjunction with his own appointment earlier in the week as GM of Henry's AOR KUFO in Portland. Salgo began consulting for Henry two years ago, and joined the company formally as VP of Programming in January, based at KUFO. In addition to serving as KUFO's General Manager, he will (See **HYATT** page 50)

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"Skies  
The Limit"

# Fleetwood Mac



**R&R A/C CHART:**  
Debut #30  
#1 MOST ADDED

**ONE OF THE MOST ADDED AT  
ROCK RADIO!  
#5 IN DISCOVERY CLUB!  
A HITBOUND!**

KUBE (Add)  
KBOZ (Add)  
KFFM (Add)  
KFTZ (Add)  
KHOK (Add)

KJLS (Add)  
KLYK (Add)  
KNEN (Add)  
KPAT (Add #29)  
KQKY-FM (Add)  
KSKG (Add)

KTMT (Add)  
KZIO (Add)  
KZZU (Add)  
MAX94 (Add #24)  
WHDQ (Add)  
WHTO (Add)

WKPE (Add)  
WSKZ (Add)  
WWFX (Add)  
Y104 (Add)  
and more

# The West Coast All-Stars



*"We're All In  
The Same Gang"*

**TOP 30 National SINGLE SALES!  
CROSSOVER TOP40 CHART: 26-25  
A HITBOUND!**

KMEL (#22)  
100.3JAMZ (26-21)  
KISS98.5 (13-10)  
HOT105 (29-26)  
POWER PIG (#35)  
KKFR (#8)

KOY95 (#8)  
KS104 (16-13)  
HOT97.7 (8-6)  
FM102 (26-24)  
KROY (25-21)  
KWOD (28-23)

KGGI (14-11)  
KITY (29-16)  
WCKZ-FM (32-27)  
WJMH (30-26)  
and more

# James Ingram

*"I Don't Have The Heart"*

WJLK-FM (21-19)    WBEC-FM (25-21)    WKGW (Add #19)  
KAGO (20-16)    WITZ (Add #22)    WVKS (Add)

**R&R A/C CHART: 10-5\***

**TAKE A MOMENT TO LISTEN TO THIS GREAT SONG!**

# JULEE CRUISE

*"Falling"*

KNRJ (Add)    KSAQ (32-27)  
#1 REQUESTS at KSAQ & KPLZ



# Jane Child

*"Welcome To The Real World"*

**HOT NEW REMIX NOW  
AT TOP40 RADIO!**



### THEY'RE OFF AND RUNNING....

They're off and running and the excitement is building like Old Faithful at the zero hour. DGC, CHARISMA, and HOLLYWOOD are three of the new breed of record labels who have assembled the kind of top-notch talent that is drawing unanimous oohs and aahs from the industry, from both a personnel standpoint and on a musical talent level.

In the following reports, some of the key labelheads talk about the rise of their respective labels: DGC General Manager Marko Babineau, CHARISMA VP of Promotion Bob Catania, and newly appointed HOLLYWOOD VP of Promotion Brenda Romano.

With the **Sundays**, **Little Caesar**, **Nelson**, **Warrior Soul** and a dynamite sound track from *Days of Thunder* - featuring matinee hunk Tom Cruise as its centerpiece - scoring coups at radio and retail alike, DGC Records is instantly super-hot. Obviously the company's multi-dimensional GM, **Marko Babineau**, has things humming on Sunset Boulevard, and DGC's early success is due in part to his A-1 radio promotion team, led by alternative ace **Mark Kates**, AOR titan **Hugh Suratt** and Top40 top gun **Steve Leavitt**. But promotion without product is misguided energy, and Babineau's Brigade has secured a lineup of artists capable of

turning quarter notes into bank notes. (See **BABINEAU** page 33)

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At the groundbreaking of CHARISMA Records in New York City, the promotional tag-team of **Phil Quartararo** and **Bob Catania** - who once burned the midnight oil together at ISLAND Records - were reunited again, and have begun to doggedly fight their way back into the upper ranks. Catania is adamant about crediting his hardnosed director of Adult Contemporary promotion, Rhonda Herlich, for CHARISMA's early AC success with **Brent Bourgeois**. Catania says Herlich approaches her rigors with steadfast determination.

"Rhonda is anything but laid back in the way she confronts AC programmers around the country, let me tell you," says Catania. "We'd like to come out with his second single, *Can't Feel The Pain*, with the attitude that it's going to floor Top40 programmers. But we know where our base is with Brent, and it's not Top 40 - it's AC. So we'll establish him there and then cross him."

Another act that Catania has helped to establish is **Maxi Priest**, whose colorful sonnet *Close To You* has burst upon the airwaves with the blurring speed of Halley's Comet. The track



MARKO BABINEAU



BOB CATANIA



BRENDA ROMANO

received adds this week from a host of formidable call letters, led by HOT97, KEGL, HOT102, KWOD and KTFM. Not only is Priest working wonders at Top40, but the group is also piling up requests on the retail front as well.

Brent and Maxi Priest are not the only AC star to bust out of the CHARISMA camp; add to that list (See **CATANIA** page 33)

\*\*\*\*\*

The first thing that strikes you about HOLLYWOOD Records' top brass **Peter Paterno** and **Wesley Hein** is how deliberate the pair are. They have taken their sweet time in pushing their infant label out of the nest, perhaps

wanting to take every precaution in assuring they'd acquire the best available people to man the key positions. In VP of Promotion **Brenda Romano**, Paterno and Hein have snared a winner who, in her years with MERCURY Records, established herself as a resourceful, enterprising exec with more than enough savvy to make the grade.

At last the label has released a first single, **The Party's Summer Vacation**, and it's an omen of great things to come. Why? Because Romano can smell a hit a mile away, and there is already a mounting faction of Top40 programmers eager to join the ranks.

(See **ROMANO** page 33)

### RETAIL/RADIO REPORT

## COLE HOT, HUMAN RADIO HIP, SWEAT SWEET

*Time For Letting Go*, Jude Cole's second single on REPRISÉ, is out at last - and it will no doubt blaze the same promising trails on national playlists as its predecessor, *Baby It's Tonight*. Jay Murphy, MD at KQHT in Grand Forks, North Dakota, says he took one cassette with him on a recent

600-mile cross country jaunt: Jude's *VIEW FROM THIRD STREET*. Murphy says the tape passed the 12-hour endurance test with flying colors. "The album's third track, *House Full Of Reasons*, is the cut on the album that I feel has the best chance to go all the way," says Murphy. "But the track they went with, *Time For Letting Go*, is a great female record that should keep the momentum going.

"We love to play him," says Jay of Jude, "because he's the kind of guy women want to shack up with and guys want to buy a beer for. He's a regular kind of guy who also happens to be very talented."

## NELSON BLOWS OUT THE ROXY



Photo by Flash Luken

**Matthew and Gunnar Nelson** (you figure out which is which) jam at a recent blowout performance at the Roxy in West Hollywood. The twins and their band, Nelson, are riding the tide of their surefire smash debut, *Love and Affection*.

## THE TIME HAS COME

Think back for a moment. What was the name of that killer septet who blew up the charts some years back with cut-ups like *The Bird* and *Jungle Love*? Morris Day and The Time, right? Bite your tongue, knives. The tag may have seemed apropos in 1983, when Prince discovered the funky merrymakers, but there is too much talent in the faction to warrant spotlighting a ringleader today. Where once the loose-lipped Day's raucous laugh and good natured narcissism fueled the troupe, the ascent of bandmates Jimmy Jam, Terry Lewis, Jesse Johnson, Jellybean Johnson, Monte Moir and Jerome Benton has prompted Mo to downplay his image as the band's guiding force. Now they are known simply and unequivocally as **The Time**.



With Day's trademark cackle in the intro setting the tone, The Time's new REPRISÉ single, *Jerk Out*, certainly retraces some of their former paths to glory. Still, many question the group's motives for taking time off from their successful solo careers for one last grab at the big enchilada Jimmy Jam, who along with partner Terry Lewis helped forge the rails that set the Janet Jackson juggernaut in motion, says the underlying motive was good old fashioned fun.

"You've got to understand that we've

all known each other for about 25 years, and we're all very close friends," said Jimmy Jam, huddling around a speaker phone with his star studded mates in the group's Chicago hotel. "We all missed the comradery, and we were sure we could recreate the good feeling we had before. You've heard *Jerk Out* - do you think we still got it?"

Without a doubt. The saucy schtick and hook-laden razzle dazzle that first attracted Prince still bursts from the grooves. What's more unusual is that the mercurial swings the record displays as it romps through a patchwork of shifting moods and tempos make it an even more fetching entree. There is a major departure from previous years, however, and no

(See **THE TIME** page 50)



**“Can’t Stop Fallin’ Into Love”**

# **Cheap Trick**

**shatters your expectations!!**

Taken from **“Busted,”** the new Epic Album

by Steve Hoffman

## RUSS MOTTLA PD, 98ROCK (WIYY), Baltimore

*It was the start of a new decade, and Russ Mottla was just learning the true scope of his powers of persuasion. Working out of a daytime AM in Salem, New Hampshire, the aspiring radio programmer would trek south to Boston regularly to pitch Beantown radio owners on the merits of starting a "rebellious kind of rock and roll station."*

*It wasn't long before Mottla convinced WLYN owner Paul Feinstein ("Like many others after him, he bought my shit," says Russ) to give his idea a try, and in 1981 WFNX-FM, his self-described "new wave radio station from Hell," signed on in Boston.*

*Now, after five years at Worcester-Boston's WAAF and a stint programming KTYD in Santa Barbara, Russ is the man in charge at 98ROCK (WIYY) in Baltimore, a Rock Radio station that has become legendary for its creativity and innovative approach.*

### TELL US ABOUT THE BALTIMORE MARKET.

Baltimore is a predominantly blue collar, urban market. It's 23 percent ethnic, very unlike Boston, which has almost no ethnic composition. 98ROCK is the heritage AOR station in a very fragmented contemporary market. WHFS, an eclectic AOR station, is the other Rock Radio station in town.

### DEMOGRAPHICALLY, WHAT'S THE MARKET LIKE? IS IT AN OLDER OR A YOUNGER MARKET?

It pretty much follows the lines of the country. It's a baby boom market that's aging. What used to be an 18-34 bulge is now a 25-plus bulge. It's a very good contemporary marketplace because of the activity of 98ROCK and WBSB (B104) over the past ten to thirteen years. 98ROCK was, in the heyday of AOR, a huge radio station. It was an eight-share station with very little competition. The station played a lot of AC/DC and heavier rock and roll that everybody in the market who's now 25-plus grew up on so there's a lot of availability of that stuff that still works in the market.

### HOW DO YOU POSITION 98ROCK TO FIT INTO THE MARKETPLACE IN TERMS OF MUSIC?

When we got here, we kind of took a quick snapshot of the market just to see what was going on. There was a heritage AOR that sounded like every AOR nationally. It was an Abrams-type AOR - heavy on classics, liner-type DJs, and limited excitement around the station. It had good ratings - in the 4.5 to 5.0 range - but perceptually wasn't thought of like it was in the heyday - when people here would say That's *my* radio station. Then the fragmentation hit, which was helping to bring the heritage down to the level of all these other stations. We looked at the market and did this new type of research called cluster analysis about two years ago. In the cluster analysis, which is a finer, more segmented way of looking at the market that's more market-driven - we're not defining the market, the listeners are. In traditional research you say, Would you listen to a radio station that played music by artists such as..., and you try and segment the market that way. In cluster research you just give them a list of artists that start with Abba and go to ZZ Top, and let the market fragment itself. We saw in Baltimore 98ROCK was a little mis-targeted. The availability was for this heritage AOR station to kind of plug into the newer types of rock and roll that were coming along that Top40 was dealing with and AOR wasn't - the Bon Jovi's, the Wingers, the Warrants - along with a good

classic rock library. Not a depth library, just five or six hundred cuts of good, familiar well-tested classic songs.

### DO YOU MOVE A LOT OF RECORDS IN AND OUT OF THAT LIBRARY?

There are some that are always there, the *Hotel California's* of the world, but we try and keep as much movement in there as we can through ongoing music tests. We found a lot of secret weapon records through our music tests, which we also cluster with. We don't want the hard-core AC listeners or the hard-core dance music listeners to affect what music is getting played on 98ROCK. We found some good records that you wouldn't normally expect, some local bands even. There's a group here called Face Dancer that's huge. We're playing Face Dancer, Crack The Sky, the Ravens, but we tried to maintain the heritage position of the radio station even though we were moving away from that heritage stance a little bit musically with the new bands.

### WHAT GOES INTO YOUR DECISION-MAKING PROCESS ON NEW MUSIC, BEING AS AGGRESSIVE AS YOU ARE?

As I talk to record people, everybody asks the question, What is your criteria? I never sat and said this is the criteria for the type of music we're going to play. It's hard to articulate what 98ROCK does musically because we're like two different radio stations. During the day we look for records that are going to appeal to a 25 or 30 year-old listener, and we do pretty well 25-54, and I want to keep that. At night we go nuts on new rock and roll, almost metal. I guess while the David Baerwald record is a good record for 98ROCK during the day, Faith No More is equally as good a record for 98ROCK at night. We're heavily dayparted, and I think we take a Top40 stance towards what is right for 98ROCK. Is it a great song? We're more song-oriented than artist-oriented. I only played one Eric Clapton track off the last album. We don't instantly add artists. Like Top40, we do have a couple of artists that are core for us, but generally we won't add a Clapton on name alone. There's a whole side of the 98ROCK audience now that has no historical tie with these artists, and doesn't care about them.

### WHO IS IN ON THE PROCESS WITH YOU?

The music meeting consists of basically whoever wants to show up. On a regular basis it's myself, the music director (John Knapp from 3WV starts this week.); Our morning guy Chris Emry; John Riley, who's our production guy, and Kirk, the night guy. It's a great cross-sampling because John worked at a new music station, Chris is old, Kirk is that nighttime youth rocker and I'm old. We never reach consensus, but there's always a clear direction. It's like I have two votes. I'll stay off a record for a long time if I can't get real good consensus on it, because you never get hurt by something you're not playing. I'd rather have the staff, especially the key people on the staff who influence the rest of the staff, time the musical decisions we're making.

### HOW DID YOU KEEP THE HERITAGE AND CHANGE THE MUSIC AT THE SAME TIME?

We were the first station to do this whole anti-

positioning thing because being a product of market-driven radio, you always tend to say, We play the best music, we play the most music, we have 40 minute free rides, we do this, we do that, all the best prizes, most cash - all these standard positioners. When we started re-marketing 98ROCK to Baltimore, we did a lot of that, and still do, basically to maintain parity now with all the other radio stations that are doing it. Everybody is doing ten-in-a-rows, 40 minute free rides, best music, most music, biggest cash prizes, so all of a sudden you find yourself having to do all that just to keep up. Finally we just said, Why are we marketing the station like this, and how can we differentiate 98ROCK from all this radio cliché that is going on in the market? That's when we started with The Station That Doesn't Suck, which came to me while I was watching *Arthur*.

### WHAT OTHER KINDS OF LINERS LIKE THAT ARE YOU USING RIGHT NOW?

"When you want a radio station real bad, we've got a real bad radio station." And then it stops and says, "The baddest." We're just looking for the lines that are going to differentiate 98ROCK in the market, and we chose two years ago to move away from all this nerdy radio stuff because it's totally artificial. It's more driven by the radio stations that it is by the listeners.

### WHAT HAVE YOU DUMPED THEN, IN SPECIFICS?

The first thing I dumped was the no-repeat Thursdays, because that's just training the audience into not wanting repeats on the radio when the fact of the matter is, in order to be a successful radio station, you have to repeat songs. We just dumped all those cliché radio features that radio people think up while they're sitting around getting high.

### WERE YOU DOING TWOFER TUESDAYS?

No, we didn't do twofers. All that stuff is great for a time, and I want to develop more of that stuff, but not hang on to it, because the way AOR hurts itself is by being too predictable. The one thing we want to do at 98ROCK and the one reason I think we're going to continue to be very successful in Baltimore is because we now have the mindset where we're continually remarketing the radio station. It's always changing. We have a catch phrase in Baltimore that people were doing in California when I was out there, that whole "See ya" thing. We started doing that on the air and all of a sudden you can't go anywhere in Baltimore without people saying, "See ya, see ya, see ya." We also take the whole logo concept, the 98ROCK logo, which is the standard brushstroke kind of 98ROCK, and constantly put it in a different environment. The lettering is the same all the time but it's always surrounded by a different look.

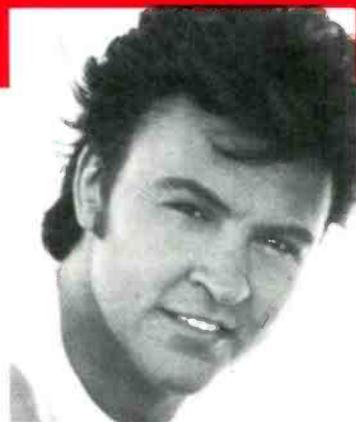
### WHAT KIND OF THINGS HAVE YOU SURROUNDED IT WITH?

Different colors and different shapes - little neon waves because neon is hot right now. We also have a "98ROCK-Too Cool" bumper sticker. Too Cool is another little phrase we use a lot, so we have 98ROCK Too Cool.

### WHAT ABOUT THE TV CAMPAIGN AND ITS

(See MOTTLA page 11)

# Sound Advice.



## **PAUL YOUNG**

“Oh Girl”

Produced by Pete Wingfield  
Taken from the Columbia release: *Other Voices* 46755

Appearing on The Arsenio Hall Show - July 24

**TOP 40 MOST ADDED!**

Already On Over 100 Top 40 Stations Including:

**WZOU (Add)**

**PRO-FM (Add)**

**WPHR (Add)**

**KKBQ (Add)**

**B93 (Add)**

**KCPX (Add)**

**MIX105 (Add)**

**WBBQ (Add)**

**Y100 (27-24)**



## **SEIKO AND DONNIE WAHLBERG**

“The Right Combination”

Produced by Maurice Starr  
Taken from the Columbia release: *Seiko* 46046

**Over 100 Top 40 Stations Including:**

**WPLJ (26-22) Hot**

**WHHY (25-15)**

**KC101 (17-14) Hot**

**KCPX (D#25)**

**Z95 (21-15)**

**WTBX (D#28) Hot**

**Q106 (28-25)**

**KISN (27-24)**



## **THE BLACK FLAMES**

“Watching You”

Produced by Daddy-O and Bobby Simmons for Brownsville Productions  
Taken from the OBR/Columbia release: *The Black Flames* 44030

**10 Out-Of-The-Box Adds Including:**

**KMEL**

**KJMJZ**

**KZHT**

**KKFR**

**KWOD**

**KROY**

MOTTLA (from page 9)

## **EFFECT ON CUTTING THROUGH THE CLUTTER?**

We do custom commercials, and it's funny, because we ended up with a syndicated spot. We identified a strong need in Baltimore for contemporary music listeners was that their station be fun and entertaining, which kind of record-proofs your radio station a little bit, meaning if in three months there isn't a lot of great hit music out there you can kind of glide by. As we looked at what we needed to do for the TV spot, we looked at our musical position, and tried to figure out how we could tie these two audiences together because we're very much a hit music station and we're very much an AOR station.

## **SO THIS LED TO THE INFAMOUS BASS-O-MATIC SPOT?**

We found we couldn't do a music spot that would please both ends, so we had to do something that positioned the station as gonzo. We said let's do the fish in the blender, which had been a morning spot, and turn it into a spot to position the entire radio station. "This is your brain" - the dead fish gets slapped down on the counter; "This is 98ROCK at 97.9 FM" - the cuisinart gets plopped down on the counter; "This is your brain while listening to 98ROCK" - the fish goes into the cuisinart and gets ground into a slurry. That generated tons of negative press, lots of phone calls, and the TV stations were threatening to pull the ad. Spot two was the apology, where it's the program director sitting in front of what looks like a radio station-type desk with an on-air sign behind him and piles and piles of mail. He's doing this apology for the insensitivity of his staff and he promises they'll try harder to make a better commercial, and as he's saying this the camera zooms out and two mail clerks in the background are hoisting a 50 pound carp on a chain behind him. At the end of the spot they yank out chain saws, fire them up, and it looks like they're going to cut the fish to shreds. In order to keep the first spot running, we told the stations that were producing an apology spot. We didn't give them all three spots at once because we knew that they would complain. The third spot was the puppy, which lasted exactly two days.

## **EXPLAIN THE PUPPY SPOT.**

We said, This is your brain, and we put this cute little six-week-old Golden Retriever puppy down on the counter, tongue hanging out, panting like crazy, the cutest dog you'd ever want to see, and then we said, This is 98ROCK at 97.9 FM, and we plopped the cuisinart down on the counter. Then it fades to white and says, Just kidding. The local ABC affiliate, got something like 140 calls the first time it ran. Finally, we turned it into a contest, asking people to make a 98ROCK TV commercial, if you think you can do something better. We offered \$5000 cash, and got over 300 entries. We're now in the process of producing a half hour show that's going to run on local TV featuring the best of the Make Your Own 98ROCK TV Commercial entries.

## **WHAT IS YOUR PHILOSOPHY ON GIVEAWAYS?**

My philosophy on contesting in general is, the only way it really works is to image the radio station, and that big money contesting is turning your audience into junkies. The more you give them the more they want. It just doesn't really work.

## **WHAT KIND OF THINGS DO YOU DO?**

Anything that images the station well. With the home video commercial, the cash was just an aside to the fact that it really imaged 98ROCK as a station that

listeners can get involved with; that it's entertaining and fun. We're doing the Budweiser trip to Moscow to see The Rolling Stones. We're not a heavy contesting radio station. I just don't believe in it. There is an outlet for the sales-driven promotions, but I think that nothing takes the place of an entertaining radio station that people want to listen to.

## **LET'S TALK ABOUT THE AIRSTAFF, STARTING WITH MORNING DRIVE.**

We have Chris Emry, Erika and Lopez on morning drive. Lopez has been on the air since six months after the station signed on as the morning drive news guy. He is the most-recognized radio newscaster in the market. He really brings a credibility. Our morning show is very information intensive - it has two newscasts an hour, and they're good, credible newscasts. People don't necessarily agree with the way Lopez does it and the things he has to say, but they love the fact that he says it. He's a screaming Liberal in a very conservative, blue collar town. Erika is Chris' sidekick, and she has been in the market for five years. She's the consummate regular person on the radio. She's like everybody's best friend, and she kind of fits that mold in the station as well. She's also kind of an activist; she believes in things, such as saving the earth and women's rights. Chris has been on 98ROCK for six years, and he was the afternoon drive guy for most of the time. The audience knows him, they like him, and they're comfortable with him, even though he's basically a dirty old man. He plays off Erika real well, who gets disgusted with him.

## **DOES HE USE MUCH PRE-PRODUCED COMEDY STUFF OR IS IT PRETTY MUCH A STRAIGHT-FORWARD RAP?**

We use a lot of the services. Twisted Tunes is still very big on 98ROCK, the stuff that Bob Rivers started. Chris does a lot of market-noise kind of stuff. Yesterday he polled the city's police to find out where the best donuts in Baltimore were, and tomorrow morning we're going to be broadcasting from the donut shop they said was the best in honor of National Donut Day.

## **TELL US ABOUT THE REST OF THE AIRSTAFF.**

Middays is Sarah Fleischer, and she's been on the air since the day the station signed on. This is her second job in radio. She's a heritage jock who does really well middays because, again, the listeners grew up with her. She has two very young children, and she talks about her kids and what's going on with them, and that works great in middays. I handle afternoon drive, and on evenings we have Kirk McEwen, who is a wild man. He screams and sings with the songs. He does a CD countdown, and a local home tape segment at 10:30 p.m. every night, featuring a local Baltimore band. Overnights is Steve Ash. We call him Stash, and this is his first job in radio. He was Kirk's college roommate, and I hired him because he had the attitude, and that's it. He's been with us a year and a half. He's doing great - second only to Larry King on overnights. The whole thing about 98ROCK is the attitude among the jocks. It's a very irreverent, non-radio attitude. The best thing about the airstaff at 98ROCK is that we are totally regular people with distinct personalities, and we encourage that. There are no written liners, just info cards.

## **WHAT DO YOU LOOK FOR WHEN YOU SIT DOWN FOR AN AIR-CHECK SESSION?**

We work on creativity, and we work on what the people are thinking as they're listening to the radio so the jocks can fit their bits and personality around it. I've got a guy called Aquaman on weekends. When I

got here was producing the morning show and his mind was so weird, I put him on the air and told him to do whatever he wanted to do. He invented this character, which is an old cartoon character called Aquaman, and all his breaks are done with bubbles behind his voice. He has a mermaid that introduces records. The guy is just a riot, and the reason I bring this up is because in focus groups, he's one of the most recognizable personalities on the air staff. Everybody talks about Aquaman, and the guy only does late nights and overnights on weekends. His personality has just totally cut through the market.

## **HOW DO YOU STRIKE A COMFORTABLE BALANCE BETWEEN BEING JUST A CREATIVE GUY AND BEING A RADIO BUSINESSMAN?**

A lot of that is done in consortium with the staff. The one thing I try and do with everybody on the staff is share everything. I share every bit of research, every thought, every promotional idea, and we have quarterly meetings where we brainstorm marketing plans. A lot of that comes from consensus. It's like if everybody thinks it's a good thing, then it is a good thing, and we go with it.

## **YOU JUST DID THE ARBITRON DIARY REVIEW. WHAT KIND OF THINGS DID YOU LEARN ABOUT 98ROCK AND THE REST OF YOUR MARKET.**

Because we're so close to the Arbitron offices, we review every book. I inspected a book for the first time here, and it's an eye-opening experience, because you see that some people don't give a shit. Filling out this diary is an intrusion into their life. Some people are very into it, but even still they're into it from living the rest of their life and doing their work. Like the Bolton presentation, you find out that everybody fills the book out at the end of the week. There are very few people who do it day-by-day, but you can tell those people by looking at the diaries. They put it down to the minute. The biggest thing you see is people don't fill out the weekends. You would be amazed at how many 18-24 year-old diaries there are with no radio listening on the weekend, which is bullshit. Of course they're listening, they're just not filling out the diary. A line Chuck, my station manager uses is, Arbitron is a report of reported listening.

## **IS THERE ANYTHING ELSE YOU WANT TO TOUCH ON?**

We're not a Rock 40 radio station.

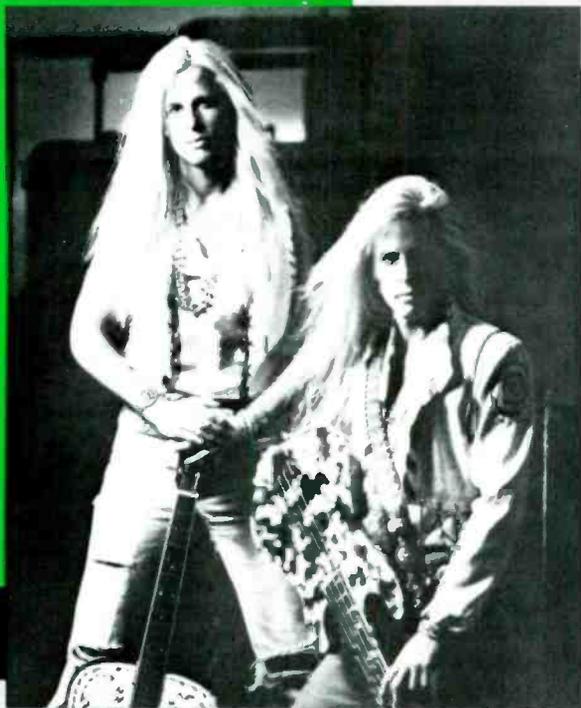
## **SO WHAT IS 98ROCK?**

Truthfully I feel like we're what a Mainstream AOR should be. We do give six or seven plays a day to our powers, but aside from that, our approach is no different than the way AOR was five or six years ago. AOR has turned into adult contemporary for men, and that's not AOR. AOR is what 98ROCK is today - a good mix of current hit music and classic rock songs. Because of the way AOR has moved into this adult male AC format, 98ROCK is perceived as an 18-24 year-old Rock40 station. We're not.

## **WHAT ARE YOUR LONG-TERM GOALS? IS THERE ANYTHING YOU'RE SHOOTING FOR?**

My goal is to get out of radio and into something else marketing related. I think I want to find the next Hashi Pour 2000 to put on *America's Amazing Discoveries* and make a fortune off of. Maybe I can invent the next miracle coathanger rack. I'm just looking to get rich and retire.

## **THANK YOU FOR SHARING WITH US IN THE HITMAKERS INTERVIEW.**



# NELSON

"Love And Affection"

produced by marc tanner and david thoener  
management: larry mazer

**#3 Most Requested MTV!**

**One of HITMAKERS MOST ADDED with 45 Adds!**

**#1 Disc-overly Club! A HITBOUND!**

**Adds:**

WGH #35!!!  
KSAQ #37!!!  
KPLZ!!!  
KUBE!!!  
XL106.7!!!  
92X!!!  
93Q #38  
X106  
WZYP  
99WAYS

WRVQ  
KZIO  
CK105#39  
WIXX  
WTBX  
WZOK  
KF95  
KATM  
WWPX  
WNYP  
WOMP  
WYKS  
KZII  
KNOE

KIXY  
WVBS  
KYYY  
WBNQ  
WCIL  
KQHT  
KTXY  
KFRX  
WPFR  
KFBQ  
KMOK  
KTMT  
ZFUN  
and more

**HOT Action:**

Q102 (30-26)  
WPHR (30-25)  
WKBQ (21-19)  
PIRATE (D#22)  
KWSS (D#27)  
KXYQ (On)  
KC101 (On)

WERZ (D#36)  
99.9KHI (D#32)  
WPST (D#37)  
WKRZ (D#37)  
WQUT (33-27)  
WHHY (D#33)  
K92 (D#29)  
KRZR (D#25)  
WHTO (35-25)  
WJMX (35-21)  
Y97 (30-26)  
SLY96 (D#37)

KFTZ (D#38)  
WPFM (D#36)  
KSND (On)  
WBBQ (On)  
KZZU (On)  
KTRS (On)  
KZOZ (On)  
KQIZ (On)  
WKFR (On)  
and more

# The SUNDAYS

"Here's Where The Story Ends"



produced by the sundays & ray shulman

**Hottest Alternative/Top40 Crossing Record!**

**Over 200,000 Units Sold!**

**MTV - Buzz Bin!**

**HITMAKERS ALTERNATIVE: 8-7**

**A CRUSADE! A HITBOUND!**

**Just Added At:**

**KSAQ!!!**

**KUBE!!!**

**KNRJ #9!!!**

WPST  
WNYP  
WHTO  
KQIZ  
KNIN  
KPAT  
KFTZ

**and more**



# MAINSTREAM TOP 40

LW-TW

- 2-1 **GLENN MEDEIROS** f./B. Brown "She Ain't..." (MCA)
- 1-2 **NEW KIDS ON THE BLOCK** "Step By Step" (COL)
- 5-3 **DEPECHE MODE** "Enjoy The Silence" (SIRE/REP)
- 6-4 **MICHAEL BOLTON** "When I'm Back On..." (COL)
- 10-5 **MARIAH CAREY** "Vision Of Love" (COLUMBIA)
- 7-6 **TYLER COLLINS** "Girls Nite Out" (RCA)
- 3-7 **TAYLOR DAYNE** "I'll Be Your Shelter" (ARISTA)
- 11-8 **JOHNNY GILL** "Rub You The Right..." (MOTOWN)
- 4-9 **BELL BIV DEVOE** "Poison" (MCA)
- 13-10 **EN VOGUE** "Hold On" (ATLANTIC)
- 18-11 **MADONNA** "Hanky Panky" (SIRE/WB)
- 16-12 **BILLY IDOL** "Cradle Of Love" (CHRYSALIS)
- 9-13 **ROXETTE** "It Must Have Been Love" (EMI)
- 8-14 **PHIL COLLINS** "Do You Remember" (ATLANTIC)
- 17-15 **GO WEST** "King Of Wishful Thinking" (EMI)
- 12-16 **WILSON PHILLIPS** "Hold On" (SBK)
- 15-17 **M.C. HAMMER** "U Can't Touch This" (CAPITOL)
- 21-18 **SNAP** "The Power" (ARISTA)
- 22-19 **LISA STANSFIELD** "You Can't Deny It" (ARISTA)
- 14-20 **AFTER 7** "Ready Or Not" (VIRGIN)
- 37-21 **JANET JACKSON** "Come Back To Me" (A&M)
- 26-22 **GEORGE LAMOND** "Bad Of The Heart" (COL)
- 28-23 **SWEET SENSATION** "If Wishes Came..." (ATCO)
- 19-24 **LOUIE LOUIE** "Sittin' In The Lap..." (WTG/EPIC)
- 27-25 **MOTLEY CRUE** "Don't Go Away..." (ELEKTRA)
- 29-26 **SEDUCTION** "Could This Be..." (VEN/A&M)
- 30-27 **BAD ENGLISH** "Possession" (EPIC)
- 31-28 **MELLOW MAN ACE** "Mentirosa" (CAPITOL)
- 20-29 **RICHARD MARX** "Children Of The Night" (EMI)
- 35-30 **BRUCE HORNSBY** "Across The River" (RCA)
- 23-31 **NIKKI** "Notice Me" (Geffen)
- 24-32 **ELTON JOHN** "Club At The End Of The Street" (MCA)
- 36-33 **KEITH SWEAT** "Make You Sweat" (ELEKTRA)
- 25-34 **MADONNA** "Vogue" (SIRE/WB)
- 38-35 **BABYFACE** "My Kinda Girl" (SOLAR/EPIC)
- NEW-36 **M.C. HAMMER** "Have You Seen Her" (CAPITOL)
- 46-37 **THE TIME** "Jerk Out" (REPRISE)
- 45-38 **WILSON PHILLIPS** "Release Me" (SBK)
- 42-39 **THE LIGHTNING SEEDS** "Pure" (MCA)
- 43-40 **HEART** "I Didn't Want To Need You" (CAPITOL)
- 44-41 **AEROSMITH** "The Other Side" (Geffen)
- 32-42 **JUDE COLE** "Baby, It's Tonight" (REPRISE)
- 34-43 **HEART** "All I Wanna Do Is Make Love..." (CAPITOL)
- 39-44 **DIGITAL UNDERGROUND** "Humpty Dance" (TB)
- NEW-45 **POISON** "Unskinny Bop" (ENIGMA/CAPITOL)
- 33-46 **DEL AMITRI** "Kiss This Thing Goodbye" (A&M)
- NEW-47 **STEVIE B** "Love And Emotion" (LMR/RCA)
- 40-48 **BRENT BOUFGEAIS** "Dare To Fall..." (CHARISMA)
- 47-49 **JANET JACKSON** "Alright" (A&M)
- 50-50 **GIANT** "I'll See You In My Dreams" (A&M)

## MOST ADDED

- 72 • **JANET JACKSON** "Come Back To Me" (A&M)
- 71 • **POISON** "Unskinny Bop" (ENIGMA/CAPITOL)
- 54 • **PAUL YOUNG** "Oh Girl" (COLUMBIA)
- 45 • **NELSON** "Love And Affection" (DGC)
- 42 • **M.C. HAMMER** "Have You Seen Her" (CAPITOL)
- 41 • **ST. PAUL** "Stranger To Love" (ATLANTIC)
- 40 • **DON HENLEY** "How Bad Do You Want It?" (Geffen)
- 37 • **WILSON PHILLIPS** "Release Me" (SBK)
- 36 • **THE TIME** "Jerk Out" (REPRISE)
- 34 • **CALLOWAY** "All The Way" (SOLAR/EPIC)

## HITBOUNDS

RECORDS ARE LISTED IN ORDER OF ACTIVE REPORTS. AN ACTIVE REPORT IS AN ADD, A DEBUT, A TOP 15 REPORT, OR A 3 POINT OR MORE MOVE ELSEWHERE ON THE CHART. QUALITY-NOT QUANTITY. RECORDS EXCEEDING 100 ACTIVE REPORTS ARE NATIONAL BREAKOUTS.

## NATIONAL BREAKOUTS

- 136 • **M.C. HAMMER** "Have You Seen Her" (CAPITOL)
- 103 • **STEVIE B** "Love And Emotion" (LMR/RCA)
- 100 • **BROTHER BEYOND** "The Girl I Used To Know" (EMI)
- 90 • **KEITH SWEAT** "Make You Sweat" (ELEKTRA)
- 90 • **THE LIGHTNING SEEDS** "Pure" (MCA)
- 86 • **NELSON** "Love And Affection" (DGC)
- 75 • **ANITA BAKER** "Talk To Me" (ELEKTRA)
- 73 • **FAITH NO MORE** "Epic" (SLASH/REPRISE)
- 73 • **MAXI PRIEST** "Close To You" (CHARISMA)
- 72 • **PAUL YOUNG** "Oh Girl" (COLUMBIA)
- 72 • **SEIKO and Donnie Wahlberg** "The Right Combination" (COLUMBIA)
- 71 • **DANGER DANGER** "Bang Bang" (IMAGINE/EPIC)
- 71 • **DON HENLEY** "How Bad Do You Want It?" (Geffen)
- 70 • **ST. PAUL** "Stranger To Love" (ATLANTIC)
- 62 • **MELLOW MAN ACE** "Mentirosa" (CAPITOL)
- 58 • **SINEAD O'CONNOR** "The Emperor's New Clothes" (CHRYSALIS)
- 51 • **BELL BIV DEVOE** "Do Me" (MCA)
- 50 • **GLORIA ESTEFAN** "Cuts Both Ways" (EPIC)
- 49 • **JIMMY RYSER** "Same Old Look" (ARISTA)
- 43 • **KYPER** "Tic Tac Toe" (ATLANTIC)
- 36 • **TROOP** "All I Do Is Think Of You" (ATLANTIC)
- 34 • **CALLOWAY** "All The Way" (SOLAR/EPIC)
- 33 • **LINEAR** "Don't You Come Cryin'" (ATLANTIC)
- 30 • **BRAT PACK** "I'm Never Gonna Give You Up" (VENDETTA/A&M)
- 29 • **SOUL II SOUL** "A Dreams A Dream" (VIRGIN)
- 27 • **ELECTRIC BOYS** "All Lips N' Hips" (ATCO)
- 25 • **JEFF HEALEY BAND** "I Think I Love You Too Much" (ARISTA)
- 23 • **THE U-KREW** "Let Me Be Your Lover" (ENIGMA)
- 21 • **FLEETWOOD MAC** "Skies The Limit" (WB)
- 20 • **THE PARTY** "Summer Vacation" (HOLLYWOOD)
- 19 • **49EPS** "Don't You Love Me?" (4TH & B'WAY/ISLAND)
- 19 • **KID FROST** "La Raza" (VIRGIN)
- 18 • **MODERN ENGLISH** "I Melt With You" (TVT)
- 17 • **AFTER 7** "Can't Stop" (VIRGIN)
- 17 • **JANE WIEDLIN** "World On Fire" (EMI)
- 17 • **THE WEST COAST RAP ALL-STARS** "We're All In The Same Gang" (WB)
- 15 • **L.A. GUNS** "Ballad Of Jayne" (POLYDOR)
- 15 • **TIMMY T** "What Will I Do" (QUALITY)
- 13 • **STACYE & KIMIKO** "Wait For Me" (MCA)
- 12 • **HUMAN RADIO** "Me And Elvis" (COLUMBIA)
- 10 • **DOC BOX & B FRESH** "Slow Love" (MOTOWN)
- 10 • **THE SUNDAYS** "Here's Where The Story Ends" (DGC)
- 9 • **BAD COMPANY** "Holy Water" (ATCO)
- 8 • **THE CHRISTIANS** "I Found Out" (ISLAND)
- 8 • **STEVIE V** "Dirty Cash (Money Talks)" (MERCURY)



**"Summer Vacation"**

**Explosive Adds At...**

**B96!!! WAVA#30!!!**

**WLOL-FM!!! KKFR!!!**

**HOT102#40!!! KITY#29!!!**

**KTFM!!! HOT94.9!!!**

**Q106 (Debut#30) PowerPig# (Debut#39) WCKZ (Debut#35)**

**Also Added At...HOT104, KBOS, KDON, KFFM, KKXX, KLUC#29, WKFR, X102, and more**

**Produced By RICKY "THE ROCKET" ROSS/Written By MIKE ROSS & MATT DIKE**

## LOGJAM AT THE TOP.. DGC HAS TWO OUT OF FOUR

### MOST DISC-OVERED (93 Programmers):

1. POISON "Unskinny Bop" (ENIGMA/CAPITOL)	12
JANE WIEDLIN "World On Fire" (EMI)	12
THE SUNDAYS "Here's Where The Story Ends" (DGC)	12
NELSON "Love And Affection" (DGC)	12
2. THE PARTY "Summer Vacation" (HOLLYWOOD)	11
PAUL YOUNG "Oh Girl" (COLUMBIA)	11
CALLOWAY "All The Way" (SOLAR/EPIC)	11

### THE UP-AND-COMERS

It can't get any closer than this - apparently all that superior product out there has America's programmers a little indecisive. The interesting fact is that a couple of brand new labels are making a strong showing with three new acts, perhaps the first signs that a label glut ain't gonna stop these guys. Enough philosophising... on to the scorecard. Last week we said to keep an eye on KYPER, which picked up a number of key Disc-overies. This week? A BLOWOUT! PAUL YOUNG checks in as one of the week's Most Added, while FAITH NO MORE continues its rise to major hit status. For next week, watch DOC BOX & B. FRESH, BON JOVI, HENLEY, and LINEAR.

**DANA LUNDON**, MD at HOT102, Milwaukee sez, "Check out MC **TROUBLE** *I Wanna Make You Mine* (MOTOWN) - they can sing and they can rap - what a SMASH! **BLACK BOX** *Everybody, Everybody* (RCA) is very infectious! Lastly, a GREAT club record is **ARGIS** *You're One In A Million* (OCEANA/MCA)!"

**DON O'NEAL**, Asst. PD at WCKZ-FM, Charlotte, NC sez, "Playing 2 **LIVE CREW** *Banned In The USA* (LUKE/ATLANTIC) is one way stations can stake a claim and say censorship is not happening! Check out **BIANCA** *My Emotions* (WARNER BROS.)! It's a good uptempo Dance tune that could shape up into something neat! LP cut *I Thought It Was Me* by **BELL BIV DEVOE** (MCA) is well worth the listen! **PERFECT GENTLEMEN** *One More Chance* (COLUMBIA) is classic Maurice Starr. Excellent import mixes on *Oops Up* by **SNAP** (ARISTA). And give a listen to **KJ AND DAFELLAS** *Hanky Panky* (4 SIGHT)! It's COOL!"

**GREGG SWEDBERG**, OM at WLOL-FM, Minneapolis sez, "DINO is back with summer sizzler *Romeo* (ISLAND)! Check out the Dance remix of **PHIL COLLINS** *Something Happened On The Way To Heaven* (ATLANTIC) - it's very good! Lastly, VENDETTA/A&M Records have another good Pop uptempo tune with *Holding My Heart In Your Hands* by **THE BRAT PACK**!"

**CHRIS BAILEY**, PD at WNVZ, Norfolk sez, "We've been on **THE LIGHTNING SEEDS** *Pure* (MCA) for quite a while and now it's kicking in nicely - good sales and excellent callout! And *Do Me* by **BELL BIV DEVOE** (MCA) is shaping up to be even BIGGER and better than the first!"

**FRANK MINIACCI**, MD at THE BEAT, Los Angeles sez, "The **HITMAKERS** CD is lit this month! Check out **NAYOBE** *I Love The Way You Love Me* (WTG/EPIC)! It will grow on you and has a good chance of really happening! **TONY LeMANS** *Higher Than High* (REPRISE) is just as good the second time around! **THE WHISPERS** *Innocent* (CAPITOL) is HOT - especially the remix on the pro CD. It sounds like the Gap Band meets *Rock Steady*. And **FAX YOURSELF** *Sunshine* (SANDSTONE) should get good reaction. Also, check out **DUPONT** *Hurricane* (MCA), produced and written by Chuckii Booker. Lastly, a lot of adult appeal in the **TEDDY PENDERGRASS & Lisa Fisher** tune *Glad To Be Alive* on the ELEKTRA Records *Ford Fairlane* soundtrack!"

**WILLY B**, PD at KROY, Sacramento sez, "DOC BOX & B-FRESH *Slow Love* (MOTOWN) is HOT! We popped it on and got instant reaction! A funky all-daypart SMASH! **KYPER** *Tic Tac Toe* (ATLANTIC) continues to work well, and check out **THE PARTY** *Summer Vacation* (HOLLYWOOD) - a HOT buzz on this record that has instant, thematic, top-of-mind appeal!"

**LAURA SHOSTAK**, MD at Q107, Washington, D.C. sez, "JANE WIEDLIN *World On Fire* (EMI) is a little suggestive but VERY good! **DON HENLEY**'s latest is a lot more Rock-oriented - check out *How Bad Do You Want It* (GEFFEN)! A fun progressive sound definitely worth a listen is **THE SUNDAYS** *Here's Where The Story Ends* (DGC)! Lastly, **ST. PAUL** *Stranger To Love* (ATLANTIC) is a pure Pop tune!"

**MIKE EASTERLIN**, MD at Y95, Dallas sez, "KYPER *Tic Tac Toe* (ATLANTIC) is a GREAT novelty tune - check it out! Also, **PAUL YOUNG** *Oh Girl* (COLUMBIA) is another GREAT tune from this artist that could be a BIG day time record!"

**CHUCK BECK**, PD at THE FOX, Detroit sez, "KYPER *Tic Tac Toe* (ATLANTIC) is a HUGE nighttime record - a listening MUST! And here's a strange one: **TIMMY T** *Time After Time* (QUALITY)! We just put it on and it's selling like CRAZY! Explosive reaction to this one!"

**ANDREA PENTRACK**, MD at FM102, Sacramento sez, "A few songs to look out for include *Lies* by **EN VOGUE** (ATLANTIC) and *Feels Good* by **TONY! TONI! TONE!** (WING/POLYDOR)! Check out **THE BOYS** *Crazy* (MCA)! It's a strong tune with a little more of a mature sound! Also, one to listen to is **FATHER MC** *Treat Them Like They Want To Be Treated* (MCA)!"

**RICK UPTON**, PD at KITY, San Antonio sez, "Check out **DOC BOX AND B-FRESH** *Slow Love* (MOTOWN) - what a GREAT tune! Good reaction to *Pray* by **M.C. HAMMER** (CAPITOL) - expect this one to be HUGE! **TIANA** *First True Love* (MICMAC) is good for this format! Tremendous phone response to **THE WEST COAST RAP ALL-STARS** *We're All In The Same Gang* (WARNER BROS.)! It's really kicked in! And our MD, Stephanie Gramm would like to add **BLACK BOX** *Everybody, Everybody* (RCA)! Watch for this HOT jam to cross from the club scene!"

**TODD CAVANAH**, MD at B96, Chicago sez, "Check out **THE PARTY** *Summer Vacation* (HOLLYWOOD)! This jam is a timely release! **DEPECHE MODE** *Policy Of Truth* (SIRE/REPRISE) is a KILLER followup! Top five sales on **DEPECHE** in this market! And if you haven't already, listen to **THE CREW** *Get Dumb (Free Your Body)* (VENDETTA/A&M)! Nice requests - upper demos too!"

**BRETT DUMLER**, PD/MD at Z99, Oklahoma City sez, "TROOP *All I Do Is Think Of You* (ATLANTIC) is getting calls already from Urban play in the market! Watch this tune! Check out the **LISA STANSFIELD** remix of *You Can't Deny It* (ARISTA)! It has the hip-hop sound! Lastly, the LP version of *Can't Stop* by **AFTER 7** (VIRGIN) seems to work best! We've been on it several weeks, and that Babyface sound really takes off here!"

**MICHAEL MARTIN**, MD at KIIS-FM, Los Angeles sez, "WILSON PHILLIPS *Release Me* (SBK) is a GREAT followup to their debut blowout! Also, play the import mix of **JANET JACKSON** *Come Back To Me* (A&M) if you're HIP! Watch out for *Doowhutchyalike* by **DIGITAL UNDERGROUND** (TOMMY BOY) as well as a GREAT LP cut by **KEITH SWEAT** called *Merry Go Round* (ELEKTRA)! Lastly, remember *I Need Love* by L.L. Kool J? If so, check out **DOC BOX AND B-FRESH** *Slow Love* (MOTOWN)!"

**MICHAEL NEWMAN**, MD at KNRJ, Houston sez, "We're getting good response to **THE SUNDAYS** *Here's Where The Story Ends* (DGC)! Look for **DEL AMITRI** *Stone Cold Sober* (A&M) - a GREAT followup! I can definitely see women going crazy for *Falling* by **JULEE CRUISE** (WARNER BROS.)! Lastly, the import mix of *World In Motion* by **NEW ORDER** (WARNER BROS.) is SOLID! We love it!"

**MICHAEL POWERS**, MD at WZPL, Indianapolis sez, "Check out **CALLOWAY** *All The Way* (SOLAR/EPIC)! At the rate these guys are goin', they're gonna be RICH! Also, play **HEART** *I Didn't Want To Need You* (CAPITOL) more and it'll pay off! And look out for **BON JOVI**'s album on MERCURY Records, and as soon as you get it, PLAY IT!"

**STACY CANTRELL**, Asst. PD/MD at KS104, Denver sez, "With a decent add week, **KYPER** *Tic Tac Toe* (ATLANTIC) is still cruising along and consistently gaining! We've been getting good response, too! Give it a second listen! Check out **THE ADVENTURES OF STEVIE V** *Dirty Cash* (MERCURY)! It has a very catchy hook and GREAT appeal! A MUST for crossover radio! *Pray* by **M.C. HAMMER** (CAPITOL) is going to be a MAJOR record! The album is loaded with HIT tracks! Now that Rap has become so accepted in many sociological groups, the **HAMMER** is like a thoroughbred racing horse let loose!"

# DISCOVERY CLUB®

**MICHELLE SANTOSUOSSO**, MD at Q106, San Diego sez, "The **EN VOGUE** album is AWESOME!!! Check out a cut called Lies (ATLANTIC)! It's already been serviced on the club level and it's a KILLER! It has all the savvy of the first one! If you've got a mix show, try to work in **PARIS** Break The Grip Of Shame (TOMMY BOY)! It's doing in the clubs what Snap was doing five months ago! I LOVE THE PARTY Summer Vacation (HOLLYWOOD)! What a GREAT song! And **JOHNNY GILL** My, My, My (MOTOWN) gives me chills! A very sexy song - the whole album SMOKESS!!!"

**HAWK HARRISON**, MD at Y107, Nashville, TN sez, "STAYCE & KIMIKO Wait For Me (MCA) is gonna be a #1 HIT! Also, **THE BLACK FLAMES** Watching You (COLUMBIA) spices up the radio! **POISON** Unskinny Bop (ENIGMA/CAPITOL) is a good Dance tune! And **JAMES INGRAM** I Don't Have The Heart (WARNER BROS.) can bust on a ballad - HOT!"

**RICK STONE**, PD/MD at WOMX, Orlando sez, "CHEAP TRICK Can't Stop Fallin' Into Love (EPIC) is a SMASH! It's destined to be #1! Also, **BELL BIV DEVOE** Do Me (MCA) should be another top ten record! And **AFTER 7** Can't Stop (VIRGIN) is a new single that shows their versatility!"

**ROD LAUDERDALE**, MD at XL106.7 Orlando sez, "FAITH NO MORE Epic (SLASH/REPRISE) is getting good reaction where played! Expect heavy phones from this one! Oh Girl is a song faithful to the old sound of **PAUL YOUNG** (COLUMBIA)! The man is a lady killer! If you're looking for a female reaction record and instant familiarity, this is the record you need! And Come Back To Me by **JANET JACKSON** (A&M) is a superb ballad! It's JANET, it's HOT, it needs to be heard - DO IT! She's been pumping out hit after hit - this is sure to follow suit!"

**CAT COLLINS**, MD at 98PXY, Rochester sez, "Attention music programmers! All you guys looking for magic numbers to make your decisions for you are missing out on some HOT music! **KYPER** Tic Tac Toe (ATLANTIC) and **FAITH NO MORE** Epic (SLASH/REPRISE) may not be top ten national records, but they'll work for you if you play them! Dare to be different and play quality music! And if different is to your taste, check out **MISSION UK** Butterfly On A Wheel (MERCURY) - give it that second listen!"

**GUY BROUILLARD**, MD at CKOI, Montreal sez, "NEW ORDER World In Motion (WARNER BROS.) is a GREAT track about soccer, which I know you Americans don't understand, but notwithstanding, it's a real DAZZLING cut on its own! Also, **ST. PAUL** Stranger To Love (ATLANTIC) has a strong hook with a captivating attitude and LOTS of fire! This may be his time to shine! And **JUDE COLE**'s latest single Time For Letting Go (REPRISE) proves that he's truly a brilliant artist! He has the commercial impact of Phil Collins but with heart!"

**KEVIN CHASE**, MD at KMOK, Lewiston, ID sez, "PERFECT GENTLEMEN One More Chance (COLUMBIA) is not only much stronger than Ooh La La, but has more mass appeal potential as well! Christie McVie's vocals help make Skies The Limit by **FLEETWOOD MAC** (WARNER BROS.) a HIT! **TOMMY JAMES** Go (AEGIS) sounds different and really got me movin' within the first minute! Can we say 'comeback'? Lastly, **GIANT** It Takes Two (A&M) - three time's a charm! This is their best single yet!"

**DAVE NORTH**, PD/MD at WPFR, Terre Haute, IN sez, "MAXI PRIEST Close To You (CHARISMA) takes more than one listen - it's a HIT! Also, **NELSON** Love And Affection (DGC) is a MONSTER! If you have any doubts on **JANE WIEDLIN** World On Fire (EMI), check out the video! Give **JANE CHILD** Welcome To The Real World (WARNER BROS.) a spin - it's doing well for us! And listen to **DON HENLEY** How Bad Do You Want It (Geffen) - it's good!"

**ROGER SCOTT**, MD at KRQ, Tucson, AZ sez, "POISON Unskinny Bop (ENIGMA/CAPITOL) is a Pop SMASH!!! There aren't many Pop rockers that are accessible to Top40 stations with a Dance/Urban lean, but this definitely is! And **LINEAR** offers a solid super followup with Don't You Come Cryin' (ATLANTIC) - good upbeat Pop!"

**DON PARKER**, MD at KBOS, Fresno, CA sez, "BIANCA My Emotions (WARNER BROS.) is mid-to-up tempo danceable Pop with a high quality production sound! Check out **ONE WORLD** Down On Love (POLYDOR) - it's HOT! **DOC BOX & B-FRESH** Slow Love (MOTOWN) has been on the air for six days and it's already #3 in requests! Another HUGE test record is **X-RAY EYES** Ace (STERLING GOLD)! This might be real - it almost got as many votes as Doc Box in our battle of the hits!"

**BRIAN DOUGLAS**, Asst. PD/MD at Q102, Cincinnati sez, "The remix of **KEITH SWEAT** Make You Sweat (ELEKTRA) is so much better for Top40 radio! It's not overly Dance - just a very clean, slick Pop record! And I just LOVE **COLIN JAMES** Just Came Back (VIRGIN)! Listen to it!!!"

**JOEY GIOVINGO**, MD at B97, New Orleans sez, "JON BON JOVI is back in a BIG way with Blaze Of Glory (MERCURY)! More solid non-offensive rock from one of New Jersey's finest! The **NEW KIDS ON THE BLOCK** are getting early heavy phone reaction from their latest effort Tonight (COLUMBIA)! And check out **CHEAP TRICK** Can't Stop Fallin' Into Love (EPIC)! It's a GREAT Pop/Rock record radio needs to balance the playlist!"

**JIMMY STEAL**, Asst. PD/MD at KEGL, Dallas sez, "CHEAP TRICK Can't Stop Fallin' Into Love (EPIC) is good stuff! In fact, the album is solid throughout! Also, check out **ADAM ANT** Manners And Physique (MCA)! If this one gets released as a single, it will EXPLODE! And **BON JOVI** Blaze Of Glory (MERCURY) sounds like a HIT!"

**CAROLYN ROBBINS**, MD at 100.3JAMZ, Dallas sez, "HOWARD HEWETT If I Could Only Have That Day Back (ELEKTRA) is fabulous! It's really GREAT! The new remix of **KEITH SWEAT** Make You Sweat by Norman Cook is strong! **DOC BOX & B-FRESH** Slow Love (MOTOWN) will be a MAJOR phone record!"

**ROSS KNIGHT**, MD at KTFM, San Antonio sez, "STARLET Don't Make Me Wait (DEF BEAT) pulls instant reaction - sounds like a cross between Taylor Dayne and Madonna's Into The Groove. Top40 stations that lean Dance will have success with this one! Lastly, check out **JOHNNY O & CYNTHIA** Dream Boy, Dream Girl (MICMAC)! This is a tremendous duo - perfect for this market!"

**KEVIN McCABE**, MD at HOT97, New York sez, "TKA Won't Give Up On You (TOMMY BOY/WARNER BROS.) is definitely HOT! This is one of our fave acts ever since 1986 when we broke them on HOT103. **M.C. HAMMER** Pray (CAPITOL) is a more reactive followup - if you are playing Have You Seen Her, check out this hot track! Do you remember There's A Party Going On by **YVONNE** (CUTTING)? She's back with one - I Can't Face The Fact, check it out!"

**RUSS ALLEN**, MD at WIOQ, Philadelphia sez, "Check out **MS. ADVENTURES** Undeniable (ATCO)! These are three sisters aged 19, 17, and 13, and the single samples a Doug Lazy rap. It's dope! Also, the Double Trouble remix of **SNAP** Oops Up (ARISTA) is just BEEE-yoo-tiful! And give a listen to **KWAME** Ownlee Eue (ATLANTIC). The Polka-dellie mix (where do they get these names?) is the one to play! It's already pulling sales in Philly!!!"

**JIM MORALES**, MD at KKFR, Phoenix sez, "DOC BOX & B-FRESH Slow Love (MOTOWN) will be a MONSTER in Phoenix! We put it in over the weekend and the response was incredible! It's a slow, sexy groove that will be a SMASH at Mainstream Top40 as well as Crossover! And **KID FROST** La Raza (VIRGIN) is another HUGE Phoenix record!"

**TOM MITCHELL**, PD at WTIC-FM, Hartford sez, "The time is NOW for **JOHNNY GILL** My, My, My (MOTOWN)! This is a SMASH! Also, **MELLOW MAN ACE** Mentiroso (CAPITOL) is an absolute blowout in Hartford! I was hesitant at first, but it's proven to be a HUGE reaction record, and not just with Hispanics! And **THE ADVENTURES OF STEVIE V** Dirty Cash (MERCURY) looks BIG!"

**HOSH GURELI**, MD at KMEL, San Francisco sez, "BLACK BOX Everybody, Everybody (RCA) is a MAJOR Dance record! The crossover potential looks good! **SEIKO & Donnie Wahlberg** The Perfect Combination (MCA) has certainly been out for a little while and has major competition with similar sounding records, but this track has the strength to become a SMASH given a strong enough rotation! **EN VOGUE** is much more than a one-hit wonder! Second track Lies (ATLANTIC) is exceptionally strong and will establish them as a crossover Top40 force! Hippie Chick by **SOHO** (SAVAGE/A&M) has been getting a lot of underground import play but will soon be brought to the forefront by either ATCO or VIRGIN Records. Either way, it's a GREAT record!"

**MARK LOBEL**, MD at WBLI, Long Island sez, "Check out **CALLOWAY** All The Way (SOLAR/EPIC) - a GREAT followup! **STEVIE B** delivers a true Pop record with Love And Emotion (LMR/RCA)! The mixes make it totally Top40 accessible! And check out **BON JOVI** Blaze Of Glory (MERCURY)! He's back with a solid rocker that has a good kick! With so much Dance product out for a while there, this Rock avalanche will act as a nice balancing period!"

**IN HONOR OF THE FIRST AMENDMENT,**

**IN HONOR OF THESE FREEDOMS WHICH ALL  
AMERICANS HOLD SO DEAR,**

**ATLANTIC RECORDS IS PROUD  
TO ANNOUNCE A LONG-TERM  
RELATIONSHIP WITH  
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**"BANNED IN THE USA"**

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**WITH SPECIAL THANKS TO BRUCE SPRINGSTEEN**

**COMING THIS JULY FOURTH, 1990**

**ATLANTIC**



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**ATLANTIC**



**TO: Top40 Program Directors**  
**FR: Mel DeLatte**  
**DT: 7/3/90**

**RE: L.A. GUNS "THE BALLAD OF JAYNE" RE-SERVICING**

We in the record community sometimes hear from radio PDs that a certain single "stiffed," "died," "bit the big one," "said kaddish," "croaked," "got buried," even though it may well have peaked in the 30s due to no sales, no requests, no airplay, nothing, nada. On the other hand, sometimes it is also possible, though very rare and highly unusual, that radio sometimes, of course not often, in fact once in a blue moon, misses an out-and-out SMASH.

Polydor has been working L.A. Guns "The Ballad Of Jayne" single for seventeen weeks. We had 92 Top40 reports on May 25th and remain ranked in the Top Five on "Dial MTV." We've sold 650,000 LPs and more than 200,000 copies of the single. Last month, 125,000 albums and 119,000 cassettes singles moved at retail. Airplay is increasing and the band's recent tour was SRO. During the past week, I've received calls from several major market PDs about adding "The Ballad Of Jayne," and wondering whether our commitment would still be there. Did you say commitment? Polydor is now re-servicing the single to radio and reiterating our belief that this song is a hit, a smash, a bull's-eye, a top banana, a #1 record, a charttopper...Believe us now?

With your help and our commitment, we are confident we can secure enough airplay for "Ballad Of Jayne" for the L.A. Guns project to go platinum. I know this record will work extremely well for you in all demos. And that's the bottom line, the end result, the big bonanza, the final solution, the reason for your and my existence, right?

*Mel*

**Mel DeLatte**  
**Polydor Records**  
**VP, Top40 Promotion**

# L.A. GUNS

## “The Ballad Of Jayne”

HITMAKERS NATIONAL SINGLE SALES: 34 - 31

**J. DAVID HOLMES, MD, KUPD - Phoenix**

*“After 10 weeks of airplay, the song remains in our top 5 most requested. Retail is strong. If the next track pops, we’re looking at a platinum-plus record.”*

**CAREY CURELOP, PD, KLOS - Los Angeles**

*“Testing great! Can’t get rid of it! Help!!!”*

**KELLY MONSON, MD, KRSP - Salt Lake City**

*“Over the past four weeks, it’s been our #1 most requested record. It has tremendous appeal to women and teens. It has a rock & roll attitude without being a hard-edged song. It’s doing incredibly well for us and has been holding up for eight weeks!”*

**JOE SKARE, MD, KFMQ - Lincoln**

*“It’s been #1 on the phones for four weeks. It’s pulling a lot of females and still going well for us.”*

**KEN CARSON, PD, WHTO - Orlando**

*“We’ve been playing the record forever, and it’s still getting top 10 phones. It should have gone into recurrent two months ago, but it just won’t die. It’s proven itself in all demos and dayparts. We’re getting phones from teens and from forty-year-olds.”*

**LISA LYONS, PD, WLRS - Louisville**

*“This is the song that wouldn’t go away. Top 5 research from day one. It’s stayed there for four months, and the burnout factor has never happened.”*

**PATTY MARTIN, MD, KLOL - Houston**

*“It’s doing awesome! We’ve been playing it since April and it’s still our most requested song! It won’t go wrong.”*

**CINDY SCULL, MD, KATT - Oklahoma City**

*“As soon as I heard it I thought it was a major smash. It should be as big a hit as Patience. It’s one of the best testing records we have, even with upper demos, so we can play it in all dayparts. It’s been on for 12 weeks and has very little burn.”*

**RUSS MOTTLA, PD, WIYY - Baltimore**

*“It’s one of the best rock ballads we’ve had in the last year, both from a research standpoint and from listener requests.”*

**JOHN McFADDEN, Asst. PD/MD, THE FOX - Detroit**

*“This is a rock record that will work even when surrounded by Dance records. Big phones, good callout, it transcends all demos and could definitely go to #1 on THE FOX!”*

**MARK JACKSON, Asst. PD/MD, WHYT - Detroit**

*“Strong callout all demos and steady requests! One of the biggest teen anthem rockers of the year!”*

**STEVE LOUIZOS, Asst. PD/MD, WIXX - Green Bay**

*“L.A. Guns is a smash! No matter what research you do sales and requests will show up! It’s an all daypart record.”*

**JENNIFER BELL, MD, KATM - Colorado Springs**

*“We sold out a concert in a brand new venue in no time at all on the strength of Ballad Of Jayne! Excellent phone response!”*

**DAVID LEE MICHAELS, MD, K92 - Roanoke**

*“What a surprise! Strong with 18-24 males and females! I’m glad that K92 is playing this record.”*

**DARREN BUTLER, MD, KJLS - Hayes**

*“Very HOT! Doing fantastic in phones. We can’t drop it down the charts because of the phone reaction. It’s one of the best summer ballads I’ve heard in a long time! 1-1 on our chart this week!”*

**CHRIS RUH, PD, KZOZ - San Luis Obispo**

*“Building steadily each week. With increased airplay, requests and sales have also increased! This record is for real.”*

**JEFF DONOVAN, MD, Q104 - Gadsden**

*“Give the Guns a SHOT! If it doesn’t hit the target, then you’re shooting blindly! Play it 24 hours a day, good for all demos!”*

# DISCOVERY CLUB®

**TED BRANDY**, MD at WLAN, Lancaster, PA sez, "**WILSON PHILLIPS** *Release Me* (SBK) is a pre-eminent followup to *Hold On*. It's a certain HIT! **JEFF LYNNE** *Every Little Thing* (REPRISE) has a sound that can't miss. Given time this record will become a summer hit. Check out **PAUL YOUNG** *Oh Girl* (COLUMBIA). It showed strong response in a test and should show as strongly full-time. It's the sound that always works well!"

**JENNIFER BELL**, MD at KATM, Colorado Springs, CO sez, "Check out **DON HENLEY** *How Bad Do You Want It?* (Geffen). **DON** is one of the top lyricists in America, and this is just an example of his excellent writing ability! **STEVE VAI** *The Audience Is Listening* (RELATIVITY) is a good - no, *perfect* night track. This is a record that will cause our audience to react. *Unskinny Bop* from **POISON** (ENIGMA/CAPITOL) is not just a summer record - it's *the* summer record! Anyone can like it, everyone will! Also, for a hot reaction record, check out **GUNS N' ROSES** *Knockin' On Heavens Door* (the studio version) on the *The Days Of Thunder* sound track (DGC). This track got a million votes on Kat fights!"

**DAVY CROCKETT**, PD/MD at WYCR, York, PA sez, "**POISON** *Unskinny Bop* (ENIGMA/CAPITOL) is the ultimate in timing for summer music. This will be a major reaction record at the beaches and around the pools. **BABYFACE** has carved a niche in radio recently and continues to leave his trail with *My Kinda Girl* (SOLAR/EPIC). It sounds like *It's No Crime*. And if you're looking for good Rock music, you need **ELECTRIC BOYS** *All Lips N' Hips* (ATCO). It will generate good night phone reaction."

**GLENN DILLON**, MD at WKFR, Kalamazoo, MI sez, "**NELSON** *Love And Affection* (DGC) is surprisingly excellent. Also, **POISON** *Unskinny Bop* (ENIGMA/CAPITOL) is a perfect summer rock 'n' roll song. Another good summer song is **BABYFACE** *My Kinda Girl* (SOLAR/EPIC). And **MAXI PRIEST** *Close To You* (CHARISMA) has a good groove."

**JIM SCOTT**, MD at KNIN, Wichita Falls, TX sez, "**LINEAR** *Don't You Come Cryin'* (ATLANTIC) is strong! They're even better with guitars. Also, play **THE SUNDAYS** *Here's Where The Story Ends* (DGC) and watch the phones light up! **JANE WIEDLIN** *World On Fire* (EMI) is a song that will light your pantyhose on fire. And **PAUL YOUNG** *Oh Girl* (COLUMBIA) will work in the '90s just like it did in the '70s."

**MIKE KASPER**, PD/MD at KF95, Boise, ID sez, "**THE PARTY** *Summer Vacation* (HOLLYWOOD) is a good summertime night record, and **JUDE COLE** *Time For Letting Go* (REPRISE) picks up where he left off!"

**STEVE MANN**, Asst. PD/MD at WQUT, Johnson City, TN sez, "Look out for the **INDECENT OBSESSION** *Tell Me Something* (MCA). Also **BANG**  *Holding My Heart In Your Hand* (A&M) is an excellent record that's Mainstream all the way. Another excellent record is **DEL AMITRI** *Stone Cold Sober* (A&M). And check out **KC & THE SUNSHINE BAND** *Game Of Love* (SISAPA)! It's a good reaction record with upper demos."

**J.D. DANIELS**, PD at KFBQ, Cheyenne, WY sez, "**MADONNA** *Hanky Panky* (WARNER BROS.) smokes! Also, **AEROSMITH** *The Other Side* (Geffen) is another smash. A MUST is **POISON** *Unskinny Bop* (ENIGMA/CAPITOL)! And **MELLOW MAN ACE** *Mentiroso* (CAPITOL) is a great record."

**LEE McCARD**, MD at WCGQ, Columbus, GA sez, "**PAUL YOUNG** *Oh Girl* (COLUMBIA) is classic **PAUL** that's a nice change of pace. And **NELSON** *Love And Affection* (DGC) could be a summer smash."

**DAVE CHRISTOPHER**, PD/MD at KWTX, Waco, TX sez, "**LINEAR** *Don't You Come Cryin'* (ATLANTIC) is infectious. Also, **SEDUCTION** *Could This Be Love* (VENDETTA/A&M) is another great summer ballad. It's a mass-appeal smash! And **BROTHER BEYOND** *The Girl I Used to Know* (EMI) is growing on me like a fungus."

**KEITH GREER**, MD at KTUX, Shreveport, LA sez, "**BRAT PACK** *I'm Never Gonna Give You Up* (VENDETTA/A&M) has the sound of a coming trend in music. It will be a top ten. Also, **PAUL YOUNG** *Oh Girl* (COLUMBIA) can't miss. It's a great song! **DON HENLEY** *How Bad Do You Want It?* (Geffen) is a different sound for him, and it's good. **LINEAR** *Don't You Come Cryin'* (ATLANTIC) is one of the current hot sounds in music, and **BANG**  *Holding My Heart In Your Hand* (A&M) could be a record."

**MIKE STONE**, MD at WPFM, Panama City, FL sez, "**BANG**  *Holding My Heart In Your Hand* (A&M) could be a hit. Also, a good adult song is **FLEETWOOD MAC** *Skies The Limit* (WARNER BROS.). A song that's already getting phones is **ELECTRIC BOYS** *All Lips N' Hips* (ATCO). And **INDECENT OBSESSION** *Tell Me Something* (MCA) is gonna be a hit."

**A. SCOTT BURTON**, MD at WRCK, Utica, NY sez, "**PARTNERS IN KRYME** *Undercover* (SBK) is a strong followup and has a better dance feel. Also, **THE SUNDAYS** *Here's Where The Story Ends* (DGC) is a great balance record that will do well. **CALLOWAY** *All The Way* (SOLAR/EPIC) is great. These guys know what they're doing! And **NAYOBE** *I Love The Way U Love Me* (WTG/EPIC) is HOT! One listen is not enough."

**JON ANDERSON**, PD at KQIZ, Amarillo, TX sez, "**CHICAGO** *Hearts In Trouble* (DGC) is from the sound track to *Days Of Thunder*, and it's an incredible song. Listen to it! Also, **THE SUNDAYS** *Here's Where The Story Ends* (DGC) is a good Alternative song that can crossover. For great Top40 Rock & Roll, play **NELSON** *Love And Affection* (DGC). And **FLEETWOOD MAC** *Skies The Limit* (WARNER BROS.) is a song with great vocals that's perfect for middays."

**JERRY PADDEN**, MD at WKRZ, Wilkes-Barre, PA sez, "**JIMMY RYSER** *Same Old Look* (ARISTA) is a good record. **JIMMY**'s got a great vocal sound! **NELSON** *Love And Affection* (DGC) - you'll love it! Here's some quality music for you - check out **BRUCE HORNSBY** *Across The River* (RCA). A very hot song."

**SEAN MICHAELS**, MD at KTRS, Casper, WY sez, "Check out **SINEAD O'CONNOR** *The Emperor's New Clothes* (CHRYSALIS). It's a good, uptempo record and displays another side of **SINEAD**. Also, listen to **BRAT PACK** *I'm Never Gonna Give You Up* (VENDETTA/A&M). From Mainstream to Crossover, **BRAT PACK** looks to be a solid hit for the summer. **THE PARTY** *Summer Vacation* (HOLLYWOOD) is a great summer record. HOLLYWOOD, a new label, has a sound first record with this one. Expect more from the label and the band. *Come Back To Me* (A&M) is a great ballad from **JANET JACKSON**. If this doesn't absolutely demonstrate the talent of **JANET**, you're not listening."

**JADA BROWN**, PD at 98KISS-FM, Highland Park, CA sez, "**DEPECHE MODE** *Policy Of Truth* (SIRE/REPRISE) is currently a hot import from Europe with a strong Pop/Crossover appeal. **THE ADVENTURES OF STEVIE V** *Dirty Cash* (MERCURY) is another strong track from Europe. This strong techno-pop hip-hop sound is already top seven requests. Checkout **CHILL 16** (ORPHEUS) - spinning three times a day, it has a Top40 sound with an R&B feel and a lot of Jack Swing beats. Also, don't miss **AFTER 7** *Can't Stop* (VIRGIN), **L.A.** and **BABYFACE** are back, and the 'One World' remix is perfect for all Top40 formats. Lastly, our pick of the week is *Your Love* by **DESIREE** (WISEGUY). A strong Top40 Miami sound with urbanized vocals, and 18-24 female appeal written all over it!"

**DAVE MORELAND**, MD at WDLX, Washington, NC sez, "**PAUL YOUNG** *Oh Girl* (COLUMBIA) is definitely a top ten hit. Also, **SINEAD O'CONNOR** *The Emperor's New Clothes* (CHRYSALIS) is another smash. It will be at the top! A song getting attention is **FAITH NO MORE** *Epic* (SLASH/REPRISE). It will expode with younger demos! And another top ten record will be **WILSON PHILLIPS** *Release Me* (SBK)."

**JOE LARSON**, MD at WZZU, Raleigh, NC sez, "**JOHN HIATT** *Child In The Wild Blue Yonder* (ATLANTIC) helps to balance the upper demos. Also, **POISON** *Unskinny Bop* (ENIGMA/CAPITOL) is a hit, and **COLIN JAMES** *Just Came Back* (VIRGIN) is a good night record that's testing well."

**JEFF DAVIS**, MD at WCIR, Beckley, WV sez, "Check out **JAMES INGRAM** *I Don't Have The Heart* (WARNER BROS.)! It's a great adult ballad with top five phones. **BON JOVI** *Blaze Of Glory* (MERCURY) is a killer song! It cooks with fire! And **CALLOWAY** *All The Way* (SOLAR/EPIC) is kickin' ass on our nighttime battle."

**RAY MILLER**, MD at WZKX, Biloxi, MS sez, "Check out the new **TONY LEMANS** *Higher Than High* (REPRISE)! This is a great record that takes one listen. Also, **THE SUNDAYS** *Here's Where The Story Ends* (DGC) is where these guys begin. Check out **INDECENT OBSESSION** *Tell Me Something* (MCA). One listen tells you all! And **LINEAR** *Don't Come Cryin'* (ATLANTIC) is a great followup tune."

The  
Fifteenth Annual  
Upper Midwest  
Communications

# Conclave '90

## GOING FOR THE GOLD!

**Radisson South Hotel**  
**Minneapolis, Minnesota**  
**July 12-15, 1990**

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Emmy Award-Winning Sportscaster, Radio and Television Personality, Bob Costas!

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### THURSDAY JULY 12TH

Aircheck Clinics/All formats  
Welcome Reception  
Stationality: Positioning Your Station for Success  
The Environmental Workshop: Protecting the Earth/Arts  
Increasing the Bottom Line  
So You Want the Bigtime?  
They Only Come Out at Night: Nighttime Personalities

### FRIDAY JULY 13TH

Format Breakfasts I: Adult, AOR, Country  
Bob Costas Keynote Address  
How Radio Sells  
Inside The Industry I: Music/ Promotion Workshop  
Inside The Industry II: Radio Programmers Workshop  
The Programmers Guide to Strategy & Tactics  
The Annual W-E-A/Conclave Bowling Party  
Hospitality Suites

### SATURDAY JULY 14TH

Format Breakfasts II: Top 40, Gold,  
News/Full Service, Jazz/NAC  
Breaking the Mold: The Creative Solution  
The Rockwell Award/Scholarship Luncheon  
59 Minutes to Better Marketing  
Making the Music Radio Plays  
Hospitality Suites

### SUNDAY JULY 15TH

The Getaway Brunch

### FACULTY

Bob Costas/NBC Personality, Craig Wiese/Craig Wiese & Co., Jeff Rowe/NBC, David Z./Producer, Zip Wallace, Jeff Green/Filmhouse, Peter McLane/KGGG, Brian Philips/KDWB, Steve Brill/KRFX, Dene Hallam/KCMO, Don London/WZPL, Greg Strassell/WLOL, Mark Vos/KRNA, Lee Rogers/K102, Rob Moore/The Breeze, Tom Land/KLSI, and more.

#### THE 1990 UPPER MIDWEST COMMUNICATIONS CONCLAVE REGISTRATION FORM JULY 12-15 THE RADISSON HOTEL SOUTH

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### ABOUT THE CONCLAVE

Now in its 15th year, the Upper Midwest Communications Conclave is a non-profit educational organization, governed by a chartered Board of Directors. A portion of its fees, sponsorships, etc. may be considered tax deductible. Ask about the Conclave Refund Policy. The Conclave is coordinated by Main Street Marketing & Promotion, Inc. Contact Executive Director Tom Kay or Lisa Nordmark and Jane Dyson at 612-927-4487 (Fax: 927-6427) for more information.

# DISCOVERY CLUB®

**TOM SCOTT**, MD at X106, Birmingham, AL sez, "**PAUL YOUNG** *Oh Girl* (COLUMBIA) has good upper demo female phone potential. Also, **DON HENLEY** *How Bad Do You Want It?* (Geffen) is uptempo fun in a sea of ballads! And **JANE WIEDLIN** *World On Fire* (EMI) is hot!"

**CHUCK McGEE**, MD at WOMP-FM, Wheeling, WV sez, "**WINGER** *Can't Get Enough* (ATLANTIC) has a good rock beat. Also, **NELSON** *Love And Affection* (DGC) works! If you can play Wilson Phillips, you can play NELSON. And **KEITH SWEAT** *Make You Sweat* (ELEKTRA) makes me sweat every time I hear it."

**TONY RICHARDS**, PD at WMEE, Ft. Wayne, IN sez, "**CALLOWAY** *All The Way* (SOLAR/EPIC) is the best tune on the disc. Also, **LINEAR** *Don't You Come Cryin'* (ATLANTIC) it's not just a flash in the pan. **NELSON** *Love And Affection* (DGC) is a surprisingly good Top40 tune. And a big welcome to **POISON** *Unskinny Bop* (CAPITOL)! Where have you been?"

**JOHN IVEY**, OM at WZDK, Rockford, IL sez, "**JAMES INGRAM** *I Don't Have The Heart* (WARNER BROS) is a good midday adult record. Also, **NELSON** *Love And Affection* (DGC) has gotten lots of requests with one play. And **JANE WIEDLIN** *World On Fire* (EMI) has great potential."

**CHRIS SQUIRES**, PD/MD at KKXX, Bakersfield, CA sez, "**THE PARTY** *Summer Vacation* (HOLLYWOOD) is a fun summer record. Also, **KYPER** *Tic Tac Toe* (ATLANTIC) is a good, energetic, fun record. **BELL BIV DEVOE** *Do Me* (MCA) is a great followup, and **KID FROST** *La Raza* (VIRGIN) is a fun I love to roll my R's record."

**PAUL WALKER**, PD at OK95, Tri Cities, WA sez, "**THE LIGHTNING SEEDS** *Pure* (MCA) is great for upper demos. Also, **DANGER DANGER** *Bang Bang* (EPIC) is a good summer song. And **JIMMY RYSER** *Same Old Look* (ARISTA) is a good straight-ahead song."

**MARTY LeGERE**, MD at 99WGY, Schenectady, NY sez, "**JAMES INGRAM** *I Don't Have The Heart* (WARNER BROS.) is a good adult record. Also, **NELSON** *Love And Affection* (DGC) is great. They're following in their father's footsteps and will become legends. Also, **JANE WIEDLIN** *World On Fire* (EMI) sounds great on the air. And **THE PARTY** *Summer Vacation* (HOLLYWOOD) is really fun. Crank it up and go wild!"

**HOLLYWOOD HAZE**, MD at KKSS, Albuquerque, NM sez, "**APRIL** *Someone To Hold* (METROPOLITAN) is a hot dance jam! This is one of the best dance records I've heard in a long time. The Chi-lites are alive again! **PAUL YOUNG**'s remake of *Oh Girl* (COLUMBIA) is great! Watch your phones go nuts! **JOHNNY GILL** has got another solid track with *My, My, My* (MOTOWN)! *Rub* did well, and this single should follow suit! And if you're on the hunt for a great novelty song, check out **M.C. PILLSBERRY** and **THE 4 LARGE CREW** *Me So Hungry* (ATLANTIC)!"

**LOLITA VELEZ**, MD at KSND, Eugene, OR sez, "**JANE WIEDLIN** *World On Fire* (EMI) is hot! If you aren't convinced by the song alone, check out the steamy video! For a slight alternative twist to your playlist, check out **THE SUNDAYS** *Here's Where The Story Ends* (DGC) and **THE CHRISTIANS** *I Found Out* (ISLAND)! Put a little spice in your playlist!"

**DANNY B.**, MD at KZFM, Corpus Christi, TX sez, "**JOHNNY GILL** *My, My, My* (MOTOWN) should be a strong followup, coming on the heels of *Rub You!* At station's already playing it, it's getting good response! Also, **THE BOYS** *Crazy* (MOTOWN) is a song radio will have to deal with! It has a very appealing sound and should do well! And **CALLOWAY** has a second release on the way - *All The Way* (SOLAR/EPIC) - check it out!"

**KEVIN WAGNER**, PD/MD at WIBW, Topeka, KS sez, "How about the latest from **DON HENLEY**? A lot of listeners were expecting a ballad, but not this time with *How Bad Do You Want It?* (Geffen)! **DON** smokes on this one!"

**SCOTT LEIF**, MD at WERZ, Exeter, NH sez, "**JANE WIEDLIN** *World On Fire* (EMI) is a hot song (pun intended)! Also, **CONCRETE BLONDE** *Joey* (I.R.S.) really showcases Johnette's voice! And a good balance record is **JIMMY RYSER** *Same Old Look* (ARISTA)!"

**ERIC STRYKER**, MD at HOT99.9, Allentown, PA sez, "**INDIA** *The Lover Who Rocks You* (REPRISE) is made for Crossover radio! Also, **KID FROST** *La Raza* (VIRGIN) looks like a solid nighttime reaction record! Check out **LINEAR** *Don't You Come Cryin'* (ATLANTIC)! The first record was a hit - it looks like a strong followup! And **CALLOWAY** *All The Way* (SOLAR/EPIC) has a good funky beat!"

**JIM CERONE**, MD at WBWB, Bloomington, IN sez, "**JANE WIEDLIN** is back on the music scene with her latest single *World On Fire* (EMI)! and it's a great female record that's not dance! It has a variety! **SPANKY LEE** *Shoulder To Cry On* (MOMS RECORDS) is a straight ahead Rock record a la Poison! These boys out of Louisville could leave a definite mark on radio! And check out *What Do People Know* from **POCO** (RCA). It's not a record that'll jump out and grab you, but you will find yourself unexpectedly humming the melody!"

**RUSTY KEYS**, PD/MD at KSKG, Salina, KS sez, "**JIMMY RYSER** *Same Old Look* (ARISTA) is a record waiting to explode! This record has been a creeper. It's sneaking up the charts! **NELSON** *Love And Affection* (DGC) is a solid track! It has a real good sound and will fit into many station formats! If your playlist needs a little pick-up and you're not afraid of playing something a little different check out **HUMAN RADIO** *Me And Elvis* (COLUMBIA)! A couple of plays and watch it draw the calls!"

**ROGER NELSON**, MD at KBOZ, Bozeman, MT sez, "**MISSION UK** *Butterfly On A Wheel* (MERCURY) is the all-day record! Also, **CALLOWAY** *All The Way* (EPIC) is a good followup! A great song with a great hook is **THE SUNDAYS** *Here's Where The Story Ends* (DGC)! **JAMES INGRAM** *I Don't Have The Heart* (WARNER BROS) is typical **JAMES** - another great ballad! And **FLEETWOOD MAC** *Skies The Limit* (WARNER BROS) is more powerful than *Save Me!*"

**ANNIE SAGE**, MD at KCAQ, Oxnard, CA sez, "**CALLOWAY** *All The Way* (SOLAR/EPIC) is HOT! It should go all the way! If *Rock Steady* worked for you, then **THE WHISPERS** *Innocent* (CAPITOL) will too! It's good to have 'em back! And **POISON** *Unskinny Bop* (CAPITOL) has a good hook with great production!"

**CHRIS LESLIE**, MD at WAIL99.5, Key West, FL sez, "If you want your station to sound truly hip, add **CONCRETE BLONDE** *Joey* (I.R.S.)! Something else you want to listen to is the new single from **FLEETWOOD MAC**, *Skies The Limit* (WARNER BROS)! It's got a dangerous hook! Something that's still working great for WAIL is **HUMAN RADIO** *Me And Elvis* (COLUMBIA)! It's the kinda song that catches both Hipsters and Rockers alike!"

**CHUCK LUCK**, PD/MD at KZII, Lubbock, TX sez, "**JANE WIEDLIN** *World On Fire* (EMI) is a hot song that will light up your phones! Also, **THE PARTY** *Summer Vacation* (HOLLYWOOD) is a great summer song that won our battle of hits three nights in a row! For a different sound, play **MISSION UK** *Butterfly On A Wheel* (MERCURY)! Try to get your hands on **INDECENT OBSESSION** *Tell Me Something* (MCA)! It should be a big summer record! And check out the **BLACK FLAMES** *Watching You* (COLUMBIA)!"

**SCOTT TYLER**, MD at 99WAYS, Macon, GA sez, "**ELECTRIC BOYS** *All Lips N' Hips* (ATCO) is a good summer song that you can crank up! Also, a song that's doing well is **TONY! TONI! TONE!** *The Blues* (POLYDOR)! And **NELSON** *Love And Affection* (DGC) have great talent and great harmonies!"

**CRAIG ROBERTS**, PD/MD at KCHX, Odessa, TX sez, "**ELECTRIC BOYS** *All Lips N' Hips* (ATCO) is an obvious male draw record! It's a kickin' night rocker and will work your phones! Another great rock record not really needing a mention is **POISON** *Unskinny Bop* (CAPITOL)! Needless to say, it's instant familiarity, and listeners have been waiting for it! *How Bad Do You Want It?* from **DON HENLEY** (Geffen) is a smoker! Watch this record go leaps and bounds up the charts! If you haven't heard it and you're expecting a ballad...look out!! **M.C. HAMMER** has got another release and it's smooth! *Have You Seen Her* (CAPITOL) is a good remake! **JANE WIEDLIN** *World On Fire* (EMI) is a good song! Give it a listen! Also, check out the latest from **CALLOWAY** *All The Way* (SOLAR/EPIC)! It's a continuation of the story from *I Wanna Be Rich!*"

**MINDY KARY**, MD at KFTZ, Idaho Falls, ID sez, "If you have room for another ballad, play **ANITA BAKER** *Talk To Me* (ELEKTRA)! Also, **THE SUNDAYS** *Here's Where The Story Ends* (DGC) is a good summer song! And **LINEAR** *Don't You Come Cryin'* (ATLANTIC) is a great followup!"

# TROOP

"All I Do Is Think Of You"

## HITMAKERS CROSSOVER 29-18 A CRUSADE! A HITBOUND!

KMEL (#6)  
WUSL (1-1)  
WMXD (D#29)  
100.3JAMZ (16-14)  
WPGC (#4)  
KISS98.5 (1-1)  
HOT105 (#23)  
WMXP (23-18)  
KKFR (31-26)

KOY95 (D#27)  
KS104 (13-10)  
Y108 (Add #29)  
HOT97.7 (Add)  
FM102 (16-13)  
KROY (D#30)  
KWOD (Add #33)  
KGGI (Add)  
KITV (25-15)

WCKZ-FM (29-19)  
102JAMZ (#19)  
Y107 (Add)  
KJ103 (Add)  
WJMH (6-4)  
and more

## HITMAKERS CROSSOVER 48-33 #4 Disc-covery Club This Week! A CRUSADE! A HITBOUND!

B96 (23-20)  
THE FOX (15-5)  
WHYT (8-4)  
100.3JAMZ (30-26)  
KHTK (30-26)  
Q106 (15-7)  
Z90 (13-10)  
WLOL-FM (Add #35)  
POWER PIG (26-21)

KKFR (D#28)  
KOY95 (D#25)  
KS104 (20-16)  
HOT102 (D#36)  
KXXR (Add)  
KWOD (35-27)  
WNVZ (Add)  
KGGI (Add)  
KITV (Add #27)

MAJIC102 (Add)  
WTIC-FM (40-33)  
WCKZ-FM (14-11)  
WZZG (20-16)  
98PXY (Add)  
Y107 (14-12)  
and more

# KYPER

"Tic Tac Toe"

# ST. PAUL

"Stranger To Love"

## One of the TOP ADDED with 41 Adds! A CRUSADE! A HITBOUND!

KJMZ (Add)  
WXKS (Add)  
KKBQ (Add)  
KBQ (24-18)  
WLOL (34-28)  
Q102 (31-28)  
KSAQ (Add)

KISN (38-34)  
Y107 (D#34)  
CKOI (Add)  
93Q (Add #40)  
93QID (Add)  
95XIL (D#33)  
99.9KHI (D#37)  
B98 (D#40)  
G105 (30-26)  
HOT95 (D#32)  
KEEZ (Add)

KFBQ (Add)  
KFFM (Add)  
KFRX (Add)  
KHFI (Add)  
KHTT (Add #39)  
KIXR (Add)  
KKSS-FM (Add)  
KLYV (Add)  
KNIN (Add)  
KOKZ (D#37)  
KOYE (Add)  
KPXI (D#38)  
KQCR (D#38)

KQKY-FM (Add)  
KRRG (Add)  
KWTX-FM (Add)  
KYNZ (Add)  
KZBB (Add)  
KZII (Add)  
KZIO (D#39)  
KZMC (D#40)  
KZOU (Add)  
KZOZ (Add)  
SLY96 (Add)  
WAAL (Add #35)  
WBNQ (Add)

WBWB (Add)  
WDBR (D#32)  
WERZ (Add)  
WGOR (34-31)  
WIFC (D#34)  
WINK (Add)  
WIQQ (D#38)  
WIXX (Add)  
WKPE (D#39)  
WLAN-FM (Add #32)  
WMGV (Add)  
WNYF (Add)  
WOVO (D#33)

WOVV (Add)  
WPFM (D#39)  
WPFR (Add)  
WQUT (D#39)  
WQXA (Add)  
WRCK (Add)  
WTBX (D#34)  
WVBS (D#34)  
WWFX (37-32)  
WYYS (Add)  
WZOK (D#31)  
Y97 (D#27) and more

## HITMAKERS CRUSADE! A HITBOUND!

WIOQ (Add)  
POWER99 (Add)  
Q106 (D#28)  
WLOL (Add #33)  
WFLZ (40-29)  
HOT97.7 (D#27)  
Q102 (Add #35)  
HOT94.9 (D#24)  
WTIC-FM (37-32)

WCKZ-FM (D#29)  
Z99 (Add)  
FM104 (Add)  
HOT104 (Add)  
HOT99.9 (Add)  
HOT194 (11-10)  
KHOK (Add)  
KKMG (Add)  
KKSS-FM (Add)  
KNIN (Add #34)  
KPRR (Add)  
KRRG (D#29)  
KTUX (40-35)  
KTXV (Add)

KYRK (25-22)  
KYYY (Add)  
KZOZ (Add)  
WHHY-FM (Add)  
WMGV (D#33)  
WPXR (D#28)  
WVSR (Add)  
WWFX (Add)  
WWHB (Add)  
X102 (Add)  
and more

# LINEAR

"Don't You Come Cryin'"



# WINGER

"Can't Get Enough"

AN INSTANT SMASH NOW ON YOUR DESK!

# DISC-OVERY CLUB®

**TRISH MERELO**, MD at WPST, Trenton, NJ sez, "**JIMMY RYSER** *Same Old Look* (ARISTA) has a killer hook! It's an antidote to the glut of Urban product! And **THE SUNDAYS** *Here's Where The Story Ends* (DGC) is testing well and getting monster phones already!"

**JIM FOX**, MD at WYKS, Gainesville, FL sez, "Listen to the latest release from **POISON** - *Unskinny Bop* (CAPITOL)! This record has that great Rock feel! Also, **STEVIE B** *Love And Emotion* (LMR/RCA) sounds really GREAT! **THE U-KREW** *Let Me Be Your Lover* (ENIGMA) is testing well with GREAT phones! And lastly, **NELSON** *Love And Affection* is great! We were getting calls before we even played it!"

**MARC KATRI**, Asst. MD at K106, Beaumont, TX sez, "Check out **JOHNNY GILL** *My, My, My* (MOTOWN)! This record is testing well and selling great! It has the added pleasure of having Kenny G. on sax! Also, **JANE WIEDLIN** *World On Fire* (EMI) sounds great on the air! **TRICIA LEIGH FISHER** *My Heart Holds On* (ATCO) has the sound of A'me Lorain! **THE PARTY** *Summer Vacation* (HOLLYWOOD) should do well! And if you're not on **KYPER** *Tic Tac Toe* (ATLANTIC), get on it!"

**COREY RICHARDS**, MD KYRK, Las Vegas, NV sez, "**ST. PAUL** *Stranger To Love* (ATLANTIC) sounds like Donny Osmond, Kevin Paige and Michael all rolled up into one Satanic stew! Pulling major phones after one week of throbbing airplay! Check out **CALLOWAY** *All The Way* (SOLAR/EPIC)! This one will make the ladies gyrate and pulsate in their naughty nighties! It's a smash for the nasty nineties! And check out **JOHNNY GILL** *My, My, My* (MOTOWN)! This GREAT song will make men's cobs throb and ladies' hose decompose!"

**DAVE ALLEN**, PD at WVBS, Wilmington, NC sez, (proudly) "We've had **FAITH NO MORE** *Epic* (REPRISE) on our playlist for a couple of weeks now and it's getting strong response! Ask yourself why you're not playing it! **KYPER** *Tic Tac Toe* (ATLANTIC) is a song that needs to be heard! If you're not on it...do it! **KYPER** has a very cool sound, check it out! And **ST. PAUL** *Stranger To Love* (ATLANTIC) is a flawless Pop single with mass appeal potential! It has received consistent numbers of adds each week! Solo from The Time, **ST. PAUL** is doing well!"

**MELISSA O'KELLY**, MD at 95XIL, Parkersburg, WV sez, "**JANET JACKSON** *Come Back To Me* (A&M) is going to be one of the better ballads of 1990! Following the success of many other hits (and not taking anything from the single) this is a sure smash! **MARIAH CAREY** *Vision Of Love* (COLUMBIA) is making her mark on the Top40 chart, the Crossover chart, the Retail chart - both album and singles could make a mark on your playlist! Give it a listen! And *Rub You The Right Way* from **JOHNNY GILL** (MOTOWN) is a good record warming up to take over top ten in Mainstream Top40! An absolute necessity for Top40 radio!"

**GREG GEARY**, MD at KZOU, Little Rock, AR sez, "Check out **STEVIE B** *Love And Emotion* (LMR/RCA)! It's a great uptempo Pop record and with its consistent adds and Disc-overy club mentions it's a contender to be a chart topper! **JOHNNY GILL**'s second release *My, My, My* (MOTOWN) is getting some hot phone reaction at the stations playing the record! And **LINEAR** *Don't You Come Cryin'* (ATLANTIC) looks like a solid record! Doing well in Crossover, it's one to watch!"

**JIM MEECH**, MD at WNYP, Ithaca, NY sez, "**THE SUNDAYS** *Here's Where The Story Ends* (DGC) is a lot like Edie Brickell & New Bohemians! Basically an Edie Brickell with flair! Also, check out **JANE WIEDLIN** *World On Fire* (EMI)! She's now broken free from the Go-Go's image and is hot on her own! She's creating her own image! *Oh Girl* from **PAUL YOUNG** (COLUMBIA) is a sure bet for female reaction! **PAUL** has got the vocals to kill! And **PERFECT GENTLEMEN** have a new release kicking around! *One More Chance* (COLUMBIA) is another smash for Maurice and the boys!"

**DAVID MORALES**, MD at HOT95, Jackson, MS sez, "**THE PARTY** *Summer Vacation* (HOLLYWOOD) is a real fresh sound that sounds good on the radio! Also look at **THE BRAT PACK** *I'm Never Gonna Give You Up* (VENDETTA/A&M)! It has a great hook, and if you can, get a copy of the remix! And **AFTER 7** *Can't Stop* (VIRGIN) is going not only Crossover, but Top40! Looking ahead, I'd like to see their next cut be *The Heat Of The Moment!*"

**SUNNY VALENTINE**, MD at KFRX, Lincoln, NE sez, "**THE SUNDAYS** *Here's Where The Story Ends* (DGC) has a very different sound with haunting vocals! Also, **JUDE COLE** *Time For Letting Go* (REPRISE) is a smooth followup that won't burn out on the air! And **POISON** *Unskinny Bop* (CAPITOL) is a high-energy summer song!"

**STEVE HELLER**, MD at ZFUN106, Moscow, ID sez, "Check out the **ELECTRIC BOYS** *All Lips N' Hips* (ATCO)! It will be a good Rock record in the Slaughter vein! It's good to have **DON HENLEY** back with an upbeat all-daypart record, *How Bad Do You Want It* (Geffen)! And give a listen to **THE SUNDAYS** *Here's Where The Story Ends* (DGC)! It's been out for quite a while, but it has a great sound with an Alternative edge!"

**EFREN SIFUENTES**, MD at KDON, Salinas, CA sez, "The spankin' fresh hot mix of **THE BRAT PACK** *I'm Never Gonna Give You Up* (A&M) is great! It's got more juice than the pop mix! Check it out, boyee! Keep an eye on the fresh track from **MICHEL'LE** *Keep Watchin'* (ATCO)! It'll be a hot one this summer with the new remixes. **REGINA BELL** is back with the pack; *Track You Down* (VISION) is a great effort from the "baby love" girl! **THE PARTY** *Summer Vacation* (HOLLYWOOD) is the perfect summer record; a definite must on your airwaves! And the smooth jam printout is here: **STANLEY CLARKE & GEORGE DUKE** *Lady* (EPIC), **BRENDA RUSSELL** *Stop Running Away* (A&M), **ROBBIE MYCHALS** *One Mile From Paradise* (ALPHA INT'L)! Chill out!"

## WYRO (from page 3)

own observations of the market, but he would not go into detail.

"There are fires burning there that need to be put out, and a few issues that need to be taken care of," said Wyrostok about the overall situation at the station, but he would not elaborate.

Although this will be his first PD gig, Wyrostok feels he is ready for the challenge of programming a top ten market. "(POWER99 PD) Rick Stacy and I have been co-existing here as two PDs for really the past two years, so this is really a logical move." He did add that he felt it was a "tremendous vote of confidence that Susquehanna is allowing me to take over this multi-kazillion dollar enterprise."

Wyrostok started at POWER99 as a part-timer in 1983, and was named Music Director in 1984. In the past year he was promoted twice, first to Asst. PD and soon after to Operations Manager.

## ATLANTIC (from page 3)

**Campbell**. As an industry, we have taken too long to take decisive action on this issue."

Campbell said that LUKE "is very pleased to be affiliated with ATLANTIC Records. It is a very positive message to send when a controversial independent label can join forces with a major like ATLANTIC."

*Banned In The U.S.A.* has garnered the largest advance orders for a single in the history of ATLANTIC Records. According to ATLANTIC Senior VP/GM **Mark Schulman**, initial shippings of the single will place it well past gold status and well on its way to platinum.

The 2 Live Crew controversy continues to be the focal point in the growing, heated national debate over freedom of artistic expression and obscenity in the arts. The rap group's **AS NASTY** album was the first in the history of recorded music to be declared obscene and subsequently banned in any locale.

## GOODMAN (from page 3)

directors who claimed they received payments from Goodman in return for reporting adds on records that they were not actually playing. The witnesses, who received immunity from prosecution in exchange for their testimony, stated that the payments were received during a three-year period from 1982 and 1985.

The PDs who testified, all who worked in Mississippi at the time, were **Kirk Clyatt** and **Floyd Coulter**, both former programmers for WQID-Biloxi, and **James Chick**, who programmed WTYX in Jackson.

The charges against Goodman carry a maximum fine of \$150,000 and 75 years in prison. According to Massengill, sentencing will follow filing of the pre-sentencing report, normally a 30-day period.

Asst. U.S. Attorney **Larry Laurenzi**, the prosecutor in the case, was not available for comment.

# HITMAKERS REGIONAL SEMINARS COMING THIS FALL!

# ATCO COMING THROUGH FOR YOU!



## *"If Wishes Came True"* **S**weet **S**ensation

**#1 PHONES! #1 CALL-OUT! #1 SALES! On Tour!**  
**HITMAKERS MAINSTREAM: 28-23 CROSSOVER: 15-14**  
**Over 200 Stations Including:**

Z100 (28-26)	B100 (23-20)	KWOD (19-14)	98PX (20-15)
KIIS-FM (Add)	Q106 (11-10)	WGH (33-28)	Y107 (24-21)
B96 (21-19)	B104 (29-27)	WNVZ (21-14)	KJ103 (#12)
KMEL (#16)	WL0L (21-17)	KITY (13-10)	Z99 (23-19)
X100 (26-19)	WFLZ (17-13)	KSAQ (29-17)	WDJX (27-16)
WEGX (D#23)	Q105 (16-10)	KTFM (#28)	WKSI (Add)
WIOQ (17-15)	WPHR (D#27)	KCPX (D#24)	HOT97 (20-16)
WHYT (#23)	KKFR (25-23)	KISN (30-20)	WPLJ (22-20)
WMXD (17-15)	KZZP (21-18)	WMJQ (24-21)	KKBQ (18-14)
WXKS (27-23)	KS104 (Add)	WKSE (#26)	KHTK (20-15)
WZOU (Add#26)	Y108 (D#29)	KC101 (20-16)	KBEQ (Add)
WAVA (25-21)	KKRZ (17-13)	WKSS (Add#28)	KROY (21-15)
KRBE (#20)	HOT102 (40-32)	WTIC (23-21)	Q102 (33-30)
PWR96 (32-27)	WKT1 (Add)	WCKZ (13-9)	897 (20-18)
PWR99 (4-2)	KXXR (21-16)	WZZG (18-15)	and MANY more!
KPLZ (22-15)	PRO-FM (#22)	FM100 (D#24)	
KUBE (30-22)	HOT97.7 (15-13)	XL106.7 (34-31)	
KBQ (22-20)	FM102 (14-12)	WJRZ (Add #24)	

# ELECTRIC BOYS

**"All Lips N' Hips"**

**Sweden's #1 Rock Band Now Pulling BIG Phones In The U.S. on MTV! A CRUSADE! A HITBOUND!**

**Early Action Includes:**

<b>KSAQ (On)</b>	KZMC (Add)	WPFM (Add)
99.9KHI (Add)	WAYS (Add)	WPRR-FM (Add)
KCHX (Add)	WBEC-FM (D#39)	WPXR (21-17)
KJLS (40-33)	WDBR (D#37)	WVBS (Add)
KPXI (Add #40)	WJMX (Add)	WWCK (Add)
KQKY-FM (35-32)	WKFR (D#39)	WWRB (15-11)
KTMT (Add)	WKOR (Add)	WYCR (Add #34)
KTUX (34-30)	WKSF (Add)	ZFUN106 (Add)
KVTI (Add)	WOVO (D#36)	and more

**RIKKO OLLERVIDEZ, MD, KSAQ** - "What a title for a song! This tune cooks! I'm starting to see the phones happen!"

**DUSTY HAYES, PD, KBFM** - "A great rock riff that cuts through the sameness of dance product and gives the station a hi-energy punch!"

**CHUCK MCGEE, MD, WOMP** - "A great summer rocker that will break the monotony of Top40 radio!"

# BAD COMPANY

## "HOLY WATER"

**HITMAKERS ROCK RADIO: 1-1**

**#1 Rock Record for 2 Weeks! #1 Requests for 4 Weeks!**

**On Tour! Early Action Includes:**

KHTT (38-32)	WKFR (Add #36)	Y104 (29-23)
MAX94 (10-7)	WOKI (21-18)	and more
WBEC-FM (24-20)	WSKZ (Add)	
WKDD (D#26)	WZZU (13-7)	

**RYAN WALKER, PD/MD, WBEC** - "A great crossover record that should start moving Top40. Anyone who likes Rock of the '90s will love this!"

**A.J. GUGGLE, MD, Y104** - "Fantastic summer song. Great male response and surprisingly strong females also!"



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marc **alex**

**IN YOUR HAND NOW**  
**#1 IN SOUTH AFRICA**  
**MARCALEX "Quick Quick"**



*Sinead O'Connor*

*"The Emperor's New Clothes"*

# MTV HEAVY ROTATION!

## HOT ALBUM SALES:

Canterbury Records (Pasadena, CA)	#2	Rainbow Records (San Francisco)	#5
Action One Stop (St. Louis, MO)	#3	Title Wave (Minneapolis)	#6
Win Records (New York City)	#4	General Records Service (Seattle)	#6
H.L. Distributing (Miami)	#4	Warehouse Records (Metairie, LA)	#7
Top Ten Records (Dallas)	#4	Wax Works Disc Jockey (Owensboro, KY)	#8
Universal One Stop (Philadelphia)	#5	Music Warehouse (Downer's Grove, IL)	#8

### **MICHAEL NEWMAN, MD, KNRJ**

*"So you want the facts: phenomenal LP sales, requests across-the-board, a previous single that still gets requests! What more do you want? PLAY THIS RECORD!"*

### **MIKE SNOW, MD, KKBQ**

*"A flawless departure from the record that broke her nationwide! Top 15 requests, working well ALL demos!"*

### **JIM ATKINSON, MD, KBQ**

*"She has hip artist appeal and the LP continues to sell BIG in this market! We expect this to be a huge followup!"*

### **JEFF KAPUGI, MD, POWER PIG**

*"The first was so big that it still generates huge sales. Your listening audience that has purchased the LP will be somewhat familiar already with this single! Be on the lookout for the hot Dance mix - it sounds great on the air!"*

### **CHRIS BAILEY, PD, WNVZ**

*"Sales are hot in this market! This song is fantastic - her vocal quality is unsurpassed, even better than the first!"*

### **RIKKO OLLERVIDEZ, MD, KSAQ**

*"This is an excellent record! Overall the CD is selling very well! The phones are moving, indicating that our listeners are glad to see Sinead back with such a strong followup!"*

### **LOU SIMON, PD, HOT94.9**

*"The Emperor's New Clothes continues to sell this GREAT LP! An infectious hook combined with a solid beat that never rocks too hard! Makes for a totally playable record!"*

### **ROD LAUDERDALE, MD, XL106.7**

*"This song KICKS! Instant HOT phone reaction after only a week. This is the REAL Sinead - HOT!"*

### **MARC KATRI, ASST. MD, K106**

*"Top 5 sales, requests are coming around. It looks like another top tenner for Sinead!"*

### **RICH PANAMA, PD, Z106**

*"Very hip, very reactive - play it once and watch the phones ring off the hook. Rivaling Nothing Compares 2 U in reaction!"*

**RADIO SEZ HIT...RETAIL SEZ HIT  
THE PEOPLE HAVE SPOKEN!  
WHAT ARE YOU WAITING FOR???**

   
Chrysalis.

# THE HITMAKERS

## "WHAT IS CLUSTER ANALYSIS AND HOW DOES IT BENEFIT RADIO?"

### DAVID TATE

President, Rantel Research Box 681 Laurel, MD 20707 (301) 490-8700

I sense some confusion about multi-variate research, and I see a lot of confusion about radio research practices in general. You must remember that research has been a part of the radio business in earnest for only the last five years, and the first widespread use of market research started in the late '70s. I'm struck by how radio has changed over the last ten years. In the '70s, demographics were a fairly good tool for audience targeting strategies because of the lack of specialization and permutations of format categories. With the explosion of new formats on FM primarily in the 1980s, demographics have come to have less and less utility. In the mid-'80s my partners and I recognized that this technique, called Lifegroups, would eventually fall into disfavor, because we realized the weaknesses of the procedure. So we started looking at other industries that have been using research longer than radio has, more mature industries like consumer product marketing and organizations like Proctor & Gamble, Colgate, Honda and Nissan, and we found that these industries had embraced a new kind of market research. It wasn't separate from traditional methods, but combined with them. The family of research techniques these companies are using is called Multi-Variate Research, which assumes as its main tenet the fact that a phenomenon is not a result of one factor, but the combined result of many factors. In other words, a person who leans towards Dance music defines her attitudes not only by what she likes, but also by what she's neutral toward and what she dislikes. One of the main procedures multi-variate research uses to identify market segments beyond demographics is called Cluster Analysis. Rantel is generally credited with being the developers of cluster analysis, but I'd like to point out that we did not invent the technique, nor did companies like Proctor & Gamble. They borrowed the technique from the physical sciences, actually from botany and zoology. The botanists developed cluster analysis to identify new species of plants and living creatures using measurements of the characteristics of the new subject. We use it to identify the musical leaning of a radio listener. In other words, each radio listener in America has a pattern of attitude across a wide variety of different styles of music. However, their style-leaning is a combined result of what they like versus what they hate versus what they're neutral towards. Cluster analysis is a mathematical technique used to classify radio listeners according to their style of music favorability.

#### GIVE US AN EXAMPLE OF HOW A RESPONDENT WOULD TELL YOU WHAT THEY LIKE, HATE, AND ARE NEUTRAL TOWARDS.

We administer the measurement for cluster analysis over the telephone, as part of our strategic perceptual study. In the early part of the questionnaire, we transmit the following to the respondent: "We're now going to play you short portions of some songs you may have heard on the radio. After I play each one I'd like you to tell me how much you like that song on a scale of one to ten, one meaning you strongly dislike the song and ten meaning you strongly like the song. And if you're not familiar with the song, simply say so." We play approximately 40 different song hooks, representing a wide variety of musical styles which may or may not be aimed at the target demographic group in our study. For example, if it's an 18-34 year old demographic specification, we will include representative songs that cover all the kinds of music that 18-34 year olds would be subjected to in a market.

#### SO WHAT EXACTLY IS CLUSTER ANALYSIS?

Imagine playing 40 different hooks and getting a favorability score of one to ten from each respondent, playing everything from Bon Jovi to Jaya to Soul II Soul to Warrant. At the end of that measurement we will have a pattern of numbers for each respondent between one and ten. The cluster analysis program essentially is a pattern recognition system which examines the pattern from each respondent and matches that pattern with other respondents who have similar patterns of attitude. As the computer program matches patterns together, clusters of respondents emerge. A cluster is a group of respondents who share a similar pattern of attitude. We do not define the formats up front as researchers or consultants; we devise a list of a representative spectrum of popular music, and we administer that list of songs to a representative panel of respondents and let the respondents' own musical attitudes form clusters.

#### WHAT MISTAKES HAVE YOU LEARNED FROM?

We have been doing cluster analysis since 1985, and there is a learning curve

associated with the technique. A lot of other researchers are just beginning to use cluster analysis, and cluster analysis computer programs are now widely available for micro-computers. A person who practices cluster analysis may know just enough about it to be dangerous because the computer software is so widely available, but it really should be done only by a trained, qualified, multi-variate statistician. We have a full-time multi-variate statistician, one of our founding partners, Charles Helene, and he actually does all of our cluster analyses nationwide. Charles has done more cluster analysis for more radio stations than anyone else in the business, simply because we've been doing it for so long. The biggest problem with trying to identify a market segment or trying to find a format hole in a market has to do with the nature of the stimuli you present to the respondent. Lifegroups pre-group artists together to define a format. In my opinion, "Huey Lewis, Madonna and Prince" doesn't necessarily define any specific kind of format. I guess it was supposed to define a Top40 format, but now it could really define anything. Our cluster analysis has shown us that many artists presented in Lifegroups actually transcend format categories, artists like Phil Collins and Chicago. Anyone who uses those artists in their Lifegroup is biasing their measurement. We learned that artist names are not the best descriptors of music style favorability. We use songs as the best stimuli, because people ultimately respond to music on the radio, not the name of the artist. That's another reason why I don't like Life Groups, and we have performed Lifegroup studies for broadcasters in the past. The reason we switched is because we realized the overwhelming weaknesses of the technique.

#### HOW DO YOU FIND THE RIGHT FORMATS?

That is the same question PIRATE RADIO asked us in early 1989 and EZ Communications asked us in late 1988, when they bought their biggest property in Philadelphia - WIOQ. These were radio broadcasters who were going into a market with a good idea of what formats they wanted to do, and they wanted to verify that the opportunities for those formats existed. They wanted to find out how big the format holds would be, and they wanted to know about the demographics and the radio usage characteristics. In September of 1988 we started a fairly large market segmentation study in Philadelphia, and we were instructed to measure all the possible format opportunities we believed existed. You can't go into a market with no knowledge about what the market wants, and hope you can shotgun towards any format that comes up. You have to have some conception of the kinds of formats you want to operate, and that you believe exist in the market. Obviously, because market research is in fact hypothesis testing in its very essence, you have to develop a survey instrument that is going to either confirm or reject the hypothesis that various format holes exist. That's what we did in Philadelphia. The results of that study showed there were several format opportunities at that time, and the one EZ Communications felt most comfortable with turned out to be an Urban-flavored Top40 format, which was a fairly large opportunity. What was gratifying about WIOQ was that after they brought in people like Mark Driscoll to guide the day-to-day programming, and Dan Vallie to provide strategic consulting advice, the research was proven to be absolutely right on target. The most gratifying thing to me was that we were not only able to define the format hole, but we were also able to tell the managers of that station where their listeners would come from and where their future listeners lived by zip code and county. Something I have learned after doing market research for radio broadcasters for 15 years is that research alone cannot ensure success. Finding the strategic direction for a station is the best role for market research. When you have a creative genius like Mark Driscoll, and he has this material in his hands, it makes him that much stronger. Unfortunately, good research in the hands of a less-than-creative person doesn't do much. What we've done that's different from other research companies is align ourselves closely with the person who really needs to use this research on a day-to-day basis - the PD. Most other companies concentrate at the GMs' or Group Owners' level.

#### DO THEY BRING YOU IN AT THE BEGINNING OF THE STATION'S LIFE CYCLE, OR ARE YOU INVOLVED IN ALL THE STAGES OF ITS GROWTH?

It varies by market. In the example of Z100 in New York, WIOQ in Philadelphia and PIRATE in Los Angeles, we have been involved in various stages in the development of these stations. All three use our weekly tracking call-out system, called Rantel Fusion. It's a daily tactical market research system that allows our station to keep on top of changes in radio listening in the market and attitudes toward the playlist and music. Other stations will bring us in only at the development stage, and then once they have an idea of where they're going, they take it from

# Radio Forum

there. By the way, there's another application for cluster analysis that I don't think a lot of people understand. Beyond just finding a format hole, it's also invaluable in helping a station already in a format to optimize its current opportunities. We do this by cluster analyzing attitudes toward the format itself; in other words, narrowing the spectrum toward the general musical spectrum of the existing format.

## DAN VALLIE

President, Vallie Consulting (703) 802-0700

Cluster analysis is still fairly new to the industry, and it has sort of gotten into the buzz word status in the past year. It's not a new form of research, it's just new as it's applied to radio stations. I personally feel that it's going to be as important in the '90s with regard to radio research as perception studies were in the '80s. Perception studies need to continue to be done, because they do exactly what they say they do - they get perceptions on the station and the audience. Cluster analysis is primarily applied for balancing, targeting and focusing your music to certain clusters inside the audience group. Historically, we've looked at radio in terms of demographics, but with cluster analysis you don't just target demographics - male and female - you target people who fall into a certain cluster audience segment. We talk about a station's essence a lot, and good programmers over the years have intuitively realized the essence of a radio station; they have not allowed stations to break their essence, and they have looked for records that fit the essence of the station. With cluster analysis you can see how the audience naturally falls into place. You can do a research study in the marketplace and see anywhere from three to eight clusters shake out of a marketplace. Talking in real stereotypical terms, you may see a Top40 Urban audience cluster making up 18%, a Mainstream cluster may shake out as 23%, and a Rock Top40 cluster may shake out as 17%. A Classic Rock cluster may shake out another 10% of the market. You'll be able to see how each cluster of people perceives music, and not only does it show you the songs they like, but also the songs they're incompatible with - so you can leave those records off your station. It's complex in the way it's administered, but it's fairly simple in the way it's used and applied at the station. It makes a pretty clear picture.

*IS CLUSTER ANALYSIS USED IN THE EARLY STAGES OF A RADIO STATION? CAN CLUSTER ANALYSIS TELL YOU WHAT KIND OF FORMAT TO HAVE?*

When you start up a brand new station, you go into the market and listen to the radio stations, and your own instincts tell you who they're targeting and who's happy and who's not. But if you go into a major market and the leading Top40 is leaning very Mainstream and isn't putting much emphasis on the Urban feel of the station, that's a possible opportunity for an Urban Top40. With cluster analysis you can find out whether you're in the northeast or southwest and it'll tell you what segment of the audience really is Urban Top40. It will give you an idea as to what your possibilities are. You may be able to listen to a marketplace and find an Urban Top40 opportunity because your ears tell you there's no Urban Top40, but cluster analysis can tell you what percentage of that marketplace really is Urban Top40. There may be a hole for Urban Top40, but it may only be 12% of the audience. Cluster analysis can be utilized at any cycle of the radio station. We've done analysis in markets before and after the debut of a dynamic radio station, and you can see the dynamics of the clusters change. Philadelphia is a great example.

*HOW ABOUT ITS USE FOR MATURE STATIONS, LIKE B94 IN PITTSBURGH?*

We use it there. It really helps you fine tune, and it helps from a time-spent-listening standpoint. There's always more knowledge to gain, and with cluster analysis we've realized there are certain styles of records that aren't as important as we thought they were, and certain styles that are more important. Even in markets where our clients can't afford to do that kind of research because they don't have the budget, my mind now thinks in market clusters. It's a very exciting tool to use, and after every programmer uses it, they'll want to use it from then on.

## JON COLEMAN

President, Coleman Research

Cluster analysis is a method of finding groups of people in a population by looking at the commonality of the music tastes they have, and it's done by measuring individual response and then looking at the groupings of people based on their individual responses to songs or artists. The benefit of cluster analysis is that it identifies tastes, without any pre-conceived notions as to what bodies of taste already exist in a marketplace. Other methods of measuring music tastes have a pre-conceived notion about what tastes exist, but cluster analysis looks at it after the fact. Coleman Research is the only company that looks at cluster analysis on an individual song basis, while other companies will measure individual response to

artists. We believe the benefit of doing it on a song basis is that we are much closer to real bodies of music tastes, because listeners are song-based - not artist-based - in terms of their response. Gloria Estefan can have both a very soft ballad and a very uptempo dancey song, with different groups of listeners liking them. Artists will only determine the taste groups based on the artists, and this can misdirect a radio station in terms of the actual music it will play.

*DOES SONG-BASED RESEARCH VS. ARTIST-BASED RESEARCH MAKE THAT MUCH OF A DIFFERENCE?*

Yes. If you measure a wide enough range of different artist types or songs, you can identify the best group and find out what percentage of the population fall into that group. That helps you identify how large a market there is for that type of music. It also helps track the clusters of listeners falling within a format, and this is even more important because most of our clients are already in a format, but the format is evolving. We not only find out which songs are popular, but we also find out how large the constituencies are for the various types of songs. Utilizing cluster analysis, we can find out what percentage of the people are actually into Rap or Top40, Dance or Modern music or Rock Top40. So you can do a much more precise job of sub-segmenting a radio station's audience, and then on a trend basis you're able to see that evolve. We have clients who do two or three research projects a year, so they can watch the changes in the sizes of the constituencies and not be caught off guard. For example, how big is Rap today? Is it fringe material for which there are no listeners, or is there a substantial group of listeners who are really into Rap? Through cluster analysis we have found that Rap is a growing body of music taste, and has grown three-fold over the last six or seven months in some markets. This is why our song-based cluster analysis is so much better than artist-based.

## MARK DRISCOLL

OM, WIOQ/Q102 - Philadelphia

Cluster analysis has been around for a long time. It's really an extension of something that was thought of by the United States Government years ago when zip codes were introduced to our mailing system. Cluster analysis gives us a new way to analyze groups of consumers and radio listeners by their demographic target - sex or race for example - and it serves as a microscope to examine what music forms are compatible with that target. This gives us a new term which I strongly feel will replace "mass appeal" in the '90s we'll talk more about "broad favorability" as it pertains to your format and marketplace. The phrase Top40 should have never been taken out of the daily vernacular, because it said it best. I seriously doubt that when Gordon, McClendon and Todd Stores sat down at that famous malt shop in Omaha and heard these kids playing the same songs over and over on the jukebox, that everybody really decided they were going to differentiate one type of music from another; they just played all the things the kids kept playing over and over. Now we get to all these other terms, like "contemporary hit radio" and "AC." I call the cume "the body count," and I go after every living soul I can find on the planet earth within my radio signal area. Cluster analysis helps us get real information and minimize mistakes by analyzing a person's acceptance or rejection of certain kinds of music. We cluster the respondents in proportion to the market's population and in proportion to the target we seek. After a format search is done, cluster analysis provides exceptional information, including opinions as well as music analysis. When you do a cluster analysis and your gut feeling tells you that Alannah Myles, Depeche Mode, Technotronic, Aerosmith, Nikki and Calloway don't mix, cluster analysis may say they mix well with your target group. It gives you the ability to classify your audience by a particular essence sound they buy into, and rather than making hip-shot decisions and assuming a certain song is compatible with another, you present them with a traditional hook tape and score those musical styles by a perceptual group. You look for the highest compatibility of music styles within the range that you've given them to listen to, and then it makes it easier to program a radio station. To this day, I don't think I could live without it. We've used cluster analysis for a year and a half, and it has helped us not only to correctly position our music early in the development of Q102, but also to take a snapshot a year later and find out if anything had changed, if compatibility had become more favorable in other areas - which it has. It can tell you a lot about your radio station, both musically and perceptually.

*DO YOU HAVE TO DO ONE OF THESE EACH WEEK ON A SONG?*

No. The adjustment to broad favorability is not something that happens overnight. It evolves as music and emotions evolve. Cluster analysis is going to show different compatibility scores with different demo and lifestyle groups. It's also going to show different compatibility scores in different geographic regions. It helps minimize picking the wrong records, and it's more important for us to know what not to play.

## SINEAD O'CONNOR

*The Emperor's New Clothes*  
(CHRYSALIS)

Her LP continues to sell in the top ten which indicates that a great part of your audience is already familiar with this single. A Hitbound, *The Emperor's New Clothes* is true SINEAD and truly great. With an Alternative edge to keep it sounding fresh, it comes complete with a dance mix to make it totally Top40 accessible. Strong debuts on POWER PIG and KXYQ.

## NELSON

*Love And Affection*  
(DGC)

Another 45 adds at Top40 radio makes *Love And Affection* one of the Most Added records of the week. NELSON has a winning formula with a commercial rock sound that is easily accessible to Top40 radio. Mainstream adds include KPLZ, KUBE, WGH, XL106.7 and more, with debuts and moves at PIRATE, KBQ, WPHR, KWSS, Q102 and KSAQ.

## FAITH NO MORE

*Epic*  
(SLASH/REPRISE)

Already selling well 45-33 National Retail Singles this week and climbing Rock radio 38-28, FAITH NO MORE continues in its quest to bridge the gap between Alternative and Rap with this clever single. Strong debuts already at Z95, POWER99, WXYQ, WBEQ and WGTZ, with adds at KKBQ and 98PXY. Check out the video and you'll see its instant, active appeal.

## JANE WIEDLIN

*World On Fire*  
(EMI)

This ex-Go-Go certainly has been making a name for herself as a solo artist and the Top40 chart is no stranger to her. While '89 proved a successful year with *Rush Hour* skyrocketing up Top40 charts, 1990 will be just as good. With a new album forthcoming, first single *World On Fire* is filled with the fresh excitement and raw energy that Top40 needs. Early adds already at KSAQ and HOT94.9.

## THE BRAT PACK

*i'm Never Gonna Give You Up*  
(VENDETTA/A&M)

After a dynamic debut, THE BRAT PACK are back with more high energy dance music guaranteed to keep you moving. Key adds this week at POWER106 and KKFR continues to solidify the national picture on this very reactive record. Strong moves at X100, WLOL, POWER PIG, HOT102, KXXR, WCKZ, KJ103, Z99 and more.

## THE LIGHTNING SEEDS

*Pure*  
(MCA)

Don't expect this one to go away in the near future. The story on *Pure* is just beginning and key adds this week at KDWB-FM, XL106.7, WJRZ and WDJX confirm this. Jumping 42-39 on Mainstream Top40, this is a bonafide Mainstream record. Strong debuts already at WLOL, WNVZ, B97, MAJIC102 and WKZL, with hot moves at KSAQ, Y100, KBQ and more.

## ST. PAUL

*Stranger To Love*  
(ATLANTIC)

If you loved him with The Time, you'll enjoy this solo effort even more. ST. PAUL injects raw energy and excitement into this dynamic, uptempo mass appeal tune that is holding its own very nicely at Top40 radio. With adds at KJMZ, WXKS, KKBQ and KSAQ in one week, it's obvious that this record works on a variety of different formats.

## JIMMY RYSER

*Same Old Look*  
(ARISTA)

If you're looking for a straight-ahead Top40 rock record with lots and lots of atmosphere, under the direction of a very talented artist, look no further. *Same Old Look* is right up your alley and KUBE, KBQ, WZPL, KISN and WJLK all agree. ARISTA Records ability to discover and develop new talent has been proved countless times in the past, RYSER is a fitting example.

## ANITA BAKER

*Talk To Me*  
(ELEKTRA)

Your audience is well aware that ANITA BAKER is out with a new single and top 35 single sales prove it. Already a blowout on Crossover Top40 with a move of 32-29, ANITA BAKER pulled strong adds at Mainstream Top40 this week including KCPX, KWOD and KJ103. Strong debuts at KJMZ, WXKS, KITY, KSAQ, WDJX and more.

## KEITH SWEAT

*Make You Sweat*  
(ELEKTRA)

Climbing 36-33 on Mainstream Top40, 5-4 on Crossover Top40 and 21-17 on National Retail Singles, *Make You Sweat* is headed for the top. This talented artist has certainly expanded his audience base and continued album sales in the top ten prove this. Requests are steady on this tune that picked up new adds at POWER106, WXKS and HOT102 this week.

## PAUL YOUNG

*Oh Girl*  
(COLUMBIA)

Another 54 adds at Top40 radio gives this superstar one of the Most Added records at Top40 with a tasteful rendition of the Chilites classic. Young adds in a lot of soul with his tremendous vocal strength and makes *Oh Girl* a smash the second time 'round. Just added at KKBQ, KPHR, PRO-FM, KWSS, KCPX, MIX105.1, Z99, CKOI and more.

## MAXI PRIEST

*Close To You*  
(CHARISMA)

He's surprised the industry with a mass appeal sound that is totally Top40 accessible. *Close To You* contains a solid hook in the context of a caaptivating production that has already captured the audiences of WXKS, KUBE, Q105, KZZP, KKRZ, HOT97.7, KISN and more. Major market adds at HOT97, KEGL, POWER99, B104, HOT102, KWOD and more.

## ELECTRIC BOYS

*All Lips N' Hips*  
(ATCO)

If the title doesn't catch your attention, the song sure will. The ELECTRIC BOYS deliver a sure-fire rocker with *All Lips N' Hips* that is already making strong inroads at KJLS, KTUX, WBEC, WDBR, WKFR, WOVO, WPXR, WAFX and others. Strong adds this week at 99.9KHI, KCHX, WPFM, WPRR, ZFUN106 and a host of others.

## DANGER DANGER

*Bang Bang*  
(IMAGINE/EPIC)

The only danger in playing this song would be a phone response explosion! DANGER DANGER is proving to be a huge reaction record wherever it is getting airplay. PIRATE RADIO, KEGL, KUBE, KXYQ, KWSS and KSAQ among others are having great success with this rock tune that is greatly appreciated during the influx of so much dance product.

## THE CHRISTIANS

*I Found Out*  
(ISLAND)

Jumping 33-26 on Alternative this week, watch THE CHRISTIANS explode on Top40. This band has all Europe hurling superlatives left and right and now it's time for the U.S. to catch on. Presenting a fresh and exciting facet of Top40 music, THE CHRISTIANS have found their approach to be highly successful in the past. Early adds at KSAQ, WPFM and KSND.

## The KID FROST Story

*La Raza* (VIRGIN) Top40 radio has created a new genre of music this year and *La Raza* is a perfect fit with Spanglish lyrics and a comic rap twist. L.A.'s KID FROST is making a lot of noise on stage and off with *La Raza*, which garnered new adds at KIIS-FM and KOY95, as well as strong moves at POWER106, Q106, JAMMIN' Z90, KKFR, HOT97.7, FM102, KGGI, KITY, KTFM and WCKZ-FM. He's hip, he's hot and he's fresh on the scene - check this homeboy out!

more CRUSADES on page 33

# maxi priest

"CLOSE TO YOU"...

THE DEBUT SINGLE FROM THE ALBUM, BONAFIDE.

CROSSOVER TOP40 CHART: NEW #44  
A CRUSADE! A HITBOUND!

Just Added at...

HOT97  
KEGL  
POWER99 #30  
B100  
HOT102 #38  
KWOD #31  
KSAQ  
KTFM

Action At...

WXKS-FM (D#31)  
KRBE (#30)  
KUBE (D#29)  
Q106 (29-27)  
WLOL-FM (24-21)  
POWER PIG (34-25)  
Q105 (D#27)  
WPHR (27-24)  
KZZP (D#30)  
KKRZ (D#28)  
HOT97.7 (D#35)

FM102 (30-28)  
KROY (30-27)  
KITY (24-22)  
HOT94.9 (25-21)  
KISN (D#30)  
MAJIC102 (25-22)  
WKSS (26-23)  
WTIC-FM (39-35)  
WCKZ-FM (37-36)  
Z99 (31-27)  
and more

5 Star Rotation VH-1!

Produced by Geoffrey Chung for Penetrate Productions, Sly Dunbar and Handel Tucker. Don Taylor Management.

# CROSSOVER TOP 40

## NATIONAL

LW-TW

- 1-1 **EN VOGUE** "Hold On" (ATLANTIC)
- 3-2 **SNAP** "The Power" (ARISTA)
- 10-3 **MARIAH CAREY** "Vision Of Love" (COLUMBIA)
- 5-4 **KEITH SWEAT** "Make You Sweat" (ELEKTRA)
- 2-5 **GLENN MEDEIROS** f./B. Brown "She Ain't..." (MCA)
- 4-6 **TYLER COLLINS** "Girls Nite Out" (RCA)
- 9-7 **LISA STANSFIELD** "You Can't Deny It" (ARISTA)
- 13-8 **BABYFACE** "My Kinda Girl" (SOLAR/EPIC)
- 6-9 **MELLOW MAN ACE** "Mentirosa" (CAPITOL)
- 11-10 **DEPECHE MODE** "Enjoy The Silence" (SIRE/REP)
- 7-11 **NEW KIDS ON THE BLOCK** "Step By Step" (COL)
- 20-12 **BELL BIV DEVOE** "Poison" (MCA)
- 16-13 **SEDUCTION** "Could This Be Love" (VEN/A&M)
- 15-14 **SWEET SENSATION** "If Wishes Came..." (ATCO)
- 8-15 **GEORGE LAMOND** "Bad Of The Heart" (COL)
- 41-16 **JANET JACKSON** "Come Back To Me" (A&M)
- 12-17 **BELL BIV DEVOE** "Do Me" (MCA)
- 29-18 **TROOP** "All I Do Is Think Of You" (ATLANTIC)
- 30-19 **THE TIME** "Jerk Out" (REPRISE)
- 42-20 **MC HAMMER** "Have You Seen Her" (CAPITOL)
- 36-21 **STEVIE B** "Love And Emotion" (LMR/RCA)
- 27-22 **MADONNA** "Hanky Panky" (SIRE/WB)
- 23-23 **KLYMAXX** "Good Love" (MCA)
- 25-24 **JOHNNY GILL** "My My My" (MOTOWN)
- 26-25 **WEST COAST RAP ALL-STARS** "We're All..." (WB)
- 17-26 **TAYLOR DAYNE** "I'll Be Your Shelter" (ARISTA)
- 18-27 **NIKKI** "Notice Me" (Geffen)
- 19-28 **ROXETTE** "It Must Have Been Love" (EMI)
- 32-29 **ANITA BAKER** "Talk To Me" (ELEKTRA)
- 43-30 **KID FROST** "La Raza" (VIRGIN)
- 14-31 **JOHNNY GILL** "Rub You The Right Way" (MOTOWN)
- 34-32 **49ERS** "Don't You Love Me?" (4TH & B'WAY/ISL)
- 48-33 **KYPER** "Tic Tac Toe" (ATLANTIC)
- 21-34 **TONY! TONI! TONE!** "The Blues" (WING/POLYDOR)
- 37-35 **STACYE & KIMIKO** "Wait For Me" (MCA)
- 22-36 **DIGITAL UNDERGROUND** "Humpty Dance" (TB)
- 40-37 **MIKI HOWARD** "Until You Come Back..." (ATL)
- 38-38 **MICHAEL BOLTON** "When I'm Back On..." (COL)
- 24-39 **LOUIE LOUIE** "Sittin' In The Lap..." (WTG/EPIC)
- 28-40 **MICHEL'LE** "Nicety" (RUTHLESS/ATCO)
- 46-41 **AFTER 7** "Can't Stop" (VIRGIN)
- 33-42 **MADONNA** "Vogue" (SIRE/WB)
- 49-43 **SOUL II SOUL** "A Dreams A Dream" (VIRGIN)
- NEW-44 **MAXI PRIEST** "Close To You" (CHARISMA)
- 35-45 **GOOD GIRLS** "Love Is Like An Itching..." (MOTOWN)
- 39-46 **TOMMY PAGE** "When I Dream Of You" (SIRE/WB)
- NEW-47 **TIANA** "First True Love" (MICMAC)
- 31-48 **REBEL MC** "Street Tuff" (DESIRE/POLYGRAM)
- 44-49 **JOEY KID** "Counting The Days" (ATLANTIC)
- 45-50 **JANET JACKSON** "Alright" (A&M)

## MOST ADDED

- DOC BOX & B. FRESH "Slow Love" (MOTOWN)
- THE BOYS "Crazy" (MOTOWN)
- CALLOWAY "All The Way" (SOLAR/EPIC)
- THE PARTY "Summer Vacation" (HOLLYWOOD)
- WHISPERS "Innocent" (CAPITOL)
- 2 LIVE CREW "Banned In The USA" (ATLANTIC)
- JANET JACKSON "Come Back To Me" (A&M)

## REGIONAL BREAKOUTS

### EAST

- BELL BIV DEVOE  
"Do Me"  
(MCA)
- LINEAR  
"Don't You Come Cryin"  
(ATLANTIC)
- M.C. HAMMER  
"Have You Seen Her?"  
(CAPITOL)
- MAXI PRIEST  
"Close To You"  
(CHARISMA)

### SOUTH

- THE BOYS  
"Crazy"  
(MOTOWN)
- CALLOWAY  
"All The Way"  
(SOLAR/EPIC)
- DOC BOX & B. FRESH  
"Slow Love"  
(MOTOWN)
- THE PARTY  
"Summer Vacation"  
(HOLLYWOOD)
- DIGITAL UNDERGROUND  
"Dooowutchyalike"  
(TOMMY BOY)
- THE WHISPERS  
"Innocent"  
(CAPITOL)

### MIDWEST

- AFTER 7  
"Can't Stop"  
(VIRGIN)
- KYPER  
"Tic Tac Toe"  
(ATLANTIC)
- LINEAR  
"Don't You Come Cryin"  
(ATLANTIC)
- THE PARTY  
"Summer Vacation"  
(HOLLYWOOD)
- TROOP  
"All I Do Is Think Of You"  
(ATLANTIC)

### WEST

- DOC BOX & B. FRESH  
"Slow Love"  
(MOTOWN)
- KYPER  
"Tic Tac Toe"  
(ATLANTIC)
- THE PARTY  
"Summer Vacation"  
(HOLLYWOOD)
- MAXI PRIEST  
"Close To You"  
(CHARISMA)
- TROOP  
"All I Do Is Think Of You"  
(ATLANTIC)

## CALLOWAY

*All The Way*  
(SOLAR/EPIC)

Exploding on Crossover Top40 radio this week with key adds at X100, WIOQ, POWER PIG Q105, HOT97.7, KITY, KROY, HOT94.9, WCKZ-FM, Y107 and WJMH. After a phenomenal debut with *I Wanna Be Rich*, your audience is already familiar with this band. Expect this followup to be just as reactive, initial action shows this is a hit!

## KYPER

*Tic Tac Toe*  
(ATLANTIC)

Too hot to handle, this record climbs 48-33 on Crossover Top40 this week with key adds at WLOL, KXXR, WNVZ, KGGI, KITY and 98PXY among others. With that familiar Yes guitar riff, this tune should entice upper demos as well as a teen audience. Big moves this week at B96, THE FOX, 100.3JAMZ, Q106, POWER PIG, KS104, KWOD, WTIC and more.

## THE PARTY

*Summer Vacation*  
(HOLLYWOOD)

Fittingly titled and topical, *Summer Vacation* is sure to take off as an anthem for the next few sizzling months. Major market adds this week at B96, WAVA, WLOL, KKFR, HOT102, KITY, KTFM and KHZT. If you want top-of-the-mind perception, this tune certainly delivers. Expect monster requests on this single that already has strong debuts at Q106, WFLZ and WCKZ.

BABINEAU (from page 7)

"Chicago have named their current tour 'The Heart's In Trouble Tour,' after the first single off the *Days of Thunder* album," says Marko. But Chicago is not the only potentially pluckable plume in the LP's headdress. Remember the name **Maria Mckee** (the former Lone Justice vocalist), as Marko feels her contribution to the film, the spicy showstopper *Show Me Heaven*, is going to prove to be her stairway to heaven.

"People who have seen the movie will inevitably come up to me and ask what the song played during the love scene was," he mentions, obviously anticipating great things for the tune. "This will be the song that makes programmers ask, 'Where has this lady been for the last five years?' Her time has arrived."

There is a plethora of other great material that has Babineau raving, including tracks by **Guns N' Roses**, **Elton John**, **Cher** and **John Waite**. The album is as loaded as Big Bertha at Verdun, and will create lots of noise at both radio and retail.

DGC's diversity is already being exemplified by the Sundays' success at the record stores as well as Alternative radio, where the album is logging hot reports galore. The Metal/Rock success of Warrior Soul and Little Caesar make these two bands ripe for a box office bonanza as well.

Marko insists he has uncovered a platinum mine in the twin sons of the late great rocker Ricky Nelson, who proudly carry on the family name with their band, Nelson. Their single *Love and Affection* had 45 Top40 adds with **HITMAKERS** this week. The pair mesh their dad's movie star looks with real singing and writing skill, and the combination will prove to be

## LINEAR

*Don't You Come Cryin'*  
(ATLANTIC)

This tremendous trio from Miami are currently wowing audiences nationwide as they wrap up their tour. With one top ten smash behind them, they're back with an uptempo followup that's just what the doctor ordered for summer. This infectious tune has already garnered adds at Q106, WFLZ, HOT97.7, HOT94.9, WTIC and WCKZ. SMASH!

## BELL BIV DEVOE

*Do Me*  
(MCA)

With LP sales continuing to run riot at #4 this week and a debut on the National Retail Singles chart at #46 for this particular tune, it's obvious BELL BIV DEVOE is here to stay. This offspring from superstar band New Edition are coming into their own with staying power. 20-12 on Crossover Top40 with adds at WXKS, KUBE, KEGL, Q105, HOT102, Y107 and more.

## DOC BOX & B. FRESH

*Slow Love*  
(MOTOWN)

One listen and you will instantly be reminded of L.L. Cool J's smash single *I Need Love*, except this single has even more hip appeal. Credit Andrea Pentrack, MD at FM102 for discovering this hit record that garnered an avalanche of adds this week, including Q106, POWER PIG, KKFR, KOY95, KROY, KTFM, WCKZ and more. This is a slow jam smash.

explosive. Just ask Marko.

"When we looked at our roster, and saw the Sundays and **John Doe** holding up our Alternative end and Little Caesar and Warrior Soul holding up our Rock end, I knew we had our perfect bridge in these guys," he says of the pair. "*Love and Affection* (the band's debut single) is pulling in stations at a good clip, and it's a real signature song for the group," says Babineau, sounding as though he just latched on to the Hope Diamond. "You're going to be hearing at least three or four more tracks off the album on radio in the next four or five months. They're not poseurs; they really play and they don't front a band - they *are* the band."

CATANIA (from page 7)

**Propaganda**, a German outfit that both Catania and Quartararo feel has big potential to cross to Top40. "They were number three in your **HITMAKERS** Discovery Club a few weeks back, so we know that Top40 programmers like the sound of the group," Catania said in reference to the glittering techno-pop displayed on the group's last single, *Heaven Give Me Words*. While Catania is proud of the accomplishments of his artists thus far, he hinted that there will be even greater achievements down the road.

"We look at our bands in terms of long-term promotion," said Catania. "One band we are extremely excited about is **Jellyfish**, who have delivered us an album that draws some of its inspiration from Sergeant Peppers, and that people will be talking about for years to come. We'll start the campaign at the street level and create a stir that

## GLORIA ESTEFAN

*Cuts Both Ways*  
(EPIC)

She's established herself as a superstar in the '90s and *Cuts Both Ways* is a chilly mid-tempo melody that continues to expand this incredible lady's repertoire. Major adds this week include KIIS-FM in Los Angeles, as well as WXKS, KKRZ, WNCI and WKZL. You can't go wrong with GLORIA, and with the VH-1 and MTV play, your audience will be expecting it.

## TROOP

*All I Do Is Think Of You*  
(ATLANTIC)

This record is an out-and-out smash. Climbing 29-18 on Crossover Top40, *All I Do Is Think Of You* has all-demo appeal. KMEL in San Francisco reports huge requests on this monster that they have strong at #6. New adds include Y108, HOT97.7, KWOD, KGGI, Y107 and KJ103. Top 15 already at KJMZ, WPGC, KS104, FM102, KITY, WJMH and more.

## AFTER 7

*Can't Stop*  
(VIRGIN)

L.A. & Babyface work their magic once again on this project and the result is an uptempo smash. Ample mixes make this tune totally accessible to any Top40 format, and a previous hit ballad makes it a must play. Key adds this week at Y108, FM102, KITY and Z99, with strong moves at WUSL, KJMZ, HOT105, WMXD, WMXP and 102JAMZ.

radio will have to acknowledge. But again, the whole campaign could take a year to develop, and we're going to commit that strongly to all our bands."

The staff that Catania and Quartararo have at their command comprises some of the most revered functionaries in the promotion field. "My people are unbelievable," Catania says, crediting his front line players. "**Al Moinet**, **Heavy Lenny**, **Tom Bobak** and my alternative person, **Dawn Hood**, who's played such an important role in getting **Kirsty McColl** and **Something Happens** off the ground, are the best staff a man in my position could ask for."

CHARISMA is a label headed by two top caliber people who are winning because they are as sharp at listening to the advice of their crew as they are at delegating responsibilities. It's hard to imagine CHARISMA Records not setting new standards in the business.

ROMANO (from page 7)

"We've got KMEL, HOT97.7, Power Pig, and Y107 in Nashville on board, and we'll be adding some more influential call letters to the list next week," Ramano promises.

In keeping with their original intention of distributing parent company Walt Disney's movie sound tracks, HOLLYWOOD's first endeavor into that arena will be Steven Spielberg's latest movie, *Arachnophobia*, which looks like a sure bet to knock 'em dead at retail.

"We've also got a new AOR band called **World War 3**," heralds Brenda, "who lean towards a predominantly guitar and vocal sound, but write great material."

# TOP40 ADDS

The TOP50 Markets In America

## # 1 ◇ New York

HOT97 • PD: JOEL SALKOWITZ / MD: KEVIN McCABE ◇ (212) 840-1035 ADDS: MAXI PRIEST, MC HAMMER (#33),

WPLJ • PD: TOM CUDDY / MD: MIKE PRESTON ◇ (212) 613-8900 ADDS: INDIA (#32), POISON, BROTHER BEYOND,

Z100 • PD: STEVE KINGSTON / MD: FRANKIE BLUE ◇ (212) 239-2300 ADDS: AEROSMITH (#30),

## # 2 ◇ Los Angeles

KIIS-FM • PD: GERRY DeFRANCESCO / MD: MIKE MARTIN ◇ (213) 466-8381 ADDS: SWEET SENSATION, KID FROST, GLORIA ESTEFAN,

PIRATE RADIO • PD: SCOTT SHANNON / MD: DENISE LAUREN ◇ (213) 469-1631 ADDS: NO ADDS THIS WEEK,

POWER106 • PD: JEFF WYATT / ASST. PD/MD: AL TAVERA ◇ (818) 953-4200 ADDS: KEITH SWEAT (#35), BRAT PACK, TIMMY T, BROTHER BEYOND,

## # 3 ◇ Chicago

B96 • PD: DAVE SHAKES / MD: TODD CAVANAH ◇ (312) 944-6000 ADDS: JANET JACKSON (#27), STEVIE B (#30), THE PARTY,

Z95 • PD/MD: BRIAN KELLY ◇ (312) 984-0890 ADDS: THE TIME, JANET JACKSON, GO WEST, BRUCE HORNSBY, MARIAH CAREY, SEDUCTION, GEORGE LAMOND,

## # 4 ◇ San Francisco

KMEL • PD: KEITH NAFTALY / MD: HOSH GURELI ◇ (415) 391-1061 ADDS: THE LIST IS FROZEN THIS WEEK,

X100 • PD: DAN O'TOOLE / MD: MIKE REILY ◇ (415) 362-8800 ADDS: CALLOWAY, WILSON PHILLIPS, BELL BIV DEVOE, THE TIME,

## # 5 ◇ Philadelphia

EAGLE106 • PD: TODD FISHER / MD: JAY BEAU JONES ◇ (215) 667-3939 ADDS: GEORGE LAMOND, JANET JACKSON,

WIOQ • PD: JOHN ROBERTS / MD: RUSS THE HAMMER ALLEN ◇ (215) 667-8100 ADDS: MODERN ENGLISH, PAULA ABDUL, LINEAR, CALLOWAY,

WUSL • PD: DAVE ALLAN / MD: OPEN ◇ (215) 483-8900 ADDS: WHISPERS, TERRY STEELE, THE BOYS,

## # 6 ◇ Detroit

Q95 • PD: GARY BERKOWITZ / ASST. PD/MD: MICHAEL WAITE ◇ (313) 967-3750 ADDS: THE LIST IS FROZEN THIS WEEK,

THE FOX • PD: CHUCK BECK / ASST. PD/MD: JOHN MCFADDEN ◇ (313) 398-1100 ADDS: MC HAMMER (#23),

WHYT • PD: RICK GILLETTE / MD: MARK JACKSON ◇ (313) 871-3030 ADDS: NO ADDS THIS WEEK,

WMXD • PD/MD: PAUL CHRISTY ◇ (313) 569-8000 ADDS: FAMILY STAND, STEVIE B,

## # 7 ◇ Dallas

100.3JAMZ • PD: ELROY SMITH / MD: CAROLYN ROBBINS ◇ (214) 556-8100 ADDS: THE BOYS (#29), VANILLA ICE (#30), ST. PAUL, BLACK FLAMES, WHISPERS,

KEGL • PD: JOEL FOLGER / ASST. PD/MD: JIMMY STEAL ◇ (214) 869-9700 ADDS: BELL BIV DEVOE, GLENN MEDEIROS f./Bobby Brown, LOUIE LOUIE, JOHNNY GILL, MAXI PRIEST, TYLER COLLINS, THE TIME,

Y95 • PD: OPEN / MD: MIKE EASTERLIN ◇ (214) 263-3695 ADDS: MICHAEL BOLTON (#28), THE TIME,

## # 8 ◇ Boston

WXKS-FM • PD: SUNNY JOE WHITE / MD: JERRY MCKENNA ◇ (617) 396-1430 ADDS: BELL BIV DEVOE (#25), GLORIA ESTEFAN, KEITH SWEAT, ST. PAUL, POISON,

WZOU • PD: STEVE RIVERS / MD: CADILLAC JACK McCARTNEY ◇ (617) 290-0009 ADDS: SWEET SENSATION (#26), MC HAMMER (#28), PAUL YOUNG (#29), DON HENLEY (#30),

## # 9 ◇ Washington, DC

Q107 • PD: LORRIN PALAGI / MD: LAURA SHOSTAK ◇ (202) 686-3252 ADDS: POISON (#30), THE TIME (#31),

WAVA • PD: OPEN / MD: DAVE ELLIOT ◇ (703) 534-0320 ADDS: WILSON PHILLIPS (#29), THE PARTY (#30),

WPGC • PD: DAVE FERGUSON / MD: ALBIE D. ◇ (301) 441-3500 ADDS: THE LIST IS FROZEN THIS WEEK,

## # 10 ◇ Houston

KISS98.5 • PD: STEVE HEGWOOD / MD: TERRI WEBER ◇ (713) 622-0010 ADDS: THE BOYS, DIGITAL UNDERGROUND (#30), SEDUCTION, EN VOGUE,

KKBQ • PD: BILL RICHARDS / MD: MIKE SNOW ◇ (713) 961-0093 ADDS: HEART, THE TIME, FAITH NO MORE, ST. PAUL, PAUL YOUNG,

KRBE • PD: ADAM COOK / MD: CHERYL BROZ ◇ (713) 266-1000 ADDS: THE LIST IS FROZEN THIS WEEK,

## # 11 ◇ Miami

HOT105 • PD: KEITH ISLEY / MD: DENNIS REESE ◇ (305) 445-5411 ADDS: WHISPERS, LIVIN', Z'LOOKE, LENNY WILLIAMS, THE BOYS, NEWTRONS,

POWER96 • PD: BILL TANNER / MD: JOHN RODGERS ◇ (305) 653-6796 ADDS: TRICKY NIKKI, STEVIE B, DONNA WILLIAMS, 2 LIVE CREW,

Y100 • PD: FRANK AMADEO / MD: JOHNNA CECOLLI ◇ (305) 925-7117 ADDS: BRUCE HORNSBY, GO WEST,

## # 12 ◇ Atlanta

POWER99 • PD: RICK STACY / ASST. PD/MD: LEE CHESNUT ◇ (404) 266-0997 ADDS: LINEAR, MADONNA, SEDUCTION, POISON (#29), MAXI PRIEST (#30),

STAR94 • PD: BILL CAHILL / MD: CINDY GLENN ◇ (404) 261-2971 ADDS: THE LIST IS FROZEN THIS WEEK,

## # 13 ◇ Long Island

WBLI • PD: BILL TERRY / MD: MARK LOBEL ◇ (516) 732-1061 ADDS: JANET JACKSON,

## # 14 ◇ Seattle

KPLZ • PD: CASEY KEATING / MD: MARK ALLEN ◇ (206) 223-5700 ADDS: BABYFACE, NELSON,

KUBE • PD: TOM HUTYLER / MD: RANDY IRWIN ◇ (206) 322-1622 ADDS: BAD ENGLISH, NELSON, THE SUNDAYS, AEROSMITH, BELL BIV DEVOE, FLEETWOOD MAC,

## # 15 ◇ St. Louis

KBQ • PD: LYNDON ABELL / MD: JIM ATKINSON ◇ (314) 644-1380 ADDS: THE TIME (#32), JOHNNY GILL (#34), JANET JACKSON (#38),

KHTK • PD: DEREK JOHNSON / MD: COLETTE GILBERT ◇ (314) 727-0808 ADDS: ANA (#7),

## # 16 ◇ San Diego

B100 • PD: MIKE NOVAK / MD: GENE KNIGHT ◇ (619) 292-7600 ADDS: WILSON PHILLIPS, MAXI PRIEST, TOMMY JAMES,

Q106 • PD: KEVIN WEATHERLY / MD: MICHELLE SANTOSUOSSO ◇ (619) 565-6006 ADDS: DEPECHE MODE, WILSON PHILLIPS, DOC BOX & B FRESH,

Z90 • PD/MD: RICK THOMAS ◇ (619) 585-9090 ADDS: JOHNNY GILL (#34), JANET JACKSON (#35),

## # 17 ◇ Baltimore

B104 • PD: STEVE PERUN / ASST. PD/MD: PAM TRICKETT ◇ (301) 466-9272 ADDS: 2 LIVE CREW, WILSON PHILLIPS,

## # 18 ◇ Minneapolis

KDWB-FM • PD: BRIAN PHILIPS / MD: MR. ED LAMBERT ◇ (612) 340-9000 ADDS: THE LIST IS FROZEN THIS WEEK, BABYFACE, STEVIE B, THE LIGHTNING SEEDS, AEROSMITH, BILLY IDOL (#24), POISON (#25),

WLOL-FM • PD: GREG STRASSELL / MD: OPEN ◇ (612) 340-9565 ADDS: LINEAR (#33), KYPER (#35), THE PARTY,

## # 19 ◇ Pittsburgh

B94 • PD: DANNY CLAYTON / MD: LORI CAMPBELL ◇ (412) 381-8100 ADDS: DEPECHE MODE, POISON,

WMXP • PD: RICH HAWKINS / MD: PAUL CRAMER ◇ (412) 821-6140 ADDS: BELL BIV DEVOE, TONY! TONY! TONE!,

## # 20 ◇ Anaheim

KEZY • PD: CRAIG POWERS / MD: OPEN ◇ (714) 774-9600 ADDS: TYLER COLLINS (#14), JANET JACKSON (#29), DON HENLEY (#30),

## # 21 ◇ Tampa

POWER PIG • PD: MARC CHASE / MD: JEFF KAPUGI ◇ (813) 839-9393 ADDS: THE TIME (#31), CALLOWAY (#32), PERFECT GENTLEMEN (#33), DOC BOX & B FRESH (#40),

Q105 • PD/MD: OPEN ◇ (813) 287-1047 ADDS: CALLOWAY, WILSON PHILLIPS (#29), BELL BIV DEVOE (#30),

## # 22 ◇ Cleveland

WPHR • PD: CAT THOMAS / MD: ED BROWN ◇ (216) 348-0108 ADDS: BAD ENGLISH, AEROSMITH, SEDUCTION, SNAP, PAUL YOUNG,

## # 23 ◇ Phoenix

KKFR • PD: STEVE SMITH / MD: JIM MORALES ◇ (602) 258-6161 ADDS: DOC BOX & B FRESH (#22), BLACK FLAMES, BRAT PACK, TIMMY T, THE PARTY,

KOY95 • PD: JAY STEVENS / MD: DENA YASNER ◇ (602) 258-8181 ADDS: JANET JACKSON, KID FROST, DOC BOX & B FRESH, MC HAMMER, BABYFACE,

KZZP • PD: BOB CASE / MD: DARCY SANDERS ◇ (602) 964-4000 ADDS: NO ADDS THIS WEEK,

## # 24 ◇ Denver

KS104 • PD: DAVE VAN STONE / ASST. PD/MD: STACY CANTRELL ◇ (303) 427-7700 ADDS: SWEET SENSATION, STEVIE V, 2 LIVE CREW,

Y108 • PD: MARK BOLKE / ASST. PD/MD: DOM TESTA ◇ (303) 989-1075 ADDS: TROOP, STEVIE V, POISON, TROOP (#29), AFTER 7 (#30),

## # 25 ◇ Portland

KKRZ • PD: MARK CAPPS / MD: BILL KEZLEY ◇ (503) 226-0100 ADDS: STEVIE B (#30), BRUCE HORNSBY, GLORIA ESTEFAN,

KXYQ • PD: JIM RYAN / MD: STEVE NAGANUMA ◇ (503) 226-6731 ADDS: NO ADDS THIS WEEK,

## # 26 ◇ Milwaukee

HOT102 • PD: GREG CASSIDY / MD: DANA LUNDON ◇ (414) 785-1021 ADDS: KEITH SWEAT (#33), STEVIE B (#37), MAXI PRIEST (#38), BELL BIV DEVOE (#39), THE PARTY (#40),

WKTI • PD: MIKE BERLAK / MD: OPEN ◇ (414) 332-9611 ADDS: SWEET SENSATION, BAD ENGLISH,

## # 27 ◇ Kansas City

KBEQ • PD: KAREN BARBER / ASST. PD/MD: JON ANTHONY ◇ (816) 531-2535 ADDS: LISA STANSFIELD, BRUCE HORNSBY, AEROSMITH, SWEET SENSATION,

KXXR • PD: GARY FRANKLIN / MD: STEVE DOUGLAS ◇ (816) 451-1065 ADDS: KYPER, JANET JACKSON, MARIAH CAREY, 49ERS, SEIKO and Donnie Wahlberg,

## # 28 ◇ Providence

PRO-FM • PD: PAUL "BOOM-BOOM" CANNON / MD: TONY BRISTOL ◇ (401) 433-4200 ADDS: MADONNA (#34), JANET JACKSON (#35), PAUL YOUNG, POISON, WILSON PHILLIPS,

## # 29 ◇ San Jose

HOT97.7 • PD: KEN RICHARDS / MD: JOHN CHRISTIAN ◇ (415) 948-0977 ADDS: MELLOW MAN ACE, TROOP, SOUL II SOUL, BROTHER BEYOND, CALLOWAY, STARLET,

KWSS • PD: LARRY MORGAN / MD: RICH ANHORN ◇ (408) 297-5977 ADDS: PAUL YOUNG,

## # 30 ◇ Sacramento

FM102 • PD/MD: BRIAN WHITE ◇ (916) 920-1025 ADDS: AFTER 7 (#29), DIGITAL UNDERGROUND (#30),

KROY • PD: JEFF McCARTNEY / ASST. PD/MD: THE ICEMAN ◇ (916) 446-5769 ADDS: BELL BIV DEVOE (#26), DOC BOX & B FRESH (#29), CALLOWAY, STEVIE V,

KWOD • PD: WILLY B. / MD: PAM GRUND ◇ (916) 929-5000 ADDS: MAXI PRIEST (#31), TROOP (#33), ANITA BAKER (#40),

## # 31 ◇ Cincinnati

Q102 • PD: DAVE ALLEN / ASST. PD/MD: BRIAN DOUGLAS ◇ (513) 763-5500 ADDS: JOHNNY GILL (#34), LINEAR (#35),

## # 32 ◇ Norfolk

WGH • PD: TONY MACRINI / MD: JEFF MOREAU ◇ (804) 826-1310 ADDS: POISON (#30), AEROSMITH (#33), D. HENLEY (#34), NELSON (#35), TIME,

WNVZ • PD: CHRIS BAILEY / MD: BEAVER CLEAVER ◇ (804) 497-1067 ADDS: M. MAN ACE, HEART, POISON, KYPER, AEROSMITH, LITA FORD,

## # 33 ◇ San Bernardino

KGGI • PD: LARRY MARTINO / MD: HARLEY DAVIDSON ◇ (714) 889-2651 ADDS: TROOP, KYPER, JOHNNY GILL,

## # 34 ◇ Columbus

WNCI • PD: DAVE ROBBINS / MD: JOHN CLINE ◇ (614) 224-9624 ADDS: DEPECHE MODE (#23), BAD ENGLISH (#24), GLORIA ESTEFAN (#25),

## # 35 ◇ New Orleans

B97 • PD: GREG ROLLING / MD: JOEY GIOVINGO ◇ (504) 581-7002 ADDS: BILLY IDOL (#28), WILSON PHILLIPS, BELL BIV DEVOE,

## # 36 ◇ San Antonio

KITY • PD: RICK UPTON / MD: STEPHANIE GRAMM ◇ (512) 225-5111 ADDS: KYPER (#27), THE PARTY (#29), AFTER 7, CALLOWAY,

KSAQ • PD: LEO VELA / MD: RIKKO ◇ (512) 271-9600 ADDS: MADONNA (#10), J. GILL (#16), D. HENLEY (#36), J. HEALEY BAND (#39), J. WIEDLIN (#40), SUNDAYS, ST. PAUL, M. PRIEST, CHRISTIANS,

KTFM • PD: RICK HAYES / MD: ROSS KNIGHT ◇ (512) 655-5500 ADDS: DOC BOX & B FRESH (#30), MAXI PRIEST, RAIANA PAIGE, THE PARTY,

## # 37 ◇ Indianapolis

WZPL • PD: DON LONDON / MD: MICHAEL POWERS ◇ (317) 637-8000 ADDS: HEART, EN VOGUE, MADONNA (#29), M. CAREY (#30),

## # 38 ◇ Salt Lake City

HOT94.9 • PD: LOU SIMON / MD: JOHN GRIFFIN ◇ (801) 359-9536 ADDS: CALLOWAY, JANE WIEDLIN, BLACK FLAMES, THE PARTY,

KCPX • PD: JERRY LOUSTEAU / ASST. PD/MD: BOB LABORDE ◇ (801) 485-6700 ADDS: A. BAKER, P. YOUNG, T. COLLINS,

KISN • PD: GARY WALDRON / MD: GARY MICHAELS ◇ (801) 262-9797 ADDS: NO ADDS THIS WEEK,

## # 39 ◇ Buffalo

MAJIC102 • PD: HANK NEVINS / MD: ROGER CHRISTIAN ◇ (716) 876-0930 ADDS: THE TIME (#29), STEVIE B (#30), KYPER, BROTHER BEYOND,

WKSE • PD: MIKE EDWARDS / MD: MIKE McGOWAN ◇ (716) 884-5101 ADDS: NO ADDS THIS WEEK,

## # 40 ◇ Hartford-New Haven

KC101 • PD: STEF RYBAK / ASST. PD/MD: TOM POLEMAN ◇ (203) 776-4012 ADDS: NEW KIDS ON THE BLOCK, BROTHER BEYOND, BAD ENGLISH, STEVIE B,

WKSS • PD: JEFFERSON WARD / MD: CHRIS WALSH ◇ (203) 249-9577 ADDS: STEVIE V, BETTY BOO, SEDUCTION (#25), SWEET SENSATION (#28),

WTIC-FM • PD: TOM MITCHELL / MD: MIKE WEST ◇ (203) 522-1080 ADDS: TIMMY T, 2 LIVE CREW (#37), WILSON PHILLIPS (#38), STEVIE V (#39),

## # 41 ◇ Charlotte

WCKZ-FM • PD: MARK SHANDS / MD: ERIK BRADLEY ◇ (704) 342-4102 ADDS: 2 LIVE CREW, DOC BOX & B FRESH, CALLOWAY (#25), MC HAMMER, PERFECT GENTLEMEN, DIGITAL UNDERGROUND,

WZZG • PD: DWAYNE WARD / MD: RAY MARINER ◇ (704) 392-6191 ADDS: JANET JACKSON, STEVIE B,

## # 42 ◇ Memphis

FM100 • PD/MD: STEVE CONLEY ◇ (901) 726-0468 ADDS: JANET JACKSON, HUMAN RADIO,

## # 43 ◇ Orlando

102JAMZ • PD: DUFF LINDSEY / MD: CEDRIC HOLLYWOOD ◇ (407) 788-1400 ADDS: MC HAMMER (#35), EN VOGUE, WAS (NOT WAS), WHISPERS, MAGIC MIKE, THE BOYS, BASIC BLACK,

MIX105.1 • PD: BRIAN THOMAS / MD: RICK STONE ◇ (407) 629-5105 ADDS: LISA STANSFIELD, PAUL YOUNG,

XL106.7 • PD: STEVE KELLY / MD: ROD LAUDERDALE ◇ (407) 339-1067 ADDS: TYLER COLLINS (#30), MARIAH CAREY (#32), WILSON PHILLIPS (#35), THE LIGHTNING SEEDS, NELSON, BROTHER BEYOND,

## # 44 ◇ Monmouth-Ocean, NJ

WJLK-FM • PD: BRAD HOLCOMB / MD: GARY GUIDA ◇ (201) 774-7700 ADDS: PAUL YOUNG (#25), JANET JACKSON (#28), JIMMY RYSER (#30),

WJRZ • PD: LANCE DE BOCK / MD: PETE JARRETT ◇ (609) 597-1100 ADDS: SINEAD O'CONNOR, JANET JACKSON, SWEET SENSATION (#24), THE LIGHTNING SEEDS, PAUL YOUNG,

## # 45 ◇ Rochester

98PXY • PD: KEVIN KENNY / MD: CAT COLLINS ◇ (716) 325-5300 ADDS: FAITH NO MORE (#29), BRUCE HORNSBY, POISON, KYPER,

## # 46 ◇ Nashville

Y107 • PD: LOUIS KAPLAN / MD: HAWK HARRISON ◇ (615) 256-6556 ADDS: BELL BIV DEVOE, HEART, TROOP, CALLOWAY,

## # 47 ◇ Oklahoma City

KJ103 • PD: MIKE MCCOY / MD: BILLY THE KIDD ◇ (405) 840-5271 ADDS: MICHAEL BOLTON (#28), THE TIME (#24), SNAP (#30), ANITA BAKER, TROOP,

Z99 • PD/MD: BRETT DUMLER ◇ (405) 942-3399 ADDS: AFTER 7, LINEAR, PAUL YOUNG, MADONNA,

## # 48 ◇ Dayton

WGTZ • PD: JEFF BALLENTINE / MD: RANDY ROSS ◇ (513) 294-5858 ADDS: NO ADDS THIS WEEK,

## # 49 ◇ Louisville

WDJX • PD: CHRIS SHEBEL / MD: JILL MEYER ◇ (502) 589-4800 ADDS: WILSON PHILLIPS, SNAP, THE LIGHTNING SEEDS, MC HAMMER,

## # 50 ◇ Greensboro/Winston-Salem

WJMH • PD: CHRIS BAILEY / MD: KELLY MASTERS ◇ (919) 855-6500 ADDS: POOR RIGHTEOUS TEACHER, HOWARD HEWETT, 2 LIVE CREW, THE BOYS, CALLOWAY, WHISPERS,

WKSI • PD: OPEN / MD: GREG STEVENS ◇ (919) 275-9895 ADDS: SWEET SENSATION, MOTLEY CRUE, SEDUCTION, SNAP,

WKZL • PD: CHUCK HOLLOWAY / MD: SAM REYNOLDS ◇ (919) 759-2316 ADDS: DON HENLEY, GLORIA ESTEFAN,

## Montreal, Canada

CKOI • PD: BOB LEBOURD / MD: GUY BROUILLARD ◇ (514) 766-2311 ADDS: GLENN MEDEIROS f./Bobby Brown, POISON, ST. PAUL, PAUL YOUNG, WORLD PARTY (#38), CELINE DION,

## THE TOP TRENDSETTERS

930 / Syracuse ◇ PD: NEIL SULLIVAN / MD: GARY DUNES ◇ (315) 446-9090 = ADDS: EN VOGUE (#35), SNAP (#36), STEVIE B (#37), NELSON (#38), PAUL YOUNG (#39), ST. PAUL (#40), DANGER DANGER,

930MD / Alexandria ◇ PD: HOLLYWOOD HARRISON / MD: TERRI KNIGHT ◇ (318) 445-1234 = ADDS: ST. PAUL, NELSON, DON HENLEY, SWEET SENSATION, GEORGE LAMOND, DANGER DANGER, JANET JACKSON, JANE CHILD,

955X / Charleston ◇ PD/MD: WALT SPECK ◇ (803) 849-9500 = ADDS: MADONNA (#20), JANET JACKSON (#25), BABYFACE (#28), WILSON PHILLIPS (#30), DANGER DANGER, BROTHER BEYOND,

95XL / Parkersburg ◇ PD/MD: LARRY HUGHES ◇ (304) 485-7425 = ADDS: POISON, JANET JACKSON, MARIAH CAREY, JOHNNY GILL,

95XXX / Burlington ◇ PD: OPEN / MD: J.J. RILEY ◇ (802) 655-9530 = ADDS: M.C. HAMMER, KEITH SWEAT, STEVIE B,

97KYN / St. Mary's ◇ PD: GARY MITCHELL / MD: DREW DERSHIMER ◇ (814) 834-9700 = ADDS: ANITA BAKER,

99.9KH / Ocean City ◇ PD: HITMAN / MD: KEVIN OCEAN ◇ (301) 289-3456 = ADDS: HEART, TROOP ELECTRIC BOYS, MAXI PRIEST, GLORIA ESTEFAN, SOUL II SOUL, PARTNERS IN KRYME, JANET JACKSON,

99WGY / Schenectady ◇ PD: TOM PARKER / MD: MARTY LEBERE ◇ (518) 381-4800 = ADDS: DON HENLEY, BRAT PACK, KYPER, JANE WIEDLIN, PAUL YOUNG, FAITH NO MORE,

89B / Kalamazoo ◇ PD/MD: BENNY B. JR. ◇ (406) 862-5565 = ADDS: PAUL YOUNG,

FM104 / Modesto ◇ PD: GARY DEMARONEY / MD: ERIC HOFFMAN ◇ (209) 572-0104 = ADDS: M.C. HAMMER, LINEAR, PAUL YOUNG, CONCRETE BLONDE,

G105 / Raleigh ◇ PD: BRIAN PATRICK / MD: JIM HARRISON ◇ (919) 683-2055 = ADDS: POISON (#31), WILSON PHILLIPS (#32), BRUCE HORNSBY (#33), JANET JACKSON (#34), KYPER,

G98 / Portland ◇ PD: JIM RANDALL / MD: JON BRYANT ◇ (207) 775-6321 = ADDS: BABYFACE,

HOT104 / Greenville ◇ PD: JOHN STEVENS / MD: STEVE DAVIS ◇ (919) 830-1110 = ADDS: THE TIME (#22), STEVIE B (#25), CALLOWAY (#26), AFTER 7 (#27), LINEAR, THE PARTY,

HOT95 / Jackson ◇ PD: ALBREY PRINCE / MD: DAVE MORALES ◇ (601) 366-1989 = ADDS: WHISPERS, DOC BOX & B FRESH, NEW KIDS ON THE BLOCK, AFTER 7 (#33), CALLOWAY (#34),

HOT99.9 / Easton ◇ PD: JIM SCHAEFER / MD: ERIC STRYKER ◇ (215) 258-6155 = ADDS: SWEET SENSATION, JANET JACKSON, BABYFACE, LINEAR,

HOT94 / Honolulu ◇ PD: ALAN ODA / MD: JAMES BENDER ◇ (808) 531-4602 = ADDS: TIMMY T, PALAMA PARTY, NEW GENERATION,

JET-FM / Erie ◇ PD: JIM COOK / MD: ROBIN BANKS ◇ (814) 455-2741 = ADDS: DON HENLEY, GLORIA ESTEFAN, JANET JACKSON (#34), THE TIME (#35),

K104 / Erie ◇ PD/MD: CHRIS SQUIRES ◇ (814) 452-2041 = ADDS: GLENN MEDEIROS f./BOBBY BROWN, TYLER COLLINS,

K106 / Beaumont ◇ PD: NEIL HARRISON / MD: PAUL PACE ◇ (409) 769-2475 = ADDS: JANET JACKSON, STEVIE B, TROOP, CALLOWAY,

K92 / Roanoke ◇ PD: EDDIE HASKELL / MD: DAVID LEE MICHAELS ◇ (703) 774-9200 = ADDS: AEROSMITH, M.C. HAMMER, HEART, JANET JACKSON,

KAG0 / Klamath Falls ◇ PD: MIKE GARRARD / MD: CNOY STARR ◇ (503) 884-0661 = ADDS: AFTER 7, JIMMY RYSER, PROPAGANDA, KEITH SWEAT, MAXI PRIEST,

KAMZ / El Paso ◇ PD: JOHN ALLEN WETZ / MD: DAN MALBAEZ ◇ (915) 544-7600 = ADDS: JANET JACKSON (#24), THE TIME, BELL BIV DEVOE,

KAYI / Tulsa ◇ PD: JAN DEAN / MD: OPEN ◇ (918) 492-2020 = ADDS: WILSON PHILLIPS, POISON, SEDUCTION,

KBFM / McAllen-Brownsville ◇ PD: DUSTY HAYES / ASST. PD/MD: BILLY SANTIAGO ◇ (512) 383-4961 = ADDS: POISON, BABYFACE, TROOP, PAUL YOUNG, SOUL II SOUL,

KBOS / Fresno ◇ PD: JEFF DAVIS / MD: DON PARKER ◇ (209) 237-9362 = ADDS: BELL BIV DEVOE (#40), TROOP, AFTER 7, BROTHER BEYOND, THE PARTY, DOC BOX & B FRESH,

KBOZ / Bozeman ◇ PD: DUANE BARNHART / MD: ROGER NELSON ◇ (406) 586-5466 = ADDS: FLEETWOOD MAC, M.C. HAMMER, STEVIE B,

KBTS / Austin ◇ PD: LISA TONACCI / MD: TRACY AUSTIN ◇ (512) 345-9300 = ADDS: POISON (#37), PAUL YOUNG (#38), TROOP (#39), BRAT PACK (#40),

KCAQ / Oxnard ◇ PD: ROOSTER RHODES / MD: ANNE SAGE ◇ (805) 483-1000 = ADDS: M.C. HAMMER, CALLOWAY, KYPER, BELL BIV DEVOE,

KCHX / Midland ◇ PD/MD: CRAIG ROBERTS ◇ (915) 561-8833 = ADDS: POISON (#28), CALLOWAY, ELECTRIC BOYS, KID FROST, SINEAD O'CONNOR, DON HENLEY, M.C. HAMMER,

KCLD / St. Cloud ◇ PD: BRIAN WRIGHT / MD: CHARLIE DOUGLAS ◇ (512) 251-1450 = ADDS: WILSON PHILLIPS (#31), M.C. HAMMER (#32), POISON (#25), BRUCE HORNSBY (#28), JANET JACKSON (#29),

KCMQ / Columbia ◇ PD: BRIAN HANSON / MD: OPEN ◇ (314) 449-2433 = ADDS: M.C. HAMMER, HUMAN RADIO, BROTHER BEYOND, CALLOWAY, FAITH NO MORE,

KDON / Salinas ◇ PD: JAMIE HYATT / MD: EFREN SIFUENTES ◇ (408) 422-3365 = ADDS: AFTER 7, FAN CLUB, DEF CON FOUR, THE PARTY, TIMMY T, TROOP,

KEEZ / Mankato ◇ PD: MARK SEGER / MD: MIKE MURPHY ◇ (507) 345-4646 = ADDS: DON HENLEY (#38), BABYFACE (#39), JANET JACKSON (#40), JEFF HEALEY BAND, ST. PAUL, PAUL YOUNG, TOMMY JAMES,

KEWB / Redding ◇ PD/MD: SIMON DE LA ROSA ◇ (916) 243-5392 = ADDS: JANET JACKSON (#27), POISON (#30),

KF95 / Boise ◇ PD/MD: MIKE KASPER ◇ (208) 888-4321 = ADDS: STEVIE B (#38), NELSON, SEIKO and Donnie Wahlberg, AEROSMITH, CALLOWAY,

KFB0 / Waynesville ◇ PD: STEVEN GREENLEE / MD: TIM MCNUTT ◇ (314) 336-3133 = ADDS: JEFF HEALEY BAND, AEROSMITH (#31), WILSON PHILLIPS (#33), GREGORY GRAY,

KFBQ / Cheyenne ◇ PD: J.D. DANIELS / MD: MICHAEL GAMBY ◇ (307) 634-4461 = ADDS: M.C. HAMMER, NELSON, ST. PAUL, PAUL YOUNG, MAXI PRIEST, JIMMY RYSER, THE CHRISTIANS, DON HENLEY, JANET JACKSON (#38),

KFFM / Yakima ◇ PD/MD: GREG ADAMS ◇ (509) 248-1460 = ADDS: M.C. HAMMER, SNAP, FLEETWOOD MAC, THE PARTY, ST. PAUL,

KFRX / Lincoln ◇ PD: J.J. COOK / MD: SUNNY VALENTINE ◇ (402) 483-5100 = ADDS: THE TIME, ST. PAUL, JIMMY RYSER, NELSON, M.C. HAMMER, HEART, JANET JACKSON, POISON,

KFTZ / Idaho Falls ◇ PD: RICH SUMMERS / MD: MUNDY KARY ◇ (208) 523-3722 = ADDS: FLEETWOOD MAC, M.C. HAMMER, JANE WIEDLIN, THE SUNDAYS,

KG95 / Sioux City ◇ PD: DENNY ANDERSON / MD: KEVIN COLLINS ◇ (712) 258-5595 = ADDS: JANET JACKSON, JEFF HEALEY BAND,

KGGG / Rapid City ◇ PD: RICK ALLEN / MD: SCOTT BRADLEY ◇ 605 348-1100 = ADDS: JANET JACKSON, PAUL YOUNG, MADONNA, NELSON,

KGWY / Gillette ◇ PD: MICHAEL BERRY / MD: MARTHA STEELE ◇ (307) 686-2242 = ADDS: STEVIE B, TONY LEAMANS, NELSON, DON HENLEY,

KHFI / Austin ◇ PD/MD: SELBY EDWARDS ◇ (512) 474-9233 = ADDS: M.C. HAMMER, ST. PAUL, THE TIME,

KHOK / Great Bend ◇ PD/MD: DARREL BIEKER ◇ None = ADDS: SLYCE, NELSON, POISON, FLEETWOOD MAC, JANET JACKSON, SINEAD O'CONNOR, LINEAR, JEFF HEALEY BAND,

KHSS / Walla Walla ◇ PD: THOMAS HODGINS / MD: CHUCK STEVENS ◇ (509) 522-5412 = ADDS: BABYFACE (#40), BRUCE HORNSBY (#31), DON HENLEY, SLYCE, THE TIME, TOMMY JAMES,

KHIT / Santa Rosa ◇ PD: JEFF COCHRAN / MD: GLENN MITCHELL ◇ (707) 545-3313 = ADDS: POISON (#36), THE LIGHTNING SEEDS (#37), JEFF HEALEY BAND (#38), ST. PAUL (#39), MAXI PRIEST (#40),

KISQ / Corpus Christi ◇ PD: TOD TUCKER / MD: SEAN HALL ◇ (512) 888-5555 = ADDS: NO ADDS THIS WEEK,

KISR / Fort Smith ◇ PD/MD: KEN WALL ◇ (501) 785-2526 = ADDS: POISON, STEVIE B, SINEAD O'CONNOR, FAITH NO MORE, M.C. HAMMER, MISSISSIPPI J.K.,

KJXR / Ponca City ◇ PD/MD: T. MORGAN ◇ (405) 765-5491 = ADDS: POISON (#38) BABYFACE (#39), JANET JACKSON (#40), GEORGE LAMOND, DOY HENLEY, JEFF HEALEY BAND, NELSON, PAUL YOUNG, ST. PAUL, THE SKAM,

KKXS / Killeen ◇ PD: CHUCK BAKER / ASST. PD/MD: GARY RHODES ◇ (817) 699-5000 = ADDS: JEFF HEALEY BAND, PAUL YOUNG, JIMMY RYSER, FAITH NO MORE, JANET JACKSON,

KKXY / San Angelo ◇ PD/MD: JEFF GARRISON ◇ (915) 653-3347 = ADDS: THE TIME (#40), HEART, SINEAD O'CONNOR, DON HENLEY, SNAP (#37),

KKLS / Hays/Great Bend ◇ PD: JACK CREESE / MD: DARREN BUTLER ◇ (913) 628-1064 = ADDS: DON HIXON, JEFF HEALEY BAND, PAUL YOUNG, POISON (#30), THE CHRISTIANS, FLEETWOOD MAC, JANET JACKSON, THE SKAM,

KKBG / Hilo ◇ PD/MD: DANNY AUSTIN ◇ (808) 961-0651 = ADDS: POISON, PAUL YOUNG, THE TIME,

KKIS / Walnut Creek/San Francisco ◇ PD: JADA BROWN / MD: JEFF MANN ◇ (707) 428-5134 = ADDS: STEVIE B, THE TIME,

KKMG / Colorado Springs ◇ PD: SCOOTER B. STEVENS / MD: TRIVOR CAREY ◇ (719) 576-1100 = ADDS: GLORIA ESTEFAN, BLACK FLAMES, SOUL II SOUL, LINEAR, CALLOWAY,

KKRFM / Sioux Falls ◇ PD: BILL DANIELS / ASST. PD/MD: DEB CHRISTI ◇ (605) 335-6500 = ADDS: KILLER DWARFS (#34), JOAN HART (#35),

KKRD / Wichita ◇ PD: JACK OLIVER / MD: GREG WILLIAMS ◇ (316) 265-0721 = ADDS: KYPER, PAUL YOUNG, GEORGE LAMOND,

KKSS-FM / Albuquerque ◇ PD/MD: JOHN JAYNES ◇ (505) 265-1431 = ADDS: BELL BIV DEVOE, JANET JACKSON, LINEAR, ST. PAUL,

KKXX / Bakersfield ◇ PD/MD: CHRIS SQUIRES ◇ (805) 322-9929 = ADDS: FAN CLUB, BELL BIV DEVOE, THE PARTY, KYPER, KID FROST, MAXI PRIEST,

KKYK / Little Rock ◇ PD: BRIAN BRIDGMAN / MD: CHRISTY ROBERTS ◇ (501) 661-7570 = ADDS: POISON,

KLBO / El Dorado ◇ PD: MICHAEL STEEL / MD: RON WEST ◇ (501) 863-5121 = ADDS: WILSON PHILLIPS, JANET JACKSON, NELSON, THE TIME, POISON, STEVIE B, SNAP (#19),

KLUC / Las Vegas ◇ PD: JERRY DEAN / ASST. PD/MD: JAY TAYLOR ◇ (702) 739-9383 = ADDS: SNAP (#28), THE PARTY (#29), PERFECT GENTLEMEN (#30),

KLYK / Langview/Kaloo ◇ PD: BOB HART / ASST. PD/MD: MIKE STONE ◇ (206) 425-1500 = ADDS: JANET JACKSON, FLEETWOOD MAC, JANE WIEDLIN, TONY LEAMANS,

KLYV / Dubuque ◇ PD: JEFF DAVIS / MD: TIM JANSEN ◇ (319) 557-1040 = ADDS: POISON, ST. PAUL, AEROSMITH, STEVIE B,

KMOK / Lovison ◇ PD: KEITH HAVENS / MD: KEVIN CHASE ◇ (208) 746-5056 = ADDS: POISON (#27), JANET JACKSON (#35), FAITH NO MORE, NELSON, BRAT PACK, M.C. HAMMER, GLORIA ESTEFAN, JANE WIEDLIN,

KNEN / Norfolk ◇ PD: DOUG KOEHN / MD: TODD MICHAELS ◇ (402) 379-3300 = ADDS: NELSON, FLEETWOOD MAC, DON HENLEY, JANET JACKSON, GLORIA ESTEFAN,

KNIN / Wichita Falls ◇ PD: JAY MICHAELS / MD: JIM SCOTT ◇ (817) 855-6924 = ADDS: LINEAR (#34), JANE WIEDLIN (#36), PAUL YOUNG (#37), THE SUNDAYS, ST. PAUL,

KOKZ / Waterloo/Cedar Rapids ◇ PD: KAIT SIMON / MD: RON NEWMAN ◇ (319) 233-3371 = ADDS: SEIKO and Donnie Wahlberg,

KOYE / Laredo ◇ PD/MD: STEVE CHASE ◇ (512) 723-4396 = ADDS: KYPER (#28), ST. PAUL, POISON, JEFF HEALEY BAND, NELSON,

KPAT / Sioux Falls ◇ PD: SCOTT MAQUIRE / MD: COREY WARD ◇ (605) 339-9999 = ADDS: FLEETWOOD MAC (#29), JANE WIEDLIN (#30),

KPRR / El Paso ◇ PD/MD: ELLI MOLANO ◇ (915) 532-6515 = ADDS: MADONNA (#28), DIGITAL UNDERGROUND, KEITH SWEAT, ANITA BAKER, LINEAR, CALLOWAY,

KPXI / Mt. Pleasant ◇ PD: STEVE BAILEY / ASST. PD/MD: MIKE FULGHAM ◇ (214) 572-8726 = ADDS: JANET JACKSON (#21), ELECTRIC BOYS (#40), PAUL YOUNG, THE SUNDAYS, THE CHRISTMAS,

KPKR / Anchorage ◇ PD/MD: STEVE KNOLL ◇ (907) 243-3141 = ADDS: SNAP (#30), JANET JACKSON (#33), POISON (#34), BROTHER BEYOND (#35),

KQCR / Cedar Rapids ◇ PD: GARY DIXON / MD: J.J. GERARD ◇ (319) 363-2061 = ADDS: SNAP, DON HENLEY, STEVIE B, BRAT PACK, HEART,

KQHT / Grand Forks ◇ PD: RAY BELL / MD: JAY MURPHY ◇ (701) 746-1413 = ADDS: PAUL YOUNG, NELSON, HUMAN RADIO,

KQKZ / Amarillo ◇ PD/MD: JON ANDERSON ◇ (806) 353-6663 = ADDS: JANE WIEDLIN, CALLOWAY, JEFF HEALEY BAND, THE SUNDAYS, KYPER,

KQKQ / Omaha ◇ PD/MD: DREW BENTLEY ◇ (402) 342-2000 = ADDS: STEVIE B, JANET JACKSON, DANGER DANGER, THE LIGHTNING SEEDS, DON HENLEY,

KQKY-FM / Kearney ◇ PD/MD: MITCH COOLEY ◇ (308) 236-6464 = ADDS: TOMMY JAMES, GLORIA ESTEFAN, FLEETWOOD MAC, ST. PAUL, MADONNA,

KOLA / Manhattan ◇ PD: MIKE TEHAT / MD: None ◇ (913) 776-0104 = ADDS: M.C. HAMMER, AEROSMITH, NELSON, BRUCE HORNSBY,

KOMQ / Honolulu ◇ PD: KIMO AKANE / ASST. PD/MD: KRIS HART ◇ (808) 539-9369 = ADDS: SOUL II SOUL, SINEAD O'CONNOR, MAXI PRIEST, SEIKO and Donnie Wahlberg, BASIA, GO WEST,

KRNO / Des Moines ◇ PD: CHUCK KNIGHT / MD: BOB LEWIS ◇ (515) 280-1350 = ADDS: WILSON PHILLIPS (#28), JANE WIEDLIN (#29),

KRO / Tucson ◇ PD: JOHN PEAKE / ASST. PD/MD: ROGER SCOTT ◇ (602) 323-9400 = ADDS: EN VOGUE,

KRRG / Laredo ◇ PD: KIRK DAVIDSON / MD: TINA SIMONET ◇ (512) 724-9800 = ADDS: PERFECT GENTLEMEN, ST. PAUL, SNAP,

KSAG / Salina ◇ PD/MD: RUSTY KEYES ◇ (913) 825-4631 = ADDS: JANE WIEDLIN, FLEETWOOD MAC, MAXI PRIEST, HUMAN RADIO, BRAT PACK,

KSMB / Lafayette ◇ PD: STEVE SMALL / MD: "FAST EDDIE" NELSON ◇ (318) 232-1311 = ADDS: BABYFACE, POISON,

KSND / Eugene ◇ PD: BWANA JOHNNY / MD: LOUTA VELEZ ◇ (503) 686-9123 = ADDS: JEFF HEALEY BAND, CALLOWAY, JOHNNY GILL, TROOP, MAXI PRIEST, THE CHRISTIANS,

KTMT / Medford ◇ PD: MITCH STEWART / MD: GRANT TRESSEL ◇ (503) 779-1550 = ADDS: FLEETWOOD MAC, NELSON, CALLOWAY, ELECTRIC BOYS,

KTRS / Casper ◇ PD: PETER MASSE / MD: OPEN ◇ (307) 235-7000 = ADDS: JEFF HEALEY BAND, STEVIE B, SINEAD O'CONNOR, M.C. HAMMER, JANET JACKSON,

# TOP40 ADDS

## The Top Trendsetters In America

KTUX / Shreveport ◊ PD: KEN SHEPHERD / MD: KEITH GREER ◊ (318) 635-9999 = ADDS: PAUL YOUNG (#37), GEORGE LAMOND (#38), FAITH NO MORE (#39), JANET JACKSON (#40).

KTYX / Jefferson City ◊ PD: BOBBY JACKSON / MD: KEVIN MICHAELS ◊ (314) 893-5696 = ADDS: AEROSMITH, DON HENLEY, NELSON, JANET JACKSON, LINEAR, WINGER, SNAP.

KULB / Bozeman ◊ PD: JIM DIAMOND / MD: STEVE JACKSON ◊ (406) 586-2343 = ADDS: BRUCE HORNSBY (#31).

KVTI / Tacoma ◊ PD/MD: JOHN MANGAN ◊ (206) 756-5884 = ADDS: BRUCE HORNSBY (#30), JANET JACKSON (#32), AEROSMITH, SEIKO and Donnie Wahlberg, BOOM CRASH OPERA, ELECTRIC BOYS.

KWNZ / Reno ◊ PD: RAY KALLUSA / MD: RICK CARTER ◊ (702) 323-0123 = ADDS: DON HENLEY, POISON, JANET JACKSON, M.C. HAMMER.

KWTF-FM / Waco ◊ PD: DAVE CHRISTOPHER / MD: OPEN ◊ (817) 776-1330 = ADDS: JIMMY RYSER, ST. PAUL, JANET JACKSON, DON HENLEY.

KXIQ / Bend ◊ PD/MD: GREGG LENNY ◊ (503) 382-5611 = ADDS: JANET JACKSON (#22), POISON (#23), THE TIME (#24), WILSON PHILLIPS (#25), PAUL YOUNG (#27), M.C. HAMMER (#29).

KYNZ / Ardmore ◊ PD: SCOTT BENTON / MD: WIN PUTTON ◊ (405) 226-8475 = ADDS: ST. PAUL, HEART, BRUCE HORNSBY, AEROSMITH (#35), WILSON PHILLIPS (#37).

KYRK / Las Vegas ◊ PD: OPEN / MD: CORY RICHARDS ◊ (702) 731-9797 = ADDS: BABYFACE (#25).

KYYY / Bismarck ◊ PD/MD: BOB BECK ◊ (701) 224-9393 = ADDS: MAXI PRIEST, NELSON, LINEAR, JANE WIEDLIN, FAITH NO MORE.

KZ93 / Peoria ◊ PD: KEITH EDWARDS / MD: GENE STERN ◊ (309) 688-3131 = ADDS: BILLY IDOL (#28), THE TIME, DON HENLEY.

KZBB / Ft. Smith ◊ PD: TOM BROWNE / MD: WILLIE STEVENS ◊ (501) 646-2000 = ADDS: DANGER DANGER, SEDUCTION, JANE WIEDLIN, WILSON PHILLIPS, ST. PAUL.

KZFM / Corpus Christi ◊ PD: I.O. GONZALES / ASST. PD/MD: DANNY ◊ (512) 883-3516 = ADDS: WILSON PHILLIPS, MADONNA, TROOP, SINEAD O'CONNOR, CALLOWAY.

KZLI / Lubbock ◊ PD/MD: CHUCK LUCK ◊ (806) 794-7979 = ADDS: ST. PAUL, THE LIGHTNING SEEDS, NELSON, STEVIE B, AEROSMITH.

KZKO / Duluth ◊ PD: JOHN MICHAELS / MD: TOMMY B ◊ (218) 728-6406 = ADDS: THE TIME, DANGER DANGER, ANITA BAKER, NELSON, THE LIGHTNING SEEDS, FLEETWOOD MAC.

KZMC / McCook ◊ PD: CATHY CARTWRIGHT / MD: STEVE LEPPER ◊ (308) 345-1981 = ADDS: SINEAD O'CONNOR (#38), KYPER, JEFF HEALEY BAND, ELECTRIC BOYS, TROOP.

KZOR / Hobbs ◊ PD: HARRY HARLAN / MD: PHIL HOUSTON ◊ (505) 397-4969 = ADDS: SNAP (#38).

KZOU / Little Rock ◊ PD: PETER STEWART / MD: GREG GEARY ◊ (501) 661-0150 = ADDS: GLORIA ESTEFAN, ST. PAUL, STEVIE B.

KZQZ / San Luis Obispo ◊ PD: CHRIS RUH / MD: RICK ANDREWS ◊ (805) 489-1280 = ADDS: CALLOWAY, POISON, ST. PAUL, LINEAR, BELL BIV DEVOE.

KZZU / Spokane ◊ PD: KEN HOPKINS / MD: CHUCK MATHESON ◊ (509) 536-5555 = ADDS: FLEETWOOD MAC, SWEET SENSATION, JANE WIEDLIN, MAXI PRIEST, JEFF HEALEY BAND.

MAX94 / Rolla ◊ PD: TIM FLOYD / MD: ANGIE V ◊ (314) 346-1590 = ADDS: FLEETWOOD MAC (#24), POISON (#23), CROSBY, STILLS & NASH (#21).

POWER108 / Gulfport ◊ PD: STEVE SPILLMAN / MD: RAY MILLER ◊ (601) 832-5111 = ADDS: BELL BIV DEVOE.

POWER94.5 / Junction City ◊ PD: JAMES PHELPS / MD: KEVIN COLLINS ◊ (913) 776-9494 = ADDS: POISON (#38), THE TIME (#39).

Q104 / Gadsden ◊ PD: LEO DAVIS / MD: JEFF DONAVAN ◊ (205) 543-3246 = ADDS: PAUL YOUNG, SNAP, PARTNERS IN KRYME.

SLY96 / San Luis Obispo ◊ PD: JONATHAN HARTE / MD: DEAN CLARK ◊ (805) 543-9400 = ADDS: POISON, DON HENLEY, ST. PAUL, CALLOWAY, BRAT PACK, SNAP.

WAAL / Binghamton ◊ PD: DON MORGAN / ASST. PD/MD: MIKE ORZEL ◊ (607) 772-8850 = ADDS: ST. PAUL (#35), PAUL YOUNG (#36), JANE CHILD (#38), SINEAD O'CONNOR (#39), SEIKO and Donnie Wahlberg (#40), GEORGE LAMOND, ANITA BAKER, CROSBY, STILLS & NASH.

WABB / Mobile ◊ PD: LESLIE FRAM / MD: KEVIN (WOODY) PETERSON ◊ (205) 432-5572 = ADDS: POISON, M.C. HAMMER, SNAP.

WANS / Greenville ◊ PD: BILL CATCHER / MD: HOLLYWOOD JOE ◊ (803) 224-3424 = ADDS: CALLOWAY, PAUL YOUNG, POISON.

WAPI / Birmingham ◊ PD: MARK ST. JOHN / ASST. PD/MD: SCOTT BOHANNON ◊ (205) 933-9274 = ADDS: THE LIST IS FROZEN THIS WEEK.

WAYS / Macon ◊ PD: RICK WOODSELL / MD: SCOTT TYLER ◊ (912) 741-9999 = ADDS: SNAP (#34), HEART, DANGER DANGER, BROTHER BEYOND, MAXI PRIEST, NELSON, ELECTRIC BOYS.

WAZY / Lafayette ◊ PD: MARK GALLAGHER / MD: JIM CERONE ◊ (317) 474-1410 = ADDS: GLORIA ESTEFAN, ANITA BAKER, POISON, THE TIME, SNAP.

WBCE-FM / Pritchard ◊ PD/MD: RYAN WALKER ◊ (413) 499-3333 = ADDS: BRENDA RUSSELL, POISON, AFTER 7, JIMMY RYSER, DANGER DANGER, PERFECT GENTLEMEN.

WBND / Bloomington ◊ PD: J.D. SCOTT / MD: JOHN WEIS ◊ (309) 829-1221 = ADDS: DON HENLEY, JANET JACKSON, ST. PAUL, STEVIE B, NELSON.

WBWB / Bloomington ◊ PD: MARK CALLAGHAN / MD: JIM CERONE ◊ (812) 332-9292 = ADDS: POISON, ST. PAUL, THE TIME, WILSON PHILLIPS.

WCIL-FM / Carbondale ◊ PD/MD: TONY WALTERS ◊ (618) 457-8114 = ADDS: POISON, HEART, WILSON PHILLIPS, NELSON, SWEET SENSATION, SEDUCTION.

WDBR / Springfield ◊ PD: JIM MOORE / MD: TERRENCE LEE ◊ (217) 753-5400 = ADDS: WILSON PHILLIPS, MAXI PRIEST, DON HENLEY, PAUL YOUNG, SINEAD O'CONNOR, JIMMY RYSER.

WDEK / DeKalb ◊ PD: DAVE BAVIDO / MD: GAIL HENNING ◊ (815) 756-9250 = ADDS: THE LIST IS FROZEN THIS WEEK.

WERZ / Exeter ◊ PD: PETER FALCONI / MD: SCOTT LIEF ◊ (603) 772-4757 = ADDS: PAUL YOUNG (#40), ST. PAUL, M.C. HAMMER, JIMMY RYSER.

WFME / Baton Rouge ◊ PD: JOHNNY A / MD: HOLLYWOOD HARRISON ◊ (504) 383-5271 = ADDS: JANET JACKSON (#30), STEVIE B (#35), CALLOWAY, MAXI PRIEST, GLORIA ESTEFAN, BELL BIV DEVOE, WHISPERS, KEITH SWEAT, STACYE & KIMIKO.

WGOR / Detroit ◊ PD: CURT SPAIN / MD: ANDY TAYLOR ◊ (517) 669-8361 = ADDS: SEDUCTION (#32), TROOP, MELLOW MAN ACE.

WGRD / Grand Rapids ◊ PD: RON BRANDON / MD: OPEN ◊ (616) 459-4111 = ADDS: M.C. HAMMER (#23), GEORGE LAMOND (#24).

WHDO / Claremont ◊ PD: KEN BARLOW / MD: DAVID ASHTON ◊ (603) 542-7735 = ADDS: PERFECT GENTLEMEN, M.C. HAMMER, FLEETWOOD MAC, POISON, JEFF HEALEY BAND.

WHYF-FM / Montgomery ◊ PD: LARRY STEVENS / MD: NIKKI STEWART ◊ (205) 264-2288 = ADDS: CALLOWAY, LINEAR, JANE WIEDLIN, PAUL YOUNG.

WHOT / Youngstown ◊ PD/MD: DICK THOMPSON ◊ (216) 783-1000 = ADDS: BABYFACE, WILSON PHILLIPS, DON HENLEY.

WHYO / S. Williamsport ◊ PD: JOHNATHAN RUSH / MD: TED MINIER ◊ (717) 546-5522 = ADDS: FLEETWOOD MAC, CALLOWAY, THE SUNDAYS.

WIBW / Topoka ◊ PD: DAVE ALEXANDER / MD: MARY O'CONNOR ◊ (913) 272-3456 = ADDS: GEORGE LAMOND, BRUCE HORNSBY, JOHNNY GILL, FAITH NO MORE.

WIFC / Wausau ◊ PD/MD: DUFF DAMOS ◊ (715) 842-1672 = ADDS: BROTHER BEYOND, FAITH NO MORE, SEDUCTION, SINEAD O'CONNOR.

WIFX / Jenkins ◊ PD: G.C. KINCER / ASST. PD/MD: CHRISTAL TACKETT ◊ (703) 796-4653 = ADDS: POISON, HEART, TOMMY JAMES, JEFF HEALEY BAND, JANET JACKSON.

WIKZ / Chambersburg ◊ PD: RICK ALEXANDER / MD: ANDY SHANE ◊ (717) 263-0813 = ADDS: JANET JACKSON (#34).

WILI / Williamsport ◊ PD/MD: JEFF SPENCER ◊ (203) 456-1111 = ADDS: BELL BIV DEVOE, POISON, WILSON PHILLIPS, THE TIME, NELSON.

WINK / Ft. Myers ◊ PD: CHRIS CLUE / MD: RANDY SHERWYN ◊ (813) 337-2346 = ADDS: STEVIE B, PAUL YOUNG, ANITA BAKER, THE TIME, ST. PAUL.

WYQQ / Greenville ◊ PD/MD: LARRY THOMAS ◊ (601) 378-2642 = ADDS: PAUL YOUNG, HUMAN RADIO, GLORIA ESTEFAN, JEFF HEALEY BAND, SNAP.

WYTZ / Jasper ◊ PD/MD: WALT FERBER ◊ (812) 482-2131 = ADDS: BRUCE HORNSBY (#18), JANET JACKSON (#21), JAMES INGRAM (#22), WILSON PHILLIPS (#23).

WYXX / Green Bay ◊ PD: WAYNE COY / ASST. PD/MD: STEVE LOURDZ ◊ (414) 435-3771 = ADDS: HUMAN RADIO, NELSON, ST. PAUL, DON HENLEY, POISON.

WYAD / Albany ◊ PD: JOHN DAWSON / MD: CHRIS ST. JOHN ◊ (912) 246-1650 = ADDS: JANET JACKSON, BABYFACE, KEITH SWEAT, JANET JACKSON, BABYFACE, KEITH SWEAT.

WYDO / Meriden ◊ PD: JOHN ANTHONY / MD: JAY RANDALL ◊ (601) 693-2381 = ADDS: THE TIME, STEVIE B, AEROSMITH.

WYMX / Florence ◊ PD: DAVE BAKER / MD: BOB CHASE ◊ (803) 665-0970 = ADDS: CALLOWAY, JEFF HEALEY BAND, MAXI PRIEST, M.C. HAMMER, STEVIE B, ELECTRIC BOYS.

WYZZ / Kanawha ◊ PD/MD: TERRY HAVEL ◊ (414) 694-7800 = ADDS: THE CHRISTIANS, DANGER DANGER, TOMMY JAMES, MICHAEL PENN.

WKDD / Akron ◊ PD: JEFF CLARK / MD: DAVE NICHOLAS ◊ (216) 836-4700 = ADDS: JANET JACKSON, GLENN MEDeiros / BOBBY BROWN, POISON, JIMMY RYSER.

WKEE / Huntington ◊ PD: PAT PAXTON / MD: OPEN ◊ (304) 525-7788 = ADDS: GLORIA ESTEFAN, SNAP.

WKFR / Kalamazoo ◊ PD: PHIL BRITTON / MD: GLENN DILLON ◊ (616) 344-0111 = ADDS: BAD COMPANY (#36), TROOP, GLORIA ESTEFAN, THE PARTY.

WKGW / Utica ◊ PD: FRANK PIETROSKI / MD: OPEN ◊ (315) 736-5225 = ADDS: JAMES INGRAM (#19).

WKOR / Starkville ◊ PD: BOB YARBROUGH / MD: GARY OWEN ◊ (601) 323-4980 = ADDS: JANET JACKSON (#39), KEITH SWEAT (#40), PAUL YOUNG, ELECTRIC BOYS, BABYFACE.

WKPE / Cape Cod ◊ PD/MD: KEITH LEMIRE ◊ (508) 771-3998 = ADDS: FLEETWOOD MAC, POISON, WILSON PHILLIPS, SEDUCTION, PAUL YOUNG, JANET JACKSON, M.C. HAMMER, POISON, PAUL YOUNG, BILLY IDOL (#29).

WKQB / Charleston ◊ PD/MD: MARY RUSSELL ◊ (803) 744-1779 = ADDS: AEROSMITH (#23), JANET JACKSON (#24), M.C. HAMMER (#25).

WKQD / Huntsville ◊ PD: JAY HASTINGS / MD: BOBBY KNIGHT ◊ (205) 721-9393 = ADDS: WILSON PHILLIPS, JANET JACKSON, PAUL YOUNG.

WKRZ / Wilkes Barre ◊ PD: KEN MEDEK / MD: JERRY PADDEN ◊ (717) 823-5000 = ADDS: ANITA BAKER, FAITH NO MORE, CALLOWAY, SNAP, THE LIGHTNING SEEDS.

WKSF / Asheville ◊ PD: BRIAN MALONEY / MD: GLENN TRENT ◊ (704) 255-0603 = ADDS: GEORGE LAMOND, SEDUCTION, FAITH NO MORE, DON HENLEY, ELECTRIC BOYS.

WKSM / Ft. Walton Beach ◊ PD: MIKE BRIDGES / MD: PHIL DAVIS ◊ (904) 243-7676 = ADDS: JANET JACKSON (#37), M.C. HAMMER (#38), POISON, BELL BIV DEVOE, GLORIA ESTEFAN, ANITA BAKER.

WLAN-FM / Lancaster ◊ PD: DAVE MARINO / MD: TED BRANDY ◊ (717) 394-7261 = ADDS: BRAT PACK (#29), ANITA BAKER (#30), STEVIE B (#31), ST. PAUL (#32).

WLAF-FM / Lexington ◊ PD: BARRY FOX / MD: MIKE GRAVES ◊ (606) 293-0563 = ADDS: MADONNA, SWEET SENSATION, JANET JACKSON, BROTHER BEYOND.

WLRW / Champaign ◊ PD: MATT MCCANN / MD: JOHN McKEIGHAN ◊ (217) 352-4141 = ADDS: JOHNNY GILL, POISON, FAITH NO MORE, THE LIGHTNING SEEDS.

WLXR / LaCrosse ◊ PD: GARRETT MICHAELS / ASST. PD/MD: CHAD BRUESKE ◊ (608) 782-8335 = ADDS: NO ADDS THIS WEEK.

WMAE / Ft. Wayne ◊ PD: TONY RICHARDS / ASST. PD/MD: JEFF DAVIS ◊ (219) 447-5511 = ADDS: GO WEST (#25), THE TIME, JIMMY RYSER.

WNGV / Agglaton-Oskosh ◊ PD: DAN STONE / MD: BILL LINDY ◊ (414) 426-3239 = ADDS: WILSON PHILLIPS, GEORGE LAMOND, JANE WIEDLIN, THE TIME, ST. PAUL.

WNOK-FM / Columbia ◊ PD: JONATHAN RUSH / MD: JEFF McHUGH ◊ (803) 771-0105 = ADDS: M.C. HAMMER (#34), POISON (#35).

WNYP / Itasca ◊ PD: KURT MONDAY / MD: JIM MEECH ◊ (607) 756-2828 = ADDS: FAITH NO MORE, JANET JACKSON, NELSON, SINEAD O'CONNOR, ST. PAUL, THE SUNDAYS, HEART (#31), WILSON PHILLIPS (#34).

WOKI / Knoxville ◊ PD/MD: CLAY GISH ◊ (615) 531-2000 = ADDS: JOHNNY GILL (#25), DON HENLEY, THE LIGHTNING SEEDS, GEORGE LAMOND.

WOMP-FM / Wheeling ◊ PD: BOB FORSTER / MD: CHUCK McGEE ◊ (614) 676-5661 = ADDS: CALLOWAY, JANET JACKSON, M.C. HAMMER, NELSON, DON HENLEY, MARIAH CAREY, KEITH SWEAT.

WOVO / Glasgow ◊ PD: DAVE BARRICK / MD: DR. RICK FAULKNER ◊ (502) 651-8375 = ADDS: POISON, AEROSMITH, TOMMY JAMES, PERFECT GENTLEMEN, HUMAN RADIO, JOHNNY GILL.

WOVW / W. Palm Beach ◊ PD: CHRIS MAC / MD: DAVE HUDSON ◊ (407) 659-2111 = ADDS: WILSON PHILLIPS, ST. PAUL, KYPER.

WPFM / Panama City ◊ PD: LOU CLERY / MD: MIKE STONE ◊ (904) 234-8859 = ADDS: STEVIE B, GLORIA ESTEFAN, JEFF HEALEY BAND, ELECTRIC BOYS, FAITH NO MORE, THE CHRISTIANS, SINEAD O'CONNOR.

WYFR / Terre Haute ◊ PD/MD: DAVE NORTH ◊ (812) 232-1300 = ADDS: POISON, FAITH NO MORE, KC AND THE SUNSHINE BAND, DON HENLEY, ST. PAUL, NELSON, MAXI PRIEST, JIMMY RYSER (#22).

WYPR-FM / Altoona ◊ PD/MD: SCOTT ST. JOHN ◊ (814) 944-9456 = ADDS: THE TIME, SOUL II SOUL, BROTHER BEYOND, ELECTRIC BOYS.

WYPS / Trenton ◊ PD: DAVE HOFFEEL / MD: TRISH MERELO ◊ (609) 924-3600 = ADDS: MAXI PRIEST, THE SUNDAYS.

WYXR / Davenport ◊ PD: DAN KENNEDY / MD: LARRY 'JAMMER' DAVIS ◊ (309) 786-1800 = ADDS: NO ADDS THIS WEEK.

WYCA / Hagerstown ◊ PD: DAVID MILLER / MD: WILL KAUFMAN ◊ (301) 797-7300 = ADDS: PAUL YOUNG, JOHN BON JOVI, JEFF LYNNIE.

WYUT / Johnson City ◊ PD: RUFUS HURT / MD: STEVE MANN ◊ (615) 477-3127 = ADDS: JUDE COLE (#40), DON HENLEY, PAUL YOUNG, POISON, CROSBY, STILLS & NASH, SINEAD O'CONNOR.

WYXA / York ◊ PD: MARK FEATHER / MD: KIP TAYLOR ◊ (717) 757-9402 = ADDS: KYPER, CALLOWAY, MAXI PRIEST, ST. PAUL.

WRCK / Utica ◊ PD: JIM REITZ / MD: SCOTT BURTON ◊ (315) 797-1330 = ADDS: POISON, MAXI PRIEST, ST. PAUL.

WRQN / Toledo ◊ PD: KEN BENSON / ASST. PD/MD: TREY ALEXANDER ◊ (419) 891-1551 = ADDS: JANET JACKSON, MAXI PRIEST, FAITH NO MORE, JOHNNY GILL.

WRVQ / Richmond ◊ PD: STEVE DAVIS / MD: LISA McRAY ◊ (804) 649-9151 = ADDS: JANET JACKSON, SWEET SENSATION, DANGER DANGER, NELSON, POISON (#23), KEITH SWEAT (#29).

WSKZ / Chattanooga ◊ PD: SCOTT CHASE / MD: JAY SCOTT ◊ (615) 756-6141 = ADDS: MARIAH CAREY (#22), BAD COMPANY, DON HENLEY, FLEETWOOD MAC, JEFF HEALEY BAND.

WSPX / Poughkeepsie ◊ PD: STEW SCHANTZ / MD: CHRIS ST. JAMES ◊ (914) 831-8000 = ADDS: BILLY IDOL, MELLOW MAN ACE, BABYFACE, STEVIE B.

WSPT / Stevens Point ◊ PD/MD: D.J. HALL ◊ (715) 341-1300 = ADDS: MODERN ENGLISH, NELSON, JIMMY RYSER, PAUL YOUNG.

WSTO / Evansville ◊ PD: BARRY WITHERSPOON / MD: OPEN ◊ (502) 685-2991 = ADDS: JOHNNY GILL (#29), GEORGE LAMOND (#30), BRUCE HORNSBY.

WTBX / Hixson/Duluth ◊ PD/MD: JOE CRAIN ◊ (218) 262-4545 = ADDS: DON HENLEY, NELSON.

WYBS / Wilmington ◊ PD: DAVE ALLEN / MD: GLASGOW HICKS ◊ (919) 763-6611 = ADDS: BAD ENGLISH (#33), DON HENLEY, NELSON, ELECTRIC BOYS, KYPER, WILSON PHILLIPS.

WYKS / Toledo ◊ PD/MD: MIKE WHEELER ◊ (419) 531-1681 = ADDS: JAMES INGRAM, SWEET SENSATION, BABYFACE, POISON, AEROSMITH.

WYSR / Charleston ◊ PD/MD: BILL SHAHAN ◊ (304) 342-3136 = ADDS: JIMMY RYSER, ANITA BAKER, LINEAR, PAUL YOUNG, FAITH NO MORE.

WYCK / Flint ◊ PD: LEE ST. MICHAELS / MD: BOB O'DELL ◊ (313) 744-1570 = ADDS: JANET JACKSON (#33), NEW ORDER (#36), NELSON (#39), CALLOWAY (#40), ELECTRIC BOYS.

WYFX / Bangor ◊ PD: DAVID COOPER / MD: KIDO KELLY ◊ (207) 338-2290 = ADDS: TYLER COLLINS (#30), WILSON PHILLIPS (#38), M.C. HAMMER (#35), NELSON (#37), SNAP (#38), DON HENLEY (#39), PAUL YOUNG (#40), FLEETWOOD MAC, LINEAR.

WYHB / Hampton Boys ◊ PD/MD: RANDI TAYLOR ◊ (516) 728-9229 = ADDS: POISON (#39), M.C. HAMMER (#40), PAUL YOUNG, LINEAR, THE SCAM, JEFF HEALEY BAND.

WYRB / Princeton ◊ PD: MARK SINCLAIR / MD: JENNIFER STARR ◊ (717) 655-6893 = ADDS: FAITH NO MORE (#35), WILSON PHILLIPS, JIMMY RYSER, MICHAEL PENN, POCO, ALIAS.

WYCR / York ◊ PD/MD: DAVEY CROCKETT ◊ (717) 637-3831 = ADDS: JANET JACKSON (#33), ELECTRIC BOYS (#34), FAITH NO MORE (#35), PAUL YOUNG, PARTNERS IN KRYME.

WYKS / Gainesville ◊ PD: JERI BANTA / MD: JIM FOX ◊ (904) 375-2200 = ADDS: POISON, STEVIE B, MAXI PRIEST, NELSON.

WYYS / Columbia ◊ PD/MD: CHUCK FINLEY ◊ (803) 796-8896 = ADDS: M.C. HAMMER (#36), POISON (#40), ST. PAUL, DON HENLEY, GLORIA ESTEFAN.

WZOK / Rockford ◊ PD: STEVE SUMMERS / MD: JESSE GARCIA ◊ (815) 399-2233 = ADDS: SWEET SENSATION (#28), PAUL YOUNG (#33), NELSON, NELSON, SWEET SENSATION (#28), PAUL YOUNG (#33).

WZYQ / Frederick ◊ PD: NED FERRIS / MD: MICHAEL LUCE ◊ (301) 663-5000 = ADDS: PAUL YOUNG, BROTHER BEYOND, SNAP.

WZZU / Raleigh ◊ PD: JACK LAWSON / MD: JOE LARSON ◊ (919) 787-9390 = ADDS: COLIN JAMES (#24), POISON (#28), MIDNIGHT OIL (#32), THE BLACK CROWES (#33), STEVE EARL (#34).

X102 / Reno ◊ PD: CAREY EDWARDS / MD: MIKE ABRAMS ◊ (702) 356-8000 = ADDS: PARTNERS IN KRYME, THE PARTY, MARCALEX, LINEAR, POISON.

X106 / Birmingham ◊ PD/MD: MARK EVANS ◊ (205) 591-7171 = ADDS: POISON, M.C. HAMMER, NELSON, JIMMY RYSER, PAUL YOUNG, POISON, M.C. HAMMER, NELSON, JIMMY RYSER, PAUL YOUNG.

Y104 / Harrisonburg/Laurel ◊ PD: JOHN GATLIN / MD: AJ TUGGLE ◊ (601) 545-1230 = ADDS: NELSON, BOOM CRASH OPERA, FLEETWOOD MAC, JIMMY RYSER.

Y94 / Fargo ◊ PD/MD: JACK LINDY ◊ (701) 241-5376 = ADDS: POISON, JANET JACKSON, DON HENLEY, MAXI PRIEST.

Y97 / Santa Barbara ◊ PD: STEVE GUNNER / MD: RICK ACKER ◊ (805) 966-1755 = ADDS: JANE WIEDLIN, WILSON PHILLIPS.

Z103 / Tallahassee ◊ PD: BRIAN DOUGLAS / MD: OPEN ◊ (904) 386-5141 = ADDS: EN VOGUE (#39), POISON (#40), SWEET SENSATION, THE TIME.

Z104 / Madison ◊ PD: TOM LOCKWOOD / MD: FLETCHER KEYES ◊ (608) 274-2720 = ADDS: FAITH NO MORE (#32).

Z106 / Sarasota ◊ PD: TOM EVANS / ASST. PD/MD: SCOTT CHASE ◊ (813) 388-3936 = ADDS: AEROSMITH (#15), KYPER, DON HENLEY (#22), MELLOW MAN ACE, FAITH NO MORE.

Z93 / Kokomo ◊ PD/MD: SCOTT ALAN ◊ 317 453-1212 = ADDS: HUMAN RADIO, HEART, M.C. HAMMER, ELECTRIC BOYS.

Z97 / Billings ◊ PD: CRANG SULLIVAN / MD: RANDY IEZZI ◊ (406) 248-2681 = ADDS: THE TIME, NEW KIDS ON THE BLOCK.

ZFUN106 / Moscow ◊ PD: GARY CUMMINGS / MD: STEVE HELLER ◊ (208) 882-2551 = ADDS: THE TIME, DON HENLEY, JANET JACKSON, ELECTRIC BOYS, NELSON.

# ROCK RADIO

## NATIONAL

- LW-TW
- 1-1 BAD COMPANY "Holy Water" (ATCO)
  - 3-2 AEROSMITH "The Other Side" (Geffen)
  - 4-3 BRUCE HORNSBY "Across The River" (RCA)
  - 6-4 DAMN YANKEES "Come Again" (WB)
  - 2-5 MOTLEY CRUE "Don't Go Away Mad" (ELEKTRA)
  - 7-6 JEFF HEALEY BAND "I Think I Love .." (ARISTA)
  - 9-7 POISON "Unskinny Bop" (CAPITOL)
  - 10-8 ALLMAN BROS. BAND "Good Clean Fun" (EPIC)
  - 8-9 BILLY IDOL "Cradle Of Love" (CHRYSALIS)
  - 15-10 COLIN JAMES "Just Came Back" (VIRGIN)
  - 11-11 CROSBY, STILLS & NASH "Live It Up" (ATL)
  - 13-12 ROBERT PLANT "Your Mama Said" (ATLANTIC)
  - 14-13 JEFF LYNNE "Every Little Thing" (REPRISE)
  - 17-14 GARY MOORE "Oh Pretty Woman" (CHARISMA)
  - 5-15 LITA FORD "Hungry" (DREAMLAND/RCA)
  - 25-16 HEART "I Didn't Want To Need You" (CAPITOL)
  - 23-17 BLACK CROWES "Twice As Hard" (DEF/GEFFEN)
  - 19-18 SONS OF ANGELS "Cowgirl" (ATLANTIC)
  - 12-19 SMITHEREENS "Yesterday Girl" (ENIGM/CAPITOL)
  - 22-20 WORLD PARTY "Way Down Now" (CHRYSALIS)
  - 21-21 DAVID BAERWALD "All For You" (A&M)
  - 29-22 ALIAS "Haunted Heart" (EMI)
  - 16-23 ELECTRIC BOYS "All Lips N' Hips" (ATCO)
  - 26-24 KILLER DWARFS "Doesn't Matter" (EPIC)
  - 31-25 DON HENLEY "How Bad Do You Want" (Geffen)
  - 35-26 QUEENSRYCHE "Last Time In Paris" (ELEKTRA)
  - 28-27 RIVERDOGS "Toy Soldier" (EPIC)
  - 38-28 FAITH NO MORE "Epic (What Is It)" (REPRISE)
  - 18-29 LITTLE CAESER "Chain Of Fools" (DGC)
  - NEW-30 WINGER "Can't Get Enough" (ATLANTIC)
  - 33-31 BRUCE DICKINSON "Tattooed Millionaire" (COL)
  - NEW-32 JOHNNY VAN ZANT "Brickyard Road" (ATL)
  - 24-33 BATON ROUGE "Walks Like A Woman" (ATL)
  - 27-34 ZZ TOP "Doubleback" (WB)
  - 37-35 ERNIE ISLEY "Back To Square One" (ELEKTRA)
  - 34-36 DANGER DANGER "Bang Bang" (IMAGINE/EPIC)
  - NEW-37 JOHN HIATT "Child Of The Wild Blue .." (A&M)
  - 40-38 STEVE VAI "The Audience Is Listening" (REL)
  - 30-39 KISS "Rise To It" (MERCURY)
  - NEW-40 HOTHOUSE FLOWERS "Give It Up" (LON/POLY)

## MOST ADDED

- JOHNNY VAN ZANT
- WINGER
- GUNS 'N ROSES
- SANTANA
- POISON
- GENE LOVES JEZEBEL
- NELSON
- ALLMAN BROTHERS
- FLEETWOOD MAC

## REGIONAL

### EAST

- 2-1 AEROSMITH
- 3-2 BRUCE HORNSBY
- 15-4 ALLMAN BROTHERS
- 7-6 JEFF HEALEY BAND
- 13-7 DAMN YANKEES
- 23-9 POISON
- 12-10 JEFF LYNNE
- 17-11 COLIN JAMES
- 19-13 HOTHOUSE FLOWERS
- 39-16 DON HENLEY
- 34-20 JOHN HIATT
- 28-21 KILLER DWARFS
- D-23 WINGER
- 35-25 GARY MOORE
- 45-29 ALIAS
- 37-30 HEART
- D-32 JOHNNY VAN ZANT
- D-42 GIANT
- 66-43 NELSON
- D-44 BATON ROUGE

### MIDWEST

- 1-1 BAD COMPANY
- 2-2 MOTLEY CRUE
- 5-3 AEROSMITH
- 9-4 BRUCE HORNSBY
- 7-6 LITA FORD
- 24-8 HEART
- 21-10 POISON
- 18-12 QUEENSRYCHE
- 16-13 ALIAS
- D-14 WINGER
- 30-15 ALLMAN BROTHERS
- 25-18 GARY MOORE
- D-21 JOHNNY VAN ZANT
- 29-23 SONS OF ANGELS
- 36-28 DAVID BAERWALD
- 35-29 FAITH NO MORE
- 60-32 HURRICANE
- 40-34 KILLER DWARFS
- 42-37 BAD COMPANY
- 68-42 BURNING TREE

### SOUTH

- 1-1 BAD COMPANY
- 3-2 AEROSMITH
- 6-3 DAMN YANKEES
- 5-4 POISON
- 7-5 SONS OF ANGELS
- 9-6 ALLMAN BROTHERS
- 10-7 JEFF HEALEY BAND
- 14-10 COLIN JAMES
- 15-11 BLACK CROWES
- 16-13 HEART
- 26-16 FAITH NO MORE
- 28-18 ALIAS
- 30-24 LOVE/HATE
- 38-25 BAD ENGLISH
- 34-28 SHY ENGLAND
- 71-34 ERIC JOHNSON
- 45-35 QUEENSRYCHE
- D-37 JOHNNY VAN ZANT
- 48-39 GENE L. JEZEBEL
- 56-43 STEVE EARLE

### WEST

- 1-1 BAD COMPANY
- 2-2 BRUCE HORNSBY
- 3-3 AEROSMITH
- 7-5 COLIN JAMES
- 10-6 ALLMAN BROTHERS
- 9-8 POISON
- 19-10 ROBERT PLANT
- 11-11 SMITHEREENS
- 16-12 GARY MOORE
- 21-14 BLACK CROWES
- 31-17 CONCRETE BLONDE
- 27-19 QUEENSRYCHE
- 25-20 STEVE VAI
- 32-21 JOE SATRIANI
- 31-22 ALIAS
- 30-25 JOHN HIATT
- 48-26 HEART
- 39-30 FAITH NO MORE
- 43-33 BRUCE DICKINSON
- 47-34 HOTHOUSE FLOWERS

## MOST REQUESTED

- ELECTRIC BOYS
- BAD COMPANY
- MOTLEY CRUE
- CONCRETE BLONDE
- POISON
- BRUCE HORNSBY
- FAITH NO MORE
- JEFF HEALEY BAND
- BRUCE DICKINSON

## KEEPING THE KATT PURRING IN OKC

Last week in these very pages, we focused the roving **HITMAKERS** eye on a fairly young and building Rock Radio station that was part of the "new breed" of current-intensive rockers. This week, we turn the tables a little bit to focus on a legendary, heritage rocker that is continuing to win with a similar approach—Rock Radio legend KATT/Oklahoma City.

In the process, we'll be talking with a gentleman who bears a unique credential. KATT PD **Doug Sorenson** is probably the only person on this planet to program an old-line "Rock40" (KATM in Colorado Springs) and a radio station that is labeled by the industry as a heritage AOR.

For starters, Professor Sorenson lectures us on the history of the KATT, "The KATT has been a Rock Radio station for 14 years, as of March. It's had an illustrious history. A lot of great PDs have come through the doors. It's been a dominant radio station for 14 years. It's certainly one of the most marketable radio stations I've ever worked at. It has always had the famous logo of the KATT mascot, which is recognized coast-to-coast." In other words, this ain't no new-breed radio station.

### What Heritage Hath Wrought

Sustaining attack from lots of directions, KATT has been remarkably resilient throughout the years. "Rock Radio has gone through its cycles," says Doug, "and so has the KATT." More on ratings in a moment, but first, Doug's analysis of the current landscape: "We've got a real good classic rocker here, KR XO, which has been doing the format for about three years and is consulted by Fred Jacobs. We have two Top40s, KJ103, which is consulted by Jerry Clifton and is doing its 'more dance' thing. Then we have a more mainstream Top40, Z99, which has been doing a fine job. We're competing most with KR XO, but we're also getting significant come action out of both Top40s and also out of the dominant Country station, KXXY."

That last response was kinda surprising, thus begging an obvious question. Hey Doug, is the KATT's heritage a key factor in those broad come-sharing patterns? "When you have a station that has been here for 14 years in the same format, and has



DOUG SORENSON

been marketed so well, you're definitely going to get a lot of that. I think a lot of it has to do with mood. When you're in the mood for rock, you're going to punch up the KATT; when you're in the mood for dance, you'll punch up KJ103," he informs us.

As stated earlier, the KATT has been remarkably resilient through the years. Recently, ARB has shown KATT moving 7.4-8.6 12+, good for third in the market. With Adults 18-34, KATT has moved 14.0-15.8 for top honors. Birch numbers have been even better, with a recent 13.0-14.5 12+ move in the latest quarterly, placing the KATT on top of OKC, almost two points ahead of second place Z99. KATT's 22 share with Adults 18-34 tops #2 Z99 by over five points and #3 KXXY by almost ten.

### Marketing The Monster

"Marketing has always been one of the KATT's strongest suits," says Doug. It's always nice when folks want to pay to wear your advertising, and there's a lot of KATTdom spreading around OKC. "We sell over 20,000 items annually with the KATT logo on them. We sell T-shirts, sweatpants, hats, tank tops, keychains and all that kind of stuff. We did a recent promotion with 7-11, with their Nifty Neon cups. They just told us they ran out of them, after selling over 10,000 of them. Lots of stations have mascots, but when you can sell over 20,000 items annually..."

Of course KATT is quite active promotionally as well. Oh, Doug, what is the big June promotion? "We kick off summer with our annual Beach Party, which is

undertaken exclusively by us. We literally go out and get the band and pay them. We hire the caterer, sound and lights people—everything. We've done it for the last eight years. Last month, we had Rick Emmett of Triumph and his new band, Company of Wolves, and a local blues band. In the past, we've had people like Richard Marx and Cheap Trick. We had over 7,000 people show up this year, with \$5 for admission. We bring in over 200 tons of sand and have our beach party right here in the middle of Oklahoma."

What other kinds of marketing does the KATT do, you wonder? Doug reports, "Certainly, with our logo being a cat, you can just look at it and identify KATT, so we use billboards quite effectively here. We use big, multi-colored boards all over town, sporting our current positioning phrase, Pure Rock & Roll."

### Musical Purity

Are we starting to notice a trend here? Did Doug just use the term Pure Rock? Doesn't last week's featured reporter, Rock 102, use that positioner as well? Is this the hot new positioning statement, or what? Does asking nothing but questions for an entire paragraph expose that the writer has been around his Jewish mother for too long, or what?

Douglas details the KATT's involvement with Pure Rock: "We've been doing the Pure Rock angle for over six months. Although we don't do a Phrase That Pays, when we ask people what their favorite station is, they say, 'The KATT—14 years of Pure Rock & Roll.' Another station in town did a movie premiere recently. They asked their audience what the phrase that pays was, and they answered back, 'The KATT—14 years of Pure Rock & Roll', which obviously was the wrong phrase."

We're wondering here. Is Pure Rock emerging as, perhaps, the best positioning statement for Rock Radio. Doug has some interesting observations on the use of the word pure for positioning purposes. "I remember years ago that Amoco Oil used to say '100% Pure Gasoline', noting there were no additives or other ingredients in their gasoline. I never thought about it until I noticed that I was going to Amoco for gas all the time," Doug says. "Even sugar is (See **THE KATT** page 39)

## ROCK SCHLOCK

There's no question what the big story is this week. Most folks are calling **JOHNNY VAN ZANT'S** *Brickyard Road* "Free Bird part two", and they're saying it without sarcasm or hurt feelings. He debuts at #32 with #1 Most Added honors as the ATLANTIC machine continues to roll.

The only record debuting higher also belongs to Danny & Co. That would be the new **WINGER**. Ol' Kip picks up where he left off with *Can't Get Enough*, which means plenty of, uh, rapt young ladies. With a little early support, Winger debut at #30, with a close #2 Most Added.

Last week, we noted that **QUEENSRYCHE** had finally made the record they had been aiming for. The buzz on *Last Time In Paris* (ELEKTRA) has carried them 35-26 in their second week on, with request action building.

Alternative mainstays **GENE LOVES JEZEBEL** are now coming to a Rock Radio chart near you. *Jealous*

has this GEFEN act on WLRS, KR XQ, WDVE, KUPD, WNEW, KXRX, WXTB, WBCN and a heaping helping more.

Another core Alternative artist readying for their chart debut are I.R.S.' **CONCRETE BLONDE**. *Joey* is a passionate record that is pulling tons o' phones where it's getting played.

One last Alternativesque note: **HOTHOUSE FLOWERS** (POLYDOR) are really starting to happen with *Give It Up*. You tell us where Seger ends and the Flowers start.

In case you hadn't already noticed, the new **SANTANA** sounds great. With Vernon Reid of **LIVING COLOUR** guesting, COLUMBIA has a hot guitar record. Carlos and gang check in at #5 Most Added.

Speaking of **LIVING COLOUR**, we are reliably informed their new release should be out near the end of summer. These guys are the embodiment of rock & roll creativity. Between them, the new **ALLMAN BROTHERS**, **CHEAP TRICK** and a very hot upcoming **REO SPEEDWAGON** release

(Thanks, Sky.), EPIC is geared up for a very big summer.

ARISTA has furnished us with a very tasty morsel in the form of **DAVE STEWART & THE SPIRITUAL COWBOYS**. The first single, *Party Town*, is a great, uptempo rocker. We've also caught a ballad with tremendous Lennon overtones.

**LOVE/HATE** (COLUMBIA) continue to roll with *Blackout In The Red Room*. This record is pulling huge phones everywhere it's getting played, and retail action is happening too. This one is for real. Give it a few spins at night and see what happens.

MCA's **ENERGY ORCHARD** are making noise both at Rock Radio (where they are nearing a debut), and at Alternative (where they bow at 48 this week). *Belfast* is another mainstream-sounding record that should be good for all-day play.

### Dirt Alert

Well, it's been a quiet week, outside of Cleveland and Dayton. Of course, in this business, there's always dirt to be had. Thus *Ear To The Ground Awaits You*.

**92X (Columbus)**  
**PD/MD: Tom Gilligan**  
 ◇ 614-221-7811  
 ADDS • Light: POISON, WINGER, NELSON,  
**CFOX (Vancouver)**  
**PD: Jim Johnston**  
**MD: Brenda White**  
 ◇ 604-684-7221  
 ADDS • Medium: ELTON JOHN, Light: GARY MOORE, GUNS N' ROSES, COLIN JAMES,  
**KATM (Colorado Springs)**  
**PD: open**  
**MD: Jennifer Bell**  
 ◇ 719-548-1282  
 ADDS • HUMAN RADIO, FLEETWOOD MAC, GUNS N' ROSES, NELSON, SLAUGHTER,  
**KATT (Oklahoma City)**  
**PD: Doug Sorenson**  
**MD: Cindy Scull**  
 ◇ 405-848-0100  
 ADDS • Medium: BON JOVI, Light: BRUCE DICKINSON, NELSON, WINGER, JOHNNY VAN ZANT,  
**KBOY (Medford)**  
**PD: Bob Jeffries / MD**  
 ◇ 503-779-2244  
 ADDS • Heavy: JOHNNY VAN ZANT, Medium: LITA FORD, HEART, Light: FAITH NO MORE, BURNING TREE, GUNS N' ROSES, HOTHOUSE FLOWERS, SANTANA,  
**KBPI (Denver)**  
**PD: Bill Betts / MD**  
 ◇ 303-572-6200  
 ADDS • Medium: WINGER  
**KDJK (Modesto)**  
**PD: Mark Davis**  
**MD: Randy Maranz**  
 ◇ 209-869-2594  
 ADDS • STEVE EARLE, SANTANA, JOHNNY VAN ZANT, GENE LOVES JEZEBEL, PRETENDERS, Light: BLACK CROWES, CONCRETE BLONDE,

RED HOUSE,  
**KDWZ (Des Moines)**  
**PD: Dan Kielely**  
**MD: T.J. Martens**  
 ◇ 515-266-6060  
 ADDS • WINGER, COLIN JAMES, NELSON, ALLMAN BROS. BAND, GENE LOVES JEZEBEL,  
**KFMQ (Lincoln)**  
**PD: Gabe Baptiste**  
**MD: Joe Skare**  
 ◇ 402-489-6500  
 ADDS • Medium: ALLMAN BROS. BAND, Light: POISON, GENE LOVES JEZEBEL,  
**QUEENSRYPHE, GIANT, BAD COMPANY, KILO (Colorado Springs)**  
**PD: Bob Ely**  
**MD: Craig Koehn**  
 ◇ 719-634-4896  
 ADDS • Heavy: SANTANA, Medium: WINGER, JOHNNY VAN ZANT, BRUCE HORNSBY, Light: GENE LOVES JEZEBEL, MIDNIGHT OIL, ENERGY ORCHARD,  
**KISS (San Antonio)**  
**PD: Tim Parker**  
**MD: Joe Anthony**  
 ◇ 512-342-4999  
 ADDS • Medium: SANTANA, WINGER, Light: FAITH NO MORE,  
**KLOS (Los Angeles)**  
**PD: Carey Curelop**  
**MD: Stephanie "Moose" Mondello**  
 ◇ 213-840-4836  
 ADDS • Medium: HOTHOUSE FLOWERS, COLIN JAMES, CONCRETE BLONDE, MIDNIGHT OIL, Light: BLACK CROWES,  
**KNAC (Los Angeles)**  
**PD: Pam Edwards**  
**MD: Bryan Schock**  
 ◇ 213-437-0366  
 ADDS • Heavy: LOVE/HATE, WINGER,

Medium: BAD COMPANY, COLD SWEAT, DIO, Light: KILLER DWARVES, FAITH NO MORE, SPREAD EAGLE,  
**KRIX (Brownsville)**  
**PD: Oscar Adame**  
**MD: Bryan Boyd**  
 ◇ 512-968-1548  
 ADDS • Medium: POISON, DAVID COVERDALE, MIDNIGHT OIL, FLEETWOOD MAC, CHICAGO, SANTANA, DAMN YANKEES, CROSBY, STILLS & NASH, LLOYD COLE, Light: GUNS N' ROSES, JOHNNY VAN ZANT,  
**KRSP (Salt Lake City)**  
**PD: Steve Carlson**  
**MD: Kelly Monson** ◇ 801-262-5541  
 ADDS • Medium: NELSON, KRXQ (Sacramento) PD: Judy McNutt / MD: Pamela Roberts ◇ 916-334-7777  
 ADDS • Light: SANTANA, KRZR (Fresno) PD/MD: E. Curtis Johnson ◇ 209-252-8994  
 ADDS • Medium: JEFF HEALEY BAND, Light: FLEETWOOD MAC, JOHNNY VAN ZANT, WINGER,  
**KTYD (Santa Barbara)**  
**PD: open / MD: Brice Kendall** ◇ 805-967-4511  
 ADDS • Medium: MICHAEL PENN, GIANT, COMPANY OF WOLVES, GENE LOVES JEZEBEL, HUMAN RADIO,  
**KUPD (Phoenix) PD: Curtiss Johnson / ASST. PD/MD: J. David Holmes** ◇ 602-838-0400  
 ADDS • MICHAEL PENN, GENE LOVES JEZEBEL, JOHNNY VAN ZANT, ERIC JOHNSON, GUNS N' ROSES, WINGER, Light: GARY MOORE,

**KWHL (Anchorage) PD: Radio Phill / MD: Dan Thomas** ◇ 907-344-9622  
 ADDS • Heavy: JOHNNY VAN ZANT, Medium: BLACK CROWES, STEVE EARLE, HOTHOUSE FLOWERS, HURRICANE, WINGER,  
**KXRX (Seattle) PD: Brew Michaels / MD: Dean Carlson** ◇ 206-283-5979  
 ADDS • Light: POISON, GUNS N' ROSES, GENE LOVES JEZEBEL, HUMAN RADIO,  
**WAAF (Worcester-Boston) PD: Ron Valeri / MD: Rick MacKerzie** ◇ 508-752-5611  
 ADDS • SONS OF ANGELS,  
**WAZU (Dayton) PD: open / MD: Kevin Cox** ◇ 513-223-9445  
 ADDS • Heavy: HEART, WINGER, Medium: JOHNNY VAN ZANT, Light: GUNS N' ROSES,  
**WBCN (Boston) PD: Oedipus / MD: Carter Alan** ◇ 617-266-1111  
 ADDS • SANTANA, **WCMF (Rochester) PD: Stan Main / MD: Dave Kane** ◇ 716-262-4330  
 ADDS • Heavy: ALLMAN BROS. BAND, Medium: ERIC JOHNSON, JOHNNY VAN ZANT,  
**WDHA (Dover) PD/MD: Andy Dean** ◇ 201-328-1055  
 ADDS • SANTANA, FLEETWOOD MAC, Light: GUNS N' ROSES, QUEENSRYPHE, DEL AMITRI, ZACHARY RICHARD, ERIC JOHNSON, JUDE COLE, JOHNNY VAN ZANT, MICHAEL PENN, GENE LOVES JEZEBEL, FAITH NO MORE,  
**WDVE (Pittsburgh) PD: Gene Romano /**

**MD: Herschel** ◇ 412-937-1441  
 ADDS • Medium: WINGER, POISON, Light: JOHNNY VAN ZANT,  
**WEBN (Cincinnati) PD: Tom Owens / MD: Tony Tolliver** ◇ 513-621-9326  
 ADDS • Heavy: JOHNNY VAN ZANT, Medium: HEART, Light: WINGER, GUNS N' ROSES, MOTLEY CRUE,  
**WHTQ (Orlando) PD: Ken Carson / MD: Annie Summers** ◇ 407-295-3990  
 ADDS • Medium: JOHNNY VAN ZANT, DON HENLEY, WINGER, Light: COLIN JAMES, QUEENSRYPHE,  
**WIYY (Baltimore) PD: Russ Mottla / MD: John Knapp** ◇ 301-889-0098  
 ADDS • Medium: GUNS N' ROSES, WINGER, POISON,  
**WKLQ (Grand Rapids) PD: Jim Owen / MD: Mike Tinnes** ◇ 616-774-8461  
 ADDS • ALLMAN BROS. BAND, DON HENLEY, Light: BLACK CROWES, POISON,  
**WLZR (Milwaukee) PD: Greg Ausham / MD: Greg Fitzgerald** ◇ 414-453-4130  
 ADDS • Medium: WINGER, HURRICANE, Light: HELIX, STEVE VAI, JOHNNY VAN ZANT, BATON ROUGE, BURNING TREE, STEPPENWOLF, BRUCE HORNSBY,  
**WMAD (Madison) PD: John Duncan / MD: Pat Gallagher** ◇ 608-249-9277  
 ADDS • Heavy: HEART, DEL AMITRI, PRETENDERS, ALLMAN BROS. BAND, Medium: MICHAEL PENN, Light: LONESOME ROMEOS, HOUSE OF LOVE, ENERGY ORCHARD,

**WNEW (New York) PD: Dave Logan / MD: Lorraine Caruso** ◇ 212-286-1027  
 ADDS • Medium: GENE LOVES JEZEBEL, ZACHARY RICHARD, WINGER,  
**WRQK (Canton) PD: Scott Hughes / MD: Debbie Vincent** ◇ 216-492-5630  
 ADDS • Light: MODERN ENGLISH, GUNS N' ROSES, XYZ,  
**WTPA (Harrisburg) PD: Jeff Kauffman / MD: Chris James** ◇ 717-697-1141  
 ADDS • Medium: JOHNNY VAN ZANT, GENE LOVES JEZEBEL, QUEENSRYPHE, WINGER,  
**WWVY (Charlottesville) PD: Jay Lopez / MD: Debbie Gilbert** ◇ 804-971-4057  
 ADDS • Light: MARSHALL TUCKER, COLIN JAMES, GENE LOVES JEZEBEL, JOHN HIATT, JOHNNY VAN ZANT, WILSON PHILLIPS,  
**WXTB (Tampa) PD/MD: Greg Mull** ◇ 813-227-9808  
 ADDS • Medium: JOHNNY VAN ZANT,  
**Z-ROCK 50 PD: Pat Dawsey** ◇ 800-527-4892  
 DEBUTS • STEVE VAI, Light: JULLIET, CHILD'S PLAY  
 Frozen This Week:  
 KISW/Seattle  
 KLOL/Houston  
 KRZQ/Reno  
 WHJY/Providence  
 WLRS/Louisville  
 WMMS/Cleveland  
 WSHE/Miami  
 Doug Sorensen's Federal Express account  
 Donald Trump's wallet  
 Imelda Marcos' Florsheim credit line

## SORENSEN NOW THE KATT'S MEOW

(from page 38)

advertised as 100% pure. Ivory soap is 99 and 44/100ths pure. I think people identify with purity as meaning quality."

### Pure Rock vs. Classic Rock

"A lot of AORs try to take a stand musically that is exclusively 25+," Doug relates. "Others are much more aggressive musically, but that doesn't make them exclusively 18-34. I look at us as being on that side of the coin. I don't have a problem with playing the new Poison or Motley Crue record, and I don't have a problem with playing David Baerwald or the new Allman Brothers song. We're a mainstream rock & roll station that plays rock & roll for everybody." Does having a strong classic rocker breathing down their neck influence the KATT? Doug tells us, "When KRXXO first started doing classic rock three years ago, it certainly got everyone's attention, but, that was three years ago. People still enjoy classic rock, but you need balance. When we do research, there's no question that the phrase Pure Rock is dominated by the KATT. If it's any manner of Rock & Roll, it's the KATT, be it concerts or any type of programming. If it's Classic Rock, KRXXO has the franchise."

Now, for the big question—the question that makes general managers and corporate guys sweat bullets. Can a current-based rocker survive if somebody across the street owns the classic rock franchise? Cue Doug, "I think there's room for both stations. There's plenty to go around. There's a viable audience that wants to hear a steady diet of classic rock. Is that as big as a traditional Rock Radio station? Nah, I don't think so. What's that line? Too much of anything is bad."

Like most others, Doug believes dayparting is crucial to his process. "I think it has to do with moods. Your mood throughout the day and the course of a week changes. The weather and other factors affect your attitude toward things. You have to think about the affect different songs have on people at different times," Doug believes.

### Humans At The KATT

Of course, behind all these nice ideas are people making the KATT ~~purrr meow roar~~ succeed. "We want a radio station that is fun and entertaining to listen to. The nighttime guy, Greg Czubak, who has been here for nine years, calls his show the Evening Zoo," we

are informed. Does that mean no one is doing a Morning Zoo in town? "They'd be shot if they did. Everyone would think they were listening to the KATT," Doug says.

Interestingly, KATT has just begun to fully utilize morning drive. "In the past, the KATT has never had a dominant, killer Mark & Brian-type morning show," Doug notes. "Two years ago, we hired Rick Walker, who worked in Philadelphia and New Orleans. He does a lot of very creative stuff. With him is Max Morgan, who is very quick and witty. They've made a big difference here. Their attitude is—if you can't listen to the KATT at work, quit."

Heritage dominates the rest of the staff. Middayer Brad Copeland has been around for over two years. Doug describes him as "smooth, perfect for middays". MD/PM driver Cindy Scull has been in place for five years. "She is certainly in the league of a Carol Miller," Doug comments. Even overnighter Kelly Davis has a few KATT years under her belt, as do Weekenders Alan Jay and Blake Anthony.

Finally, Doug points to parent company, Surrey Broadcasting, as a major factor in the KATT's success. "(Surrey CEO/President) Kent Nichols has

# ALTERNATIVE

## ALBUM

LW-TW

- 3-1 **CONCRETE BLONDE** "Bloodletting" (IRS)
- 2-2 **DEPECHE MODE** "Violator" (REPRISE)
- 1-3 **WORLD PARTY** "Goodbye Jumbo" (CHRYSALIS)
- 5-4 **PRETENDERS** "Packed!" (SIRE/WB)
- 7-5 **BOOM CRASH OPERA** "These Here Are.." (GIANT)
- 13-6 **GENE LOVES JEZEBEL** "Kiss Of Life" (Geffen)
- 8-7 **THE SUNDAYS** "Reading, Writing..." (DGC)
- 9-8 **MIDNIGHT OIL** "Blue Sky Mining" (COLUMBIA)
- 12-9 **HOTHOUSE FLOWERS** "Home" (LON/POLYDOOR)
- 11-10 **LIGHTNING SEEDS** "Cloudcuckooland" (MCA)
- 20-11 **NEW ORDER** "World In Motion" (QWEST/WB)
- 14-12 **SOMETHING HAPPENS** "Stuck Together..." (CHAR)
- 4-13 **ADRIAN BELEW** "Young Lions" (ATLANTIC)
- 17-14 **STEVE WYNN** "Kerosene Man" (RHINO)
- 16-15 **REVENGE** "One True Passion" (CAPITOL)
- 24-16 **JESUS JONES** "Liquidizer" (SBK)
- 21-17 **STRANGLERS** "10" (EPIC)
- 19-18 **PETER MURPHY** "Deep" (RCA)
- 22-19 **ORIGIN** "The Origin" (VIRGIN)
- 26-20 **HAPPY MONDAYS** "Step On" (ELEKTRA)
- 30-21 **DAVID J.** "Songs From Another (RCA/BEGGAR'S)
- 6-22 **SINEAD O'CONNOR** "I Do Not Want What I.. " (CHRY)
- 25-23 **JOHN DOE** "Meet John Doe" (DGC)
- 28-24 **KATYDIDS** "The Katydids" (REPRISE)
- 10-25 **SOCIAL DISTORTION** "Social Distortion" (EPIC)
- 33-26 **CHRISTIANS** "Colour" (ISLAND)
- 18-27 **BILLY IDOL** "Charmed Life" (CHRYSALIS)
- 15-28 **HUNTERS AND COLLECTORS** "Ghost Nation" (ATL)
- 37-29 **MODERN ENGLISH** "Pillowlips" (TVT)
- 36-30 **SONIC YOUTH** "Goo" (DGC)
- 38-31 **RAILWAY CHILDREN** "Native Place" (VIRGIN)
- 35-32 **JANE WIEDLIN** "Tangled" (EMI)
- 31-33 **LLOYD COLE** "Lloyd Cole" (CAPITOL)
- 27-34 **JULEE CRUISE** "Flying Into The Night" (WB)
- 46-35 **AZTEC CAMERA** "Stray" (SIRE/REPRISE)
- 44-36 **REAL LIFE** "Lifetime" (CURB)
- 40-37 **STRAWBERRY ZOTS** "Cars, Flowers" (ACID TEST)
- 23-38 **MORRISSEY** "November Spawned..." (SIRE/REPRISE)
- 41-39 **PATO BANTON** "Wize Up!" (IRS)
- 42-40 **SCATTERBRAIN** "Here Comes Trouble" (IN-EFFECT)
- 47-41 **JOHN HIATT** "Stolen Moments" (A&M)
- 45-42 **BLUE AEROPLANES** "Swagger" (ENSI/CHRYSALIS)
- 34-43 **THEY MIGHT BE GIANTS** "Flood" (ELEKTRA)
- 50-44 **FAITH NO MORE** "The Real Thing" (REPRISE)
- 29-45 **MISSION U.K.** "Carved In Sand" (MERCURY)
- 49-46 **HUMMINGBIRDS** "Love Buzz" (ROOART/MERCURY)
- 48-47 **JACK RUBIES** "See The Money In My Smile" (TVT)
- NEW-48 **ENERGY ORCHARD** "Energy Orchard" (MCA)
- NEW-49 **IMMACULATE FOOLS** "Another Man's World" (EPIC)
- 39-50 **SIDEWINDERS** "Auntie Ramos' Pool Hall" (RCA)

## TRACKS

- |                |               |                 |
|----------------|---------------|-----------------|
| JOEY           | BLOODLETTING  | DAYS & DAYS     |
| POLICY OF      | HALO          | ENJOY THE       |
| WAY DOWN NOW   | MESSAGE IN A  | SHOW ME/IS IT   |
| CANDLE         | NEVER DO THAT | MAY THIS/GUAR.  |
| ONION SKIN     |               |                 |
| JEALOUS        |               |                 |
| HERE'S WHERE   | FINEST HOUR   | HIDEOUS/SURE    |
| KING OF THE    | FORGOTTEN     |                 |
| GIVE IT UP     |               |                 |
| ALL I WANT     | PURE          |                 |
| WORLD IN       |               |                 |
| HELLO HELLO    |               |                 |
| PRETTY PINK    | HELICOPTER    |                 |
| TEARS WON'T    | CAROLINE      | SOMETHING TO    |
| PINEAPPLE      |               |                 |
| NEVER ENOUGH   | MOUNTAINS     | REAL WORLD/13   |
| SWEET SMELL    |               |                 |
| STRANGE KIND   |               |                 |
| GROWING OLD    |               |                 |
| STEP ON        |               |                 |
| CHAUFFER       |               |                 |
| EMPEROR        | BLACK BOYS    | LAST DAY/RIVER  |
| MAD            |               |                 |
| WEATHER        |               |                 |
| BALL & CHAIN   |               |                 |
| I FOUND OUT    |               |                 |
| CRADLE OF      | L.A. WOMAN    | LOVELESS/BLUE   |
| RIVER RUNS     | BLIND EYE     |                 |
| BEAUTIFUL      | TAPESTRY      | CARE/MELT       |
| KOOL THING     |               |                 |
| EVERY BEAT     | MUSIC STOP    |                 |
| WORLD ON FIRE  |               |                 |
| NO BLUE SKIES  | DOWNTOWN      |                 |
| FALLING        | ROCKING BACK  |                 |
| CRYING         |               |                 |
| GOD TONIGHT    |               |                 |
| GET ME TO THE  |               |                 |
| NOVEMBER       | GIRL LEAST    |                 |
| SPIRITS IN THE | WIZE UP       |                 |
| DOWN WITH THE  | DON'T CALL ME |                 |
| CHILD OF THE   |               |                 |
| AND STONES     | LOVE COME     | JACKET HANGS    |
| ISTANBUL       | MOVING MY     | TWISTING        |
| EPIC           |               |                 |
| BUTTERFLY      | SEA OF LOVE   |                 |
| BLUSH          |               |                 |
| BOOK OF LOVE   |               |                 |
| BELFAST        | KING OF LOVE  | BROTHER         |
| THE PRINCE     | GOT ME BY THE | SAD             |
| WE DON'T DO    | GET OUT OF    | IF I CAN'T HAVE |

### MOST REQUESTED

CONCRETE BLONDE  
DEPECHE MODE  
SOCIAL DISTORTION  
ADRIAN BELEW

### MOST ADDED

AZTEC CAMERA  
DAVID J.  
NEW ORDER  
SOUP DRAGONS

Steve Hoffman

## ASSUMING THE POSITION(ER)

Two weeks ago, we did a column on Alternative Radio's competition. Basically, we ended up in a discussion of where Alternative fits in the gray area between Rock Radio and Top40. This week, at the suggestion of many folks, let's take a gander at the way some Alternative programmers are using positioning to further carve out the unique niche their musical stance creates for them.

As always, a couple main themes will jump out at you. In the competition column, Top40 radio was claimed by most to be a bigger concern than Rock Radio. It's not surprising then, that lots of programmers are hammering away at the same new music position that Top40 also wants to own. Another fairly common theme is the reinforcing of the fact that Alternative Radio tends to live on the cutting edge of music. At the same time, most programmers are distancing themselves from Top40 by identifying their stations as rockers.

### Life On The Cutting Edge

In fact, 91X/San Diego PD **Kevin Stapleford** combines all those ideas with one thought: "Our major slogan is 91X—on the cutting edge of rock," he says, explaining, "One of the things we try and push is that we play new music. We run top of the hour liners like 'If you want new music, you've got nowhere else to go.'"

At the same time, 91X carefully avoids defining for its listeners the music it plays. Kevin says, "A lot of stations use Modern Rock and things like that. We don't, because we feel that tends to pigeonhole you. It gives you an image that might not appeal to someone who thinks you play nothing but bands with strange haircuts. We don't want that kind of image. We're a rock station."

### No Need For Pigeonholing Here

Newly-christened WOXY/Cincinnati PD **Phil Manning** goes even farther in his effort to avoid labeling his music. He states, "We steer away from the word Alternative. We feel that not everybody has

## NEWS, SCHMOOZE & HOUSTON REVIEWS

So I said to my wife with the wooden leg, "Peg...

Y'know we have to start this thing with the weekly Houston update. If you were paying close attention, you may have noticed that **KNRJ** is now an Alternative reporter. Right now, they are Alternative. If that changes...

However, while the entire world seems convinced the Houston Experiment won't last, we've found at least one smoking gun that hints otherwise. **GEFFEN** has booked an in-studio interview and a club night for **NITZER EBB** and **KNRJ** for this weekend.

**KNRJ** PD **Guy Zapoleon** notes that every time Top40 radio has gotten into trouble by leaning too far in one direction—the way some believe it is now—Alternative has provided plenty new artists to the Top40. Most recently, he points to the 1982-83 infusion of acts like **The Pretenders**, **Men At Work** and **The Police**, all considered Alternative at the time,

green hair and lives an alternative lifestyle. We like to use the phrase 'The future of rock & roll'. That makes our listeners feel they are ahead of the times. As far as library material goes, we do call it Modern Rock. It was, at one time, so far ahead of its time that it still has a feel of freshness and newness. Since we're very current, we also use 'Cincinnati and Dayton's best new rock'."

Asked what he wanted to impart to his listeners with those liners, Phil answers simply, "We want them to know that we're a radio station that's doing something different and taking chances. They may not like everything we program, but at least they respect us for trying something different."

### Creative Listening In Colorado

One Alternative station that uses a unique positioner is **KTCL/Fort Collins**. "We use 'For The creative listener', that's what **TCL** stands for," says PD **John**

**Hayes**. He continues, "We use it when we're making some real juxtapositions between an artist who is exclusive to **KTCL** and an artist we share with other radio stations. We do use 'KTCL—into the 90s', but we're backing off that because it's now the 90's." Paying heed to their 16 years of progressive heritage, **KTCL** also uses various liners suggesting that **KTCL** is already where other stations are trying to go.

### Alternative Alternatives

You have no doubt noticed that even those folks who shy away from using words like alternative, modern and so on, do use them in certain contexts. Obviously there is a strong body of opinion out there that believes you should use words like those that truly differentiate their music.

as an example of this.

At this point, with the Nationwide folks playing it so coy, all talk is just speculation. However, the impression you get from talking to **Guy** is that he'd like to see this work, and he seems inclined to give it a real shot. How real that shot will be is still anyone's guess. Given the way the music they're playing researches in Houston, **KNRJ** oughta see great results from their move.

Lots o' fascinating music developments at the All-American radio ranch this week too. **GENE LOVES JEZEBEL** have exploded into the top 10 this week. It seems certain that **Jealous** will be the track to move **GLJ** into Rock Radio in a big way.

As **World In Motion** becomes readily available, **NEW ORDER** (QWEST/WB) make another explosive move up the chart, with a 20-11 jump and a reappearance (See **NEWS & SCHMOOZE** page 42)

lots of clearly descriptive liners to position his radio station. He lays out **Live 105's** positioning strategy as follows: "Modern Rock is our trademark and the definition of our musical style. Since December, we've also been Rock of the 90s. We used that to freshen up our image and show that our music is heading into a new decade and the next century."

Interestingly, **Live 105** uses a different positioner for outdoor advertising. "In our outdoor marketing, we've been using the phrase **Cutting Edge**," says **Richard**. "We see that as a listener benefit. When they're looking for music on the cutting edge, **Live 105** is the place they should turn."

Asked how each positioner was used, **Richard** answers, "Pretty much, every time we crack the mike, we use **Rock of the 90s**. We use **Modern Rock** to position the music, and every hour we have a 45 minute **Modern Rock** marathon. **Cutting edge** is (See **POSITIONING** page 42)



Oh, look. Something happened in San Francisco the other day as **CHARISMA's** **SOMETHING HAPPENS** dropped in on **Live 105** for an interview and on-air acoustic set. Bonding nicely, we have (L to R:) singer **Tom Dunne**, guitar twanger **Ray Harman** and **Live 105** personality **Mark Hamilton**. Now about that blindfold...



Face reality. If you send us a picture of somebody in a duck suit, you have too much time on your hands. So do we. Here we see a charming shot as **WMDK/Peterborough** broadcasts live from the 1st Annual Great Rubber Ducky Race to benefit the **American Stage Festival**. Rumors that the person in the suit is really **Dan Quayle** were unsubstantiated at presstime.

# ALTERNATIVE REPORTS

**KDGE (Dallas)**  
PD: Larry Nielson  
MD: George Gilmarc ◊ 214-580-9400  
ADDS • Medium: PRETENDERS,  
Light: IGGY POP, HAPPY MONDAYS,  
DAVID J., HUNTERS AND  
COLLECTORS, AZTEC CAMERA,  
KITS (San Francisco)  
PD: Richard Sands  
MD: Steve Masters ◊ 415-626-1053  
ADDS • Medium: DAVID J., Light:  
AZTEC CAMERA, MODERN  
ENGLISH, SONIC YOUTH,  
KJQN (Ogden)  
PD: Mike Summers  
MD: Biff Raffe ◊ 801-392-7525  
ADDS • Medium: SOUPDRAGONS,  
Light: ULTRA VIVAD SCENE, JANE  
WIEDLIN,  
KNRJ (Houston)  
PD: Guy Zapoleon  
MD: Michael Newman ◊ 713-790-0965  
ADDS • Heavy: DEPECHE MODE,  
NEW ORDER, THE SUNDAYS,  
BELOVED, ERASURE, Medium:  
SECESSION, CONCRETE BLONDE,  
JULEE CRUISE, HOUSE OF LOVE,  
RAILWAY CHILDREN, REAL LIFE,  
CHRISTIANS, JANE WIEDLIN,  
KRCK (Omaha)  
PD: Paul Kriegler / MD  
ADDS • Light: YELLO, A HOUSE,  
URBAN DANCE SQUAD, DAVE  
STEWART/ BARBARA G, IGGY POP,

**KROQ (Los Angeles)**  
PD: Andy Schuon  
MD: Lewis Largent ◊ 818-567-1067  
ADDS • Medium: HAPPY MONDAYS,  
Light: CANDY FLIP, RAILWAY  
CHILDREN, KATYDIDS,  
KTCL (Fort Collins)  
PD: John Hayes  
MD: Sam Ferrara ◊ 303-571-1232  
ADDS • CREEPS, BEAT FARMERS,  
SIDEWINDERS,  
KTOW (Tulsa)  
PD/MD: Tim Barraza ◊ 918-446-1903  
ADDS • Heavy: BOB WISEMAN,  
Medium: CREEPS, LOWEN &  
NAVARRO, LUXURIA, KIMM  
ROGERS, STRANGLERS,  
SOUPDRAGONS, TIMES 2,  
KUKQ (Phoenix)  
PD: Ern Gladden  
MD: Jonathan L. ◊ 602-838-0400  
ADDS • Heavy: NEW ORDER,  
Medium: MICHAEL PENN, WORLD  
PARTY, LOU REED & JOHN CALE,  
Light: HOUSE OF LOVE, MAZZY  
BLUE,  
WBRU (Providence)  
PD: Karyn Bryant  
MD: Dexter Schwartz ◊ 401-272-9550  
ADDS • Medium: RASH OF  
STABBINGS,  
WDRE (Long Island)  
PD: Denis McNamara  
MD: Sue/Robert ◊ 516-832-9400

**ADDS • Heavy: PRETENDERS,  
PRETENDERS, Light: MIDNIGHT OIL,  
KATYDIDS,  
WFNX (Boston)  
PD: Mad Max  
ASST. PD/MD: Bruce McDonald  
◊ 617-595-6200  
ADDS • Heavy: THE SUNDAYS,  
ADRIAN BELEW, SMITHEREENS,  
Medium: PETER MURPHY, LOU REED  
& JOHN CALE, Light: MICHAEL  
PENN, WIRE, BOOM CRASH OPERA,  
WHFS (Washington)  
PD: Michael Butscher  
MD: Weasel ◊ 301-306-0991  
ADDS • BUCKWHEAT ZYDECO,  
LLOYD COLE, DEL AMITRI, HOUSE  
OF LOVE, JANATA, LIGHTNING  
SEEDS, LITTLE FEAT, RED HOUSE,  
WHTG (Asbury Park)  
PD: Rich Robinson  
MD: Chopper ◊ 201-542-1410  
ADDS • Heavy: FAITH NO MORE,  
NEW ORDER, Medium: PURSUIT OF  
HAPPINESS, HUNTERS AND  
COLLECTORS, IMMACULATE  
FOOLS, Light: TIMES 2,  
SOUPDRAGONS, DAVE STEWART/  
BARBARA G, BEAT FARMERS,  
WKXL (Concord)  
PD/MD: Renee Blake ◊ 603-225-5521  
ADDS • JILL SOBULE, DIED PRETTY,  
THE WAY MOVES, THAT PETROL  
EMOTION, A HOUSE, PURSUIT OF**

**HAPPINESS, THE CHURCH,  
MODERN ENGLISH, PRETENDERS,  
JERRY HARRISON, LOU REED &  
JOHN CALE, NEW ORDER, WILD  
SWANS, IMMACULATE FOOLS,  
SPANIC BOYS, JANE WIEDLIN,  
KOKO TAYLOR, GENE LOVES  
JEZEBEL, RAILWAY CHILDREN,  
KIMM ROGERS, DAVID J., LUXURIA,  
INSPIRATIONAL CARPETS,  
WMDK (Peterborough)  
PD: Janice Bailey  
MD: Mike Thomas ◊ 603-924-7165  
ADDS • Medium: ZACHARY  
RICHARD, SPANIC BOYS, ULTRA  
VIVAD SCENE, JERRY HARRISON,  
JULEE CRUISE, REAL LIFE, GENE  
LOVES JEZEBEL, STEVE WYNN,  
STRAWBERRY ZOTS,  
SIDEWINDERS, SOMETHING  
HAPPENS, LIGHTNING SEEDS,  
SHADOWLAND, REVENGE, JOHN  
DOE, A HOUSE, JANE WIEDLIN,  
DAVID J., AZTEC CAMERA, NEW  
ORDER, WILD SWANS, PATO  
BANTON, IMMACULATE FOOLS,  
SCHNELL-FENSTER, BLUE  
AEROPLANES, Light: LUXURIA,  
JESUS JONES,  
WOFM (Norfolk)  
PD: Art Williamson  
MD: Al Mitchell  
ADDS • Medium: DAVID BAERWALD,  
Light: SOUND BITES FROM THE**

**COUNTER CULTURE, CREEPS,  
KIMM ROGERS, THE LOUNGE  
LIZARDS, MICHAEL FRANKS, REAL  
LIFE, BURNING TREE, IGGY POP,  
SOUPDRAGONS, ALLMAN  
BROTHERS, SKIN YARD,  
WOXY (Cincinnati)  
PD/MD: Phil Manning ◊ 513-523-4114  
ADDS • Medium: THE SUNDAYS,  
Light: GENE LOVES JEZEBEL, DAVID  
J., WEDDING PRESENT, RAILWAY  
CHILDREN, BEAT FARMERS,  
WRSI (Greenfield)  
PD/MD: Jim Olson  
ADDS • SOMETHING HAPPENS,  
AZTEC CAMERA, RED HOUSE, BEAT  
FARMERS,  
WTKX-AM (Pensacola) PD/MD:  
Elvis Jones ◊ 904-438-7543  
ADDS • Medium: BREEDERS, GREEN  
ON RED, DEAD MILKMEN, Light:  
HAPPY MONDAYS, DAVID  
SWANSON, HUMAN RADIO,  
WXVX (Pittsburgh)  
PD: Dave Calabrese / MD  
◊ 412-856-6846  
ADDS • Medium: DEVO, NEW  
ORDER, Light: POI DOG  
PONDERING, DAVE STEWART/  
BARBARA G, DAVID J., AZTEC  
CAMERA, MODERN ENGLISH, JOHN  
HIATT,  
FROZEN THIS WEEK  
KJJO/MINNY y 91X/SAN DIEGO**

## NEWS and SCHMOOZE (from page 41)

in Most Added at #3.

Last week's big add, DAVID J. continues to roll, moving 30-21 this week. RCA has a record that everybody's talking about with *I'll Be Your Chauffer*. Do you know anyone who doesn't love it?

JESUS JONES also continue their pilgrimage toward the top 10 for SBK. With the multitrack play on LIQUIDIZER, they should remain up there for a long time.

A quick alert—Be on the lookout for DAVE

POSITIONING (from page 41)

pretty exclusive to our outdoor."

### Not Sucking The Big One

WHTG/Asbury Park PD Rich Robinson uses the A word in his positioning, but he also makes sure his listeners know 'HTG is having fun. On the serious side, Rich says, "Your rock alternative' is our main slogan. I think that kind of sums us up. We want to make people more aware that we are a rock station that plays different music than the safe, dinosaur rock stations in the market. We play new music. We're playing a new record by Social Distortion right now that's getting enormous response. It's just a good five minute rock song that every rock station should be

SBK ONE (from page 3)

for EMI Music Publishing and SBK Records. Moot also previously worked in A&R for CHRYSALIS Records.

"SBK ONE was established to present progressive formats of music and to create an identity in the marketplace," commented Moot. "The musical spectrum is very broad, running from rap to rock, reggae to dance, and all their fusions."

SBK ONE's first release will be Little Louis Vega's Freestyle Orchestra's *KEEP ON PUMPING IT UP*, which will be followed by ATC's *IT AIN'T OVER* and Eleanor Johnson's *REACH OUT*.

"We are looking to build SBK ONE from the street level, and then up through the clubs," said Moot. "Hopefully, by that point, things will take their natural course onto the pop charts. We will be looking to progressive music sounds, offering artists room to breath and cultivate their own individual sounds."

## STEWART AND THE SPIRITUAL COWBOYS.

ARISTA brought him around last week, and we heard two dynamite tracks. The first single, *Party Town*, is a great uptempo tune, and the other song we heard (I couldn't remember the name for the chance to send Dan Quayle to Jupiter.) was an incredible ballad. This will be a MAJOR multi-format album this summer. He's an amazingly nice, eloquent guy to boot.

Speaking of multi-format records, FAITH NO MORE have taken off across the board now. That 50-44 move belies the performance these young sophisticates are generating.

Two bands people have been talking about for a

playing, but only the Alternative stations do."

Lest 'HTG partisans think their radio station takes itself too serious, Rich comments, "The liner everybody loves is 'They suck, we don't—FM 106.3'. It's meant to show that we don't take radio too seriously. We're just playing records for people. It ain't rocket science." This man obviously does not have the serious attitude to program a radio station. Geez, he probably doesn't even wear a tie on weekends.

### One Final Concept

WHFS/Washington-Baltimore OM Tom Calderone feels that Alternative Radio requires an alternative to standard radio positioning tactics. He believes,

COHN (from page 5)

Bad English, Bonham, Riverdogs, Regina Belle, and Maurice White of Earth, Wind & Fire. CBS Music Publishing has offices in N.Y., L.A. and Nashville.

Cohn is a longtime CBS Records executive, having held positions in Finance, A&R Administration and Music Publishing. During his tenure with CBS, Cohn has been responsible for the label's business relationships with artists such as Bruce Springsteen, Billy Joel, the Rolling Stones, the New Kids, Barbra Streisand, Gloria Estefan and Michael Jackson.

"Marvin's appointment is indicative of our confidence that with his wide experience and strong relationships in the music industry, he will build this publishing arm of CBS Records to its former pre-eminence," said Mottola.

Cohn commented that he is "looking forward to the opportunity to lead the CBS Music Publishing team into the '90s."

while debut this week. ENERGY ORCHARD (MCA) debut at #48 with their self-titled debut. The IMMACULATE FOOLS (EPIC) check in at #49 with ANOTHER MAN'S WORLD. Check out the track listings and you'll see that both albums are very deep with plenty of airplay reported on depth tracks.

We still love the RAILWAY CHILDREN (VIRGIN), CANDY FLIP (ATLANTIC), PATO BANTON (I.R.S.), and SCATTERBRAIN (IN-EFFECT).

As far as dirt goes this week, things have been kinda quiet, outside of Houston that is. Is every station in Houston making changes at once, or is it just us? As always, *Ear To The Ground* awaits in the back.

"Because we're very sensitive toward hype, WHFS has used very few positioning statements during its history. '22 years of incredible music' is the line we're using now. In this day and age, we feel people are put off by 'More music, less talk' promises."

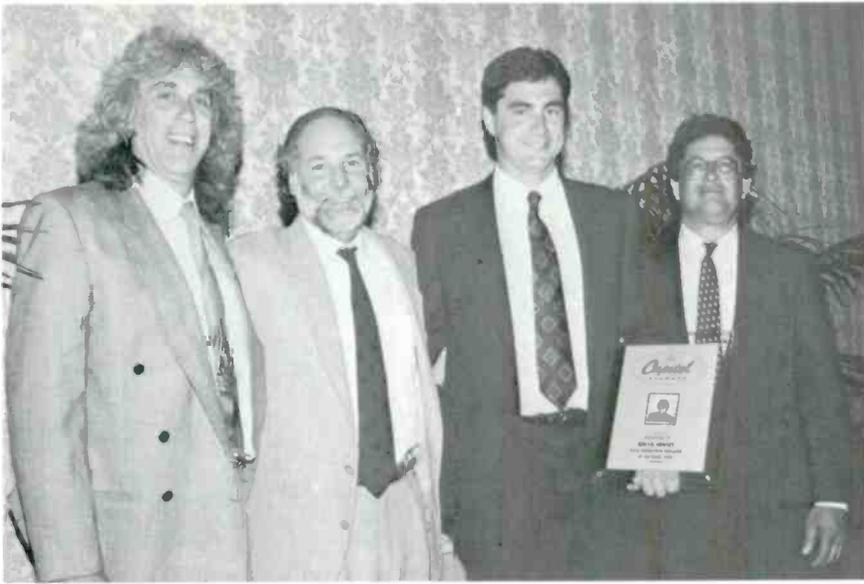
Given WHFS' long and broad-based history, Tom feels, "There's no way to classify the station. We're not just a new music station. We're not just a progressive, or an AOR station. We only use the liner at the top of the hour. It's all relative to what you are and who you are up against. We just feel that we don't need to use positioning statements as heavily as some other radio stations. The image I want to portray is the most music variety and the largest library. You'll never know what record is coming up next."

MOGULL (from page 5)

and publish all original recorded television and motion picture product for VEG subsidiary Ventura Motion Picture Group.

Mogull comes to VEG from SBK Records, where he has served as Senior Vice President. Mogull was previously Chairman of UNITED ARTISTS Records, Vice President of MCA Records, Vice President of A&R for CAPITOL Records, and Vice President of WARNER BROS. Records and Warner Music. Among the artists he has helped sign during his career are Wilson Phillips, Kenny Rogers, Crystal Gayle, Olivia Newton-John, Bill Cosby, Peter, Paul & Mary, Bob Dylan, The Band, Gordon Lightfoot, Deep Purple, Whitesnake, and others.

"The hiring of Arthur Mogull to head the music group reinforces our commitment to bring Ventura the finest executive team in each area of the entertainment industry," commented Bibicoff.



Pictured at CAPITOL's 1990 Pop Promotion Convention, congratulating **Chuck Swaney** on his award as "Rock Promotion Manager Of The Year" are (L-R): Capitol Sr. Dir. Rock Promo **Jeff Shane**; Capitol Records President **Hale Milgrim**; Detroit Promo Mgr. **Chuck Swaney**; and Capitol VP Promo. **John Fagot**.



Pictured at Capitol Records' 1990 Pop Promotion Convention, congratulating Phoenix/ San Diego LPM **Tasha Mack** (center) on her "Rookie Of The Year" award are Capitol VP Promo **John Fagot** and Capitol Records President **Hale Milgrim**.



**THE SMITHEREENS** received gold albums for their latest ENIGMA/CAPITOL release **SMITHEREENS 11** during a reception at Fiasco in Chelsea, N.Y. (top L-R): Smithereens **Jim Babjak**; Manager **Burt Stein**; Capitol Dir. Artist Devel. **Clark Duval**; Smithereens **Mike Mesaros**; Producer **Ed Stasium**; Smithereens **Dennis Diken**; Manager **Freddy DeMann**. (back row L-R): Capitol VP Sales **Lou Mann**; Capitol Records President **Hale Milgrim**; and **Pat DiNizio** of The Smithereens.



**CHARISMA** Records' **Sonny Southon** treats label staffers to a special showcase. Pictured are (L-R): Charisma Records' VP of Sales **Jerre Hall**; VP A&R **Danny Goodwin**; **Sonny Southon**; VP of Promotion **Bob Catania**; and Charisma President **Phil Quartararo**.



**ATLANTIC** recording group **EVERYTHING BUT THE GIRL** plays a sold out show at New York City's Beacon Theatre. Pictured backstage are (L-R): Atlantic VP Nat'l Promo **Lou Sicurezza**; Atlantic Dir. Product Devel. **Greg Brodsky**; Atlantic's **Peter Koepke**; EBTG's **Ben Watt**; Atlantic Sr. VP/GM **Mark Schulman**; EBTG's **Tracy Thorn**; Atlantic VP Nat'l Promo **Andrea Ganis**; and Atlantic Sr. VP Promo/Mktg **Vince Faraci**.

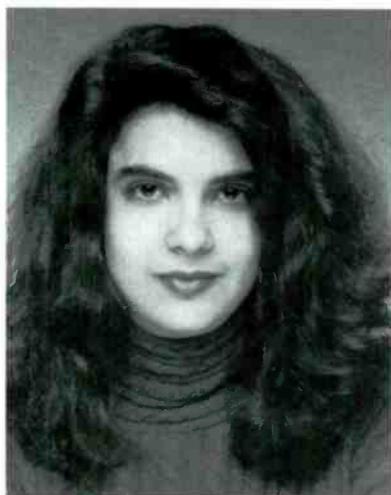


**Jammin' Z90** visits with **Lisa Lisa** before her performance at the Del Mar Fair in San Diego. Pictured are (L-R): Z90 Promotion Director **Frankie Lane**; morning host **Kimo Jensen**; Z90 intern **Monty Espinoza**; **Lisa Lisa**; late night jock **Jacko Adams**; and midday jockstress "**Cha-Cha**".

# FACES & PLACES



**COLUMBIA RECORDS APPOINTS KEVIN KENNEDY!**  
Kevin Kennedy has been appointed Associate Director, Press and Public Information, West Coast.



**COLUMBIA RECORDS APPOINTS AVA GARDNER!**  
Ava Gardner has been appointed Manager of Jazz Promotion.



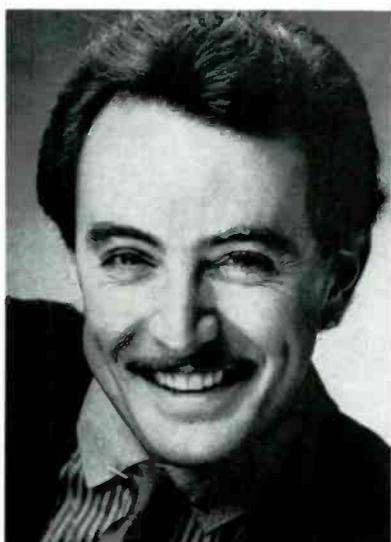
**SOLTERS/ROSKIN/FRIEDMAN NAMES MAUREEN O'CONNOR!**  
Maureen O'Connor has been named Senior Vice President of the Music Division, Los Angeles.



**SOLTERS/ROSKIN/FRIEDMAN NAMES SHERRIE LEVY!**  
Sherrie Levy has been named Senior Vice President of the Music Division, New York.



**MCA RECORDS APPOINTS ANGEE JENKINS!**  
Angee Jenkins has been appointed to Manager of Publicity.



**CAPITOL RECORDS NAMES WAYNE WATKINS!**  
Wayne Watkins has been named Manager of Catalog Development.



**CAPITOL RECORDS NAMES RICKY MINTZ!**  
Ricky Mintz has been named Director of Creative Merchandising, Creative Services.



**EMI NAMES MARK "MONEY" GREEN!**  
Mark Green has been named National Urban Marketing manager.



**AZOFF ENTERTAINMENT APPOINTS KENDALL BARCLAY!**  
Kendall Barclay has been appointed Head of Finance and Business Planning.



**RCA RECORDS PROMOTES BOB FEIDEN!**  
Bob Feiden has been promoted to Senior Director of A&R.



**RCA RECORDS PROMOTES WENDY GOLDSTEIN-ISHKANS!**  
Wendy Goldstein-Ishkans has been promoted to Senior Director of A&R.



**MCA RECORDS APPOINTS SHARON WOMACK!**  
Sharon Womack has been appointed National Promotion Administrator.



# The Christians



"I Found Out"

**ALTERNATIVE: 33-26**

**8 ACTIVE REPORTS!**

**A CRUSADE!**

KNRJ (Add)

KSAQ (Add)

KFBQ (Add)

KJLS (Add)

KPXI (Add)

KSND (Add)

WJZQ (Add)

WOVO (D#40)

WPFM (Add)

and more

**ONE OF THE BIGGEST HITS IN EUROPE TODAY!  
A MUST LISTEN...THE LYRICS WILL CLOSE YOU!**

*"DON'T YOU LOVE ME?"*

**THE HOTTEST CLUB RECORD  
IN AMERICA THIS WEEK!**

**CROSSOVER TOP40 CHART: 34-32**

**19 ACTIVE REPORTS!**

**A HITBOUND!**



KXXR (Add)  
HOT97 (#27)  
POWER106 (17-13)  
B96 (#25)

KMEL (#18)  
WIOQ (#27)  
WXKS-FM (28-22)  
WLOL-FM (17-13)  
POWER PIG (32-30)

HOT102 (#30)  
HOT97.7 (#30)  
KITY (23-21)  
WKSS (#18)

Z99 (32-28)  
HOT95 (21-16)  
HOT99.9 (22-17)  
and more



**#1 BILLBOARD DANCE CHART  
#15 BILLBOARD 12 INCH SALES**

And Why Not

*"The Face"*



**ON YOUR DESK NOW!**

**CHECK OUT THIS HOT NEW BAND FROM ENGLAND!  
FROM THEIR DEBUT ALBUM "MOVE YOUR SKIN"!**



# HOT RADIO PROMOTIONS

## HOT97 PAYS TYSON'S DINNER BILL

After learning that former heavyweight champ **Mike Tyson** had run out on his dinner bill at Sal's Pizzeria in Manhattan recently, HOT97 morning personalities **Howard Hoffman** and **Stephanie Miller** demonstrated their deep love for the people of New York, and their desire to keep their city safe from being ripped off by large athlete-types, by rushing to the aid of the pizza mogul and kicking in the entire amount of Tyson's unpaid bill - all \$5.35 of it. Hoffman downplayed the importance of the deed, saying, "We just never thought it'd be a good idea for anyone named Sal to be ripped off."

## B96-Q101 TOUPEE WARS END IN CHICAGO

An on-air tussle between Chicago's B96 and Q101 began June 15 when Q101's **Robert Murphy** offered a \$500 bounty for the person who brought him B96 morning co-host **Jobo's** "bad rug." B96 responded by passing out 20 toupees to 20 listeners, all of whom went to Q101 to collect their money. When Q101 refused to pay, B96 informed Murphy that if he showed up at B96 by 9 a.m. on June 17, B96 would donate \$1000 to the Chicago Boys & Girls Clubs. Well, Murphy never made it over to grab Jobo's toupee, but he did follow B96's lead by announcing shortly before the 9 a.m. deadline that he, too, would donate \$1000 to charity.

## KHTK's "HOTTEST DANCE CONTEST" - NO LAMBADA ALLOWED

KHTK in St. Louis and Six Flags Over Mid-America is giving away over \$10,000 in cash and prizes during the station's six-week long "Hottest Dance Contest." Dancers compete at Tremors dance club, and weekly qualifiers return for the final round at the 6000-seat Old Glory Amphitheater. The first round drew over 2000 to Tremors, and the evening featured a special performance by **The U-Krew**. **Expose** will provide the entertainment at the July 7 semi-final round, and a special guest, still to be announced, will perform the night of the championship, July 14. Participants dance individually or in groups of up to four, and KHTK warns that in the interest of upholding community standards and the principle of artistic integrity, any dancers performing the Lambada will be shot.

## 95XXX GIVES COSBY A JELL-O POP WELCOME

95XXX in Burlington, Vermont welcomed **Bill Cosby** to Burlington's Memorial Auditorium in royal style June 23. For the previous week listeners were told to call in to register for front row tickets, limo service to and from the show, and dinner for two. Each registrant then won a box of Bill's favorite, Jell-O Pudding Pops. Then, on the night of the show, 95XXX staffers stood on the steps of the auditorium handing out hundreds of free Pudding Pops to concert-goers.

## 92X ANNOUNCES WINNERS OF HOMEMADE BIKINI CONTEST

92X in Columbus held its Second Annual Homemade Bikini Contest June 27 at the Lost City of Atlantis nightclub, and boy was the competition HOT! Three thousand people packed the club to see the contest, which was hosted by 92X's **Tom Kelly and Company**. Nineteen-year-old Polly Gabriel of Columbus walked away with the \$1000 first prize for her homemade bikini of day-glo pink and green tubes. Second place and \$500 went to Linda Hill of Westerville, who sported a military style bikini made only of artillery, complete with army cap and boots. Lisa Robbins of Grove City scored third place and \$250 for her pink cellophane bikini dotted with Skittles candy.

## Z100 REWARDS SCHOOL SPIRIT WINNERS WITH THE CRUE



Z100 in New York presented Bloomfield High School, winner of the 1990 School Spirit Contest, an end-of-the-school-year concert starring **Motley Crue** at the Ritz. Bloomfield High won the concert by sending in the most votes of the thousands of area high schools vying for the concert. Among those enjoying a backstage pre-show gathering with the Crue include Z100 VP of Programming **Steve Kingston** (top), Assistant PD **Frankie Blue** (third from left), and **ELEKTRA Records** National Promotion Director **Lisa Frank** (fourth from left).

## STAR94 PETITIONS TO BRING OLYMPICS TO ATLANTA

Georgia Secretary of State **Max Cleland** was first in line to sign the "World's Largest Olympic Petition" after it was unveiled by STAR94 in Atlanta on June 21. The petition is actually a full-sized traveling billboard, and over the next three months, it will tour the entire Atlanta area in search of 94,000 signatures. In September, STAR94 will carry the petition personally to Tokyo, where the International Olympic Committee is voting on a site for the 1996 Summer Games. Several former Olympic medal winners from Georgia were on hand for the initial signing of the billboard, including **Isabelle Holston** (bronze medal, track & field, 1956), **Cinday Jane Brogdon** (silver medal, basketball, 1976), **Melvin Pender Jr.** (gold medal, track & field, 1968), **Stanley Joseph Dzedzic** (bronze medal, wrestling, 1976), **Geoffrey Gaberino** (gold medal, swimming, 1984), and **David Wilson** (silver medal, swimming, 1984).

## WLWL's DANCE PARTY '90

WLWL in Minneapolis held the Twin Cities' biggest dance party on June 26, when the station hosted Dance Party '90 at the Hyatt Regency Hotel. The grand ballroom came alive with performances by **Sweet Sensation**, **Go West**, **George Lamond**, **Spunkadelic** and **The Brat Pack**. Champagne flowed, hors d'oeuvres were served, and the hottest dance mix in the nation was heard!

## WNCI MORNING ZOO GETS DRUNK

The WNCI, Columbus Morning Zoo spent a recent morning show getting drunk as skunks, in order to raise drunk driving awareness for the Fourth of July. Under the supervision of the Ohio State Highway Patrol, the Zoo drank until each member was legally intoxicated. **John Cline** drank straight beer, **Shawn Ireland** downed wine, and **Dave Calin** chugged shots of tequila chased by entire beers! The trio slurred their way through the entire show, and more importantly demonstrated why drinking and driving don't mix.

## KATM IS THROWIN' A BEACH PARTY

A beach party in Colorado? When there's a will, there's a way, and KATM in Colorado Springs is throwing a full blown bash July 21, when they will have 200 tons of sand trucked in and dumped in the parking lot of a local mall. The party will feature performances by the **Romantics** and local band **Hydra**, and beach contests will be held throughout the day. There will also be food and drink aplenty, and all this for a \$5 donation, which goes to the Foster Children's Fund.

## JET-FM ENTERS THE SPORTS ARENA

JET-FM in Erie, Pennsylvania is making its mark on the sports world, as the station has recently hosted a volleyball tournament and a 3-on-3 basketball tournament. In the First Annual JET-FM Volleyball Tournament, co-ed teams competed in power and recreational divisions. The JET-FM Misfits participated and managed to lose every game. Hundreds of teams entered the 3-on-3 tournament, and the winners will move on to a regional tournament in Colorado. A slam dunk contest was one of the highlights of the tournament, and another was the participation of the Misfits who, needless to say, won't be going to Colorado.

## KTXY's "INSTANT WINNER PRIZE CERTIFICATE" PROMO



KTXY (Y107) in Jefferson City, Missouri recently wrapped up its "Instant Winner Prize Certificate" promotion by drawing the winner of the grand prize, a 1990 Ford Probe. **Karen Mantle** (center, receiving keys to her new car from KTXY Promotions Director **Steve Austin**, left, and Morning Man **Jeff Cole**) was drawn from the names of winners of qualifying prizes, which included televisions, stereos, swimming pools, and trips. The station mailed 80,000 certificates to listeners, and the certificate holder who got through as the seventh caller at the touchtone won a qualifying prize.

# HEART

Produced by RICHIE ZITO Mgmt: TRUDY GREEN/HK Management, Inc.



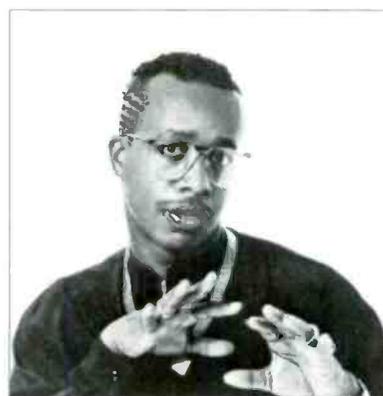
*"I Didn't Want To Need You"*

**National ALBUM SALES: TOP 15**

**MAINSTREAM TOP40 CHART: 43-40  
ROCK RADIO: 25-16**

- |                |               |                 |
|----------------|---------------|-----------------|
| WPLJ (33-31)   | B94 (29-26)   | KSAQ (24-18)    |
| PIRATE (22-21) | PWR99 (27-25) | WZPL (Add)      |
| KEGL (10-8)    | KKRZ (24-22)  | KCPX (16-12)    |
| Q107 (29-26)   | KXYQ (16-8)   | WZZG (27-24)    |
| KKBQ (Add)     | KWSS (22-16)  | MIX105.1 (D#25) |
| Y100 (D#27)    | Q102 (28-25)  | XL106.7 (31-28) |
| KPLZ (33-30)   | WGH (30-26)   | Y107 (Add)      |
| KUBE (25-15)   | WNVZ (Add)    | WGTZ (21-16)    |
| KBQ (#17)      | B97 (#20)     | and more        |

# M.C. HAMMER



*"Have You Seen Her"*

**A NATIONAL BREAKOUT WITH 136 ACTIVE MENTIONS!  
ONE OF MOST ADDED WITH 42 ADDS**

**MAINSTREAM TOP40 CHART: NEW 36  
CROSSOVER TOP40 CHART: 42-20  
National ALBUM SALES: 1-1**

- |                   |                   |                   |
|-------------------|-------------------|-------------------|
| HOT97 (Add #33)   | Z90 (23-20)       | KITY (16-12)      |
| WPLJ (27-25)      | B104 (30-28)      | KTFM (20-18)      |
| KIIS-FM (27-25)   | Q105 (25-21)      | HOT94.9 (13-8)    |
| POWER106 (23-20)  | POWER PIG (21-15) | MAJIC102 (27-23)  |
| WIOQ (34-32)      | WPHR (21-13)      | WKSE (18-21)      |
| THE FOX (Add #23) | KKFR (D#30)       | KC101 (D#29)      |
| WHYT (20-17)      | KOY95 (Add)       | WKSS (25-21)      |
| 100.3JAMZ (27-24) | KS104 (8-6)       | WTIC-FM (25-22)   |
| WXKS-FM (33-27)   | Y108 (24-14)      | WCKZ-FM (Add)     |
| WZOU (Add #28)    | KKRZ (29-24)      | FM100 (D#26)      |
| KISS38.5 (23-20)  | KXXR (D#29)       | 102JAMZ (Add #35) |
| KKBQ (28-23)      | HOT97.7 (27-21)   | Y107 (26-23)      |
| KRBE (#29)        | FM102 (17-14)     | KJ103 (27-24)     |
| HOT105 (34-29)    | KROY (17-12)      | WGTZ (29-22)      |
| POWER96 (34-29)   | KWOD (D#36)       | WDJX (Add)        |
| POWER99 (29-23)   | Q102 (35-33)      | WJMH (D#29)       |
| Q106 (27-21)      | WNVZ (D#24)       | and more          |
|                   | B97 (25-19)       |                   |

# POISON

*"Unskinny Bop"*

**MAINSTREAM TOP40 CHART: NEW 45  
#1 IN THE DISCOVERY CLUB  
ONE OF THE MOST ADDED WITH 71 ADDS!  
ROCK RADIO: 9-7**

- |                   |                |
|-------------------|----------------|
| WPLJ (Add)        | KZZP (D#29)    |
| Z100 (30-28)      | Y108 (Add)     |
| PIRATE (D#16)     | KXYQ (24-19)   |
| Z95 (D#26)        | KBEQ (D#28)    |
| EAGLE106 (D#25)   | PRO-FM (Add)   |
| THE FOX (17-10)   | Q102 (34-32)   |
| WHYT (D#18)       | WGH (Add #30)  |
| Y95 (28-26)       | WNVZ (Add)     |
| WXKS-FM (Add)     | KSAQ (35-30)   |
| Q107 (Add #30)    | WZPL (29-26)   |
| POWER99 (Add #29) | XL106.7 (D#33) |
| KPLZ (D#32)       | WJRZ (D#27)    |
| KUBE (D#26)       | 98PXY (Add)    |
| KBQ (31-27)       | WGTZ (D#27)    |
| B104 (D#30)       | CKOI (Add)     |
| KDWB-FM (#25)     | and more       |
| B94 (Add)         |                |
| WPHR (D#19)       |                |



**MELLOW MAN ACE**

*"Mentirosa"*

**MAINSTREAM TOP40 CHART: 31-28  
National SINGLE SALES: 14-9  
A HITBOUND!**

- |                  |                   |                 |
|------------------|-------------------|-----------------|
| HOT97 (15-11)    | KKBQ (9-6)        | HOT97.7 (Add)   |
| WPLJ (12-7)      | KRBE (25-25)      | FM102 (#2)      |
| Z100 (19-17)     | HOT105 (D#35)     | WNVZ (Add)      |
| KIIS-FM (1-3)    | POWER96 (3-5)     | KGGI (#1)       |
| POWER106 (#1)    | KHTK (14-12)      | KITY (6-5)      |
| B96 (#8)         | Q106 (#5)         | KTFM (2-1)      |
| Z95 (20-14)      | Z90 (#19)         | HOT94.9 (4-2)   |
| KMEL (#4)        | POWER PIG (13-11) | WKSS (17-15)    |
| EAGLE106 (D#24)  | Q105 (30-28)      | WTIC-FM (26-17) |
| WIOQ (13-13)     | KKFR (#6)         | WCKZ-FM (7-6)   |
| WHYT (19-13)     | KOY95 (#3)        | WZZG (21-17)    |
| 100.3JAMZ (8-7)  | KZZP (5-4)        | 102JAMZ (#10)   |
| WZOU (18-15)     | KS104 (3-2)       | Y107 (15-13)    |
| WPGC (26-26)     | HOT102 (23-18)    | KJ103 (26-23)   |
| KISS98.5 (30-27) | KXXR (20-17)      | and more        |

# WHISPERS

*"Innocent"*

**#1 MOST ADDED URBAN!**

# CLUB CHART

COMPILED FROM THE HOTTEST AND FRESHEST CLUB AND RECORD POOL CHARTS FROM ACROSS THE COUNTRY

LW-TW

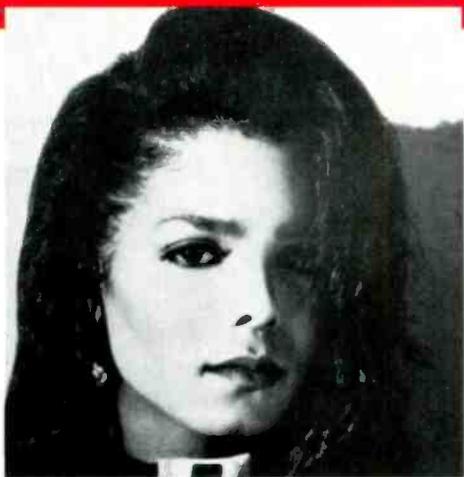
- 1-1 **SNAP** "The Power" (ARISTA)
- 3-2 **EN VOGUE** "Hold On" (ATLANTIC)
- 2-3 M.C. HAMMER "U Can't Touch This" (CAPITOL)
- 7-4 **LISA STANSFIELD** "You Can't Deny it" (ARISTA)
- 4-5 MADONNA "Vogue" (SIRE/WB)
- 5-6 49ERS "Don't You Love Me?" (4TH & B'WAY/ISL)
- 11-7 **MR. LEE** "Pump That Body" (JIVE/RCA)
- 8-8 **GEORGE LAMOND** "Bad Of The Heart" (COL)
- 6-9 D-MOB f/ C. DENNIS "That's The..." (FFRR/POLY)
- 13-10 **TECHNOTRONIC** "This Beat Is Techno..." (SBK)
- 9-11 JOHNNY GILL "Rub You The Right ..." (MOTOWN)
- 20-12 **SOUL II SOUL** "A Dreams A Dream" (VIRGIN)
- 17-13 **INDIA** "The Lover That Rocks..." (REP)
- 12-14 BELL BIV DEVOE "Poison" (MCA)
- 10-15 MICHEL'LE "Nicety" (RUTHLESS/ATCO)
- NEW-16 **BLACK BOX** "Everybody, Everybody" (RCA)
- 53-17 **DEPECHE MODE** "Policy Of Truth" (SIRE/REP)
- 14-18 MELLOW MAN ACE "Mentiroso" (CAPITOL)
- 23-19 **FAX YOURSELF** "I Feel Love/Sunshine" (DCC)
- 16-20 ALISHA "Bounce Back" (MCA)
- 47-21 **KEITH SWEAT** "Make You Sweat" (ELEKTRA)
- 24-22 **JUNGLE BROTHERS** "What "U" Waitin' 4" (WB)
- 34-23 **NEW KIDS...** "Step By Step" (COLUMBIA)
- 22-24 LOUIE LOUIE "Sittin' In The Lap..." (WTG/EPIC)
- 15-25 DEPECHE MODE "Enjoy The Silence" (SIRE/REP)
- 26-26 DIGITAL UNDERGROUND "Humpty Dance" (TB)
- 21-27 DAVID BOWIE "Fame '90 (House Mix)" (EMI)
- 25-28 THE CREW "Get Dumb (Free Your Body)" (VEN/A&M)
- NEW-29 **CELEBRATE THE NUN** "Will You Be There" (ENIG)
- 19-30 HI TEK3 "Spin That Wheel" (SBK)
- 35-31 **PAULA ABDUL** "Shut Up And Dance" (VIRGIN)
- 18-32 JANET JACKSON "Alright" (A&M)
- 38-33 **DOUG LAZY** "Can't Hold Back (U No)" (ATLANTIC)
- 29-34 TONY! TONI! TONE! "The Blues" (WING/POLY)
- 31-35 3RD BASE "Brooklyn Queens" (COLUMBIA)
- NEW-36 **WHITE KNIGHT** "Get Crazy" (JIVE)
- 27-37 THE COVER GIRLS "All That Glitters Isn't..." (CAP)
- 46-38 **GRACE JONES** "Amado Mio/Crack Attack" (CAP)
- 40-39 **MANTRONIX** "Take Your Time" (CAPITOL)
- NEW-40 **MIX MASTERS** "Grand Piano" (PANDISC)
- NEW-41 **ANYTHING BOX** "Jubilation" (EPIC)
- NEW-42 **ELECTRIBE 101** "Talking With Myself" (MERCURY)
- 32-43 ELECTRONIC "Getting Away With It" (WB)
- 30-44 JANE CHILD "Don't Wanna Fall In Love" (WB)
- 36-45 CHILL ROB G/P. JAM "The Power" (WILD PITCH)
- 43-46 KLYMAXX "Good Love" (MCA)
- 45-47 THE FAMILY STAND "Ghetto Heaven" (ATLANTIC)
- 28-48 REBEL MC "Street Tuff" (MERCURY)
- 44-49 TYLER COLLINS "Girl's Nite Out" (RCA)
- 51-50 **A GUY CALLED GERALD** "Fx" (COLUMBIA)
- 48-51 SOUL II SOUL "Get A Life" (VIRGIN)
- NEW-52 **MISTER MIXI & SKINNY...** "I Can Handle It" (SBK)
- 52-53 MILIRA "Mercy Mercy Me..." (MOTOWN)
- 49-54 RAM JAM "Black Betty" (EPIC)
- 55-55 **RED FLAG** "Count To 3" (ENIGMA)

## BREAKOUTS

- THE ADVENTURES OF STEVIE V "Dirty Cash" (MERCURY)
- ADEVA "Warning" (CAPITOL)
- BEATS INTERNATIONAL "Won't Talk About It" (ELEKTRA)
- BLACK BOX "Everybody, Everybody" (RCA)
- CORO "Can't Let You Go" (CUTTING)
- WAS (NOT WAS) "Papa Was A Rolling Stone" (CHRYSALIS)
- WHITE KNIGHT "Get Crazy" (JIVE)
- AGE OF CHANCE "Playing With Fire" (CHARISMA)

## CLUB REPORTERS

- |  |  |
|--|--|
| <p><b>NEW YORK</b></p> <p>SURE RECORD POOL • Bronx ♦ Bobby Davis 212 904-0500• BEATS INTL, BLAZE, LADIES SPICE, LIZ TORRES, STEVIE V,</p> <p><b>LOS ANGELES</b></p> <p>AMERICAN MUSIC POOL • Beverly Hills ♦ Jeff Fishman / Jimmy Kim 213 659-7852• ADEVA, CAMEO, FAX YOURSELF,</p> <p>IMPACT RECORD POOL • Los Angeles ♦ Fut 213 292-6611• THE AFROS, THREE TIMES DOPE</p> <p>RESOURCE RECORD POOL • Los Angeles ♦ Randy Sills 213 651-2085• DOUG LAZY, MANTRONIX, RENEGADE SOUNDWAVE, STEVIE V, WHITE KNIGHT,</p> <p><b>CHICAGO</b></p> <p>CHICAGO RECORD POOL • Chicago ♦ Sean Knight 312 876-0909• DEPECHE MODE, PULSE 8, RED FLAG,</p> <p><b>SAN FRANCISCO</b></p> <p>BAY AREA DANCE ASSOC. • San Francisco ♦ Nick Lygzios 415 882-9700• ADEVA, BOSE, DEPECHE MODE, ERASURE, RHYTHM CLUB,</p> <p><b>PHILADELPHIA</b></p> <p>PHILADELPHIA METRO POOL • Philadelphia ♦ Martin Keown 215 732-7949• BEATS ITNL, IMAGES, MC HAMMER, NEW ORDER, WAS (NOT WAS),</p> <p><b>DETROIT</b></p> <p>MADD RECORD POOL • Detroit ♦ Keith Golden 313 922-5581• MC HAMMER, MICHEL'LE, MR LEE, SNAP, WHITE KNIGHT,</p> | <p><b>DALLAS</b></p> <p>NORTH TEXAS DANCE POOL • Dallas ♦ Karen Kennedy 214 826-6832• ANYTHING BOX, BLACK BOX, ERASURE, REAL LIFE, SOUL II SOUL,</p> <p><b>BOSTON</b></p> <p>BOSTON RECORD POOL • Boston ♦ Robin Springer 617 325-7665• AGE OF CHANCE, BELL BIV DEVOE, LISA STANSFIELD, ONE WORLD, POINTER SISTERS, STEVIE B, STEVIE V,</p> <p><b>WASHINGTON D.C.</b></p> <p>OUR MID-ATLANTIC POOL • Washington ♦ Bill Keart 202 483-8880• ADAMSKI, BANG THE PARTY, CORO, DONNA WILLIAMS, THE TIME ,</p> <p><b>HOUSTON</b></p> <p>MUSIC INFORMATION EX. • Houston ♦ Paul Olsen 713 667-2734• BANG THE PARTY, FORTRAN 5, KID FROST, STEVIE B,</p> <p><b>MIAMI</b></p> <p>FLAMINGO RECORD PROMO. • Miami ♦ Richard McVay 305 895-1246• ADEVA, BLUE AEROPLANES, BLACK BOX, SATOSHI TOMIIE F/ A. JARVI, TONY CRUZ,</p> <p><b>SAN DIEGO</b></p> <p>SOLID PRODUCTIONS RECORD POOL • San Diego ♦ Monre Greer 619 470-3111• ADAMSKI, AFTER 7, BABYFACE, BEATS INTERNATIONAL, NAYOBE,</p> <p><b>PHOENIX</b></p> <p>DESERT WEST RECORD POOL • Phoenix ♦ Terry Gilson 602 249-9214• BOYS FROM THE BOTTOM, CORO, NEWS 4 YOU, THE TIME , WAS (NOT WAS),</p> |
|--|--|



# Janet Jackson

*"Come Back To Me"*

**MAINSTREAM TOP40 CHART: 37-21**  
**CROSSOVER TOP40 CHART: 41-16**  
**National ALBUM SALES: TOP 30**

Produced by JIMMY JAM and TERRY LEWIS for Flyte Tyme Productions, Inc.  
Co-Produced: JANET JACKSON  
Executive Producer: JOHN McCLAIN  
ROGER DAVIES MANAGEMENT, INC.

**#1 MOST ADDED AGAIN WITH 72 ADDS!**

HOT97 (30-23)  
Z100 (29-27)  
KIIS-FM (26-24)  
B95 (Add #27)  
Z95 (Add)  
KMEL (#14)  
X100 (D#30)  
EAGLE106 (Add)  
WIOQ (D#33)  
WUSL (D#29)  
Q95 (#24)  
THE FOX (26-24)  
WHYT (D#21)  
WMXD (29-22)

100.3JAMZ (25-18)  
WXKS-FM (24-19)  
WZOU (26-21)  
WAVA (30-27)  
KISS98.5 (29-15)  
KKBQ (D#25)  
KRBE (28-28)  
HOT105 (7-6)  
POWER99 (24-20)  
WBLI (Add)  
KPLZ (D#31)  
KUBE (D#23)  
KBQ (Add #38)  
KHTK (D#30)

B100 (25-11)  
Q106 (25-19)  
Z90 (Add #35)  
B104 (D#29)  
B94 (28-24)  
KEZY (Add #29)  
POWER PIG (35-23)  
Q105 (27-24)  
WPHR (D#22)  
KKFR (23-18)  
KOY95 (Add)  
KZZP (D#28)  
KS104 (D#24)  
Y108 (25-17)

KKRZ (28-26)  
HOT102 (35-28)  
KBEQ (D#29)  
KXXR (Add)  
PRO-FM (Add #35)  
HOT97.7 (D#22)  
KWSS (29-17)  
FM102 (23-22)  
KROY (29-23)  
KWOD (32-26)  
WGH (34-31)  
KGGI (D#23)  
WNCI (23-18)  
B97 (15-12)

KITY (D#18)  
KSAQ (28-23)  
KTFM (D#27)  
WZPL (30-27)  
HOT94.9 (10-7)  
KCPX (23-20)  
KISN (D#23)  
KC101 (30-21)  
WKSS (28-24)  
WTIC-FM (36-31)  
WCKZ-FM (D#14)  
WZZG (Add)  
FM100 (Add)  
102JAMZ (25-21)

MIX105.1 (D#24)  
WJLK-FM (Add #28)  
WJRZ (Add)  
98PXY (D#26)  
Y107 (D#33)  
KJ103 (28-25)  
Z99 (D#29)  
WGtz (D#28)  
WDJX (D#26)  
WJMH (D#27)  
WKZL (D#34)  
KISN (29-26)  
and more

## The Brat Pack

*"I'm Never Gonna Give You Up"*

**A HITBOUND!  
A CRUSADE!**



POWER106 (Add)  
B96 (#28)  
X100 (27-24)  
Z90 (#25)  
WLOL-FM (31-26)  
POWER PIG (38-36)  
KKFR (Add)  
HOT102 (38-34)  
KXXR (D#20)  
KWOD (#37)

WCKZ-FM (36-34)  
KJ103 (#26)  
Z99 (D#32)  
99WGY (Add)  
HOT95 (23-18)  
KBTS (Add #40)  
KMOK (Add)  
KQCR (Add)  
KQIZ (D#39)  
KRnQ (17-15)  
KSKG (Add)

KTUX (37-34)  
KZBB (D#31)  
SLY96 (Add)  
WJMX (D#40)  
WLAN-FM (Add #29)  
WLRW (30-26)  
WOKI (D#28)  
WPXR (20-16)  
Z104 (29-26)  
and more

Produced by ROBERT CLIVILLES and DAVID COLE Management: ROBERT GORDON

*"Holding My Heart"*

# BANG

**THE BUZZ IS ON!!!**



# NEW RELEASES

## TOP 40

2 LIVE CREW "Banned In The U.S.A." (LUKE/ATL)  
THE ADVENTURES OF STEVIE V. "Dirty Cash" (MERC)  
ANA "Angel Of Love" (PARC/EPIC)  
JON BON JOVI "Blaze Of Glory" (MERCURY)  
CHEAP TRICK "Can't Stop Falling Into Love" (EPIC)  
CHICAGO "Heart's In Trouble" from the  
*Days Of Thunder* sound track (DGC)  
THE CREEPS "Ooh - I Like It" (ATLANTIC)  
JUDE COLE "Time For Letting Go" (REPRISE)

DOC BOX & B. FRESH "Slow Love" (MOTOWN)  
HURRICANE "Next To You" (ENIGMA)  
INDECENT OBSESSION "Tell Me Something" (MCA)  
L.A. GUNS "Ballad Of Jayne" (POLYDOR)  
MARCALEX "Quick Quick" (ATCO)  
NAYOBE "I Love The Way You Love Me" (WTG/EPIC)  
NEW KIDS ON THE BLOCK "Tonight" (COLUMBIA)  
DIGITAL UNDERGROUND "Doowutchyalike" (T BOY)  
WINGER "Can't Get Enuff" (ATLANTIC)

## ROCK

CHEAP TRICK "Can't Stop Falling Into Love" (EPIC)  
DEVO "Post Post-Modern Man" (ENIGMA)  
GUN "Taking On The World" (A&M)  
L.A. GUNS "I Wanna Be Your Man" (POLYDOR)  
IGGY POP "Home" (VIRGIN)  
RAILWAY CHILDREN "Every Beat Of The Heart" (VIRG)

SEWINDERS "We Don't Do That Anymore" (RCA)  
DAVE STEWART and the SPIRITUAL COWBOYS  
"Party Town" (ARISTA)  
VIXEN "How Much Love" (EMI)

## ALTERNATIVE

DEVO "Post Post-Modern Man" (ENIGMA)  
HEARTTHROBS "Dream Time" (ELEKTRA)

NITZER EBB "Fun To Be Had" (Geffen) single  
IGGY POP "Home" (VIRGIN)

HYATT (from page 5)

continue to supervise programming for Henry's stations in Denver, Omaha, Fresno, San Bernardino and Riverside.

Salgo said that in consulting numerous dance stations over the last few years, he has gotten to know a lot of programmers in the format, "and I feel that Jamie has a real sensitivity for the music that most other program directors lack. It's a tough format to find just the right balance between Latin, Black, Euro and white, and he's really good at that."

Salgo said there are no plans for format changes at any of Henry's stations, but the company does plan to add stations in the future. Any Top40 stations bought by the company would fall under the programming supervision of Hyatt, said Salgo.

Hyatt called Henry "a hot up-and-coming company," and said he is "thrilled to be involved with the people here and to contribute to Henry's success."

4 PM (from page 5)

"so we went to the best independents in the country and got them enthused about the concept."

**Mike Martucci**, former Director of AC Promotion at COLUMBIA Records, will head AC Promotion for 4 PM. **Howard Rosen** of Howard Rosen Promotions will handle Top40 promotion, having held key promotion posts at BEARSVILLE, CASABLANCA, WARNER BROS., MOTOWN and A&M before founding his own company.

**Corb Donahue**, formerly National Dir. of PR and Artist Development at ABC, A&M and MOTOWN, will handle public relations and artist development for 4 PM. Distribution will be handled by Schwartz Brothers on the East Coast, Big State in the Southwest, CRDI on the West Coast and M S in the Midwest.

4 PM's released its first single, *Just In Love* by **Slyce**, on June 18, and the song appears on the next HITMAKERS CD sampler.

THE TIME (from page 7)

one is happier about the development than The Time's courier of cool, Morris Day.

"I pretty much channeled my creative juices into the framework of my solo LP's," he says. "Now that we're back together, I just want to make the best music possible, no matter who the creator is. And to me, every tune on the record is a hit."

Look at the track records of the aforementioned parties, and the boast seems more than feasible. In addition to the landmark production achievements of Jam and Lewis, Jesse Johnson and Jerome Benton also scored some considerable coups during The Time's inert phase. While with A&M in the mid-'80s, Jesse uncoiled three dynamite singles, with *Can You Help Me* and *Be Your Man* establishing him as one of the key purveyors of urbanesque synth pop in the genre. Johnson says he's delighted at the reformation of The Time, and claims that the chemistry has never been better.

"I had a feeling that when we all got together again, it would be like we'd never left," he says, "and that's exactly what happened. Initially we each came in with a few bits of things, and I contributed the verses of two half-completed rockers we used, and a mostly finished tune called *Pandemonium* that Jimmy and Terry really supercharged. After Jerome got through 'honking' on 'em, they were ready for the oven."

Now that they're out of the incubator and the public is giving radio the thumbs up sign, The Time is finally ready to show the world what time it *really* is. One programmer summed it up perfectly: "When you hear how great this new song is," he said in a half praise/half lamenting gasp, "it ticks you off that the group ever broke up!"

All we can do now is enjoy 'em while we got 'em. The Time are back, and hands all over the globe are applauding - even Big Ben's.

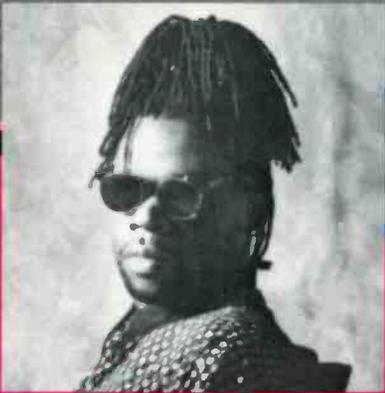
RETAIL/RADIO (from page 7)

and totally infectious. I hope COLUMBIA gets behind this record because I think it could be a summertime hit."

So do I, Oskar Scotti. If only half the programmers I've talked to who loved the song would actually play it, there'd be a few dozen more stations on board than are showing up in the trades. It's an intelligent (huh?) record that also makes for great dance relief.

**Kevo Thomson** from General Record Service in Seattle called up for two reasons: first, to deride me for misspelling his surname (sorry dude) last issue, and second, to rave about **Keith Sweat** and his new album on ELEKTRA. "It went from nowhere into our Top 30, and the thing keeps building," radiated K.T., sounding like he just witnessed his mother-in-law swan-diving off the Space Needle. Thomson adds that not only is **Faith No More** continuing to rape the registers in Seattle, but so are two country pickers who burst out of oblivion onto the ticker tape: **George Strait** and **Clint Black**. I asked Kevo what he thought their secret was, and a pregnant pause filled the phonelines. "They've really got stud appeal, I guess," he finally offered, before confessing he hadn't heard either's latest record. "Must be something to do with the size of their belt buckles." Yeah... okay Kevo. Who says people in Seattle don't use their heads?

**Jennifer Bell**, MD of KATM in Colorado Springs, sprang some more Human Radio hype on me, saying that *Me and Elvis* works for her *before* 6 p.m. - a radical departure from the majority of early converts to the song who utilize the track as a nighttime secret weapon. "If you've got ears for hits, you've got to believe in *Me And Elvis*," she cooed, having just heard from the song's author, Ross Rice, the day before. "That story about one of the band members knowing Elvis is a bunch of shit though," she said in a revelation. "It's a dumb rumour that's been circulating lately." Way to track 'em down J.B.



# SOUL II SOUL

*"A Dreams A Dream"*

**CROSSOVER TOP40 CHART: 49-43**  
**CLUB CHART: 20-12**  
**29 ACTIVE REPORTS!**

**National ALBUM SALES: TOP 25**  
**A HITBOUND!**

HOT97 (#13)  
POWER106 (35-31)

KMEL (#15)  
X100 (29-27)  
WUSL (#16)  
WMXD (#21)

WXKS-FM (34-32)  
Z90 (29-27)  
WMXP (D#30)  
KXXR (D#28)

HOT97.7 (Add)  
Z99 (D#30)  
CKOI (37-32)  
AND MORE

**CROSSOVER TOP40 CHART: 43-30**  
**19 ACTIVE REPORTS!**  
**A HITBOUND! A CRUSADE!**

## Kid Frost

*"La Raza"*



KIIS-FM (Add)  
POWER106 (28-24)  
KMEL (#21)  
Q106 (21-16)  
Z90 (15-8)  
KKFR (14-11)

KOY95 (Add)  
HOT97.7 (16-12)  
FM102 (18-15)  
KGGI (12-7)  
KITY (28-24)  
KTFM (28-26)

WCKZ-FM (39-37)  
KBOS (D#37)  
KCHX (Add)  
KDON (25-22)  
KKIS (31-28)  
KKXX (Add)

KPRR (24-20)  
and more

## AFTER 7



*"Can't Stop"*

## "R & R"

**URBAN: 8-3\***

**CROSSOVER TOP40 CHART: 46-41**  
**National ALBUM SALES: NEW 44**  
**17 ACTIVE REPORTS! 10 ADDS!**  
**A HITBOUND!**  
**A CRUSADE!**

WUSL (14-11)  
WMXD (D#30)  
100.3JAMZ (18-16)  
WPGC (#28)  
HOT105 (18-14)  
WMXP (27-23)

Y108 (Add #30)  
FM102 (Add #29)  
KITY (Add)  
102JAMZ (33-27)  
Z99 (Add)  
HOT104 (Add #27)

HOT95 (Add #33)  
KAGO (Add)  
KBOS (Add)  
KDON (Add)  
WBEC-FM (Add)  
and more

**WITH SUMMER HERE,**  
**PLEASE GIVE**  
*"The Way You Do The Things You Do"*  
**ANOTHER LISTEN!**

## UB40



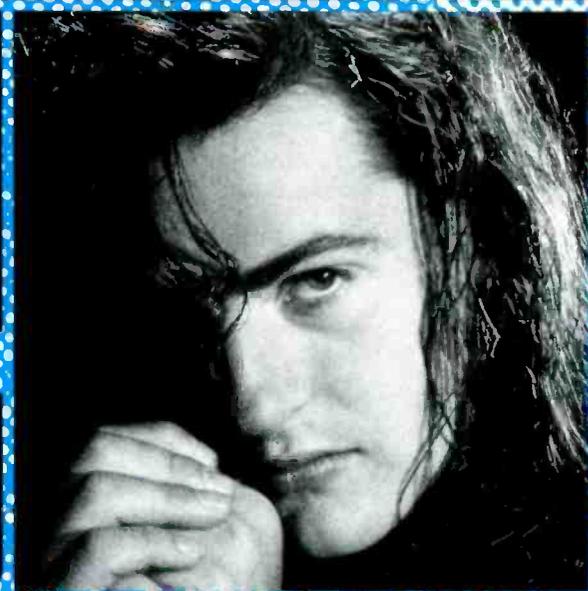
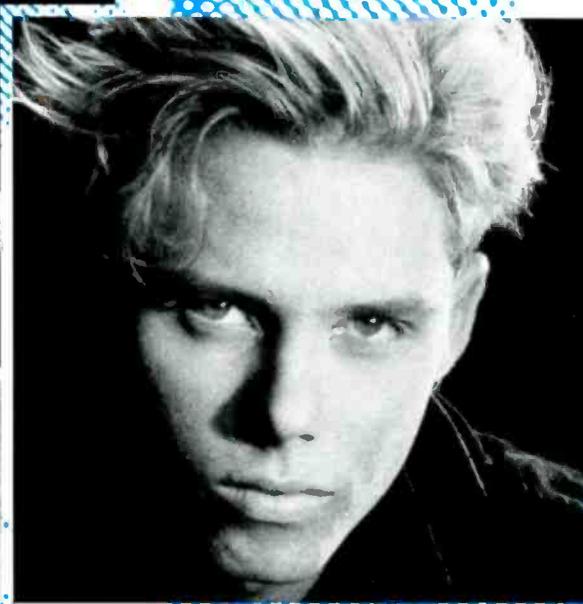
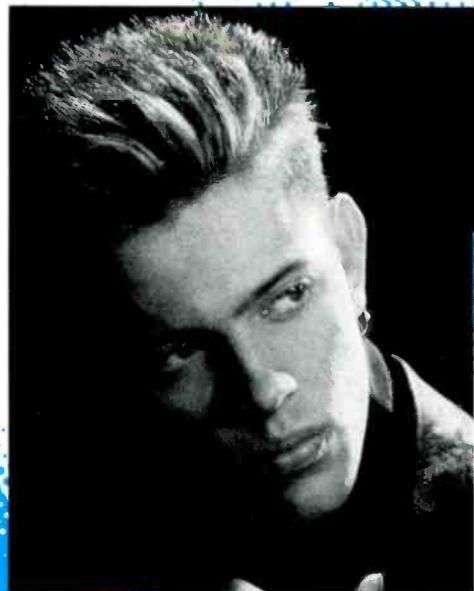
*"The Way You Do The Things You Do"*

**HOT94.9 (1-1)**  
**KNRJ (23-8)**



# indecent

obsession



tell me

something

- Multi-Platinum Debut in Australia
- **SOLD OUT** European and Australian Tours  
With Debbie Gibson and Kelly Rowland
- Single Charting Now in U.K.

"...after being on the road for two years and having a firm hand in the creative process, writing our own material and producing our own records...what we do is...what counts."

— David Dixon / lead vocalist

## TELL ME SOMETHING

THE HIT SINGLE OFF THE SELF-TITLED U.S. DEBUT  
WRITTEN AND PRODUCED BY INDECENT OBSESSION



ALSO PRODUCED BY MIKE MACKENZIE    MIXER BY DAVID FORBES    MANAGEMENT: AMANDA FROMM/WMP MANAGEMENT



MCA RECORDS, INC.

# NATIONAL RETAIL CHART

Published Weekly By **HITMAKERS MAGAZINE** And Compiled From Surveys Reported To Us By A Retail Panel Comprised Of 200 Individual Record Stores, Chains, And Distributors. These Charts Are Based On Sales Only.

## TOP SELLING ALBUMS

### #1 M.C. HAMMER "PLEASE HAMMER DON'T" (CAP)

LW-TW

- 1-1 M.C. HAMMER "Please Hammer" (CAPITOL)
- 3-2 MADONNA "I'm Breathless" (SIRE/WB)
- 2-3 NEW KIDS ON THE BLOCK "Step By Step" (COL)
- 4-4 BELL BIV DEVOE "Poison" (MCA)
- 6-5 WILSON PHILLIPS "Wilson Phillips" (SBK)
- 7-6 PRETTY WOMAN "Soundtrack" (EMI)
- 8-7 DEPECHE MODE "Violator" (SIRE/REPRISE)
- 5-8 SINEAD O'CONNOR "I Do Not Want..." (CHRY)
- 9-9 KEITH SWEAT "I'll Give All My Love" (ELEKTRA)
- 10-10 JOHNNY GILL "Johnny Gill" (MOTOWN)
- 14-11 2 LIVE CREW "As Nasty As They..." (LUKE/ATL)
- 11-12 Heart "Brigade" (CAPITOL)
- 13-13 STEVE VAI "Passion And Warfare" (RELATIVITY)
- 15-14 MICHAEL BOLTON "Soul Provider" (COLUMBIA)
- 17-15 PHIL COLLINS "...But Seriously" (ATLANTIC)
- 12-16 ICE CUBE "Amerikkka's Most Wanted" (PRIORTY)
- 16-17 BILLY IDOL "Charmed Life" (CHRYSALIS)
- 18-18 PAULA ABDUL "Shut Up And Dance" (VIRGIN)
- 28-19 FAITH NO MORE "The Real Thing" (SLASH/REP)
- 21-20 LISA STANSFIELD "Affection" (ARISTA)
- 30-21 ERIC B & RAKIM "Let The Rhythm Hit 'Em" (MCA)
- 22-22 EN VOGUE "Born To Sing" (ATLANTIC)
- 32-23 BRUCE HORNSBY "A Night On The Town" (RCA)
- 20-24 PUBLIC ENEMY "Fear Of A Black Planet" (COL)
- 19-25 SOUL II SOUL "Vol. II/1990/New Decade" (VIRGIN)
- 26-26 AEROSMITH "Pump" (Geffen)
- 35-27 MARIAH CAREY "Mariah Carey" (COLUMBIA)
- 27-28 DIGITAL UNDERGROUND "Sex Packets" (TB)
- 23-29 JEFF HEALEY "Hell To Pay" (ARISTA)
- 25-30 JANET JACKSON "Rhythm Nation" (A&M)
- 31-31 VAN MORRISON "The Best Of" (MERCURY)
- 24-32 BONNIE RAITT "Nick Of Time" (CAPITOL)
- 29-33 SLAUGHTER "Stick It To Ya" (CHRYSALIS)
- 37-34 THE SUNDAYS "Reading, Writing" (DGC)
- 35-35 BAD COMPANY "Holy Water" (ATCO)
- 39-36 DAVID BOWIE "Ziggy Stardust" (RYKODISC)
- 35-37 DON HENLEY "The End Of The ..." (Geffen)
- 39-38 SNAP "World Power" (ARISTA)
- 36-39 PRETENDERS "Packed" (SIRE/WB)
- NEW-40 JOHN HIATT "Stolen Moments" (A&M)
- NEW-41 DANZIG "Lucifuge" (Geffen)
- RE-42 MOTLEY CRUE "Dr Feelgood" (ELEKTRA)
- 45-43 CAMEO "Real Men..." (POLYDOR)
- RE-44 AFTER 7 "After 7" (VIRGIN)
- 41-45 TAYLOR DAYNE "Can't Fight Fate" (ARISTA)
- 45-46 MIDNIGHT OIL "Blue Sky Mining" (COLUMBIA)
- RE-47 TONY! TONI! TONE! "The Blues" (WING/POLY)
- NEW-48 CROSBY, STILLS & NASH "Live It Up" (ATLANTIC)
- 42-49 DAMN YANKEES "Damn Yankees" (WB)
- 40-50 GEORGE STRAIT "Livin' It Up" (MCA)

## TOP SELLING SINGLES

### #1 EN VOGUE "HOLD ON" (ATLANTIC)

LW-TW

- 2-1 EN VOGUE "Hold On" (ATLANTIC)
- 1-2 NEW KIDS ON THE BLOCK "Step By Step" (COL)
- 4-3 SNAP "The Power" (ARISTA)
- 5-4 BILLY IDOL "Cradle Of Love" (CHRYSALIS)
- 12-5 GLENN MEDEIROS f./B.Brown "She Ain't..." (MCA)
- 8-6 JOHNNY GILL "Rub You The Right Way" (MOT)
- 3-7 ROXETTE "It Must Have Been Love" (EMI)
- 9-8 TAYLOR DAYNE "I'll Be Your Shelter" (ARISTA)
- 14-9 MELLOW MAN ACE "Mentiroso" (CAPITOL)
- 7-10 PHIL COLLINS "Do You Remember" (ATLANTIC)
- 6-11 BELL BIV DEVOE "Poison" (MCA)
- 16-12 DEPECHE MODE "Enjoy the Silence" (SIRE/REP)
- 10-13 WILSON PHILLIPS "Hold On" (SBK)
- 22-14 MARIAH CAREY "Vision Of Love" (COLUMBIA)
- 18-15 TYLER COLLINS "Girls Nite Out" (RCA)
- 13-16 MADONNA "Vogue" (SIRE/WB)
- 21-17 KEITH SWEAT "Make You Sweat" (ELEKTRA)
- 11-18 AFTER 7 "Ready Or Not" (VIRGIN)
- 15-19 DIGITAL UNDERGROUND "Humpty Dance" (TB)
- 25-20 LINEAR "Sending All My Love" (ATLANTIC)
- 32-21 LISA STANSFIELD "You Can't Deny It" (ARISTA)
- 19-22 SINEAD O'CONNOR "Nothing Compares..." (CHRY)
- 24-23 HEART "All I Wanna Do Is Make Love..." (CAP)
- 28-24 LOUIE LOUIE "Sittin' In the Lap..." (WTG/EPIC)
- 17-25 RICHARD MARX "Children Of The Night" (EMI)
- 23-26 NIKKI "Notice Me" (Geffen)
- 38-27 ERIC B & RAKIM "Let The Rhythm Hit Em" (MCA)
- 26-28 ELTON JOHN "Club At The End..." (MCA)
- NEW-29 THE TIME "Jerk Out" (REPRISE)
- 30-30 WEST COAST RAPPERS "We're All In..." (WB)
- 34-31 L.A. GUNS "Ballad Of Jayne" (VERTIGO/POLY)
- 37-32 ANITA BAKER "Talk to Me" (ELEKTRA)
- 45-33 FAITH NO MORE "Epic (What Is It)" (SLASH/REP)
- 44-34 THE LIGHTNING SEEDS "Pure" (MCA)
- 27-35 TONY! TONI! TONE! "The Blues" (WING/POLY)
- 42-36 GEORGE LAMOND "Bad Of The Heart" (COL)
- NEW-37 GO WEST "King Of Wishful Thinking" (EMI)
- 31-38 SLAUGHTER "Up All Night" (CHRYSALIS)
- 20-39 M.C. HAMMER "U Can't Touch This" (CAPITOL)
- 39-40 TROOP "Spreading My Wings" (ATLANTIC)
- 50-41 JOHNNY GILL "My My My" (MOTOWN)
- RE-42 MICHEL'LE "Nicety" (RUTHLESS/ATCO)
- NEW-43 MOTLEY CRUE "Don't Go Away Mad..." (ELEK)
- 43-44 PUBLIC ENEMY "911 Is A Joke" (DEF JAM)
- RE-45 YOUNG & RESTLESS ""B" Girls" (PANDISC)
- NEW-46 BELL BIV DEVOE "Do Me" (MCA)
- 44-47 MICHAEL BOLTON "When I'm Back On..." (COL)
- 35-48 PARTNERS IN KRYME "Turtle Power" (SBK)
- 35-49 PERFECT GENTLEMEN "Ooh La La" (COLUMBIA)
- NEW-50 MADONNA "Hanky Panky" (SIRE/WB)



saying, "When I saw LUTHER CAMPBELL being taken away from a performance handcuffed in a police car, I knew something had to be done." What Mr. MORRIS did was help orchestrate a multi-million dollar "partnership" between ATLANTIC and LUKE Records, the first by-product being the release of 2 LIVE CREW's Banned In The U.S.A. this week.

Of course the CREW are still basking in the glow of all the media attention, and a couple of Crossover Top40 stations have also used the notoriety to their advantage. KMEL-San Francisco was the first station to play Banned, and no sooner had it hit the air than the local CBS-TV affiliate was knocking on the door. In Orlando, the ever-aware night guy, RICH STEVENS, "world premiered" the tune to similar reaction.

Congrats to TOM GORMAN on earning Sr. VP stripes at CHRYSALIS!

Look for MERCURY's KYLE HETHERINGTON to make the rumored move to HOLLYWOOD Records any minute now. THE EAR hears that HOLLYWOOD VP Promo BRENDA ROMANO and HETHERINGTON have pretty much sealed the deal.

Also expect an announcement in the next couple o' weeks on the JIMMY IENNER/BMG deal. Word on the street is that the two parties have already made their *rendezvous*.

PD BRUCE BOND has stepped down at WNNK-Harrisburg, reportedly to concentrate on his immenseley popular afternoon drive shift, while VP/GM CAROL B. O'LEARY exits to concentrate on something other than 'NNK. OM JOHN O'DEA takes over PD chores, while Sales Manager DAVE STROUT assumes interim GM duties. BOND was reportedly on a 30-day "vacation" and could not be reached for comment, though O'DEA said, "His afternoon shift is here for him as long as he wants it."

HITMAKERS Magazine is making its mark in the Retail world... LES HENDRIX from Cats in Knoxville, TN says HM is a big hit with his customers - he keeps it on the counter with the rest of the music mags and it has quickly become the most referred-to publication in the store!

Enough with the self-congratulatory stuff... let's congratulate someone else. Hmmm... how about DEBBIE GILBERT, just named MD at Rock Radio WWWV in Charlottesville? Done.

KEN CARSON takes over morning host duties at OK95-Tri Cities.

KISR-Fort Smith PD/MD KEN WALL exits for the MD post at KQID-Alexandria.

JOHN PURDY takes over as PD at 99KX-Santa Maria, CA, replacing JOHN EDWARDS. PURDY, most recently Production Director at KHOP-Modesto, has named WARREN HARRIS MD/Production Dir. and ERNIE RODRIGUEZ APD.

The L.A. sports scene's version of MORTON DOWNEY JR., VIC "The Brick" JACOBS, has joined the RICK DEES In The Morning team at KIIS-FM, replacing The Coach, CHARLEY WRIGHT.

Q101-Chicago PD BILL GAMBLE tells THE EAR that the adult-leaning Top40 is retiring its playlist printout program and will no longer report to trades as a Top40. "We've realized that when people refer to pop music these days, they're talking about M.C. HAMMER, TECHNOTRONIC, and BOBBY BROWN. Well, we don't play them, so I guess you could say we're not a pop station."

KKRZ-Portland, OR welcomes HUMBLE BILLY HAYES as morning zoo host. HAYES, most recently with WGTZ-Dayton, has also done time at KDWB-Minneapolis and KEGD-Dallas. HAYES replaces JOHN MURPHY, who left for Q106-San Diego in March.

WPFR-Terre Haute MD DAVE NORTH takes over PD duties at the Top40.

B100-San Diego announces the addition of DIANNA EADES as Promotion Manager, coming over from crosstown AOR KGB, where she was Asst. Promotion Mgr.

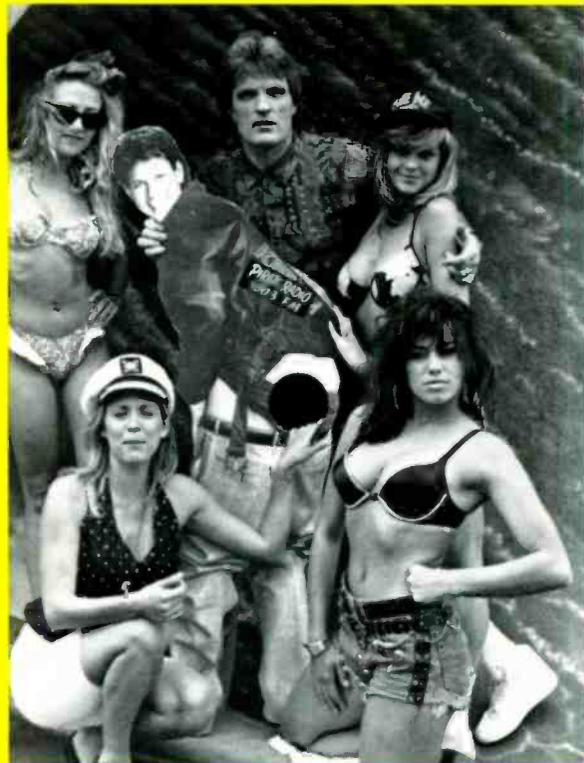
More honors bestowed on WAVA-Washington D.C. morning team DON & MIKE, who for the second time have been dubbed "Best Morning Show" by *The Washingtonian* magazine. Meanwhile, it still looks like DAVE ELLIOTT will soon be seated comfortably in the PD chair at WAVA. Now the hot speculation is, who could be on tap for the MD post? Could it be an old teammate?

Top radio personalities continue to infiltrate the world of television, which might be considered a rather scary thought by some. ABC Television recently held a screening at their Century City offices of two new programs featuring L.A. morning show rivals JAY THOMAS (*Married People*) and RICK DEES (with his new late night talk show). It's a whole new ratings war, but this time they're both on the same team.

Speaking of jocks on the tube, it looks like it's possible that the incomparable HOWARD STERN may finally have landed his own TV show. STERN recently taped four late-night specials for WWOR in Secaucus, NJ. The TV station is owned by MCA, and according to published reports, if the specials are a success MCA TV might shoot for national syndication. This could be a censorship bonanza!

Finally, just in at presstime, THE EAR hears that KATM-Colorado Springs PD KEVIN BURCHFIELD has resigned. BURCHFIELD had been PD for just a few months, taking over the Rock Radio station when DOUG SORENSON moved to KATT.

Here's a nice looking photo...Pirates of the Caribbean!!!



PIRATE RADIO's head honcho SCOTT SHANNON hit the waves in Malibu for the School's Out Beach Party and Summertime Blast-Off!



Can you guess the identity of this aging right-hander who is now playing in a beer league in Houston?

Would'ya believe it's CLANCY WOODS...General Manager of Nationwide's KNRJ-96.5? Good form, CLANCY!!!

FLASH!!! ANDREA GANIS NAMED SENIOR VICE PRESIDENT AT ATLANTIC RECORDS!

There is little doubt that the slugging GM pictured above is situated in the most scrutinized radio market in America these days, and with "rookie" PD STEVE WYROSTOK entering the fray, the Houston wars promise to be even more intriguing in the months to come. What better place for a young phenom to test his stuff?

As for the actual *format* for CLANCY, GUY and the gang, nothing new from the big guys, but THE EAR has learned that the station has lined up a live on-air interview with VIRGIN's Alternative NITZER EBB on July 6, to be followed the next evening by a guest deejay appearance at a local club under the sponsorship of KNRJ. Sounds like the smoke screen is turning into a smoking gun, although anything is still possible. On the same subject, new KRBE PD WYROSTOK, when asked if he thought the KNRJ-as-Alternative deal was real, said, "I hope so!"

If Houston is the hot market, 2 LIVE CREW are still the hot issue. ATLANTIC President/COO DOUG MORRIS was quoted in the L.A. *Times* as

# STEVIE B

## "LOVE AND EMOTION"

### HITMAKERS HOT STATS

LMR Records

MAINSTREAM TOP40: New#47 CROSSOVER TOP40: 36-21

## A NATIONAL BREAKOUT this week!!!

HOT97 (23-21)  
 WPLJ (25-23)  
 Z100 (27-25)  
 POWER106 (29-26)  
 B96 (Add #30)  
 KMEL (#28)  
 X100 (D#28)  
 WIOQ (#30)  
 WHYT (25-20)  
 WMXD (Add)  
 100.3JAMZ (D#28)  
 WXKS-FM (23-18)

WZOU (24-20)  
 POWER96 (Add)  
 POWER99 (26-17)  
 KBQ (38-36)  
 KHTK (D#29)  
 Q106 (30-26)  
 KDWB-FM (Add)  
 WLOL-FM (26-23)  
 POWER PIG (28-22)  
 Q105 (26-23)  
 KKFR (28-21)  
 KOY95 (D#26)

KZZP (30-27)  
 KS104 (24-21)  
 Y108 (D#28)  
 KKRZ (Add #30)  
 HOT102 (Add #37)  
 KXXR (27-24)  
 PRO-FM (29-27)  
 HOT97.7 (26-16)  
 FM102 (29-27)  
 KROY (D#28)  
 KWOD (27-24)  
 B97 (29-27)

KITY (27-17)  
 KTFM (24-19)  
 WMJQ (Add #30)  
 WKSE (#25)  
 KC101 (Add)  
 WKSS (29-26)  
 WTIC-FM (31-26)  
 WCKZ-FM (16-12)  
 WZZG (Add)  
 102JAMZ (#29)  
 Y107 (31-28)  
 Z99 (D#31)

KRBE (ON)  
 WGH (ON)  
 WNVZ (ON)  
 KDWB (ON)  
 WPGC (ON)  
 KGGI (ON)  
 HOT94.9 (ON)  
 and more



# LITA FORD

## "HUNGRY"

### A TOP 15 ROCK TRACK!!!



Just added

**WNVZ**  
OK95

KSAQ (ON)

KXYQ (ON)

KISR (D#32)  
 KKRC-FM (29-25)  
 WPXR (16-14)  
 WWRB (28-24)

Y104 (D#39)  
 KRZR (15-12)  
 WZYP (#33)

## LEO VELA, PD, KSAQ

"This LITA FORD is for real! *Hungry* shows she has matured into a bonafide rock star, and this LP will help her claim her niche. If you had any doubts before, check out this tune and you'll realize, no question about it, that she's here, and here to stay!"

# BRUCE HORNSBY & THE RANGE

## "ACROSS THE RIVER"

### HITMAKERS HOT STATS MAINSTREAM: 38-30

### ROCK: 4-3 National ALBUM SALES: 32-23

WPLJ (30-27)  
 PIRATE (24-23)  
 Z95 (Add)  
 EAGLE106 (D#21)  
 Q95 (#17)  
 Q107 (28-25)  
 Y100 (Add#29)  
 STAR94 (16-16)  
 KPLZ (32-29)

KUBE (29-20)  
 KBQ (27-25)  
 B100 (D#30)  
 B94 (D#30)  
 KEZY (24-17)  
 WPHR (D#23)  
 KKRZ (Add)  
 KXYQ (16-12)  
 WKTI (18-15)

KBEQ (Add)  
 KWSS (30-24)  
 Q102 (19-16)  
 WGH (31-25)  
 WNVZ (D#27)  
 WNCI (25-21)  
 KSAQ (26-22)  
 WZPL (23-22)  
 KCPX (22-18)

KISN (21-16)  
 KC101 (D#30)  
 WZZG (28-25)  
 FM100 (24-21)  
 MIX105.1 (D#23)  
 XL106.7 (27-24)  
 WJLK-FM (10-6)  
 WJRZ (D#26)  
 98PXY (Add)

Y107 (25-22)  
 WGTZ (27-20)  
 WKSI (D#24)  
 WKZL (19-16)  
 WBLI (ON)  
 X100 (ON)  
 and more



**BMG**  
 BERTELSMANN MUSIC GROUP



Records, Cassette, Compact Disc



# BLAZE OF GLORY

NY 5 896-2/4

MUSIC BY  
**JON  
BON JOVI**

Management: Doc McGhee for McGhee Entertainment, Inc.

INSPIRED  
BY  
THE FILM  
**YOUNG GUNS II**



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