

I N S I D E:**MORE RATINGS CLOUT WITH CALLOUT**

From **Jeff Pollack's** perspective, callout research is a necessity for any winning station. But you can do it yourself, and Jeff covers the essential points you need to consider in setting up your own in-house research department.

Page 32

DON'T LET YOUR TV AD CAMPAIGN GO DOWN THE TUBE

If you're using TV spots to promote your station, you need to spend that money wisely. **Rob Balon** outlines the key elements your spot should contain to achieve your goals, and isolates what TV exposure can *actually* do for you.

Page 38

BATTLING UPWARD: UNDERDOGS & SHADOW MARKET COMPETITORS

Most station coverage focuses on triumphant winners. But what do you do if you're outgunned in resources, signal, and ratings heritage, or if you're a small local station fighting an incoming signal from a major market behemoth? **Joel Denver** and **Harvey Kojan** talk to programmers facing these obstacles to learn how they fight back and earn their measures of success.

Page 44, 52

DC REPORT DEBUTS

Getting the hot new Washington developments to you faster and more efficiently, **R&R** Washington Bureau Chief **Pat Clawson's** new "DC Report" column makes its inaugural appearance this week in the Radio Business section. Opening item: a hostile takeover attempt on UPI.

Page 6

ACCOUNTING FOR YOUR ACCOUNT LISTS

Behind every successful sales department is not only superior salesmanship, but efficient system management as well. Handling your account lists effectively is a necessity, and **Chris Beck** brings out the basic principles of simplicity and consistency, along with more specific suggestions.

Page 15

**Y95 Revamps 'You Pay It, We Play It' Plan****Label Ad Support For Radio Debated**

A controversial sales plan conceived by KHYI (Y95)/Dallas PD Buzz Bennett to attract more record advertising for radio raised some eyebrows on its initial reading at several labels, and has spurred further dialogue on how radio and the record industry can work together for mutual profit.

As a tie-in with Sound Warehouse, Y95 proposed featuring

"Artists Of The Week" for \$7500. That would buy a point-of-purchase display of the artist's product with Y95 merchandise, plus 15 on-air 60-second commercials at 7:40am, 5:40pm, and 3:40pm. The package also included three spins of the record that would run adjacent to the spots, and a frontsell label and album mention.

According to the original proposal, the single would be determined by the label subject to Bennett's approval and the title would be included in the adds and extras section of Y95's published playlist. Subsequently the more controversial aspects of the proposal were modified by Bennett and the station.

'Wrong Message To Industry'

Reaction to drafts of the original plan from record and radio personnel was anything but welcoming.

Virgin VP/Promotion Phil Quartararo said, "I don't think Y95's plan is ethical. It's not illegal, but I'd certainly like to know how Y95 will pick the artist of the week fairly. Also, a plan like this is totally out of the reach of a smaller label."

Other promotion executives declined to comment for publication on the idea, but off-the-record sentiments were decidedly less than favorable.

Y95/See Page 36

NewCity/Zapis Swap Could Spell Simulcast Superstation For Atlanta**Two Complementary Market Signals Allow Possible Dual Attack**

NewCity Communications and Zapis Communications have announced a \$30 million tax-free swap of stations in the Boston and Atlanta markets. The deal, the first under new FCC rules liberalizing cross-ownership where city-grade signals do not overlap, will allow NewCity to own two FM properties in the same market.

The no-cash deal was finalized Friday (3/10) after four months of negotiations. NewCity will trade WFTQ & WAAF/Worcester for Zapis's WEKS-FM/LaGrange-Atlanta. Each station was valued at \$15 million for purposes of the transaction, giving the entire package a value of \$30 million.

The swap gives NewCity a

chance to take a bigger bite out of a booming market. WEKS-FM will extend NewCity's coverage into Southwest Atlanta, an area not served by the company's Country WYAY-FM, which is situated northwest of the city.

If NewCity decides to simulcast, a mega-station could result. NewCity VP/WYAY GM Bob Green said, "WEKS complements WYAY's signal per-

fectly, and gives our company a number of exciting options to pursue to better serve the market."

NewCity President Dick Ferguson has commissioned research to determine the future programming direction of WEKS, and says many options are being considered, including retaining the current Urban format.

NEWCITY/ZAPIS/See Page 34

Two New Group W VP/GMs**Rhoades Upped At KQZY; Green Transfers To KMEQ**

Group W Radio has upped KQZY/Dallas GSM Jenny Sue Rhoades to VP/GM, and transferred KODA/Houston GSM Rick Green to KMEQ-AM & FM/Phoenix as VP/GM.

Charleston from 1981-83, and was GSM at KFKF/Kansas City from 1983 until joining KODA as GSM in 1985.

GROUP W/See Page 36

Hammer A Consultant

Bittman, Swedberg Upped At WLOL



Tac Hammer

After seven years with Emmis's WLOL/Minneapolis, VP/GM Tac Hammer has resigned to form his own programming and management consultancy, Tac Hammer & Associates. At WLOL, GSM Lisa Fransen Bittman has been promoted to Station Manager and PD Gregg Swedberg has been upped to OM. Former KLOL Promotion Director Dan Seeman, who most recently served as an AE at the station, has resumed his former duties.

WLOL/See Page 36

Rhoades succeeds Ted Jordan, who left KQZY for VP/GM duties at the company's KDKA/Pittsburgh. She joined Group W in 1984 as an AE at KODA, subsequently serving as KQXT/San Antonio LSM and later GSM before joining KQZY as GSM last year.

Green succeeds Mike Burnette, who is going into ownership in Oregon. Green began his radio career as an AE at WUBE/Cincinnati in 1975, served as Sales Manager at WSSX/

The Back Page: Even More For You
Industry's Most Comprehensive National Airplay Overview

When we changed our Back Page format in the February 24 issue, we generated a great deal of comments and reactions.

We listened to your suggestions, and this week we're expanding our information even further. (Save that 2/24 issue;

it's a collector's item.) The Back Page, which already packs more national airplay information in one page than any other publication, now covers eight music formats.

AOR readers told us they'd rather have more "at a glance" AOR Tracks information on the Back Page. Now the Top 40 AOR tracks (ten more than before) will appear, with the full Top 60 chart inside. We've returned to the full AC Top 30 chart on the Back Page rather than an expanded chart inside. The Country industry has expressed its delight about being included with the other formats on the Back Page, and we're happy to expand our Country Back Page summary to the Top 20 plus Breakers and chart Debuts, with the complete Top 50 chart inside.

BACK PAGE/See Page 36

Calls With The Boom

Taking WBCN/Boston's "Show Off Your WBCN" contest somewhat literally, listener Todd Martyn constructed a giant radio boom box displaying the station's calls and concealing a complete stereo system. The contest's winner will be decided this week.

NEW KIDS ON THE BLOCK

**"I'll Be
Loving
You"
[forever]**



"Another killer ballad from the New Kids. Phones are explosive and this one's researching across the board - not just the younger end . . . Look out for the remix . . . it's got even more punch."

**KEITH NAFTALY, PD
KMEL/SAN FRANCISCO**

"This song will be their biggest hit record yet. After two weeks of testing, it's already Top 10 in requests!"

**KEVIN WEATHERLY, MD
KIIS-FM/LOS ANGELES**

"The New Kids On The Block have consistently delivered Top 5 phones ever since the first single, "Please Don't Go Girl." Now, with "I'll Be Loving You (Forever)," the trend continues. This new entry is an across the board mass appeal smash!"

**KEVIN CARTER, PD
KMGX/FRESNO**

"A monster on the phones!"

**BRIAN WHITE, PD/MD
FM102/SACRAMENTO**

"G-R-E-A-T P-H-O-N-E-S!"

**MARK JACKSON, MD
WHYT/DETROIT**

**PWR96 add
HOT977 10
KMEL 15-13 (HOT)
KMGX add 34
KZFM add
KGGI 25-21**

Taken from the Platinum-Plus Columbia LP:
"Hanging' Tough" 40985
Produced by Maurice Starr & Michael Jonzun



© 1989 CBS Records Inc. "Columbia"

Blevins, O'Brien Add KNEW & KSAN VP Stripes



Bruce Blevins

KNEW & KSAN/Oakland-San Francisco GM Bruce Blevins and GSM Peter O'Brien have both added VP stripes to their titles.

Dean Thacker, President of combo owner Malrite Communications, commented, "(Blevins's) experience in broadcasting, his knowledge of the market, and his exceptional leadership skills certainly qualify him to fill the additional duties as VP." Discussing O'Brien, Thacker added, "We are



Peter O'Brien

pleased to recognize Peter for his numerous contributions and superior sales achievements."

Blevins joined KNEW & KSAN last year as GM after serving in management posts at KKCY/San Francisco and Christal Radio Sales.

O'Brien joined KNEW as an AE in 1975, moved up to become NSM of KNEW & KSAN, and was named GSM of the combo in 1985.

LEMBO COLUMBIA SINGLES DIRECTOR

Yarbrough, McGuinness CBS Sr. VPs



Danny Yarbrough

CBS Records VPs Danny Yarbrough and Tom McGuinness have been elevated to Sr. VP/Marketing and Sr. VP/Sales & Distribution, respectively. Additionally, Jerry



Tom McGuinness

Lembo has been upped to Director/National Singles Promotion at Columbia Records.

Yarbrough will supervise the CBS Records branch distribution organization. "He will play a critical role in the development of sales and merchandising strategies and coordinating them with Columbia, E/P/A, WTG, Nashville, Chrysalis, Masterworks, and video labels," noted CBS Sr. VP/GM Paul Smith. "Danny's special talents will focus on the development of new artists."

Smith said McGuinness will be heavily involved in marketing planning, program development, and customer policies and procedures. He will oversee the merchandising, market development, point of purchase, traffic, packaging and marketing research departments.

CBS/See Page 34

Doyle Upped To McGavren Guild President



Peter Doyle

McGavren Guild Exec. VP/Eastern Division Peter Doyle has been upped to President. He succeeds Ellen Hulleberg, who is now President of parent Interep's Radio Store.

Interep President Les Goldberg commented, "I have worked closely with Peter since he joined the company. He is totally committed to the future of McGavren Guild Radio and Interep, and will maintain the standards that have been set."

Doyle joined the company in 1974 as an AE, was upped to Regional Manager in 1977, became VP/Regional Manager in 1982, and was upped to his most recent position in 1986.

St. John PD At KWSS

Mark St. John, who most recently programmed WAVA/Washington for the past two years, has been named PD at Nationwide's KWSS/San Jose. He begins immediately and replaces Mike Preston, who left the station a month ago.

KWSS GM Kevin Mashek told R&R, "All I can say is that Mark brings to the table exactly what KWSS needs. He did an outstanding job at WAVA, he's obviously a great manager of people, and he has a lot of creativity."

Nationwide National PD Guy ST. JOHN/See Page 34



Jerry Crutchfield

Crutchfield Capitol Nashville Exec. VP

MCA Music/Nashville Sr. VP Jerry Crutchfield has been named to the new position of Exec. VP/GM at Capitol/Nashville. He will concentrate on A&R and artist development.

Capitol/Nashville President Jim Foglesong commented, "We are pleased to have Jerry join our team. He's a professional and a true gentleman in the music business, and is a good solid music man."

Discussing the factors that motivated him to make the move, CRUTCHFIELD/See Page 36

Campbell PD At KLAC

WBVE/Cincinnati PD Stan Campbell has been named PD/morning talent at KLAC/Los Angeles, effective April 10. He replaces Stony Richards, who moves to Asst. PD/middays.

KLAC & KZLA OM Bob Guerra commented, "Stan's one of those rare multitasking individuals who can do a morning show and also program the heck out of a radio station. He's a major addition to our Malrite family."

Campbell told R&R, "I'm really proud to work for KLAC. It's a great opportunity to be involved with a station that has such stature — and they're an L.A. Lakers and Kings station, so that's exciting."

Campbell was previously the owner of Acclaim Records/Nashville. He was afternoon driver at WSIX/Nashville before joining WBVE.

ESHBAUGH OM

KQPT's Mason Now Consulting

NAC KQPT/Sacramento PD/morning show host Alan Mason has left the station to form a consultancy. He has signed KQPT as a client, and his additional responsibilities to parent company Duchossois Communications entail syndication of KQPT's "Point" format concept.

KQPT Marketing Director Tom Eshbaugh assumes the station's newly-created Operations/Marketing Manager position. He will oversee station programming, external advertising, and promotional functions. A morning show replacement for Mason has not been selected yet.

Eshbaugh told R&R, "This is no upheaval or major change. I'm one of the four people who helped create the station, and I'll have greater responsibilities with regard to what the product is. Alan

MASON/See Page 34

MARCH 17, 1989

LIFESTYLES OF THE RICH IN DIVERSITY

American consumer habits, as chronicled every week in R&R's Lifestyles Overview section for the benefit of your sales planning and your morning show, are varied and many-splendored. This week, read about brew-your-own beers, the celebrity T-shirt boom, and the attractive gay demo.

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IDB Restructures Executive Staff

Cheramy President, Feely Exec. VP

In a series of corporate realignments at IDB Communications, Exec. VP/CFD Ed Cheramy has been promoted to President and Sr. VP Dennis Feely has been named Exec. VP. Former President Jeff Sudikoff will remain CEO/Chairman of the company, which principally provides satellite transmission services.

"IDB has experienced unprecedented growth in the past few years, making it unrealistic for one person to do all these jobs," remarked Sudikoff. "Ed has been assisting in the presidential duties for quite some time now, and it is only fitting that he officially become President of the company."

"Dennis has played a crucial role in determining the direction of IDB's technology-driven products and services. His new position is in recognition of the achievements that have been made under his leadership."

Cheramy joined IDB in 1986, when he assumed all financial responsibilities for the company. He was previously a partner-in-charge of the Entrepreneurial Services Group for Price Waterhouse.

Feely was an IDB co-founder in 1983. Before that, he was Director/Operations for ABC Radio Enterprises and Director/Technical Facilities for the ABC Radio Networks.

FBN Sets Frankel, Avery As VPs



Doug Frankel

Financial Broadcasting Network has added Doug Frankel as VP/FBN Owned Stations and Ben Avery as VP/Affiliate Relations.

Frankel comes from sales duties at KRTH-AM & FM/Los Angeles. Avery's background includes ten years in sales positions at the Associated Press and the VP/Director of Station Relations post at Mutual Broadcasting System; most recently he served as a consultant to FBN. Avery will maintain FBN's main affiliate office in the Washington, DC area.



Ben Avery

FBN President/COO Joe Dorton commented, "Besides his strong hands-on experience with clients, Doug will utilize his grasp of the industry's character and FBN's strengths to hammer out the right profit for FBN owned stations."

Dorton said FBN's goal is to increase its affiliate family to 50-100 stations in the next 12 months. FBN has a ten-year lease with XEGM/Tijuana, and announced it is in the process of purchasing several major market radio stations over the next few months, to be overseen by Frankel.

Frost Upped To KOAI PD

Gannett NAC KOAI/Dallas Asst. PD John Frost has been promoted to PD. He succeeds Randy Brown, who left to program KKBQ/Houston.

Frost told R&R, "I've been here from the beginning. Dallas is the perfect market for NAC, and I look forward to seeing it evolve into one of the major formats in the country. We're writing the rules in this format, and that's very exciting."

"There are a lot of different ideas about the format's future direction. It's important for people to realize that there is a format for people who grew up on rock & roll. The evolution of the radio station is the most important thing I have to tackle."

Previously Frost programmed KLSI/Kansas City, KITT/Shreveport, KEEL/Shreveport, and KRBC/Abilene TX. He was an air personality at KHTR/St. Louis, WHYT/Detroit, and KHIT/Seattle.

In the fall Birch, KOAI finished 15th 12+ (2.3); its 2.6 in the corresponding Arbitron placed it in a tie for 16th.

Schoenberger Directs Relativity Promotion

Relativity Records West Coast Promotion Director John Schoenberger has been promoted to National Promotion Director.

"I accept this position with excitement and pride," said Schoenberger. "I look forward to a great 1989 with (Relativity and sister label Combat Records), as well as our newest label, In-Effect Records."

Schoenberger joined Relativity in 1987 from the VP/Album Promotion post at MCA. He will continue to work out of Relativity's West Coast offices in Torrance, CA.

PEROYEA PRESIDENT

Narragansett Organizes New Radio Unit

Narragansett Capital, a privately-held firm which manages a half-billion dollars in risk capital, has organized its radio properties into Narragansett Radio Inc. and named COO John Peroyea its President.

Co-Chairmen Greg Barber and Jonathan Nelson explained in a statement, "We are strongly committed to the radio industry. By organizing our properties into one organization headed by a strong radio professional like John, we look forward to new synergies and great longterm growth."

Peroyea was GM of WYNK-AM & FM/Baton Rouge when Narragansett bought the combo in 1987. "The stations we presently own provide us with a good foundation of radio properties to build from," he said. "All of them are successful, and we look forward to



John Peroyea future growth."

The company will maintain its headquarters in Baton Rouge, and Peroyea will continue as WYNK GM.

Narragansett also owns KAYI/Tulsa, KEZO-AM & FM/Omaha, and KHTT & KSJO/San Jose.

Jankowski Jumps To PD At WKLL & KEZK

Three-year WKLL & KEZK/St. Louis ND/Public Affairs Director Steve Jankowski has been promoted to PD. He replaces Neil Matthews, who left for similar responsibilities at BM/EZ KJQY/San Diego. Jankowski will retain his news responsibilities and continue on-air newscasts.

WKLL & KEZK VP/GM John Gutbrod commented, "I was delighted to be able to find, within our operation, an individual we could move into this key position. Steve has done an outstanding job as ND and I'm confident that he'll rise to the challenge of being PD."

Jankowski told R&R, "I've been in the business 17 years, and this gives me a chance to do something I've always wanted to do. It's nice for someone who has worked largely in the news end to get a programming shot."

WKLL & KEZK were sold last week by Adams Radio Corporation to Channel One, and Jankowski commented, "My big task is to keep everybody together and positive so we can maintain our operation. Because the sale was unexpected, it added a new kind of anxiety to the position. I'm trying to think of the sale as a positive challenge rather than a stumbling block."

Jankowski was an Associate Professor of Broadcasting at Lewis & Clark College. Previously he held various radio and television positions for seven years in Ft. Smith, AR at KTCS, KFPW, and KLMN-TV.

BM/EZ KEZK placed third 12+ in the fall Arbitron (8.4) and ninth in the corresponding Birch (5.1); Gold WKLL ("Kool 590") did not register a 1 share 12+ in either survey.

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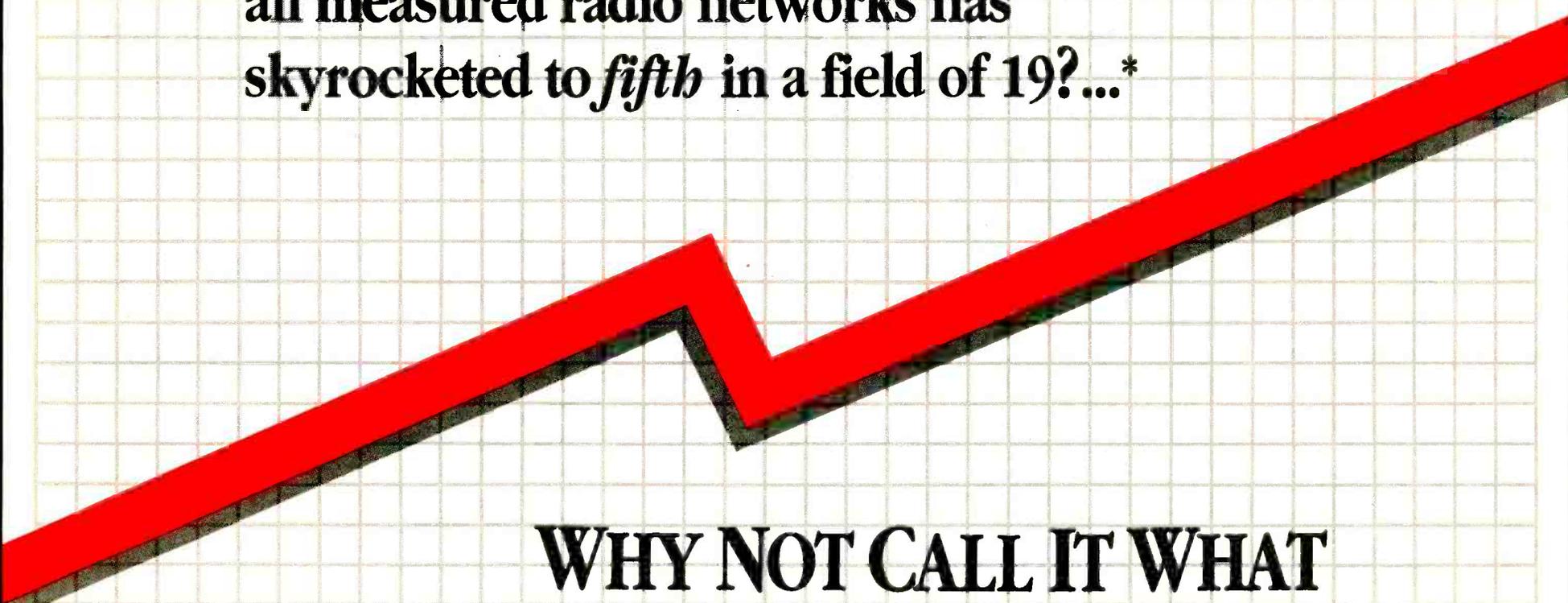
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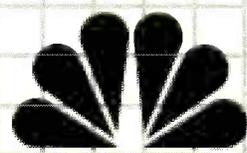


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* Source: RADAR® 38, Volume 2, Monday - Saturday, 6am - 7pm.

Fairness Codification Drive Underway In Senate

The Fairness Doctrine's Senate proponents, a group that includes some of the chamber's biggest guns, this week unleashed the first salvo in a long-expected push to write the controversial policy into law.

At presstime, the Senate Communications Subcommittee was scheduled to hold a Wednesday (3/15) hearing on "The Fairness in Broadcasting Act of 1989," Senator Ernest Hollings's (D-SC) latest proposal to codify the Fairness

"It is profoundly disturbing that so many (stations) are not disposed to cover opposing viewpoints when they do not view themselves as subject to the Fairness Doctrine obligation."

—Safe Energy Communications Council

Doctrine. Hollings's bill was to be formally introduced simultaneously with the Wednesday hearings. The flurry of Fairness action in the Senate comes one month after similar legislation was introduced in the House of Representatives.

Fairness codification legislation passed both houses during the last Congress, but was vetoed by then-President Reagan. Congressional interest in writing the policy into law stems from the FCC's 1987 decision to stop enforcing the Fairness Doctrine on the grounds it is unconstitutional.

Said Hollings in announcing this week's hearing, "The FCC has decided to alter a 40-year-old policy upholding the important notion that the public, not private interests, owns the broadcast airwaves — a policy which is the basis for the entire broadcast regulation scheme, a scheme which broadcasters themselves asked us to create.

"We must reverse any movement to erode this policy, and reinstatement of the Fairness Doctrine is critical to the continued promotion of the public interest in broadcasting."

Radio Confusion

The planned witness list for the Wednesday hearing included three law professors and a representative of the Safe Energy Communications Council (SECC), a public interest group that recently conducted a survey of broadcasters' compliance with the Fairness Doctrine's guidelines.

According to the SECC study, the FCC's 1987 abandonment of the Fairness Doctrine, combined with the Commission's ruling that the policy would remain in effect for the 1988 political campaign, created confusion among broadcasters. While 98% of those stations that understood the Doctrine to be operative for ballot issues provided opposing views on the issues, only 56% of stations that assumed the doctrine was dead were willing to air differing views on controversial referenda issues, SECC reported.

"It is profoundly disturbing that so many (stations) are not disposed to cover opposing viewpoints when they do not view themselves as subject to the Fairness Doctrine obligation," wrote the SECC. "It vibrantly underscores the need for Congress to recodify the doctrine."

Professor Tom Krattenmaker of Georgetown University Law Center, a Fairness Doctrine opponent, was set to argue that the Doctrine is both bad public policy and unconstitutional. "The government's policy is that two wrongs make a

"Reinstatement of the Fairness Doctrine is critical to the continued promotion of the public interest in broadcasting."

—Senator Ernest Hollings

right," said Krattenmaker. "They believe they set up a monopoly on the broadcast of information and now that monopoly has to be regulated. But broadcasting doesn't have a monopoly on information."

The Doctrine is unconstitutional, Krattenmaker contends, because it "trashes free speech by attempting to control editorial content."

However, Professor Jerome Baron of the George Washington University National Law Center was prepared to tell the Senators that the Fairness Doctrine is needed to protect the free speech rights of the public to air and hear differing views via the broadcast media.

NAB 'Ultimate Radio' Better, But Still Not Finished

An NAB official last week said the association has found a manufacturer for its state-of-the-art "Ultimate Radio" receiver, which has been improved in recent months. Unfortunately, the Ultimate Radio prototype — which wasn't ready in time for its much-ballyhooed NAB Radio '88 convention debut last September — still isn't finished.

"What we have at this point is an operating 'breadboard' for the Ultimate Radio," said NAB Director/Science & Technology Michael Rau. "But in terms of a radio that you could set up on a table with speakers — no, we don't have that yet."

A breadboard, Rau explained, is a layout of an electronic device's circuitry that constitutes an "interim stage" in the design process.

Rau, who attributed the delays in producing the prototype to the design problems and difficulty obtaining parts encountered by designer Richard Sequerra, said NAB is in "final negotiations" with an electronics manufacturer that

wants to produce a receiver based on the Ultimate Radio design. Rau declined to identify the manufacturer, but indicated the receiver could be ready for production later this year.

Won't Be Ready For Vegas

"We have no plans to try to show the radio at the (Las Vegas April 29-May 2 NAB) convention," said Rau. "But we may be ready to show a pre-production model by roughly this summer."

In recent months, Rau said, several technical improvements have been made to the Ultimate Radio. The changes were designed to make the receiver easier to pro-

duce and thus more likely to win widespread acceptance among receiver manufacturers.

The Ultimate Radio project was funded early last year by NAB in hopes of spurring manufacturers to produce a new generation of technically advanced radio receivers. The prototype, originally budgeted at \$50,000, is to include such features as AM stereo, continuous AM/FM band tuning, reception capability for the soon-to-be-licensed 1605 kHz to 1705 kHz region of the AM band, and FMX, which is designed to give FM stations greater stereo coverage. The radio also incorporates the National Radio Systems Committee design standards for reduced AM interference.

Rau said the Ultimate Radio project will come in about \$10,000 above its original budget. However, he added, NAB should recover all its development costs when it sells or leases the receiver design.



**DC
REPORT**
PAT CLAWSON

UPI Takeover Underway?

Hheavy weather may be ahead for Paul Steinle and UPI. Dutch corporate raider Johannes Nyks is considering a hostile takeover of the wire service's corporate parent, Infotechnology Inc.

In a Securities & Exchange Commission filing last week, Avacus Partners LP — a Nyks-controlled Dutch investment partnership — revealed it has paid about \$3.5 million to scoop up an 8.03% stake in Infotech. The disclosure came one day after Infotech cut a deal to buy complete control of the wire service's management company, WNW Group Inc., from Mexican media mogul Mario Vasquez-Rana.

The SEC filing says Avacus may acquire additional shares with an eye toward "a tender offer, exchange offer, or merger" — but then again, it "may seek to sell some or all" of its shares. The partnership also says if it gains control of Infotech, it would consider "the sale or other disposition of the company's assets."

One choice asset is Infotech's 45% ownership of cable TV's Financial News Network. Company chairman Earl Brian — who also heads UPI — said he's willing to meet with Nyks to discuss any proposals to increase shareholder value. The news has caused Infotech's shares to soar to around \$10 per share, from a low of about \$4 only three months ago.

Freedman Leaves UPI For WJR ND Post

While financial skirmishing breaks out at the top levels of UPI, one of the company's greatest assets is departing to return his family to its hometown roots in the Motor City. Following seven months of talks, UPI Radio chief Mike Freedman will become ND of Cap Cities/ABC's WJR/Detroit April 4.

"You can't grow up in Detroit and enjoy radio — especially if you're a newscaster — and not dream of being the ND of WJR. It is the realization of a longstanding goal of mine, and I couldn't be happier," he said.

Before joining UPI three years ago, Freedman built a reputation as an innovative and aggressive newscaster as the award-winning ND of WCXII/Detroit. He called his decision to leave UPI Radio "gut-wrenching," and insisted it was based only on personal and family considerations.

Time/Warner Deal Under Microscope

Steve Ross and J. Richard Munro were on the Capitol Hill hotseat Tuesday (3/14), as lawmakers grilled them about plans to merge Warner Communications and Time Inc. into the world's largest communications company.

"We are certain that the transaction passes muster under any antitrust standard established by this or prior administrations," Ross told a House Judiciary subcommittee.

Rep. Jack Brooks (D-TX) expressed concerns that the giant firm might monopolize the cable TV and videocassette markets, but the two executives insisted those fears are unfounded. They said any merger would strengthen the ability of the companies to compete internationally.

The deal may get scrutinized in court. Time shareholders have filed three class-action suits aimed at blocking the merger. They allege that the stock-swap backing the deal shortchanges stockholders. While Time-Warner values the deal at \$18 billion, California media consultant Paul Kagan now pegs the true value at a whopping \$27 billion.

Dealmakers Gather In Manhattan Next Week

Evergreen Media CEO Scott Ginsburg and Skye Communications President Bill Fleming are the latest additions to the speakers list for next week's Kagan/NAB-sponsored radio station acquisition seminar in New York. As usual, the latest dealmaking techniques and sources of financing will be discussed in fine detail.

Other dealmakers scheduled to appear at the semi-annual event are Shamrock Broadcasting's Bill Clark; Fleet Financial banking whiz Collin Clapton; Legacy Broadcasting CEO Carl Hirsch; and venture capitalist Bill Collatos from Boston-based TA Associates.

The meeting is set for Wednesday, March 22 from 9am-5pm at the Park Lane Hotel in Manhattan.

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	SUMMER 88	FALL 88	WINTER 89	SPRING 89	SUMMER 89	SUMMER 88	FALL 88	WINTER 89	SPRING 89	SUMMER 89
WAAA SHARE	2.1	1.2	1.2	1.6	1.4	1.8	1.4	1.4	1.1	1.3
WBBB SHARE	14.7	13.8	13.8	13.6	7.8	13.9	14.1	14.1	13.7	11.1
WCCC SHARE	3.4	3.0	2.7	3.1	8.4	2.9	3.6	3.6	3.6	3.2

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TRANSACTIONS AT A GLANCE

Deals So Far In 1989:
\$417,449,801

Total Stations Traded This Year: 204

This Week's Action: \$89,056,000

Total Stations Traded This Week: 25

Deals Of The Week:

- **NewCity/Zapis Tax-Free Exchange \$30 Million**
 - **WEKS/LaGrange-Atlanta, GA \$15 million**
 - **WFTQ & WAAF/Worcester (Boston), MA \$15 million**

- **Channel One/Adams St. Louis Exchange \$21.2 million**
 - **KOOL & KEZK/St. Louis \$14.7 million**
 - **KSTZ/St. Louis \$6.5 million**

- **Group Deal:**
 - **Heritage Broadcast Stations \$9.2 million**
 - **WAAX & WQEN/Gadsden, AL**
 - **WELO & WZLQ/Tupelo, MS**

- **KJMM/Tucson \$1.05 million**
- **WPDQ/Green Cove Springs, FL \$1.44 million**
- **WKBX/Kingsland, GA \$1 million**
- **KSPG & KBUZ/El Dorado, KS \$1.1 million**
- **KRLV/Las Vegas \$4.1 million**
- **WKRI/West Warwick, RI \$350,000**
- **WTPR & WAKQ/Paris, TN \$650,000**
- **KJZY/Denton (Dallas), TX \$5,841,000**
- **KZRK/Denton (Dallas), TX \$3.3 million**
- **KOSY-AM & FM/Texarkana, TX \$1.1 million**
- **KRPN/Roy, UT \$1.25 million**
- **WQOK/South Boston, VA \$7,475,000**

TRANSACTIONS

NewCity, Zapis Score Big In \$30 Million Tax-Free Swap

Deal Of The Week:

NewCity/Zapis

Tax-Free Exchange

PRICE: Tax-free swap with no cash consideration. Stations are valued at \$15 million for this transaction, yielding a total deal value of \$30 million.

COMMENT: NewCity Communications is swapping a Boston-area combo to Zapis Communications in exchange for an Atlanta-area FM. NewCity already owns an FM in a suburban Atlanta market, but its city-grade contours do not overlap with the station being acquired. NewCity will have the capability of creating a "super-station" blanketing much of Georgia if it chooses to simulcast. This is the first major transaction of its type since the FCC recently liberalized cross-ownership restrictions.

WEKS/LaGrange-Atlanta

PRICE: \$15 million

TERMS: Tax-free exchange

BUYER: NewCity Communications Inc., headed by President Richard Ferguson. The company also owns WYAY/Gainesville-Atlanta, GA;

WEZN/Bridgeport; WSyr & WYYY/Syracuse; WDBO & WWKA/Orlando; WZZK-AM & FM/Birmingham; KRMG & KWEN/Tulsa; KKNG/Oklahoma City; and KKYX & KYY/San Antonio.

SELLER: Zapis Communications Corp., owned by Xen Zapis. The company also owns WZAK/Cleveland.

FREQUENCY: 104.1 MHz

POWER: 60 kw at 1,220 feet

FORMAT: Urban

BROKER: Dan Gammon of Americom Radio Brokers and Charles Giddens of Media Venture Partners.

WFTQ & WAAF/Worcester (Boston), MA

PRICE: \$15 million

TERMS: Tax-free exchange

BUYER: Zapis Communications

SELLER: NewCity Communications

FREQUENCY: 1440 kHz; 107.3 MHz

POWER: 5 kw; 19 kw at 780 feet

FORMAT: AC; AOR

Channel One/Adams St. Louis Exchange

PRICE: \$21.20 million

COMMENT: Channel One Communications and Adams Communications

have agreed to exchange St. Louis properties for cash and other considerations. There will be no change in the stations' formats or staffs, as each property will remain intact. Only ownership will change.

KOOL & KEZK/St. Louis

PRICE: \$14.7 million

BUYER: Channel One Communications, headed by Chairman Les Elias.

SELLER: Adams Communications Corp., headed by Stephen Adams and Matt Mills. The company also owns WLAV-AM & FM/Grand Rapids, KJET & KZOK/Seattle, KDKO & KHH/Denver, KOOL-FM/Phoenix, and KISS/San Antonio.

FREQUENCY: 590 kHz; 102.5 MHz

POWER: 5 kw; 100 kw at 450 feet

FORMAT: Beautiful

KSTZ/St. Louis

PRICE: \$6.5 million

BUYER: Adams Communications

SELLER: Channel One Communications

FREQUENCY: 105.7 MHz

POWER: 100 kw at 285 feet

FORMAT: AC

Continued on Page 10

BLACKBURN & COMPANY

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Case Study: Noble Broadcast Group

Since 1986, Noble Broadcast Group has grown from a single AM/FM combo in San Diego to one of the most respected groups in the radio business. Today, with stations in ten major markets, Noble is a case study on succeeding in radio.

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NOBLE BROADCAST GROUP

XETRA AM/FM	SAN DIEGO, CA	3/78	
WGBB/WBAB-FM	BABYLON, NY	7/86	\$12,975,000
WSSH-FM	BOSTON, MA	8/86	\$19,500,000
WAVZ/WKCI-FM	NEW HAVEN, CT	9/86	\$30,500,000
WSSH-AM	BOSTON, MA	3/87	\$ 3,700,000
KBEQ-FM	KANSAS CITY, MO	7/87	\$ 9,250,000
KBCO AM/FM	BOULDER, CO	8/87	\$27,250,000
KIXI/KMGI-FM	SEATTLE, WA	5/88	\$15,900,000
WMHE-FM	TOLEDO, OH	5/88	\$19,000,000
KMJM-FM	ST. LOUIS, MO		
KMJQ-FM	HOUSTON, TX	5/88	\$78,500,000

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TRANSACTIONS

Continued from Page 9

Group Deals

Heritage Broadcast Group Stations

PRICE: \$9.2 million
 BUYER: Phoenix Holdings Inc., owned by Sam Howard of Nashville, TN. The company also owns WQQK & WVOL/Nashville.

SELLER: Heritage Broadcast Group Inc., headed by Chairman Jim Cullen. The company also owns WWNC & WSKF/Asheville, NC; KRKK & WQSW/Rock Springs, WY; and WNFJ/Daytona Beach, FL. The company recently contracted to buy WYCG/Gainesville, FL and WSOR/Ft. Myers, FL.
 BROKER: Charles Giddens of Media Venture Partners.

WAAX & WQEN/Gadsden, AL
 FREQUENCY: 570 kHz; 103.7 MHz
 POWER: 5 kw; 100 kw at 1090 feet
 FORMAT: Country; CHR

WELO & WZLQ/Tupelo, MS
 FREQUENCY: 580 kHz; 98.5 MHz
 POWER: 1 kw; 100 kw at 500 feet
 FORMAT: Urban; AC

Arizona

KJMM/Tucson

PRICE: \$1.05 million
 TERMS: Buyer agrees to assume out-

standing liabilities and provide promissory note for \$56,000.

BUYER: Owl Broadcasting & Development Inc., owned by Phyllis and William Ehlinger.

SELLER: Elliott-Phelps Broadcasting L.P.

FREQUENCY: 580 kHz
 POWER: 5 kw daytimer, 500 watts at night

FORMAT: Station is dark
 COMMENT: This station left the air on May 1, 1988 after the landlord of the station's former transmitter site refused to extend a lease and ordered the station to vacate the premises.

Florida

WPDQ/Green Cove Springs

PRICE: \$1.44 million
 BUYER: Picus Broadcasting Inc., headed by Mark Picus and Jeffrey Jones of Jacksonville, FL; and Atlanta

venture capitalist William Sanders. Picus also owns WZAZ/Jacksonville and is an applicant for new FMs at Pointe Verda, FL; Batesburg, SC; and Charlotte, NC. Sanders is a Director of Pinnacle Broadcasting Co., which owns eight stations. Sanders also owns interests in KBBB & KDXR/Borger, TX; WSKX/Suffolk, VA; WQIM/Prattville, AL; KSJQ/Manteca, CA; and WBBE & WMGB/Georgetown, KY. Jones is an AE with WZAZ/Jacksonville.

SELLER: Willis & Sons Inc., headed by L.E. Willis.

FREQUENCY: 92.7 MHz
 POWER: 3 kw at 300 feet
 FORMAT: MOR

Georgia

WKBX/Kingsland

PRICE: \$1 million
 TERMS: Asset sale for \$850,000. Noncompete agreement valued at \$150,000. Cash payment of \$600,000; 11-year promissory note for \$400,000 at ten percent interest, payable in monthly installments of \$5000.

BUYER: Radio Kings Bay Inc., owned by James and Wendy Steele of New York, NY.

SELLER: Kings Bay Area Broadcasting Co., headed by Roy Dowdy.

FREQUENCY: 106.3 MHz
 POWER: 3 kw at 330 feet
 FORMAT: AC

BROKER: George Otwell and Tony Rizzo of Blackburn & Co. Inc.

COMMENT: In June 1988, Radioactivity Broadcast Group announced plans to buy this station for \$1 million, but the deal later collapsed.

Kansas

KSPG & KBUZ/EI Dorado

PRICE: \$1.1 million
 TERMS: Asset sale for cash.

BUYER: El Dorado Broadcasting Inc., owned by Richard Smith of Columbus, GA. He also owns WKBE/Patton, PA.

SELLER: Gary Violet of Hot Springs, AR. He recently announced plans to sell the CP for KSUX/Winnebago, NE to El Dorado Broadcasting.

FREQUENCY: 1360 kHz; 99.3 MHz
 POWER: 500-watt daytimer; 3 kw at 175 feet
 FORMAT: Country

Nevada

KRLV/Las Vegas

PRICE: \$4.1 million
 BUYER: Wescom Group Inc., headed by Dan Forth. The company recently acquired WGCX/Pensacola, FL-Mobile, AL.

SELLER: A&A Broadcasting, owned by Loraine Walker Arms.

FREQUENCY: 106.3 MHz
 POWER: 100 kw at 1155 feet
 FORMAT: AC

Rhode Island

WKRI/West Warwick

PRICE: \$350,000
 BUYER: Atlantic Broadcasting Systems Inc., owned by C. David Leyrer.

SELLER: DBH Broadcasting Inc., owned by David Hills.
 FREQUENCY: 1450 kHz
 POWER: 1 kw
 FORMAT: AC

BROKER: New England Media Inc.

Tennessee

WTPR & WAKQ/Paris

PRICE: \$650,000
 TERMS: Asset sale for \$625,000 cash. Buyer to pay additional \$15,000 for accounts receivable, and pay \$10,000 brokerage commission. Amount of additional noncompete compensation not disclosed.

BUYER: Paris Wireless Corp., owned by Carleton Veirs and Lyle Reid of Brownsville, TN. The company also owns WTNE & WLOT/Trenton, TN and WBHT & WTBG/Brownsville, TN.

SELLER: Sosh Broadcasting Group Inc., owned by Lon and Marie Sosh.
 FREQUENCY: 710 kHz; 105.5 MHz
 POWER: 1 kw daytimer; 3 kw at 210 feet

FORMAT: Nostalgia; AC
 BROKER: Thoben-Van Huss

Texas

KJZY/Denton (Dallas)

PRICE: \$5,841,000
 TERMS: \$1 million cash. Promissory note for \$4,841,000.

BUYER: Broadcast House Inc. of Texas, owned by Los Angeles broadcast investors Larry Greene, L. David Moorhead, and Toni Greene. Moorhead is the former VP/GM of KMET/Los Angeles. The group is applying for a new FM at Walker, MI.

SELLER: Denton FM Radio Ltd., owned by Richard Witkovski of Dallas, TX; and Fred Graham and William Mercer of Denton, TX. Witkovski owns interests in KTLE-AM & FM/Toole, UT and KYOT/Granbury, TX, and is an applicant for a new FM at Tucson, AZ.

FREQUENCY: 99.1 MHz
 POWER: 100 kw at 1226 feet
 FORMAT: Jazz
 BROKER: James Moore will receive a \$198,000 commission.

KZRK/Denton (Dallas)

PRICE: \$3.3 million
 BUYER: Allison Broadcast Group Inc., principally owned by Stephen Allison.
 SELLER: 94.5 Radio Inc., headed by

Galen Gilbert. He also has interests in KDXE/Sulphur Springs, TX; KTXJ & KWTX/Jasper, TX; KDNT/Denton, TX; KYFM/Batesville, OK; and KHHW & KRKZ/Altus, OK.

FREQUENCY: 94.5 MHz
 POWER: 100 kw at 1896 feet
 FORMAT: AOR

BROKER: Chapman Associates
 COMMENT: This station was sold for \$1.7 million in November 1984.

KOSY-AM & FM/Texarkana

PRICE: \$1.1 million
 BUYER: Broadcasters Unlimited of Tyler, TX. The company is headed by Don Chaney.

SELLER: Gateway Broadcasting Co. Inc., headed by J.K. Smith and Decker Smith.

FREQUENCY: 790 kHz; 102.5 MHz
 POWER: 1 kw day/500 watts night; 94 kw at 235 feet

FORMAT: Country; AC
 BROKER: Chapman Associates

Utah

KRPN/Roy

PRICE: \$1.25 million
 TERMS: Asset sale for cash.

BUYER: Bonneville International Corp., headed by Gordon Hinckley. The company also owns WNSR/New York, WTMX/Chicago, KMBZ & KMBR/Kansas City, KAAM & KZPS/Dallas, KSL/Salt Lake City, KBIG/Los Angeles, KOIT-AM & FM/San Francisco, and KIRO & KSEA/Seattle.

SELLER: Kargo Broadcasting Inc., owned by Sherwin Brotman and Gene Guthrie. They also own KZQQ/West Valley City, UT.

FREQUENCY: 107.9 MHz
 POWER: 67 kw at 2383 feet
 FORMAT: Gold

COMMENT: Bonneville is seeking a "one-to-a-market" waiver from the FCC in connection with this deal. The station is located about 30 miles from Salt Lake City, where Bonneville owns KSL-AM & TV and the daily *Deseret News*. Bonneville says while the Grade A signal of KRPN does not encompass the entire Salt Lake area, the Grade A signal of KSL-TV completely encompasses Roy, UT. Bonneville argues the waiver should be granted because the deal involves a financially distressed station and at least 30 independent "voices" would remain in the Salt Lake area.

Virginia

WQOK/South Boston

PRICE: \$7,475,000
 TERMS: This transaction includes a minority certificate. Total cash \$6.2 million. Ten-year promissory note for \$500,000 at ten percent interest. Buyer to assume equipment note and provide wraparound note to cover outstanding promissory note by seller.

BUYER: Four Chiefs Co., a division of Ragan Henry National Radio, headed by Ragan Henry. He also owns WDIA & WHRK/Memphis, WMSG/Detroit, WWIN & WHITE/Baltimore, WXTR/Washington, WMXB/Richmond, and KDIA/Oakland.

SELLER: Joyner Communications Inc., headed by Thomas Joyner and David Weil. They also own WZFX/Fayetteville, NC; WIKS/New Bern, NC; WZFX/Whiteville, NC; WROV/Roanoke; and WTTN & WMLW/Watertown, WI. The company recently announced plans to purchase WMVA/Roanoke.

FREQUENCY: 97.5 MHz
 POWER: 100 kw at 984 feet
 FORMAT: Urban

BROKER: Richard Foreman of Richard A. Foreman Associates.

KEYZ
 Anaheim, CA

KSSN
 Little Rock, AR

WYNK
 Baton Rouge, LA

WUPE
 Pittsfield, MA

WERZ
 Portsmouth, NH

WXLC
 Waukegan, IL

KCYT
 San Antonio, TX

WYYY
 Syracuse, NY

WNUA
 Chicago, IL

KROY
 Sacramento, CA

WDSD
 Dover, DE

WKPE
 Cape Cod, MA

KKDJ
 Fresno, CA

KOWN
 San Diego, CA

KRLB
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WZZO
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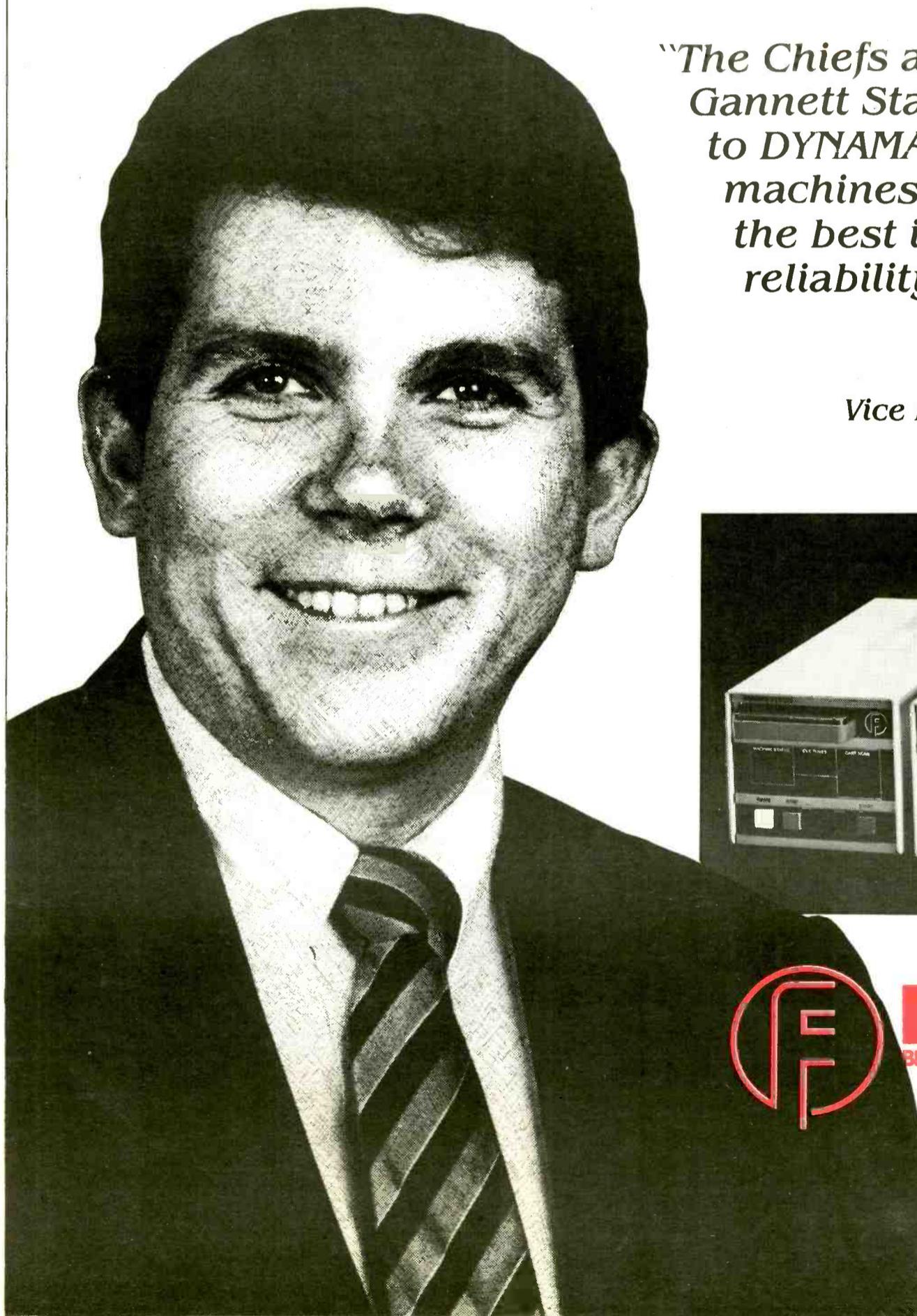
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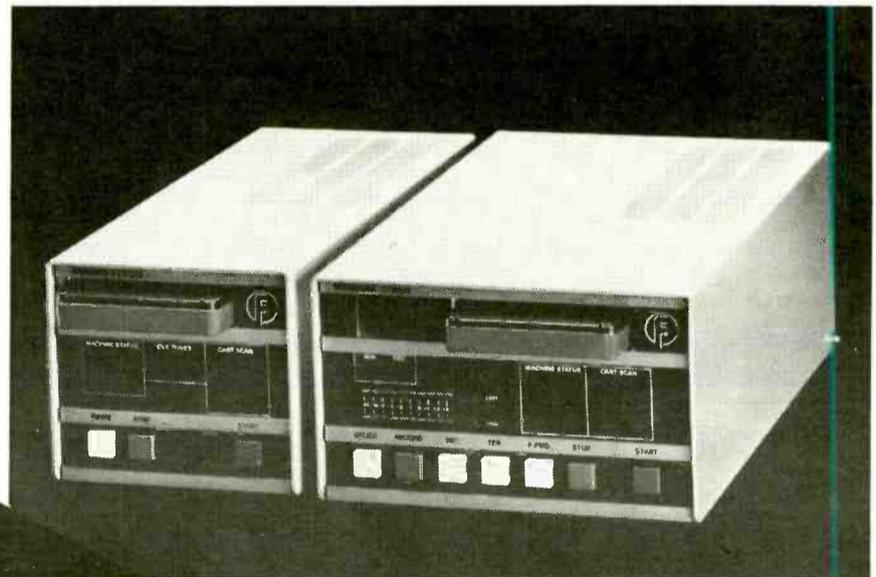
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MANAGEMENT

Backaches Cost Businesses Billions

Second-Leading Cause Of Employee Absenteeism

The combination of health-care, lawsuits, and missed days at work directly linked to backaches and back injuries costs US employers and workers more than \$80 billion a year.

According to recent reports in the Washington DC-based *Trend Letter*, on any given day there are 6.5 million Americans undergoing treatment for lower backaches,

and there are ten million US workers who will suffer debilitating back pain during the course of a year.

Furthermore, back injuries are responsible for 100 million missed workdays each year, which costs US businesses an estimated \$20 billion — not counting the extra \$5 billion doled out in workman's compensation benefits.

As a result, several US firms have instituted preventative training and exercise programs for their employees to thwart the abovementioned costs of backaches. Also, it's predicted that as we move into the 1990s, Americans will start doing their back exercises with the same sort of quasi-religious fervor that surrounded the "jogging craze."

DATELINE

● **March 16-19** — Third Annual South By Southwest Music & Media Conference. Marriott At The Capitol. Austin, TX.

● **March 16-18** — First Annual Air Talent Programming Conference. Doubletree Hotel. Atlanta, GA.

● **March 22** — NAB's Radio Station Acquisition Seminar. Park Lane Hotel. New York, NY.

● **March 23** — NABOB Fifth Annual Communications Awards Dinner. Sheraton Washington. Washington, DC.

● **March 24-25** — 11th Annual Black College Radio Convention. Paschal's Hotel. Atlanta, GA.

● **March 29** — Academy Awards. Shrine Auditorium, Los Angeles, CA.

● **April 5-9** — NABOB's 13th Annual Spring Broadcast Management Conference. Saddlebrook Resort. Tampa, FL.

● **April 9-12** — Broadcast Financial Management Association 29th Annual Meeting. Loews Anatole. Dallas, TX.

● **April 10** — 24th Annual ACM Awards. Walt Disney Studios, Burbank, CA.

● **April 10-11** — Soundata Music Trend Seminar & Conference. Arrowwood Conference Center. New York City, NY.

● **April 19-23** — National Broadcasting Society, Alpha Epsilon Rho, 47th National Convention. Riviera Hotel. Las Vegas, NV.

● **April 29 - May 2** — NAB 67th Annual Convention. Las Vegas Convention Center. Las Vegas, NV.

● **May 3-4** — CMA Board Meeting. Amsterdam Hilton. Amsterdam, Holland.

● **May 10-14** — National Association Of Independent Record Distributors & Manufacturers. Wyndham-Franklin Plaza Hotel. Philadelphia, PA.

● **May 11-15** — American Women In Radio & Television 38th Annual Convention. Waldorf-Astoria. New York, NY.

● **June 5-11** — 18th International Country Music Fan Fair. Tennessee State Fairgrounds. Nashville, TN.

● **June 12-13** — 24th Burns Media Radio Studies Seminar. Westin Hotel. Atlanta, GA.

● **June 17-23** — 1989 NAB Executive Management Development Seminar. University Of Notre Dame. Notre Dame, IN.

● **June 20-23** — NAB Summer Board Meeting. Washington, DC.

● **June 21-24** — BPME/BDA Seminar. Cobo Center. Detroit, MI.

● **June 21-25** — BPME Association 33rd Annual Seminar. Renaissance Center. Detroit, MI.

● **September 13-16** — Radio '89 Convention sponsored by the NAB. New Orleans Convention Center. New Orleans, LA.

● **September 13-16** — RTNDA Annual Convention. Kansas City Convention Center. Kansas City, MO.

● **September 17** — Emmy Awards. Pasadena Civic Auditorium, Pasadena, CA.

● **September 21-23** — Foundations Forum '89. Sheraton Universal Hotel. Universal City, CA.

● **October 29 - November 2** — North American National Broadcasters Association's Third Radio News & Current Affairs Conference: "Radio In The 1990s." Washington Sheraton. Washington DC.

National Advertising: 1987 Vs. 1988

The amount of money spent on US spot radio increased by 7% — from \$1330 million to \$1425 million — between 1987 and 1988. During the same period, network radio advertising posted a 1.5% increase, from \$413 million to \$420 million.

For a comparison look at how competing media stacked up in the battle for America's national advertising dollars, consult the chart below. (All dollar figures are in millions.)

Media	1987	1988	% Of Change
Syndication TV	\$762	\$915	+20.0
Cable TV	\$760	\$910	+20.0
Network TV	\$8500	\$9395	+10.5
Consumer Magazines	\$5607	\$6055	+8.0
Spot Radio	\$1330	\$1425	+7.0
Spot TV	\$6846	\$7190	+5.0
Newspapers	\$3494	\$3600	+3.0
Network Radio	\$413	\$420	+1.5

Source: Publishing News

'E-Mail' Messages To Triple By 1991

With seven leading service providers of the \$330 million electronic mail industry recently banding together to make sending "E-mail" easier, consultant Walter Ulrich predicts that the number of messages sent via E-mail will soar from three billion in 1988 to 10 billion in 1991.

As a result, the *Electronic Mail & Micro Systems* newsletter expects E-mail revenues to climb by as much as 25% annually as more customers become attracted to the service's increased compatibility and low costs.

If your station or company is one of the current six million E-mail subscribers, you probably already know about the service's competitive price. For example, it costs one dollar to E-mail a three-page document from Los Angeles to Washington, DC — the same as a day-rate fax transmission.

In comparison, the same document costs \$14 to deliver by a Federal Express overnight pick-

up, and \$4.50 if sent by Telex, according to information compiled by *Business Week* magazine.

Most Of Us Like Our Jobs

Despite any grumblings you may have heard 'round the company's water cooler, most of the nation's employees (two-thirds, in fact) like their jobs.

Not only are they fond of their positions, but at least half of all workers would recommend their company as "a good place to work," according to the Wellesley, MA-based Wyatt Company.

Considering the positive feelings workers have for their jobs, it's ironic that only 38% simultaneously feel that their company is anything more than a place to work, and only 35% feel they have a good chance to build a career at their respective companies.

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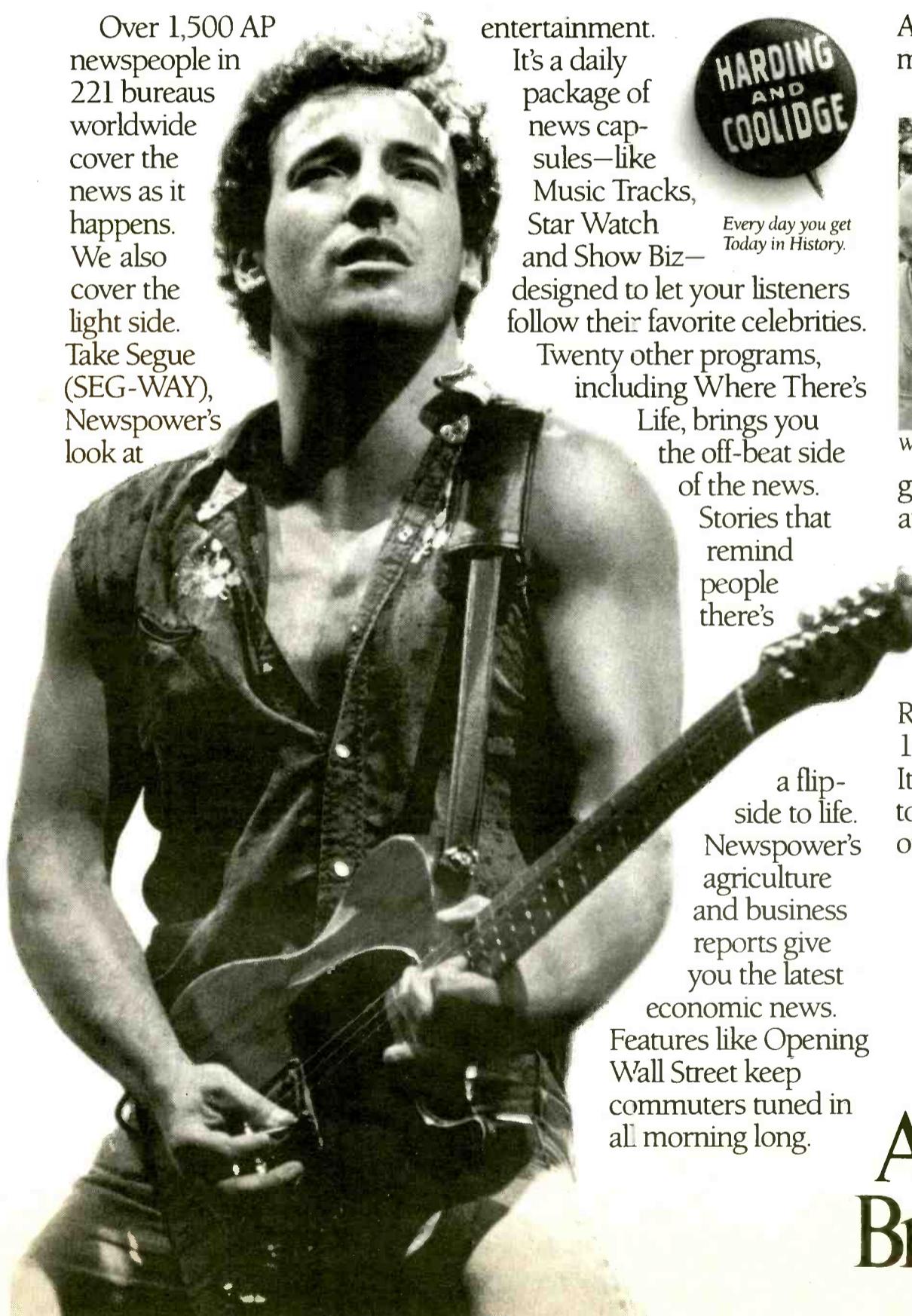
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designed to let your listeners follow their favorite celebrities.

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Stories that remind people there's

a flip-side to life. Newpower's agriculture and business reports give you the latest economic news.

Features like Opening Wall Street keep commuters tuned in all morning long.



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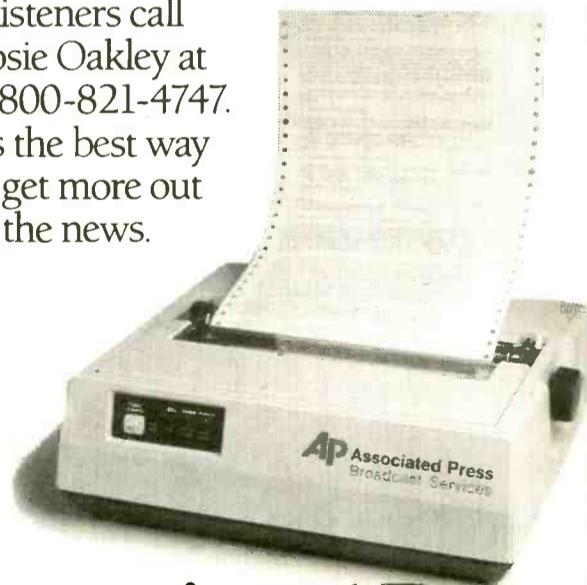
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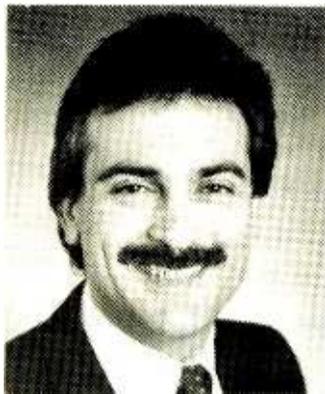


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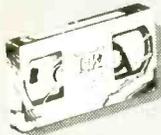
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OVERVIEW

LIFESTYLES

STARS ON T-SHIRTS RISING

Americans Wrapped Up In Celebrity

While many Americans have long been rapt with the derringdo of pop-culture figures, the number of folks who literally wrap themselves in shirts bearing the name or likeness of their favorite S*T*A*R has more than doubled over the past ten years - from 13% in 1978 to 27% today, according to the NYC-based Roper Organization.

And who wears them? Adults aged 18-29 are more than twice as

likely to sport celebrity T-shirts than those aged 30-40, and five times more likely than the 45-years-plus set to wear a popular puss on their shirts.

Surprisingly, socio-economic status was not a factor among the nation's celebrity shirt-wearers, as the items were found to have strong appeal among all income groups.

Top US Bottled Water Firms

The US bottled-water business posted sales of \$2 billion in 1988 and is rising 10% per year, making it the fastest-growing segment in the beverage industry. Which explains why, even though there's been no formal announcement, Golden, CO-based Adolph Coors Co. is expected to soon take the plunge.

According to recent reports in the *Wall Street Journal*, Coors hopes to become the first nationally-distributed, US-based manufacturer of sparkling water. Current market-leader Perrier is made in France, and other US brands are distributed regionally. For a look at today's top five US bottled-water companies, consult the chart below:

Manufacturer	1988 Sales (in millions)
Perrier Group	\$400 - \$450
McKesson Corp.	\$200 - \$225
Anjou International	\$100 - \$125
Suntory International	\$55 - \$60
Clorox Co.	\$30 - \$35

Source: Water Research Associates.

Survey Finds Gay Consumers Desirable Demo

A recent survey conducted by NYC-based Rivendell Marketing found that - per capita - US homosexuals have average annual incomes of \$36,800, compared to the \$12,287 average per capita annual incomes earned by the general US population.

In addition, the study - which questioned the readers of eight big-city gay magazines - discovered that more gays have college degrees (59.6% vs. 18%) and hold managerial or professional jobs (49% vs. 15.9%) than do members of the general population.

CRYSTAL-BALLING THE FUTURE

Study Reveals Top Hopes & Fears

Worldwide economic upheaval that could lead to another Great Depression was cited as the top fear among a group of stylized futurists, while a continued thaw in US-Soviet relations headed its list of "leading hopes."

It was the second consecutive year that both issues were concurrent chart-toppers in a survey of published future-oriented books and articles for the *Future Survey Annual 1987*, according to *Future Survey* editor Michael Marien.

A list of other issues and trends that were "runners-up" for each respective category are named (in order of importance) at right.

Top Fears

- Damage to the earth's environment and natural resources.
- Outbreak of a nuclear war and the growing arms race.
- The health-threat involved with AIDS.
- The possibility of a new oil crisis.

Top Hopes

- Increased use of strategic planning and organizational renewal to solve problems.
- Advances in information technologies (computers, VCRs, etc.).
- The promise offered by new materials and superconductivity.
- The medicinal and agricultural benefits to be had from advances in biotechnology.

This Month's Hottest Marketing Topics

Are you partial to low-cholesterol eggs or suffering from hemorrhoids? If so, you're treading on the turf of some of the hottest marketing topics in the nation this month, according to the NYC-based Find/SVP research firm.

Compiling a list from the 7000 requests for information it receives each month, the firm found that the current (March '89) apples of the marketing industry's eye include the following 20 topics:

- Low-cholesterol eggs
- Hair care
- Casual footwear
- Ethnic cosmetics
- Home delivery of food
- Refrigerated/Shelf-stable entrees
- Bottled water
- Optical chain stores
- Weight loss programs & products
- Medical laser treatments
- Hazardous waste management
- Allergies
- Single-ply roofing
- Advertising to children
- Hispanic demographics
- Casino industry & marketing
- Home equity lines of credit
- Luxury cars
- Graphics software
- Hemorrhoids

More Pubs Pouring Home-Grown Beers

Number To Double In Next Two Years

By offering patrons an alternative to the bottled beers found at any convenience store, "brewpubs" - drinking establishments that specialize in "home-made" beers - are catching on in the US.

Since first appearing in 1982, the suds-sipping parlors have expanded in number to nearly four dozen, with most located in California, Oregon, and Washington. Furthermore, *American Brewer* publisher Bill Owens predicts that the personalized drinkeries will grow by 30% to 50% during the next two years.

Creating the distinctively flavored beers is a simple process. On-premise brewmeisters ferment their formulas for 12 to 18 days, filter the stuff, and

deposit the goods into a serving tank that's hooked directly to the bar. Typically, brewpubs are 10-barrel operations, with each barrel holding 31 gallons.

Profits? Owens says it generally costs seven cents to make a glass of beer that sells for \$1.50.

CHRONICLE

Born To:

WSB-FM/Atlanta Asst. PD Kelly McCoy, wife Cary, son Donald Colin, February 18.

Marriages:

WRXK/Ft. Myers, FL PD/air talent Swingin' Dick Tyler to Sandy Stischok, March 4.



NO TRADE DEFICIT IN THIS DEPARTMENT...American music is one of our most successful exports. The 1980's were a record breaking decade with American artists once again setting the pace. AMERICAN TOP 40 with SHADOE STEVENS pays tribute to the globetrotting Americans who've had the biggest impact overseas during the 80's with a special countdown set for Memorial Day, 1989. Based on a survey of radio professionals at stations outside the USA, we've ranked the world class American acts. In 4 fast hours around the world, Shadoe counts 'em down and presents their greatest and latest hits, their own stories of the wonders of world travel and fun things that have happened to them on- and off-stage. Count on Madonna, Michael, Bruce to appear...but this special will reveal where they stand and who'll join them in the ranking. Special holiday event programming from the ABC Radio Networks.



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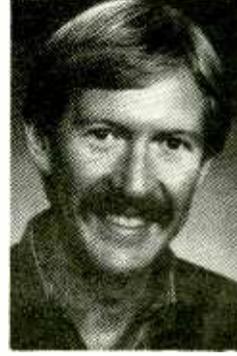
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Jacor



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Mark Thomas
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Reynold Hawk
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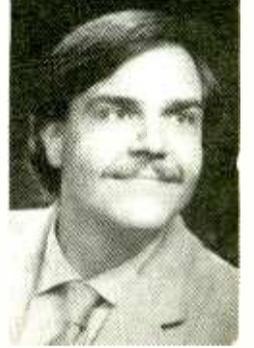
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MEDIA

'Moonwalk' Tops Best-Selling Music Books Of 1988

Michael Jackson's "Moonwalk" biography not only outsold all other music-related books released last year, it also outsold all but nine other nonfiction titles issued in 1988, according to *Publishers Weekly*.

The Gloved One's life story sold 341,748 copies, topping the 308,000 copies sold by Jackie Collins's "Rock Star" (#13 on the bestselling fiction list) and the 230,000 copies sold by Albert Goldman's nonfiction hit "The Lives Of Lennon."

A few other books with musical

hooks fell short of 1988 bestseller lists, but fared well among the nation's readers nonetheless. "Imagine: John Lennon" by Andrew Solt and Sam Egan sold 150,000-plus copies, as did "Willie: An Autobiography" by Willie Nelson with Bud Shrake. Meanwhile, "Wilderness" by Jim Morrison and "Priscilla, Elvis, And Me" by Michael Edwards each sold more than 100,000 copies.

Two books concerning Irish rockers U2 were the only music-related releases in 1988 to merit

mention on the year's top-selling paperback lists. "U2: Rattle & Hum" by Peter Williams and Steve Turner sold 65,000 copies as a paperback original, and Eamon Dunphy's "Unforgettable Fire: The Definitive Biography Of U2" sold 58,172 copies in its paperback release.

VCR Ownership Up, Taping Time Down

Nearly six out of ten (57%) of US households sport videocassette records, up from 23% in 1985. In addition, the latest survey on the subject by the NYC-based Roper Organization found that 80% of America's VCR owners earn annual incomes in excess of \$35,000, that 75% of the nation's dual-income households have VCRs, and that 74% of the households headed by "executives" are VCR-equipped.

Despite this increase in VCR ownership, the amount of time spent taping has declined from a weekly median of two-and-a-half hours in 1985 to today's median of less than 80 minutes. Full-length films (54%) and sporting events (24%) remain our favorite programs to tape, although enthusiasm for each has slipped from 1985 levels, which were 70% for films and 39% for sports.

FILMS

WEEKEND BOX OFFICE MARCH 10-12

1 <i>Lean On Me</i> (Warner Bros.)	\$4.5
2 <i>Police Academy 6: City Under Siege</i> (Warner Bros.)	\$4.0
3 <i>Skin Deep</i> (20th Century Fox)	\$3.9
4 <i>Chances Are</i> (Tri-Star)	\$3.6
5 <i>Bill & Ted's Excellent Adventure</i> (Orion)	\$3.3
6 <i>Rain Man</i> (MGM-UA)	\$3.1
7 <i>The 'Burbs</i> (Universal)	\$2.6
8 <i>New York Stories</i> (Buena Vista)	\$2.4
9 <i>Dangerous Liaisons</i> (Warner Bros.)	\$1.6
10 <i>Cousins</i> (Paramount)	\$1.5

*First Week In Release
All figures in millions

Source: Exhibitor Relations Co.

COMING ATTRACTIONS:

This week's openers include "Rooftops," in which a group of teenagers establish their own world high atop NYC's abandoned tenements. Passion, romance, danger, and a Capitol Records soundtrack produced by Eurythmics co-leader David A. Stewart, who duets with Etta James on "Avenue D," the first single from the film's ST. Other artists appearing on the soundtrack are Jeffrey Osborne, Charlie Wilson (of the Gap Band), Grace Jones, Trouble Funk, and Eurythmics themselves.

'ZINE SCENE

Head For A Song

As a public service to our readers, R&R is proud to peruse the week's periodicals — from the slick to the slimy — and encapsulate the top music-related stories, as follows:

A tin replica of a human skull that guards the Austrian tomb of Hapsburg emperor Karl VI has been heard whistling the Beatles' hit "Yellow Submarine" through its teeth!

According to the current issue of the *Weekly World News*, 26 tourists report catching the crooning cranium whistle the entire tune before it stopped.

Having investigated the possibilities that the song was produced by wind passing through the spaces in the skull's teeth (it wasn't) or that the metalhead was somehow picking up radio signals (ditto), scientists admit they have "absolutely no explanation" for the phenomenon.

Vienna-based psychologist Josef Wimmer, who claims to have interviewed 12 of the 26 ear-witnesses, pronounces all but two of the subjects "rock-solid, sane, and emotionally secure."

Madonnascope

Everyone's favorite Material Girl, Madonna the Prima Donna, is the Talk O' The Tabs this week, as evidenced by the following four stories:

- The *Star* has Lady Dye-job romantically linked with one John Lafargo, described as a 19-year-old production assistant on her latest video. When asked to autograph a T-shirt for the teenage stud puppet, *People* reports that La Bella Donna scrawled a message in Italian that translates as "I want your body. Call me."
- The *Star* also claims that while dining with "Dick Tracy" co-star Warren Beatty, Madonna asked for a can of (you guessed it) Diet Pepsi, which the toney Italian eatery didn't serve. Word has it that confirmed bachelor Beatty, ever the gentleman, sent a waiter out to the



A DAMN GOOD COUNTRY SONG — Will Lady Madonna's next hit be "19-Year-Old Boys And 13 Black Roses?"

nearest vending machine to comply with La Madonna's request, and — even more unbelievable — tipped him \$100 for his troubles!

- Meanwhile, the *National Enquirer* notes that while working on the "Dick Tracy" film, Madonna recently received 13 black roses from an unknown source. Two days later, another 13 black roses were delivered to her dressing room. Of course, these incidents have nothing to do with actress and noted gift-giver Sean Young's recently being ousted from the cast.

- Finally, the *Globe* plastered the same photos that everyone else had of Madonna dancing the nite away at a recent L.A. AIDS benefit with the message "How To Find YOUR Madonna Or The Love Of Your Life," followed by instructions to turn to the magazine's classified personals pages!

Rumors 'N' Facts

Rumor O' The Week: The love child that country temptress Tanya Tucker is currently carrying is the product of artificial insemination. (*National Examiner*).

Fact O' The Week: George Sharp is selling one of his kidneys to a German count so he can take his wife — who is suffering from a hormone deficiency — to Grace-land. The 43-year-old Scottish cobbler told the *National Examiner*: "People can say what they want, but they're not in my shoes."

TELEVISION

TOP TEN SHOWS

MARCH 6 - MARCH 12

- 1 *Roseanne*
- 2 *The Cosby Show*
- 3 *NBC Monday Night Movie* ("Those She Left Behind")
- 4 *60 Minutes*
- 5 *Who's The Boss?*
- 6 *A Different World*
- 7 *Anything But Love*
- 8 *Wonder Years*
- 9 *Cheers*
- 10 *Murder, She Wrote*

Source: Nielsen Media Research

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

- **JOHNNY'S GONNA LOVETT:** Country swinger Lyle Lovett visits NBC's "Tonight Show Starring Johnny Carson" to discuss his unusual music and hairstyles (Wednesday, 3/22, 11:30pm).

- **ROCHES, LOUNGE LIZARDS & LITTLE MILTON:** Off-beat folkies the Roches head the customarily eclectic guest list for this week's "Sunday Night" show. Also in attendance: blues-soul belter "Little" Milton Campbell, and punk-jazz reptiles the Lounge Lizards. (NBC, Monday, 3/20, 12:15am).

- **SMOKEY GETS IN YOUR EYES:** Motown legend-turned-author Smokey Robinson drops by "The Arsenio Hall Show" to discuss his new book and to play some old favorites (Thursday, 3/23), while the *Manhattan Transfer* drops by (Tuesday, 3/21). Check local listings for station and time in your area.



QUIFFS 'N' QUIPS — West Texas hipster Lyle Lovett is more than equipped to match both with host Johnny Carson.

- **WHAT UP, DAVE?** Detroit funk-rockers Was (Not Was) team with Frank Sinatra Jr. to belt out a very hip late set version of "Marriage Vows In Vegas" on NBC's "Late Night With David Letterman" (Friday, 3/24, 12:30am). Hot Scot pop duo the Proclaimers stop in Wednesday (3/22).

- **SERIOUS LAUGHTER:** HBO once again tickles the nation's funnybone in search of funds for the homeless in "Comic Relief III" (Saturday, 3/18, 9pm). Doc Severinsen will serve as show's musical director, with Billy Crystal, Whoopi Goldberg, and Robin Williams reprising their roles as hosts. Additional comics/sometime recording artists who'll lend their talents to the four-hour FUNd-raiser include Steven Wright, Joe Piscopo, Bobcat Goldthwait, Cher, and Paul Rodriguez, plus radio host Shadoe Stevens.

- **ROCKIN' ROLE MODELS:** Prime-time TV's look at the shady side of the music business continues on CBS's "Wiseguy" with Debbie Harry and Glenn Frey headlining this week's list of industry characters (Wednesday, 3/22, 10pm).

- **SAJAK MEETS THE SPINNERS:** Veteran R&B vocal group the Spinners drops by "The Pat Sajak Show" (Thursday, 3/23, 11:30pm). Adult popster Rupert Holmes visits (Tuesday, 3/21).

- **ORANGE CRUSHED FOX:** Listen while you look at Fox's "21 Jump Street" for three recent songs from R.E.M. — "Stand," "Orange Crush," and "Pop Song 89" — in an episode dealing with an AWOL soldier (Sunday, 3/19). Check local listings for channel and air-time in your area.



LAUGHIN' TO KEEP FROM CRYIN' — Whoopi Goldberg reminds us that the first three letters in funds are F-U-N.

DON'T FORGET TO VOTE!

GEFFEN RECORDS

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TECHNOLOGY

HUMAN JUKEBOXES

System Turns Body Movements Into Music

Everybody can be a musician at heart — and at eyes, arms, and legs — if a concept that allows a body's nerve impulses to play a music synthesizer ever hits high-tech production lines.

The concept, a brainchild of the Stanford University School of Medicine's Hugh S. Lusted (an eye, ear, and throat specialist) and R. Benjamin Knapp (a computer-whiz graduate student), works like this:

Strategically-placed electrodes

distinguish intentional nerve impulses from the other "noises" made by the skin. The electrodes then pump the rhythmic movements into a computer that instructs a synthesizer to produce the desired sounds.

The researchers have had some success — producing high notes from tense muscles and lows from relaxed ones — but eventually hope to enable people to sling a riff simply by twitching a muscle, blinking an eye, or by just *thinking* of a melody.



Pocket Counterfeit Currency Detector

International travelers and folks who control your company's "petty cash" flow can catch phony bills or bogus traveler's checks quickly and easily, thanks to "Vistatec" — a lightweight counterfeit currency detector currently available from NYC-based Vistatech Enterprises Ltd.

Working on the principle that most authentic currency has portions printed with magnetic ink (unlike most forgeries), the battery-powered detector is able to verify the validity of all denominations of US currency. The device also works with British pound notes, Swiss francs, Japanese yen, and German deutsche marks (issued after 1971).

To operate the pen-sized unit, simply remove the cover and rub its head perpendicularly over the print that's below the president's picture. If you get a green light and a buzzer, then you've got the real thing. Anything else, and chances are good that you've been burned.

List priced at \$97, the electronic eye comes with a 180-day guarantee. For more info, call the company at (212) 254-9851.

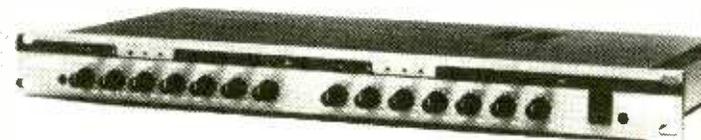


Portable VCR-TV Arrives

By squeezing a full-featured 8mm videocassette recorder and a television into a two-and-a-half pound, book-sized package, NYC-based Sony Corporation Of America has made it possible to watch your favorite videos while on the go.

The "GV-8 Video Walkman" has a three-inch liquid crystal display screen that utilizes an active matrix system for increased contrast, sharpness, and color purity. The screen is also back-lit for viewing high-quality 8mm video recordings or standard VHF and UHF broadcasts while in sunlight.

With its ability to run on either AC/DC current or on batteries (rechargeable and alkaline), the Video Walkman allows you to record and play up to four hours of programming. Retail price: \$1300. For more information, call the company at (212) 418-9470.



Aphex Unveils Enhanced Aural Exciter

Supporting two modes of noise reduction and a unique spectral phase refractor (SPR), the "Aural Exciter Type III" is currently available from North Hollywood, CA-based Aphex Systems Ltd.

This single-ended processor can be applied at any point in the broadcasting "audio chain" (no decoding required) to recreate and restore often-lost harmonics without raising the "noise floor" of the audio's source.

In addition to the abovementioned SPR (which improves bass clarity and corrects the phase-delay problems that occur in the broadcasting steps of recording, duplicating, distribution, and reproduction), the Type III model is equipped with such new features as servo-balanced inputs/outputs and a "Null Fill" that enhances the perception of higher frequencies.

For more information, call the company at (818) 765-2212.

Voice Chips Make Calls, Catch Crooks

By emphasizing the unique qualities of an individual's voice, computer chips could change the way we use the telephone in the near future.

Although it's currently unavailable in the US, the Toshiba Corp. has developed a buttonless telephone (dubbed the "Kiss Phone Off") that dials when verbally asked to do so. All the user has to do is pick up the receiver and say any one of the 19 different names that's stored on a voice-recognition chip inside the device. The phone — which is list priced at \$235 in Japan — then dials the number that corresponds to the mentioned person.

In America, the US Sprint Communications Co. is currently testing "Voicecard" — a phone credit-card program that's based on user voice-prints. Designed to cut down on telephone fraud and theft, the system requires users to register their voices with the company, and then checks each subsequent call against the original. If the current caller doesn't match the stored voice-print, the call doesn't go through.

The company will decide this spring whether it will offer the service to its 12 million "Foncard" customers.

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STATION
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For a free copy of "REMOTE BROADCASTING — An Industry Survey" or for more information, contact: Barbara at (213) 280-3759.



**IDB COMMUNICATIONS
GROUP, INC.**

THE

WHO

SILVER ANNIVERSARY SPECIAL



Here's one radio special that will be greeted with open ears by everyone... and we're talkin' 'bout two generations of rock fans!

For 25 years now the Who has been smashing its way into our consciousness and onto our radios...

After a full quarter century the Who is still one of the most programmed bands in the world. And 1989 will be a year of major new Who activity, with a brand new Pete Townshend album just around the corner, and a much anticipated 25th Anniversary Who Reunion. We'll also celebrate the first live performance of the rock opera *Tommy* 20 years ago.

On April 14th-16th United Stations will proudly present an all-new, 3-hour Who Silver Anniversary Special. The story of the Who's often outrageous career will be told in their own words, using recent and vintage interviews. And, of course, we'll be recalling 25 years of the Who's musical milestones.

The Who Silver Anniversary Special is available on a swap/exchange basis to stations in the top 170 Arbitron-rated metro markets. To reserve it for your market call 703-276-2900.



New York Washington, D.C. Chicago Detroit Dallas Los Angeles London

Radio

- **JANE DINSE** has been upped to Research Director at Malrite Communications Group. She was Manager/Research Projects for Malrite Radio & Television stations.
- **BOB CLARK** has been named PD and **DAVE TIPTON MD** at KPSI/Palm Springs, CA. Clark was a part of the station's morning team.
- **MICHAEL ISABELLA** has been upped from Promotion Director to Marketing Director at WLLZ/Detroit.



Jane Dinse Janice Lythcott

- **MARSHALL BANDY JR.** has been named GM and **EUGENE COLEMAN** Asst. GM at WSGC/Ringold-Chattanooga, TN.

Other additions to the station include **LARRY RICHTER** as OM and **TOMMY DANIELS** as MD.

- **ALLEN GANTMAN** has been elevated to VP/Western Region Manager at Eastman Radio. He was Sales Manager/Los Angeles.

- **JOE MULE** has joined KHOP/Modesto-Stockton, CA as GSM. The 20-year industry vet comes from Park Broadcasting.

- **ABIGAIL POLLAY**, Asst. Director/Marketing & Promotion at KSHE/St. Louis, has been promoted to Director/Marketing & Promotion. She succeeds **JIM MARCHYSHYN**, who has resigned to pursue other interests.

- **DAVE DRONKOWSKI** has been upped from Asst. Sales Manager to Sales Manager at KFMU/Steamboat Springs, CO.

PROS ON THE LOOSE

- Jeff Cochran** — PD WFMK/Lansing, MI (517) 694-6983
- Greg Darton** — PD WLWZ/Greenville, SC (803) 295-1197
- Scott Gables** — Nights WHQT/Miami (215) 668-0876
- Sam Harrell** — Regional Country Promotion/Marketing Manager CBS/Nashville (818) 704-5131
- David Hefferman** — Mornings KTYD-FM/Santa Barbara (805) 569-2278
- Frank Leffel** — VP/Promotions PolyGram/Nashville (615) 758-0019
- Curt Monday** — PD KIPR/Little Rock (501) 223-3729
- John Savage** — MD/afternoons KQCL/Faribault, MN (507) 334-5140
- Vaughn Thomas** — VP/Black Promotions Geffen Records (818) 505-1905.

Hall & Oates Pick Up Platinum



Daryl Hall and John Oates picked up platinum awards for their Arista album "Ooh Yeah!" when the duo visited the label's New York headquarters recently. Showing their metal are (l-r) Hall, Champion Entertainment's John Sykes, Arista President Clive Davis, Arista Sr. VP Roy Lott, Oates, Champion's Brian Doyle, the band's T-Bone Wolk, and Arista Exec. VP/GM Don Jenner.

DON'T FORGET TO VOTE!

GEFFEN RECORDS

© 1989 The David Geffen Company

- **RUSS GARRETT** has returned to WICC/Bridgeport, CT as Exec. Producer/Talk Programming. He had been working parttime at KFI/Los Angeles.

Records

- **JANICE LYTHCOTT** has been elevated to Director/Project Development, Corporate Affairs at CBS Records. She was Assoc. Director/Divisional Affairs.

- **CHRISTOPHER ROBERTS** has been named Product Manager/International Promotion at PolyGram Records. He was formerly VP/International Artists & Activities at the L.A. Entertainment Group.

- **MARV MARGOLIS** has been promoted from Director/Business Affairs to VP/Business Affairs & Sales Administration at record and video distribution company JCI.

- **AMY SIMON** has joined EMI as Manager/Promotion. She had been Programming Assistant at KKLQ/San Diego.



John Weston Amy Simon

- **JOHN WESTON** has been elevated to Assoc. Director/National Singles Promotion at Atlantic Records. He was Promotion Director/Northeast.

- **ROBIN CECOLA** has been named Promotion Marketing Manager/Mid-Atlantic at WTG Records. He had been a CBS Account Service Rep in Boston.

- **NIGEL HARRISON**, the bass player for Blondie, has been named Assoc. Director/A&R at Capitol Records.



Nigel Harrison Robin Palmer

Industry

- **ROBIN PALMER** has been promoted from Professional Manager to Director/Professional Activities at EMI Music Publishing/Nashville.

- **SHELLEY CHERNIN** has been upped to VP/Finance and **CLEMON WILLIAMS** has joined the legal staff at RIAA. Chernin was President at Chic But Cheap Creative Consultants. Williams was an Asst. US Attorney in the US Attorney's Office.

- **JOHN HEGELMEYER** has been named Client Service Representative, Advertiser/Agency Radio/Television Sales at Arbitron Ratings/Los Angeles. He was a Media Planner at HDM/Los Angeles, a subsidiary of Young & Rubicam.

- **LISA JANZEN** has joined Lippman Kahane Entertainment as a Manager. She previously worked in artist management/development at Cavallo, Rufalo & Fargnoli.

— Holly Sklar

CHANGES

Lynn Rollins has been appointed an AE at WRMR/Cleveland.

Art de la Parra has joined Katz Hispanic Radio Sales/Los Angeles as an AE.

Skip Quast has been named Sr. AE at KOGO & KBBY/Ventura, CA.

Genelle Williams has been appointed an Advertiser/Agency Radio Sales AE at Arbitron Ratings/Chicago.

R&R TIMELINE



Mark Tudor and Carl Becker

One year ago today, **Mark Tudor** was named **KAJA's** new OM as San Antonio Country radio welcomed three new PDs in three weeks. First, **Carl Becker** had been named PD for **KKYX**. Then **KBUC-AM & FM** hired **Mike McCoy**. Today, Tudor is OM for **WLVK/Charlotte**, the **KBUC** combo is Spanish, McCoy is **WIRK/West Palm Beach's** OD, and Becker is still with **KKYX**.

1 YEAR AGO TODAY

- **Andrea Ganis** upped to Atlantic VP/National Pop Promotion
- **David Meszaros** promoted to **WZLX/Boston** VP/GM
- **Dave Mason** named **WLAC-FM/Nashville** PD
- **Jimmy Christopher** appointed **KZEW/Dallas** Asst. PD/MD
- #1 CHR: "Man In The Mirror" — Michael Jackson (Epic)
- #1 AC: "Where Do Broken Hearts Go" — Whitney Houston (Arista)
- #1 UC: "Lovely Dovey" — Tony Terry (Epic)
- #1 Country: "Famous Last Words Of A Fool" — George Strait (MCA)
- #1 AOR Track: "Angel" — Aerosmith (Geffen)
- #1 AOR Album: "Now And Zen" — Robert Plant (Es Paranza/Atlantic) (4 wks)
- #1 NAC: "40 Degrees North" — Latitude (Lifestyle)
- #1 Contemporary Jazz: "Kaleidoscope" — Mike Metheny (MCA)

5 YEARS AGO TODAY

- **Tex Meyer** named **WBZZ/Pittsburgh** VP/GM
- **Lee DeYoung** signs on as **WCLR/Chicago** PD
- **Steve Kingston** named **WBSB/Baltimore** PD
- **Phil Strider** appointed **KZOK & KJET/Seattle** PD
- **Harvey Kojan** new **WGRQ/Buffalo** morning man
- #1 CHR: "Jump" — Van Halen (WB) (5 wks)
- #1 AC: "Got A Hold On Me" — Christine McVie (WB) (3 wks)
- #1 UC: "Somebody's Watching Me" — Rockwell (Motown) (5 wks)
- #1 Country: "Let's Stop Talkin' About It" — Janie Fricke (Columbia)
- #1 AOR Track: "You Might Think" — Cars (Elektra)
- #1 AOR Album: "1984" — Van Halen (WB) (8 wks)
- #1 Jazz: "Name Of The Game" — Phil Upchurch (Jam) (2 wks)

10 YEARS AGO TODAY

- **Howard Neal** resigns as **ABC Radio** President; **Ben Hoberman** advances
- **UA, EMI/America** consolidated
- **Don Davis** named **WLAV-AM & FM/Grand Rapids** OM
- **Banana Joe Montione** hired by **KHJ/Los Angeles** for nights
- #1 CHR: "Tragedy" — Bee Gees (RSO) (2 wks)
- #1 AC: "I Just Fall In Love Again" — Anne Murray (Capitol) (3 wks)
- #1 Country: "I Just Fall In Love Again" — Anne Murray (Capitol)
- #1 AOR Album: "Dire Straits" — Dire Straits (WB) (3 wks)

15 YEARS AGO TODAY

- **KZOK/Seattle** signs on AOR format as **OK102 1/2**
- #1 CHR: "Seasons In The Sun" — Terry Jacks (Bell) (2 wks)
- #1 AC: "The Lord's Prayer" — Sister Janet Meade (A&M) (2 wks)
- #1 Country: "Honky Tonk Angel" — Conway Twitty (MCA)

— Hurricane Heeran

WESTWOOD ONE
RADIO NETWORKS

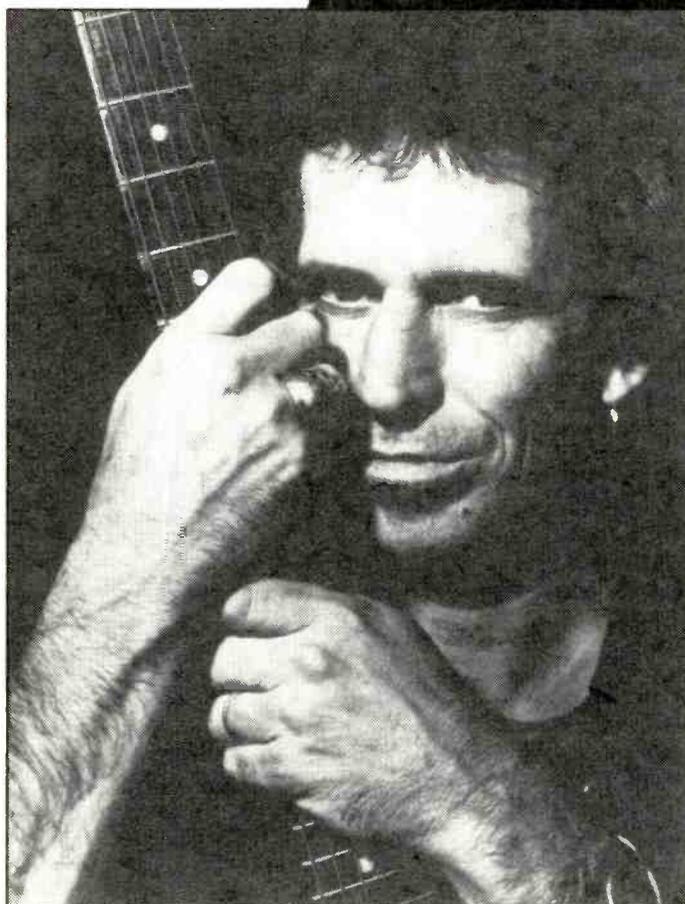
P R E S E N T

Keith Richards

There's a wide line between rock stars and true rock legends. And Keith Richards jumped over that line a long time ago. As lead guitarist for The Rolling Stones, Keith has played it all, seen it all, done it all and somehow survived it all to take the musical world by storm with his smash solo album, "Talk Is Cheap".

When this Rolling Stone rolled in to chat on this very special edition of *Off The Record With Mary Turner*, he opened up with a lot of answers that will help his millions of fans separate the man from the myth. Keith talked about the great times, the miserable times and the events and changes in his life that inspired him to the musical heights reached in such "Talk Is Cheap" tracks as "Take It So Hard", "Make No Mistake" and "Struggle".

Don't miss this special opportunity to bring a legend to your listeners. Be on board when *Off The Record With Mary Turner* presents Keith Richards the week of April 3. Contact your Westwood One representative today at (213) 204-5000, in Canada (416) 597-8529, FAX (213) 204-4375 or Telex 4996015 WWONE.



Off the Record WITH Mary Turner

Turner

Fox Programs WLTQ

Three-and-a-half-year CHR WTKI/Milwaukee PD Tim Fox has crossed the street to join AC WLTQ in the same capacity. He succeeds Bobby Irwin, who left to program AC WUSA/Tampa.

WLTQ VP/GM Steven Downes noted, "We have a great team at WLTQ. We needed a great leader, and no one fits the bill better than Tim Fox. He's one of the most talented programmers in the business, and he's also one of the nicest guys."

Fox told R&R, "I'm really excited about our potential for continued growth. AC as a whole is going to be a very lucrative format in the next few years, and we're poised to capitalize on that appeal. For the next few weeks I'm going to be the student — the programming and sales staff will be my teachers. I'm going to go to school to find out about the inner workings of this station and see why it's successful."

Fox has also programmed Doubleday's KPKE/Denver and WZOK/Rockford.

WLTQ ranked eighth 12+ in the fall Arbitron (4.6) and tied for tenth in Birch (3.0).

Wheeler VP/ Programming At Dick Bdcstg.

Dick Broadcasting has officially upped WKRR/Greensboro PD Bruce Wheeler to VP/Programming. He joined the seven-station group in 1985.

Dick VP Allen Dick remarked, "We've been extremely impressed with his capabilities; he's not only a good PD but a great strategist. In these days it's good to have one key person who knows a little bit about each operation. As our little group grows, Bruce will be our anchor in working with our other PDs."

Wheeler told R&R he's actually been handling the additional responsibilities since November. "We had a new property in Birmingham going on the air (Classic Rock WZRR) and wanted to keep people guessing. When we got that done somebody around here said, 'Hey, Bruce, maybe we need to feed your ego a little bit.' I'm real involved with WKDF/Nashville and 'ZRR, as well as this station, and they're all doing well despite me."

Wheeler was PD of KFMQ/Lincoln for five years before joining KAZY/Denver as Asst. PD/MD in 1981. Two years later he was named Asst. PD/MD at WMET/Chicago, where he remained until putting WKRR on the air.

Rogers Takes KLDE OM Reins

Easy Listening KMEO/Phoenix morning man R.C. Rogers has been named OM/morning man at Oldies KLDE/Houston. He succeeds Brian Chase, who has exited.

When the station debuted last April it utilized satellite programming from Transtar's Oldies Channel, but is now live 24 hours.

Rogers told R&R, "One of the reasons I took this job is that (KMEO owner) Entercom is going through a lot of growth. The sales folks are up and running like banshees. The air staff is also very solid. We will tune up the music and presentation. Our latest trend was up; all I have to do is stay on course and keep from screwing it up and we'll be fine."

Rogers joined KMEO one year ago. Previously he was PD/morning man at KLZI/Phoenix, and OM/morning man at KJYY/Houston and KMMY/Minneapolis. Before that he spent approximately ten years as OM/morning man at WMXG/South Bend.

KLDE ranked 12th 12+ in the fall Birch (3.0) and 15th in Arbitron (2.5).



Gabe Hobbs

Hobbs Named WFLZ OM/PD

Three-and-a-half-year WMYU/Knoxville OM/PD Gabe Hobbs will transfer to Jacor Oldies outlet WFLZ/Tampa in a similar capacity. He replaces Mark Larson, who will concentrate on his PM drive airshift. Succeeding Hobbs at WMYU is Asst. PD Larry Trotter.

Hobbs told R&R, "It's wonderful when the top broadcasting company in America gives you a vote of confidence by sending you to a market like Tampa. We're just going to give the format a chance to work — it hasn't had a fair shake yet. While the numbers don't reflect it, I think we have the best-known and most-loved morning man in the market — Jack Harris. We'll find out why the numbers aren't there and fix it."

Prior to joining WMYU, Hobbs programmed WYHY/Nashville and WSON & WKDQ/Evansville.

WFLZ finished eighth 12+ in the fall Arbitron (4.3) and 13th in Birch (2.5).

Barry Back To WRBD As PD

KMJM/St. Louis morning man B.J. Barry has returned to WRBD (Jammin' 1470)/Ft. Lauderdale as PD/morning man. He previously worked at the station as Production Manager/morning man five years ago. Barry succeeds Charles Mitchell.

"I've learned something from all the PDs I've worked under," Barry said. "Being able to use all I've learned to let loose my own creativity is exciting. There's room here for some new, fresh ideas."

BURKE KGMG-FM GSM

Ward Promoted To KGMG Station Manager Slot

Two-year KGMG-FM/San Diego GSM Ollie Ward has been promoted to Station Manager at sister Nostalgia outlet KGMG. His replacement at Classic Rocker KGMG-FM is crosstown NAC KIFM Sales Manager Edward Burke.

KGMG GM Steve Jacobs said, "Ollie has been with the station for five years and served as LSM and GSM. He has earned the opportunity to run the station."

Ward told R&R, "We're definitely considering upgrading the station and have a project in that direction. Our goal is for KGMG to

become as successful as our FM facility." Ward spent four years as KGMG LSM. Previously, he worked for 17 years at Blair Radio and managed its Los Angeles office for most of that period.

Burke, who will direct an eight-member sales staff, told R&R, "This station is a very legitimate contender for the dollars being spent in San Diego. It's the market's true Classic Rock station. We're not nostalgic rock — we're the KLSX (Los Angeles) of San Diego."

Prior to joining KIFM, Burke served six years as Regional Marketing Consultant for XTRA/Tijuana (San Diego).

KGMG-FM ranked 16th 12+ in the fall Arbitron (2.0) and tied for 16th in the corresponding Birch (1.4). Sister KGMG failed to reach a 1 share 12+ in either survey.

West Upped To KODJ GSM



Brad West

Brad West has been upped to GSM at KODJ/Los Angeles, which recently dropped its adult AOR format and KNX-FM calls for Oldies. He succeeds Steve McGrory, who departed shortly before the format switch.

"Brad has a range of sales experience in the market," said KODJ VP/GM Charlie Seraphin. "He's a natural choice for this position, and we're delighted to have him join the staff."

West had been NSM for KNX-AM & FM since 1987, and had held the same position on the AM for two years before that. He also served as an AE at CBS Radio National Sales offices in New York and L.A.

Moreau Moves Up To WOKY PD

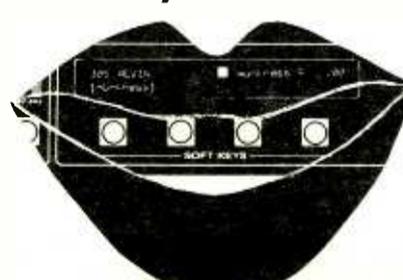
WOKY/Milwaukee afternoon drive personality Chris Moreau has been upped to PD and will continue doing his 2-6pm airshift. He replaces Kipper McGee, who left to become GM at KIOA & KDWZ/Des Moines.

Moreau told R&R, "We'll stay visible on the street and streamline some of our promotions. Kipper was a great teacher and wonderful role model who left the station in very good shape. Now it's up to me to leave my mark."

Moreau served as WOKY's ND for over a year; spent five years doing afternoon drive at crosstown AC WMYX; was Asst. PD/MD at WRKR & WHBT/Milwaukee; and worked as an air personality at KOIL/Omaha.

MOR WOKY ranked seventh 12+ in both the fall Birch (6.4) and Arbitron (5.9) sweeps.

The effects are all digital. The grins are only natural.



Alvin vocal shift program—one of 70+ Eventide Broadcast Ultra-Harmonizer® digital audio effects designed to stretch your imagination (and your smile). And when you have fun, so do your listeners.

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Do You Know Who They Replaced?



"I'll Be You"
The New Single

From The Album **Don't Tell A Soul**
Produced by Matt Wallace and The Replacements

Management: Russell Rieger, Gary Hobbib—High Noon Entertainment © 1989 Sire Records Company



1. Gerald Ford/Richard Nixon (President) 2. Dan Rather/Walter Cronkite (CBS News) 3. Cheryl Ladd/Farrah Fawcett ("Charlie's Angels") 4. Shemp Howard/Carly Joe Howard (The Three Stooges) 5. Johnny Carson/Jack Parr ("The Tonight Show") 6. Eartha Kitt/Jule Newman (Caucasian on Barman) 7. Ringo Starr/Pete Best (The Beatles) 8. Roger Moore/Sean Connery (Agent 007) 9. Billy Martin/Billy Martin (My Three Sons) 10. Ralph Brundage/Pat Sajak ("Wheel Of Fortune") 11. Ron Wood/Mick Taylor (Rolling Stones) 12. Suzanne Charles/Vanessa Williams (Miss America) 13. Emma Samms/Pamela Sue Martin ("Dynasty") 14. Dick Sargent/Dick York ("Bewitched") 15. William Demmeyer/William "Dub" Frawley ("My Three Sons") 16. Sandy Duncan/Valerie Harper ("Valerie's Family") 17. Slim Dunlap/Bob Stinson (The Replacements)

MELISSA ETHERIDGE



“Similar Features”

Y95	WVSR	KATM
WMMS	K104	OK100
KXXR	WROQ	WPFM
KXYQ	WAPE	KFMW

EXPLOSIVE ALBUM ACTION!

AOR TRACKS 9

AOR ALBUMS 9

ALBUM SALES FAST APPROACHING GOLD!!

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March 15	Kansas City, MO	Music Hall
16	St. Louis, MO	Mississippi Nights
18	Chicago, IL	Park West
19	Minneapolis, MN	Guthrie Theatre
20	Milwaukee, WI	Wisconsin Room
22	Indianapolis, IN	Vogue Theatre
23	Grand Rapids, MI	Eastbrook Theatre
24	Cincinnati, OH	Bogarts
25	Detroit, MI	St. Andrews Hall
27	Cleveland, OH	Peabody's Down Under
28	Columbus, OH	Newport Music Hall
31	Miami Beach, FL	Woody's On The Beach
APRIL 1	Orlando, FL	Convention Center
2	St. Petersburg, FL	Jannus Landing
3	Jacksonville, FL	Florida Theatre
4	Tallahassee, FL	TBA
5	Atlanta, GA	Center Stage
21	Raleigh, NC	Rialto Theatre
23	Norfolk, VA	Scope Arena
30	Pittsburgh, PA	Metropol
MAY 1	Washington, DC	Bayou
2	Nassau, NY	College Ballroom
June 24:	Ontario, Canada	Mariposa Music Festival

MEDIUM ROTATION



STREET TALK®

Cookie Comments Crumble Stone

KSJO/San Jose morning maniac **Perry Stone** was suspended for ten days, beginning March 14, after swearing at a couple of nine-year-old Brownies on-air and suggesting that the girls pocket some of their cookie cash.

Stone had the prepubescent pair on-air last week at the Girl Scouts' request. When he asked them where they would go to get the best deal on a car, the girls answered, "Who knows?"

He responded, "Say it, damn it. If you don't help me out with my personal endorsements, I'm not going to buy your cookies." He then told the girls they should woo customers by telling them they needed the money to bail their folks out of jail because the police had found material that "looked like sugar."

KSJO VP/GM **David Baronfeld** explained the disciplinary action: "I can't condone what he did, and felt the station needed to act."

After great success at **WPGC/Washington**, PD **Bob Mitchell** and GM **Ben Hill** have suddenly agreed-to-disagree over corporate philosophy. Mitchell will stay on for the next 30 days, with Asst. PD/afternoon driver **Dave Ferguson** becoming interim PD. Hill intends to take his time filling the slot, as he'll also be handling some of the programming duties. Contact Mitchell at (301) 490-9742.

Namedroppers Anonymous has **Chrysalis** talking to a number of heavyweights in its search to replace the exiting **Daniel Glass**, including **Capitol** VP/CHR **Tom Gorman**, former **Uni** VP/Promotion **Sam Kaiser**, and another prominent promo exec from the Midwest.

Stern Dwarfed By TV

The **Howard Stern** TV spot calling attention to his return to the DC market at **WJFK** now features a white dwarf mouthing Stern's voice. (Originally the dwarf was to have been black, but *that* idea was nixed by the local TV stations.)

Nevertheless, this new, improved spot was cancelled at the **NBC** and **Fox** TV outlets, owing to the promos being branded "in poor taste" and possibly "offensive to the audience."

The irrepressible Howard's response was to call the cancellation a "conspiracy to keep him from succeeding in DC." He's already planning a demonstration that will involve picketing the local Fox affiliate.

Is **IRS** going to be leaving **MCA**? No way, insiders say, but the deal is going to change,

with **IRS** doing more of its own marketing and promotion. However, **MCA** will continue to manufacture and distribute the label as of April 1. **IRS** plans to staff up accordingly in the promo and marketing arenas.

WRXK/Ft. Myers OM & Beasley Group PD **Greg Mull** is joining the **Research Group** as an associate. He'll be based in Seattle.

CBS Radio's new four-year pact with Major League Baseball (**R&R**, 3/10) will cost the network \$50 million.

Pollack Media Group head honcho **Jeff Pollack** has been named spokesman for the **RIAA's** April campaign to encourage radio "When You Play It, Say It."

Pre-Rumble Mumbles

Could **Q106/San Diego** morning team member **Terrence KcKeever** be looking for a new challenge? Meanwhile, **Q106** late-night personality **Whitney Allen** is leaving to do middays at **KIQQ/L.A.** This leaves PD **Garry Wall** with one opening, maybe two. T&Rs ASAP.

And . . . although it seems as if **Scott Shannon**, **Randy Kabrich**, and **Shadow Stevens** are being unusually quiet about what's going on at **KIQQ**, **ST** has learned that the station is wooing **Domino** from **Power 99/Atlanta**, but the deal isn't done yet. In the meantime, the Gang Of Three has hired former **KIIS-FM** Production Director and current **WIOQ/Philly** PD **Mark Driscoll** to do **KIQQ's** voice work, but **Driscoll's** vocal cords are tied until **KIIS** takes his stuff off the air!

Back at **KIIS-FM**, they've taken away another one of **Shannon's** standard lines by running a "Worst To First" contest. **Rick Dees** and **Coach Charley Wright** are soliciting pictures of people's worst-dressed bosses, pledging to make 'em among the city's best-dressed, courtesy of new \$10,000 wardrobes.

But the latest **KIIS-FM** head-swiveler is the "Million Dollar Dash For Cash." Three \$1000 daily winners qualify for 102.7 seconds in a bank vault, during which time they're entitled to carry out all the cash that they can. The contest should climax in a few weeks, or — not coincidentally — just around the time that **Shannon** and posse sign on.

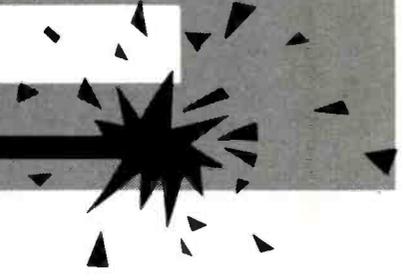
Geffen VP/Urban Promotion **Vaughn Thomas** is out. Reach him at (818) 505-1905.

Arista has upped **Jon Klein** to West Coast Regional Promotion Director. Klein comes to the gig from a marketing slot with the label in the Bay Area.

Continued on Page 28



YOUR MISSION:



1.



ENYA

“ORINOCO FLOW (SAIL AWAY)”

Five Star Video on **VH1** active on **MV** • From the Gold Debut Album *Watermark*, heading toward Platinum • Produced by Nicky Ryan

BREAKERS

149/28

CHR CHART: 38 - 33

BILLBOARD LP: 26*

2.



CHER & PETER CETERA

“AFTER ALL (Love Theme From ‘CHANCES ARE’)”

The Single • Produced by Peter Asher • From The Tri-Star Pictures Film “Chances Are” Starring Cybill Shepherd and Robert Downey, Jr.

BREAKERS

157/14

CHR Chart: DEBUT 39

3.



CHRIS REA

“WORKING ON IT”

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WMMS add 28	WOKI add	WLRS 31-25
WXKS add	95XIL add	KOZE deb 25
KXXR 5-4	WVBS add	OK95 34-27
KEGL 15	95XXX add	KFMW 39-34
	KATM 15-9	

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STREET TALK®

Continued from Page 26

WPLZ/Richmond welcomes new PD **Maxx Myrick** from afternoons at **WVAZ/Chicago**, as **Debbie Parker** exits.

The legal battle that surrounded former **WBCY/Charlotte** personality **J.J. McKay**, who was turfed along with several other staffers last January 13, is finally over.

McKay is now on-air at crosstown **WCKZ** as its afternoon driver, despite WBCY's having gone to court to seek an injunction to prevent him from working as well as to try and force McKay to comply with a nine-month no-compete clause in their contract, which had expired December 31, 1988.

The court saw it McKay's way, and denied WBCY's claims. Incidentally, WCKZ picked up the tab for McKay's legal expenses.

KODJ/L.A. announced that "Police Academy 6" star **Michael Winslow** will join **Dean Goss** in morning drive. As aficionados of the cinematic comedy series already know, Winslow's considerable talents as a human sound effects machine should make for some unusual listening.

WNCN/NY is launching a national "Classical Comedy Crusade" to find classical music's next great stand-up yuck-meister of high-brow guffaws.

KIPR/Little Rock's new PD is **Mark Christian**, replacing **Curt Monday**.

Pleas, Pleas, Pleas, Pleas

WLUM/Milwaukee is drawing complaints from other stations in the market that it's distorting the ratings by airing the following plea:

"You're listening to Milwaukee's fastest-growing radio station — Hot 102 — and we need your help. If anyone, anywhere, asks you — either by phone or by mail — what radio station you've heard today, it's important you tell them Hot 102! Tell them! It's important! Hot 102! Thank you."

WLUM GM **Steve Sinicropi** denies the action constitutes ratings distortion, but **Arbitron** is launching its own investigation.

WQQK/Nashville MD Terry Alexander exits, and **Rick Lee**, most recently with **WEUP/Huntsville, AL**, takes over the music and midday duties.

KFI/L.A. has replaced midday talk host **Geoff Edwards** with syndicated conservative pontificator **Rush Limbaugh**, whose show originates at **WABC/NY**. The move leaves KFI

producer **Paula Shuster**, associate producer **Elaine Klein**, and newsman **Dan Avery** on the loose.

Former **Lorimar Music/Nashville** GM **Noel Fox** has been appointed **MCA Music/Nashville** VP/Creative Services.

Tom Couch, one of the country's top production pros, is leaving **WNEW-FM/NY** after five years to become Production Director at **WXRT/Chicago**.

27-year **PolyGram/Nashville** veteran and current VP/Promotion **Frank Leffel** is leaving. Reach him at PG for the next couple of weeks, or call him at (615) 758-0019.

And . . . after a collective 17 years with **Columbia, Regional Country** Promotion/Marketing Manager **Sam Harrell** has exited. Reach him at (818) 704-5131.

KHAA Tests Beasley's Limit

Despite all those rumors, that sale of Contemporary Inspirational outlet **KHAA/New Orleans** to **Beasley Broadcasting** is apparently still in limbo.

Beasley is at its full limit of 12 FMs and must divest or spin off two stations in order to take over KHAA and **KRTH/L.A.**, the latter of which is also still pending.

Current KHAA Station Manager **Jeff Taylor** told ST that Beasley has filed an extension with the **FCC** for KHAA as it prepares to off **WYNG/Evansville, IN; WFTC & WRNS/Kinston, NC; and WYAV/Myrtle Beach, SC** to **Pinnacle Broadcasting** for \$18.6 million.

KKRC/Sioux Falls, SD legend/PD **Dan Kieley** exits after nine years to become the new PD at **KDWZ/Des Moines**. **KKRC** midday personality **Bill Daniels** gets the PD post.

Capitol Records will pack up the entire promotion staff for meetings to be held at the Hotel Del Coronado in San Diego (5/31- 6/4).

Earl Boston is now programming **WMGL/Charleston, SC**, coming in from **WPZZ/Indianapolis**. Former 'MGL PD **Charlotte Logan** is now doing middays at **WEKS/Atlanta**.

The **KTWV/Los Angeles** PD opening is attracting lots of interest. Seen huddling around town for several hours last Friday were GM **Allan Chlowitz** and former **KUTE** (now **KEDG/Los Angeles** PD **Lawrence Tanter**.

Meanwhile, the Wave's Director/Advertising, Marketing & Promotion, **Jane**

Continued on Page 30

HE'S BACK!



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Basia

"PROMISES"



AC BREAKERS.

#2 MOST ADDED

KISN	WPFM
KSAQ	KWTX
KSND	KTRS
KYRK	KOZE
KAKS	SLY96
WZKX	OK95



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"CULT OF PERSONALITY"

BREAKERS.

NATIONALLY MOST ADDED NOW ON
144 CHR REPORTERS AND BREAKER
BOUND! ONE OF THE MOST ADDED

CASEY KEATING, PD, KPLZ/Seattle
"Our phone lines are on RED ALERT for this one! Became a #1 request record instantly!!!"

JIM RYAN, PD, KXYQ/Portland
"We've been playing this record for six months and we knew it was a hit six months ago when we first started playing it! Would you believe that because of its sophisticated lyrical content, the demos are much older than I ever expected!!!"

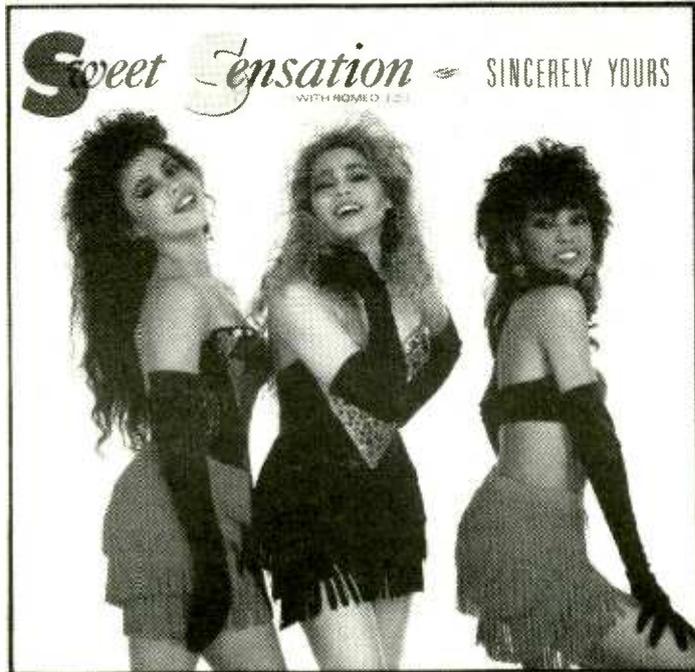
MIKE OSBORNE, PD, PRO-FM/Providence
"... Just what we needed! This record is a ballad killer!! Definitely adds to the mix of my station!!!"

RICH ANHORN, MD, KWSS/San Jose
"The sales base is phenomenal with their MTV exposure. We had an immediate response after the first play!! On top of that, Living Colour is one of the most exciting live bands I've seen in quite a while!!!"

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PLAY IT,
SAY IT!

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SINCERELY SENSATIONAL!



SWEET SENSATION (with Romeo J.D.)

"SINCERELY YOURS"

(7-99246) (PRCD 2583)

from the album
TAKE IT WHILE IT'S HOT
(90917)

Produced by Steve Peck for Platinum Vibe Productions, Inc.
Management: Artists Only Management Company

CHR CHART 40-35
120/26
4TH MOST ACTIVE

- | | |
|---------------|------------------|
| WMJQ add | KIIS 22-19 |
| KOY-FM add | KZZP 27-25 |
| KISN add | FM102 22-20 |
| KUBE add | KROY 29-25 |
| PRO-FM deb 35 | KWOD 35-31 |
| Y108 deb 30 | KKLQ 20-18 |
| WXKS 33-28 | KWSS 13-10 |
| WKSE 25-22 | HOT97 2-1 (HOT) |
| Z100 21-16 | WPGC 17-15 |
| WAVA 29-26 | PWR106 3-3 |
| KKBQ 33-27 | KGGI 26-22 |
| KRBE 31-26 | HOT977 1-1 |
| KITY 6-4 | WNNK 37-30 (HOT) |
| KTFM 13-10 | KZFM 10-5 |
| B96 18-15 | KTUX 20-12 (HOT) |
| WNCI 22-19 | KDON 10-7 |



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STREET TALK®

Continued from Page 28

Shayne, is going back East again to be **WQCD/New York's** Creative Services Director.

Cla'ence, the rappin' soap opera sage, has switched allegiances from ABC's "All My Children," to CBS's "Young And The Restless." Last year, ABC sued Cla'ence's distributor, **Premiere Radio**, for copyright infringement over the use of the "All My Children" title.

WRQN/Toledo welcomes new PD **John O'Rourke** from nights at **KZZP/Phoenix**.

In a BIG surprise, well-known **KSHE/St. Louis** Promotion Director **Jim Marchyshyn** has resigned after four years to pursue other challenges. He's been succeeded by his longtime assistant, **Abigail Pollay**.

WNCI 'Copter Drops

WNCI/Columbus's traffic helicopter suffered engine failure at 1000 feet and crashed Monday (3/13). Pilot **Claudio Kempa** and reporter **Dee Miller** both walked away with nothing more than a few bruises, thanks to the eggbeater's landing in a muddy area next to a residential construction site.

Ron Parker has surfaced as afternoon boogiemeister at **KKFR/Phoenix**.

WFXC/Durham, NC's new PD is **Dell Spencer** from **WYLD/New Orleans**. Former 'FXC PD **Wayne Walker** is now programming **WLWZ/Greenville, SC**.

After seven years as a Country outlet, **WTVR (AM)/Richmond** has gone Big Band.

KNAC/L.A. MD Ross Goza exits at month's end to join **Def American Records**, where he'll be involved in marketing and artist development.

KTAM/Bryan, TX morning man **Bob Raleigh** is putting together a book about radio and would like to hear some real-life stories from his fellow broadcasters. Call him at (409) 776-1240.

Former **KOY-FM/Phoenix** jock **Jessica Hahn** is now a full-fledged radio freelancer, making guest appearances all over this great nation. Contact her at (602) 273-9389.

Sad to report the recent (3/9) Music Row shooting and killing of **Cash Box** Country Chart Editor **Kevin Hughes** and the wounding of companion **Sammy Sadler**, an artist with **Evergreen Records**. No motive or suspect so far in the tragedy, and — according to well-placed sources in Nashville — Sadler isn't talking to authorities.

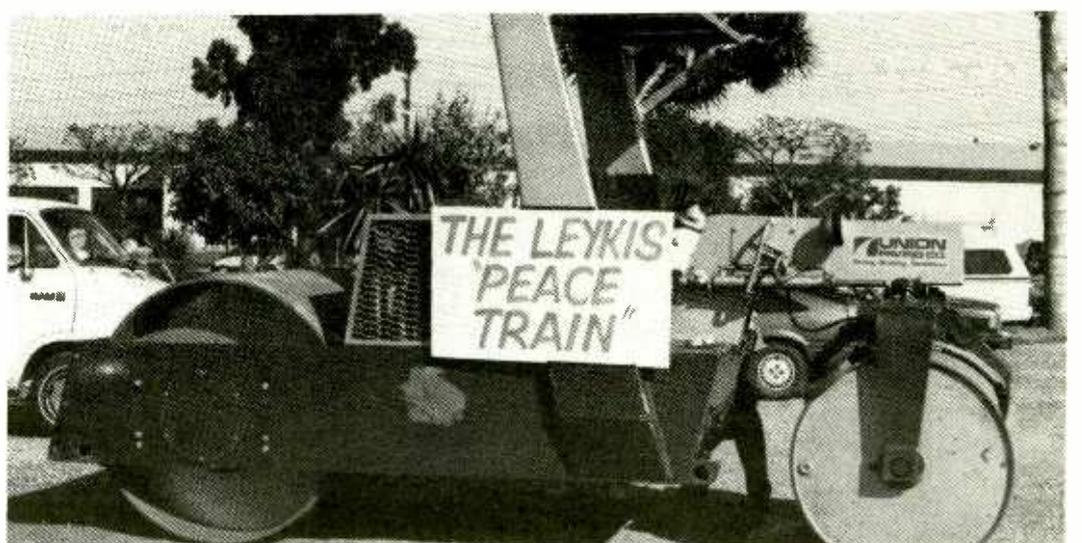
A tip o' ST's "tenure top hat" to **WBBQ-AM & FM/August OM Harley Drew**, who celebrated his 25th year at the station on March 6. Harley still hits the air daily from 10am-noon.

But Will There Be A Seven-Second Loop?

As ST went to press, **WLUP (AM)/Chicago** was preparing for a unique live broadcast, scheduled to take place on Thursday (3/16) — PM driver **Steve Dahl's** vasectomy.

Partner **Garry Meler** will provide play-by-play of the surgical procedure, to be performed by a longtime fan of the afternoon team. (Yes, he is a doctor.)

Asked why a vasectomy and why on-air, Dahl replied, "Are you kidding? My wife hasn't let me touch her since I last got her pregnant 57 months ago. And I'm too chicken to go through it alone."



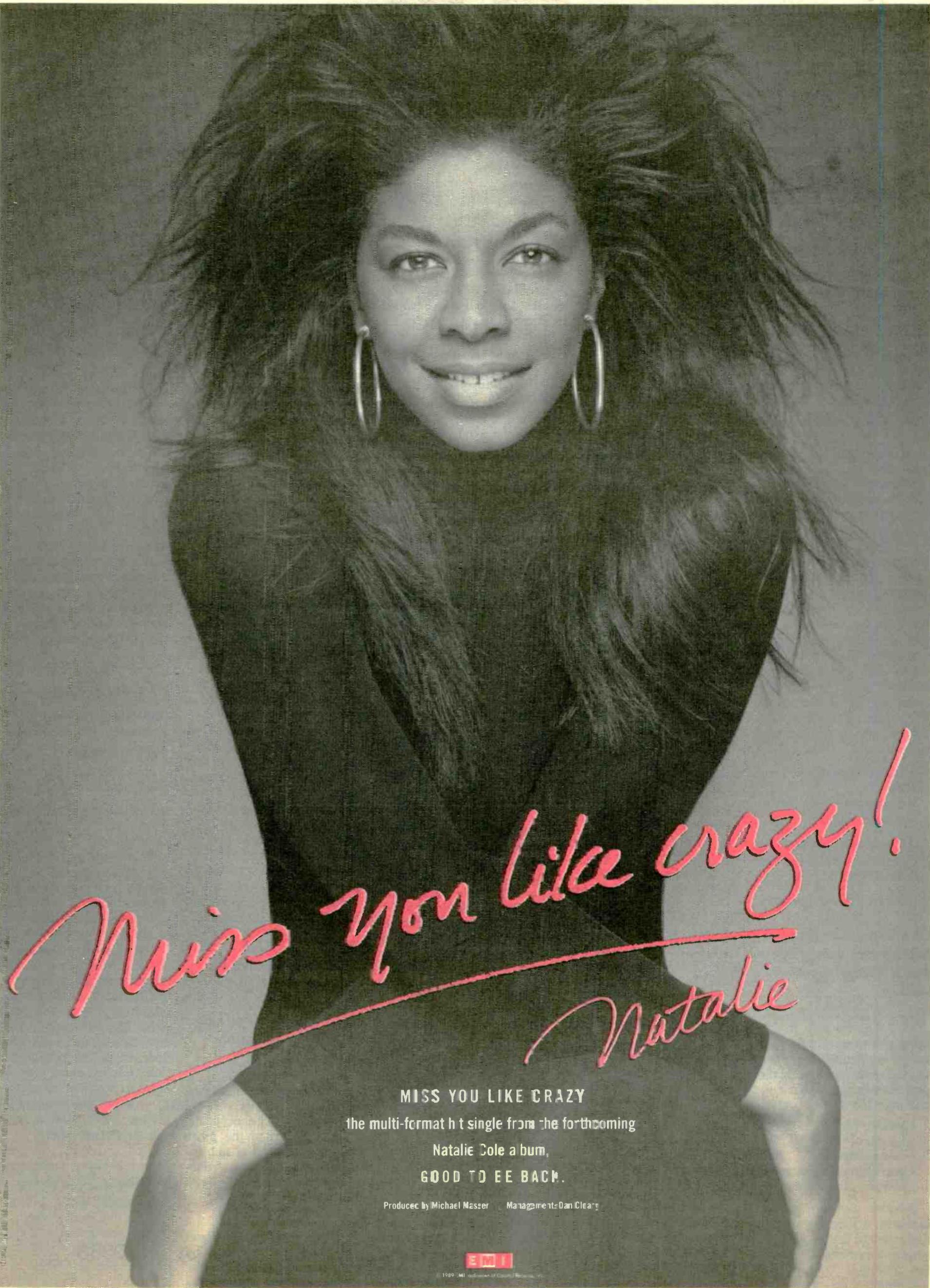
LEYKIS'S CRUSH ON CAT— In the aftermath of pop singer-turned-Moslem Cat Stevens's remarks defending the death threat against Salman Rushdie, author of "The Satanic Verses," KFI/L.A. talk host Tom Leykis planned a public crushing of Cat's old records with the steamroller pictured above. The event took place (3/8) as many ex-Stevens fans donated copies of his music to the dubious defense of free speech.

Who Consults the Highest-Rated Classic Rock in the Top 20 Markets?



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Miss you like crazy!
Natalie

MISS YOU LIKE CRAZY
the multi-format hit single from the forthcoming
Natalie Cole album,
GOOD TO BE BACK.

Produced by Michael Masser Management: Dan Cleary

EMI

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Maximizing In-House Research Efforts

By Jeff Pollack

As your market's airwaves become more congested and target audiences narrow and grow more specific, callout research becomes a necessity — not a luxury — for that winning edge. Setting up an in-house department is not as difficult as you might think, even if cost restraints are a serious limitation.

Weekly Report Card

Arbitron and Birch provide you with quantitative information about your audience, but an in-house callout department can give you a *weekly* report card comparing your station's performance with that of your competitors. Each week the department anonymously polls the non-active portion of your audience, asking perceptual questions. The answers to those questions will serve as an extremely helpful barometer in determining how your audience perceives your (and your competitor's):

- music library
- air talent
- promotions
- station image

All of this information can be analyzed by individual demographic cells, en-

“An in-house callout department can give you a *weekly* report card.”

abling you to zero in on your target audience. And having the research done on the premises ensures your control over the:

- testing hook
- length of music hooks
- sample sizes
- perceptual questions
- sample placement

Besides measuring your audience's listening habits and musical tastes, your research department can also be modified to perform telemarketing. Telemar-



Jeff Pollack

keting is slightly different in that instead of collecting data anonymously, it entails calling a respondent and asking him to listen to your station during specific time periods. An appointment for a follow-up call is made. During that second call, the respondent is asked a series of questions. These questions are designed to determine the respondent's likes and dislikes, as well as how he perceives your station and competitors. You can use telemarketing to promote your station and generate cume.

Reaping The Benefits

Setting up your own callout department is not cheap, but it is an investment in the success of your station. If implemented properly, it can be used as a cost-effective source of information about your audience not only for programming but for the promotion and sales departments as well. The answers to perceptual questions can assist promotions in gauging the impact of station (and competitor) promotional

events. Sales can use the qualitative information to close the deal on a hard-sell client (i.e., comparing the impact of a prospective newspaper schedule versus your audience's newspaper readership). The kind of information the department can generate is limited only by your imagination.

“You can use telemarketing to promote your station and generate cume.”

Hiring Interviewers

If your budget is tight, your best option might be to recruit interns from local colleges. Broadcast majors are best. But also consider contacting the department heads of the sociology and psychology departments; many times students majoring in these disciplines need some kind of data-gathering experience for class credit.

Family members of station employees can be reliable and might be more willing to work for minimum wage. The handicapped are excellent candidates as well. They can be extremely dependable and may be excellent information gatherers.

Ideally, you'll want to hire four to five interviewers and one supervisor with good leadership skills. The supervisor will be responsible for data input and putting the collected data in useful form for presentation to the appropriate departments.

Timing

The best hours to collect data from respondents are generally Monday-Friday, 4-9pm. But ideal times can vary from market to market, and after a few weeks you can adjust your calling

Cost-Effective Measures

- Make research available to sales, promotion depts.
- Hire interns; pay minimum wage
- Maximize response rate; call at ideal times
- Monitor interviewers; prevent abuse of long distance

hours by determining the best response rate on numbers dialed.

Obtaining A Sample

The easiest way to obtain your sample is to purchase phone numbers through one of the many marketing or direct mail companies that specialize in generating custom lists. On the positive side, this assures you an even distribution of phone numbers representing the population, including unlisted phone numbers, and gives you the ability to screen out business numbers. On the negative side, it's extremely expensive.

If you have a computer whiz at the station, a number-generating program can be written. It's a cheap solution and will provide you with unlisted numbers, but such a program will make it difficult to screen out businesses. Your lists will also include non-working (or unassigned) numbers; this means more dialing attempts must be made

“The kind of information the research department can generate is limited only by your imagination.”

to reach a qualified respondent.

As you experiment, you'll undoubtedly find the most effective method of obtaining a sample for your market.

Prevent Abuse

Watch out for interviewers who abuse the phone by making long distance calls. It isn't always possible for

the supervisor to hear everything that goes out over the phone lines, so it is very important the interviewers are informed they will be monitored — whether you actually monitor them or not. And make sure you review the department's monthly phone bills for unauthorized calls or calls that appear too lengthy.

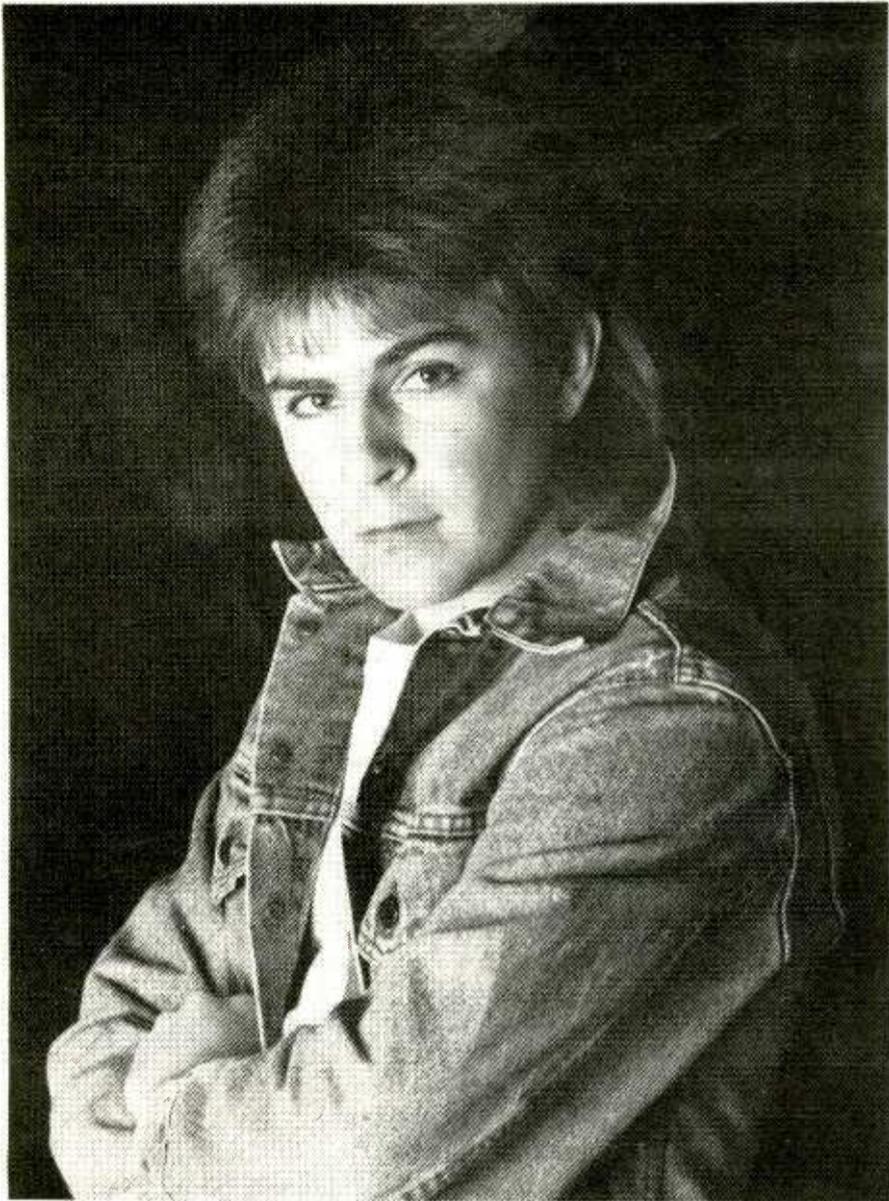
You'll want to create forms for the interviewers to log respondent information, as well as daily and weekly attempted dials ver-

“Callout research [is] a necessity — not a luxury — for that winning edge.”

sus contacts. These forms serve as an excellent monitor of the department's performance and will assist you in setting department standards and quotas. They'll also help you filter out unproductive or abusive interviewers.

These are a few basic ways to make your callout department work efficiently. Remember to reward your interviewers with little perks like albums and concert tickets for work well done. Including them in station parties and events helps to promote team spirit — a critical element in giving your station that winner's atmosphere.

Jeff Pollack is President of Pollack Media Group, one of the leading international programming advisory firms, consulting all radio formats in nine countries.



There's A New "Sheriff" In Town!

JIMMY HARNEN & SYNCH

"Where Are You Now?"

"From the first time I heard the **Synch** record, it hit home. I knew it was a winner . . . consistent hot phones, and very impressive callout . . . and very hot retail . . . It moves to #4 at KLUC."

Jay Taylor, Ass't PD/MD
KLUC/Las Vegas

"Thanks to KLUC and KDWB for giving us a #1 record. 'Where Are You Now?' It's a **Synch!** You should be on this record!"

Chuck Beck, PD
WDFX-FM/Detroit

"We knew from the moment that we heard 'Where Are You Now' that it was a smash. And after over a month at all of our stations, we're seeing the same results: **Synch** is a HOMERUN!"

Guy Zapoleon, National PD
Nationwide Communications, Inc.

"**Synchsational!**"

JJ 'Hitman' McKay, PD
WKHI/Ocean City

"One of the best-testing and overall loved records by our listeners for the entire year of 1986! It finished #2 on our Top 100 Countdown."

Chuck McGee, MD
WOMP-FM/Wheeling/Bellaire

"600,000 people screaming for Jimmy Harnen — In 3 weeks 35-10-5. Destined for #1!! #2 Most Requested!"

Bob O'Dell, MD
The New CK105.5/Flint

"Yes, another comeback record, and it's HOT!"

Clarke Ingram, PD
KRQ/Tucson

"It worked the first time around, longevity is just incredible, look forward to #1 again."

David Lee Michaels, MD
WRVQ/Richmond

"It worked the first time around. Don't miss it now!"

Dena Yasner, MD
KCPW/Kansas City

"Been playing the record for six days and major 18-34 female calls. Programmers are missing the boat on this one cause not enough people are looking at the quality of adds and chart movement."

Greg Rolling, PD
KKYK/Little Rock

"This was a #1 record for us two years ago and it's one its way to #1 again! This week it moves from 10-5 with a hot report. Everyone should be playing this record!"

Rick Stone, MD
BJ105/Orlando

NEW & ACTIVE

NOW ON 55 CHR REPORTERS INCLUDING:

KEGL add 18	KROY add	KSAQ add
Y95 16-13	KISN add	WKZL 10-7 (HOT)
KKBQ add	WNOK add 40	WPXR 11-10
WGH 15-11 (HOT)	WCGQ add	KKSS add
WNVZ 7-4	WKSI add	KATM add 29
WCZY deb 28	WZYP add	KLUC 4
WDFX 7-4 (HOT)	WQUT add	WKPE deb 29 (HOT)
WKTI 4-3 (HOT)	WOKI add	Q104 add
KDWB 5-2 (HOT)	BJ105 10-5 (HOT)	WPFM add
KS104 add 30	K92 add	KTRS add

... AND MUCH MORE!

When you
**PLAY IT,
SAY IT!**



Dumler PD At KZBS

After only six months as PD at KZBS/Oklahoma City, Bill Pasha has left the station to return to KHYI (Y95)/Dallas as Promotion Director. He's been replaced by Asst. PD/midday personality Brett Dumler, using the air name Buzz Beck. This is Dumler's first programming gig.

KZBS President/GM Bill Lacey told R&R, "Bill was on a mission to help us get the station established, and he did a great job of it. He was training Brett the entire time, and Brett is now ready to handle the show himself. We will continue to be consulted by (KHYI/Dallas PD) Buzz Bennett and Bill Pasha."

Dumler, who also worked at KHYI with Pasha, commented, "I've been doing all the hands-on stuff for Bill since my arrival and I'll be coordinating with Buzz and Bill to keep this station headed for the top. We're all excited and the recent trends look good. We only had to make a slight adjustment to the airstaff with Bill's departure: Cadillac Jack moves from nights to afternoons, and parttimer Cliff Davis is now doing nights for us."

Leichter Heads KIQQ Sales



Nancy Leichter

Nancy Leichter has been named Sales Manager at KIQQ/Los Angeles, soon to be acquired by Westwood One Stations Group. She was most recently LSM at crosstown KTWV (the Wave), and began her radio career as an AE at KMET in the city.

Westwood One Stations Exec. VP Mike Kakoyiannis said, "The knowledge and experience Nancy has developed during the past 15 years in the broadcast industry, combined with her role in the development of the Wave, make her the ideal candidate to take on the challenge of directing KIQQ's new sales department."

Leichter told R&R, "The opportunity to direct the sales effort at KIQQ will be a terrific challenge for me and a lot of fun."

NewCity/Zapis

Continued from Page 1

The transaction was orchestrated by Dan Gammon of Americom Media Brokers and Charles Giddens of Media Venture Partners.



Jefferson Ward

Ward Takes WKSS PD Post

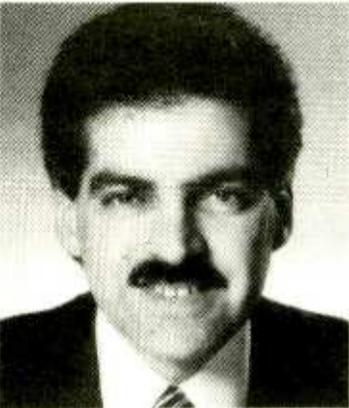
Jefferson Ward, most recently PD at WAEB-FM/Allentown, PA, has been named to the same post at WKSS/Hartford. He replaces Jim Randall, who left the CHR outlet several months ago.

Precision Media COO/WKSS GM Tim Montgomery said, "After a long search in a very competitive job market, we have been able to hire the person we wanted. Jefferson is a rising star who will make 95.7 Kiss-FM an outstanding CHR."

Ward's prior experience includes two years as Promotions Director at WCAU-FM/Philadelphia, MD duties at WAEB (AM), and the PD post at WMAJ/State College, PA. He told R&R, "This is a fantastic situation. Tim Montgomery and (OM) Jeremy Savage are professionals of the highest caliber and have impressed me with their commitment to winning in Hartford."

CBS

Continued from Page 3



Jerry Lembo

McGuinness was most recently VP/Marketing, Branch Distribution.

Yarbrough held field management positions in several major locations. He was most recently VP/Sales for Columbia.

At Columbia, local New York Promotion Rep Jerry Lembo has been upped to Director/National Singles Promotion based on the East Coast.

"Jerry will be responsible for providing national support for the field staff in the promotion of all Columbia singles product to CHR," announced VP/Promotion Marc Benesch.

Prior to joining Columbia, Lembo served as Regional Promotion/Marketing Manager, then as Director/National Club promotion for Chrysalis. He had also been a radio and club DJ, and has run his own promotion and marketing company.

WGFX Hunts Down Jacobs As PD

Capitol Broadcasting has hired veteran programmer Leigh Jacobs as PD of Classic Rock WGFX/Nashville. He fills the opening created when Bob Chrysler left to program WAFX/Norfolk.

Capitol Sr. VP/Programming Bill Thomas noted, "Leigh took a Baltimore station with signal problems and did serious damage to the competition. Imagine what he can make happen with WGFX's signal. We did, and that's why we hired him."

Jacobs was PD at Classic Rock WGRX/Baltimore for three years before exiting last month. His resume also includes PD stints at WOMC/Detroit and WKJJ/Louisville (now WDJX).

"I've wanted to work for Capitol ever since I competed with them in Louisville - probably for the same reason I wanted to be on the team with the tall guys when we chose up sides for basketball," Jacobs told R&R.

St. John

Continued from Page 3

Zapoleon commented, "My goal with Nationwide is to form a programming brain trust, and Mark's skills will certainly add to our growing creative resources. Mark and Kevin, as a team, have the brain power, experience, and aggressiveness to return KWSS to a dominant position."

St. John told R&R, "We are going to build a great radio station. We have all the raw material necessary, and I'm very fired up over this opportunity."

Mason

Continued from Page 3

won't have to mess around with the day-to-day details of running the station; I will. We will, to a considerable degree, work together as we have in the past."

Eshbaugh began his broadcast career at WABC/New York as Asst. Promotion Director and moved to Los Angeles as Marketing Manager for the Storer-owned stations. He subsequently went to ABC's KSFY/San Francisco, WCFL/Chicago, and was a freelance writer/producer for six years.

Mason told R&R that KQPT isn't the only station he's signed. "KKCY/Portland and Gannett's KOAI/Dallas are set," he noted. "There are two others in markets where there are not NAC stations. One will go in April; the other will debut this summer. One of those two stations is a Top Ten market, the other top 60. That's very exciting for the format."

"One of the reasons I decided to form this consultancy is that I've seen some stations do a good job but not achieve the success the format can draw. I'll be training people to use the tools they have to succeed."

Mason said his plan is to consult ten stations, and expects to have that many signed by the end of April.

In the fall Arbitron, KQPT ranked first 25-54 and tied for third 12+ (7.0); in Birch, it finished eighth 12+ (5.2).



Lucy Thomas

Thomas Set To Program KFBK

Lucy Thomas has been appointed Program Manager at N/T KFBK/Sacramento. She replaces George Oliva, who recently became PD at KFI/Los Angeles.

Thomas spent the last 16 years at KGO/San Francisco, starting as a talk show producer and eventually becoming Exec. Producer/Asst. PD.

In the fall '88 ratings, KFBK was Sacramento's number one station according to Arbitron, registering an 8.8 12+. It was the number two station in the Birch, with an 8.5 share.

Shultz GSM At WKYS

Jones Joins; Alfenito Returns

WGMS-AM & FM/Washington GSM Joan Shultz has moved cross-town to Urban WKYS in the same capacity. She has over ten years of radio sales experience in the market.

In other appointments, WVEE/Atlanta's Dolores Jones has joined WKYS as Director/National Sales & Marketing, Reginald Brown from WIZF/Cincinnati becomes Business Manager, and former staffer Joseph Alfenito returns after programming KYUU/San Francisco for two years to become Director/Creative Services.

Skip Finley, President of station parent Albimar Communications and GM at WKYS, commented, "We took our time and assembled some of the best, most experienced professionals from in and out of town. We now have one of the best teams in the city."

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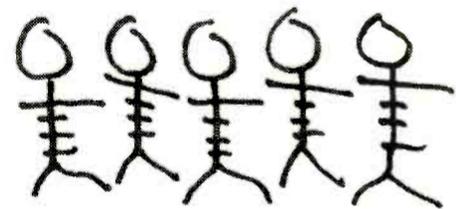
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FIGURES DON'T LIE

figures on
a Beach



"You ain't
seen nothing
yet" the new single



Produced by Ivan Ivan

from the album figures on a beach



management: Camel Management
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Y95

Continued from Page 1

KKLQ (Q106)/San Diego PD Garry Wall, who helped spearhead discussions about the lack of marketing support radio gets from the record and retail sectors at a "When You Play It, Say It" panel during the recent NARM meeting, responded to Bennett's idea: "This type of program sends the wrong message to the industry. There is no way we should compromise our programming for anyone. If we do, what do we have left?"

"I would never consider selling extra plays to the record labels," he added. "We could have an artist or album of the week, but I'd never solicit time buys before playing a record and then play the record because of the time buy."

Bennett Modifies Proposal

Bennett recanted the proposal's main points when contacted by R&R. "The only records the labels can possibly advertise are those that we are already playing," he explained. "We're most interested in the in-store visibility at Sound Warehouse, which does 85% of the retail record business in this market, and figured something like this would benefit all concerned."

"That original proposal was way off base," he continued. "The new package costs only \$3500 and gets the retailer 20 60-second spots, the live mentions, and airplay on a record that is already on the air. Also, those fixed times might not work for every record, so there may be an all-day artist of the week or one just for nights. We'll just have to see."

Conventional Sales Support

On the topic of getting more label support for radio through more conventional methods, Wall told R&R, "It's academic to 'say it when you play it,' but we have other priorities. I'm asking record labels to support our airplay with time buys. But it's obvious record retailers don't want to go on radio because they make too much profit using print media and claim radio is too expensive. Retailers dictate to the record labels how the advertising money should be spent — which is unfortunate, because radio hits 90% of all record buyers every day. You can't say that for print."

"Radio has done well without [extensive label] support, but think how much better the labels, retail, and radio could do working more closely together. We sell spots to food stores that operate on one and two percent margins, so labels can't cry poor on this issue."

One sales idea Wall suggested was for labels to sell packages featuring lesser-known artists for a special price. "With radio support, that could be a viable concept," he said.

"Edens President Michael Osterhout, Q106 VP/GM Bob Bolinger, and I are going to be meeting in New York next month with several labels, and eventually make it to L.A. to learn more about

the record business and become more involved in the process of selling records," Wall added. "We are attempting to structure an economically feasible plan for records and retail to refocus marketing efforts on radio."

Musicland Responds

Musicland Exec. VP/Marketing & Merchandising Gary Ross told R&R, "I'd have to admit that radio is a bit more expensive than newspapers. As far as dictating to labels where to put their money for our own profit, or holding the record labels up for print media co-op dollars for price and position, that's something we don't do at Musicland."

Quartararo sees retail, in general, a bit differently than Ross does. "Obviously, the advertising is related to product placement and price at retail. I don't think a label will tell you any different. Retail will stick up for print media, but for a new artist it won't lead to anything. An established artist might benefit from print media, but a new artist needs an identity and familiarity. You can't hear a newspaper ad, but you can hear a radio spot."

"We rely on radio for exposure and it relies on us for product. It's time to figure out a way to work closer with radio. I believe Virgin is going to seriously consider any proposals from radio which will benefit both of us."

More Record Perspectives

Arista Exec. VP/GM Don Jenner expressed support for Wall's ideas, but backed up Quartararo's assessment of the value retail print co-op offers as a means of securing price and position at the local level. "I understand that print may not necessarily be the best place to reach the most record buyers, (but) radio is just a bit expensive," Jenner said. "Garry talks of food stores operating on a one or two percent profit margin, but you can't compute selling cars, groceries, and soda pop with the margins that record manufacturers operate on."

MCA Exec. VP/GM Richard Palmese said, "I think this is a public relations issue that the NAB needs to address. I think they need to work with record retailers and make the point that radio is a better buy. If I want to establish price and position, I have to give my valuable co-op money to record retailers and they put it where they feel it's most effective. We appreciate radio's airplay and are most willing to have our artists do track dates for radio, tie into retail appearances, and support the stations that support our acts."

Elektra VP/Promotion Rick Alden commented, "It only benefits a label to bring its artists to radio, and where it makes sense we'll advertise them. The biggest problem is getting artists to take those trips; sadly, many new artists don't understand the value to their careers. All too often record labels don't spend money at radio until the record is in trouble. Time buys should come early enough in the airplay to stimulate retail traffic."

WLOL

Continued from Page 3

Hammer told R&R, "WLOL is headed in the right direction with its marketing efforts, so this is the proper moment to make this move and leave it in the capable hands of the new management team. I'll still be involved with the station and possibly other Emmis properties."

Hammer will remain with WLOL for the next several weeks.

Emmis VP/Operations Doyle Rose told R&R, "I wish Tac a lot of luck and success. I feel he'll be a different kind of consultant; he's a got a broader perspective of the business because he's been behind a GM's desk. We're also very happy about continuing our relationship with him."

"Tac's departure has allowed us to promote some very deserving people," Rose added. "Gregg, Dan, and Lisa were all hired at around the same time and will remain as a team. Lisa once worked on-air; I fired her then rehired her for sales, and she's done a spectacular job. Gregg and Dan have both grown and learned, and are now ready to apply all their skills."

Fransen Bittman commented, "It's great to be working so closely with Gregg and Dan, with the knowledge that Tac's input is close at hand."

Swedberg said, "It was a big surprise when we learned Tac was leaving, but we're happy for him and about the future of WLOL. Part of what WLOL needs now is a bit of the 'eye of the tiger.' Lisa's as

energetic and focused an individual as I've ever worked with. I think having Dan back in promotion is a great move. We need to be more focused and aggressive, and this all translates to new energy for our operation and a positive step forward."

Crutchfield

Continued from Page 3

Crutchfield said, "I feel that Capitol has always been a front-runner, but the most important thing was the present quality of leadership at the label. We've got a strong roster with a lot of potential."

Crutchfield served 27 years with MCA Music, the last ten as Sr. VP. A former Director and current VP of the Country Music Association, he was also a board member and National Trustee of the National Academy Of Recording Arts & Sciences.

Capitol Expands

In addition to Crutchfield's appointment, Capitol announced plans to double its work space and enlarge its staff.

National Country Promotion Manager Gerrie McDowell has been upped to Director/National Country Promotion, **Publicity Coordinator Mark Carter** has been promoted to Manager/Media & Artist Relations, **Marty Griffin** of MCA Music has joined the label as Sr. Staff Assistant, and **Bobby Rymer** has come aboard as A&R Staff Assistant.

Also, 4000 square feet of office area has been added on the second

floor of the label's present location at 1111 16th Ave. S., and the building's name will be changed to the Capitol Records Building.

Back Page

Continued from Page 1

And, to more accurately reflect the Back Page's role as the most comprehensive National Airplay Overview, we've added Top 10 listings for the New Rock, NAC, and Contemporary Jazz. The full Top 30 charts for those formats, as well as R&R's pioneering detailed music information breakdowns, are still found within our Music Section inside the paper.

Thanks for your input. We listened . . . and now the Back Page works better for everyone.

Group W

Continued from Page 1

Discussing Rhoades, **Group W VP/FM Stations Bert Wahlen** commented, "Jenny Sue brings a wealth of business experience and personal achievement to her new position. She's a person who has proven her tremendous leadership ability by the success she has attained as an independent entrepreneur and, since joining our company, as a creative and dynamic sales management professional."

On Green, Wahlen said, "He's a tremendous team leader whose understanding of what we're doing to evolve our FM formats will help us achieve the new growth we're projecting for KMEO in the Phoenix community."

Living Colour Adds Golden Hue



CBS and E/P/A execs gathered backstage at the Palace in Los Angeles to present Living Colour with gold awards for the group's "Vivid" album. Shown are (back row, l-r) E/P/A VP/GM Dave Glew, E/P/A VP Polly Anthony, manager Roger Cramer, Living Colour's Corey Glover, manager Jim Grant, the group's Muzz Skillings, producer Ed Stasium, and CBS Records Division President Tommy Mottola; (front row, l-r) Epic/Portrait VP Dave Novick, Living Colour's William Calhoun and Vernon Reid, and E/P/A VPs Dan Beck and Larry Stessel.

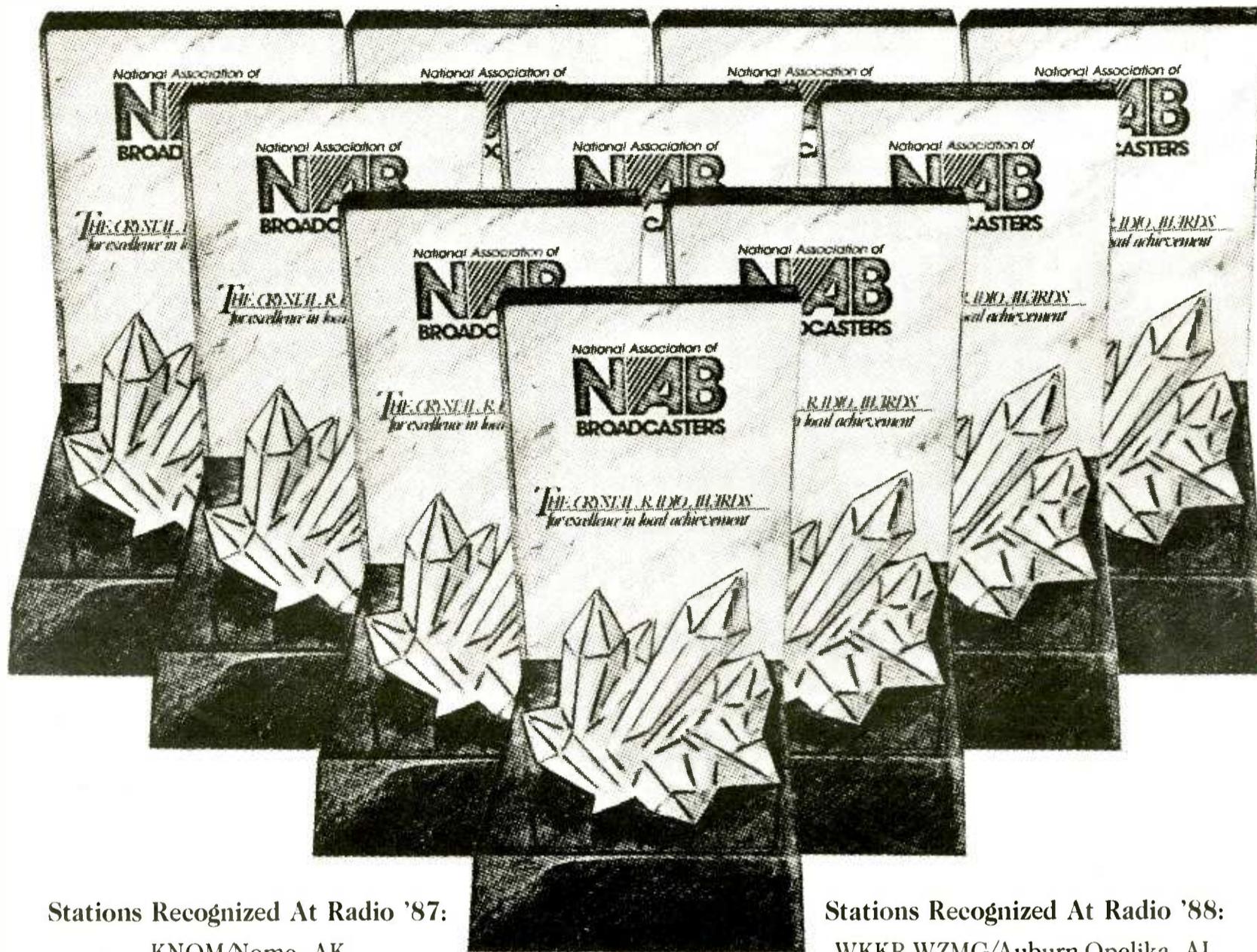
Winger Picks Up Heavy Metal



Atlantic's Winger picked up gold awards for their eponymous debut album, which contains the single "Seventeen." Backstage in New Rochelle, NY are (l-r) co-manager Diane Sherman, Atlantic VP Perry Cooper, Winger's Paul Taylor, Rod Morgenstein, and Reb Beach, International Talent Group's Nick Caris (partially hidden), Winger's Kip Winger, Atlantic artist Fiona, Atlantic President Doug Morris, Winger co-manager/producer Beau Hill, and Atlantic VP Danny Buch.

TEN-SATIONAL

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WFMD/Frederick, MD
KJMO-KWOS/Jefferson City, MO
KMOX/St. Louis, MO
KHAS/Hastings, NE
KGFV/Kearney, NE
WVMT/Burlington, VT

**Ten
New Stations
Recognized
At Radio '89**

Stations Recognized At Radio '88:

WKKR-WZMG/Auburn-Opelika, AL
KTNN/Window Rock, AZ
KVON/Napa, CA
WMT/Cedar Rapids, IA
WTRE/Greensburg, IN
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Rethinking Television Campaign Strategy

Image Reinforcement + Increase In Correct Reporting = Cume Growth

By Rob Balon

The world of advertising was shaken recently with the disclosure that TV advertising may not work. Based on the single-source research model developed by a professor at the University of Iowa, the findings showed that TV had minimal effect on purchase patterns of toilet paper and detergent.

Before everyone in radio starts cheering, however, let's keep the findings in perspective. The sample size was limited, not random, and the conclusions were extremely tentative. Also, it's very difficult to disprove TV's longterm effects on the buying process. Indeed, most of the images we have of today's products have been shaped and formed by TV, in one way or another. So before TV is permanently retired to the

"If the station sounds good and all the marketing elements are in place, a TV spot that calls attention to it will almost always result in healthy cume growth."

dumper, realize that we have miles to go before someone shouts, "The king is dead, long live the king."

In the meantime, many stations will continue to spend disproportionately large amounts of money on TV, so let's assess the pros and cons.

Unleashing 'Lost Cume'

TV spots for radio stations do not stand alone in a vacuum. They function along with other marketing efforts to create an image for the station. If the station sounds good and all the marketing elements are in place, a TV spot that calls attention to it will almost always result in healthy cume growth.

It's vitally important to understand that cume growth is usually the result of better reported listening.

makes you more identifiable and visible.

Most people discover radio stations by punching around the dial and talking to other people about radio. If your station has been on



That's because most TV spots, like good billboards, don't function as vehicles of conversion. Few people are going to turn off "L.A. Law" and dash to turn on your radio station after seeing one of your spots. The issue here is reinforcement: the good TV spot



Rob Balon

Dr. Rob Balon is President of the Benchmark Company, an Austin-based research firm which also offers a half-day station seminar called "The Rules Of The Radio Ratings Game." For more information, call (512) 327-7010.

the air for a year or more, chances are you've been cued by numbers of people who are unlikely to report that listening. An effective TV spot unleashes that "lost cume." This is not to say that a few listen-

"A good TV spot gives listeners a reason to remember they've listened."

ers can't be "converted" and drawn to stations. But unless the stations are brand new, most potential listeners have already sampled the outlets at one time or another. The good TV spot gives them a reason to remember they've listened.

So when you see a station's numbers go up in the midst of a successful TV campaign, realize in most cases what is actually occurring. The station is not attracting vast new hordes of listeners; rather, it is seeing a dramatic increase in correct reporting.

Tubular Keys

Here are some research findings regarding TV spot preparation and placement:

- **Display call letters.** TV spots with longer duration of call letters or dial position have a better chance of being properly recalled.

- **One central theme.** You can't depict every facet of your radio station in 30 seconds. Stick to one central selling idea or theme. Then make sure you back it up on your own air. Spots with multiple selling themes confuse listeners and dilute the principal message.

- **Break through.** Most TV spots for radio stations are presented in a cluster of other well-done big budget ads. Unless your TV spot breaks through the clutter, odds are that you won't be able to buy enough GRPs to really accomplish your goal.

The problem with breaking through when you've got a limited schedule is making sure you've got a compelling spot but one that isn't so explosive that it obscures the call letters. TV spots for radio have always had an unusually high number of apes, girls taking off their shirts, and cities burning down, and these spots were always easily recalled, but they also clouded the most critical message of all: the station's call letters or dial position.

- **Communicate.** It's astonishing how many TV spots send a message that's not even closely related to what the station does. Remember, your spot must communicate to a listener who doesn't listen to radio the way you do. Don't assume he'll get the message — lay it out for him as explicitly as possible. Whenever possible, use listener words instead of broadcaster words.

- **Ask three questions.** Whether the spot is syndicated or homegrown, key questions apply to any spot's effectiveness:

Will it be enjoyable to the target listeners over a sustained viewing period?

Is your intent communicated clearly to the listener?

Does it make people remember something about your station that will aid reported listening?

- **Pretest.** Legendary ad man David Ogilvy once remarked that the most important word in the vocabulary of advertising is "test."

While no research can guarantee that your spot will ultimately be a smash hit in the market, what good pretest research can do is diminish the possibility of you being stuck with a turkey that presents you with a no-win scenario.

One final thought: you can't sell radio like a retail product, because you're not selling sets — you're selling images. Images take time to construct and mold, and in TV time translates to money. Simply put, a little TV is not enough. If you can't do the equivalent of 200 GRPs a week for at least six of the 12 weeks in a quarter, you may want to rethink your plans for TV.

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Produced by Mike Chapman



MUSIC DATEBOOK

Dr. Hook Covers The Stone

MONDAY, MARCH 27

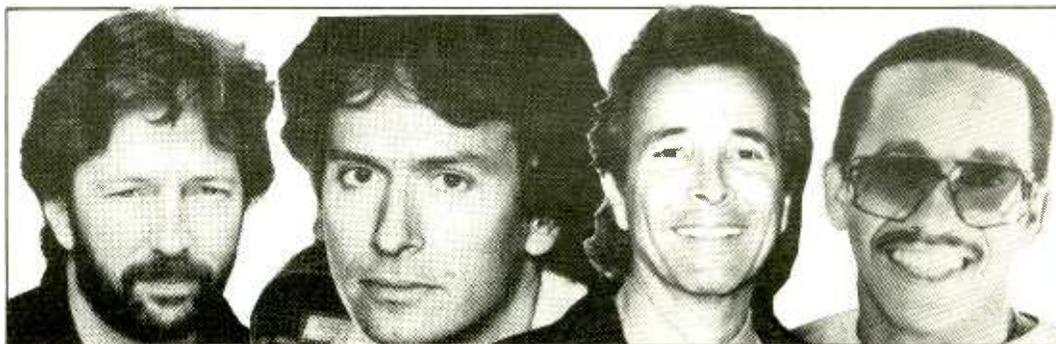
1967/John Lennon and Paul McCartney receive Britain's Ivor Novello award for writing the most performed song of the year, "Michelle."
1968/Little Willie John dies of a heart attack while serving a murder sentence in a Walla Walla, WA prison.
1987/In L.A. U2 recreate the Beatles' rooftop concert while filming the video for "Where The Streets Have No Name."
1988/Tiffany is classified as a runaway by the L.A. County Sheriff's office when she moves away from her mother. She seeks to become an emancipated minor.
Born: Tony Banks (Genesis) 1950, Sarah Vaughan 1924, Clark Datchler (Johnny Hates Jazz) 1964

TUESDAY, MARCH 28

1974/Jim Bonfanti and Dave Smalley leave the Raspberries to form their own group.
1976/In Buffalo, Genesis begins its first tour with Phil Collins handling vocals.
1980/Conway Twitty joins the Grand Ole Opry.
1984/Whole lotta restin' goin' on — Jerry Lee Lewis is hospitalized after an adverse reaction to muscle relaxers.
1985/Billy Ocean plays a homecoming show in Trinidad, his first show there since hitting it big.
1988/Joni Mitchell releases her first album in years, "Chalk Mark In A Rain Storm." Also, Casey Kasem announces he'll no longer host "American Top 40."
Born: Reba McEntire 1954, Rupert Greenall (Fixx) 1951, John Evans (Jethro Tull) 1948, Jed Grimes (Danny Wilson) 1962, Milan Williams (Commodores) 1948, Charles Portz (Turtles) 1945, Oran "Juice" Jones 1958

WEDNESDAY, MARCH 29

1973/Dr. Hook makes the cover of Rolling Stone. Also, "Hommy," a Puerto Rican version of the Who's "Tommy," opens in New York.
1979/Eric Clapton marries his buddy George Harrison's ex-wife Pattie Boyd, who inspired Clapton to write "Layla."
1980/Songwriter Ronald Sells sues the Bee Gees for plagiarizing his song "Let It End" when writing "How Deep Is Your Love." He wins his case, but loses on an appeal in 1983.
1988/In New York, Madonna makes her stage debut in David Mamet's "Speed The Plow."
Born: Will Clayton 1955, Bobby Kimball (ex-Toto) 1947, Pearl Bailey 1918, Vangelis 1943



Eric Clapton, Tony Banks, Herb Alpert, Milan Williams

THURSDAY, MARCH 30

1968/The Yardbirds are recorded live at New York's Anderson Theater.
1972/Elvis Presley records "Burning Love."
1987/Herbie Hancock wins a Best Original Score Oscar for "Round Midnight." Berlin's "Take My Breath Away" wins for Best Original Song.
1988/The second Soul Train Music Awards are held in Santa Monica, CA. Rivals L.L. Cool J. and Kool Moe Dee rap the rules. Surprisingly, the audience boos when Whitney Houston is introduced.
Born: Graham Edge (Moody Blues) 1942, Eric Clapton 1945

FRIDAY, MARCH 31

1967/Jimi Hendrix torches his guitar onstage for the first time while performing in London.
1979/Say what! — Instant Funk perform "I Got My Mind Made Up" on "Soul Train."
1982/The Doobie Brothers announce they'll break up. The group reunites for a tour in 1987, and several members begin recording an album in 1988.
1986/O'Kelly Isley dies of a heart attack at 48. Isley Jasper Isley receive the news just before going onstage in Chicago, but don't interrupt their tour.
1988/Z100 NY's Scott Shannon hosts Arista's live, 11-city closed-circuit TV listening party for Hall & Oates's label debut.
Born: Mick Ralphs (Bad Co.) 1948, Herb Alpert 1935, Lefty Frizzell 1928

SATURDAY, APRIL 1

1927/RCA Records/Germany introduces the first automatic record changer.
1966/David Bowie's first solo single, "Do Anything You Say," is released.
1967/The CMA Hall Of Fame opens in Nashville.
1984/In an L.A. Times interview, Amy Grant reveals that her schoolgirl crush on a Sunday school teacher sparked her interest in religion. Also, Marvin Gaye is shot to death by his father during a heated argument.
1988/April Fools! — While Oak Ridge Boys member Joe Bonsall is in his hotel room, fellow group members convince a Nashville audience to be as obnoxious as possible during Bonsall's solo. Bonsall is shocked as people in the audience talk loudly, walk around, and toss food. Thoroughly embarrassed, he vows revenge on the group.
Born: Arthur Conley 1946, Gil Scott-Heron 1949, Victor Flamingo 1963, Ronnie Lane 1948, Rudolph Isley 1939

SUNDAY, APRIL 2

1960/Elvis Presley is named Best-Selling Male Artist and Connie Francis is named Best-Selling Female Artist at NARM's first awards ceremony in Las Vegas.
1971/Ringo Starr's first solo single, "It Don't Come Easy," is released.
1987/U2 opens the US leg of its "Joshua Tree" tour in Tempe, AZ.
1988/Custody of Tiffany is given to her aunt while the singer seeks emancipation.
Born: Emmylou Harris 1948, Leon Russell 1941, the late Marvin Gaye 1939

— Paul Colbert

All-Star Single To Benefit Brazil's Rain Forests Upcoming

The plight of the Brazilian rain forests has persuaded a number of top artists to record a benefit single called "Spirit Of The Forest." RINGO STARR, DAVE GILMOUR from PINK FLOYD, MICK FLEETWOOD, BRIAN WILSON, JONI MITCHELL, JON ANDERSON, BELINDA CARLISLE, SAM BROWN, THOMAS DOLBY, ex-MARILLION singer FISH, and members of WAS (NOT WAS), the ESCAPE CLUB, XTC, BROTH-ER BEYOND, and BIG COUNTRY turned up at recording sessions in Los Angeles and London recently.

Three further sessions are scheduled for New York (4/2), Rio de Janeiro, and in the Amazon rain forest itself, with native Indians to take part on this last session.

The song has been written and produced by GENTLEMEN WITHOUT WEAPONS, the English band known for their use of natural sound effects on records. Virgin will release the single in early May, and money raised will go via the Love Earth Fund charity to various key organizations and projects committed to saving the rain forests.

A Hotful Of Rumors

ROL hears that the ROLLING STONES are using the facilities at EDDY GRANT's studio in Barbados. Other loud whispers around London this week: DAVID BOWIE is putting together a new band, to be called the TIN MACHINE, and KENNY JONES will join the WHO on tour this summer after all.



SIMPLE MINDS will follow their "Ballad Of The Streets" UK EP with the single "This Is Your Land," due for release on April 10. The B-side will be "Saturday Girl," with the 12-inch adding "Year Of The Dragon."

CUTTING CREW's new single will be "(Between A) Rock And A Hard Place," out in Britain on April 17, two weeks prior to its US appearance. A non-LP song ("Card House") will be the B-side, with the band's second album ("The Scattering") set for release on both sides of the water on May 15.

Night Of The Guitar Revisited

Last November's "Night Of The Guitar" concert at the Hammer-smith Odeon, which featured PETE HAYCOCK, STEVE HUNTER, RANDY CALIFORNIA, ROBBY KRIEGER, WISH-BONE ASH, LESLIE WEST, STEVE HOWE, and ALVIN LEE, was recorded for a live double album and video that will be released in the UK on April 17.

The GODFATHERS' second LP ("More Songs About Love And Hate") will be out on Epic on May 1, with the single "She Gives Me Love" preceding it on April 3. MALCOLM McLAREN's long-awaited new LP ("Waltz Dancing") will also be out on May 1, with the title track appearing as a single on March 28. The long-delayed SPANAU BALLETT album ("Six Sense") will be in the shops on May 8, with the single ("Be Free With Your Love") out April 10.

S-EXPRESS, the dance collective fronted by DJ MARK MOORE, will release their debut LP ("Original Soundtrack") on Monday (3/20). Also due on Monday, DONNA SUMMER's STOCK-AITKEN-WATERMAN-produced album, "Another Place And Time."



The Big O — a UK "Mystery" B-side?

LLOYD COLE & THE COMMOTIONS have split up. Confirmation comes as the band releases a retrospective "1984-1989" LP on March 28. CHINA CRISIS bring out their "Diary Of A Hollow Horse" LP on May 2, and "Buffalo Stance" girl NENEH CHERRY releases her "Raw Like Sushi" album on May 22.

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



If Gentlemen Without Weapons fall in the forest do they make a sound effect?

Singles Scene

The SENATORS issue "Man No More" (4/3). HUE & CRY release "Violently" (4/24). THEN JERICO's "What Does It Take," the BEE GEES' "Ordinary Lives," HIPSWAY's "Your Love," AS-WAD's "Beauty Is Only Skin Deep," and GAIL ANN DORSEY's "Just Another Dream" are all due Monday (3/20).

SIMPLY RED will issue their

cover of HAROLD MELVIN & THE BLUENOTES' "If You Don't Know Me By Now" on March 28.

Incidentally, there's an obscure live track on the 12-inch of ROY ORBISON's UK release of "She's A Mystery To Me." It's "Dream Baby," recorded at the Mean Fiddler in Harlesden, North London in 1987, shortly before the Big O's return to the recording scene. The single is due Monday (3/20).

BRITAIN

LW	TW	Artist/Title (Label)
5	1	JASON DONOVAN/Too Many Broken Hearts (PWL)
4	2	BANANARAMA, ETC./Help! (London/PG)
—	3	MADONNA/Like A Prayer (Sire/WEA)
19	4	DONNA SUMMER/This Time I Know It's For Real (WB)
1	5	MICHAEL JACKSON/Leave Me Alone (Epic)
7	6	MICHAEL BALL/Love Changes Everything (Really Useful/PG)
3	7	SAM BROWN/Stop! (A&M)
14	8	PAULA ABDUL/Straight Up (Sire/Virgin)
12	9	LIVING IN A BOX/Blow The House Down (Chrysalis)
2	10	SIMPLE MINDS/Ballad Of The Streets EP (Virgin)
6	11	S-EXPRESS/Hey Music Lover (Rhythm King)
—	12	REYNOLDS GIRLS/I'd Rather Jack (PWL)
8	13	G. ESTEFAN & MIAMI SOUND MACHINE/Can't Stay Away... (Epic)
9	14	DUSTY SPRINGFIELD/Nothing Has Been Proved (Parlophone/EMI)
15	15	DEACON BLUE/Wages Day (CBS)
10	16	TYREE I/KOOL ROCK STEADY/Turn Up The Bass (London/PG)
11	17	TEXAS/I Don't Want A Lover (Mercury/PG)
20	18	W.A.S.P./Mean Man (Capitol)
17	19	POISON/Every Rose Has Its Thorn (Enigma/EMI)
—	20	WOMACK & WOMACK/Celebrate The World (4th & Broadway/Island)

Moving Up

WONDER STUFF/Who Wants To Be The Disco King? (Polydor/PG)
 ALYSON WILLIAMS/Sleeptalk (Def Jam/CBS)
 FUZZBOX/International Rescue (WEA)
 NEW ORDER/Round & Round (Factory)
 VIXEN/Cryin' (EMI)
 CHANELLE/One Man (Cooltempo/Chrysalis)
 ELVIS COSTELLO/Veronica (WB)

The Network Chart, courtesy MRIB

CMJ NEW MUSIC

3/3 3/17

3	1	XTC/The Mayor Of Simpleton (Geffen)
1	2	FINE YOUNG CANNIBALS/She Drives Me Crazy (IRS/MCA)
2	3	ELVIS COSTELLO/Veronica (WB)
5	4	REPLACEMENTS/I'll Be You (Sire/Reprise)
—	5	ROBYN HITCHCOCK & EGYPTIANS/Madonna Of The Wasps (A&M)
4	6	VIOLENT FEMMES/Nightmares (Slash/WB)
6	7	NEW ORDER/Fine Time (Qwest/WB)
7	8	LOU REED/Dirty Blvd. (Sire/WB)
—	9	GUADALCANAL DIARY/Always Saturday (Elektra)
10	10	THROWING MUSES/Dizzy (Sire/WB)
8	11	R.E.M./Stand (WB)
11	12	LOVE AND ROCKETS/Motorcycle (Beggars Banquet) (Import)
9	13	DEAO MILKMEN/Punk Rock Girl (Enigma)
14	14	MIDGE URE/Dear God (Chrysalis)
—	15	MORRISSEY/Last Of The Famous International Playboys (Sire/Reprise)
—	16	PROCLAIMERS/I'm Gonna Be (500 Miles) (Chrysalis)
12	17	COWBOY JUNKIES/Sweet Jane (RCA)
—	18	EASTERHOUSE/Come Out Fighting (Columbia)
—	19	ED HAYNES/Talking Cat Blues (Apache)
—	20	REPLACEMENTS/Talent Show (Sire/Reprise)

Moving Up

FIXX/Driven Out (RCA)
 METALLICA/One (Elektra)
 NEW ORDER/Round And Round (Qwest/WB)
 CHRISTMAS/Stupid Kids (IRS/MCA)
 WONDER STUFF/Give, Give, Give Me More, More, More (Polydor/PG)
 CONNELLS/Fun & Games (TVT)
 INDIGO GIRLS/Kid Fears (Epic)
 THRASHING DOVES/Angel Visit (A&M)
 ELVIS COSTELLO/This Town... (WB)
 NEW ORDER/All The Way (Qwest/WB)

Chart derived from tracks supplied by a panel of college and commercial radio stations reporting to CMJ New Music Report (516) 248-9600. Imports are noted.



AUSTRALIA

LW	TW	Artist/Title
1	1	IAN MOSS/Tucker's Daughter
3	2	1927/You'll Never Know
6	3	J. OIESEL & INJECTORS/Soul Revival
5	4	OARYL BRAITHWAITE/One Summer
4	5	1927/If I Could
2	6	MENTAL AS ANYTHING/Rock & Roll Music
7	7	PAUL KELLY/Dumb Things
10	8	BLACK SORROWS/Chained To The Wheel
9	9	NOISEWORKS/Voice Of Reason
—	10	J. DIESEL & INJECTORS/Don't Need Love

Most Added

PAUL NORTON/Stuck On You
 ZIMMERMEN/What Really Hurts

Top 10 Australian records from playlists of FM104/Brisbane, 2MMM/Melbourne, FOX-FM/Melbourne, 96FM/Perth, SA-FM/Adelaide, 2-DAY/Sydney, 2MMM/Sydney, and KIX106/Canberra.

CANADA

LW	TW	Artist/Title
2	1	TOM COCHRANE/Good Times
1	2	KON KAN/I Beg Your Pardon
3	3	SASS JORDAN/Tell Somebody
4	4	DALBELLO/Tango
6	5	BRUCE COCKBURN/If A Tree Falls
8	6	SHERIFF/When I'm With You
5	7	CANDI/Under Your Spell
10	8	COLIN JAMES/Why'd You Lie
—	9	PURSUIT OF HAPPINESS/She's So Young
7	10	GLASS TIGER/Send Your Love

Most Added

BLUE RODEO/Diamond Mine
 BIG BAM BOO/Shooting From My Heart

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

COMPACT DATA®

Short & To The Point

Tracy Chapman is going back into the studio to work on her follow-up A&M album this week. David Kershbaum will return in the producer's chair.

• Guns N' Roses have now been asked NOT to perform at the "Rock And A Hard Place" AIDS benefit concert scheduled for June 8 at NYC's Radio City Music Hall. The Geffen recording group had originally accepted the Gay Men's Health Crisis committee's request to perform, but negative reaction to the lyrics of one of the band's songs caused the organization to withdraw its offer.

• Fenderella, bassist-writer-producer for MCA female funksters Klymaxx, has signed a solo recording contract with Motown. Expect her first LP ("Maximum Thrust") and single ("Mr. D.J."), the latter of which features a rap by co-writer Doug E. Fresh, to hit the streets soon.

• Richard Marx's follow-up EMI LP ("Repeat Offender") is scheduled for mid-April. "Satisfied," sporting organ licks from Little Feat's Bill Payne, is the first single.



Fenderella — "Give the bass player some."

• Matt Dike and Mike Ross, fresh from their production success with Tone-Loc, have just completed their knob-twirling chores on the upcoming Beastie Boys LP for Capitol.

• PolyGram has announced plans to issue a six-album Allman Brothers Band anthology that will include at least an hour's worth of unreleased material.

All In The Family

• While reading the liner notes to "Is This All Of Us," the debut LP from Columbia recording artists the Pilgrim Souls, we couldn't help notice that the lead vocalist/guitarists' name is Danny Yetnikoff, whose father, Walter Yetnikoff, is fairly well-known in this little thing we like to call show business himself.

• Eddie Van Halen and Steve Lukather have co-written a song ("Twist The Knife") for Lukather's upcoming album.

• "Coast To Coast," the upcoming Capitol LP from "World's Most Dangerous Bandleader" Paul Shaffer, will feature contributions from George Clinton, Koko Taylor, Dion, and the Fresh Prince.



Sammy Hagar — "I can't pedal 55!"

• Sammy Hagar, motormouth for WB recording artists Van Halen, has designed his own "Red Rocker" line of mountain bicycles. Manufactured by the Red Rocker Bicycle Co., the bikes are a combination of Fisher Mountain Bikes frame and Suntour gears. They'll be painted red (of course) and will feature Hagar's signature on the crossbar in gold.

• Actress/comedienne Sandra Bernhard will issue a double album of her off-Broadway, one-woman show ("Without You I'm Nothing") on Enigma Records in May. Musical performances include cover versions of "Little Red Corvette," "The Lion Sleeps Tonight," and "Me And Mrs. Jones."

Once More Into The Bleach

• After a blizzard of lawsuits and a declared bankruptcy, L.A. rockers Concrete Blonde and IRS Records have settled their differences. Once again produced by Earle Mankey, the group — now a quartet with Alan Bloch on bass and Johnette Napolitano switching to lead vocals exclusively — will see its long-awaited followup LP ("Free") released in mid-April. First single will be "God Is A Bullet."



44.7 million households
Pats Galluzzi
Director/Music Programming

Weeks On

HEAVY

PAULA ABDUL/Straight Up (Virgin)	8
BANGLES/Eternal Flame (Columbia)	8
BOBBY BROWN/Roni (MCA)	7
DEAD MILKMEN/Punk Rock Girl (Enigma)	7
DEF LEPPARD/Rocket (Mercury)	5
FINE YOUNG CANNIBALS/She Drives... (IRS/MCA)	7
GUNS N' ROSES/Paradise City (Geffen)	12
LIVING COLOUR/Cut Of Personality (Epic)	22
METALLICA/One (Elektra)	6
MIKE & MECHANICS/The Living Years (Atlantic)	9
MILLI VANILLI/Girl You Know It's True (Arista)	8
NEW KIDS ON THE BLOCK/You Got It (Columbia)	8
ROY ORBISON/You Got It (Virgin)	8
POISON/Your Mama Don't Dance (Capitol)	5
R.E.M./Stand (WB)	13
ROXETTE/The Look (EMI)	ADD
ROD STEWART/My Heart Can't Tell Me No (WB)	16
TRAVELING WILBURYS/End Of... (Wilbury/WB)	6
VIXEN/Crying (EMI)	13
WAS (NOT WAS)/Walk The Dinosaur (Chrysalis)	8
WINGER/Seventeen (Atlantic)	15

SNEAK PREVIEW

MADONNA/Like A Prayer (WB)	7
VAN HALEN/Feels So Good (WB)	3

BREAKTHROUGH VIDEO

MICHELLE SHOCKED/When I Grow Up (Mercury)	3
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BUZZ BIN

ELVIS COSTELLO/Veronica (WB)	4
LOU REED/Dirty Blvd. (Sire/WB)	6
REPLACEMENTS/I'll Be You (Sire/Reprise)	7
XTC/Mayor Of Simpleton (Geffen)	3

ACTIVE

BON JOVI/Born To Be My Baby (Mercury)	15
EDIE BRICKELL & NEW.../Circle (Geffen)	ADD
BULLETTYOYS/For The Love Of Money (WB)	8
COWBOY JUNKIES/Sweet Jane (RCA)	8
STEVE EARLE/Back To The Wall (Uni/MCA)	5
ENYA/Orinoco Flow (Sail Away) (Geffen)	5
FIXX/Driven Out (RCA)	8
DEBBIE GIBSON/Lost In Your Eyes (Atlantic)	9
PASADENAS/Tribute (Right On) (Columbia)	6
QUEENSRYCHE/Eyes Of A Stranger (EMI)	3
TESLA/Heaven's Trail (No Way Out) (Geffen)	7
JODY WATLEY/Real Love (MCA)	ADD

MEDIUM

BREATHE/Don't Tell Me Lies (A&M)	6
CHEAP TRICK/Never Had A Lot To Lose (Epic)	3
CHICAGO/You're Not Alone (Full Moon/Reprise)	3
ESCAPE CLUB/Walking Through Walls (Atlantic)	ADD
MELISSA ETHERIDGE/Similar Features (Island)	3
L. FORD I/O. OSBOURNE/Close My... (RCA)	ADD
GLAMOUR CAMP/She Did It (EMI)	4
JULIAN LENNON/Now You're In Heaven (Atlantic)	1
MARTIKA/More Than You Know (Columbia)	3
ROBBIE NEVIL/Somebody Like You (EMI)	1
NEW ORDER/Fine Time (Qwest/WB)	4
KEITH RICHARDS/Make No Mistake (Virgin)	2
SIREN/All Is Forgiven (Mercury)	1
SKID ROW/Youth Gone Wild (Atlantic)	7
THIRTY EIGHT SPECIAL/Second Chance (A&M)	1
TANITA TIKARAM/Twist In My Sobriety (Reprise)	ADD
WARRANT/Down Boys (Columbia)	5
NANCY WILSON/All For Love (WTG)	ADD

BREAKOUT

ANIMATION/Room To Move (Polydor)	1
ANTHRAX/Anti-Social (Megaforce/Island)	5
BAD COMPANY/Shake It Up (Atlantic)	1
BIG BAM BOO/Shooting From My... (Uni/MCA)	ADD
CHOIRBOYS/Run To Paradise (WTG)	2
CRAFFT/Jane (RCA)	3
EASTERHOUSE/Come Out Fighting (Columbia)	1
KAREL FIALKA/Hey Matthew (IRS/MCA)	1
FLESH AND BLOOD/Fate (Atlantic)	2
GUADALCANAL DIARY/Always... (Elektra)	ADD
R. HITCHCOCK &.../Madonna Of The... (A&M)	ADD
HOWARD JONES/Everlasting Love (Elektra)	ADD
LITTLE AMERICA/Where Were You (Geffen)	3
LOVE AND MONEY/Halleluiah Man (Mercury)	3
GARY MOORE/Ready For Love (Virgin)	2
ROYAL COURT OF CHINA/Hall The Truth (A&M)	3
THAT PETROL EMOTION/Groove Check (Virgin)	4

ADDS

BIG BAM BOO/Shooting From My Heart (Uni/MCA)	
EDIE BRICKELL & NEW BOHEMIANS/Circle (Geffen)	
ESCAPE CLUB/Walking Through Walls (Atlantic)	
L. FORD I/O. OSBOURNE/Close My Eyes... (RCA)	
GUADALCANAL DIARY/Always Saturday (Elektra)	
R. HITCHCOCK &.../Madonna Of The Wasps (A&M)	
HOWARD JONES/Everlasting Love (Elektra)	
ROXETTE/The Look (EMI)	
TANITA TIKARAM/Twist In My Sobriety (Reprise)	
JODY WATLEY/Real Love (MCA)	
NANCY WILSON/All For Love (WTG)	



30.6 million households
Sal LaCurto, Director/Music Programming
Norman Schoenfeld, Director/Talent & Artist Relations

Weeks On

FIVE STAR VIDEOS

JORGE BEN/Ponta De Lanca... (Fly-Sire/WB)	3
ENYA/Orinoco Flow (Sail Away) (Geffen)	15
ROY ORBISON/You Got It (Virgin)	8
PHOEBE SNOW/If I Can Just Get... (Elektra)	1
TANITA TIKARAM/Twist In My Sobriety (Reprise)	13
MIDGE URE/Dear God (Chrysalis)	2
H. WILLIAMS JR. & SR./There's A... (WB/Curb)	1

HEAVY

ANITA BAKER/Just Because (Elektra)	3
BANGLES/Eternal Flame (Columbia)	6
BREATHE/Don't Tell Me Lies (A&M)	9
CHICAGO/You're Not Alone (Full Moon/Reprise)	7
DEON ESTUS/Heaven Help Me (Mika/Polydor)	1
BETTE MIDLER/Wind Beneath My Wings (Atlantic)	5
MIKE & MECHANICS/Living Years (Atlantic)	11
TRAVELING WILBURYS/End Of... (Wilbury/WB)	7
VANESSA WILLIAMS/Dreamin' (Wing/Polydor)	10

MEDIUM

CARRACK & NUNN/Romance (Columbia)	2
LOVE & MONEY/Halleluiah Man (Mercury)	6
PASADENAS/Tribute (Right On) (Columbia)	7
CARLY SIMON/Let The River Run (Arista)	7
SIMPLY RED/It's Only Love (Elektra)	5
SURVIVOR/Across The... (Scotti Bros/CBS)	4
THIRTY-EIGHT SPECIAL/Second Chance (A&M)	1
LUTHER VANDROSS/She Won't Talk... (Epic)	8
WAS (NOT WAS)/Walk The Dinosaur (Chrysalis)	6

LIGHT

SAM BROWN/Stop! (A&M)	3
DENNIS DEYOUNG/Boonchid (MCA)	1
JULIA FORDHAM/Happy Ever After (Virgin)	28
CAROLE KING/City Streets (Capitol)	ADD
ROBBIE NEVIL/Somebody Like You (EMI)	ADD
KEITH RICHARDS/Make No Mistake (Virgin)	ADD
TAYLOR & BELLE/All I Want Is Forever (Epic)	2
KARYN WHITE/Superwoman (WB)	5

Information current as of March 14.

MUSIC & MOVIES

CURRENT

- **LEAN ON ME (WB)**
Single: Lean On Me/Thelma Houston & the Winans
Other Featured Artists: Roxanne Shante, Guns N' Roses, Stetsasonic
- **CHANCES ARE**
Single: After All/Cher & Peter Cetera (Geffen)
- **BILL & TED'S EXCELLENT ADVENTURE (A&M)**
Featured Artists: Vital Signs, Glen Burnick, Shark Island
- **RAIN MAN (Capitol)**
Single: Iko Iko/Belle Stars
Other Featured Artists: Bananarama, Ian Gillan & Roger Glover
- **BEACHES (Atlantic)**
Single: Wind Beneath My Wings/Bette Midler
- **DREAM A LITTLE DREAM (Cypress/A&M)**
Featured Artists: Mickey Thomas, Van Morrison, R.E.M.
- **WORKING GIRL (Arista)**
Single: Let The River Run/Carly Simon
Other Featured Artists: Sonny Rollins, Chris Rea, Pointer Sisters
- **THE NAKED GUN**
Single: I'm Into Something Good/Peter Noone (Cypress/A&M)
- **TAP (Epic)**
Single: All I Want Is Forever/James "J.T." Taylor & Regina Belle
Other Featured Artists: Teena Marie, Gwen Guthrie, Gregory Hines
- **THE MIGHTY QUINN (A&M)**
Featured Artists: UB40, Neville Brothers, Sheryl Lee Ralph
- **TORCH SONG TRILOGY (Polydor)**
Featured Artists: Billie Holiday, Charlie Haden, Harvey Fierstein
- **TEQUILA SUNRISE (Capitol)**
Singles: Surrender To Me/Ann Wilson & Robin Zander
Do You Believe In Shame?/Duran Duran
Other Featured Artists: Church, Andy Taylor, Crowded House

UPCOMING

- **ROOFTOPS (Capitol)**
Single: Avenue D/Etta James f/Dave Stewart
Other Featured Artists: Jeffrey Osborne, Joniece Jamieson
- **SING (Columbia)**
Singles: Birthday Suit/Johnny Kemp
Romance/Paul Carrack & Terri Nunn
Other Featured Artists: Patti LaBelle, Kevin Cronin, Art Garfunkel
- **THE DREAM TEAM**
Single: Hit The Road Jack/Buster Poindexter (RCA)
- **SAY ANYTHING**
Single: Keeping The Dream Alive/Frøilheit (WTG)

POLLSTAR

Biggest Gigs Of The Last Month

Pos./Artist	Venue/City	Gross (in 000s)
1 "LES MISERABLES"		
Fox Theatre/Atlanta		\$2,999.7
(four shows)		
2 DAVID COPPERFIELD		
Fox Theatre/Detroit		\$758.1
(eight shows)		
3 NEIL DIAMOND		
The Centrum/Worcester		\$742.8
(three shows)		
4 NEIL DIAMOND		
Civic Ctr Arena/Hartford		\$584.0
(two shows)		
5 BON JOVI		
Civic Arena/Providence		\$259.5
6 "BAY AREA MUSIC AWARDS"		
Civic Aud./San Francisco		\$258.6
7 R.E.M.		
Horizon Arena/Rosemont, IL		\$253.9
8 METALLICA		
Civic Arena/Pittsburgh		\$220.0
9 CHRIS DeBURGH		
Forum/Montreal		\$202.7
10 GEORGE STRAIT		
Veterans Coliseum/Phoenix		\$192.3

New Tours

Among this week's new tours

ALABAMA	WILLIE NELSON
BANGLES	PRECIOUS METAL
CHEAP TRICK	RATT
DR. JOHN	RANDY TRAVIS
GO-BETWEENS	YELLOWJACKETS

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of Pollstar, a publication of Promoters' On-Line Listings, (800) 344-7383, or in California, (209) 224-2631.



BRAD MESSER

CALENDAR

Should True Stories Be Killed?

Reporters confess a wide range of opinions about whether certain tales and details should be withheld from the public. Near one end of the scale, for example, Pulitzer Prize-winning reporter **Bob Woodward** believes it's his journalistic duty to spill the beans on virtually any hush-hush CIA operation. At the other end of the scale is a radio traffic reporter who explains he did not report the wreck of two school buses because "it would just worry all those poor mothers out there."

Every newsperson must decide, time after countless time, where he stands on revelation.

I suspect a purist might argue that no such decision should ever have to be made, that killing a story for any reason makes one a whore, period. There is no question, he might say, about ever deep-sixing a sensitive story, no matter what the circumstances. If it's true, you run it.

However, in the working world — the real world — might not the temporary anguish of mothers whose children are on buses outweigh a reporter's responsibility to report the truth about traffic conditions? Are there times when reporters should kill stories based only on their "worry" factor? After all, a little bus wreck is pretty

small potatoes, so does it really matter?

Well, then, is a warning that lives will be endangered reason enough to kill a story?

In the latter stages of his investigation of the Iran-Contra affair, Woodward says a White House source warned him that an expose of America covertly backing anti-Khomeini factions, while simultaneously sneaking arms to Iran, would create "a real threat to lives" in the intelligence community.

The *Washington Post* ran the story anyway, after making an independent decision that the White House life-threat claim was "not very credible."

Tough call. I'll admit, my opinion about killing stories isn't carved

in granite. More like rubber, you might say, with a certain amount of give.

Sometimes, when deciding what stories to include in a morning newscast, I may toss one out for the same reason that people tell little white lies: because it isn't always absolutely necessary to blurt out everything that's on your mind.

On the other hand, there are days when my Editor genes are bubbling over with power, instructing me that the public deserves to be told absolutely everything and let the chips fall where they may and see you at the News Directors convention.

At my humble level, that of working newsman, storykilling may be an easy call some days and not other days. Any time a story causes an editor to question whether it should be broadcast, the decision-making process has a perverse way of sidetracking through a maze of blind alleys before homing in on the right answer.

And, damn it, Right itself sometimes has every appearance of elasticity.

Alaska's Great Earthquake

MONDAY, MARCH 27 — Twenty-fifth anniversary of the Alaskan earthquake, which knocked down buildings, tore out roads and, at the seashore, generated a tsunami (tidal wave) 220 feet tall. There were 114 fatalities in the 1964 'quake. Although it was first reported as an 8.4 — or one notch greater than the famous San Francisco 'quake — the Richter Scale reading was later revised upward to 9.2.

The Supreme Court ruled in 1985 that police don't have the right to shoot at fleeing suspects unless they are armed or dangerous. The worst aviation disaster happened in 1977, when two 747s collided at a Canary Islands airport, killing 581.

Birthdays: Michael York 47. Cale Yarborough 50. Sarah Vaughan 65.

An Old Pirate

TUESDAY, MARCH 28 — The famous pirate broadcasts of Radio Caroline began 25 years ago, when the crew anchored a rusty ship just outside Britain's territorial limit, fired up an illegal transmitter, and started blasting England with rock 'n' roll and commercials.

A swarm of tornadoes five years ago killed 67 and hurt 1000 in the Carolinas. The prime rate hit 19.5% in 1980. The Three Mile Island reactor accident was ten years ago. Turkey renamed cities in 1930; Constantinople became Istanbul, Angora became Ankara.

Birthdays: Reba McEntire 34. Rick Barry and Ken Howard 45.

Manson Sentenced To Die

WEDNESDAY, MARCH 29 — A California jury decided in 1971 that **Charles Manson** should be executed for masterminding the seven **Tate-LaBianca** murders in Los Angeles. The death sentences against Manson and three female co-defendants were later commuted. The whole Manson gang remains in prison.

Eight Ohio National Guardsmen were indicted in 1974 for the Kent State University shootings; at trial, they were cleared. A car first exceeded 200 mph in 1927. Niagara Falls stopped flowing in 1848 because of an ice jam just upstream.

Birthdays: Earl Campbell 34. Eric Idle 46. Pearl Bailey 71.

Miracle Of Painless Surgery

THURSDAY, MARCH 30 — One of the biggest single advances in medicine occurred in 1842, when a country doctor in Georgia discovered a painless way to perform surgery. Dr. **Crawford Long** administered ether as an anesthetic. His unconscious patient never felt a thing as a tumor was removed from his neck.

President **Reagan**, **James Brady**, and two others were shot by **John Hinckley Jr.** in 1981. Austria was invaded by a US ally, the Soviet Union, in 1945 (WWII). Texas was readmitted to the US in 1870. Florida became a US Territory in 1822.

Birthdays: Eric Clapton 44. Warren Beatty 52. Richard Dysart 60.

Eiffel Tower Turns 100

FRIDAY, MARCH 31 — There will be big centennial ceremonies today in France. The Eiffel Tower was built for the Paris Exposition of 1889. It opened to the public 100 years ago today.

Forty years ago Canada got its tenth Province, Newfoundland (1949). Wabash, Indiana turned on four big street lamps in 1880 and proclaimed itself the first electrically-lighted city. In 1774 the British parliament closed Boston Harbor to trade in retaliation for the Boston Tea Party.

Birthdays: Rhea Perlman 43. Christopher Walken 46. Richard Chamberlain 54. Shirley Jones 55.

Saturday (4/1): Ali McGraw 50, Debbie Reynolds and Gordon Jump 57.

Sunday (4/2): Emmylou Harris 41, Sir Alec Guinness 75, Buddy Ebsen 81.

Tommy
Page

The Name
To Know.

"A Shoulder To Cry On"

The sensational new single
from the debut album TOMMY PAGE.

NEW & ACTIVE

85/20

WZOU 36-32	KCPX 1-5-10	KF95 add
B94 27-24	KWSS 25-22	KSND add
PRO-FM add	KMEL 12-11	KWNZ 22-12
PWR99 5-5	JET-FM add	KRQ add
Y95 1-3-9	WKEE add	Q104 19-14
KRBE 35-28	WPST 18-13	KIXY 13-10
KDWB add	WAPE 21-12	WCIL 6-5
WL0L 29-23	99WAYS add	KKXL 23-19
KIIS 28-25	WABB add	KFMW 16-14
KKRZ 33-28	Y106 30-25	Z97 8-3
KROY 24-21	WKLZ 32-25	KMOK 3-2
KWOD 34-30	WIXX add	ZFUN 7-6
	KQKQ add	
	WRQN add	

Management and Direction:
Ray Anderson Enterprises

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JOEL DENVER

Competing As The Underdog

Overcoming psychological factors is half the battle in any business but is even more crucial in radio. Programmers and airstaffs are trying to convince an unseen audience that their intangible product is superior to the competition's — which isn't easy when you're number two.

This week four programmers who share this "underdog" status tell how they walk the fine line between knowing when to ignore the influences of their format/market-leading rivals and when to concentrate on their own circumstances. WXGT (92X)/Columbus PD Mark Todd and KYRK/Las Vegas PD Anthony Miles are in turnaround situations, while KMPZ (Z98)/Memphis PD Paul Fuller and KZBS/Oklahoma City PD Bill Pasha are in start-up modes.

Stranger In Town

As a new arrival in the Columbus market, Todd could have called on his prior experience and what he knew of WNCI and its PD Dave Robbins. Instead, he focused his priorities on his own station. "It never hurts to understand how the other guy operates, but it was my feeling we had our own set of problems to tackle before we could deal with WNCI. Frankly, we have a broken machine, and it's got to be fixed first."

One of the most apparent changes was an almost complete

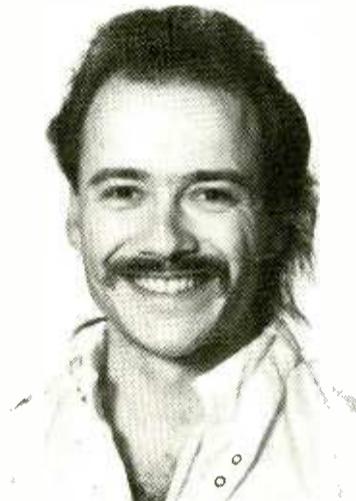


Mark Todd

"Change just for the sake of change or because the competition made a move in one direction or the other isn't worth it."

—Mark Todd

turnover in airstaff, but Todd stressed, "It's not your typical wholesale housecleaning just because I wanted my own staff.



Anthony Miles

"I certainly won't let (the competition) dictate how we program this station. I'm not into knee-jerk reactions every time they do something."

—Anthony Miles

These changes should have happened months ago and were ignored even though they were indicated by the ratings and other research. I'm only four weeks into the job, and I'm still just getting organized. While I've made small changes in the music, I've still left that pretty much alone for now."

Todd's biggest fear is "that I would dive into something too fast and later regret the consequences. Building some consistency is uppermost in my mind for now. Change just for the sake of change or because the competition made a move in one direction or the other isn't worth it."

The only complaint Todd has with WNCI so far is that "they are shadowcasting me. We announce our weekend promotion; a half-hour later they announce theirs — which is always the same as ours. Last week we hit the air with Bangles cassettes in conjunction with 'Eternal Flame' and offered to pay someone's heating bill for the winter. In no time they offered the same hourly prize but gave away a trip to Hawaii as a topper.

"Two weeks ago we handed out Poison cassettes and sent winners

to see them in Pittsburgh. Then WNCI announced a similar giveaway with a concert trip to see the group in Providence. From WNCI's standpoint it's good programming because it has the cume and the TSL; suddenly my promotion becomes theirs, and 92X becomes the copycat in the listeners' opinion. I can't moan about it. Our test is to be more creative and do things that can't be copied."

Although Todd admits the Nationwide flagship station can and does outspend him, he also feels cash isn't the answer. "Creativity is more important," he explained. "Sure, it could become frustrating to my staff, but that's where I come in as a motivator. Being topped by WNCI only serves to piss them off and make them hungrier to win. As long as the main focus is on our product, we can and will win."

Keep Audience Out Of The Battle

KYRK is also going up against a Nationwide station. Miles said he has monitored what KLUC does but "certainly won't let them dictate how we program this station. If they add a record ahead of us that I'm unsure of, let them play it and we'll see if it's a hit. I'm not into knee-jerk reactions every time they do something."

This advice is worth considering. When PDs overreact to contests, programming changes, and positioning — as many do — the competition ends up programming their stations. Any differences become less defined, and listeners have less reason to spend time with the station that's not on top.

"We're all too aware that by mentioning KLUC on the air or getting into an on-air comparison situation, it only strengthens their identity — which is formidable since they've been on top forever," Miles added. "It also gives the listeners reason to question things a bit more. We try to leave them out of the battle and let them decide for themselves about our station's programming merits."

Miles tries to zig when KLUC zags. "If we don't think of ourselves as an alternative or better choice than KLUC, then why bother trying to reinforce our call letters and Power 97 slogan to increase ratings recall? This is a transient market with 2000 new residents moving here each week. That turnover in cume can only work to our advantage as time goes on."

He referred to his competitive situation against KLUC as "David

Putting The Blinders On

- Tackle your own problems first
- Don't change for the sake of change
- Tap creative energies
- Support staff efforts
- Maintain your station's individuality
- Reinforce niche/position on and off-air

against Goliath. We are the little guys, but we have a strong will to win. It's not like they outspend us or are more active promotionally. They simply have heritage on their side. We pay our folks well, which keeps us consistent in sound. We constantly reinforce our position as the cutting-edge music station. No one remembers who played George



Paul Fuller

"It's a dangerous trap to pay too much attention to the competition. It makes you too careful and less aggressive."

—Paul Fuller

Michael first, but the audience begins to remember who breaks the newer, more exciting artists."

The New Guy Advantage

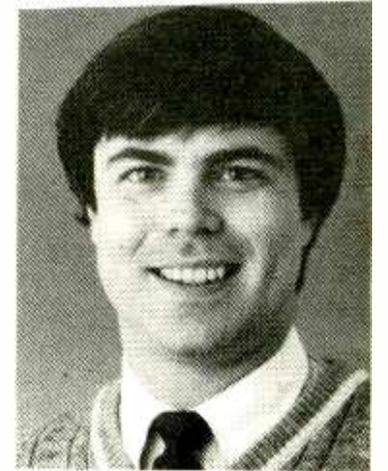
While Miles sees the competition's heritage as a possible advantage, Fuller views his situation a bit differently. "When you're a newcomer, you're in the enviable position marketing-wise of being able to mention the competition in comparison promos," he noted. "As of now we're not making as much money, so our commercial load is far less and we can play a lot more music. That is worth pointing out to listeners.

"(WMC-FM) FM100 is such a legend they're known by everyone, so referring to them isn't tipping any new cume their way. We're attempting to steal cume to listen to Z98. We certainly don't flinch when they do something exciting. In-

stead we depend on creativity, wits, outrageousness, and unpredictability, especially when we're being outspent. Our morning guys, Rick Rumble and Scott Thrower, are phenomenal at grabbing media attention — which is surprising, since Scripps-Howard owns WMC-AM-FM-TV (the NBC affiliate) as well as the local paper, the *Commercial Appeal*.

"To be honest we started with nothing. We've been in a gaining situation each trend, which is quite encouraging. It's a dangerous trap to pay too much attention to the competition, especially when you have an aggressive, distinguishable product and are making your own noise. Paying too close attention dilutes your own thought process. It makes you too careful and less aggressive."

Fuller acknowledges being outspent by FM100. "We can't muster the tidal wave of dollars they can at this point, so we concentrate more on the resources and abilities we do have. It's not a discouraging situation to our staff at all. We're not looking over our shoulder as much as we feel they are beginning to now."



Bill Pasha

"Never acknowledge the competition. Instead, just find their Achilles heel and drive a spear into it."

—Bill Pasha

Staff Geared To Win

According to Pasha, having the right staff makes all the difference for his station. "This used to be a market-leading AC, then it went

Continued on Page 46

The People's Choice



WINGER

"Seventeen"

"When we put '17' on the air last week, the street buzz in Southern New England intensified. It's definitely worth the plays." **Mike Osborne/WPRO-FM**

Both sales and call out with the younger demos are unbelievably great. This is the greatest record of the month." **Lyndon Abell/WKBQ**

"In Dallas, it's breaking like crazy!" **Buzz Bennett/Y95**

**Over 800,000 albums sold - Heavy rotation 15 weeks on MTV
On tour with Cinderella**

KEGL add 20	WGH deb 28	WKBQ 18-14	Also On At:
KXYQ add	WDFX 6-5	KCPX 38-36	WZOU KS104
KPLZ add	WZPL 34-32	WROQ 6-4 (HOT)	PRO-FM Y108
Y95 13-11	KXXR 15-11		



BETTE MIDLER

"Wind Beneath My Wings"

"After one week of airplay, several retail outlets report this single as #1. It's already Top 10 requests. It looks like more than an midday record to me!" **Dave Shakes/WTIC-FM**

"After one week of airplay we got Top 10 callouts and Top 5 requests. Adult females just love this record. It's a smash." **Jerry McKenna/WXKS**

"Play it around the clock . . . it will get adult calls, teen calls and sales . . . this is a full-fledged hit, not just a daypart record." **Steve Wyrostock/Power 99**

**From the Top 20 soundtrack album BEACHES
Over 600,000 albums sold**

WMJQ add	KBEQ add	WXKS deb 34	KTFM deb 27	AC CHART 10
PRO-FM add	KCPW add	WZOU deb 34	KISN deb 38 (HOT)	
Q102 add 35	KCPX add	PWR99 15-13	KUBE deb 28	BB 18



ESCAPE CLUB

"Walking Through Walls"

"Should be even more mass appeal than 'Sheik'." **Ray Kalura/KCPX**

"The best Escape Club song yet . . . the kind of song that makes people stars!" **Dwayne Ward/WROQ**

"Excellent adult rock & roll record!" **Steve Kelly/WQSM**

**The new single from the gold album WILD, WILD WEST
On tour with Mike & the Mechanics**



WGH add	WSPK add	KKBQ deb 33	Q98 28-22
KXXR add	KZZB add	K104 deb 29	WLRS deb 33
WERZ add	FM104 add	WROQ 30-25	

W O R L D P R E S E N T I N G
SOCIETY INFORMATION

FIRST WEEK!

- KITY
- KWOD
- KPLZ
- KUBE
- WSPK
- K98
- K106
- KZFM
- Y106
- KSND
- KLUC
- KYRK
- KKFR
- KZZU
- WHTO
- Q104
- WBNQ
- KCMQ
- KPAT
- WIBW
- KTRS
- KOZE
- ZFUN
- Y97

"REPETITION"
 THE NEW SINGLE
 FROM THE ALBUM
INFORMATION SOCIETY



Competing

Continued from Page 44

sort of CHR but more resembled a Disco station for a while. We pulled some real luck in that my staffers are young and have no preconceived notions about what they're doing. Their motivation comes from within. They're trying to prove they are winners not only to themselves but to our competition. All of them are geared toward winning."

Unlike a lot of start-up situations, KZBS doesn't lack the cash needed to make an impact. "We've got \$100,000 committed to our \$10,000 'Cash Call' contest. Recently we saw the other guys (KJYO [KJ103]) blink at one of our promotions. When we announced our

'1000 Hours Of Winning' contest, they countered with a '15,000 Hours Of Continuous Winning.' None of us were even fazed by their efforts. In fact, we got a chuckle out of their overreaction."

Still, things haven't been easy for KZBS. "KJ103's a good station with a lot of longterm relationships," Pasha said. "We've virtually been shut out of the movie premieres by the major agencies, so we did an end-around run by negotiating directly with the theater owners. In most cases we've had to do the same with the concert promoters. If nothing else, I've learned we have to create our own excitement."

KZBS also remained unflappable during a key staff member's defection. "The first week I was here morning man **Ronnie Rocket** left to do middays at KJ103. Their former

midday personality, **Larry Grant**, is now our morning guy using the name **Ray Ban**. Instead of everyone being down about losing **Rock-et**, they were pumped up that we got rid of someone who wasn't a team player. We actually got the better end of the deal, because Ray has some of the best pipes in the market."

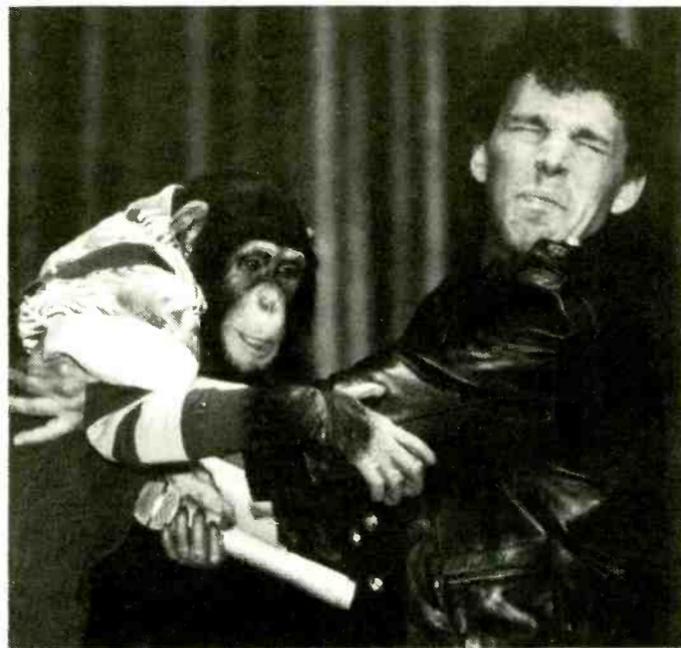
KZBS is consulted by master format strategist and KHYI/Dallas PD **Buzz Bennett**. Pasha commented, "Buzz and I both believe in never acknowledging the competition. Mentioning them only causes listener confusion. Instead, we just find their Achilles heel and drive a spear into it. Now my staff is beginning to see KJ103 shadowing me on music and promotions. Knowing we're bothering them instead of the opposite is making us wild to win."

BITS

• **Rock Returns To Mobile** — Because of an embezzlement scandal, major concert attractions have shied away from Mobile in recent years, opting to go to Pensacola, FL or Biloxi, MS instead. **WABB/Mobile** took steps to end the concert famine, and helped bring **Hall & Oates** to the Stouffer Hotel during the city's Mardi Gras celebra-



tion. The show was a sellout and the crowd got an extra treat when **Eddie Kendrick** and **David Ruffin** dropped in to sing "Get Ready." Thanks to WABB's efforts there is talk of recruiting more major acts to return to Mobile. Now that's community service. Pictured are **Hall & Oates** quenching the city's rock & roll thirst.



MONKEYSHINES — Michael Jackson's chimp **Bubbles** got a good hold on things when **KIIS/L.A.'s Hollywood Hamilton** hosted the first "Rad Pack Tour '89" at **Six Flags Magic Mountain**. This shot was taken just after **Bubbles** slapped a wet one on **Hamilton**.

MOTION

• **KZZP/Phoenix** night rocker **John O'Rourke** is now PD at **WRQN/Toledo** under OM **Steve Mason**

• **WFLY/Albany, NY** MD **Mike Morgan** now Asst. PD at **WMJQ/Buffalo**

Talece Brown joins **Sandy Beach's** morning show at **WMJQ/Buffalo**, where MD **Roger Christian** now does the noon-3pm shift . . . **Jonathan Rush** is doing mornings at **WHTO/Williamsport, PA**, moving from crosstown **WFXX** . . . **Dave Fuller**, most recently overnigher at **WCZY/Detroit**, has landed as night rocker at **WMHE/Toledo** . . . **WHSL/Wilmington, NC's** new PD **Jim Whitmeyer** has changed formats from CHR to AC; the new calls are **WMFD**. MD **Kyle Sommers** and most of the airstaff are out . . . CHR **WZZU/Raleigh** has dropped 94Z as its handle and assumed a rock-oriented CHR stance with the new moniker **U93.9**. This comes on the heels of the arrival of new Station Manager **Steve Brill**, who replaced **Steve Christian**. Contact Christian at (919) 782-11172.

WVFX/Bangor, ME ups **Tom Sawyer** to Asst. MD and names **John Torrey** Promotions Director/midday jock . . . **WANS/Greenville, SC** adds **C.J. Hunter** to do mornings with **Mike Benson** . . . **Mark Allen**, from **WXGT (92X)/Columbus**, replaces **Randy Kenyon** on the night shift at **WLRW/Champaign, IL**. Kenyon is on his way to **WAZY/Lafayette, IN** . . . **Doug Sorenson** from **WBZZ (B94)/Pittsburgh** is now PD at **KATM/Colorado Springs**, replacing **Randy Stewart** . . . **Chris Adams** from **KROC/Rochester** now does swing at **KDWB/Minneapolis**, and **KDWB** weekender **Kevin Peterson** has moved to an Asst. Promotions Director gig at **WABB/Mobile**.

Ron "The Flashman" Dischner has left nights at **WKSE/Buffalo** to become the new PD/morning man at **WTLQ/Wilkes-Barre**. He succeeds **Ben Smith**. Also new to **WTLQ** is MD **Nancy Faye** from **WFXX/Williamsport, PA** . . . **Rick Knighten** from **KNOE/Monroe, LA** is now doing mornings at **WQEN (Q104)/Gadsden, AL**.

WKCI/New Haven has hired **Dale Reeves** to join **Dr. Chris Evans** for mor-

nings. **Reeves** was not only the founder of the **American Comedy Network**, but also did mornings and handled Asst. PD duties at **WKTU/NY** in the early '80s . . . **KYNO/Fresno, CA** PD **Steve Owens** has exited over philosophical differences and has been replaced by **KKLQ/San Diego** MD **John Clay**. Reach Owens at (209) 299-3958 . . . The new PD at **KTRS/Casper, WY** is **Doug Hawkes** from **KDKA/Pittsburgh** . . . **WIBW/Topeka** welcomes new MD **Mary O'Conner**.

KHOP (FM104)/Modesto, CA ups the **Big Kahuna** from overnights to middays and brings in **Gary Williams** for overnights/engineering . . . **Maria Farina** moves from **WMMS/Cleveland** to join **Jim Bosh's** morning show at crosstown **WPHR** . . . **WLOL/Minneapolis** welcomes Programming Asst. **Catherine Cain**, while former **WLOL** Promotions Director **Adam North** has become PD at **WPXR/Davenport, IA** . . . **Butler Yates** has returned to the **KZOU/Little Rock** AM crew after a three-month leave of absence . . . At **WHKI (100KHI)/Ocean City, MD**, **Big Al Patterson** switches shifts with **Slick Rick Kelley**; Kelley now does nights, Patterson overnights . . . **WGH/Nor-**

You can't get enough of

O N E

2

M A N Y



“Downtown” (AM 1272)

the first single from the debut One 2 Many album

m i r r o r

Norwegian trio One 2 Many's fresh, unaffected pop has made them #1 all over Scandinavia. “Downtown,” their first single, is breaking across Europe. Now **One 2 Many** brings their vibrant sound to America.

NEW & ACTIVE

51/29

Including This Week's Adds:

- | | | | | |
|------|--------|------|------|------|
| CKOI | KISN | Q98 | KSND | WJMX |
| KKBQ | WNNK | WINK | KYNO | Q104 |
| KRBE | 100KHI | KTUX | KLUC | WBNQ |
| WNVZ | WYCR | WKZL | KAKS | KWTO |
| WLLO | WBBQ | WGTZ | WJAD | KMOK |
| KROY | KEZB | KKRD | WZKX | |



Produced by John Hudson and Dag Kolsrud
Representation: Catrina Barnes Management Ltd.

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FERNANDO SAUNDERS



CASHMERE DREAMS

FERNANDO SAUNDERS:

What do the following artists all have in common: Lou Reed, Pat Benetar, Jeff Beck, Stevie Winwood, Marianne Faithful, Eric Clapton, Jimmy Page, John McLaughlin, & Toto?

(Answer) They all played with Fernando Saunders...

Now, Fernando Saunders brings his own music to you on his own LP, "Cashmere Dreams"...the first single, "Stallion" is headed to all formats of radio.

GRUDGE RECORDS...
MUSIC WITH AN ATTITUDE!



GRUDGE RECORDS
37 North Broadway, Nyack, NY 10960
914 358-7711 • Distributed by **BMG**
DISTRIBUTION

UC PICTURE PAGE



ALL OR NOTHING! — WLIB/New York personality Gary Byrd (l) rose to the occasion in honor of singer Rene Moore's (r) promotional tour. Joining the duo was Polydor's Northeast Regional Promotional Manager Hilda Williams.



DREAMS COME TRUE — Inter-Urban Broadcasting CEO Thomas Lewis and Wing/Polydor artist Vanessa Williams help celebrate WIZF/Cincinnati's second anniversary.

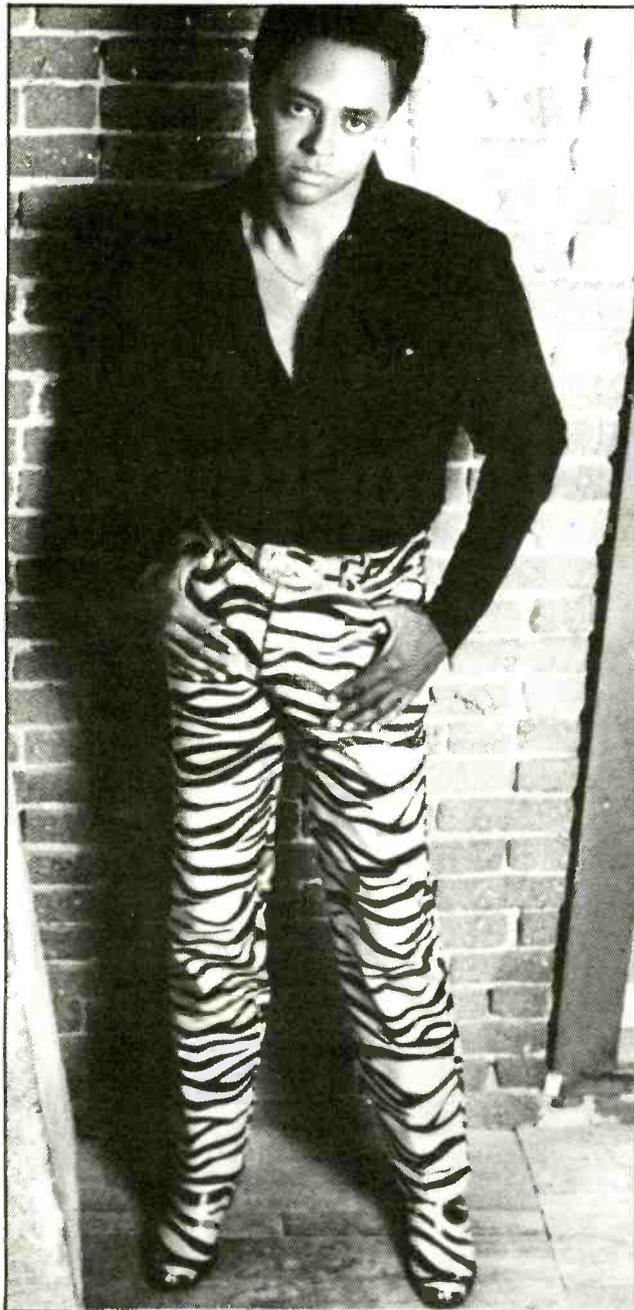


ON THE STRENGTH — Al B. Sure! stopped by WVCO/Columbus to visit afternoon driver Keith Antone. The Urban station gave away nearly 100 tickets to the singer's concert, as well as a grand prize: backstage passes and a meeting with Sure!



TWICE THE LOVE — KDAY/Los Angeles midday personality J.J. Johnson recently welcomed George Benson, who took time out from his promotional tour to stop by the studio.

POLYDOR R&B MUSIC
Where Records Are Made To Be Broken!



René Moore

“Never Say Goodbye To Love”

LAST WEEK:
BREAKERS®

THIS WEEK:

URBAN CONTEMPORARY CHART
Debut 36

78 UC Reporters — 82%
Conversion Factor: +15

PRODUCED BY RENE MOORE
MANAGEMENT & DIRECTION: BARRY GROSS FOR GROSS MANAGEMENT ORGANISATION



Deon Estus

“Heaven Help Me”

#1
BREAKERS®

One Of The
MOST ADDED

Now On 70 UC Reporters — 74%

PRODUCED BY GEORGE MICHAEL
MANAGEMENT/NEGUS-FANCEY, LTD.



PolyGram Records



WALT LOVE

UC

URBAN CONTEMPORARY

THIRD PLACE IN FIRST BOOK

WCKU Fills Format Niche

Nicholasville, Kentucky is a Lexington suburb and home to WCKU (U102). The area's total survey population (per Arbitron) is 791,300 persons 12+, the MSA is 279,200, and the 12+ black population is only 31,100. The market plays host to 13 stations and one penetrating signal from Louisville. Yet U102, a 3kw FM, tied for third place 12+ in the fall '88 ARB. In Birch, which rates the area as a 17-station market with three additional signals coming in, WCKU ranks second 12+.

WCKU VP/GM Bill Laney, one of four owners of station parent Jessamine County Communications, is a 30-year radio vet who previously managed a number of Country-formatted outlets in the area. WCKU PD/MD Tom Holiday has been in the industry 13 years; U102 is his first programming gig.

Finding Format Niche

"Some people in the broadcasting community didn't take us seriously when they heard what our format was going to be," said Holiday. "I've worked in all formats, including Country in this market, but always felt Urban would do well if given a chance and presented properly to the public."

"The first 90 days were very slow. Advertisers said, 'Anybody can get hot once; it sounds good, but let's wait until the books come out.'"

— Bill Laney

"Some people in the broadcasting community didn't take us seriously when they heard what our format was going to be."

— Tom Holiday

Laney said it took two years to obtain the license. During that time, he recalled, "My partners and I said, 'If we get the license, what are we going to do with it?' I know this doesn't sound very scientific or professional, but we called places like Drake-Chenault and asked if there was somebody we could just talk to about what to do with our possible station. That person mentioned Urban. Another friend of ours who used to live here said the same thing. We also contacted a station in Spartanburg, SC that made the switch to Urban in December 1987, and its management was overwhelmed by its success.

"At first we didn't think there were enough black businesses or people to support the format when it came to our advertising bottom

line. But several folks said we were looking at the situation incorrectly — that we had a good enough mixture of whites and blacks to make Urban work, and white businesses would support the format."

"Then we put together some tapes of Urban music and went out on the street, asking people to come inside and listen," continued Laney. "When we asked if they'd listen to a station playing this type of music, most said they would — especially women between the ages of 18-34. That did it for us; we made our decision right then. And we now know it was the right one."

The station was fourth 18-34 (fall '88 ARB) with over a 14 share and

U102 By The Numbers

Arbitron Persons 12+, Fall '88,
Mon-Sun 6am-Mid
WVLC-FM 18.3 (COU) #1
WLAP-FM 11.4 (CHR) #2
WCKU 10.5 (UC) #3
WKQQ 10.5 (AOR) #3

Birch Persons 12+, Fall '88,
Mon-Sun 6am-Mid
WKQQ 18.8 (AOR) #1
WCKU 17.1 (UC) #2
WVLC-FM 14.9 (COU) #3
WLAP-FM 10.8 (CHR) #4

In the fall '88 Arbitron, U102's mornings rated third, middays and afternoons were fourth, and 7pm-midnight — with over a 16 share — made the station number one at nights. Birch showed U102's mornings in second, middays and afternoons third, and 7pm-midnight with over a 30 share good for first place (the nearest competitor had just under a 17 share).

was also fourth 25-54. In Birch it finished number two 18-34 and 25-54.

The station employs three white and four black announcers, plus a black female on weekends. Holiday dayparts rap music and programs oldies to better tap adult demos. For research he uses stores, requests, clubs, station dances, and the trades.

Black Music Underground

Describing U102's programming, Holiday said, "We've definitely filled a programming void. Until we came on the air black music could only be heard on a token



WCKU/Lexington GM Bill Laney gives PD Tom Holiday a birthday cake from U102 staffers.

basis through the CHR's. People in this area used to have other people make them black music tapes, or they would sell tapes of stations in Louisville or Cincinnati that played black music. It was a real underground market.

"We're only a Class A 3kw station going up against established 100,000-watters," Holiday added. "The CHR's play the same songs over and over, taking the position that people have to listen to them. We've had no advertising except bumper stickers. We simply ask our listeners to tell a friend about our radio station if they like what we're doing. We want our listeners to be the stars, along with the artists whose music we play."

UC radio has always been known for its "we're your radio station" approach and appeal, and U102 is

"We've definitely filled a programming void. Until we came on the air black music could only be heard on a token basis through the CHR's."

— Tom Holiday

no exception. Holiday explained, "Members of the black community have been kind enough to embrace us as their radio station. The white community has accepted that, but not in a negative fashion. Our listeners are into the music, how we present ourselves in public, and our promotions — which are mostly dances or record and concert ticket giveaways."

U102 gives community service a small town flavor, according to Holiday. "We believe in people and do things for listeners. For example, if a person is injured in an accident and needs blood, we get on the air and ask people to help. If a family's house burns down or when there's some other tragedy, we're interested in being good neighbors. That's our programming philosophy.

"We believe that being good to our listeners pays off in their being good to us. We put people on the air for their birthdays, anniversaries, or just to request their favorite songs."

Ad Dollar Flow

There are five universities in the Lexington area, and a number of U102's listeners are students. The University of Kentucky lists approximately 27,000 students, while nearby Eastern Kentucky University counts about 20,000.

Laney talked about the market's sports-minded atmosphere — sparked by University of Kentucky basketball — and how it pays off for U102. "We found out the Lady Cats basketball team broadcasts our station over the PA system at their games during halftime. They draw approximately 5600 people per game; the Wild Cats team draws between 15-20,000."

As for advertising, Laney said, "The first 90 days were very slow. Advertisers said, 'Anybody can get hot once; it sounds good, but let's wait until the books come out.' Judging by the crowds we were drawing at personal appearances, we thought we were starting to make an impact. But we couldn't prove it. Only in the past 30 days have the 'biggies' started accepting us: Pepsi, Mountain Dew, Dr. Pepper, and Coke.

"Other new accounts are fast food chains like Hardee's and a local hamburger chain called Ritzy's, and we're looking forward to working with McDonald's. Car dealerships and banks are also coming on board. We just signed with a firm to represent us nationally and hope they'll be able to help us get to the next level of acceptance with national advertisers."

Editor's Note: Since this column was written, the market's WFMI has dropped CHR for Classic Rock as WLFX, leaving WLAP as the area's only CHR.

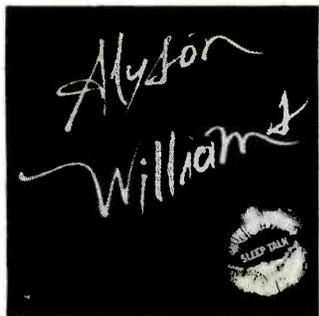
Picture This

Do you ever picture yourself in R&R? Gather your best black & white photos (clear color shots are fine, too) of station promotional events, contests, concert tie-ins, in-studio visits by artists, or local benefits and mail to: Editor **Walt Love**, 1930 Century Park West, Los Angeles, CA 90067.



Midnight Star's Bo Watson, Belinda Lipscomb, and Melvin Gentry chill out with WCKU PD Tom Holiday.

COLUMBIA MEANS RATINGS!!



ALYSON WILLIAMS
"Sleep Talk"
 Urban Contemporary Chart **16**
 85 UC Reporters
 Conversion Factor: +18



PASADENAS
"Tribute"
 URBAN CONTEMPORARY
 CHART **DEBUT** **39**
 81 UC Reporters
 Conversion Factor: +17
 One Of The MOST ADDED



WENDY AND LISA
"Are You My Baby"
 URBAN CONTEMPORARY
 CHART **40-32**
 76 UC Reporters -
 Conversion Factor: +16



JOHNNY KEMP
"Birthday Suit"
 Urban Contemporary Chart **27**
 74 UC Reporters



BLUE MAGIC
"Romeo And Juliet"
 Now On 49 UC Reporters
 -- And Breaker Bound!
 WXYV KRNB WGI
 WDAS WEDR WTLC
 WDJY WYLD KMJM
 WHUR HOT103 KJLH
 KMJQ PWR94



CONSTINA
"Are You Lonely Tonight"
 NOW ON 33 UC REPORTERS
 Including P-1 Play At:
 WDAS WGI XHRM
 KMJQ WBLZ KSOL
 KRNB KMJM
 WYLD KJLH **#5 NEW ARTIST!**

NEW & ACTIVE



PUBLIC ENEMY
**"Black Steel In
 The Hour Of Chaos"**
 JUST RELEASED & ALREADY ON:
 PWR94
 KDAY
 KANM



**NEW KIDS
 ON THE BLOCK**
**"I'll Be Loving
 You (Forever)"**

ON YOUR DESK THIS WEEK!



SLICK RICK
"Children's Story"
**ON YOUR DESK
 THIS WEEK!**



**COLUMBIA RECORDS —
 RADIO'S
 BEST
 FRIEND!**





HARVEY KOJAN

Programming In The Shadow Of The Big Guys

Imagine having a competitor you can't touch. You can't influence the music it plays, you can't affect its sales, and you can't hurt its ratings. Yet it can do all those things to you . . . and more.

If that scenario sounds familiar, it may be because you're adjacent to a much larger market — "in the shadow." Two such stations are KCAL and WDHA. KCAL is a Class A located in Redlands, CA, about 70 miles from Los Angeles in an area known as the "Inland Empire." WDHA is a Class A operating in Dover, NJ, just 25 miles from New York City. Both stations must deal with the fact that their primary competitors come into their markets on a one-way street. WNEW-FM booms into New Jersey; no such luck for WDHA in New York. KLOS easily penetrates the Inland Empire; KCAL can't be heard in L.A.

"We have one-seventh the power of WNEW," notes 'DHA Exec. VP Bob Linder. "They have a better signal than we do in our own market!"

The Commuting Dilemma

KCAL is hindered by 30-40% of its market's residents commuting out of the station's coverage area. "That means anyone who likes rock 'n' roll is forced to turn to an L.A. station at some point on his way to work," explains KCAL Station Manager Jeff Parke. "We can never have that listener exclusivity, and that establishes listening

"The only thing we can do is superserve our local communities in a way the larger city stations can't."

— Bob Linder

habits. It's a problem we'll always be faced with."

In addition to signal limitations, both stations have less money to play with than their big-market competitors. This directly affects budgets for advertising, promotion, and salaries. The latter recently caused problems at 'DHA.

"Salaries became a big issue last year when we were unionized," Linder remembers. "It was a very difficult period for us. Many of our employees felt they should be paid the same salaries as they would get in New York City. That, quite simply, was very unrealistic. We're not a New York station. We're not a 50kw flamethrower on



Bob Linder

top of the Empire State building; we don't get those kind of rates from our advertisers, and we never will. So we hashed that around for a year until we restructured the salaries and came up with something we could all live with."

Advertising on television (other than cable) is not feasible. "There's no local television, and we can't even begin to afford New York TV," Linder says. "It's totally out of the question."

Size Affects Sales

Stations like KCAL and WDHA also lack the visibility and clout of their larger rivals. "You get buyers outside the area who check the ratings, see that a lot of L.A. sta-

AOR

ALBUM ORIENTED ROCK



THE EMPIRE STRIKES BACK — The Inland Empire, that is, which these KCAL staffers are proud to call home; (l-r) Cari Dykes, Sybilla Matzat, overnigher Marcus, MD Kelli Cluque, LSM Glenn Watson, Claudia Smith, Candi Dawe, OM Dana Jang, Tim Anderson, and Station Manager Jeff Parke.

tions get into our market, and don't buy us," Parke notes. "They don't recognize us yet as a major player, and we're not getting what we deserve. We'd be more than happy to do local promotions for these clients, but a lot of times they just make a spot buy and we get lost in the shuffle."



Linder recalls being particularly frustrated a few years ago when Sony introduced its first CD players. "We were the first station to play CDs and wanted to be with what we felt was one of the best companies. But they had it in their minds that they would only deal with a station in a top ten market. Period. And they picked 'NEW. They wouldn't listen to any argument. Quite frequently, New Jersey is not considered. That's the constant battle we face, both with advertising and promotion."

Because 'DHA is in a smaller

market and can be all too easily overlooked, it's imperative that the station foster close ties with key individuals. One such person is influential concert promoter John Scher.

"John has a very informed attitude of what our station can do, and we have an excellent relationship," Linder says. "But it took a lot of work on our part to show him the kind of response we could get, and we do everything we can to make our relationship mutually beneficial. We have to. If someone at a New York station says 'fuck you' to John — as many people in the past have done, I might add (laughs) — he gets really pissed.

"I don't think people out here care about what's going on in the KLOS parking lot."

— Jeff Parke

But in the long run he makes up with them, because he has to. If I said 'fuck you' to John, it would be a cold day in hell before he'd deal with me. So we have to bend over backwards. We're the underdog."



HEY ANDY, WHERE'S YOUR LEATHER? — WDHA PD Andy Dean ventures into Manhattan to discuss fashion with the Georgia Satellites; (l-r) Satellite Rick Richards, Dean, and Satellites Mauro Magellan and Rick Price

Localization The Key

However, despite being outgunned by their competitors, both KCAL and WDHA more than hold their own in the ratings game. How do they do it? No, not volume — localization. As KCAL OM Dana Jang says, "We have to use their obvious advantages to their disadvantage by localizing the station

KCAL 96.7

and targeting the specific geographic area."

"The only thing we can do is superserve our local communities in a way the larger city stations can't," echoes Linder. "We are the 'rock of New Jersey.'"

"I don't think the people out here care about what's going on in the KLOS parking lot," Parke says. "And they're not interested in cruising out to Northridge to go to a KROQ party. They like the local stuff, and that's to our advantage, because our L.A. competitors aren't about to come out here and entertain the local listeners. So we're real visible on the streets. We do promotions and club parties every week."

Part of successfully localizing a station is tapping and exploiting listeners' pride in their communities, something 'DHA has been doing for many years. "There's a very large, growing state pride that started way back in the days when 'Saturday Night Live' used to really roast New Jersey," Linder says. "And we foster that pride. Everything we do is tied in with a positive image for New Jersey. We're always fighting those big, bad guys in the city. We don't specifically put down New York or New York radio, but everything is implied that we are the underdogs fighting for our share of the action."

Local Artists Supported

One of the ways 'DHA brands itself a New Jersey station is by playing a healthy amount of local

Continued on Page 55

O N C E B I T T E N T W I C E S H Y

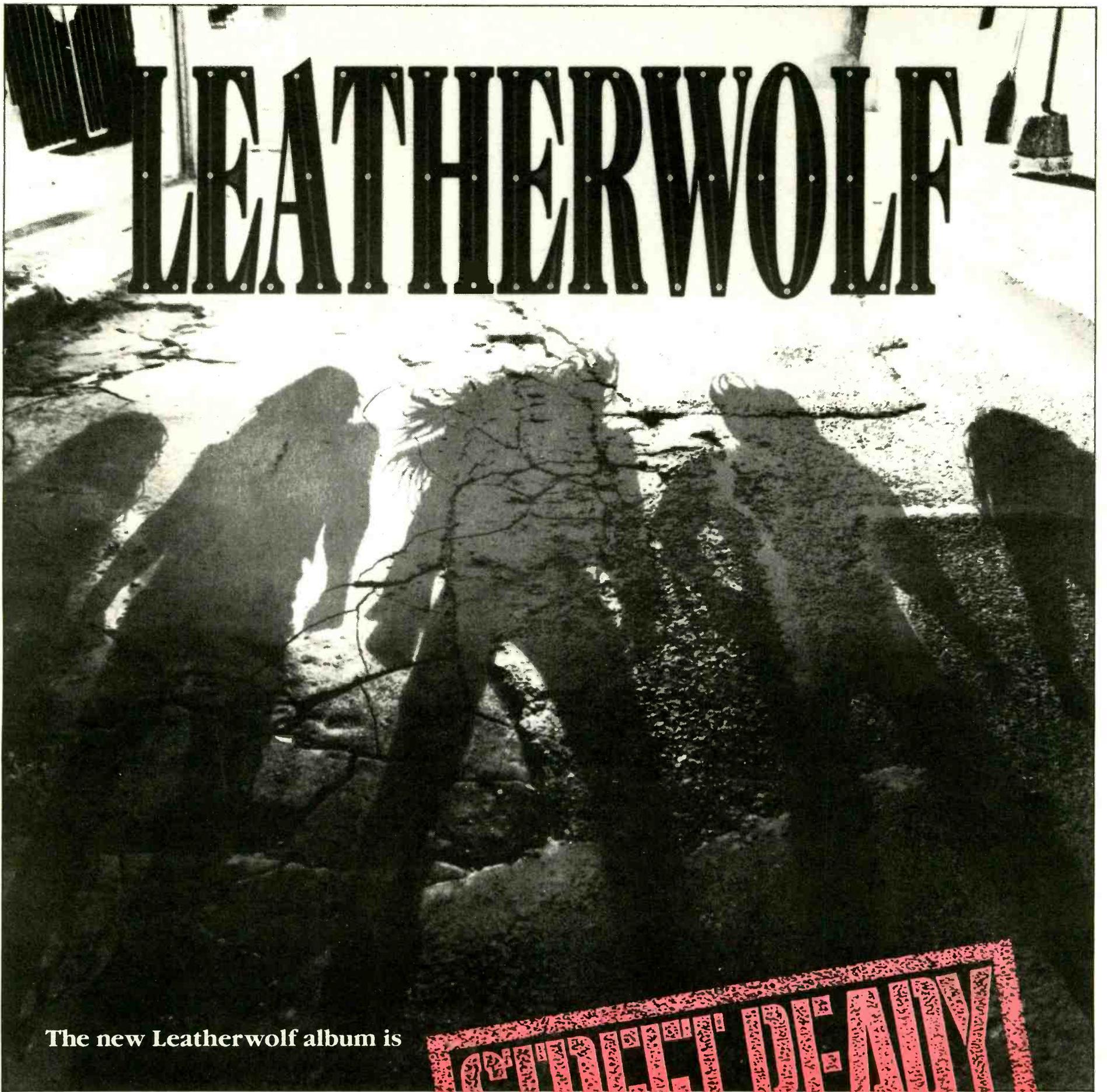
Great White



THE FIRST ROCK RADIO TRACK FROM THE FORTHCOMING ALBUM...TWICE SHY. TAKING A BITE OUT OF YOUR DESK THIS WEEK!
PRODUCED AND ARRANGED BY ALAN NIVEN AND MICHAEL LARDIE. MANAGEMENT: STRAVINSKI BROTHERS



LEATHERWOLF



The new Leatherwolf album is

STREET DEATH

featuring the first 12"

"Hideaway"



On Island Compact Discs, Records and Cassettes

Programming

Continued from Page 52

artists. "We're plugged in quite actively to the local music scene," says 'DHA PD Andy Dean. For example, the fact that *They Might Be Giants* and the *Feelies* are New Jersey bands made us that much more inclined to play them. After all, we bill ourselves as 'New Jersey's best rock.'

The station has a new slogan that directly references the influence of New Jersey bands: "New Jersey rocks the world . . . WDHA rocks New Jersey."

'DHA takes its local music commitment a step further during its weekly "Virgin Vinyl" show with a segment called "Homegrown Spotlight," which features a song from an unsigned local band. The song is then played once in each daypart that week, and several have made their way into regular rotation.

Taking a chance on local music is in keeping with 'DHA's long-standing adventurous musical stance. "We have to provide an alternative to what New York is doing," Linder says. "Fortunately for years we've had a very nice niche by playing a wide variety of material that's simply not featured on the closed, tight playlists — getting tighter as we speak — in New York. We really sound like a breath of fresh air, and it's a joy to be in that position and fill that need."

Dean knows all about tight playlists. He came to 'DHA last year from *WPLJ/New York*, which he describes as "one of the tightest

CHRs in the country. We had a 30-song playlist, and ten of those songs were recurrences. Here, I enjoy being able to put a record I like on the radio without having to wait for national numbers, sales, or a consultant's okay. It's not always that easy in New York City.

"We're able to take more chances because there's not as much at stake. We're only measured once a year by Arbitron. That doesn't mean we can sit back and relax; there's just not as much pressure here. Of course, we wouldn't do what we do unless we were sure it was benefitting us. We're not just out here playing music for ourselves."

"I enjoy being able to put a record on without having to wait for national numbers, sales, or a consultant's okay."

— Andy Dean

Improved Niche

Now that the Legacy era has begun at *WNEW*, with the station slashing its library and playing fewer currents, 'DHA's niche is bigger. "In essence, I don't have to change anything we're doing and we'll still be perceived as being fresher than ever," Dean says.

KCAL also offers an alternative to its main competitor, although the station is not nearly as adventurous as its New Jersey counter-

part. "We're exposing a lot more music than *KLOS*, but I can't put us in the 'DHA category,'" Jang says. "We can't afford to overdo it."

One of *KCAL's* advantages is its veteran, homegrown staff. "They went to school here, and their pride in the area comes out on the air," Parke says. "*KLOS* is really the second choice out here. The listeners definitely have *KLOS* punched in, but they prefer *KCAL*."

With limited budgets, both stations are forced to look beyond giving away mountains of cash or dozens of exotic cars. "Since we can't compete as far as the size of prizes is concerned," Jang says, "we have to try to come up with a little twist on things."

Linder agrees. "Because we don't have the financial resources, creativity is at a premium. We have to come up with some really clever ideas that haven't been tried in the city to get the edge. We can't sit around and copy their ideas. If we're going to get a major buy from either a regional or national advertiser who might be spending that same money in New York, we've got to come up with a better marketing plan."

Open House Enhances Image

Perhaps the ultimate example of localization is the "open house" 'DHA holds every year, when the station stages a concert on its front lawn and invites listeners into the studios. "People are actually in the control room when the jock is on the air," Linder says. "In all the years we've done this we've never had anything stolen. It's something a New York station could never do."

"We work in a house, not in a corporate office building," adds



WHAT TIME IS IT? — It's the Lilac Time, of course: (l-r) Michael Giry, Nick Duffy, and Stephen Duffy hang with *WFNX/Boston's* Neal Robert.

Dean. "All our 'DHA clothing and merchandize is sold right from our studios. We encourage listeners to come by the station whenever possible to pick up items they've won. It's a very warm and approachable place to come to, and the listeners relate to that."

Because so many of the station's potential listeners commute out of the coverage area, *KCAL's* weekend promotions are particularly important. For the same reason, nights also take on added significance. To alert homebound commuters that they've re-entered the station's coverage area, the station is toying with the idea of putting up a freeway billboard welcoming listeners back. But Jang realizes there's only so much he can do. "We can't send them tapes to listen to while they're gone," he says.

Linder must also be pragmatic:

"We can do a great deal in New Jersey, but we're not New York, and whenever we fall under the illusion that we are, that's a problem. Everyone of us has, in the past, wanted more. There's nothing wrong with having high aspirations, but when they get to the point of being unrealistic expectations, you set yourself up for disappointment."

However, it's obvious both *KCAL* and *WDHA* don't have to face disappointment too often. Not only have they learned to live with the inherent limitations of their respective locations — they've thrived under them. As Parke says, "We may live in the shadow, but we know if we work hard and promote ourselves properly, we can really reap the benefits. We can outdo our L.A. competitors. The advantages really do outweigh the disadvantages."

SEGUES

Birch/Scarborough Radio Division Product Manager **Kathy Goodin** has been named Promotion Director at *KSJO/San Jose*; the station's new phone number is (408) 453-5400 . . .

WQBZ/Macon's new Promotion Director is **Steve Kain** . . . *WCCC/Hartford*

midday maven **Bill Schultz** has been named Asst. Production Director at *WGIR/Manchester* . . . **Cory Draper** is new to overnights at *KBER/Salt Lake City* . . . *WCXR/Washington* welcomes **Scott Wilson** to weekends . . . *Z-Rock Houston* affiliate *KKZR* is doing PM drive locally and seeks record service.



AN OFFER HE COULDN'T REFUSE — After five months of what was termed "rock 'n' roll repair," *KISS/San Antonio* legend Joe "The Godfather" Anthony (right) made his triumphant return when he introduced a *Metallica/Queensryche* concert. Joining Anthony backstage were PM driver *Debbie Alcocer* and *Queensryche's* Geoff Tate.

Do You Remember Your
"FIRST LOVE"
MARCHELLO
(Son Of A "Good Rat"!)

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WBAB KLOL KRXQ
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WIVY, WAIV TRADE BARBS

Dogfight In Jacksonville

Jacksonville's AC battle has been a spirited struggle between WIVY (Y103) and WAIV (97 Wave). A new combatant joined the fray two months ago (see sidebar), making matters even more complicated. WIVY PD Bruce Goldsen and WAIV PD Dave Dillon assess the situation.

WIVY: Zero-Talk Sweeps

"From an historical perspective, WAIV has always done well 35-44, and we're much stronger 25-34," states Goldsen. "There have been fewer and fewer differences between WAIV and WIVY because everything we do, WAIV copies.

"We started 'Suggestion Line'; now they're doing 'Idea Phone.' Musically, their adds follow us by two to four weeks. WAIV's been coming right at us with almost identical clocks. When I add oldies, they add oldies. They have an oldies category ranging from Buddy Holly's 'Peggy Sue' to way out there Motown cuts."

One WIVY feature not yet on WAIV is "zero-talk" sweeps. "We do them between 9am-4pm," Goldsen reports. "We play 40-minute sweeps with no talk. The in-office listeners really seem to like it. There's still time to do giveaways and maintain a more-music posture. It remains to be seen whether or not WAIV will start this as well."

Goldsen sees WAIV's morning show as particularly vulnerable. "They're struggling. The two guys who were doing it (Mungo & Hooper) were there a year and left

Ratings Points

While CHR WAPE/Jacksonville is the runaway ratings monster (15.3) in market #52, WAIV and WIVY have been staging a fierce AC battle. BM/EZ WEJZ (formerly AC WLCS) joined the fun as a soft AC January 12.

Over a five-book period, here's how WAIV and WIVY performed 12+. Note each station's yo-yo trend.

	F 87	W 88	Sp 88	Sm 88	88	F 88
WAIV	7.8	6.9	8.7	6.7	7.7	
WIVY	6.7	7.9	6.2	8.5	6.5	

While specific Arbitron 25-54 stats can't be quoted, the following shows which station won the all-important demo race, and shows the size of the leads:

- Fall '87 — WAIV (+3.1)
- Winter '88 — WIVY (+0.3)
- Spring '88 — WAIV (+4.8)
- Summer '88 — WIVY (+3.4)
- Fall '88 — WAIV (+1.3)

Information is based on 12+ and 25-54 Arbitron Monday-Sunday 6am-midnight metro shares for the indicated survey periods.

(for WMYI/Greenville). I think we'll do well in that arena." Dave Scott and John Hancock are WIVY's morning team.

New AC competitor WEJZ (formerly BM/EZ) will compete with WAIV more so than with WIVY, according to Goldsen. "The only place it will pick up anything is 35-54," he predicts. "I don't expect to lose a lot. WAIV is going to be affected, and that's the reason they started running 50-minute music hours."

By virtue of its softer approach, WEJZ stands to gain with in-office listening, but Goldsen remains optimistic. "Over the last year, we've picked up more in-office listening. I'm very happy with what we've done. Our foreground approach will continue to help us."

Goldsen is cautious about projecting spring ratings results. "Every time I say what's going to happen, we end up going from first to fifth or fifth to first. It's hard to

predict. I expect the top 25-54 finishers will be WAPE (CHR), WQIK (Country), and us. There's an uncontested CHR, uncontested UC (WPDQ), two Country stations (WQIK and WCRJ), and three ACs. It's absurd."

WAIV: 'A Dogfight'

"It's been a dogfight between us and WIVY," admits Dillon. "For years, they owned this market and when (WAIV parent) EZ came in, we took it away. We offer a more consistent product. WIVY made mistakes, and we were able to capitalize."

According to Dillon, one WIVY "mistake" was trying to neutralize anything WAIV did. "For a zillion years, WAIV had a lunchtime oldies show. WIVY put on a similar show from 10am-noon and called it the 'original' lunchtime oldies show. WIVY had owned 'ten-in-a-row.' Somewhere along the line, they got greedy and dropped it to

"There have been fewer and fewer differences between WAIV and WIVY because everything we do, WAIV copies."

— Bruce Goldsen

run more spots. We picked it up and ran with it. They came back and called themselves the 'original' ten-in-a-row station. Putting 'original' in front of everything seems to be their answer to every-

Dillon rebuffs Goldsen's claim that WAIV reacted to WIVY. "If you looked up copycat in the dictionary, you'd find WIVY's call letters. WIVY has copied virtually everything we've done. I didn't know that they invented 'Input Line.' We happened to be planning the same thing at the same time. I guess the other stations using it stole it from 'IVY. That's the only thing I can think of that we may have followed them on."

Dillon asserts in most cases that WIVY follows WAIV. "We put jingles on; they put jingles on. We put sweepers on; they put sweepers on. I think Goldsen is wrong; everything we do, they do."

Zero talk is a feature Dillon rejects as "dangerous. Our company had no disc jockeys from 9am-5pm on Hot 105 (WHQT/Miami). It didn't work. This is a competitive battle, but it's nothing like the CHR

WEJZ Flips On The Light

Jacksonville's head-to-head confrontation between WAIV and WIVY became a three-way race when BM/EZ WEJZ (formerly AC WLCS) switched to soft AC earlier this year (1/12).

"We kicked off with a \$5000 giveaway," says WEJZ ("Lite 96.1") PD Ron Foster, the man who also piloted WLCS. "People wrote in the three favorite songs they heard us play, and we had a drawing for the money." The promotion was backed by a healthy television campaign, and in about three weeks, WEJZ received approximately 20,000 responses. Now the station has entered the next phase of its promotional campaign: direct mail targeting in-office listening.

"We're in the developing stages right now and look to add some special programming down the road," Foster explains. Consulted by Mike McVay, the station is doing his version of Format 41. Says Foster, "I'm not exactly sure how we're different from Transtar; we're probably more contemporary." WEJZ's positioning liner is "Soft favorites of yesterday and today."

Foster, who made programming stops in Seattle and Greenville prior to returning to Jacksonville, has observed market format changes. "WAIV is more contemporary in both music and presentation. WIVY was once a hot AC bordering on CHR and now is



Ron Foster

more mainstream AC. At WLCS, we were sandwiched between WAIV and WIVY. Because of the AC changes, there's now a hole for us to do this format."

WEJZ relies heavily on gold with equal '60s, '70s, and '80s samplings and slots only a handful of currents. On average, the station programs less than one current per hour. According to Foster, "Currents are just not an important part of the format right now."

war there. This is children playing compared to that."

'All The Right Moves'

Believing WIVY's PD change and subsequent inconsistency negatively affected it, Dillon says

wrong ones. When the dust settled, we had a 9.2 and they had a 5.2. Our initial impact and their problems allowed us to win faster and bigger."

Regarding WEJZ's format switch, Dillon concedes the station is better positioned than it was when it previously did AC (as WLCS), but it still faces obstacles. "Goldsen and I can fire shots at each other all day, but the bottom line is WAIV and WIVY are established and WEJZ isn't. WAIV and WIVY are certainly more fore-

"If you looked up copycat in the dictionary, you'd find WIVY's call letters."

— Dave Dillon



Dave Dillon

ground in presentation than WEJZ. "Three ACs and one CHR: what's wrong with this picture?" Dillon asks. "I scratch my head and wonder why this is happening."

There's no doubt in Dillon's mind, though, as to who will come out on top in the spring ratings. "We will still be the dominant AC. It's anybody's guess as to how big our advantage will be. We'll keep doing what we can to make the station win."

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Confusing Call Letters

Contributing to Jacksonville's tight AC race is the call letter similarity between main players WAIV and WIVY.

Of the eight total letters from both stations, only the letters "A" (from WAIV) and "Y" (from WIVY) aren't duplicated. Another factor that doesn't help: the market's AOR is WFYV.

As if those problems aren't enough, WAIV PD Dave Dillon points out, "We call ourselves '97 Wave.' If someone writes down 'WAVE' (in the diary), you run the risk of having it come out 'WAPE' (the calls of the market-dominant CHR). Sometimes people get confused as to which station they're listening to. I know we have problems with it, and I'm sure WIVY does too."

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"TALK IT OVER"

Added At Over 40 R&R Adult
Contemporary Radio Stations In Just
Two Weeks!

Radio Response Is Unanimous: This
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Instant Phone Reaction!

When you
**PLAY IT,
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COUNTRY

CRS In Pictures

For those of you who were unable to attend, and for those who attended but are still suffering some memory loss, here's what it was like at the 20th Country Radio Seminar.



CDB SURPRISE — CBS execs surprised Charlie Daniels (front) in the label's suite with a platinum LP for CDB's "Decade Of Hits." Assisting in the presentation are (l-r) Roy Wunsch, Mike Martinovich, Jack Lameier, Bob Montgomery, Joe Casey, and Rich Schwan.



CURB SERVICE — Curb's Dick Whitehouse is flanked by Capitol/Curb acts Marie Osmond and Sawyer Brown's Mark Miller.



ATTABOY, TOM — At its Saturday luncheon, BMI presented CRB Founder Tom McEntee with a plaque commemorating his efforts in making the CRS a reality. Shown are (l-r) BMI's Harry Warner, Eddie Rabbitt, who performed at the lunch; McEntee; and BMI's Roger Sovine.



DEMO DIVA — (L-r) Jack Williams, Kathy Mattea, and Steve Gibson gave CRS attendees a feeling of what a real demo session is like during one of the MIPS panels.



JACKSON FIVE — Shown following the RCA showcase aboard the General Jackson showboat are artists (l-r) Michael Johnson, Clint Black, Lorrie Morgan, J.C. Crowley, and Keith Whitley.



ABOUT THAT JACKET . . . — WAMZ/Louisville PD Coyote Calhoun (l) was at the CRS party trying to talk the Desert Rose Band's Chris Hillman and Herb Pedersen out of their embroidered DRB jackets. Watching are (l-r from center) MCA artist Patty Loveless, KCKC/San Bernardino PD Bob Mitchell, MCA promoter Larry Hughes, and KUZZ/Bakersfield MD Scott Michaels.



ASCAP DOES LUNCH — ASCAP's luncheon for CRS attendees featured entertainment by 16th Avenue's Canyon and CBS's Linda Davis (not pictured). Standing (l-r) are Canyon's Jay Ellis Brown, Randy Russell Rigney, and Johnny Boatright; ASCAP's Connie Bradley; the group's Steve Cooper; WKKQ/Hibbing, MN MD Pam Quinn; Canyon's Randy Keech Rainwater; WLX/Lawrenceburg, TN PD Dan Hollander; and WSIX/Nashville's Gerry House. Kneeling are (l-r) KPLX/Dallas MD Mac Daniels, 16th Avenue promoter Ed Keely, and CRS's Frank Mull.



UNIVERSALLY SPEAKING — WILQ/Williamsport MD Doug Herendeen (bearded) was the universal center of attraction as he chatted with (l-r) Universal promoter Terry Stevens and artists Scott McQuig and Larry, Steve, and Rudy Gatlin.



BEAUTIES AND THE BEASTS — WB's Bob Saporiti (l) and Bruce Adelman revel in Hooter Girl glory at the WB "Sport Night" suite.

Our new Country Countdown has a unique sense about it.

A sense of humor!



The good times roll the weekend of July 8th!

At last, there's a Top 30 Countdown for Country Radio that'll bring a smile to your listeners' faces. That's because we're doing it an all new way. First, we take the weekly Top 30 as reported in *Radio & Records* magazine. Then, we add wacky voices, a zany cast of characters and tons of hilarious bits, plus a host that we guarantee will have your listeners slappin' their knees and holdin' their sides when they're not tappin' their toes and kickin' up their heels. The best bits and the hottest hits, plus the latest interviews and insights with the hottest artists in the country.

Our new Weekly Top 30 is the antidote to the "old" Country Radio Countdown approach. Its fresh, upbeat and out-front sound will wake up your weekend ratings and give your listeners a taste of *today's* country music. It's three hours each

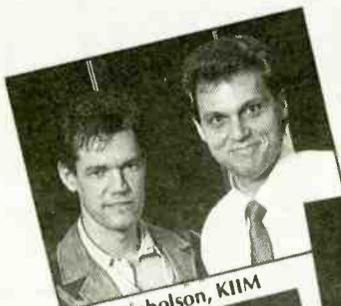
week of the most enjoyable and entertaining radio on either side of the Mason-Dixon line. Available on disc.

Keep watching for more details on the first Country Countdown with a sense of humor. Coming the weekend of July 8th. From James Paul Brown Entertainment. Contact your representative today to ensure exclusivity in your market.

James Paul Brown

ENTERTAINMENT

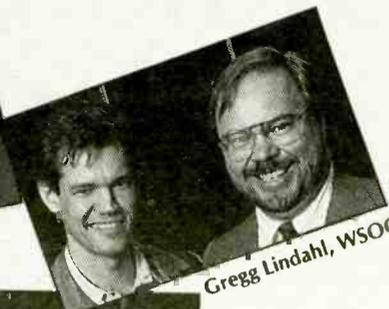
Executive Producer: Dana Miller
Phone: 1-800-345-2354 or 213-390-9671



Dave Nicholson, KIIM



Moon Mullins, Randy Travis and Jeff Pollack



Gregg Lindahl, WSOC



Bruce Sherman, WSM-FM



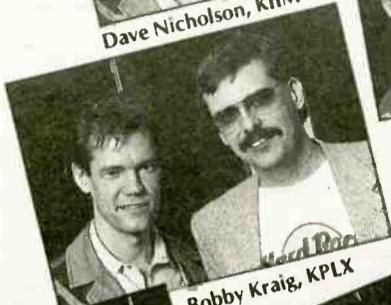
Rick Brown, WLWI



Roy Deutschman, WCAO



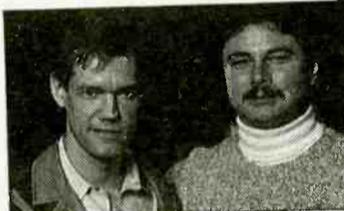
Greg Capogna, WITL



Bobby Kraig, KPLX



Sammy George, WUSY



Greg Mozingo, WLWI



Paul Johnson, WSOC



Jon Reed, WONE



Lee Logan, KSN



Mike Costello, WDAF



Jim Fisher, WKY



Jim Robertson, KICK



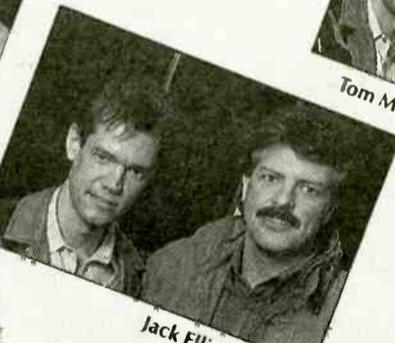
Tom Miller, Roper Organization



Ted Cramer, WSM-AM



Johnny Dark, WCAO



Jack Elliott, WKY



Bob Meyer, WSN AM/FM



Peg Kelly, WYNY



Moon Mullins greets clients and friends

Pollack Media
Nashville's clients
and friends with
Randy Travis during
a special session
March 1st at the
Country Radio
Seminar.

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A DIVISION OF



NASHVILLE THIS WEEK

More CRS Pictures



CRS CLOSER — Few dry eyes were left in the house after Minnie Pearl's CRS-closing remarks. Minnie is flanked by CRS officers (l-r) Charlie Douglas, Bob Saporiti, and Mack Allen.



TALKIN' TO WOLFMAN — A number of artists, including Charlie Daniels, Eddy Raven, the McCarters, and Larry Gatlin, stopped by the TNNR studios to chat with Wolfman Jack. Pictured with Wolfie himself are Shenandoah members (l-r) Stan Thom, Ralph Ezell, and Marty Raybon, Wolfman Jack, and Shenandoah's Mike McGuire.



OH JOHNNY — Lynn Anderson caught up with WCAO/Baltimore PD Johnny Dark at the artist-attendee reception.



MATTEA MEETS MOTOR CITY — Always on the lookout to schmooze those major markets, Kathy Mattea (c) was seen yukking it up with (l-r) WXCI/Detroit's Katy O'Neil, WUSN/Chicago MD Kim Carson, WCXI & WWWW/Detroit OM Barry Mardit, and W4 MD Sharon Foster.



HOW SUITE US WAS — United Stations, with assistance from Gibson guitars, hosted a number of live performances in its Presidential suite throughout the seminar. Larry Gatlin, the Burch Sisters, the Sanders, and Ethel and the Shameless Hussies were just a few of those who entertained the crowds. Shown introducing Skip Ewing (r) is United Stations VP Ed Salamon.

THE BOYS

WHO MAKE THE SHOWS

FROM NASHVILLE



- The Weekly Countdown with a voice your listeners will recognize
- The top 30 and more

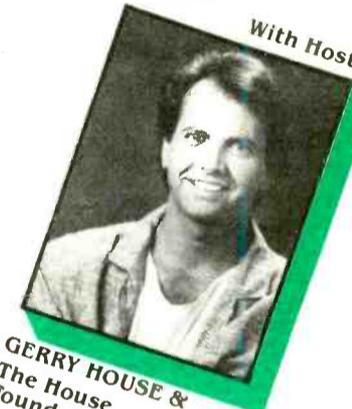


WAYLON JENNINGS & a different co-host each week

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HOUSE PARTY LIVE!

- Non-stop Fun & Music
- Listener Request



GERRY HOUSE & The House Foundation



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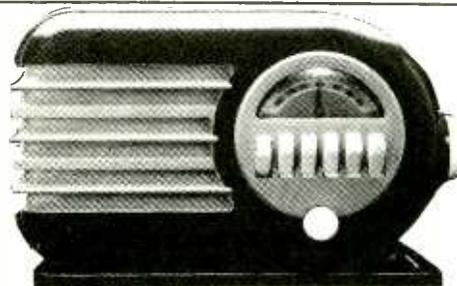
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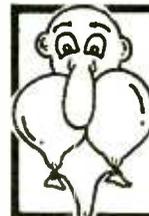
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Morning Drive Personality

For a New FM. Topical, conversational, fun talent will enjoy one of Florida's hottest markets. T&R to Radio & Records, 1930 Century Park West, #411, Los Angeles, CA 90067. EOE

OPENINGS

MIDWEST

WHNN is looking for parttime Air Talent and Promotion Assistant. T&R: Mark Roberts, Box 96, Saginaw, MI 48606. (3/17) EOE

Receptionist sought with excellent phone skills and ability to greet the public. Typing and filing skills required. Resume: Box 2562, Springfield, OH 45501-22562. (3/17) EOE

Dynamic FM outlet seeks aggressive Salesperson. Applicant must have several years' experience. Resume: Box 2562, Springfield, OH 45501-2562. (3/17) EOE

KJCK/Junction City, KS is accepting applications for future on-air openings. T&R: Box 789, Junction City, KS 66441. (3/17) EOE

Northern Michigan CHR seeks someone to lead our News department. Great place to live. T&R: WKPK, Rob Weaver, Box 190, Gaylord, MI 49735. (3/17) EOE

WING-AM seeking fulltime overnight Air Talent. Minimum of three years' experience. Must know and love oldies. T&R: Rob Ellis, PD, 717 E. David Rd., Dayton, OH 45429. (3/17) EOE

WLHT/Grand Rapids seeks parttimers who have potential and know it. Relaxed, enthusiastic delivery. T&R: Program Director, Box 96, Michigan 49501. (3/17) EOE

Air Talent/Copywriter sought for soft AC outlet. Ideal advancement opportunity. T&R: WSWT, Box 3335, Peoria, IL 61614. (3/17) EOE

Full service pro sought for Mornings on WIBA/AM. Salary above average for comparable markets. T&R: Jim Reed, Box 99, Madison, WI. 53701. (3/17) EOE

KAT-FM is currently seeking a fulltime Air Personality. Must have six months experience and high school education. T&R: Susie Wells, Woodward Communications, Box 688, Dubuque, IA 52001. (3/17) EOE

Morning talent or team needed for Columbus, Ohio's Rock Magic 99.7! Great pay in a great market, so what are you waiting for? T&R: Hal Fish, WMGG, 1458 Dublin Rd. 43215. (3/17) EOE

Country KBUF/Garden City, KS is looking for Air Talent for afternoon drive. T&R: Lory Williams, Box 798, Garden City, KS 67846. (3/17) EOE

ASTOR BROADCAST GROUP

The Astor Broadcast Group is seeking exceptional people for every aspect of radio station operations including station management, sales, sales management, programming and on-air. The Astor Group stations are located in the most desirable California location, Orange County/LA, San Diego, and Marin County/SF. Send resume to Susan E. Bice, Executive Vice President, Astor Broadcast Group, 1623 Fifth Avenue, San Rafael, CA 94901. Equal Opportunity Employer.

North Central Illinois

Established FM/AM has opening for **news person.** Join our staff of young professionals. Located 90 miles from Chicago. Good salary/benefits. Resume and tape to J. McCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. EOE

HOW TO MAKE BIG MONEY IN VOICEOVERS!

You'll learn how to make more money in a day than you do in a week! 1-Day seminar in CHICAGO, Sunday April 9. Covers: marketing, technique, demo tapes, character voices, everything you need to do commercials and industrials. For details call/write: (312) 783-3367, Berkley Prods., P.O. Box 6599, New York, NY 10128-991.

93.1 WKLR

CLASSIC OLDIES
Outstanding opportunity for mature, energetic morning News Director. Excellent company, salary and benefits! Rush C&R to: Simon Jeffries, 9292 North Meridian St., Indianapolis, IN 46260. EOE.

OPENINGS

OPENINGS

POSITIONS SOUGHT

POSITIONS SOUGHT

PROGRAM DIRECTOR NEEDED! PREMIER CLASSIC ROCK/HITS IN THE U.S.

WKLH/96FM

CLASSIC HITS

We are flattered that when our industry talks about **Classic Hits and Classic Rock** stations our call letters, **WKLH**, constantly come up. It is a credit to strong programming, and now we're looking for a **new Program Director** to lead the station. This person will have good management and planning skills, be a true leader, an aggressive promoter and a strategist. He/She will also possess strong music and music scheduling skills.

If this sounds like you, contact Steve Goldstein, Executive V.P./Group Program Director, Saga Communications, 254 E. 68th Street, Suite 12E, New York, NY 10021. EOW/MF



WEST

KZZP 104.7 FM

THE NUMBER 1 HIT MUSIC STATION

Rare full-time opening 10p-2a at a legend in Phoenix! Looking for the best! No calls please. T&R: Kevin Ryder, KZZP, P.O. Box 5159, Mesa, AZ 85211. EOE



Morning personality. Strong communication skills. Production expertise, five years' experience. T&R with references: KSGI, Jules Dinoff, Box 819, St. George, UT 84770. (3/17) EOE

Production and on-air relief. Five years' strong skills as communicator. T&R plus references: KSGI, Jules Dinoff, Box 819, St. George, UT 84770. (3/17) EOE

Northwest FM outlet seeks Air Personality. Informative, entertaining. Can you be our 25-44 audience's best friend? T&R: Box 778, Dallas, OR 97338. (3/17) EOE

KYYA-FM has immediate opening for experienced Salesperson. Sales experience preferred. Established company. T&R: Duane Hauge, 1645 Central Ave., Billings, MT 59102. (3/17) EOE

Urban KDIA in San Francisco's Bay Area accepting tapes for full and parttime Air Talent. Production skills mandatory. T&R: Jeff Harrison, 100 Swan Way, Oakland, CA 94621. (3/17) EOE

News Tucson FM seeks Program Director. Experienced creative professional with strong promotional skills. T&R: 2509 N. Campbell #342, Tucson, AZ 85719. (3/17) EOE

Las Vegas Country outlet seeks good pipes and production wiz for shift. Good pay. T&R: KFM, Box 15223, NV 89114. (3/17) EOE

KHTY/Santa Barbara, CA seeks Air Talent for all air shifts including morning drive for this coastal CHR. T&R: Jim Crowe, 1330 Cacique St., 93103. (3/17) EOE

KCAL 96.7

AOR in growing group seeks experienced news person to join morning team. Ability to interact and present lifestyle news required. Send news writing samples, news philosophy, cassette tape and resume to:

Dana Jang
Operations Manager
KCAL-FM
525 New Jersey Suite A
Redlands, CA 92373

EOE NO CALLS PLEASE

KNVR 96.7 fm

KNVR 96.7 FM Hot Adult Contemporary radio station in Chico CA is looking for a **Program Director/On-Air Talent** with excellent production skills, self motivated and aggressive. Call now (916) 895-1197 to arrange an interview.

STATION CLEARANCE

L.A.-based syndicator needs experienced station clearance person. Must have proven track record in CHR and News/Talk. Could be based in NYC. Send resume and salary history to Radio & Records, 1930 Century Park West, #410, Los Angeles, CA 90067. EOE

MORNING DRIVE IN LAS VEGAS

KJUL is looking for the right person for it's morning show. Minimum 5 years experience. We're looking for someone who can execute a soft A/C format. You'll have to be a **LITTLE HUMOROUS, INFORMATIVE and WARM.** C&R to Ron Ferris, KJUL FM, 2880 E. Flamingo — STE. E., Las Vegas, Nevada 89121. No Calls Please. EOE.

HOT A/C, PERSONALITY PROGRAM DIRECTOR

GREAT Sunbelt market seeking aggressive PD who can lead by example. You MUST have "THE EYE OF THE TIGER" . . . excellent management skills, knowledge of research, music computers, promotions and able to pull an air shift. Top Dollar for the right person who is looking to make a move to the top in his/her career. Send C&R IMMEDIATELY to: **ADULT CONTEMPORARY CONCEPTS**, P.O. Box 796275, Dallas, Texas, 75379-6275 EOE/MF.

MORNING DRIVER NEEDED for competitive small market CHR in Northwest. Be irreverent. Must be a team player, work phones, sound adults, strong production, appearances, solid company — T&R to Radio & Records, 1930 Century Park West, #403, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Experienced AT of four years' seeking fulltime shift in West or Southeast. AOR/CHR/AC. No more sweeping floors! GREG: (609) 795-7509. (3/17)

Seven years' experience as Announcer with production and news skills. Central Illinois preferred. DAVE: (217) 428-2570. (3/17)

HELPI I haven't been warm since they put out Yellowstone! Pro attitude, editing, pipes, looks, multi-track. AOR/CHR anywhere warm. DAVER: (307) 721-2016. (3/17)

ATTENTION WESTERN PA AND OHIO

Air Personality with AP awards for PBP is available. Experience includes AC/CHR airshifts and full-time sports. Prefer sports or dj/sports combo, but will consider airshift alone. Call 412-652-1553.

How's your Promotion Department? If you're interested in community involvement and fresh ideas, let's talk. Call (305) 584-5363. (3/17)

Morning teamster/PD looking for fresh AOR/CR today! Ten years' experience. Will gladly do overnights at right station. DAVE: (816) 665-3460. (3/17)

Excellent pipes looking to expand. I do airwork, production, but I don't do windows. Currently in Midwest. Answering machine is on! MARV: (414) 921-2980. (3/17)

MORNINGS AND ME

Morning producer seeks hot show but won't settle for #2! Let the Doctor move you into the '90s with my handsome smile! We'll set the standard! Call Doc at 303-595-8350. CALL NOW!

Position sought as a PBP/Sports Anchor. Willing to relocate. Salary negotiable. KEN: (703) 430-8397. (3/17)

Added credibility can cost so little! Meteorologist with AMS/NWA seals ready to help. Forecasts via telephone. Questions? TOM: (305) 386-8705. (3/17)

Three years as Afternoon/Evening man. Prefer AM outlet in midday slot. Northeast and Northwest localities please. A mature hard worker. JOHN: (717) 648-4328. (3/17)

I want to work! Station went satellite! Looking for Midwest CHR/AC/AOR in any market size. Interested in community and station activity. GREG: (414) 235-4501. (3/17)

Nine year vet ready for first PD gig in South or Southeast. CHR flame-throwin' winner only. Experience in top 75 market. Let's get serious. CALL: (904) 257-3834. (3/17)

Morning specialist in search of medium market AC. Willing to be number one. Canadian offers or someplace special. MARK TAYLOR: (519) 537-3582. (3/17)

WACKY CHICANERY FOR SALE!

Put Dave-o to work on your mornings! Watch the numbers go "Boinnngggg!" Milwaukee, Louisville & Bakersfield have heard it; your next! Call for tape!

Dave Thompson (317) 297-1639

Rock n' roll artist. Your canvas or mine. Experienced team player, proven MD with PD abilities. Seeking AOR shift, preferably West. (806) 359-3918. (3/17)

Talk Radio: Fresh, experienced "undiscovered" host for progressive show/station. Want a stale cliché, look elsewhere. Want a winner? . . . C.J. (619) 441-1258. (3/17)

Hot, young AT with P1 experience seeks fulltime CHR. Willing to relocate. PD's, you say it, I'll do it. RANDY: (916) 784-6393. (3/17)

Area's around Detroit/Toledo. Give me a call. Experienced in traffic, on-air and promotions. You won't be sorry. GINGER: (313) 856-5752. (3/17)

Morning man. 21 years' of know how seeks medium market mornings or PD duties. Any format. Canadian offers only. MARK TAYLOR: (519) 537-3582. (3/17)

***** BOB BOLTON *****

My 29-year career includes on-air, programming and management success in Atlanta, Baltimore, Cleveland, Houston, Miami & 5 sunbelt medium-markets. I'm still searching for a better future! Call: (205) 626-7875.

People oriented manager with big voice and nine years' experience in medium markets. To program your Country FM and be highly community oriented. JOHN: (912) 368-2000. (3/17)

Over seven years' experience on-air and programming in small and medium markets. Currently working weekends in Houston. DADE MOORE: (713) 847-1601. (3/17)

Attention medium/large AOR's. Talent with PD/MD experience and computer, research and promotion knowledge with great references. Serious replies only. LEE: (918) 834-6199. (3/17)

Album-oriented AC Program Director with ten years' experience looking to make your station number one. JIM: (912) 729-2685. (3/17)

I've done the impossible. Energetic AT looking to keep his sanity. ED: (802) 524-6294. (3/17)

Topical, funny, relatable CHR morning entertainer with six years' experience seeks to move up to a medium market challenge in the Midwest. BRIAN: (309) 837-2607. (3/17)

Looking for AC format. Experience in medium and major markets and programming experience in good small market. Great set of pipes. RANDY GITTELMAN: (314) 434-8897. (3/17)

Hot, 21 year old, up and coming morning personality. Five years' experience. Voices, bits, great production. JIM: (216) 256-1837. (3/17)

15 year broadcast vet seeking major or medium market. GM/GSM/NSM/LSM position. Jennings trained, CRMC. Have the experience, need the break. (216) 661-6194. (3/17)

Social life? Who needs it? I love nights! Four year MD/AT ready to fill your Midwest CHR/AOR slot. CHRIS: (507)433-5565. (3/17)

Program Director: Veteran, winner, professional, on-air or off, leader, creative, guaranteed results. CHR only. Great references. (205) 246-4431 after 10am C.S.T. (3/17)

SUPER TALENTED TALK HOST

For interesting, informative, topical, fun, controversial adult talk! Superb 1982-88 history at WGR/Buffalo. News background. Fly me in, try me! TOM BAUERLE, (716) 833-2451.

Experienced Air Talent, will relocate. JOHN: (214) 342-6185. (3/17)

Ohio Announcer: Like a good used car, a reliable work vehicle. Air conditioned with power. No tire kickers please. (216) 253-6254. (3/17)

Attractive, married white male, looking to divorce three years' of nights in Denver, CO. Mornings? Afternoons? Let's have a honeymoon. KEVIN: (303) 431-0814. (3/17)

A station astrologer? Talk shows, AM bits, ten years' in broadcasting plus Cornell and Syracuse degrees. CASSANDRA JOAN: (716) 873-0669. (3/17)

15 YRS LARGE MARKET EXPERIENCE

in Talk, Music, Nws & Sprts . . . Political "Flaming Arch-Moderate" w/ethical outlook, does voices & has written satire professionally . . . Perfect 1st/2nd Banana for Maj/Lrg mkt Talk/Fullsrvt/non-Music Intnsv. I believe a station can sizzle creatively without "POWER", "HOT" or "10-INAROW" in its name. Charlie (209) 439-6229.

Funny, concise, one-to-one. Top 100 Country or AC PD's call ART: (618) 397-2521. (3/17)

PD/MD/AT. Nine years' experience, seeking long term employment. AC or Country preferred. All markets. ROB: (405) 225-4205. (3/17)

Talk Show opening? Relax. Try me! Great history at Buffalo's WGR. Experienced, interesting, fun. TOM BAUERLE: (716) 833-2451. (3/17)

Central or Southern Florida, I'm ready. I currently host a talk show in Houston and interested in same or PD/Promotions slot. (713) 875-3009. (3/17)

Five-year Adult Communicator/musicologist with ratings success ready to make your AC/Gold station winner. ROB: (312) 577-5771. (3/17)

Major metro morning team seeks Florida AOR/CHR rocker. Strictly personality. BOB & GARY: (601) 286-5953. (3/17)

Upbeat, cheerful, female announcer seeks fulltime position. Hard-working, witty, creative and charming. Production and references. MICHELLE: (718)641-6944. (3/17)

Six year vet and only 191 Top 50 market experience in AC/CHR/Oldies. Great pipes. Will relocate. J. MICHAEL: (419) 756-5673. (3/17)

25 years on-air and "fresher than ever." Gold, pre-disco Top 40 only for this PD/OM. ALAN SWAN: (609) 829-1770. (3/17)

MISCELLANEOUS

KJBX/Lubbock, TX. seeks record service from all labels. Send: Dane O'Connor, Box 5801, 79408. (806) 745-5800. (3/17)

R&R Opportunities Display Advertising

Display: \$55 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$65 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date. Address all ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.



NATIONAL AIRPLAY

3	2			MARCH 17, 1989		Total	Heavy	Medium	Light
WKS	WKS	LW	TW			Reports/Adds			
10	4	3	1	1	KEITH WHITLEY/I'm No Stranger To The Rain (RCA)	176/0	164	11	1
6	2	1	2	2	GEORGE STRAIT/Baby's Gotten Good At Goodbye (MCA)	172/0	158	10	4
12	5	4	3	3	MICHAEL MARTIN MURPHEY/From The Word Go (WB)	174/0	149	21	4
13	8	5	4	4	NITTY GRITTY DIRT BAND/Down That Road Tonight (WB)	171/0	128	31	12
15	10	6	5	5	VERN GOSDIN/Who You Gonna Blame It On This Time (Columbia)	172/1	115	48	9
18	12	9	6	6	BELLAMY BROTHERS/Big Love (MCA/Curb)	170/1	108	53	9
14	9	7	7	7	GEORGE JONES/I'm A One Woman Man (Epic)	157/3	108	36	13
24	17	13	8	8	SHENANDOAH/The Church On Cumberland Road (Columbia)	177/2	74	93	10
17	14	11	9	9	EMMYLOU HARRIS/Heartbreak Hill (Reprise)	165/2	93	58	14
19	15	12	10	10	DON WILLIAMS/Old Coyote Town (Capitol)	168/1	80	83	5
3	1	2	11	11	REBA McENTIRE/New Fool At An Old Game (MCA)	148/0	110	27	11
22	18	15	12	12	BILLY JOE ROYAL/Tell It Like It Is (Atlantic America)	172/3	58	95	19
20	16	14	13	13	HANK WILLIAMS JR. with HANK WILLIAMS SR./There's A Tear In My Beer (WB/Curb)	164/3	69	69	26
27	20	17	14	14	K.T. OSLIN/Hey Bobby (RCA)	171/1	46	112	13
26	21	18	15	15	ROY ORBISON/You Got It (Virgin)	164/4	48	94	22
25	22	19	16	16	FOSTER & LLOYD/Fair Shake (RCA)	164/5	43	98	23
38	31	21	17	17	JUDDS/Young Love (Curb/RCA)	174/6	16	134	24
32	25	20	18	18	HIGHWAY 101/Setting Me Up (WB)	170/2	24	116	30
—	32	25	19	19	RANDY TRAVIS/Is It Still Over (WB)	176/9	16	117	43
—	37	31	20	20	ALABAMA/If I Had You (RCA)	175/19	10	100	65
29	26	22	21	21	LACY J. DALTON/The Heart (Universal)	153/6	24	98	31
31	27	23	22	22	LEE GREENWOOD/I'll Be Lovin' You (MCA)	154/6	23	99	32
33	28	24	23	23	PATTY LOVELESS/Don't Toss Us Away (MCA)	160/7	24	105	31
34	30	26	24	24	BAILLIE & THE BOYS/She Deserves You (RCA)	165/6	16	108	41
41	33	27	25	25	RESTLESS HEART/Big Dreams In A Small Town (RCA)	172/11	7	108	57
1	3	8	26	26	RICKY VAN SHELTON/From A Jack To A King (Columbia)	114/0	55	44	15
45	34	29	27	27	RODNEY CROWELL/After All This Time (Columbia)	171/11	7	98	66
2	6	16	28	28	RONNIE MILSAP/Don't You Ever Get Tired... (RCA)	97/0	41	35	21
40	35	32	29	29	BARBARA MANDRELL/My Train Of Thought (Capitol)	146/16	11	76	59
9	7	10	30	30	T. GRAHAM BROWN/Come As You Were (Capitol)	94/0	39	39	16
46	38	34	31	31	FORESTER SISTERS/Love Will (WB)	145/22	4	66	75
—	46	38	32	32	STEVE WARINER/Where Did I Go Wrong (MCA)	145/32	2	56	87
—	44	39	33	33	CLINT BLACK/Better Man (RCA)	129/22	3	55	71
—	48	40	34	34	DWIGHT YOAKAM/I Got You (Reprise)	132/26	1	54	77
4	13	30	35	35	CONWAY TWITTY/I Wish I Was Still In Your Dreams (MCA)	62/0	23	23	16
BREAKER	49	43	37	36	SKIP EWING/The Gospel According To Luke (MCA)	111/30	2	34	75
49	43	37	37	37	STATLER BROTHERS/Moon, Pretty Moon (Mercury)	99/7	3	47	49
BREAKER	—	—	—	38	LIONEL CARTWRIGHT/Like Father Like Son (MCA)	113/22	3	35	75
5	11	28	39	39	SOUTHERN PACIFIC/Honey I Dare You (WB)	63/0	17	26	20
—	49	45	40	40	MASON DIXON/Exception To The Rule (Capitol)	85/8	7	33	45
—	50	46	41	41	LONESOME STRANGERS/Goodbye Lonesome, Hello Baby Doll (Hightone)	96/15	1	25	70
DEBUT	—	—	42	42	EARL THOMAS CONLEY/Love Outloud (RCA)	96/42	1	23	72
—	—	49	43	43	MOE BANDY/Many Mansions (Curb)	89/21	1	26	62
DEBUT	—	—	44	44	DESERT ROSE BAND/She Don't Love Nobody (MCA/Curb)	92/41	2	15	75
7	24	35	45	45	EDDY RAVEN/Til You Cry (RCA)	41/0	7	23	11
DEBUT	—	—	46	46	SHOOTERS/If I Ever Go Crazy (Epic)	81/20	1	18	62
DEBUT	—	—	47	47	DAN SEALS/They Rage On (Capitol)	78/42	2	14	62
—	—	48	48	48	JOHNNY CASH/Ballad Of A Teenage Queen (Mercury)	65/4	0	19	46
DEBUT	—	—	49	49	ROSANNE CASH/I Don't Want To Spoil The Party (Columbia)	66/51	1	11	54
8	23	36	50	50	SWEETHEARTS OF THE RODEO/I Feel Fine (Columbia)	43/0	6	24	13

MOST ADDED

- ROSANNE CASH (51)
- EARL THOMAS CONLEY (42)
- DAN SEALS (42)
- DESERT ROSE BAND (41)
- LARRY BOONE (35)
- STEVE WARINER (32)
- SKIP EWING (30)
- GENE WATSON (26)
- DWIGHT YOAKAM (26)
- TANYA TUCKER (25)

HOTTEST

- GEORGE STRAIT (121)
- KEITH WHITLEY (99)
- REBA McENTIRE (67)
- MICHAEL MARTIN MURPHEY (54)
- HANK WILLIAMS JR. (54)
- GEORGE JONES (47)
- VERN GOSDIN (41)
- NITTY GRITTY DIRT BAND (40)
- K.T. OSLIN (24)
- SHENANDOAH (23)

NEW ARTISTS

Reports/Adds

- L. STRANGERS/Goodbye. (Hightone) .96/15
- MASON DIXON/Exception... (Cap.) .85/8
- JONI HARMS/I Need A Wife (Universal) .37/11
- SUZY BOGGUSS/Somewhere... (Cap.) .30/6
- MARCY BROS./Threads Of Gold (WB) .25/1
- JAMES HOUSE/Don't Quit Me... (MCA) .24/12
- RUSSELL SMITH/I Wonder What... (Col.) .23/10
- GARTH BROOKS/Much Too Young... (Cap.) .18/9
- J. EDWARDS/It's The... (MCA/Curb) .18/7
- CHRIS AUSTIN/Blues Stay Away... (WB) .9/6

New artists have not yet had a Country Breaker or concurrent airplay from 60% of reporting stations.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

LIONEL CARTWRIGHT

Like Father Like Son (MCA)

On 63% of reporting stations. Rotations: Heavy 3, Medium 35, Light 75, Total Adds 22 including WVAM, WTCR, WAJR, WXKX, WPOR, WYKR, WKLO, WTNV, WAMZ, WLWI, WSIX, WSM, WQYK, WIRK, KFKF, WITL, KZKX, WFMB, KWOX, KNCQ. Moves 47-43-38 on the Country chart.

SKIP EWING

The Gospel According To Luke (MCA)

On 62% of reporting stations. Rotations: Heavy 2, Medium 34, Light 75, Total Adds 30 including WHWK, WZPR, WBEE, CHOW, WWVA, WYNK, WLVK, WKLO, WYYD, WUSQ, WBVE, WITL, WXCL, WWJO, KZSN, KKCS, KUGN, KNIX, KKAT, KCKC. Moves 44-36 on the Country chart.



Shenandoah

"The Church On Cumberland Road"

(38-68550)

R&R 8 BB 13 Gavin 9

Everybody's Heading To The Church On Cumberland Road!

Columbia



NEW & ACTIVE

STATLER BROTHERS "Moon, Pretty Moon" (Mercury) 99/7

Rotations: Heavy 3, Medium 47, Light 49, Total Adds 7, WHWK, WOKQ, WLWI, WONE, KJYJ, WGEE, KMIX. Heavy: WICO, KCKC, KDRK. Medium including WVAM, WQCB, WTCR, WZPR, KKYX, WQYK, KBMR, WBVE, KRKT, KASH, KFRE, KUPL. Moves 43-37-37 on the Country chart.

EARL THOMAS CONLEY "Love Outloud" (RCA) 96/42

Rotations: Heavy 1, Medium 23, Light 72, Total Adds 42 including WYRK, WDSY, WPOP, WKHX, KASE, KWMT, WXCL, KASH, KUZZ, KUUY. Heavy: KMIX. Medium including KEAN, WKAK, KMML, WLKV, WSOC, WCMS, WKNN, KBMR, KFKF, KXXY, WOW, KRKT, KDRK. Debuts at number 42 on the Country chart.

LONESOME STRANGERS "Goodbye Lonesome, Hello Baby Ool" (Hightone) 96/15

Rotations: Heavy 1, Medium 25, Light 70, Total Adds 15, WQCB, WAYZ, WORC, WESC, WTNV, WAMZ, KRMD, WTQR, WTSD, WXCL, WFMB, KZSN, KKCS, KSOP, KEEN. Heavy: KDRK. Medium including WAJR, WXXX, KEAN, KBMR, WTCM, KASH, KGHL. Moves 50-46-41 on the Country chart.

DESERT ROSE BAND "She Don't Love Nobody" (MCA/Curb) 92/41

Rotations: Heavy 2, Medium 15, Light 75, Total Adds 41 including WVAM, WCAO, WPOC, WXTU, WKAK, KJNE, WIRK, WGAR-FM, WYNG, WTCM, KRST, KYGO, KUGN, KPMP, KRPM. Heavy including KMIX. Medium including WQCB, KEAN, WTVY, WOW, KFDI, KRKT, KALF. Debuts at number 44 on the Country chart.

MOE BANDY "Many Mansions" (Curb) 89/21

Rotations: Heavy 1, Medium 26, Light 62, Total Adds 21 including WVAM, WTCR, WBEE, KHEY, KYKX, WAMZ, WKSJ, WKKQ, KZSN, KUZZ, KFRE, KMIX, KWHT. Heavy: WDAF. Medium including WICO, CHOW, WKLO, WTVY, WSLR, KBMR, WOW, KTTS, KRKT, KDRK. Moves 49-43 on the Country chart.

MASON DIXON "Exception To The Rule" (Capitol) 85/8

Rotations: Heavy 7, Medium 33, Light 45, Total Adds 8, WUSY, WTNV, WAMZ, WQYK, WBVE, WGAR-FM, WWJO, KGHL. Heavy: WYYD, KFGO, KCJB, KWGX, KRKT, KEKB, KDRK. Medium: WVAM, WCAO, KEAN, KPLX, KZSN. Moves 49-45-40 on the Country chart.

SHOOTERS "If I Ever Go Crazy" (Epic) 81/20

Rotations: Heavy 1, Medium 18, Light 62, Total Adds 20, WICO, WLKV, KHEY, WESC, WGXX, WLWI, WCMS, WWKA, WOWW, KWMT, KFKF, WHOK, KZKX, WOW, WXCL, WWJO, KRKT, KUZZ, KWJJ, KKAT. Debuts at number 46 on the Country chart.

DAN SEALS "They Rage On" (Capitol) 78/42

Rotations: Heavy 2, Medium 14, Light 62, Total Adds 42 including WPOC, WQCB, WSNO, WAJR, WYNG, WXBO, WEZL, WTNV, KNFM, WSIX, WYYD, KJNE, WAXX, KFGO, KFKF, KCJB, WTHI, KFDI, KUZZ, KEKB, KNIX. Debuts at number 47 on the Country chart.

ROSANNE CASH "I Don't Want To Spoil The Party" (Columbia) 66/51

Rotations: Heavy 1, Medium 11, Light 54, Total Adds 51 including WCAO, WYRK, WAYZ, WRKZ, WDSY, WKHX, WLKV, WSOC, WUSY, KKIX, WIVK, WDXE, WAMZ, WOKK, WCMS, WOWW, KJNE, KFGO, KCJB, WOW, KTTS, K102, KSON. Debuts at number 49 on the Country chart.

JOHNNY CASH "Ballad Of A Teenage Queen" (Mercury) 65/4

Rotations: Heavy 0, Medium 19, Light 46, Total Adds 4, WESC, WUSO, WXCL, WKCO. Medium: WVAM, WWVA, WKLO, KIKK, WPAP, WOWW, WWWW, WGEE, WDAF, KCJB, WTHI, WTCM, KFDI, KUZZ, KGHL, KVOC, KLZ, KTOM, KDRK. Moves 48-48 on the Country chart.

GENE WATSON "Back In The Fire" (WB) 59/26

Rotations: Heavy 0, Medium 8, Light 51, Total Adds 26 including WDSY, WWVA, WLKV, WUSY, WIVK, WAMZ, WKSJ, WSIX, WPAP, KKYX, KCJB, KTTS, KIK-FM, KGHL, KIZN, KWHT, KNIX, KWJJ, KRPM, KDRK.

SAWYER BROWN "Old Pair Of Shoes" (Capitol/Curb) 54/1

Rotations: Heavy 1, Medium 16, Light 37, Total Adds 1, WPOP. Heavy: KRKT. Medium: WSNO, KRRV, KMML, WEZL, WIVK, WKYQ, WKNN, WDAF, KCJB, KTTS, WTCM, KIK-FM, KUZZ, KVOC, KALF, KDRK. Light: KFGO, WOW.

SIGNIFICANT ACTION

TAMMY WYNETTE "Next To You" (Epic) 42/2

Rotations: Heavy 1, Medium 12, Light 29, Total Adds 2, KIZN, KUUY. Heavy: WKAK. Medium: KRRV, WEZL, WSOC, WFLS, WPAP, KFGO, KCJB, KTTS, WTCM, KVOO, KALF, KDRK. Light: WCAO, KMML, WLKV, KHEY, WCMS, WOW.

CHARLEY PRIDE "White Houses" (16th Avenue/Capitol) 41/5

Rotations: Heavy 0, Medium 14, Light 27, Total Adds 5, WQBE, KHEY, WKKQ, KTTS, KUUY. Medium: WCAO, WICO, KASE, WEZL, WLKV, KIKK, WCMS, KFGO, KCJB, KWGX, KVOC, KEKB, KTOM. Light: KEAN, WTVY.

LARRY BOONE "Wine Me Up" (Mercury) 40/35

Rotations: Heavy 0, Medium 4, Light 36, Total Adds 35 including WCAO, WQBE, WAYZ, WICO, WWVA, KEAN, KRRV, KASE, KPLX, KHEY, WFLS, WCMS, WYYD, KAJA, WAXX, WDAF, WOW, WXCL, WTCM, KFDI. Light: KKIX, WOKK, WOWW, KBMR, KRWO.

GAIL DAVIES "Waiting Here For You" (MCA) 40/9

Rotations: Heavy 0, Medium 10, Light 30, Total Adds 9, KRRV, WXBO, WHOK, WTHI, KIK-FM, KIZN, KVOC, KEKB, KDRK. Medium: WICO, WTVY, WCMS, WTQR, WOW, KTTS, KFDI, KRKT, KALF. Light: KVOO, KMIX.

JONI HARMS "I Need A Wife" (Universal) 37/11

Rotations: Heavy 0, Medium 11, Light 26, Total Adds 11, KHEY, KKYX, WKKQ, KWMT, KTPK, KIZN, KUUY, KUGN, KEKB, KMIX, KDRK. Medium: WQCB, KFGO, WDAF, KFDI, KWGX, KRKT, KASH, KALF, KRWO, KWJJ.

TANYA TUCKER "Call On Me" (Capitol) 31/25

Rotations: Heavy 0, Medium 3, Light 28, Total Adds 25, WBEE, WWVA, KEAN, WKAK, KMML, WLKV, WTVY, KKIX, WIVK, WAMZ, WOKK, WUSO, WMUS, WTCM, KVOO, KZSN, KWGX, KRST, KUZZ, KGHL, KIZN, KWJJ, KCCY, KCKC, KZSN.

SUZY BOGGUSS "Somewhere Between" (Capitol) 30/6

Rotations: Heavy 1, Medium 7, Light 22, Total Adds 6, WTQR, KWMT, WXCL, KTTS, KVOO, KRWO. Heavy: WOKK. Medium: WLKV, WTVY, WIVK, WCMS, KFDI, KEKB, KDRK. Light: WICO, KMML, WDXE, KFGO, KCJB, WOW.

LARRY GATLIN & THE GATLIN BROTHERS "When She Holds Me" (Universal) 30/3

Rotations: Heavy 0, Medium 6, Light 24, Total Adds 3, WEZL, WCHY, WHOK. Medium: KEAN, KRRV, WFLS, KFGO, WGEE, KALF. Light: WSNO, WZPR, WXXX, WPOK, WUSY, WNOE, KJNE, WOV, KTTS, WTHI, KVOO.

J.C. CROWLEY "I Know What I've Got" (RCA) 26/22

Rotations: Heavy 0, Medium 3, Light 23, Total Adds 22, WQBE, KEAN, KRRV, WEZL, WTVY, KKIX, WCMS, WKYQ, WAXX, KCJB, WOW, KTTS, WTHI, WTCM, KRKT. Light: WXXX, KMML, WDXE, KFGO, KWGX, KALF, KMIX, KWJJ, KDRK.

MARCY BROTHERS "Threads Of Gold" (WB) 25/1

Rotations: Heavy 1, Medium 7, Light 17, Total Adds 1, WHOK. Heavy: KNCQ. Medium: WEZL, WAXX, KTTS, WTCM, KALF, KTOM. Light: WRKZ, KEAN, KRRV, WUSY, WNOE, WYYD, WOW, KUZZ, KFRE, KRWO, KMIX, KWJJ, KDRK.

ANNE MURRAY "Who But You" (Capitol) 24/13

Rotations: Heavy 1, Medium 3, Light 20, Total Adds 13, WRKZ, KASE, WEZL, WLKV, WSOC, WOKK, WSIX, KCJB, WTCM, KVOO, KUPL, KSOP, KCKC. Heavy: WKAK. Medium: KRKT, KASH, KUZZ. Light: KMML, WTVY, WCMS.

JAMES HOUSE "Don't Quit Me Now" (MCA) 24/12

Rotations: Heavy 0, Medium 1, Light 23, Total Adds 12, WPOC, WDSY, WICO, WOKK, WCMS, WAXX, WTSD, WTCM, KIZN, KUPL, KWJJ. Medium: KRKT. Light: WXXX, KMML, WTVY, KKIX, WDXE, WKYQ, KFGO, KWGX, KALF, KRWO, KHIQ.

RUSSELL SMITH "I Wonder What She's Doing Tonight" (Epic) 23/10

Rotations: Heavy 0, Medium 3, Light 20, Total Adds 10, WICO, WLKV, WFLS, WPAP, KWMT, KFDI, KGHL, KVOC, KMIX, KWJJ. Medium: WTVY, WOKK, KDRK. Light: KMML, WRNS, WSTH, KKIX, WDXE, WAXX, KFGO, KTTS, KVOO, KALF.

GARTH BROOKS "Much Too Young" (Capitol) 18/9

Rotations: Heavy 0, Medium 2, Light 16, Total Adds 9, WXXX, WICO, KKIX, WAXX, WITL, KRKT, KGHL, KNCQ, KCKC. Medium: KTTS, KFDI. Light: KMML, WDXE, WOKK, KVOO, KVOC, KALF, KRWO.

JONATHAN EDWARDS "It's The Natural Thing" (MCA/Curb) 18/7

Rotations: Heavy 0, Medium 3, Light 15, Total Adds 7, WSNO, CHOW, KKIX, WDXE, WOKK, WCMS, WOW. Medium: WCUZ, KCJB. Light: WTVY, WFLS, WIVK, WKYQ, WTHI, KTPK, KVOO, KVOC, KRWO.

LYNN ANDERSON "How Many Hearts" (Mercury) 16/3

Rotations: Heavy 0, Medium 3, Light 13, Total Adds 3, KKYX, WBVE, KALF. Medium: WCMS, WTQR, KCJB. Light: KRRV, WSTH, WFLS, WESC, WAXX, KFGO, KTTS, WTHI, KVOO, KNCQ.

OAK RIDGE BOYS "Beyond Those Years" (MCA) 11/11

Rotations: Heavy 0, Medium 1, Light 10, Total Adds 11, KEAN, KMML, WTVY, KKIX, WKYQ, KFGO, K102, KASH, KRWO, KWHT, KZSN.

RONNIE McDOWELL "Sea Of Heartbreak" (Curb) 9/8

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 8, WCAO, WTVY, WCMS, WKYQ, WDAF, KRKT, KRWO, KWJJ. Light: KXXY.

CHRIS AUSTIN "Blues Stay Away From Me" (WB) 9/6

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 6, KKIX, WFLS, KVOO, KASH, KVOC, KEKB. Light: KXXY, WTCM, KRWO.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
RICKY VAN SHELTON/Living Proof (Columbia)	Loving Proof
ALABAMA/High Cotton (RCA)	Southern Star
ALABAMA/The Borderline (RCA)	Southern Star
RICKY VAN SHELTON/Hole In My Pocket (Columbia)	Loving Proof
BURCH SISTERS/New Fire Old Flame (Mercury)	New Fire
GEORGE STRAIT/Hollywood Squares (MCA)	Beyond The Blue Neon
RANDY TRAVIS/Written In Stone (WB)	Old 8 x 10
DESERT ROSE BAND/Hello Trouble (MCA/Curb)	Running
RONNIE MILSAP/Feels Like I'm Cheating On You (RCA)	Stranger Things Have...
ALABAMA/Down On The River (RCA)	Southern Star
GEORGE STRAIT/Ace In The Hole (MCA)	Beyond The Blue Neon
ALABAMA/Barefootin' (RCA)	Southern Star
GEORGE STRAIT/Angel Angelina (MCA)	Beyond The Blue Neon
LARRY BOONE/Fool's Paradise (Mercury)	Swingin' Doors & Saw...
CHARLIE DANIELS BAND/Big Bad John (Epic)	Homesick Heroes
K.T. OSLIN/This Woman (RCA)	This Woman

DOUBLE - BREAKER



SKIP EWING
"The Gospel According To Luke"

36 BREAKER



LIONEL CARTWRIGHT
"Like Father Like Son"

38 BREAKER

The Label Bringing You Tomorrow's Stars Today

MCA RECORDS NASHVILLE The Best In Country Music

Summary table with columns: MOST ADDED, EAST, HOTTEST, SOUTH, MIDWEST, WEST, HOTTTEST. Lists artists and record labels for each region.

Main table listing radio stations (call letters and city) and their current playlist of artists and song titles. Columns include station name, city, and playlist details.

178 Reporters
172 Current Playlists
Called In Frozen Playlist (1):
KFMS/Las Vegas
Did Not Report, Playlist Frozen (5):
KLLL/Lubbock
WFMS/Indianapolis
WRNS/Coastal N.C.
WSTH/Columbus
WVYZ/Hartford

Continuation of the radio station and playlist table, listing stations from the middle of the alphabet to the end.

UC ADDS & HOTS

EAST

WUSS/Atlantic City Only/Rollins
ROBERT BROOKINS
GUY
JONATHAN BUTLER
FIVE STAR
STETSASONIC
BOYS
WENDY & LISA
BOY GEORGE
ALEESE SIMMONS
NEVILLE BROTHERS
MADONNA
THELMA HOUSTON
RICK KELLIS f/BIL
Hottest:
NEW EDITION
LEVERT
FREDDIE JACKSON
J.T. TAYLOR & REG
KARYN WHITE

WUSL/Philadelphia Allen/Woods
E.U.
CHAKA KHAN
TONE LOC
Hottest:
ANITA BAKER
LEVERT
MILLI VANILLI
SURFACE
J.T. TAYLOR & REG

WDAS/Philadelphia Joe Tamburro
TONE LOC
ROB BASE
GUY
ANNE G.
CHARLIE SINGLETON
WENDY & LISA
Hottest:
LEVERT
SURFACE
J.T. TAYLOR & REG
FREDDIE JACKSON
BOBBY BROWN

WXYV/Baltimore Roy Sampson
DEON ESTUS
AL B. SURE
ALEESE SIMMONS
SHEENA EASTON
AMY KEYS
PASADENAS
TONE LOC
Hottest:
J.T. TAYLOR & REG
SURFACE
DONNA ALLEN
ASHFORD & SIMPSON
TRACIE SPENCER

WILD/Boston Hill/Hall
DINO
RENE MOORE
CHAKA KHAN
GERALD ALSTON
TEN CITY
Hottest:
MILLI VANILLI
LEVERT
J.T. TAYLOR & REG
BOBBY BROWN
TODAY

WNHC/New Haven Hannibal/Dickinson
MADONNA
DEON ESTUS
CHARLIE SINGLETON
ALTON STEWART
ROBERT BROOKINS
GERALD ALBRIGHT
Hottest:
SURFACE
J.T. TAYLOR & REG
FREDDIE JACKSON
TODAY
JONATHAN BUTLER

WRKS/New York Gray/Brown
CHAKA KHAN
Hottest:
VANESSA WILLIAMS
GUY
KARYN WHITE
PAULA ABDUL
BOBBY BROWN

OC104/Ocean City Scott Jantzen
KID'N PLAY
E.U.
BLUE MAGIC
ROXETTE
ROBERT BROOKINS
CONTROLLERS
Hottest:
J.T. TAYLOR & REG
BOYS
FREDDIE JACKSON
SURFACE
BOBBY BROWN

SOUTH

WJIZ/Albany Tony Wright
E.U.
NEVILLE BROTHERS
AL JARREAU
ANQUETTE
ALEESE SIMMONS
AL B. SURE
MICA PARIS
SLICK RICK
BRENDA RUSSELL
ICE-T
AMY KEYS
Hottest:
SURFACE
BOYS
TODAY
DONNA ALLEN
FREDDIE JACKSON

WXOK/Baton Rouge Matt Morton
AL B. SURE
BLUE MAGIC
LATOYA JACKSON
LA RUE
CONSTINA
ALEESE SIMMONS
FUTURE
CONTROLLERS
SLICK RICK
Hottest:
JONATHAN BUTLER
FREDDIE JACKSON
J.T. TAYLOR & REG
DONNA ALLEN
BOYS

WENN/Birmingham Donnell/Starr
AMY KEYS
AL JARREAU
MICA PARIS
ATENSION
LEVERT
BOBBY BROWN
SURFACE
DONNA ALLEN
Hottest:
JONATHAN BUTLER
CHERRELLE
FREDDIE JACKSON
ASHFORD & SIMPSON
EL DEBARGE

WVDM/Columbia Carson/Hall
ALEXANDER O'NEAL
BE BE & CE CE WIN
CHARLIE SINGLETON
DEJA'
TOO SHORT
PASADENAS
E.U.
GEORGE DUKE
ATLANTIC STARR
Hottest:
KARYN WHITE
GUY
STOP THE VIOLENCE
SURFACE
J.T. TAYLOR & REG

WATV/Birmingham Ron January
E.U.
TONE LOC
BRENDA RUSSELL
BOY GEORGE
CHARLIE SINGLETON
CONTROLLERS
Hottest:
FREDDIE JACKSON
VESTA
CHERRELLE
TODAY

WPKA/Charleston Don Kendrick
ANNE G.
PASADENAS
7-3
EZY E
ROBERTA FLACK
MICA PARIS
Hottest:
SURFACE
J.T. TAYLOR & REG
TODAY
BOYS

Z93/Charleston Cliff Fletcher
TONE LOC
ALEESE SIMMONS
ANNE G.
Hottest:
MILLI VANILLI
SURFACE
TODAY
J.T. TAYLOR & REG
BOBBY BROWN

KQXL/Baton Rouge Welch/Clay
ALEESE SIMMONS
ANNE G.
MICA PARIS
RENE MOORE
FUTURE
Hottest:
SURFACE
J.T. TAYLOR & REG
FREDDIE JACKSON
TODAY
BOYS

WEST

WPEG/Charlotte Saunders/Little
none
Hottest:
SURFACE
DONNA ALLEN
KARYN WHITE
GUY
JONATHAN BUTLER

WJTT/Chattanooga Sewell/St. James
ALEESE SIMMONS
MADONNA
E.U.
CHARLIE SINGLETON
AL JARREAU
EVAN ROGERS
ATENSION
AL B. SURE
CHANNEL 2
BRENDA RUSSELL
GUY
MICA PARIS
JOHNNY KEMP
Hottest:
JONATHAN BUTLER
CHERRELLE
FREDDIE JACKSON
ASHFORD & SIMPSON
EL DEBARGE

WVFX/Durham Spencer/Mack
none
Hottest:
GUY
NEW EDITION
SURFACE
TONE LOC
STOP THE VIOLENCE

KPRR/EI Paso Perry/Molano
CHRISTOPHER MAX
ALYSON WILLIAMS
CYNTHIA
MARTINA
ROBERT BROOKINS
AL JARREAU
SIMPLY RED
CONTROLLERS
CHANNEL 2
Hottest:
MILLI VANILLI
DEBBIE GIBSON
GINA GO-GO
SWEET SENSATION
BOYS

WZFX/Fayetteville Tony Lype
JACKIE JACKSON
NU GIRLS
CONSTINA
ROBERT BROOKINS
ANGELA BOFFILL
SIMPLY RED
CONTROLLERS
MADONNA
GEORGE BENSON
Hottest:
SURFACE
GUY
J.T. TAYLOR & REG
TODAY
JONATHAN BUTLER

WQMG/Greensboro Warren Epps
AL JARREAU
CHARLIE SINGLETON
RODNEY O
GERALD ALSTON
NATALIE COLE
ATLANTIC STARR
Hottest:
BOBBY BROWN
GUY
TRACIE SPENCER
J.T. TAYLOR & REG
JODY WATLEY

Z104/Greenville Wayne Walker
ANITA BAKER
BAR-KAYS
AMY KEYS
AL JARREAU
TEN CITY
MARC V.
MADONNA
Hottest:
SURFACE
GUY
J.T. TAYLOR & REG
FREDDIE JACKSON
BOBBY BROWN

WQFX/Gulfport-Biloxi Al Lu
AL B. SURE
JODY WATLEY
AL JARREAU
CHARLIE SINGLETON
RICK KELLIS f/BIL
NU GIRLS
MICA PARIS
CONTROLLERS
SURFACE
J.T. TAYLOR & REG
FREDDIE JACKSON
BOYS
JONATHAN BUTLER

U102/Lexington Tom Holiday
JACKIE JACKSON
LA RUE
AMY KEYS
AL JARREAU
TONE LOC
BE BE & CE CE WIN
Hottest:
J.T. TAYLOR & REG
FREDDIE JACKSON
SURFACE
TODAY
BOYS

KMJJ/Houston Stradford/Dave
CHAKA KHAN
LATEASHA
E.U.
TONE LOC
GUY
MARC V.
Hottest:
SURFACE
J.T. TAYLOR & REG
EL DEBARGE
REG
EL DEBARGE
BOYS
STOP THE VIOLENCE

KHYS/Houston Hegwood/Smillwood
VESTA
PAULA ABDUL
E.U.
EL DEBARGE
EVAN ROGERS
Hottest:
ANITA BAKER
LEVERT
DONNA ALLEN
SURFACE
PAULA ABDUL
DINO
DEON ESTUS
THELMA HOUSTON
Hottest:
FREDDIE JACKSON
J.T. TAYLOR & REG
DONNA ALLEN
BAR-KAYS
JONATHAN BUTLER

WQVQ/Toledo Paul Brown
RODNEY O
JOHNNY KEMP
AL JARREAU
ALEESE SIMMONS
EZY E
LA RUE
DEON ESTUS
NAYBE
DOMINIQUE
Hottest:
SURFACE
BOYS
JONATHAN BUTLER
FREDDIE JACKSON
J.T. TAYLOR & REG

WTLZ/Saginaw Kermik Crockett
ANNE G.
MICA PARIS
PAULA ABDUL
CHANELLE
THELMA HOUSTON
STEVE B
BE BE & CE CE WIN
DEON ESTUS
EVAN ROGERS
Hottest:
SURFACE
BOYS
FREDDIE JACKSON
J.T. TAYLOR & REG
DONNA ALLEN

WEST

WANN/Tallahassee Gerald Tookes
TONE LOC
CONTROLLERS
MADONNA
PUBLIC ENEMY
THELMA HOUSTON
LA RUE
Hottest:
SURFACE
J.T. TAYLOR & REG
FREDDIE JACKSON
JONATHAN BUTLER
BOYS

WTUG/Tuscaloosa Eric Faison
MADONNA
CHARLIE SINGLETON
MICA PARIS
RENE MOORE
NU GIRLS
N.W.A.
ANQUETTE
7-LOOKE
Hottest:
PAULA ABDUL
TONE LOC
J.T. TAYLOR & REG
FREDDIE JACKSON
M.C. HAMMER

WTMP/Tampa Chris Turner
CHARLIE SINGLETON
CONSTINA
ALEESE SIMMONS
NEVILLE BROTHERS
ULTRAMAGNETIC MC'
AL JARREAU
Hottest:
BOBBY BROWN
FREDDIE JACKSON
DONNA ALLEN
ASHFORD & SIMPSON
JEFFREY OSBORNE

Z92/Tyler Vanessa Barryer
TOWANNA SHEPHERD
PASADENAS
MADONNA
DOMINO
RENE MOORE
AL JARREAU
N.W.A.
Hottest:
SURFACE
J.T. TAYLOR & REG
JAMM
CHERRELLE
FREDDIE JACKSON

HOT103/Norfolk Steve Crumbley
none
Hottest:
SURFACE
FREDDIE JACKSON
J.T. TAYLOR & REG
BOBBY BROWN
TRACIE SPENCER

WJHM/Orlando Linsey/Hollywood
KIARA
THELMA HOUSTON
SKYY
M.C. HAMMER
Hottest:
GUY
BOBBY BROWN
J.T. TAYLOR & REG
KID'N PLAY
TONE LOC

WQOK/Raleigh Cy Young
FOUR TOPS
JACKIE JACKSON
ROBERTA FLACK
DEON ESTUS
LA RUE
LATEASHA
CHRISTOPHER MAX
Hottest:
SWEET OBSESSION
CHERRELLE
J.T. TAYLOR & REG
ASHFORD & SIMPSON
GUY

WCDX/Richmond Young/Maxwell
PASADENAS
ROBERT BROOKINS
CONTROLLERS
PAULA ABDUL
E.U.
Hottest:
SURFACE
J.T. TAYLOR & REG
DONNA ALLEN
FREDDIE JACKSON
TODAY

WPLZ/Petersburg Maxx Myrick
TONE LOC
PASADENAS
SHEENA EASTON
Hottest:
SURFACE
J.T. TAYLOR & REG
DONNA ALLEN
FREDDIE JACKSON
TODAY

WEAS/Savannah Floyd Blackwell
GUY
ROBERT BROOKINS
ALEESE SIMMONS
CHAKA KHAN
DEON ESTUS
AL JARREAU
EZY E
EVAN ROGERS
ANNE G.
TONE LOC
Hottest:
SURFACE
FREDDIE JACKSON
BOYS
DONNA ALLEN
TODAY

KMJJ/Shreveport Sharp/Walker
ANQUETTE
RODNEY O
ALEESE SIMMONS
DOMINO
ROB BASE
DOROTHY MOORE
SLICK RICK
NEVILLE BROTHERS
GUY
Hottest:
SURFACE
FREDDIE JACKSON
TODAY
BOYS
DONNA ALLEN

MIDWEST

WGCI/Chicago Barbara Prieto
GUY
RENE MOORE
CONSTINA
TYREE
ALEX BUGHON
STETSASONIC
CONTROLLERS
CAMBO
Hottest:
FREDDIE JACKSON
TEN CITY
ASHFORD & SIMPSON
J.T. TAYLOR & REG
BOYS

WIZF/Cincinnati DuBard/Hankston
BE BE & CE CE WIN
TONE LOC
SIMPLY RED
ROBERT BROOKINS
WENDY & LISA
GERALD ALSTON
2-LOOKE
Hottest:
FREDDIE JACKSON
JONATHAN BUTLER
TODAY
J.T. TAYLOR & REG
SURFACE

WBLZ/Cincinnati Fields/Owens
EVAN ROGERS
ANNE G.
CHARLIE SINGLETON
MADONNA
RICK KELLIS f/BIL
NAYBE
ROBERT BROOKINS
CONSTINA
E.U.
Hottest:
SURFACE
J.T. TAYLOR & REG
FREDDIE JACKSON
BOYS
TODAY

WZAK/Cleveland Lynn Tolliver
CHARLIE SINGLETON
KID'N PLAY
7-LOOKE
AMY KEYS
LIA
Hottest:
FREDDIE JACKSON
GUY
J.T. TAYLOR & REG
CHAKA KHAN

WKVO/Columbus Jones/Morris
SKYY
DEON ESTUS
GUY
CHRISTOPHER MAX
Hottest:
J.T. TAYLOR & REG
DONNA ALLEN
SWEET OBSESSION
JONATHAN BUTLER
FREDDIE JACKSON

WGPR/Detroit Joe Spencer
BOBBI HUMPHREY
PASADENAS
BE BE & CE CE WIN
CHANELLE
CONSTINA
Hottest:
JONATHAN BUTLER
FREDDIE JACKSON
J.T. TAYLOR & REG
DONNA ALLEN
KARYN WHITE

WTLN/Indianapolis Johnson/Buchanan
DEON ESTUS
ANNE G.
ALEESE SIMMONS
LATOYA JACKSON
CHARLIE SINGLETON
BRENDA LEE EDGAR
Hottest:
SURFACE
J.T. TAYLOR & REG
BOYS
FREDDIE JACKSON
JONATHAN BUTLER

HOT96/Indianapolis Harmony Hines
none
Hottest:
BOBBY BROWN
SURFACE
J.T. TAYLOR & REG
JONATHAN BUTLER
ASHFORD & SIMPSON

MIDWEST

KBUZ/Eldorado R.W. Wright
TOO SHORT
AMY KEYS
JACKIE JACKSON
AL B. SURE
THELMA HOUSTON
E.U.
TONE LOC
Hottest:
J.T. TAYLOR & REG
BOYS
EL DEBARGE
TODAY
FREDDIE JACKSON

WZZJ/Flint Williams/Williams
FIVE STAR
RADIANT
EL DEBARGE
GEORGE DUKE
GEORGE BENSON
BLUE MAGIC
SIMPLY RED
CONSTINA
MICA PARIS
TONE LOC
Hottest:
J.T. TAYLOR & REG
FREDDIE JACKSON
SURFACE
JONATHAN BUTLER
ASHFORD & SIMPSON

WVOK/Oklahoma City Darnell Swift
RODNEY O
JOHNNY KEMP
AL JARREAU
ALEESE SIMMONS
EZY E
LA RUE
DEON ESTUS
NAYBE
DOMINIQUE
Hottest:
SURFACE
BOYS
JONATHAN BUTLER
FREDDIE JACKSON
J.T. TAYLOR & REG

WTLZ/Saginaw Kermik Crockett
ANNE G.
MICA PARIS
PAULA ABDUL
CHANELLE
THELMA HOUSTON
STEVE B
BE BE & CE CE WIN
DEON ESTUS
EVAN ROGERS
Hottest:
SURFACE
BOYS
FREDDIE JACKSON
J.T. TAYLOR & REG
DONNA ALLEN

MIDWEST

KMJM/St. Louis Atkins/Basiley
ATENSION
BLUE MAGIC
AMY KEYS
KARYN WHITE
STETSASONIC
LATEASHA
GUY
NEVILLE BROTHERS
Hottest:
SURFACE
JONATHAN BUTLER
FREDDIE JACKSON
TODAY
J.T. TAYLOR & REG

WQVQ/Toledo Paul Brown
RODNEY O
JOHNNY KEMP
AL JARREAU
ALEESE SIMMONS
EZY E
LA RUE
DEON ESTUS
NAYBE
DOMINIQUE
Hottest:
SURFACE
BOYS
JONATHAN BUTLER
FREDDIE JACKSON
J.T. TAYLOR & REG

WJMS/Jackson Paul Todd
TONE LOC
WENDY & LISA
PASADENAS
STEVE B
E.U.
TEN CITY
BE BE & CE CE WIN
CONSTINA
GRADY HARRELL
PAULA ABDUL
DEON ESTUS
Hottest:
SURFACE
DONNA ALLEN
BOYS
J.T. TAYLOR & REG
TODAY
FREDDIE JACKSON

WQOK/Nashville Brown/Lee
JODY WATLEY
BLUE MAGIC
CHRISTOPHER MAX
TAKE 6
CHER & PETER CETE
Hottest:
SURFACE
J.T. TAYLOR & REG
KENNY G
MIKE & MECHANICS
JONATHAN BUTLER

95 Current Reporters
86 Current Reports

Called in Frozen Playlist (9):
KBCE/Alexandria
WDJY/Washington
WFXC/Durham
WFKS/Columbus
WKS/New Bern
WOWI/Norfolk
WPDQ/Jacksonville
WPFZ/Indianapolis
WWKX/Providence

INCREDIBLE RECORDS

Getting...

Incredible Airplay!



SKYY "START OF A ROMANCE"

(7-88932) (0-86444) (DMD 1303)

the first single and video from the new album
START OF A ROMANCE

(81853)

Over the course of their ten year career, Skyy has racked up two #1 Black singles and a Gold album. "Start Of A Romance" is already off to a terrific start at radio and retail, proving that Skyy remains just as popular as ever!

URBAN CONTEMPORARY CHART **20**

90 UC REPORTERS - 95%

CONVERSION FACTOR: +17

ANNE G. "IF SHE KNEW"

(7-88933) (PR 2650)

the first single and video from her debut album
ON A MISSION

(81946)

Anne G. writes, produces, and sings her own material on this breathtaking debut album. Her versatile vocal stylings make her a natural at both urban and pop formats.

NATIONALLY MOST ADDED
NOW ON 48 UC REPORTERS &
BREAKER BOUND!!

✓ CHECK THIS P-1 ACTION:

WXYV	K104	HOT103	WZAK
WDAS	KRNB	WGCI	WTLC
WVEE	WYLD	WBLZ	KMJM



TEN CITY "THAT'S THE WAY LOVE IS"

(7-88963) (0-86464) (PR 2580)

the sensational single and video from the debut album
FOUNDATION

(81939)

"That's The Way Love Is," already a major breakout on power and urban formatted stations across the country, is starting to get significant pop airplay, too! Already #1 on Billboard's Dance Chart and Top 5 in 12" Sales, "That's The Way Love Is" is getting Top 15 requests and immediate retail reaction wherever it's played!

URBAN CONTEMPORARY CHART **31**

69 UC REPORTERS - 73%



On Atlantic Records, Cassettes
and Compact Discs

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CHART EXTRA

GRADY HARRELL
Sticks And Stones (RCA)

63% of our reporting stations on it. Rotations: Heavy 3/0, Medium 25/0, Light 32/5, Total Adds 5, WVEE, WJMI, WJJS, WQIM, KDIA.

BREAKERS

DEON ESTUS
Heaven Help Me (Mika/Polydor)

74% of our reporting stations on it. Rotations: Heavy 1/0, Medium 14/0, Light 55/19, Total Adds 19 including WXYV, WVEE, K104, WVKO, WTLC, KJLH, XHRM, KSOL, WNHC, WFXA.

E.U.
Buck Wild (Virgin)

67% of our reporting stations on it. Rotations: Heavy 0/0, Medium 22/1, Light 42/15, Total Adds 16 including WUSL, KHYS, KMJQ, KRNB, WBLZ, KSOL, OC104, WJIZ, WJMI, KBUZ.

NEW & ACTIVE

JACKIE JACKSON "Stay" (Polydor) 56/8

Rotations: Heavy 1/0, Medium 14/0, Light 41/8, Total Adds 8, K104, WZFX, U102, KIPR, WJJS, WQOK, KBUZ, KDIA. Heavy: KMJQ. Mediums include: WDAS, WHUR, WUSS, WWKX, WJIZ.

SIMPLY RED "It's Only Love" (Elektra) 51/7

Rotations: Heavy 0/0, Medium 18/0, Light 33/7, Total Adds 7, KJLH, KSOL, KPRR, WZFX, KIIZ, WIZF, WDZZ. Mediums include: WRKS, WDJY, K104, WEDR, KPRS.

BLUE MAGIC "Romeo And Juliet" (Columbia) 49/6

Rotations: Heavy 2/0, Medium 16/0, Light 31/6, Total Adds 6, KMJM, OC104, WXOK, Z16, WQOK, WDZZ. Heavy: WFXC, WQOK. Mediums include: WXYV, WDAS, KMJQ, PWR94, WUSS.

ANNE G. "If She Knew" (Atlantic) 48/14

Rotations: Heavy 0/0, Medium 3/0, Light 45/14, Total Adds 14 including WDAS, WVEE, K104, WYLD, WBLZ, WTLC, WEKS, KQXL, WPAL, Z93. Medium: WJTT, WFXC, WQOK.

TONE LOC "Funky Cold Medina" (Delicious Vinyl/Island) 44/21

Rotations: Heavy 4/0, Medium 7/1, Light 33/20, Total Adds 21 including WXYV, WDAS, WUSL, KMJQ, PWR94, KPRS, XHRM, WEKS, WATV, Z93. Heavy: K104, KHYS, WJHM, WTUG. Mediums include: WZAK, WWDM, KPRR, WQMG, WJJS.

TOO SHORT "Life's Too Short" (Jive/RCA) 39/2

Rotations: Heavy 3/0, Medium 13/0, Light 23/2, Total Adds 2, WWDM, KBUZ. Heavy: KRNB, KDAY, WTUG. Mediums include: K104, KMJQ, WEDR, WZAK, KPRS.

ALEESE SIMMONS "I Want It" (Orpheus/EMI) 37/20

Rotations: Heavy 0/0, Medium 2/1, Light 35/19, Total Adds 20 including WXYV, WVEE, WEDR, WTLC, KPRS, WUSS, WJIZ, KQXL, WXOK, Z93. Medium: WDZZ.

MAONNA "Like A Prayer" (Sire/WB) 35/17

Rotations: Heavy 1/0, Medium 6/1, Light 28/16, Total Adds 17 including WYLD, WBLZ, KJLH, KSOL, WUSS, WNHC, WEKS, WJTT, Z104. Heavy: KJMJ. Medium: WRKS, WDAS, KPRR, WDKT, WDZZ.

NU GIRLS "Can We Talk About It?" (Atlantic) 35/4

Rotations: Heavy 0/0, Medium 9/0, Light 26/4, Total Adds 4, WZFX, WQFX, WBLX, WTUG. Mediums include: KMJQ, WEDR, XHRM, WUSS, KBCE.

CHARLIE SINGLETON "Good, Bad & Ugly" (Epic) 33/18

Rotations: Heavy 0/0, Medium 8/1, Light 25/17, Total Adds 18 including WDAS, WHUR, KRNB, WEDR, WBLZ, WZAK, WTLC, WNHC, WATV, WJTT. Mediums include: K104, KMJQ, WWKX, WPAL, Z104.

CONSTINA "Are You Lonely Tonight" (Columbia) 33/11

Rotations: Heavy 0/0, Medium 4/0, Light 29/11, Total Adds 11 including WGCI, WBLZ, KJLH, WXOK, WZFX, WJMI, KIIZ, WBLX, WTMP, WGPR. Medium: KMJQ, WJTT, WALT, WTLZ.

STETSASONIC "Float On" (Tommy Boy) 33/4

Rotations: Heavy 1/1, Medium 13/0, Light 19/3, Total Adds 4, WGCI, KMJM, WUSS, Z99. Mediums include: KRNB, WEDR, KSOL, WPAL, WJTT.

AMY KEYS "Lovers Intuition" (Epic) 32/13

Rotations: Heavy 0/0, Medium 3/0, Light 29/13, Total Adds 13 including WXYV, WZAK, KMJM, XHRM, WJIZ, WENN, Z104, WDKT, U102, KIPR. Medium: KMJQ, WYLD, WUSS.

ATENSION "Let Me Push It To Ya" (Island) 32/6

Rotations: Heavy 1/0, Medium 7/0, Light 24/6, Total Adds 6, WVEE, KMJM, WENN, WJTT, WBLX, KACE. Heavy: KRNB. Mediums include: WHUR, K104, WEDR, KSOL, WFXE.

ROBERTA FLACK "Uh-Uh Ooh-Ooh Look Out (Here I Come)" (Atlantic) 32/4

Rotations: Heavy 0/0, Medium 8/0, Light 24/4, Total Adds 4, WPAL, KIPR, HOT105, WQOK. Mediums include: WDAS, WGCI, WUSS, WTMP, WIZF.

GERALD ALBRIGHT "In The Mood" (Atlantic) 31/1

Rotations: Heavy 1/0, Medium 9/0, Light 21/1, Total Adds 1, WNHC. Heavy: WJTT. Mediums include: WHUR, WZAK, WTLC, KJLH, WUSS.

M.C. HAMMER "Turn This Mutha Out" (Capitol) 30/4

Rotations: Heavy 2/0, Medium 5/0, Light 23/4, Total Adds 4, WAMO, KSOL, WJHM, KDKS. Heavy: KJLH, WTUG. Medium: WFXA, WATV, WPAL, WWDM, WFXC.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. **New & Active** records are receiving airplay at 25 or more stations. Records in **Significant Action** are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Urban Contemporary chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

MOST ADDED

TONE LOC (21)
AL JARREAU (20)
ALEESE SIMMONS (20)
DEON ESTUS (19)
CHARLIE SINGLETON (18)
MAONNA (17)
E.U. (16)
GUY (16)
PASAOENAS (15)
ROBERT BROOKINS (14)
ANNE G. (14)

HOTTEST

J.T. TAYLOR & R. BELLE (72)
SURFACE (66)
FREDDIE JACKSON (52)
BOYS (42)
TOOAY (30)
JONATHAN BUTLER (28)
DONNA ALLEN (24)
BOBBY BROWN (21)
LEVERT (13)
MILLI VANILLI (13)

TOP 10 RECURRENTS

LW TW
— 1 LEVERT/Just Coolin'
7 2 A. BAKER/Just
— 3 MILLI VANILLI/Girl
2 4 K. WHITE/Superwoman
5 5 TONE LOC/Wild
— 6 P. ABOL/Straight
3 7 CAMEO/Skin
4 8 N. EDITION/Can
— 9 SWEET OBSESSION/Being
9 10 V. WILLIAMS/Dreamin'

PAUL LAURENCE "Make My Baby Happy" (Capitol) 30/1

Rotations: Heavy 2/0, Medium 10/0, Light 18/1, Total Adds 1, KRNB. Heavy: WZAK, WEAS. Mediums include: K104, KMJM, WJIZ, WENN, WJMI.

AL JARREAU "All Or Nothing At All" (Reprise) 29/20

Rotations: Heavy 0/0, Medium 5/1, Light 24/19, Total Adds 20 including KRNB, KJLH, WJIZ, WFXA, WENN, WJTT, WQMG, Z104, WQFX, KIIZ. Medium: WUSS, WEKS, WIZF, WTLZ.

ROBERT BROOKINS "Don't Tease Me" (MCA) 26/14

Rotations: Heavy 1/1, Medium 5/1, Light 20/12, Total Adds 14 including KRNB, WBLZ, WUSS, WNHC, OC104, WZFX, KIIZ, Z16, WALT, WQIC. Medium: WDKT, WJMI, WLOU, WDZZ.

SIGNIFICANT ACTION

N.W.A. "Gangsta Gangsta" (Priority) 22/3

Rotations: Heavy 0/0, Medium 2/0, Light 20/3, Total Adds 3, PWR94, WTUG, Z92. Medium: WEDR, KPRW.

CONTROLLERS "Temporary Lovers" (Capitol) 21/13

Rotations: Heavy 0/0, Medium 1/0, Light 20/13, Total Adds 13 including WGCI, OC104, WXOK, WATV, WENN, WZFX, WQFX, KIIZ, Z99, WALT. Medium: WLOU.

LA RUE "I Want Your Love" (RCA) 21/11

Rotations: Heavy 0/0, Medium 2/0, Light 19/11, Total Adds 11 including K104, KSOL, WXOK, WENN, WQIS, Z99, U102, WLOU, WQOK, WANM. Medium: WJTT, WALT.

BRENOA RUSSELL "Le Restaurant" (A&M) 19/6

Rotations: Heavy 0/0, Medium 2/0, Light 17/6, Total Adds 6, KJLH, WJIZ, WATV, WJTT, Z99, KDIA. Medium: WFXA, WEAS.

FUTURE "Heartbreaker" (Houston International) 19/3

Rotations: Heavy 0/0, Medium 8/0, Light 11/3, Total Adds 3, KQXL, WXOK, WQIM. Mediums include: KRNB, WEDR, WPAL, WJTT, KIIZ.

STOP THE VIOLENCE MOVEMENT "Self Ostruction" (Jive/RCA) 19/0

Rotations: Heavy 7/0, Medium 9/0, Light 3/0, Total Adds 0. Heavies include: WDAS, KMJQ, KDAY, WWDM, WFXC. Mediums include: WRKS, HOT103, KJLH, XHRM, WPEG.

DOMINO "Cuties Get Connected" (Profile) 18/3

Rotations: Heavy 0/0, Medium 0/0, Light 18/3, Total Adds 3, WQIM, KMJJ, Z92.

SHARP "Playboy" (Elektra) 18/1

Rotations: Heavy 1/0, Medium 8/0, Light 9/1, Total Adds 1, WALT. Heavy: Z92. Mediums include: KMJQ, WEDR, WGCI, KMJM, WWKX.

MICA PARIS "My One Temptation" (Island) 14/13

Rotations: Heavy 0/0, Medium 0/0, Light 14/13, Total Adds 13 including KRNB, WJIZ, KQXL, WENN, WPAL, WJTT, WQFX, WALT, K98-FM, WTUG.

CHANELLE "One Man" (Profile) 14/3

Rotations: Heavy 0/0, Medium 0/0, Light 14/3, Total Adds 3, WGPR, WTLZ, WVOI.

ODOROTHY MOORE "Endless Summer Nights" (Fantasy) 14/1

Rotations: Heavy 0/0, Medium 2/0, Light 12/1, Total Adds 1, KMJJ. Medium: WQIM, WTMP.

DRAMATICS "Bridge Over Troubled Water" (Fantasy) 14/1

Rotations: Heavy 0/0, Medium 0/0, Light 14/1, Total Adds 1, WQIM.

BY ALL MEANS "You Decided To Go" (Island) 13/0

Rotations: Heavy 0/0, Medium 7/0, Light 6/0, Total Adds 0. Mediums include: WEDR, WJIZ, WFXA, WFXE, WEAS.

BEBE & CECE WINANS "Lost Without You" (Capitol) 12/7

Rotations: Heavy 1/0, Medium 1/1, Light 10/6, Total Adds 7, WWDM, WJMI, U102, WIZF, WGPR, WTLZ, WVOI. Heavy: WZAK.

ROONEY O "This Is For The Homies" (Egyptian Empire) 12/4

Rotations: Heavy 0/0, Medium 0/0, Light 12/4, Total Adds 4, WQMG, Z99, KMJJ, KPRW.

RICK KELLIS featuring BILLY THOMPSON "Party For Two" (Sedona/JCI) 12/3

Rotations: Heavy 0/0, Medium 2/0, Light 10/3, Total Adds 3, WBLZ, WUSS, WQFX. Medium: WJTT, WEAS.

GEORGE DUKE "Gulthly" (Elektra) 11/3

Rotations: Heavy 0/0, Medium 2/1, Light 9/2, Total Adds 3, WWDM, KFXZ, WDZZ. Medium: KACE.

LATOYA JACKSON "Such A Wicked Love" (RCA) 11/3

Rotations: Heavy 0/0, Medium 2/0, Light 9/3, Total Adds 3, WTLC, KPRS, WXOK. Medium: WJTT, WALT.

NAYOBE "It's Too Late" (WTG) 11/3

Rotations: Heavy 0/0, Medium 0/0, Light 11/3, Total Adds 3, WBLZ, KIPR, KPRW.

NEW ARTISTS

	Reports/Adds
1 JACKIE JACKSON/Stay (Polydor)	56/8
2 ANNE G./If She Knew (Atlantic)	48/14
3 TOO SHORT/Life's Too Short (Jive/RCA)	39/2
4 NU GIRLS/Can We Talk About It? (Atlantic)	35/4
5 CONSTINA/Are You Lonely Tonight (Columbia)	33/11
6 STETSASONIC/Float On (Tommy Boy)	33/4
7 AMY KEYS/Lovers Intuition (Epic)	32/13
8 ATENSION/Let Me Push It To Ya (Island)	32/6
9 M.C. HAMMER/Turn This Mutha Out (Capitol)	30/4
10 PAUL LAURENCE/Make My Baby Happy (Capitol)	30/1

New artists have not yet had a UC Breaker.

SUPER SINGLES FROM SUPER WOMEN

NEW
FROM THE
ORIGINAL
SUPERWOMAN!



Karyn White

"LOVE SAW IT"

From The Album Karyn White

URBAN CONTEMPORARY CHART **13**

94 UC REPORTERS - 99%
CONVERSION FACTOR: +22



Chaka Khan

"BABY ME"

From The Album C.K.

URBAN CONTEMPORARY CHART

DEBUT **35**

76 UC REPORTERS - 80%



Apollonia

"MISMATCH"

From The Album Apollonia



Siedah Garrett

"INNOCENT SIDE"

From The Album Kiss Of Life



1 9 8 9 W A R N E R B R O S R E C O R D S I N C

BREAKERS

BASIA

Promises (Epic)

60% of our reporters on it. Rotations: Heavy 0, Medium 14, Light 37, Total Adds 17 including KBIG, B100, WEBE, WZNY, WXTX, WTCB, Y103, WRMF, WLHT, WFMK, WHNN.

STEVE WINWOOD

Hearts On Fire (Virgin)

55% of our reporters on it. Rotations: Heavy 1, Medium 16, Light 30, Total Adds 18 including 2WD, KS95, KLCY, B100, WRKA, WTRX, WMGN, WECQ, WKSB.

KARYN WHITE

Superwoman (WB)

54% of our reporters on it. Rotations: Heavy 2, Medium 21, Light 23, Total Adds 12 including WLTS, KLSI, WLEV, WVAF, WKYE, KHLT, WFMK, WCMJ, KSTR. Debuts at number 27 on the AC chart.

PHOEBE SNOW

If I Can Just Get Through The Night (Elektra)

52% of our reporters on it. Rotations: Heavy 0, Medium 9, Light 35, Total Adds 18 including WLEV, WVAF, WKYE, WXTX, Y103, KHLT, WTRX, WJON, WLDR, KBLQ, KYJC, KAYN.

PETER NOONE

I'm Into Something Good (Cypress/A&M)

50% of our reporters on it. Rotations: Heavy 2, Medium 24, Light 16, Total Adds 5, WHTX, WARM98, WMGN, KRLB, KVIC. Moves 35-28 on the AC chart.

NEW & ACTIVE

GRAYSON HUGH "Talk It Over" (RCA) 36/9

Rotations: Heavy 0, Medium 6/0, Light 30/9, Total Adds 9, KLCY, WXTX, WKNE, WKSB, KRLB, WCMJ, WJON, KSTR, KBLQ. Medium: WKYE, WSKI, WZNS, WORG, WKCX, KYJC. Light including WLEV, WVAF, WSLI, WSLQ, WTRX, 3WM, WEIM, WHAI, WQNY, WAFL, WYKZ, WCKQ, WFPA, WGSV, KTDY, KTYL, KVIC, WMTFM, KSCB, KKL, KAYN.

GLENN FREY "Livin' Right" (MCA) 33/29

Rotations: Heavy 0, Medium 2/0, Light 31/29, Total Adds 29, 2WD, WLEV, WEBE, WVAF, WKYE, WSLI, WSLQ, 3WM, WEIM, WHAI, WQNY, WGLL, WSKI, WKSB, WYKZ, WCKQ, WFPA, WGSV, KRLB, WZNS, WORG, KTYL, KVIC, WCMJ, KSCB, KKL, KSTR, KBLQ, KYJC. Medium: WAFL, WMTFM. Light including WKCX, KAYN.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 ROY ORBISON	85/0	79	5	1
2 VANESSA WILLIAMS	85/3	70	14	1
3 ANITA BAKER	82/0	71	9	2
4 KENNY G w/SMOKEY ROBINSON	81/1	62	13	6
5 DEBBIE GIBSON	77/0	63	13	1
6 BANGLES	79/2	61	16	2
7 BREATHE	78/3	48	26	4
8 CHICAGO	69/1	43	24	2
9 MIKE & THE MECHANICS	64/1	40	17	7
10 BETTE MIDLER	73/4	27	41	5
11 CSN&Y	71/3	34	29	8
12 DEON ESTUS	79/8	8	54	17
13 LUTHER VANDROSS	62/0	32	29	1
14 THIRTY EIGHT SPECIAL	68/1	20	41	7
15 SURVIVOR	65/0	38	24	3
16 CHER & PETER CETERA	70/9	7	50	13
17 SIMPLY RED	68/2	7	45	16
18 BOY MEETS GIRL	57/3	23	26	8
19 CARLY SIMON	65/5	10	43	12
20 MADONNA	58/13	2	36	20
21 TRAVELING WILBURYS	48/0	3	40	5
22 JULIA FORDHAM	55/2	6	28	21
23 ROD STEWART	32/1	12	13	7
24 PAUL CARRACK & TERRI NUNN	56/5	0	34	22
25 LIVINGSTON TAYLOR	47/3	6	31	10
26 BOYS CLUB	52/0	1	29	22
27 KARYN WHITE	46/12	2	21	23
28 PETER NOONE	42/5	2	24	16
29 LOVE AND MONEY	46/2	1	23	22
30 ENYA	31/2	5	17	9

MOST ADDED

- GLENN FREY (29)
- BASIA (18)
- CAROLE KING (18)
- PHOEBE SNOW (18)
- STEVE WINWOOD (18)
- ONE 2 MANY (17)
- BUSTER POINDEXTER (16)
- SOUTHERN PACIFIC (14)
- HOWARD JONES (13)
- MADONNA (13)

HOTTEST

- ROY ORBISON (61)
- ANITA BAKER (53)
- VANESSA WILLIAMS (52)
- DEBBIE GIBSON (47)
- BANGLES (40)
- KENNY G (32)
- MIKE & THE MECHANICS (27)
- BREATHE (18)
- CHICAGO (16)
- BETTE MIDLER (11)

ENYA "Orinoco Flow (Sail Away)" (Geffen) 31/2

Rotations: Heavy 5/0, Medium 17/0, Light 9/2, Total Adds 2, WMGN, WCMJ. Heavy: WNUA, B100, WKYE, WSLQ, WEIM. Medium: KLSI, WXTX, KHLT, WRKA, WHAI, WKNE, WAFL, WSKI, WYKZ, KTDY, WZNS, WORG, KVIC, KKL, KBLQ, KYJC, KAYN. Light including KLCY, KELT, WTRX, KTYL, KSCB, WTRW, WLDR. Moves 31-30 on the AC chart.

BUSTER POINDEXTER "Hit The Road Jack" (RCA) 29/16

Rotations: Heavy 0, Medium 1/1, Light 28/15, Total Adds 16, WVAF, WKYE, WSLQ, WTRX, WHNN, 3WM, WEIM, WHAI, WKNE, WAFL, WYKZ, WCKQ, WFPA, WZNS, WMTFM, KSCB. Light including 2WD, B100, WLEV, WLHT, WFMK, WSKI, WGSV, WORG, WKCX, KTYL, KVIC, WCMJ, KKL.

HOWARD JONES "Everlasting Love" (Elektra) 28/13

Rotations: Heavy 0, Medium 4/1, Light 24/12, Total Adds 13, WVAF, WSLI, Y103, WTRX, WEIM, WQNY, WCKQ, WFPA, WGSV, KRLB, KSCB, WLDR, KYJC. Medium including WLEV, WAFL, KAYN. Light including B100, WKYE, WSLQ, WHAI, WSKI, WYKZ, WZNS, WORG, KTYL, KVIC, WCMJ, KBLQ.

SOUTHERN PACIFIC "All Is Lost" (WB) 27/14

Rotations: Heavy 0, Medium 1/0, Light 26/14, Total Adds 14, WNUA, WMYX, KMJI, WSLQ, WQNY, WAFL, WYKZ, WGSV, WZNS, KVIC, WCMJ, WJON, KSTR, KAYN. Medium: WEIM. Light including WTRX, WHAI, WKNE, WSKI, WFPA, WORG, WKCX, WMTFM, KSCB, KKL, KBLQ, KYJC.

ROBERT PALMER "She Makes My Day" (EMI) 25/3

Rotations: Heavy 0, Medium 7/0, Light 18/3, Total Adds 3, 2WD, WXTX, WFPA. Medium: Y103, WSLQ, WHAI, WAFL, WSKI, WCKQ, WZNS. Light including WTRX, WEIM, WGLL, WGSV, WORG, KVIC, WCMJ, WMTFM, KSCB, WTRW, WLDR, KKL, KSTR, KYJC, KAYN.

ROBERTA FLACK "Uh-Uh Ooh-Ooh Look Out (Here It Comes)" (Atlantic) 25/2

Rotations: Heavy 0, Medium 7/0, Light 18/2, Total Adds 2, WSLI, WEIM. Medium: WNUA, Y103, WHAI, WSKI, WCKX, WCMJ, KBLQ. Light including WLEV, KHLT, WSLQ, WTRX, 3WM, WQNY, WYKZ, WFPA, WGSV, WZNS, WORG, WMTFM, KSCB, KKL, KYJC, KAYN.

SIGNIFICANT ACTION

CAROLE KING "City Streets" (Capitol) 24/18

Rotations: Heavy 0, Medium 3/2, Light 21/16, Total Adds 18, WNLT, KS95, WLEV, KHLT, WSLQ, WTRX, WQNY, WGLL, WYKZ, WFPA, KTDY, WORG, WKCX, WCMJ, WMTFM, WLDR, KSTR, KAYN. Medium including WEIM. Light including WNUA, KSCB, KYJC.

MARC V "Let Them Stare" (Elektra) 23/3

Rotations: Heavy 0, Medium 1/0, Light 22/3, Total Adds 3, WLEV, WYKZ, WMTFM. Medium: WORG. Light including WNUA, WSLQ, WTRX, 3WM, WHAI, WKNE, WGLL, WAFL, WFPA, WGSV, WZNS, WKCX, KKL, KSTR, KYJC, KAYN.

SA-FIRE "Thinking Of You" (Cutting/Mercury) 21/2

Rotations: Heavy 1/0, Medium 6/0, Light 14/2, Total Adds 2, WEIM, WCMJ. Heavy: KESZ. Medium: WLEV, WSLQ, WSKI, WZNS, WORG, KBLQ. Light including KHLT, WTRX, 3WM, WFPA, WGSV, WKCX, KVIC, WMTFM, KSCB, KKL, KSTR, KAYN.

FOUR TOPS "Change Of Heart" (Arista) 19/4

Rotations: Heavy 0, Medium 2/0, Light 17/4, Total Adds 4, WKNE, WFPA, WCMJ, KBLQ. Medium: WZNS, WORG. Light including WTRX, WEIM, WHAI, WAFL, WSKI, WYKZ, WCKQ, WGSV, WKCX, KTYL, WMTFM, KSCB, KYJC.

ONE 2 MANY "Downtown" (A&M) 17/17

Rotations: Heavy 0, Medium 0, Light 17/17, Total Adds 17, KHLT, WSLQ, WTRX, 3WM, WQNY, WAFL, WSKI, WYKZ, WGSV, WZNS, WORG, KVIC, KSCB, WJON, KBLQ, KYJC, KAYN.

DINO "24/7" (4th & Broadway/Island) 13/4

Rotations: Heavy 0, Medium 4/0, Light 9/4, Total Adds 4, WSKI, KRLB, WORG, KKL, Medium: WEIM, WAFL, WCKQ, KAYN. Light including WSLI, KHLT, 3WM, WYKZ, KYJC.

MARTIKA "More Than You Know" (Columbia) 12/6

Rotations: Heavy 1/0, Medium 3/1, Light 8/5, Total Adds 6, WLEV, WRKA, WSLQ, WZNS, KVIC, WMTFM. Heavy: WSKI. Medium including WKQX, KAYN. Light including WCKQ, WORG, KSCB.

PM "Say It Again" (WB) 12/5

Rotations: Heavy 0, Medium 0, Light 12/5, Total Adds 5, WNUA, WSLQ, WHAI, WAFL, WCKX. Light including WEBE, WSKI, WFPA, WZNS, WORG, WCMJ, KAYN.

SAM BROWN "Stop" (A&M) 12/0

Rotations: Heavy 0, Medium 4/0, Light 8/0, Total Adds 0, Medium: WSLQ, WAFL, WORG, KVIC. Light: WSLI, WGLL, WSKI, WFPA, WZNS, KSCB, KKL, KYJC.

EDIE BRICKELL & NEW BOHEMIANS "Circle" (Geffen) 9/8

Rotations: Heavy 0, Medium 1/0, Light 8/8, Total Adds 8, 3WM, WSKI, WORG, WKCX, WMTFM, KSCB, KBLQ, KAYN. Medium: WNUA.

NYLONS "Poison Ivy" (Windham Hill/A&M) 9/0

Rotations: Heavy 0, Medium 3/0, Light 6/0, Total Adds 0, Medium: WMGN, WZNS, WJON. Light: KHLT, WEIM, WCKQ, WMTFM, WTRW, KBLQ.

SOUTHERN PACIFIC "All Is Lost"

2ND WEEK!

NEW & ACTIVE

ONE OF THE "MOST ADDED"



The new single from a band that's movin' into the mainstream again.

Arranged and produced by Southern Pacific and by Jim Ed Norman for JEN Productions, Inc.



AC ADDS & HOTS

March 17, 1989 R&R-75

CURRENT-BASED

EAST		SOUTH		MIDWEST		WEST			
P1	P3	P1		P1		P2			
<p>WVBF/Boston Newell/Garcia</p> <p>none Hottest: BANGLES KENNY G BREATHE VANESSA WILLIAM: CHICAGO</p> <p>WALK/Long Island Edwards/Daniels</p> <p>38 SPECIAL CHICAGO BETTE MIDLER SIMPLY RED CARLY SIMON Hottest: DEBBIE GIBSON MIKE & THE MECH ROY ORBISON VANESSA WILLIAM: ANITA BAKER</p> <p>WNSR/New York Dunphy/Dunkin</p> <p>SHEENA EASTON MADONNA VANESSA WILLIAM: KENNY G BREATHE Hottest: MIKE & THE MECH SHERIFF ANITA BAKER BANGLES RICK ASTLEY</p> <p>WSNI/Philadelphia Jere Sullivan</p> <p>SIMPLY RED CSN&Y DEON ESTUS Hottest: ANITA BAKER DEBBIE GIBSON ROY ORBISON BANGLES VANESSA WILLIAM: DEBBIE GIBSON</p> <p>WHTX/Pittsburgh Scott Alexander</p> <p>PETER NOONE DEON ESTUS Hottest: ANITA BAKER ROD STEWART ROY ORBISON MIKE & THE MECH DEBBIE GIBSON</p>	<p>WEIM/Fitchburg Jack Raymond</p> <p>SA-FIRE GLENN FREY ROBERTA FLACK BUSTER POINDEXTF HOWARD JONES Hottest: ANITA BAKER ROY ORBISON CHICAGO TRAVELING WILBUR CARLY SIMON</p> <p>WECQ/Geneva Gabe Anthony</p> <p>CARRACK & NUNN PHOEBE SNOW STEVE WINWOOD Hottest: DEBBIE GIBSON SURVIVOR VANESSA WILLIAM: CHICAGO LUTHER VANDROSS</p> <p>WHAJ/Greenfield, MA Deane/Archer</p> <p>TIL TUESDAY BUSTER POINDEXTF PHOEBE SNOW EVAN ROGERS PM GLENN FREY Hottest: ROY ORBISON DEBBIE GIBSON VANESSA WILLIAM: BREATHE</p> <p>WQNY/Ithaca Smith/Erb</p> <p>CAROLE KING GLENN FREY SOUTHERN PACIFIC HOWARD JONES ONE 2 MANY MICA PARIS Hottest: ROY ORBISON CHICAGO BANGLES VANESSA WILLIAM: DEBBIE GIBSON</p> <p>WKNE/Keene Mike Trombly</p> <p>GRAYSON HUGH FOUR TOPS MADONNA BASTIA BUSTER POINDEXT Hottest: DEBBIE GIBSON ROY ORBISON BANGLES SURVIVOR VANESSA WILLIAM:</p> <p>WGLL/Mercersburg Norman Schmidt</p> <p>BASTIA CAROLE KING GLENN FREY Hottest: ROY ORBISON ANITA BAKER VANESSA WILLIAM: KENNY G BREATHE</p> <p>WAFL/Milford, DE Tim Brough</p> <p>BUSTER POINDEXTF PHOEBE SNOW ONE 2 MANY PM SOUTHERN PACIFI MICA PARIS Hottest: CARLY SIMON ANITA BAKER BANGLES ROY ORBISON BETTE MIDLER</p> <p>WSKI/Montpelier Bruce Stebbins</p> <p>DINO GLENN FREY ONE 2 MANY EDIE BRICKELL & MICA PARIS Hottest: ROY ORBISON DEBBIE GIBSON 38 SPECIAL SIMPLY RED KARYN WHITE</p> <p>WKSJ/Williamsport Tom Benson</p> <p>GLENN FREY STEVE WINWOOD BASTIA GRAYSON HUGH Hottest: ANITA BAKER BREATHE BANGLES CHICAGO BOY MEETS GIRL</p>	<p>Y103/Jacksonville Erica Lee</p> <p>HOWARD JONES BASTIA PHOEBE SNOW Hottest: DEBBIE GIBSON MIKE & THE MECHA 38 SPECIAL LUTHER VANDROSS DEON ESTUS</p> <p>WTFM/Johnson City Mark McKinney</p> <p>LIVINGSTON TAYLO Hottest: BANGLES ROD STEWART VANESSA WILLIAM: DEBBIE GIBSON SURVIVOR</p> <p>U102/Knoxville Larry Trotter</p> <p>MADONNA DEON ESTUS Hottest: ROY ORBISON CHICAGO ANITA BAKER VANESSA WILLIAM: KENNY G</p> <p>KHLT/Little Rock Jim Aaron</p> <p>KARYN WHITE PHOEBE SNOW CAROLE KING ONE 2 MANY Hottest: VANESSA WILLIAM: CHICAGO ROY ORBISON KENNY G BANGLES</p> <p>WRKA/Louisville Robertson/Shannon</p> <p>STEVE WINWOOD LOVE AND MONEY MARTIKA Hottest: DEBBIE GIBSON CHICAGO BANGLES ANITA BAKER LUTHER VANDROSS</p> <p>KELT/McAllen Paul Davis</p> <p>MADONNA Hottest: DEBBIE GIBSON LUTHER VANDROSS VANESSA WILLIAM: KENNY G BANGLES</p> <p>WSLQ/Roanoke Greg Fry</p> <p>MARTIKA SOUTHERN PACIFIC BUSTER POINDEXTF CAROLE KING ONE 2 MANY GLENN FREY PM Hottest: ENYA ANITA BAKER LIVINGSTON TAYLO DEBBIE GIBSON VANESSA WILLIAM: KENNY G</p> <p>WRMF/West Palm Br Dave Parks</p> <p>CARRACK & NUNN LIVINGSTON TAYLO BASTIA Hottest: ROY ORBISON VANESSA WILLIAM: MIKE & THE MECHA KENNY G RICK ASTLEY</p> <p>WYKZ/Beaufort, SC Robertson/Kennedy</p> <p>ONE 2 MANY GLENN FREY BUSTER POINDEXTF MARC V SOUTHERN PACIFIC CAROLE KING Hottest: none</p> <p>WCKQ/Campbellsville Jackson/McClendon</p> <p>GLENN FREY HOWARD JONES BUSTER POINDEXTF Hottest: DEBBIE GIBSON ANITA BAKER ROY ORBISON BANGLES VANESSA WILLIAM:</p> <p>WFPA/Ft. Payne Becky Barnes</p> <p>CAROLE KING GLENN FREY BASTIA HOWARD JONES BUSTER POINDEXTF ROBERT PALMER FOUR TOPS Hottest: ANITA BAKER ROY ORBISON DEBBIE GIBSON VANESSA WILLIAM: BANGLES</p> <p>WVLC/Jackson, MS Ron Harrell</p> <p>HOWARD JONES ROBERTA FLACK GLENN FREY Hottest: MIKE & THE MECHA ANITA BAKER BREATHE CHICAGO DEBBIE GIBSON</p>	<p>WTKK/Gainesville Nick Allen</p> <p>CARLY SIMON KARYN WHITE BASTIA STEVE WINWOOD Hottest: MIKE & THE MECHA ANITA BAKER ROY ORBISON DEBBIE GIBSON VANESSA WILLIAM:</p> <p>WGSV/Guntersville Jackson/Bell</p> <p>CHER & PETER CET GLENN FREY HOWARD JONES SOUTHERN PACIFIC ONE 2 MANY MICA PARIS Hottest: ANITA BAKER MIKE & THE MECHA DEBBIE GIBSON VANESSA WILLIAM: KENNY G</p> <p>KTDY/Lafayette Bob Murphy</p> <p>MADONNA CAROLE KING STEVE WINWOOD PHOEBE SNOW Hottest: ANITA BAKER BANGLES BREATHE KARYN WHITE VANESSA WILLIAM:</p> <p>KRLB/Lubbock Laurie Allen</p> <p>HOWARD JONES PHOEBE SNOW GLENN FREY BASTIA STEVE WINWOOD GRAYSON HUGH DINO PETER NOONE Hottest: ANITA BAKER DEBBIE GIBSON ROY ORBISON VANESSA WILLIAM: BANGLES</p> <p>WZNS/Myrtle Beach Mitch Adams</p> <p>SOUTHERN PACIFIC PHOEBE SNOW BUSTER POINDEXTF GLENN FREY ONE 2 MANY MARTIKA Hottest: CHICAGO ROY ORBISON BREATHE KENNY G BANGLES</p> <p>WORG/Orangeburg Ted Bell</p> <p>CAROLE KING EDIE BRICKELL / DINO GLENN FREY FREIHEIT MICA PARIS TIL TUESDAY ONE 2 MANY PASADENAS Hottest: ANITA BAKER BREATHE DEBBIE GIBSON ROY ORBISON 38 SPECIAL</p> <p>WKCX/Rome Randy Quick</p> <p>CAROLE KING FREIHEIT EDIE BRICKELL / PM Hottest: ANITA BAKER ROY ORBISON DEBBIE GIBSON KENNY G BETTE MIDLER</p> <p>KTYL/Tyler Janie Baker</p> <p>GLENN FREY KARYN WHITE Hottest: ANITA BAKER MIKE & THE MECHA ROY ORBISON KENNY G DEBBIE GIBSON</p> <p>KVIC/Victoria Tony Davis</p> <p>GLENN FREY SOUTHERN PACIFIC TIL TUESDAY KARYN WHITE MARTIKA ONE 2 MANY PETER NOONE Hottest: CHICAGO ROY ORBISON CSN&Y BANGLES DEBBIE GIBSON</p>	<p>WSNY/Columbus Hallett/Nunnally</p> <p>CHER & PETER CE Hottest: MIKE & THE MECH SHERIFF ANITA BAKER DEBBIE GIBSON VANESSA WILLIAM:</p> <p>WOMC/Detroit Barry Argenbright</p> <p>BETTE MIDLER CSN&Y Hottest: DEBBIE GIBSON MIKE & THE MECH ROY ORBISON ANITA BAKER VANESSA WILLIAM: KENNY G BANGLES</p> <p>WLSI/Kansas City Land/Barber</p> <p>CARLY SIMON KARYN WHITE Hottest: DEBBIE GIBSON ANITA BAKER ROY ORBISON VANESSA WILLIAM: KENNY G</p> <p>WARM98/Cincinnati Nick O'Neil</p> <p>VANESSA WILLIAM: BANGLES PETER NOONE BREATHE DEON ESTUS Hottest: NEIL DIAMOND KARYN WHITE ANITA BAKER MIKE & THE MECHA SHERIFF</p> <p>WLTJ/Cleveland Popovich/Godfrey</p> <p>none Hottest: CSN&Y ROY ORBISON BANGLES ANITA BAKER MIKE & THE MECHA</p> <p>KS95/Minneapolis Kim Jeffries</p> <p>STEVE WINWOOD MADONNA VANESSA WILLIAM: CAROLE KING DINO Hottest: DEBBIE GIBSON BREATHE BANGLES CHER & PETER CE DEON ESTUS</p> <p>WMYX/Milwaukee King/Morales</p> <p>CARRACK & NUNN SOUTHERN PACIFIC Hottest: ANITA BAKER KENNY G DEBBIE GIBSON ROY ORBISON VANESSA WILLIAM:</p> <p>KS95/Minneapolis Kim Jeffries</p> <p>STEVE WINWOOD MADONNA VANESSA WILLIAM: CAROLE KING DINO Hottest: DEBBIE GIBSON BREATHE BANGLES CHER & PETER CE DEON ESTUS</p> <p>WFMK/Lansing Tom Knight</p> <p>BASTIA KARYN WHITE Hottest: ANITA BAKER KENNY G VANESSA WILLIAM: BREATHE BANGLES</p> <p>WGMG/Madison Pat O'Neill</p> <p>STEVE WINWOOD CHER & PETER CET PETER NOONE ENYA Hottest: VANESSA WILLIAM: LUTHER VANDROSS CSN&Y KENNY G DEON ESTUS</p> <p>WTRX/Flint Bill Pearson</p> <p>STEVE WINWOOD CAROLE KING ONE 2 MANY HOWARD JONES BUSTER POINDEXTF Hottest: DEBBIE GIBSON ROY ORBISON VANESSA WILLIAM: KENNY G BANGLES</p> <p>WLMH/Grand Rapids Mike Syrianni</p> <p>BASTIA MADONNA Hottest: ROY ORBISON CSN&Y VANESSA WILLIAM: BREATHE BANGLES</p> <p>WFMK/Lansing Tom Knight</p> <p>BASTIA KARYN WHITE Hottest: ANITA BAKER KENNY G VANESSA WILLIAM: BREATHE BANGLES</p> <p>WMT-FM/Cedar Rapids Green/Sellers</p> <p>MARTIKA BUSTER POINDEXTF EDIE BRICKELL & N MARC V CAROLE KING Hottest: ANITA BAKER ROY ORBISON VANESSA WILLIAM: KENNY G BILLY JOEL</p>	<p>WJNY/St. Cloud Nancy Fox</p> <p>ONE 2 MANY SOUTHERN PACIFIC GRAYSON HUGH PHOEBE SNOW STEVE WINWOOD Hottest: ROY ORBISON ANITA BAKER VANESSA WILLIAM: BREATHE BANGLES</p> <p>WLDI/Traverse City James Filkins</p> <p>HOWARD JONES STEVE WINWOOD CAROLE KING FREIHEIT PHOEBE SNOW Hottest: ROY ORBISON MIKE & THE MECHA VANESSA WILLIAM: SURVIVOR LUTHER VANDROSS</p>	<p>KSCB/Liberal Mark David</p> <p>HOWARD JONES GLENN FREY BUSTER POINDEXTF EDIE BRICKELL & N ONE 2 MANY Hottest: ANITA BAKER ROY ORBISON DEBBIE GIBSON VANESSA WILLIAM: KENNY G</p> <p>WTVR/Monroe Lori Demick</p> <p>STEVE WINWOOD PHOEBE SNOW Hottest: ROY ORBISON DEBBIE GIBSON ANITA BAKER SURVIVOR VANESSA WILLIAM:</p>	<p>WHNN/Saginaw Roberts/Stein</p> <p>BUSTER POINDEXTF BASTIA MADONNA Hottest: ROY ORBISON CSN&Y VANESSA WILLIAM: BREATHE BANGLES</p> <p>3WM/Toledo Don Jardine</p> <p>BUSTER POINDEXTF EDIE BRICKELL & N ONE 2 MANY GLENN FREY Hottest: VANESSA WILLIAM: DEBBIE GIBSON ROY ORBISON CSN&Y BANGLES</p> <p>WCMJ/Cambridge, OH Mike Ruble</p> <p>GRAYSON HUGH KARYN WHITE ENYA FOUR TOPS SA-FIRE SOUTHERN PACIFIC GLENN FREY CAROLE KING Hottest: ANITA BAKER ROY ORBISON SURVIVOR VANESSA WILLIAM: ROY ORBISON</p> <p>WMT-FM/Cedar Rapids Green/Sellers</p> <p>MARTIKA BUSTER POINDEXTF EDIE BRICKELL & N MARC V CAROLE KING Hottest: ANITA BAKER ROY ORBISON VANESSA WILLIAM: KENNY G BILLY JOEL</p>	<p>KBLQ/Logan, UT John Dimick</p> <p>GRAYSON HUGH PHOEBE SNOW ONE 2 MANY MIDGE URE EDIE BRICKELL & N FOUR TOPS GLENN FREY Hottest: ROY ORBISON DEBBIE GIBSON KENNY G VANESSA WILLIAM: BANGLES</p> <p>KYJC/Medford Kirk/Shelby</p> <p>ONE 2 MANY GLENN FREY PHOEBE SNOW HOWARD JONES MICA PARIS Hottest: ROY ORBISON SURVIVOR ANITA BAKER VANESSA WILLIAM: 38 SPECIAL</p> <p>KMGQ/Santa Barbara Meadel/Newcomer</p> <p>MADONNA BOY MEETS GIRL BASTIA STEVE WINWOOD Hottest: ANITA BAKER MIKE & THE MECHA VANESSA WILLIAM: ROY ORBISON BANGLES</p>	<p>85 Current Reporters 83 Current Playlists Called In Frozen Playlist (1): WVBF/Boston</p> <p>Did Not Report, Playlist Frozen (1): KYKY/St. Louis</p>
<h2>NEW ARTISTS</h2> <p>Reports/Adds</p> <ol style="list-style-type: none"> 1 GRAYSON HUGH/Talk It Over (RCA) 36/9 2 ENYA/Orinoco Flow (Sail Away) (Geffen) 31/2 3 SOUTHERN PACIFIC/All Is Lost (WB) 27/14 4 MARC V/Let Them Stare (Elektra) 23/3 5 SA-FIRE/Thinking Of You (Cutting/Mercury) 21/2 6 ONE 2 MANY/Downtown (A&M) 17/17 7 DINO/24/7 (4th & Broadway/Island) 13/4 8 MARTIKA/More Than You Know (Columbia) 12/6 9 SAM BROWN/Stop (A&M) 12/0 10 FREIHEIT/Keeping The Dream Alive (WTG) 7/4 <p>New artists have not yet had an AC Breaker.</p>									

AC ADDS & HOTS

FULL-SERVICE AC

MOST ADDED

DEON ESTUS (10)
 CHER & CETERA (5)
 PHOEBE SNOW (5)
 BASIA (3)
 CAROLE KING (3)
 BETTE MIDLER (3)
 THIRTY EIGHT SPECIAL (3)
 STEVE WINWOOD (3)

HOTTEST

ROY ORBISON (26)
 ANITA BAKER (19)
 MIKE & THE MECHANICS (19)
 DEBBIE GIBSON (18)
 KENNY G (15)
 VANESSA WILLIAMS (12)
 BANGLES (10)
 CSN&Y (6)
 BETTE MIDLER (6)

EAST

P1

WBEN/Bufalo
 Hank Nevins

VANESSA WILLIAMS
 Hottest:
 ENYA
 ROD STEWART
 BANGLES
 BETTE MIDLER

WGR/Bufalo
 Mike Roszman

CSN&Y
 Hottest:
 ROY ORBISON
 ANITA BAKER
 VANESSA WILLIAMS
 MIKE & THE MECHANICS
 KENNY G

WMAL/Washington
 Michael Neff

BASIA
 Hottest:
 ANITA BAKER
 BETTE MIDLER
 NEIL DIAMOND
 KENNY G
 ROY ORBISON

P2

WICC/Bridgeport
 Gary Peters

BETTE MIDLER
 KARYN WHITE
 CARRACK & NUNN
 Hottest:
 MIKE & THE MECHANICS
 ROY ORBISON
 DEBBIE GIBSON
 CHICAGO
 ANITA BAKER

WCHS/Charleston
 Frank George

KARYN WHITE
 BASIA
 GRAYSON HUGH
 PHOEBE SNOW
 Hottest:
 ROY ORBISON
 MIKE & THE MECHANICS
 ANITA BAKER
 DEBBIE GIBSON
 VANESSA WILLIAMS

WTIC/Hartford
 David Bernstein

none
 Hottest:
 ANITA BAKER
 VANESSA WILLIAMS
 ROY ORBISON
 DEBBIE GIBSON
 KENNY G

WELI/New Haven
 Gross/McCormick

MADONNA
 DEON ESTUS
 Hottest:
 BANGLES
 BETTE MIDLER
 SIMPLY RED
 CSN&Y
 CHER & PETER CETI

WGY/Schenectady
 Brindie/Sgarlata

ENYA
 CHER & PETER CETI
 Hottest:
 BETTE MIDLER
 GLENN FREY
 MIKE & THE MECHANICS
 DEBBIE GIBSON
 ROY ORBISON

P3

WMTR/Morristown
 Brian Emery

PHOEBE SNOW
 STEVE WINWOOD
 Hottest:
 ROY ORBISON
 ANITA BAKER
 KENNY G
 BANGLES
 VANESSA WILLIAMS

GOLD-BASED AC

MOST ADDED

CHER & CETERA (7)
 BANGLES (4)
 DEON ESTUS (4)
 MADONNA (3)
 CHICAGO (2)
 BETTE MIDLER (2)
 PETER NOONE (2)
 THIRTY EIGHT SPECIAL (2)
 VANESSA WILLIAMS (2)
 STEVE WINWOOD (2)

HOTTEST

MIKE & THE MECHANICS (26)
 ROY ORBISON (23)
 DEBBIE GIBSON (15)
 KENNY G (12)
 ANITA BAKER (11)
 VANESSA WILLIAMS (9)
 BANGLES (6)
 BREATHE (5)
 NEIL DIAMOND (5)
 SHERIFF (5)
 ROD STEWART (5)

EAST

P1

WWMX/Baltimore
 Don Kelley

BANGLES
 VANESSA WILLIAMS
 Hottest:
 ROY ORBISON
 DEBBIE GIBSON
 MIKE & THE MECHANICS
 VANESSA WILLIAMS

WKSZ/Philadelphia
 Lou Patrick

none
 Hottest:
 ANITA BAKER
 NEIL DIAMOND
 BARBRA STREISAND
 KENNY G

WLTP/Pittsburgh
 John Gallagher

none
 Hottest:
 ROY ORBISON
 BETTE MIDLER
 DEBBIE GIBSON
 MIKE & THE MECHANICS
 VANESSA WILLIAMS

WLTT/Washington
 Don Davis

LIVINGSTON TAYLOR
 CHER & PETER CETI
 STEVE WINWOOD
 Hottest:
 ANITA BAKER
 BANGLES
 DEBBIE GIBSON
 MIKE & THE MECHANICS
 ROY ORBISON

P2

WAEB/Allentown
 Chris Bailey

ENYA
 CHER & PETER CETI
 DEON ESTUS
 Hottest:
 ANITA BAKER
 DEBBIE GIBSON
 ROY ORBISON
 CSN&Y
 CHICAGO

WMAS-FM/Springfield
 Kratoville/O'Brien

BANGLES
 Hottest:
 TRAVELING WILBURY
 ROY ORBISON
 MIKE & THE MECHANICS
 BREATHE
 LUTHER VANDROSS

WYYY/Syracuse
 Lauber/Langmyer

CHER & PETER CETI
 Hottest:
 ROY ORBISON
 ANITA BAKER
 VANESSA WILLIAMS
 MIKE & THE MECHANICS

WJBR/Wilmington, DE
 Bill Kaye

DEON ESTUS
 Hottest:
 VANESSA WILLIAMS
 DEBBIE GIBSON
 BANGLES
 ROY ORBISON
 KENNY G

33 Current Reporters
 28 Current Playlists

SOUTH

P2

WHAS/Louisville
 Doug McElvin

none
 Hottest:
 DEBBIE GIBSON
 MIKE & THE MECHANICS
 ROY ORBISON
 ROD STEWART
 CHICAGO

WDBO/Orlando
 Dan Shaffer

none
 Hottest:
 MIKE & THE MECHANICS
 NEIL DIAMOND
 ANITA BAKER
 KENNY G
 VANESSA WILLIAMS

WRVA/Richmond
 Tim Farley

none
 Hottest:
 ANITA BAKER
 BREATHE
 DEBBIE GIBSON
 ROY ORBISON
 MIKE & THE MECHANICS

P3

WGBR/Goldsboro
 Bruce Strickland

BOYS CLUB
 DEON ESTUS
 Hottest:
 ROY ORBISON
 VANESSA WILLIAMS
 DEBBIE GIBSON
 BANGLES
 ANITA BAKER

WKYX/Paducah
 Cook/Miller

CARLY SIMON
 CHER & PETER CETI
 Hottest:
 DEBBIE GIBSON
 ROY ORBISON
 ANITA BAKER
 MIKE & THE MECHANICS
 BANGLES
 WSTU/Stuart
 Shaw/Grant
 38 SPECIAL
 STEVE WINWOOD
 JIMMY HARNEN &
 Hottest:
 ROY ORBISON
 ANITA BAKER
 DEBBIE GIBSON
 VANESSA WILLIAMS
 BANGLES

SOUTH

P1

KMGC/Dallas
 Layne Prescott

CHICAGO
 BANGLES
 Hottest:
 ANITA BAKER
 DEBBIE GIBSON
 MIKE & THE MECHANICS
 ROY ORBISON

Love 94/Miami
 Don Agony

MADONNA
 Hottest:
 MIKE & THE MECHANICS
 ANITA BAKER
 ROY ORBISON
 KENNY G
 SHERIFF

WUSA/Tampa
 Johnny Williams

none
 Hottest:
 PHIL COLLINS
 MIKE & THE MECHANICS
 SHERIFF
 ROY ORBISON

P2

KKMJ/Austin
 Bob Cole

none
 Hottest:
 MIKE & THE MECHANICS
 ROY ORBISON
 NEIL DIAMOND
 KENNY G
 PETER NOONE

WMJJ/Birmingham
 Carter Davis

MADONNA
 Hottest:
 MIKE & THE MECHANICS
 TAYLOR DAYNE
 38 SPECIAL
 ROD STEWART
 BREATHE

WEZC/Charlotte
 Herring/Conway

STEVE WINWOOD
 Hottest:
 ROY ORBISON
 MIKE & THE MECHANICS
 DEBBIE GIBSON
 BANGLES
 TAYLOR DAYNE

WLMX/Chattanooga
 Burkett/Marshall

BANGLES
 BREATHE
 Hottest:
 MIKE & THE MECHANICS
 ROY ORBISON
 ROD STEWART
 SHERIFF
 KENNY G

WVRV/Memphis
 Hamlin/Spencer

CARRACK & NUNN
 Hottest:
 KENNY G
 BETTE MIDLER
 MIKE & THE MECHANICS
 38 SPECIAL
 VANESSA WILLIAMS

WSTF/Orlando
 Brian Kirkland

KENNY G
 Hottest:
 DEBBIE GIBSON
 MIKE & THE MECHANICS
 BANGLES
 SHERIFF
 CHICAGO

WRAL/Raleigh
 Dave Barron

none
 Hottest:
 MIKE & THE MECHANICS
 30Y MEETS GIRL
 PHIL COLLINS
 TAYLOR DAYNE
 LENNOX & GREEN

WMBR/Richmond
 Mike Ryan

CHER & PETER CETI
 Hottest:
 CSN&Y
 VANESSA WILLIAMS
 MIKE & THE MECHANICS
 ROY ORBISON
 KENNY G

KVKI/Shreveport
 Mick Lane

38 SPECIAL
 CHER & PETER CETI
 Hottest:
 ROY ORBISON
 MIKE & THE MECHANICS
 VANESSA WILLIAMS
 DEBBIE GIBSON
 KENNY G

MIDWEST

P1

55KRC/Cincinnati
 Drew Hayes

KENNY G
 BREATHE
 Hottest:
 MIKE & THE MECHANICS
 ROD STEWART
 ROY ORBISON
 DEBBIE GIBSON
 SHERIFF

WLW/Cincinnati
 Dave Reinhart

38 SPECIAL
 Hottest:
 ROY ORBISON
 MIKE & THE MECHANICS
 ROD STEWART
 CSN&Y
 TRAVELING WILBURY

WTVN/Columbus
 Lar/Lane

none
 Hottest:
 MAXI PRIEST
 MIKE & THE MECHANICS
 SHERIFF
 ROY ORBISON
 GLENN FREY

WCCO/Minneapolis
 Curt Lundgren

ONE 2 MANY
 SADE
 PHOEBE SNOW
 MARC V
 Hottest:
 CHER & PETER CETI
 KENNY G
 MIKE & THE MECHANICS

P2

WHBY/Appleton
 Salm/St. John

DEON ESTUS
 Hottest:
 MIKE & THE MECHANICS
 ROY ORBISON
 DEBBIE GIBSON
 ANITA BAKER
 KENNY G

WHBC/Canton
 Doug Lane

BETTE MIDLER
 BREATHE
 DEON ESTUS
 Hottest:
 NEIL DIAMOND
 ANITA BAKER
 ROY ORBISON
 MIKE & THE MECHANICS
 VANESSA WILLIAMS

WOOD/Grand Rapids
 Skip Easick

none
 Hottest:
 DEBBIE GIBSON
 ANITA BAKER
 MIKE & THE MECHANICS
 ROY ORBISON
 KENNY G

WIBA/Madison
 Reed/Kay

DEON ESTUS
 J.T. TAYLOR & RE
 CHER & PETER CETI
 Hottest:
 CSN&Y
 BARBRA STREISAND
 KENNY G
 NEIL DIAMOND
 DEBBIE GIBSON

WROK/Rockford
 McClure/Thomas

CHER & PETER CETI
 BANGLES
 VANESSA WILLIAMS
 DEON ESTUS
 Hottest:
 KENNY G
 CSN&Y
 DEBBIE GIBSON

WSPD/Toledo
 Ric Herrold

BANGLES
 BETTE MIDLER
 Hottest:
 VANESSA WILLIAMS
 SHERIFF
 ROY ORBISON
 ANITA BAKER
 MIKE & THE MECHANICS

P3

WJBC/Bloomington
 Don Munson

MADONNA
 DEON ESTUS
 PETER NOONE
 Hottest:
 ROY ORBISON
 ANITA BAKER
 CSN&Y
 BETTE MIDLER
 38 SPECIAL

WCIL/Carbondale
 Ric Bird

DEON ESTUS
 38 SPECIAL
 CHER & PETER CETI
 EDDIE MONEY
 Hottest:
 DEBBIE GIBSON
 MIKE & THE MECHANICS
 BANGLES
 ROY ORBISON
 TOMMY PAGE

WASK/Lafayette
 Keith Harris

CAROLE KING
 Hottest:
 DEBBIE GIBSON
 BANGLES
 J.T. TAYLOR & RE
 TRAVELING WILBURY
 KENNY G

34 Current Reporters
 29 Current Playlists

MIDWEST

MIDWEST

P1

WMJ/Cleveland
 Lind/Ivers

TRAVELING WILBURY
 MADONNA
 Hottest:
 MIKE & THE MECHANICS
 DEBBIE GIBSON
 ROD STEWART
 BREATHE
 BANGLES

WLTQ/Milwaukee
 Fred Brennan

BETTE MIDLER
 CHER & PETER CETI
 Hottest:
 KENNY G
 DEBBIE GIBSON
 NEIL DIAMOND
 MIKE & THE MECHANICS
 ROY ORBISON

WLT/Detroit
 Bob Kaake

none
 Hottest:
 KENNY G
 DEBBIE GIBSON
 BARBRA STREISAND
 VANESSA WILLIAMS
 ANITA BAKER

P2

WENS/Indianapolis
 Grey/Eagan

PETER NOONE
 DEON ESTUS
 CHER & PETER CETI
 Hottest:
 MIKE & THE MECHANICS
 DEBBIE GIBSON
 ROD STEWART
 BREATHE
 VANESSA WILLIAMS
 ANITA BAKER
 DEBBIE GIBSON

KUDL/Kansas City
 Don Bender

CHICAGO
 VANESSA WILLIAMS
 Hottest:
 KENNY G
 ROY ORBISON
 MIKE & THE MECHANICS
 ROD STEWART
 TIFFANY

KEFM/Omaha
 Lane/Kennedy

none
 Hottest:
 CHICAGO
 BANGLES
 ANITA BAKER

KRAV/Tulsa
 Couch/Baker

none
 Hottest:
 SHERIFF
 RICK ASTLEY
 MIKE & THE MECHANICS
 CHICAGO
 BREATHE

Did Not Report, Playlist Frozen (5):
 KXOA-FM/Sacramento
 WKSZ/Philadelphia
 WLTP/Pittsburgh
 WRAL/Raleigh
 WUSA/Tampa

WEST

P1

KEX/Portland
 Dirks/Fort

none
 Hottest:
 PHIL COLLINS
 KENNY G
 KFMB/San Diego
 Larson/Robertson

STEVE WINWOOD
 CAROLE KING
 MICA PARIS
 PHOEBE SNOW
 Hottest:
 ROY ORBISON
 DEBBIE GIBSON
 VANESSA WILLIAMS
 KENNY G
 BANGLES

P2

KBOI/Boise
 Drew Harold

ANITA BAKER
 DEBBIE GIBSON
 DEON ESTUS
 Hottest:
 ROY ORBISON
 ANITA BAKER
 DEBBIE GIBSON
 MIKE & THE MECHANICS
 KENNY G

KUGN/Eugene
 O'Brien/James

BASIA
 CAROLE KING
 PHOEBE SNOW
 Hottest:
 ROY ORBISON
 ANITA BAKER
 VANESSA WILLIAMS
 KENNY G
 CSN&Y

KSSK/Honolulu
 Phil Abbott

none
 Hottest:
 BETTE MIDLER
 ROY ORBISON
 MIKE & THE MECHANICS
 LENNOX & GREEN
 CECILIO & KAPON

P3

KFQD/Anchorage
 Bradley/Ford

DEON ESTUS
 SIMPLY RED
 Hottest:
 ANITA BAKER
 VANESSA WILLIAMS
 BREATHE
 ROY ORBISON
 KENNY G

Called In Frozen Playlist (2):
 WRVA/Richmond
 WTVN/Columbus

Did Not Report, Playlist Frozen (3):
 KEX/Portland
 WDBO/Orlando
 WHAS/Louisville

SUMMARY

Deon Estus vaulted into FSA Most Added, picking up P2s KBOI, WROK, WIBA, WHBC, WHBY, and WELI (no P1s). In a week sparked by many big gains, Roy Orbison (+4) ended Mike & The Mechanics' four-week reign as FSA Hottest. Others who advanced: Vanessa Williams (+7), Debbie Gibson (+6), Bangles (+5), Anita Baker and Kenny G (both +6). CSN&Y and Bette Midler debuted.

Cher & Peter Cetera made it two straight weeks as GB Most Added, notching P1s WLTP, WENS, and WLTT. M&M (-1) remained atop GB Hottest for a fourth successive week. Gaining were Kenny G (+4), Williams (+3), and Orbison (+1). Bangles and Breathe bowed.

NEW AC

NATIONAL AIRPLAY

CONTEMPORARY JAZZ

LW	TW	ARTIST/Album	TRACKS
4	1	WINDOWS/The French Laundry (Cypress/A&M)	"Night" "Ship"
1	2	FREE FLIGHT/Slice Of Life (FM/CBS)	"Slice" "Uptown"
3	3	ENYA/Watermark (Geffen)	"Orinoco" "Longships"
5	4	MARTIN TAYLOR/Sarabanda (Gaia)	"Mornin'" "Call"
2	5	KIM PENSYL/Pensyl Sketches #1 (Optimism)	"Ready" "Moroccan"
7	6	TANITA TIKARAM/Ancient Heart (Reprise)	"Cathedral" "Twist"
9	7	KEIKO MATSUI/Under Northern Lights (MCA)	"Mountain" "Morning"
6	8	DON HARRISS/Vanishing Point (Sonic Atmospheres)	"Morning" "Rajah's"
12	9	STEVE BACH/More Than A Dream (Soundwings)	"Fast" "Long"
10	10	SPECIAL EFX/Confidential (GRP)	"Place" "Confidential"
13	11	ALEX BUGNON/Love Season (Orpheus/EMI)	"Around" "Love"
BREAKER		12 DAVID ARKENSTONE/Island (Narada-Equinox/MCA)	"Island" "Ballet"
14	13	DEBORAH HENSON-CONANT/On The Rise (GRP)	"Rise" "Phoenix"
8	14	AL JARREAU/Heart's Horizon (Reprise)	"All" "One"
16	15	BOBBY LYLE/Ivory Dream (Atlantic)	"Ivory" "Been"
19	16	BIRELI LAGRENE/Foreign Affairs (Blue Note)	"Timothee"
BREAKER		17 RIC FLAUDING/Refuge (Spindletop)	"Creation" "Refuge"
26	18	ROSS TRAUT & STEVE ROBBY/The Great Lawn (Columbia)	"La La" "Round"
20	19	DAN BALMER/Becoming Became (Chase Music Group)	"Becoming"
18	20	DANNY HEINES/Every Island (Silver Wave)	"Every" "Blue"
BREAKER		21 HIROSHIMA/East (Epic)	"Daydreamer" "Thousand"
24	22	STEPS AHEAD/N.Y.C. (Intuition/Capitol)	"N.Y.C." "Well"
25	23	NIGHTENGAL/Lightdance (Higher Octave)	"Japanese" "Sundance"
30	24	DAVID MANN/Insight (Antilles New Direction/Island)	"Chelsea" "Lunar"
15	25	JULIA FORDHAM/Julia Fordham (Virgin)	"Happy" "Few"
BREAKER		26 CHRIS REA/New Light Through Old Windows (Geffen)	"One" "Candles"
21	27	FREEWAY PHILHARMONIC/The Freeway... (Spindletop)	"Five" "Love"
BREAKER		28 SCOTT COSSU/Switchback (Windham Hill)	"Desert" "Serpentine"
11	29	CHI Pacific Rim (Pro Jazz)	"Pacific" "Little"
DEBUT		30 SHERRY WINSTON/Love Madness (Headfirst)	"Love" "That's"

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
SCOTT COSSU (13) RAIN MAN (10) HIROSHIMA (9) KEVIN EUBANKS (8) PETER KATER (8) GLENN ALEXANDER (7) IVAN LINS (7) PAT KELLY (5)	ENYA (13) KIM PENSYL (9) FREE FLIGHT (8) TANITA TIKARAM (8) WINDOWS (8) MARTIN TAYLOR (6) TRAUT & ROBBY (6)	ENYA/Orinoco KIM PENSYL/Ready FREE FLIGHT/Slice O. HENSON-CONANT/Rise TANITA TIKARAM/Twist TRAUT & ROBBY/La La TWINS/Eyes

NEW & ACTIVE

*GLENN ALEXANDER "Glenn Alexander" (Chase Music Group) 21/7
Rotations: Heavy 3/1, Medium 8/0, Light 10/6, Total Adds 7, KOAI, WNUA, KTID, KLRS, KTCZ, KSNO, KTCL. Heavy: WLOQ, WLHT. BREAKER this week.

*PAT KELLEY "I'll Stand Up" (Nova) 21/5
Rotations: Heavy 3/1, Medium 7/1, Light 11/3, Total Adds 5, KOAI, WGMC, WFAE, KTID, WNGS. Heavy: WXDJ, KTCZ. BREAKER this week.

KERSTIN ALLVIN "Origins" (JBX) 18/2
Rotations: Heavy 6/0, Medium 8/0, Light 4/2, Total Adds 2, KIFM, WLHT. Heavy: KOAI, WXDJ, WBNZ, KEYV, KLRS, KTCL.

IVAN LINS "Love Dance" (Reprise) 17/7
Rotations: Heavy 3/1, Medium 8/2, Light 6/4, Total Adds 7, KOAI, WXDJ, WHVE, BRZ, KDAB, WGMC, WFMK. Heavy: SMN, KKSF.

TEQUILA SUNRISE "Soundtrack" (Capitol) 16/1
Rotations: Heavy 7/1, Medium 5/0, Light 4/0, Total Adds 1, KTID. Heavy: WBNZ, KDAB, KIFM, WFAE, WLHT, KTCZ.

TERRI LYNE CARRINGTON "Real Life Story" (Verve Forecast) 15/4
Rotations: Heavy 0/0, Medium 6/0, Light 9/4, Total Adds 4, KOAI, WHVE, KLRS, KBCO.

PASSPORT "Talk Back" (Atlantic) 15/3
Rotations: Heavy 4/0, Medium 6/0, Light 5/3, Total Adds 3, WNUA, BRZ, WFMK. Heavy: KEYV, KTID, KTCL, KMGQ.

RALF ILLENBERGER "Circle" (Narada-Equinox/MCA) 15/2
Rotations: Heavy 1/0, Medium 9/0, Light 5/2, Total Adds 2, WHVE, WNUA. Heavy: KKSF.

DAVID CROSSBY "Oh Yes I Can" (A&M) 15/1
Rotations: Heavy 5/0, Medium 5/0, Light 5/1, Total Adds 1, WOTB. Heavy: KOAI, WNUA, KTWV, KLRS, KTCZ.

MICHAEL DEEP "Thru The Harp" (Higher Octave) 15/1
Rotations: Heavy 4/0, Medium 3/0, Light 7/1, Total Adds 1, KSNO. Heavy: WXDJ, WNUA, SMN, KTWV, WFAE.

ERIC GALE "Let's Stay Together" (Artful Balance/JCI) 14/1
Rotations: Heavy 1/0, Medium 5/0, Light 8/1, Total Adds 1, KMGQ. Heavy: KSNO.

ERNIE WATTS with GAMELON "Project Activation Earth" (Amherst) 13/3
Rotations: Heavy 3/0, Medium 3/0, Light 7/3, Total Adds 3, KOAI, WGMN, KMGQ. Heavy: WGMC, KSNO, KTCL.

JAMES LEE STANLEY "Simpatico" (Beachwood) 12/2
Rotations: Heavy 4/0, Medium 5/1, Light 3/1, Total Adds 2, KOAI, WNUA. Heavy: BRZ, WGMC, KEYV, KSNO.

MICHAEL HAYES "I Vibe" (Surface To Air) 12/0
Rotations: Heavy 4/0, Medium 5/0, Light 3/0, Total Adds 0. Heavy: BRZ, WGMC, WFAE, WLHT.

* Uncharted Breakers denoted by one asterisk

** Chart Extra denoted by two asterisks.

LW	TW	ARTIST/Album	TRACKS
1	1	STEPS AHEAD/N.Y.C. (Intuition/Capitol)	"Well" "Senegal"
5	2	STEVE BACH/More Than A Dream (Soundwings)	"Fast" "Long"
6	3	MARTIN TAYLOR/Sarabanda (Gaia)	"Call" "Mornin'"
3	4	ROBIN EUBANKS/Different Perspective (JMT/PolyGram)	"Midtown" "Overjoyed"
8	5	FREE FLIGHT/Slice Of Life (FM/CBS)	"Uptown" "Slice"
7	6	TURTLE ISLAND STRING.../Metropolis (Windham Hill)	"Four" "Sidewinder"
9	7	BOBBY LYLE/Ivory Dreams (Atlantic)	"Ivory" "Been"
2	8	SADAO WATANABE/Elis (Elektra)	"Quilombo" "Elis"
10	9	ROSS TRAUT & STEVE ROBBY/The Great Lawn (Columbia)	"La La" "Backtalk"
11	10	JIMMY McGRUFF/Blues To The Bone (Milestone/Fantasy)	"After" "Ain't"
12	11	MARCUS ROBERTS/The Truth Is Spoken Here (Novus/RCA)	"Arrival" "Blue"
15	12	DAVID MANN/Insight (Antilles New Direction/Island)	"Chelsea" "Clockwinder"
14	13	PASSPORT/Talk Back (Atlantic)	"Nico's" "Dancing"
16	14	WINDOWS/French Laundry (Cypress/A&M)	"French" "Night"
4	15	BIRELI LAGRENE/Foreign Affairs (Blue Note)	"Passing" "Timothee"
18	16	KEIKO MATSUI/Under Northern Lights (MCA)	"Mountain" "Under"
DEBUT		17 TERRI LYNE CARRINGTON/Real Life... (Verve Forecast)	"Blackbird" "Message"
30	18	SHERRY WINSTON/Love Madness (Headfirst)	"That's" "Song"
23	19	MULGREW MILLER/The Countdown (Landmark)	"Exact" "What" "Countdown"
29	20	SPECIAL EFX/Confidential (GRP)	"Sabariah" "Place"
17	21	JOE BECK/Back To Beck (DMP)	"Won't" "Dreamin'" "Rye"
27	22	BUDDY MONTGOMERY/So Why Not (Landmark)	"So" "Waterfall"
24	23	GARRY DIAL & DICK OATTS/Dial & Oatts (DMP)	"Firing" "Major"
19	24	CHARLES EARLAND/Front Burner (Milestone/Fantasy)	"Can" "Gospel"
BREAKER		25 BOB BERG/Cycles (Denon)	"Back" "Diamond"
26	26	ERIC GALE/In A Jazz Tradition (EmArcy)	"Eric's"
DEBUT		27 DAVE McKENNA/No More Ouzo For Puzo (Concord)	"More" "Look"
DEBUT		28 CHICK COREA AKOUSTIC BAND/Chick Corea Akoustic Band (GRP)	"T.B.C."
21	29	HARRY CONNICK JR./20 (Columbia)	"Know" "Brain"
13	30	MICHEL CAMILO/Michel Camilo (Portrait/Epic)	"Yarey" "Blue"

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
KEVIN EUBANKS (14) CHICK COREA (12) SCOTT COSSU (10) DIRTY OZZEN BRASS BANO (10) IVAN LINS (8) PAT KELLY (7)	STEPS AHEAD (15) BOBBY LYLE (10) TRAUT & ROBBY (8) STEVE BACH (7) MARTIN TAYLOR (7) FREE FLIGHT (6)	STEPS AHEAD/Well

NEW & ACTIVE

*MASAHIKO SATOH "Amorphism" (Portrait/Epic) 19/3
Rotations: Heavy 1/0, Medium 7/0, Light 11/3, Total Adds 3, WSHA, WFSS, KSLU. Heavy: KXPR. BREAKER this week.

*ERNIE WATTS with GAMELON "Project: Activation Earth" (Amherst) 19/1
Rotations: Heavy 3/0, Medium 7/0, Light 9/1, Total Adds 1, KMHD. Heavy: WDET, KUOP, WEBR. BREAKER this week.

**DEBORAH HENSON-CONANT "On The Rise" (GRP) 21/1
Rotations: Heavy 3/0, Medium 6/0, Light 8/1, Total Adds 1, KMHD. Heavy: CJ, WSIE, JZTRAX. CHART EXTRA this week.

**TORCH SONG TRILOGY "Soundtrack" (Polydor) 18/0
Rotations: Heavy 3/0, Medium 6/0, Light 9/0, Total Adds 0. Heavy: KXPR, WFPL, WVPE. CHART EXTRA this week.

ALEX BUGNON "Love Season" (Orpheus/EMI) 18/1
Rotations: Heavy 6/0, Medium 8/0, Light 4/1, Total Adds 1, KTCJ. Heavy: WSHA, WFSS, WSIE, WVPE, JZTRAX, F40.

PAT KELLY "I'll Stand Up" (Nova) 17/7
Rotations: Heavy 0/0, Medium 4/0, Light 13/7, Total Adds 7, WAER, WFPL, KUOP, WTEB, WVPE, KCLC, KSBR.

MANTECA "No Heroes" (Ouka St/Soundwing) 17/2
Rotations: Heavy 5/0, Medium 6/0, Light 6/2, Total Adds 2, WSHA, WFSS. Heavy: KJZZ, WFPL, WHRO, KUOP, KSBR.

HIROSHIMA "East" (Epic) 16/4
Rotations: Heavy 4/0, Medium 5/3, Light 7/1, Total Adds 4, WDET, KTCJ, KJZZ, WTEB. Heavy: WLVE, KSBR, JZTRAX, F40.

JORGE OALTO "Rendezvous" (Chestah) 16/3
Rotations: Heavy 0/0, Medium 6/0, Light 10/3, Total Adds 3, WMOT, KUOP, WVPE.

MAYNARD FERGUSON "High Voltage 2" (Intima/Enigma) 16/0
Rotations: Heavy 8/0, Medium 5/0, Light 3/0, Total Adds 0. Heavy: KJZZ, KPLU, WSHA, KUOP, WEBR, WFSS, WTEB, WSIE.

KEVIN EUBANKS "The Searcher" (GRP) 15/14
Rotations: Heavy 3/3, Medium 2/2, Light 10/9, Total Adds 14, WNOP, WDET, KMHD, KXPR, KPLU, KLSK, JCITY, WFSS, WTEB, WIVY, KCLC, KSBR, JZTRAX, F40.

SCOTT COSSU "Switchback" (Windham Hill) 15/10
Rotations: Heavy 0/0, Medium 7/5, Light 8/5, Total Adds 10, WNOP, KTCJ, KPLU, WAER, KLCC, CJ, WIVY, KCLC, KSBR, F40.

MULGREW MILLER "The Countdown" (Landmark) 15/2
Rotations: Heavy 8/0, Medium 5/2, Light 2/0, Total Adds 2, WSHA, WUSF. Heavy: WRTI, WCPN, KMHD, KXPR, KSDS, KJAZ, WFPL, KLCC. Moves 23-19 on the CJZ chart.

JOE LOCASCIO "Marrionette" (CMH) 15/0
Rotations: Heavy 5/0, Medium 6/0, Light 4/0, Total Adds 0. Heavy: WMOT, KLCC, KLSK, KCLC, KSBR.

McCOY TYNER "Revelations" (Blue Note) 14/3
Rotations: Heavy 4/1, Medium 4/0, Light 6/2, Total Adds 3, KMHD, WFPL, WTEB. Heavy: KXPR, KJAZ, WUSF.

BUDDY MONTGOMERY "So Why Not" (Landmark) 14/0
Rotations: Heavy 7/0, Medium 7/0, Light 0/0, Total Adds 0. Heavy: WRTI, KMHD, KSDS, KJAZ, KPLU, WUSF, KWNJ. Moves 27-22 on the Contemporary Jazz chart.



A SHOW OF SUPPORT...

"One listen is all it takes...SHOW OF HANDS is the perfect complement to NAC!" Steve Amann, WBZN/Milwaukee

"Folk music for the 90's...TIME PASSES but our listeners are not passing this by!" Bob Church, WLOQ/Orlando

"REAL LOVE fits great in our presentation of contemporary jazz...The acoustic guitar work is refreshing..." Carrie Kanka, KQPT/Sacramento

NEW & ACTIVE
KTWV
Sat. Music Network
KLZS
The Breeze

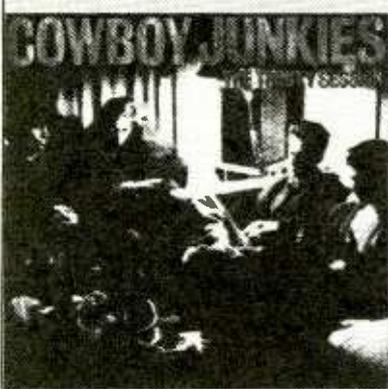
KTCZ
KBCO
KEZX
KLRS
WNUA
...and many more

FOR SHOW OF HANDS

RCA . . .

MAKING WAVES AT

NAC!



COWBOY JUNKIES

"Blue Moon Revisited (Song For Elvis)"

ALREADY ON THE WAVE/LOS ANGELES AND ON YOUR DESK NOW!

MARCUS ROBERTS

"Single Petal of a Rose"

ALREADY HOT 'N' HEAVY AT:
WUSF WRTI KXPR
KLCC WCPN KSDS
WSHA KTCJ KJAZ

And Crossing Now to NAC



PIERCE TURNER

"Surface In Heaven"

A UNIQUE AND EXCITING TRACK ON YOUR DESK NEXT WEEK

BEGGARS BANQUET



MUSIC

New AC

ADDS & HOTS

<p>EAST</p> <p>P2 WQMC/Rochester Eric Gruber SCOTT COSSU IVAN LINS PAT KELLEY LYLE LOVETT CHRIS REA CHRIS CHRISTIAN BOB BERG Notes: ONE ALTERNATIVE FREMAY PRILHAROH GORTITI STEPS AHEAD MARTIN TAYLOR LUTHER VANDROSS TANITA TIKARAM</p>	<p>P3 WOTB/Newport Steve Bianchi JEAN ROBITAILLE CHRIS REA DAVID CROSBY BILL GABLE Notes: ONE ALTERNATIVE FREMAY PRILHAROH FREE FLIGHT STEPS AHEAD TRAIT & ROBBY</p>	<p>SOUTH</p> <p>P1 KOAI/Dallas Randy Brown EDIE BRICKELL GLENN ALFLEXANDER STEVE BACH TERRI LYNN CARRIK CHRIS CHRISTIAN SCOTT COSSU DIRTY DOZEN BRASS FREMAY PRILHAROH HROSIMA PAT KELLEY IVAN LINS DAVID MANN JAMES LEE STANLEY RICKY LYNN CARRIK ERIE MATTS W/GAM Notes: ALEX BUCHON ENYA AL JARREAU DAVID KNOFFER KIM PENSYL SIMPLY RED</p>	<p>P2 WYVE/Sarasota-Tampa Blake Lawrence HROSIMA IVAN LINS TRAIT & ROBBY TERRI LYNN CARRIK RALPH ILLENBERGER SCOTT COSSU DAVID ARKSTONE ENYA CHRIS SPEERIS TANITA TIKARAM JULIA FORDHAM</p>	<p>P3 WFAC/Charlotte Paul Serbing SCOTT COSSU JEANNE NEHRALL BILL GABLE PAT KELLEY BOB BERG MEMBERS ONLY TOO! RAIN MAN Notes: SPECIAL EPX TRAIT & ROBBY REIKO MATSUI BRUCE BEC VAA</p>	<p>P1 WMAJ/Chicago O'Connor/Fletcher JAMES LEE STANLEY FARLA BROWNF PASSPORT KEVIN TAYLOR RALPH ILLENBERGER GLENN ALFLEXANDER KEVIN EBANKS DOUG HARLEY PETER KATER PIERRE BENSUSAN REID HATDENBERG Notes: DEBORAH HENSON-CC NIGHTENGALE HROSIMA KIM PENSYL TANITA TIKARAM</p>	<p>P2 WLOQ/Orlando Bob Church Notes: JULIA FORDHAM ARITA BAKER TANITA TIKARAM ALEX BUCHON BOBBY LYLE</p>	<p>P3 WNGS/West Palm Beach Rose Black PAT KELLEY SCOTT COSSU Notes: SPECIAL EPX HROSIMA WINDOMS MARTIN TAYLOR STEVE BACH</p>	<p>P1 WFMK/Lansing Tom Knight MEMBERS ONLY TOO! PASSPORT IVAN LINS Notes: FREE FLIGHT TRAIT & ROBBY SHERRY WINSTON WINDOMS MARTIN TAYLOR</p>					
<p>WEST</p> <p>P1 KTVW/Los Angeles Sebastian/Brodie SCOTT COSSU PETER KATER HROSIMA ENYA GISSY KINGS MICHELE HENDRICK DAVID ARKSTONE NIGHTENGALE</p>	<p>P2 KKSF/San Francisco Fainstein/Francis RAIN MAN GORTITI RICHARD SMITH UNI NANA VASCONCELOS Notes: ENYA GISSY KINGS AL JARREAU STANLEY JORDAN MARTIN TAYLOR</p>	<p>P3 KTD-San Francisco San Rafael Dennis Coppola GLENN ALFLEXANDER DOM HARRISS PAT KELLEY KEVIN EBANKS TEQUILA SUNRISE Notes: KLSR/Santa Cruz Mark Hill HROSIMA DAVID MANN GLENN ALFLEXANDER THE DREAM TERRI LYNN CARRIK REIKO MATSUI SPO REID HATDENBERG GLENN ALFLEXANDER SHOW OF HANDS Notes: GARY HERBIG AL JARREAU LILIA FORDHAM PNYA</p>	<p>P2 KKBQ/Denver-Boulder Doug Clifton PHOENIX SHON OBEID SCOTT COSSU TERRI LYNN CARRIK KEVIN EBANKS HASARIKO SATOH Notes: EDIE BRICKELL BRUCE COCKBURN CHRIS REA</p>	<p>P3 KTCL/Los Angeles John Hayes ERIC GALE PETER KATER GLENN ALFLEXANDER MANTECA DEBORAH HENSON-CC Notes: TORSTEN DENWIKLE Notes: JOE BECK CHI ERIE MATTS W/GAM PASSPORT</p>	<p>P1 Portraits In Sound Thom Reinstein SCOTT COSSU WINDHAM HILL Notes: CHET ATKINS JOHN JARVIS GRANT GEISSMAN CHECKFIELD STEVE HAUN</p>	<p>P2 KEYV/Las Vegas Keith/Nicholson Notes: KERSTIN ALLVIN DEBORAH HENSON-CC KIM PENSYL TWINS SPECIAL EPX</p>	<p>P3 KSNQ/Las Vegas Vic Garnett RAIN MAN BRUCE COCKBURN MICHAEL DEEP GLENN ALFLEXANDER SPO Notes: REIKO MATSUI BOBBY LYLE KIM PENSYL AL JARREAU RUGH HANSH</p>	<p>P1 WRTI/Philadelphia Karl Kessler CHICK COREA AKOUI MALLACE FORDY BRUCE FORDY DIRTY DOZEN BRASS MORNING GIRL Notes: ROBIN EBANKS BRIELI LACRENE MULGREN MILLER CHARLIE HADEN RALPH PETERSON</p>	<p>P3 WVEB/Buffalo Al Wallack SHERRY WINSTON TERRI LYNN CARRIK MARTIN TAYLOR Notes: MICHEL CAMILO ERIE MATTS W/GAM BOBBY LYLE KENT JORDAN PASSPORT</p>	<p>P2 WJAZ/Stamford Rick Petrone MICHELE HENDRICK MARTIN TAYLOR BOBBY LYLE FREE FLIGHT STEVE BACH</p>	<p>P3 WSEI/Edwardsville Matthew Kullig Notes: BOB BERG SCOTT COSSU ROBIN EBANKS STEPS AHEAD</p>	<p>P1 WNOP/Cincinnati Scott Brown CHICK COREA AKOUI IVAN LINS KEVIN EBANKS MEMBERS ONLY SUPERBLISS SCOTT COSSU ERIC GALE NANCY WILSON SHERRY WINSTON CHARA KAHN DIRTY DOZEN BRASS Notes: TRAIT & ROBBY FREE FLIGHT DAVID MANN CHICK COREA AKOUI IVAN LINS</p>	<p>P3 WMMW/Louis Jim Wallace Notes: TRAIT & ROBBY TURTLE ISLAND STR BUDDY HONTGOREY DAVE MCDENNA ROBIN EBANKS</p>
<p>P2 WAFM/San Diego Steve Huntington NIGHTENGALE CHRIS REA KERSTIN ALLVIN CHICK COREA AKOUI SCOTT COSSU Notes: ENYA GERALD ALBRIGHT MARTIN TAYLOR KIM PENSYL FREE FLIGHT</p>	<p>P3 KSNQ/Las Vegas Vic Garnett RAIN MAN BRUCE COCKBURN MICHAEL DEEP GLENN ALFLEXANDER SPO Notes: REIKO MATSUI BOBBY LYLE KIM PENSYL AL JARREAU RUGH HANSH</p>	<p>P1 WKRY/Key West Susan Hendry POMBO SANCHEZ JOHN COLIANNI TRIO MICHAEL PEDICTION JR TORSTEN DENWIKLE BOB BERG Notes: STEPS AHEAD BRAZIL CLASSICS 1 RAVI GRANAS CHARLES BROWN CONCORD ALL STARS</p>	<p>P1 WDET/Detroit Ann Dellei MAGNET TISSO NANA VASCONCELOS DINO SALIZZI DIRTY DOZEN BRASS CHICK COREA AKOUI IVAN LINS GLENN ALFLEXANDER HROSIMA KEVIN EBANKS Notes: WORKING MEAS ENYA DIRTY DOZEN BRASS PASSPORT STEVE BACH</p>	<p>P2 WAFM/San Diego Steve Huntington NIGHTENGALE CHRIS REA KERSTIN ALLVIN CHICK COREA AKOUI SCOTT COSSU Notes: ENYA GERALD ALBRIGHT MARTIN TAYLOR KIM PENSYL FREE FLIGHT</p>	<p>P3 WMMW/Louis Jim Wallace Notes: TRAIT & ROBBY TURTLE ISLAND STR BUDDY HONTGOREY DAVE MCDENNA ROBIN EBANKS</p>								
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CONTEMPORARY JAZZ

ADDS & HOTS

<p>EAST</p> <p>P1 WRTI/Philadelphia Karl Kessler CHICK COREA AKOUI MALLACE FORDY BRUCE FORDY DIRTY DOZEN BRASS MORNING GIRL Notes: ROBIN EBANKS BRIELI LACRENE MULGREN MILLER CHARLIE HADEN RALPH PETERSON</p>	<p>P3 WVEB/Buffalo Al Wallack SHERRY WINSTON TERRI LYNN CARRIK MARTIN TAYLOR Notes: MICHEL CAMILO ERIE MATTS W/GAM BOBBY LYLE KENT JORDAN PASSPORT</p>	<p>P2 WJAZ/Stamford Rick Petrone MICHELE HENDRICK MARTIN TAYLOR BOBBY LYLE FREE FLIGHT STEVE BACH</p>	<p>P3 WSEI/Edwardsville Matthew Kullig Notes: BOB BERG SCOTT COSSU ROBIN EBANKS STEPS AHEAD</p>	<p>SOUTH</p> <p>P2 WFLA/Louisville Leslie Stewart BRAZIL CLASSICS DIRTY DOZEN BRASS PAT KELLEY RICK EUNIGAR MICHAEL PEDICTION MARTIN TAYLOR Notes: BOB BERG STEPS AHEAD BOBBY LYLE MULGREN MILLER ERIC GALE</p>	<p>P3 WSSW/Daytonville Tom Mulligan MOTCY TYNER HROSIMA IVAN LINS CHARA KAHN CHICK COREA AKOUI PAT KELLEY RICK EUNIGAR RALPH PETERSON PIERRE BENSUSAN JACK WALRATH KEVIN EBANKS Notes: FREE FLIGHT ERIC GALE BOBBY LYLE TURTLE ISLAND STR TRAIT & ROBBY</p>	<p>P1 WKRY/Key West Susan Hendry POMBO SANCHEZ JOHN COLIANNI TRIO MICHAEL PEDICTION JR TORSTEN DENWIKLE BOB BERG Notes: STEPS AHEAD BRAZIL CLASSICS 1 RAVI GRANAS CHARLES BROWN CONCORD ALL STARS</p>	<p>P1 WNOP/Cincinnati Scott Brown CHICK COREA AKOUI IVAN LINS KEVIN EBANKS MEMBERS ONLY SUPERBLISS SCOTT COSSU ERIC GALE NANCY WILSON SHERRY WINSTON CHARA KAHN DIRTY DOZEN BRASS Notes: TRAIT & ROBBY FREE FLIGHT DAVID MANN CHICK COREA AKOUI IVAN LINS</p>	<p>P3 WMMW/Louis Jim Wallace Notes: TRAIT & ROBBY TURTLE ISLAND STR BUDDY HONTGOREY DAVE MCDENNA ROBIN EBANKS</p>
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DAVID MANN



NAC
30 - 24

CONTEMPORARY JAZZ
15 - 12

INSIGHT

ANTILLES NEW DIRECTIONS ISLAND

40 Current Reporters
34 Current Playlists
Did Not Report, Playlist Frozen (3):
WMMU/St. Louis
WJAZ/Stamford
WSEI/Edwardsville
Did Not Report For Two Consecutive Weeks, Not Used In This Week's Data (3):
WJGO/Newark
WJZZ/Detroit
The Jazz Show

PLAYLISTS — Artists are listed once per playlist in the highest rotation that any of their album's tracks is reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

For all stations, light rotation is condensed to include only adds to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

Symbols: 'a' — Album or track is newly reported.

(M); (L) — Other tracks from that album are in those rotations (medium or light).

A "frozen" list indicates that a current report was not received, and last week's rotations are included in the data base. Stations which fail to report for two consecutive weeks do not contribute any data to this week's charts.

PARALLELS — Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000 +. Parallel Two: 200,000-1,000,000. Parallel Three: under 200,000.

Stations at a significant ratings disadvantage to an in-format competitor are assigned a lower parallel.

JEFF HEALEY (M) Medium CHARLIE SEXTON CROWDED HOUSE DAVID CROSBY GARY MOORE GUNS N' ROSES INXS JULIAN LENNON LITTLE FEAT MASTERS OF REALITY MELISSA ETHERIDGE METALLICA SKID ROW TESLA TRACERS WINGER

DC101/Washington DC (202)88-9932 VP/PRG: DAVE BROWN OM/MD: CURT GARY

WNEV-FM/New York (212)986-7000 Heavy GUNS N' ROSES GUNS N' ROSES LITTLE FEAT ROY ORBISON VAN HALEN TRAVELING WILBURYS (M) MIKE & THE MECHANIC ROD STEWART KEITH RICHARDS THIRTY EIGHT SPECI (U2) (M) MIDGE URE DYLAN & THE DEAD CSNY STEVE WINWOOD BONNIE RAITT ELVIS COSTELLO JULIAN LENNON BON JOVI LOU REED FIXX Medium POISON LIVING COLOUR GARY RYDER SIREN CRACK THE SKY RADIATORS DEF LEPPARD TOMMY KERRIE CHIRBOYS REPLACEMENTS COMBOY JUNKIES STRAY CATS TOMMY CONNELL SKID ROW MARCHELLO OUTFIELD BIG BAM BOO

MELISSA ETHERIDGE BON JOVI RADIATORS JIM CAPALDI THIRTY EIGHT SPECI LITTLE FEAT EASTERHOUSE TESLA TANITA TIKARAM XTC JULIAN LENNON MASTERS OF REALITY DEF LEPPARD R.E.M. GARY MOORE LITTLE AMERICA ROY ORBISON WARRANT

CHEZ/Ottawa (613)563-1919 PD: STEVE COLWELL MD: GREG TORRINGTON

WNEV-FM/New York (212)986-7000 Heavy ELVIS COSTELLO MELISSA ETHERIDGE GUNS N' ROSES MIKE & THE MECHANIC R.E.M. LOU REED TRAVELING WILBURYS (M) CSNY DEY LEPPARD TONY KERRIE KEITH RICHARDS MIDGE URE DYLAN & THE DEAD (M) BON JOVI LIVING COLOUR FIXX Medium JULIAN LENNON RADIATORS BONNIE RAITT ROD STEWART STEVE WINWOOD BAD COMPANY BULLETPROYS JON BUTCHER COMBOY JUNKIES LITTLE AMERICA STRAY CATS WARRANT SKID ROW METALLICA CHRIS REA THIRTY EIGHT SPECI TESLA

TRAVELING WILBURYS GUNS N' ROSES BONNIE RAITT CHRIS REA COMBOY JUNKIES CSNY DEF LEPPARD DENNIS DEYOUNG LITTLE AMERICA LIVING COLOUR LOU REED CHIRBOYS RADIATORS REPLACEMENTS GLAMOUR CAMP POISON OUTFIELD JULIAN LENNON EASTERHOUSE MELISSA ETHERIDGE CINDERELLA

WCCO/Hartford (203)233-4426 PD: TED SELLERS MD: JOE MARINO

WCCO/Hartford (203)233-4426 Heavy TRAVELING WILBURYS MELISSA ETHERIDGE U2 EDIE BRICKELL & NE JULIAN LENNON STEVE EARLE GUNS N' ROSES WATERBOYS MASTERS OF REALITY RADIATORS RADIATORS R.E.M. ELVIS COSTELLO GLAMOUR CAMP TRIVIES EDIE BRICKELL & NE JON BUTCHER BONNIE RAITT JIMI HENDRIX EXPER Medium EXTREME GARY MOORE JEFF HEALEY COLIN JAMES CRUEL STORY OF YOU HOUSE OF LORDS

BAD COMPANY CSNY STRAY CATS JOHN HIATT RADIATORS STRAY CATS JULIAN LENNON BONNIE RAITT LITTLE AMERICA U2 BON JOVI MELISSA ETHERIDGE JEFF HEALEY STEVE WINWOOD ROY ORBISON GARY MOORE & NE STEVE WINWOOD

WGR/Portland (707)44-6364 OM: JOSE DIAZ MD: ROBIN MATHIEU

WGR/Portland (707)44-6364 Heavy CHRIS REA TRAVELING WILBURYS BON JOVI FIXX GUNS N' ROSES BAD COMPANY THIRTY EIGHT SPECI LIVING COLOUR ELVIS COSTELLO REPLACEMENTS DEF LEPPARD TESLA R.E.M. JON BUTCHER JULIAN LENNON Medium JULIAN LENNON

WKL/Atlanta (404)325-0960 PD: BILL PUGH MD: BEITH REPPLE

WAVF/Charleston, SC (803)54-4401 PD/MD: JEFF KENT AM: DAVE ROSSI

WAVF/Charleston, SC (803)54-4401 Heavy MIKE & THE MECHANIC R.E.M. (M) ROY ORBISON VIXEN VAN HALEN THIRTY EIGHT SPECI DEF LEPPARD FIXX LIVING COLOUR BON JOVI STEVE WINWOOD CHRIS REA TRAVELING WILBURYS MIDGE URE REPLACEMENTS ELVIS COSTELLO BAD COMPANY MELISSA ETHERIDGE LITTLE AMERICA EASTERHOUSE Medium OUTFIELD BONNIE RAITT XTC BIG BAM BOO



WBCE/Portland (617)266-1111 PD: OEDIPUS MD: CARTER ALAN

WBCE/Portland (617)266-1111 1 GUNS N' ROSES 2 R.E.M. 3 ROBERT CRAY BAND 4 TRAVELING WILBURYS 5 DAVID CROSBY 6 FLEETWOOD MAC 7 DYLAN & THE DEAD 8 LITTLE FEAT 9 CHRIS REA 10 VAN HALEN 11 FIXX 12 ELVIS COSTELLO 13 REPLACEMENTS 14 LOU REED 15 THIRTY EIGHT SPECI 16 COMBOY JUNKIES 17 BRUCE COCKBURN 18 JON BUTCHER 19 CSNY 20 EDIE BRICKELL & NE 21 KEITH RICHARDS 22 CHARLIE SEXTON 23 STEVE EARLE 24 BAD COMPANY 25 HOTHOUSE FLOWERS 26 IVAN NEVILLE & THE 27 XTC 28 MIKE & THE MECHANIC 29 MELISSA ETHERIDGE 30 ROY ORBISON 31 MICHELLE SHOCKED 32 EASTERHOUSE 33 SAM PHILLIPS 34 ED HAYNES 35 RADIATORS 36 FIVE TOWN 37 WATERBOYS 38 JOHN HIATT 39 LITTLE AMERICA 40 CHIRBOYS 41 SIREN 42 STRAY CATS 43 JEFF HEALEY 44 MASS 45 GLAMOUR CAMP 46 EXTREME 47 CRUEL STORY OF YOU 48 BONNIE RAITT 49 BIG BAM BOO 50 TRIVIES 51 JULIAN LENNON 52 CONNELL

WMMR/Philadelphia (215)561-0933 OM: TUD UTE MD: ERIN RILEY

WMMR/Philadelphia (215)561-0933 Heavy TOMMY CONNELL R.E.M. GUNS N' ROSES BON JOVI TRAVELING WILBURYS CSNY MIKE & THE MECHANIC KEITH RICHARDS ROY ORBISON DEF LEPPARD LOU REED ELVIS COSTELLO REPLACEMENTS STEVE WINWOOD

WBAB/Long Island (516)587-1023 PD: JEFF LEVINE MD: RALPH TORTORA

Q107/Toronto (416)967-3445 PD: ANDY PROST AM: JOEY VENDETTA

WHY/Providence (401)438-6110 INT PD: CAROLYN FOX MD: CHRIS HERRMANN

WHY/Providence (401)438-6110 Heavy MIDGE URE U2

WIYY/Baltimore (301)889-0098 PD: RUSS MOTTIA MD: CHRIS ENRY



WPYX/Albany (518)785-9061 OM/VP: JOHN COOPER MD: LISA WALKER

WPYX/Albany (518)785-9061 Heavy BON JOVI JIM CAPALDI INXS IVAN NEVILLE & THE POISON TRAVELING WILBURYS THIRTY EIGHT SPECI CHIRBOYS U2 Medium JON BUTCHER CHEAP TRICK BONNIE RAITT CRACK THE SKY JULIAN LENNON LITTLE AMERICA LITTLE FEAT RADIATORS CHRIS REA BON JOVI CSNY TESLA GUNS N' ROSES ELVIS COSTELLO SIREN MIDGE URE VIXEN BULLETPROYS GIRTSCHOOL LIVING COLOUR GARY MOORE METALLICA CHIRBOYS CRUEL STORY OF YOU R.E.M. LOU REED BULLETPROYS WARRANT

WDVE/Pittsburgh (412)937-1441 PD: GENE RONAND MD: HERSHEL

CHOM/Montreal (514)935-2425 PD: IAN MACLEAN MD: BENOIT DUPRESNE

CHOM/Montreal (514)935-2425 Heavy JOHN FARNHAM R.E.M. BRUCE COCKBURN WARRANT BON JOVI CHIRBOYS GUNS N' ROSES JULIAN LENNON CHRIS REA LIVING COLOUR TRAVELING WILBURYS SKID ROW CSNY CRACK THE SKY DEF LEPPARD LOU REED RUSH MIDGE URE TESLA POISON LITTLE AMERICA TESLA BAD COMPANY BULLETPROYS RATT GLAMOUR CAMP MIDGE URE SIREN MIKE & THE MECHANIC OUTFIELD MARCHELLO Light BIG BAM BOO CRUEL STORY OF YOU

WBAB/Long Island (516)587-1023 PD: JEFF LEVINE MD: RALPH TORTORA

Q107/Toronto (416)967-3445 PD: ANDY PROST AM: JOEY VENDETTA

WHY/Providence (401)438-6110 INT PD: CAROLYN FOX MD: CHRIS HERRMANN

WHY/Providence (401)438-6110 Heavy MIDGE URE U2

WHEB-FM/Portsmouth (603)436-7300 PD: CHRIS GARRETT MD: SCOTT LAUDANI

WPYX/Albany (518)785-9061 OM/VP: JOHN COOPER MD: LISA WALKER

WPDH/Poughkeepsie (914)471-1500 PD: BILL PALMERI MD: PAM BROOKS

WPDH/Poughkeepsie (914)471-1500 Heavy U2 MIKE & THE MECHANIC R.E.M. TRAVELING WILBURYS THIRTY EIGHT SPECI KEITH RICHARDS LITTLE FEAT ROY ORBISON ROD STEWART GUNS N' ROSES GUNS N' ROSES CSNY DAVID CROSBY VIXEN THIRTY EIGHT SPECI SIREN BONNIE RAITT BON JOVI STEVE WINWOOD MIDGE URE LOU REED VAN HALEN CRUEL STORY OF YOU Light CINDERELLA

WKLC/Charleston-Huntington (304)722-3308 PD: ALAN SELLS

WKLC/Charleston-Huntington (304)722-3308 Heavy CHRIS REA MIDGE URE FIXX DAVID CROSBY BON JOVI REPLACEMENTS THIRTY EIGHT SPECI SIREN CRUEL STORY OF YOU BIG BAM BOO

WCMF/Rochester (716)262-4330 PD: HARVE ALAN APP: R. MACKENZIE

WCMF/Rochester (716)262-4330 Heavy RADIATORS (M) POISON BAD COMPANY THIRTY EIGHT SPECI R.E.M. TESLA BON JOVI DAVID CROSBY MELISSA ETHERIDGE CINDERELLA JULIAN LENNON DEF LEPPARD WINGER GUNS N' ROSES CSNY ELVIS COSTELLO LITTLE AMERICA BONNIE RAITT SIREN TRAVELING WILBURYS EASTERHOUSE EXTREME

WCMF/Rochester (716)262-4330 PD: STAN MAIN APP/MD: DAVE FANE (FROZEN)

WCMF/Rochester (716)262-4330 Heavy GARY MOORE (L) PAUL DARY BAD COMPANY GUNS N' ROSES PRIVATE LIFE VIXEN RUSH SKID ROW LITTLE AMERICA JON BUTCHER CINDERELLA WARRANT Medium JULIAN LENNON EASTERHOUSE LITTLE AMERICA CHIRBOYS COMBOY JUNKIES BIG BAM BOO BULLETPROYS TRIVIES SIREN ELVIS COSTELLO

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WCMF/Rochester (716)262-4330 PD: STAN MAIN APP/MD: DAVE FANE (FROZEN)

WCMF/Rochester (716)262-4330 PD: HARVE ALAN APP: R. MACKENZIE

WZLX/Cape May, NJ (809)521-1416

WGR/Miami (305)759-4311 OM: BILL WISE MD: PATTY MURRAY

WZLX/Cape May, NJ (809)521-1416

WZLX/Cape May, NJ (809)521-1416

SOUTH (Continued)

WFFV/Jacksonville (904)642-1055 PD: LEX STALEY APD: 'THE ART'

WIMZ-FM/Knoxville (615)525-6000 PD: JOHN LARSON MD: MIKE STEWART

KMJX/Little Rock (501)224-6500 PD: TOM MOOD MD: DAVID A. ROSS

WQBZ/Macon (912) 825-0106 PD: NATHAN HALE

WQBF/Memphis (901)578-1103 APD: DRAKE HALL MD: KELLIE CRUISE

CHRIS REA REPLACEMENTS TRAVELING WILBURYS MIDGE URE

KTAL/Shreveport (318)425-2422 PD: JOHN SHERMAN MD: TOM MICHAELS

KBAT/Odesa (915)563-2121 PD: FRANK HALL MD: DREM DAWSON

WDLZ/Orlando (305)645-1802 PD: RAD MESSICK MD: LEE RANDALL

WTKX/Pensacola (904)438-7543 PD: STEVE SMITH MD: JOHN STUART

WQMF/Louisville (502)589-4400 OM: TERRY HEDERT

WTKX/Pensacola (904)438-7543 PD: STEVE SMITH MD: JOHN STUART

WQBF/Memphis (901)578-1103 APD: DRAKE HALL MD: KELLIE CRUISE

WRXL/Richmond (804) 672-7731 PD: BOB WEINMANN MD: PAUL SHUKES

WZCZ/Coastal North Carolina (919)728-2019 PD: ROBYN MUCRLER

K.E.M. MIKE & THE MECHANIC GUNS N' ROSES CSNY

WRXK/Ft. Myers (813)597-3696 OM: GREG MULL PD: DICK TYLER (FROZEN)

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WRXK/Ft. Myers (813)597-3696 OM: GREG MULL PD: DICK TYLER (FROZEN)

WRDU/Raleigh (919)782-1061 PD: BOB WALTON MD: TOM GUILD

JON BUTCHER RUSH LOU REED LIVING COLOUR

CHRIS REA ELVIS COSTELLO Light

WGLF/Tallahassee (904) 878-1104 PD: WILL DOUGLASS APD/MD: JEFF HORN

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WGLF/Tallahassee (904) 878-1104 PD: WILL DOUGLASS APD/MD: JEFF HORN

GUNS N' ROSES STEVE EARLE SIREN

WONE/Wakarusa (216)869-9800 PD: BRIAN TAYLOR MD: J.D.

WJXQ/Lansing (517) 788-6360 PD: MARK STEVENS

WWCT/Peoria (309)874-2000 PD: RICK SCHIRMANN APD/MD: MARK BRETSCH

KODS/Duluth (218)728-6421 PD: MIKE KELLER (RUSH)



MIDWEST (Continued)

WKLK/Kalamazoo (616)258-2800

Heavy LIVING COLOUR VAN HALEN TRAVELING WILBURYS BAD COMPANY CHRIS REA

KFMQ/Lincoln (402)489-6500

Heavy MIKE & THE MECHANIC ROD STEWART GUNS N' ROSES

WAD/Madison (608)249-9277

Heavy FIREF TOWN (M) JON BUTCHER DAVID CROSSBY

KSQY/Rapid City (605)578-3533

Heavy FIXX (L) CHRIS REA JON BUTCHER (M) (L) DAVID CROSSBY (L)

KBCO/FM-Denver (303)444-5600

Heavy ELVIS COSTELLO (L) DAVID CROSSBY LOU REED

KUPD/Phoenix (602)338-3062

Heavy ROY ORBISON R.E.M. TESLA TRAVELING WILBURYS

KGON/Portland (503)223-1441

Heavy CAROLE KING THRASHING DOVES LILAC TIME

KXUS/Springfield, MO (417)831-9700

ON: MIKE SCHMIDT D: PAUL CANNELL

Heavy FIXX THIRTY EIGHT SPECI REPLACEMENTS

WZZQ/Terre Haute (812)232-5034

Heavy THIRTY EIGHT SPECI R.E.M. REPLACEMENTS

WAOR/South Bend (616)883-5432

Heavy PD: GREGG RICHARDS APP/MD: SUE FREY

WYMG/Springfield, IL (217)245-7171

Heavy PD: CRAIG STEVENS MD: GEF FULGHAN

KOME/San Jose (408)985-9800

Heavy MIKE & THE MECHANIC FIXX

KUPD/Phoenix (602)338-3062

Heavy ROY ORBISON R.E.M. TESLA TRAVELING WILBURYS

KSJO/San Jose (408)288-5400

Heavy MASTERS OF REALITY FIXX

CRACK THE SKY DEF LEPPARD

GLAMOUR CAMP JEFF HEALEY

Light JULIAN LENNON CRUEL STORY OF YOU

KBER/Salt Lake City (801)322-3311

Heavy PD: JOHN EDWARDS MD: KEVIN LEWIS

KRSP-FM/Salt Lake City (801)262-5541

Heavy TRAVELING WILBURYS CHRIS REA

KG/San Diego (619)292-1360

Heavy PD: TED EDWARDS APP: PAM EDWARDS

KOME/San Jose (408)985-9800

Heavy MIKE & THE MECHANIC FIXX

KUPD/Phoenix (602)338-3062

Heavy ROY ORBISON R.E.M. TESLA TRAVELING WILBURYS

KSJO/San Jose (408)288-5400

Heavy MASTERS OF REALITY FIXX

SIREN MASTERS OF REALITY

GLAMOUR CAMP JEFF HEALEY

Light JULIAN LENNON CRUEL STORY OF YOU

KXRK/Seattle (206)323-3636

Heavy PD: RICK LAMBERT MD: BREM MICHAELS

KRQJ/Sacramento (916)334-7777

Heavy PD: JUDY MCNUTT MD: PAMELA ROBERTS

KZAP/Sacramento (916)925-3700

Heavy BONNIE RAITT CHRIS REA

KAZY/Denver (303)759-5600

Heavy DEF LEPPARD GUNS N' ROSES

KROR/San Francisco (415)765-4045

Heavy PD: CHRIS MILLER APP: JOHN MCRAE

KBPJ/Denver (303)572-6200

Heavy PD: CHRIS POOLE MD: DEVIN DURRANT

CHEAP TRICK MIKE & THE MECHANIC

GLAMOUR CAMP JEFF HEALEY

Light JULIAN LENNON CRUEL STORY OF YOU

KRQJ/Sacramento (916)334-7777

Heavy PD: JUDY MCNUTT MD: PAMELA ROBERTS

KZAP/Sacramento (916)925-3700

Heavy BONNIE RAITT CHRIS REA

KJOT/Boise (208)344-3511

Heavy PD: DAVE STONE APP: CARL SCHEIDER

KILO/Colorado Springs (303)634-4898

Heavy PD: ALAN WHITE MD: ALAN WHITE

KPOL/Honolulu (808)524-7100

Heavy PD: PAUL MITCHELL MD: PAUL MITCHELL

KFOG/San Francisco (415)988-1045

Heavy (FROZEN) ELVIS COSTELLO

KISW/Seattle (206)285-7625

PD: SKY DANIELS MD: MIKE JONES

Heavy ROBERT CRAY BAND (M) U2

KDJK/Modesto-Stokton (209)869-2594

Heavy MELISSA ETHERIDGE DEF LEPPARD

KBBB/Bakersfield (805)326-8000

Heavy ROY ORBISON U2

KZAP/Sacramento (916)925-3700

Heavy BONNIE RAITT CHRIS REA

KJOT/Boise (208)344-3511

Heavy PD: DAVE STONE APP: CARL SCHEIDER

KILO/Colorado Springs (303)634-4898

Heavy PD: ALAN WHITE MD: ALAN WHITE

KPOL/Honolulu (808)524-7100

Heavy PD: PAUL MITCHELL MD: PAUL MITCHELL

KDJK/Modesto-Stokton (209)869-2594

PD: MARK DAVIS MD: RANDY MARANZ

Heavy MELISSA ETHERIDGE DEF LEPPARD

KDJK/Phoenix (602)897-9300

Heavy PD: JERRY TRUJILLO MD: JERRY TRUJILLO

KOZZ/Reno (702)329-9261

Heavy PD: STEVE FUNK MD: MARK VAUGHN

KEZE/Spokane (509)448-1000

Heavy BULLETTYOYS CHRIS REA

KLPX/Tucson (602)622-6711

Heavy PD: VAL MCINTOSH MD: JACK GREEN

KFMG/Albuquerque (505)828-1600

Heavy PD: GLENN STEWART MD: NICKY GARDNER

KZRR/Albuquerque (505)765-5400

Heavy DEF LEPPARD ROY ORBISON

Light MARCHELLO

OUTFIELD

Light JULIAN LENNON CRUEL STORY OF YOU

KZEL/Eugene (503)342-7096

Heavy PD: BEN MARTIN MD: AL SCOTT

KDJK/Phoenix (602)897-9300

Heavy PD: JERRY TRUJILLO MD: JERRY TRUJILLO

KOZZ/Reno (702)329-9261

Heavy PD: STEVE FUNK MD: MARK VAUGHN

KEZE/Spokane (509)448-1000

Heavy BULLETTYOYS CHRIS REA

KFMG/Albuquerque (505)828-1600

Heavy PD: GLENN STEWART MD: NICKY GARDNER

KZRR/Albuquerque (505)765-5400

Heavy DEF LEPPARD ROY ORBISON

ELVIS COSTELLO CHOIRBOYS

OUTFIELD

Light JULIAN LENNON CRUEL STORY OF YOU

KWHI/Anchorage (907)344-9622

Heavy PD: DEVAN MITCHELL MD: DAN THOMAS

KFMF/Chico (916)343-8461

Heavy PD: RON WOODWARD MD: MARTY GRIFFIN

KBOY/Medford (503)779-2244

Heavy PD: BOB JEFFRIES MD: BOB JEFFRIES

KZOO/Missoula (406)728-5000

Heavy PD: VERN ARGO MD: VERN ARGO

WHTG Asbury Park

Heavy TRAVELING WILBURYS THIRTY EIGHT SPECI

KCHV/Palm Springs (819)347-2333

Heavy PD: BILL TODD MD: BILL TODD

KFMU/Steamboat Springs, CO (303)879-5368

PD: DAVE ROSS MD: DAVE ROSS

Heavy IVAN NEVILLE & THE HIGHWAY

WZEV/Mobile (907)344-9622

Heavy PD: DEVAN MITCHELL MD: DAN THOMAS

KFMF/Chico (916)343-8461

Heavy PD: RON WOODWARD MD: MARTY GRIFFIN

KBOY/Medford (503)779-2244

Heavy PD: BOB JEFFRIES MD: BOB JEFFRIES

KZOO/Missoula (406)728-5000

Heavy PD: VERN ARGO MD: VERN ARGO

WHTG Asbury Park

Heavy TRAVELING WILBURYS THIRTY EIGHT SPECI

KCHV/Palm Springs (819)347-2333

Heavy PD: BILL TODD MD: BILL TODD

KATS/Yakima (509)457-8115

PD: SCOTT SOHRADA MD: RON O'BRIAN

Heavy ROY ORBISON STEVE WINWOOD

WZEV/Mobile (907)344-9622

Heavy PD: DEVAN MITCHELL MD: DAN THOMAS

KFMF/Chico (916)343-8461

Heavy PD: RON WOODWARD MD: MARTY GRIFFIN

KBOY/Medford (503)779-2244

Heavy PD: BOB JEFFRIES MD: BOB JEFFRIES

KZOO/Missoula (406)728-5000

Heavy PD: VERN ARGO MD: VERN ARGO

WHTG Asbury Park

Heavy TRAVELING WILBURYS THIRTY EIGHT SPECI

KCHV/Palm Springs (819)347-2333

Heavy PD: BILL TODD MD: BILL TODD



18 Current Reporters 18 Current Playlists



NATIONAL AIRPLAY

3 2
WKS WKS LW TW

170 REPORTERS

MARCH 17, 1989

Reports/Adds Heavy Medium

- 5 2 2 **1 CHRIS REA**/New Light Through Old Windows (Geffen)
- 11 7 4 **2 REPLACEMENTS**/Don't Tell A Soul (Sire/Reprise)
- 1 1 1 **3 TRAVELING WILBURYS**/Traveling Wilburys (Wilbury/WB)
- 14 12 9 **4 BAD COMPANY**/Dangerous Age (Atlantic)
- 26 20 14 **5 THIRTY EIGHT SPECIAL**/Rock & Roll Strategy (A&M)
- 9 11 12 **6 U2**/Rattle & Hum (Island)
- 27 16 13 **7 DEF LEPPARD**/Hysteria (Mercury)
- 6 6 5 **8 BON JOVI**/New Jersey (Mercury)
- 23 15 15 **9 MELISSA ETHERIDGE**/Melissa Etheridge (Island)
- 12 10 8 **10 MIDGE URE**/Answers To Nothing (Chrysalis)
- 3 4 6 **11 ROY ORBISON**/Mystery Girl (Virgin)
- 2 3 3 **12 FIXX**/Calm Animals (RCA)
- 19 17 17 **13 GUNS N' ROSES**/G N' R Lies (Geffen)
- 7 9 10 **14 R.E.M.**/Green (WB)
- 16 13 16 **15 TESLA**/The Great Radio Controversy (Geffen)
- 18 19 18 **16 CROSBY, STILLS, NASH & YOUNG**/American Dream (Atlantic)
- 31 24 **17 RADIATORS**/Zig-Zaggin' Through Ghostland (Epic)
- 32 24 21 **18 LITTLE AMERICA**/Fairgrounds (Geffen)
- 29 22 19 **19 ELVIS COSTELLO**/Spike (WB)
- DEBUT** **20 JULIAN LENNON**/Mr. Jordan (Atlantic)
- 34 27 23 **21 EASTERHOUSE**/Waiting For The Red Bird (Columbia)
- 35 30 27 **22 SIREN**/All Is Forgiven (Mercury)
- 10 8 11 **23 JON BUTCHER**/Pictures From The Front (Pasha/Capitol)
- 38 29 **24 GARY MOORE**/After The War (Virgin)
- 28 26 25 **25 LOU REED**/New York (Sire/WB)
- 4 5 7 **26 DAVID CROSBY**/Oh Yes I Can (A&M)
- 37 34 28 **27 WARRANT**/Dirty Rotten Filthy Stinking Rich (Columbia)
- 8 18 22 **28 MIKE & THE MECHANICS**/Living Years (Atlantic)
- 40 33 **29 XTC**/Oranges & Lemons (Geffen)
- 39 36 34 **30 BULLETBOYS**/Bulletboys (WB)
- — 37 **31 SKID ROW**/Skid Row (Atlantic)
- 17 14 20 **32 LITTLE FEAT**/Let It Roll (WB)
- 33 39 36 **33 RUSH**/A Show Of Hands (Mercury)
- 20 28 32 **34 LIVING COLOUR**/Vivid (Epic)
- — 38 **35 GLAMOUR CAMP**/Glamour Camp (EMI)
- 22 29 35 **36 GUNS N' ROSES**/Appetite For Destruction (Geffen)
- DEBUT** **37 STEVE WINWOOD**/Roll With It (Virgin)
- 21 21 26 **38 STEVE EARLE**/Copperhead Road (Uni/MCA)
- DEBUT** **39 CRUEL STORY OF YOUTH**/Cruel Story Of Youth (Columbia)
- DEBUT** **40 CHOIRBOYS**/Big Bad Noise (WTG)

"Working" (150) "Let's" (1) "Hear" (1)	152 - /2	125 -	24 +
"Be" (154) "Back" (2) "We'll" (2)	155 + /1	106 +	42 -
"Line" (132) "Last" (7) "Tweeter" (7)	136 - /1	112 -	22 +
"Shake" (134) "Bad" (4) "Night" (1)	139 + /4	91 +	45 -
"Second" (131) "Hot" (4) "What's" (1)	135 + /10	107 +	25 -
"God" (120) "Love" (17) "Hawkmoon" (7)	132 + /6	87 +	43 -
"Rocket" (133) "Love" (3) "Armageddon" (2)	134 + /3	89 +	39 -
"There" (130) "Born" (1) "Living" (1)	132 - /1	96 +	31 -
"Similar" (128) "Chrome" (4) "Need" (3)	134 + /6	79 +	54 -
"Dear" (138) "Sister" (1)	138 = /4	84 +	49 -
"Mystery" (67) "Got" (64) "Dream" (4)	117 - /9	71 -	40 +
"Driven" (115) "Calm" (5) "Precious" (3)	120 - /0	84 -	32 +
"Patience" (123) "Love" (2)	124 + /7	77 +	43 -
"Inside" (91) "Stand" (49) "Pop" (11)	130 = /6	56 -	67 +
"Trail" (126) "Way" (7) "Hang" (1)	129 - /2	51 +	68 -
"Girl" (103) "Made" (19) "American" (2)	110 + /5	51 +	59 +
"Confidential" (139) "Fall" (2) "Zig-" (1)	140 + /14	29 +	99 +
"Where" (122) "Maryjane" (2)	122 + /3	49 +	65 -
"Veronica" (113) "Town" (4) "Deep" (1)	113 - /3	48 +	55 -
"Now" (132) "Make" (1) "Sunday" (1)	133 /45	29	92
"Fighting" (124) "Stay" (1)	125 + /6	41 +	70 -
"Forgiven" (125) "Dare" (1)	125 + /9	27 +	77 +
"Somebody" (78) "Might" (25) "Dreaming" (3)	101 - /0	50 -	39 -
"Ready" (121) "Clones" (10) "Messiah" (1)	123 + /12	14 +	88 +
"Dirty" (95) "Busload" (3)	96 - /5	36 +	53 -
"Drive" (82) "Monkey" (13) "In" (1)	88 - /2	49 -	36 -
"Down" (119)	119 + /4	18 +	75 +
"Living" (60) "Seeing" (16) "Nobody's" (2)	73 - /3	43 -	25 +
"Mayor" (103) "King" (4) "Merely" (1)	103 + /14	22 +	58 -
"Love" (106) "Hard" (1)	106 + /6	7 +	69 +
"Wild" (101) "Remember" (4) "Life" (1)	104 + /12	8 +	61 +
"Moment" (67)	67 - /2	40 -	23 -
"Mission" (67) "Marathon" (8) "Money" (2)	71 + /10	12 -	44 +
"Cult" (47) "Letter" (8) "Middle" (5)	60 - /1	24 -	32 -
"Did" (82)	82 + /8	5 +	58 +
"Paradise" (50)	50 - /0	27 -	22 -
"Hearts" (60)	60 + /26	17 +	39 +
"Wall" (53) "Copperhead" (1) "Snake" (1)	55 - /1	11 -	41 -
"You're" (79)	79 + /20	1 =	49 +
"Paradise" (60)	60 + /9	13 +	36 +

THE FIRST TRACK...

"CAN'T MISS"



BREAKERS

JULIAN LENNON
Mr. Jordan (Atlantic)
78% of our reporters on it.

SKID ROW
Skid Row (Atlantic)
61% of our reporters on it.

XTC
Oranges & Lemons (Geffen)
61% of our reporters on it.

GEFFEN RECORDS GEFFEN RECORDS... MUSIC YOU CAN COUNT ON

PRODUCED BY ALAN NIVEN AND WYN DAVIS STRAVIN & BROS. PRODUCTIONS © 1989 THE DAVID GEFFEN COMPANY

XTC (14)
EXTREME (12)
GARY MOORE (12)
SKID ROW (12)

DEF LEPPARD (49)
U2 (87)
FIXX (84)
MIDGE URE (84)

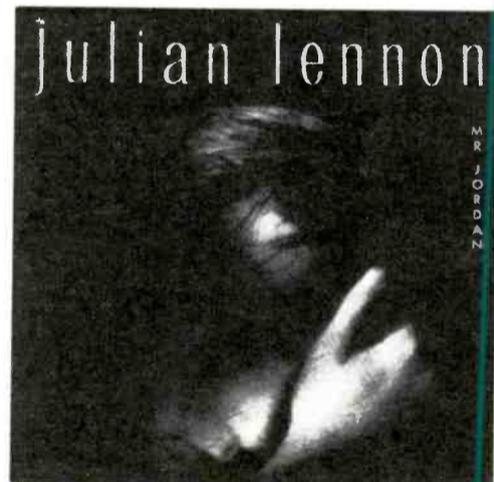
Julian Lennon

"NOW YOU'RE IN HEAVEN"

(PRCO 2653)

the first track from his new album
MR. JORDAN

**DOUBLE BREAKER
TRACK 32 - 16
ALBUM DEBUT 20
OUT OF THE BOX
#1 MOST ADDED**



(81928)

Produced by Patrick Leonard
Management—Tony Smith & Paddy Spinks



On Atlantic Records,
Cassettes and Compact Discs





SARAYA

(Suh-ray-uh)

“Love Has Taken Its Toll”
—the first killer track from the debut Polydor album SARAYA.
No hype. No bull. Just the hard-rockin’ goods.



Producer: Jeff Glixman
Executive Producer: Sandy Linzer
Management: David Sonnenberg for DAS Communications, Ltd.

On Polydor Compact Discs, Chrome Cassettes and Records.
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PolyGram

AOR TRACKS®

NATIONAL AIRPLAY

3 2		170 REPORTERS		Reports/Adds	Heavy	Medium
WKS	WKS	LW	TW			
3	2	1	1	150-2	125-	22+
10	7	3	2	154+1	105+	42-
2	1	2	3	132-1	112-	19+
23	14	9	4	131+9	105+	23-
6	5	5	5	130-1	96+	29-
9	9	6	6	138+5	84+	49-
30	18	12	7	133+5	87+	40-
15	10	8	8	134+4	86+	45-
22	15	14	9	128+6	78+	49-
16	13	11	10	123+7	77+	42-
1	3	4	11	115-0	83-	28-
26	19	15	12	120+5	77+	41-
12	11	13	13	126-2	49=	67-
41	30	21	14	139+14	29+	98+
29	22	19	15	122+3	49+	65-
-	-	32	16	132+44	29+	92+
32	25	20	17	124+6	41+	69-
27	20	18	18	113-3	48+	55-
33	28	25	19	125+9	27+	77+
34	27	24	20	103+9	42+	61+
52	36	28	21	121+12	14+	88+
25	23	23	22	95-4	36+	53-
35	31	27	23	119+4	18+	75+
4	4	7	24	82-0	47-	32-
38	35	31	25	103+14	22+	58-
5	6	16	26	64-0	54-	9-
8	8	10	27	78-0	47-	22-
-	45	37	28	91+18	19+	64+
37	34	33	29	106+7	7+	69+
DEBUT	30	30	30	93/93	10	68
14	12	17	31	67-2	40-	23-
7	16	26	32	60-0	41-	16+
46	40	36	33	101+12	6+	60+
-	-	45	34	88+35	16+	57+
57	50	41	35	67+18	25+	36+
11	24	29	36	49-1	38-	10-
56	44	38	37	82+8	5+	58+
-	52	40	38	67+11	10+	42+
19	26	34	39	50-0	27-	22-
-	-	54	40	60+26	17+	39+
18	29	35	41	47-0	23-	23-
-	-	52	42	79+20	1=	49+
17	17	22	43	53-1	11-	40-
-	58	48	44	60+9	13+	36+
47	42	39	45	57-2	9-	41-
48	43	42	46	52-4	16+	27-
-	-	60	47	63+22	5+	44+
51	48	44	48	75-3	2+	33-
21	21	30	49	47-1	12-	28-
-	-	58	50	54+7	4+	27+
-	60	57	51	51+4	4=	28+
-	-	59	52	39+6	11+	18+
DEBUT	53	53	53	35+6	8+	17-
60	59	55	54	39-1	4-	27-
59	55	50	55	37-0	4-	24-
DEBUT	56	56	56	32+28	4+	18+
DEBUT	57	57	57	29+20	7+	16+
DEBUT	58	58	58	40+12	1=	19+
DEBUT	59	59	59	39+14	1=	19+
DEBUT	60	60	60	33/28	2	20

BREAKERS

JULIAN LENNON
Now You're In Heaven (Atlantic)
78% of our reporters on it.

CROSBY, STILLS, NASH & YOUNG
That Girl (Atlantic)
61% of our reporters on it.

BULLETTYOYS
For The Love Money (WB)
62% of our reporters on it.

XTC
Mayor Of Simpleton (Geffen)
61% of our reporters on it.

NEW ARTISTS

Reports

1	GLAMOUR CAMP/She Did It (EMI)	82
2	CRUEL STORY OF YOUTH/You're What You... (Columbia)	79
3	METALLICA/One (Elektra)	75
4	CHOIRBOYS/Run To Paradise (WTG)	60
5	THIEVES/Everything But My Heart (Capitol)	54
6	COWBOY JUNKIES/Sweet Jane (RCA)	51
7	GUADALCANAL DIARY/Always Saturday (Elektra)	41
8	EXTREME/Kid Ego (A&M)	40
9	HOUSE OF LORDS/Love Don't Lie (Simmons/RCA)	39
	TANITA TIKARAM/Twist In My Sobriety (Reprise)	39
11	TNT/Tonight I'm Falling (Mercury)	36
12	MASTERS OF REALITY/The Blue... (Def American/Geffen)	35
13	FIRE TOWN/The Good Life (Atlantic)	31
14	ROYAL COURT OF CHINA/Half The Truth (A&M)	29
15	BIG BAM BOO/Shooting From My Heart (Uni/MCA)	28
16	MARCELLO/First Love (CBS Associated)	24
17	SAM PHILLIPS/Holding On To The Earth (Virgin)	22
18	PRIVATE LIFE/Last Heartbeat (WB)	19
19	DOGS D'AMOUR/I Don't Want You To Go (China/Polydor)	16
	WATERBOYS/World Party (Chrysalis)	16

New Artists have not yet had an AOR Breaker. The chart is based entirely on the number of stations reporting airplay on a particular track. Week-to-week add patterns are not a factor.

REMEMBER
HOW IT
FELT
YOUR
FIRST TIME?
X
GANG
"NO EASY WAY OUT"

OUT OF THE BOX AT:

WYNF KBER KNCN KJJO KDJK
WLZR WTPA WQFM KNAC KEZE

FROM THE JUST RELEASED ALBUM
THINGS YOU'VE NEVER DONE BEFORE
PRODUCED BY BEAU HILL.



Virgin

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NEW & ACTIVE

GUADALCANAL DIARY "Always Saturday" (Elektra) 41/6 (37/7)

Adds: WLLZ, KLAQ, KKDJ, KPOI, KEZE, KBOY, Medium 22 including WXRT, KBCO, KUPD, KISW, WHFS, WDHÁ, WAVF, WIMZ, WQBZ, KBAT.

TNT "Tonight I'm Falling" (Mercury) 36/5 (32/9)

Adds: KZEW, WFYV, KRFX, WKQZ, KSOY, Heavy 1: KNAC, Medium 21 including WHJY, WLLZ, WRIF, WLZR, WEZX, WIMZ, WIXX, WROK, WGBF, WLAV.

FIRE TOWN "The Good Life" (Atlantic) 31/3 (28/4)

Adds: WQFM, KFMZ, WMAD, Heavy 5 including WLUP, KSHE, WIBA, KTCZ, Medium 19 including WXRT, KBCO, WHFS, WDHÁ, WIMZ, KRFX, WAPL, WLAV, WWCT, WYBR.

DENNIS DeYOUNG "Boomchild" (MCA) 29/0 (30/2)

Heavy 3: WTPA, WWCT, WAOR, Medium 19 including CHOM, KTXQ, WLUP, WLVO, WFBO, KLOS, KBER, WEZX, WIMZ, KRFX.

BIG BAM BOO "Shooting From My Heart" (Uni/MCA) 28/25 (3/2)

Adds including WDVE, KRXQ, WHFS, WDHÁ, WPLR, WWTR, WHEB, KBAT, KTYD, WGIR, Medium 12 including KZEW, KXRX, CHEZ, WAVF, WIMZ, KRFX, KEZO, WRUF, KFMF.

JON BUTCHER "Might As Well Be You" (Pasha/Capitol) 25/14 (11/2)

Adds including KLOL, WLVO, KYYS, WCCC, KLBJ, WQFM, KJOT, KILQ, KQWB, KSOY, KBOY, Heavy 3 including WLZR, KEZE, Medium 17 including WKLS, KTXQ, WKLC, WDHÁ, KNCN, KKDJ, KDJK, KOZZ, KRZO.

MARCELLO "First Love" (CBS Associated) 24/21 (3/3)

Adds including KRXQ, WDHÁ, WCCC, KNCN, KZRR, KJOT, KKDJ, WPXC, WRUF, WGLF, Heavy 1: KBER, Medium 12 including WBAB, WDVE, DC101, KLOL, KUPD, WHCN, WPLR, WQFM, KJJO, KEZO.

JOHN HIATT "Drive South" (A&M) 24/2 (25/1)

Adds: KKEG, KRFX, Heavy 6 including WXRT, KLBJ, WKQQ, WIZN, WPXC, Medium 17 including KZAP, KOMA, KISW, WDHÁ, WPLR, WWTR, WHEB, WWRX, KWIC, WIMZ.

SAM PHILLIPS "Holding On To The Earth" (Virgin) 22/3 (19/4)

Adds: KTYD, WZXL, KCHV, Heavy 3 including WXRT, CHEZ, Medium 10: KBCO, KZAP, WHFS, WHCN, WWTR, KTCZ, WIZN, WPXC, KXUS, KFMU.

COLIN JAMES "Why'd You Lie" (Virgin) 20/7 (13/5)

Adds: WCCC, WWRX, KWIC, KKEG, KZRR, WGIR, KFMU, Heavy 2: Q107, CHEZ, Medium 9 including CHOM, CFOX, WKRR, WPXC, WZEW, KBOY, KCHV.

CRACK THE SKY "From The Greenhouse" (Grudge/RCA) 20/3 (19/3)

Adds: KISW, KILQ, WIZN, Heavy 1: WDVE, Medium 11 including WIYY, DC101, KGON, KXRX, WDHÁ, WWTR, WSTZ, WRXL, KTCZ, KDJK.

JIM CAPALDI "Oh Lord, Why Lord" (Island) 19/9 (10/3)

Adds: KGON, WAQY, WSTZ, WKQQ, KRFX, KEZE, WIZN, KZOO, KFMU, Heavy 2 including WBAB, Medium 11 including KRXQ, WLAV, WPXC, WAOR, KBOY.

TRUTH "Throwing It All Away" (IRS) 19/9 (10/10)

Adds including WPLR, WLAV, KBOY, KZOO, Medium 12 including KYYS, KXRX, WPYX, WWTR, WAPL, WRQK, WQFM, KEZO, KRZO, WAOR.

PRIVATE LIFE "Last Heartbeat" (WB) 19/3 (17/4)

Adds: KRFX, KWHL, KZOO, Heavy 1: WCMF, Medium 6 including KTAL, KKDJ, KRZO, WRUF.

VAN HALEN "Feels So Good" (WB) 19/1 (19/3)

Adds: WWCT, Heavy 19 including DC101, WEBN, KRQR, WZZO, WPDH, WAVF, WZCY, WQMF, WOBZ, WTKX.

TOMMY CONWELL & THE YOUNG RUMBLERS "Love's On Fire" (Columbia) 16/9 (7/4)

Adds: WZZO, KKEG, KBAT, KEZO, WZXL, WGIR, KFMZ, KXUS, KWHL, Heavy 2: WMMR, WWTR, Medium 7 including DC101, KBPI, WDHÁ, WQFM.

MOST ADDED

- OUTFIELD/Voices (93)
- JULIAN LENNON/Now (44)
- BONNIE RAIT/Thing (35)
- CINDERELLA/Coming (28)
- JEFF HEALEY BAND (28)
- S. WINWOOD/Hearts (26)
- BIG BAM BOO/Shooting (25)
- STRAY CATS/Bring (22)
- MARCELLO/First (21)
- E. BRICKELL &.../Circle (20)
- CRUEL STORY.../You're (20)

HOTTEST

- CHRIS REA/Working (125)
- T. WILBURYS/End (112)
- REPLACEMENTS/I'II (105)
- THIRTY EIGHT SPECIAL/Second (105)
- BON JOVI/There (96)
- DEF LEPPARD/Rocket (87)
- BAD COMPANY/Shake (86)
- MIDGE URE/Dear (84)
- FIXX/Driven (83)
- M. ETHERIDGE/Similar (78)

MOST REQUESTED

- GUNS N' ROSES/Patience (44)
- METALLICA/One (28)
- SKID ROW/Youth (27)
- TESLA/Heaven's (27)
- DEF LEPPARD/Rocket (26)
- CHRIS REA/Working (26)
- BON JOVI/There (25)
- REPLACEMENTS/Be (25)
- M. ETHERIDGE/Similar (22)
- LIVING COLOUR/Cult (20)

MIKE & THE MECHANICS "Seeing Is Believing" (Atlantic) 16/6 (9/7)

Adds: WBCN, KRXQ, WPYX, KKEG, KKDJ, KCHV, Medium 13 including WBAB, WDVE, KTXQ, KLOL, KSHE, WDHÁ, KTAL, KILQ, KRZO.

DOGS D'AMOUR "I Don't Want You To Go" (China/Polydor) 16/2 (14/5)

Adds: WTPA, KEZE, Medium 10 including WLLZ, KUPD, WEZX, WSTZ, WQFM, KEZO, KFMG, KRZO, KBOY.

LITA FORD "Close My Eyes Forever" (RCA) 15/4 (11/4)

Adds: WLLZ, WQMF, WYBR, KKDJ, Heavy 2: KGON, KXRX, Medium 10 including KBER, KISW, WAQY, KJJO, WKQZ, KKBB, KEZE, KZOO.

NEW & ACTIVE — Tracks building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

CHARTS — Albums and tracks showing continued growth are bulleted. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — Albums and tracks reach Breaker status the first week they are reported by at least 60% of our AOR reporters.

MOST ADDED — This week's most added albums and tracks.

MOST REQUESTED — This week's most requested tracks.

HOTTEST — This week's albums and tracks receiving the most heavy reports.

NEW ROCK

LW TW

- 1 **1** XTC/Mayor Of Simpleton (Geffen)
- 2 **2** ELVIS COSTELLO/Veronica (WB)
- 3 **3** REPLACEMENTS/I'II Be You (Sire/Reprise)
- 5 **4** VIOLENT FEMMES/Nightmares (Slash/WB)
- 8 **5** EASTERHOUSE/Come Out Fighting (Columbia)
- 4 **6** LOU REED/Dirty Blvd. (Sire/WB)
- 6 **7** FINE YOUNG CANNIBALS/She Drives Me Crazy (IRS/MCA)
- 15 **8** ROBYN HITCHCOCK 'N' THE EGYPTIANS/Madonna Of The Wasps (A&M)
- 7 **9** MORRISSEY/The Last Of The Famous International Playboys (Sire/Reprise)*
- 21 **10** NEW ORDER/Round & Round (Qwest/WB)
- 11 **11** GUADALCANAL DIARY/Always Saturday (Elektra) *Keeps a bullet due to continued growth.
- 12 **12** THRASHING DOVES/Angel Visit (A&M)
- 9 **13** MIDGE URE/Dear God (Chrysalis)
- 16 **14** THROWING MUSES/Dizzy (Sire/WB)
- 10 **15** FIXX/Driven Out (RCA)
- 24 **16** R.E.M./Turn You Inside-Out (WB)
- 14 **17** COWBOY JUNKIES/Sweet Jane (RCA)
- 25 **18** WONDER STUFF/Give, Give, Give Me More, More, More (Polydor)
- 13 **19** ENYA/Orinoco Flow (Geffen)
- 20 **20** FIRE TOWN/The Good Life (Atlantic)
- 23 **21** TANITA TIKARAM/Twist In My Sobriety (Reprise)
- DEBUT** **22** FINE YOUNG CANNIBALS/Good Thing (IRS/MCA)
- 19 **23** BRUCE COCKBURN/If A Tree Falls (Gold Castle)
- 26 **24** PROCLAIMERS/I'm Gonna Be (500 Miles) (Chrysalis)
- DEBUT** **25** ERASURE/Stop (Sire/Reprise)
- 18 **26** R.E.M./Stand (WB)
- DEBUT** **27** JULIAN LENNON/Now You're In Heaven (Atlantic)
- DEBUT** **28** HOWARD JONES/Everlasting Love (Elektra)
- DEBUT** **29** SIMPLE MINDS/Mandella Day (Virgin)
- DEBUT** **30** DEPECHE MODE/Everything Counts (Sire)

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED

- CONNELLS/Something
- F.Y. CANNIBALS/Good
- NEW ORDER/Round
- U2/Dancing
- SIDEWINDERS/Witchdoctor
- HOUSE OF FREAKS/Sun

HOTTEST

- XTC/Mayor
- REPLACEMENTS/I'II
- NEW ORDER/Round
- F.Y. CANNIBALS/Crazy
- ELVIS COSTELLO/Veronica

MOST REQUESTED

- XTC/Mayor
- MORRISSEY/Playboys
- FINE YOUNG CANNIBALS/Crazy
- NEW ORDER/Round
- DEPECHE MODE/Everything
- SIMPLE MINDS/Belfast

TIME TO CHANGE YOUR TUNE!



NEW MARINES

- New Adds:**
- WXRT/Chicago
 - WPGU/Champaign
 - WOXY/Cincinnati
 - KMPZ/Memphis
 - WKXL/Concord
 - KBLE/Des Moines
 - KFMH/Muscatine
 - WHTG/Asbury park
 - WMDK/Petersborough
 - KAOS/Honolulu
 - KSPN/Aspen
 - KACV/Amarillo
 - KRCK/Omaha

- New Adds:**
- KROQ/Los Angeles
 - KEDG/Los Angeles
 - WFNX/Boston
 - WHFS/Washington
 - WHM/Minneapolis
 - KAOS/Honolulu
 - KTCL/Ft. Collins
 - WMDK/Petersborough
 - KTAO/Taos
 - KBLE/Des Moines
 - WHTG/Asbury Park
 - KFMH/Muscatine
 - WDST/Woodstock
 - KLWD/Cheyenne



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Mike Scott



Trevor Hutchinson



Steve Wickham



Anto Thistlethwaite


Chrysalis.

ensiEn

CHR P1A PLAYLISTS

KUBE 93.1 FM Seattle

MD: Tom Hutley
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

KS104.1 FM Denver

MD: Dave Van Stone
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

KZZP104.7 FM Phoenix

MD: Michelle Santosuosso
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

97.1 FM Sacramento

OM: Sean Lynch
1 VANESSA WILLIAMS/Dreamin'
2 HILLI VANNILLI/Girl You Know It's Tr

FM AM Salt Lake City

MD: Gary Waldron
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

FM KKRZ Portland

MD: Mark Capps
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

POWER 99 KCPX Salt Lake City

MD: Chris Baker
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

97.1 FM Seattle

MD: Casey Keating
1 VANESSA WILLIAMS/Dreamin'
2 HILLI VANNILLI/Girl You Know It's Tr

FM Sacramento

OM/PD/MD: Brian White
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

FM San Diego

MD: John Clay
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

FM San Jose

MD: Mark St. John
1 HILLI VANNILLI/Girl You Know It's Tr
2 DEBBIE GIBSON/Lost In Your Eyes

FM Seattle

MD: Mark Allen
1 VANESSA WILLIAMS/Dreamin'
2 HILLI VANNILLI/Girl You Know It's Tr

Denver 108

PD: Mark Bolke
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

FM Sacramento

MD: Alex 'A.C.' Cosper
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

FM Phoenix

MD: Jay Stevens
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

FM Los Angeles

MD: Kevin Weatherly
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

CHR P1A 95.5 FM WPGC

Washington, D.C.
Acting PD: Dave Ferguson
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

FM San Francisco

MD: Keith Nattaly
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

FM San Jose

MD: Christopher Lance
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

FM New York

MD: Kevin McCabe
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

WPOW Miami

VP/Programming: Bill Tanner
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

Power 106 FM Los Angeles

MD: Jeff Wyatt
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

FM Riverside

MD: Larry Martino
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

FM New York

MD: Steve Ellis
1 DEBBIE GIBSON/Lost In Your Eyes
2 MIKE & THE MICHAM/Living Years

CHR ADDS & HOTS

March 17, 1989 R&R 91

EAST

MOST ADDED

Jody Watley
Howard Jones
Steve Winwood
Paula Abdul
Living Colour
Outfield
Tone Loc

BREAKOUTS

NO BREAKOUTS

EAST

P2

WFLY/Albany, NY

Todd Pettengill

ENYA
DURAN DURAN (dp)
BUSTER POINDEXTER
HOWARD JONES
STEVE WINWOOD
Hottest:
MILLI VANILLI 11-3
MIKE & THE MECHAN 3-1
ROXETTE 13-6
WAS (NOT WAS) 18-8
FINE YOUNG CANNIB 22-16
TONE LOC D-31

WAEB/Aliantown, PA

Sherry/Johnson

ENYA
HOWARD JONES
DURAN DURAN (dp)
DONNY OSMOND (dp)
JODY WATLEY (dp)
Hottest:
BANGLES 3-1
ROXETTE 17-5
FINE YOUNG CANNIB 20-12
SA-FIRE 23-16
BON JOVI 25-19

WABT/Baltimore, MD

Szabo/Hahn

SAMANTHA FOX
SA-FIRE
BOBBY BROWN
DONNY OSMOND
Hottest:
GUNS N' ROSES 6-4
MILLI VANILLI 10-6
WAS (NOT WAS) 11-8
KARIN WHITE 13-10
BANGLES 15-13

WVSR/Charleston, WV

Bill Shahan

DEBBIE GIBSON (dp)
BOBBY BROWN
BETTE MIDLER (dp)
BELLE STARS
PAULA ABDUL
LIVING COLOUR (dp)
SAMANTHA FOX
Hottest:
BANGLES 1-1
KARIN WHITE 4-2
ROXETTE 13-6
WAS (NOT WAS) 17-9
FINE YOUNG CANNIB 21-10

K104/Erie, PA

Bill Shannon

BON JOVI
WINGER (dp)
U2
CHRIS REA
STEVE WINWOOD
MELISSA ETHERIDGE
BAD COMPANY
Hottest:
VAN HALEN 7-1
VIXEN 3-2
POISON 5-3
CNSI 6-4
ROXETTE 16-5

JET-FM/Erie, PA

Jim Cook

OUTFIELD
HOWARD JONES
ROBBIE NEVIL
TOMMY PAGE (dp)
SAMANTHA FOX
Hottest:
MILLI VANILLI 5-2
BANGLES 9-3
ROXETTE 12-5
FINE YOUNG CANNIB 17-10
BETTE MIDLER 15-12

WERZ/Exeter, NH

Falconelli/TJ

ESCAPE CLUB
FINE YOUNG CANNIB
DURAN DURAN
HOWARD JONES
DONNY OSMOND
Hottest:
ROD STEWART 6-2
ROY ORBISON 7-4
WAS (NOT WAS) 21-14
LIVIN' COLOUR 25-16
38 SPECIAL 31-22

WNK/Harrisburg, PA

Bond/August

STEVE WINWOOD
PAULA ABDUL
BETTE MIDLER
ONE 2 MANY
Hottest:
MIKE & THE MECHAN 1-1
ROXETTE 20-9
JONNY KEMP 35-28
SWEET SENSATION 37-30
MADONNA D-33

WTIC/Hartford, CT

Shakes/Weat

ENYA
MICHAEL DAMIAN
DONNY OSMOND
Hottest:
FINE YOUNG CANNIB 10-3
BANGLES 17-10
BELLE STARS 26-20
MADONNA 31-21
TONE LOC 32-25

WKEE/Huntington, WV

Wayne/Miller

JODY WATLEY
BELLE STARS
BOBBY BROWN
TOMMY PAGE
HOWARD JONES
FORD & OSBOURNE (dp)
ROBBIE NEVIL
WINGER (dp)
Hottest:
BANGLES 4-1
R.E.M. 4-1
ROD STEWART 5-4
MILLI VANILLI 8-6
FINE YOUNG CANNIB 16-8

WLAN/Lancaster, PA

Marino/Murray

FIXX
SIMPLY RED
STEVE WINWOOD
LIVING COLOUR
PAULA ABDUL
Hottest:
MILLI VANILLI 2-1
MIKE & THE MECHAN 3-3
NEW KIDS ON THE B 4-4
FINE YOUNG CANNIB 12-5
RON KAN 6-6

KC101/New Haven, CT

Rybak/Dann

SAMANTHA FOX
R.E.M.
MICHAEL DAMIAN
Hottest:
DEBBIE GIBSON 1-1
MILLI VANILLI 11-3
BANGLES 14-7
SA-FIRE 17-8
BON JOVI 26-17

100KH/Ocean City, MD

Hittman/Jernigan

ONE 2 MANY
OUTFIELD
BUSTER POINDEXTER
HOWARD JONES
BETTE MIDLER
BELLE STARS
ROBBIE NEVIL
Hottest:
MILLI VANILLI 3-1
MIKE & THE MECHAN 4-2
DEBBIE GIBSON 8-3
BANGLES 9-6
FINE YOUNG CANNIB 11-7

WSPK/Poughkeepsie, NY

Stew Schantz

ESCAPE CLUB (dp)
JODY WATLEY (dp)
INFORMATION SOCIE
OUTFIELD
DEBBIE GIBSON
EDIE BRICKWELL & N
Hottest:
BANGLES 1-1
MILLI VANILLI 18-12
DEF LEPPARD 19-11
TONE LOC 23-20
MADONNA 26-21

WSPK/Poughkeepsie, NY

Stew Schantz

ENYA
JODY WATLEY
JOHNNY KEMP
STEVE WINWOOD
BELLE STARS
TONE LOC
Hottest:
ROD STEWART 2-2
ROXETTE 11-4
ROY ORBISON 10-5
WAS (NOT WAS) 21-9
VANESSA WILLIAMS 13-10

WVST/Trantion, NJ

Cunningham/Merelo

PAULA ABDUL
JIMMY HARNEN & SY
JODY WATLEY
LIVING COLOUR (dp)
SA-FIRE
Hottest:
DEBBIE GIBSON 3-1
ROY ORBISON 13-9
BANGLES 16-10
KON KAN 17-12
FINE YOUNG CANNIB 20-17

WNZY/Utica, NY

Flannery/Andrews

TONE LOC
CHER & PETER CETTE
LIVING COLOUR (dp)
PAULA ABDUL
BOBBY BROWN
U2
HOWARD JONES
DONNY OSMOND
Hottest:
BANGLES 5-2
ROXETTE 11-5
FINE YOUNG CANNIB 21-13
POISON 26-17
DEON ESTUS 27-23
38 SPECIAL 31-22

WRCK/Utica, NY

Reitz/Burton

HOWARD JONES
JODY WATLEY
ROBBIE NEVIL
DINO (dp)
BELLE STARS
Hottest:
BANGLES 3-1
ROXETTE 7-3
FINE YOUNG CANNIB 18-12
MADONNA D-24
TONE LOC D-26

WRKZ/Wilkes Barre, PA

Medak/Star

TONE LOC
DEF LEPPARD
JODY WATLEY
CHER & PETER CETTE
JOHNNY KEMP
Hottest:
ROD STEWART 3-2
VANESSA WILLIAMS 9-7
BANGLES 14-8
WAS (NOT WAS) 15-11
MILLI VANILLI 22-12

Q108/York, PA

McKenzie/Faether

ENYA
HOWARD JONES
JODY WATLEY (dp)
LIVING COLOUR (dp)
Hottest:
MIKE & THE MECHAN 2-1
MILLI VANILLI 6-3
ROXETTE 11-7
R.E.M. 4-1
FINE YOUNG CANNIB 20-13

WYCR/York, PA

McCausland/Willie B.

GUNS N' ROSES
LEATHER VANDROSS
SIMPLY RED (dp)
ONE 2 MANY (dp)
CHER & PETER CETTE
TIFFANY (dp)
MICHAEL DAMIAN (dp)
Hottest:
MILLI VANILLI 4-2
BANGLES 8-5
ROXETTE 10-6
FINE YOUNG CANNIB 12-7
TONE LOC 33-26

P3

WPRR/Altoona, PA

Darrell Rry

TONE LOC
PAULA ABDUL
WINGER
OUTFIELD
Hottest:
BANGLES 5-1
ROD STEWART 4-2
GUNS N' ROSES 3-3
ROXETTE 8-4
BREATHE 6-5

WVFX/Bangor, ME

Martin/Clark

JODY WATLEY
OUTFIELD
HOWARD JONES
SIMPLY RED (dp)
MICHAEL DAMIAN (dp)
EASTHOUSE (dp)
Hottest:
BANGLES 7-1
CHICAGO 4-3
POISON 13-9
FINE YOUNG CANNIB 22-17
BON JOVI 32-20

103CIR/Beckley, WV

Spencer/Davis

38 SPECIAL
STEVE WINWOOD
DEF LEPPARD
TIFFANY
JODY WATLEY
GUNS N' ROSES
Hottest:
GUNS N' ROSES 4-1
BANGLES 5-3
DEON ESTUS 11-9
NEW KIDS ON THE B 14-10
KARIN WHITE 29-17

95XX/Burlington, VT

Speck/Riley

SIMPLY RED
OUTFIELD
CHRIS REA (dp)
FORD & OSBOURNE (dp)
Hottest:
BREATHE 4-1
BANGLES 14-5
ROXETTE 11-10
MILLI VANILLI 21-16
MADONNA D-28

WVFX/Bangor, ME

Martin/Clark

JODY WATLEY
OUTFIELD
HOWARD JONES
SIMPLY RED (dp)
MICHAEL DAMIAN (dp)
EASTHOUSE (dp)
Hottest:
BANGLES 7-1
CHICAGO 4-3
POISON 13-9
FINE YOUNG CANNIB 22-17
BON JOVI 32-20

WKPE/Cape Cod, MA

Rick Ryder

STEVE WINWOOD
SAMANTHA FOX
TIFFANY
TONE LOC
Hottest:
MIKE & THE MECHAN 4-1
ROXETTE 10-9
FINE YOUNG CANNIB 24-16
DEON ESTUS 11-9
NEW KIDS ON THE B 14-10
KARIN WHITE 29-17

WKZ/Chambersburg, PA

Alexander/Shane

SWEET SENSATION
SA-FIRE (dp)
GLENN MEDEIROS (dp)
Hottest:
DEBBIE GIBSON 1-1
MIKE & THE MECHAN 5-2
BANGLES 9-3
ROXETTE 15-9
MILLI VANILLI 17-13

OK100/theca, NY

Dahlman/Gates

DURAN DURAN
TONE LOC (dp)
SA-FIRE
OUTFIELD
LIVING COLOUR (dp)
SIMPLY RED
Hottest:
MIKE & THE MECHAN 1-1
R.E.M. 2-2
ROD STEWART 3-3
CHICAGO 5-4
ROY ORBISON 6-5

96XIL/Parkersburg, WV

Nevel/Hughes

STEVE WINWOOD
BAD COMPANY
WINGER (dp)
CHRIS REA
HOWARD JONES
U2
Hottest:
CHICAGO 2-1
GUNS N' ROSES 6-4
JIMMY HARNEN & SY
KARIN WHITE 7-5
CARLY SIMON 12-7
DEBBIE GIBSON 15-8

WTHP/Portland, ME

Cosenz/Parrelle

TONE LOC
BELLE STARS
BETTE MIDLER (dp)
GLENN MEDEIROS (dp)
OUTFIELD
ENYA (dp)
Hottest:
MILLI VANILLI 15-9
ROXETTE 18-11
FINE YOUNG CANNIB 23-12
DEON ESTUS 31-23
TONE LOC D-31

G88/Portland, ME

Holiday/Bryant

DONNY OSMOND
HOWARD JONES
PAULA ABDUL
BETTE MIDLER
BOBBY BROWN
STEVE WINWOOD
MICHAEL DAMIAN
LIVING COLOUR
TOMMY PAGE
GUNS N' ROSES (dp)
Hottest:
ROD STEWART 5-3
FINE YOUNG CANNIB 18-9
VANESSA WILLIAMS 17-12
DEON ESTUS 33-24
MADONNA D-30

WOMP/Wheeling, WV

Forster/McGee

JODY WATLEY
SWEET SENSATION
DONNY OSMOND
Hottest:
MIKE & THE MECHAN 1-1
ONE 2 MANY 2-2
MARTIKA 3-3
WAS (NOT WAS) 6-4
BANGLES 17-9

WVFX/Williamsport, PA

Ted Minier

HOWARD JONES
DURAN DURAN
STEVE WINWOOD
SA-FIRE
CARLY SIMON (dp)
FORD & OSBOURNE (dp)
ENYA (dp)
OUTFIELD (dp)
Hottest:
MIKE & THE MECHAN 2-1
BANGLES 7-3
FINE YOUNG CANNIB 9-7
R.E.M. 17-14
ROXETTE 17-12

WHTO/Williamsport, PA

Herman/Wright

PASADENAS
SAMANTHA FOX
CHER & PETER CETTE
STEVE WINWOOD
INFORMATION SOCIE
Hottest:
DEBBIE GIBSON 1-1
BANGLES 3-3
MILLI VANILLI 8-6
FORD & OSBOURNE 25-18
SA-FIRE 31-23

SOUTH

MOST ADDED

Jody Watley

Howard Jones

Outfield

Donny Osmond

Sa-Fire

HOTTEST

Information Society

Basia

SOUTH

P2

K2FM/Corpus Christi, TX

Prewitt/Tucker

NEW KIDS ON THE B
BOBBY BROWN
TIFFANY
DENISE LOPEZ
BANANARAMA
INFORMATION SOCIE
Hottest:
VANESSA WILLIAMS 3-1
SIR MIX-A-LOT 5-2
MILLI VANILLI 7-3
BANGLES 11-7
TONE LOC 18-8

G105/Durham-Raleigh, NC

Edwards/McBride

TONE LOC (dp)
DONNY OSMOND
BOBBY BROWN
ROY ORBISON
ROY ORBISON
Hottest:
DEBBIE GIBSON 2-1
WILSON & LUTER 7-4
ANITA BAKER 15-8
VANESSA WILLIAMS 17-13
ROD STEWART 29-22

KEZB/E Paso, TX

Winter/Van Dyke

BANGLES
MIKE & THE MECHAN
DONNY OSMOND
CHICAGO
ONE 2 MANY
DONNY OSMOND (dp)
Hottest:
BOYS 2-1
DEBBIE GIBSON 5-2
MILLI VANILLI 10-6
BOBBY BROWN 12-8
TONE LOC D-35

Q88/Fayetteville, NC

McCloud/Kelly

MADONNA
HOWARD JONES
STEVE WINWOOD
ENYA
ONE 2 MANY
OUTFIELD
Hottest:
ROD STEWART 10-4
38 SPECIAL 13-8
ANIMATION 16-11
ROXETTE 19-14
JOHNNY KEMP 25-20

WVKB/Charleston, SC

Geather/Russell

JOHNNY KEMP
SA-FIRE
LIVING COLOUR
Hottest:
ROXETTE 7-2
DEF LEPPARD 13-7
BANGLES 18-12
PAULA ABDUL 21-14
MADONNA D-18

WSSX/Charleston, SC

Deve Allen

BON JOVI
BETTE MIDLER (dp)
FINE YOUNG CANNIB
LIVING COLOUR (dp)
SA-FIRE
Hottest:
MIKE & THE MECHAN 1-1
KON KAN 8-4
R.E.M. 7-5
TONE LOC 29-16
MADONNA 39-23

W83/Austin, TX

Lisa Tonacck

STEVE WINWOOD
BELLE STARS
STEVIE B
GINA GO-GO
MICHAEL DAMIAN
INNER CITY
Hottest:
MIKE & THE MECHAN 2-1
KON KAN 8-4
R.E.M. 7-5
TONE LOC 29-16
MADONNA 39-23

K96/Austin, TX

Robbie Nevil (dp)

ROBBIE NEVIL (dp)
HOWARD JONES
VIXEN (dp)
INFORMATION SOCIE (dp)
SA-FIRE
Hottest:
BANGLES 6-6
ROXETTE 9-5
WAS (NOT WAS) 19-9
R.E.M. 17-13
ROD STEWART 18-15

WBCY/Charlotte, NC

Mary June Rotte

SA-FIRE
JODY WATLEY
DONNY OSMOND
PAULA ABDUL
Hottest:
VANESSA WILLIAMS 4-3
BANGLES 8-7
FINE YOUNG CANNIB 14-9
38 SPECIAL 23-17

WROQ/Charlotte, NC

Blass/Ward

OUTFIELD
MICHAEL DAMIAN
BAD COMPANY
SIMPLY RED (dp)
Hottest:
MIKE & THE MECHAN 1-1
DEBBIE GIBSON 1-1
WAS (NOT WAS) 15-10
FINE YOUNG CANNIB 20-11
VANESSA WILLIAMS 16-12

WVZP/Huntsville, AL

Chris Andrews

SWEET SENSATION
SA-FIRE
JIMMY HARNEN & SY
GLENN MEDEIROS
DURAN DURAN
DONNY OSMOND
Hottest:
MIKE & THE MECHAN 2-1
MILLI VANILLI 3-3
FINE YOUNG CANNIB 16-11

WASK/Chattanooga, TN

Chase/Scott

DEON ESTUS
WOTIC
COMBOY JUNKIES
HOWARD JONES
PAULA ABDUL
STEVE WINWOOD
OUTFIELD
JODY WATLEY
Hottest:
MIKE & THE MECHAN 2-1
MILLI VANILLI 3-3
FINE YOUNG CANNIB 19-8

WNOK/Columbia, SC

Metts/McHugh

DONNY OSMOND
JIMMY HARNEN & SY
BOBBY BROWN
BOBBY BROWN
BOBBY BROWN
Hottest:
DEBBIE GIBSON 3-3
ROD STEWART 8-4
MIKE & THE MECHAN 5-5
MILLI VANILLI 7-7
JERMAINE STEWART 9-8
TONE LOC 18-12

WVPE/Jacksonville, FL

Johnson/Klutch

LIVING COLOUR
MICHAEL DAMIAN
JODY WATLEY
MELISSA ETHERIDGE
JOHNNY KEMP
DINO
Hottest:
DEBBIE GIBSON 1-1
ROD STEWART 3-2
ROXETTE 12-5
FINE YOUNG CANNIB 10-6
TOMMY PAGE 21-12

WQUT/Johnson City, TN

Phillips/Taylor

MICHAEL DAMIAN
KARIN WHITE
OUTFIELD
PAULA ABDUL
HOWARD JONES
PASADENAS
TIFFANY
HOWARD JONES
Hottest:
38 SPECIAL 1-1
METALLICA 18-14
CHOIRBOYS 18-12
ANIMATION 16-11
CHRIS REA 24-18

WOKI/Knoxville, TN

Clay Gish

MILLI VANILLI
MARTIKA
BELLE STARS
DONNY OSMOND
DONNY OSMOND
Hottest:
DEBBIE GIBSON 1-1
ROXETTE 10-5
WAS (NOT WAS) 12-6
FORD & OSBOURNE 17-10
BON JOVI 21-15

WLA/LEXINGTON, KY

Fox/Graves

PAULA ABDUL
Hottest:
BANGLES 13-6
WAS (NOT WAS) 20-12
MADONNA D-22
DONNY OSMOND 30-23
CHER & PETER CETTE D-27

KKYK/Little Rock, AR

Rolling/Edwards

LIVING COLOUR (dp)
JODY WATLEY
SAMANTHA FOX (dp)
DONNY OSMOND
ENYA (dp)
Hottest:
MILLI VANILLI 4-1
ROXETTE 8-3
TONE LOC 16-6
BANGLES 19-8
MADONNA D-13

KZOU/Little Rock, AR

Peter Stetter

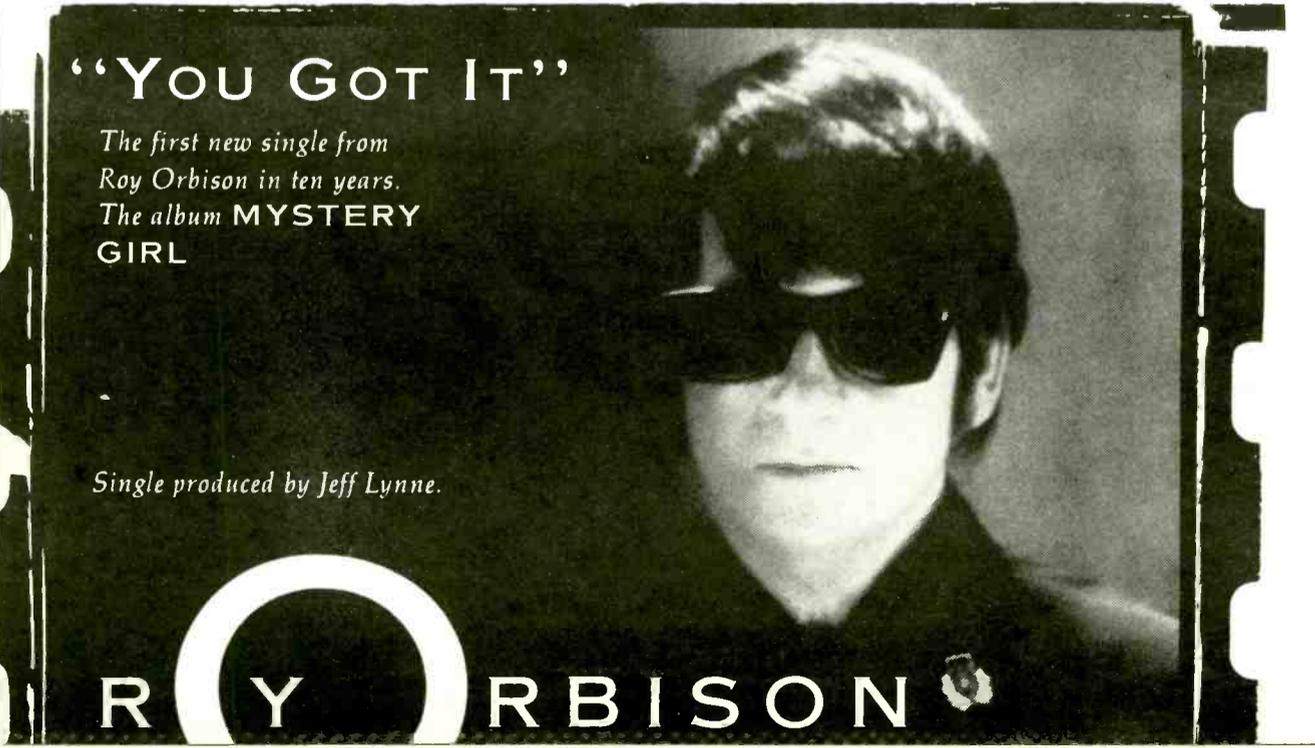
BOBBY BROWN
JODY WATLEY
Hottest:
BANGLES 6-1
ROXETTE 8-3
MILLI VANILLI 10-6
SA-FIRE 29-19

WDX/Louisville, KY

Sh

CHR ADDS & HOTS

MIDWEST		WEST	
MOST ADDED	HOTTEST	MOST ADDED	BREAKOUTS
<p>Howard Jones Jody Watley Outfield Michael Damian Sa-Fire</p>	<p>Easterhouse Escape Club</p>	<p>Donny Osmond Jody Watley Michael Damian Information Society Paula Abdul Howard Jones Outfield</p>	<p>Basia Boy George</p>
<p>WKDD/Akron, OH Jeff Clark GUNS N' ROSES WAS (NOT WAS) HEVIN' RALEIGH Hottest: PAULA ABDUL 1-1 GUNS N' ROSES 6-5 NEW KIDS ON THE B 10-6 DEF LEPPARD 17-8 DEBBIE GIBSON 21-12</p>	<p>WGRD/Grand Rapids, MI Cassidy/McCormick ANITA BAKER SWEET SENSATION BON JOVI SA-FIRE Hottest: MILLI VANILLI 3-2 WILSON & ZANDER 9-4 ROXETTE 15-10 MADONNA 27-12 POISON 19-14</p>	<p>KIVA/Albuquerque, NM Howard Johnson TONE LOC SA-FIRE CHER & PETER CETE Hottest: ROD STEWART 13-9 MADONNA 0-15 KARYN WHITE 24-19 VANESSA WILLIAMS D-20 BON JOVI 30-22</p>	<p>CHED/Edmonton, Alberta McKenna/Stuart PAULA ABDUL TONE LOC CROWDED HOUSE LIVING COLOUR TIFFANY GLASS TIGER Hottest: ROXETTE 9-4 WAS (NOT WAS) 14-7 MILLI VANILLI 17-11 BANGLES 22-15 FINE YOUNG CANNIB 23-16</p>
<p>WPHR/Cleveland, OH Kelly/Thomas JODY WATLEY CHER & PETER CETE JOHNNY KEMP (dp) BELLE STARS (dp) HOWARD JONES SAMANTHA FOX Hottest: ROD STEWART 3-1 NEW KIDS ON THE B 4-2 GUNS N' ROSES 5-3 CHICAGO 8-4 ROXETTE 23-7</p>	<p>KLQI/Grand Rapids, MI Owen/Tinnes ENYA PIXIE (dp) ROBBIE NEVIL Hottest: R.E.M. 14-8 BOY MEETS GIRL 18-11 VANESSA WILLIAMS 20-15 MILLI VANILLI 22-16 38 SPECIAL 26-20</p>	<p>KKSS/Albuquerque, NM Tommy Rivers DENISE LOPEZ (dp) HOWARD JONES JODY WATLEY BANNANARAMA JIMMY HARNEN & SY Hottest: MILLI VANILLI 1-1 WAS (NOT WAS) 6-2 ROXETTE 14-10 FINE YOUNG CANNIB 16-14 TONE LOC 29-17</p>	<p>KSNQ/Eugene, OR Bwana/Wonks POND & OSBOURNE DONNY OSMOND PETER SCHILLING (dp) TONE LOC PAULA ABDUL SA-FIRE (dp) Hottest: MIKE & THE MECHAN 2-1 BANGLES 8-2 VANESSA WILLIAMS 10-7 TOMMY PAGE 22-12 MADONNA D-20</p>
<p>92Q/Cleveland, OH Howitt/Jackson SWEET SENSATION (dp) MADONNA BON JOVI (dp) CHER & PETER CETE (dp) PAULA ABDUL (dp) Hottest: MILLI VANILLI 7-5 BANGLES 11-7 ROXETTE 13-10 CHICAGO 15-11 WAS (NOT WAS) 14-12</p>	<p>WIXX/Green Bay, WI McCarty/Michael T. KARYN WHITE TOMMY PAGE OUTFIELD LIVING COLOUR (dp) Hottest: BANGLES 2-1 ROXETTE 5-2 ROD STEWART 6-4 R.E.M. 8-5 FINE YOUNG CANNIB 16-12</p>	<p>KKXX/Bakersfield, CA Squires/Christopher none Hottest: MILLI VANILLI 1-1 KARYN WHITE 4-4 STEVE B 15-15 ANITA BAKER 18-18 FINE YOUNG CANNIB 25-25</p>	<p>KYNO/Fresno, CA Kevin Carter NEW KIDS ON THE B DENISE LOPEZ BOY GEORGE (dp) Hottest: MILLI VANILLI 1-1 DINO 7-6 TONE LOC 10-8 PAULA ABDUL 26-19</p>
<p>WPKR/Davenport, IA North/Davis STEVE WINWOOD JODY WATLEY Hottest: VIXEN 12-8 R.E.M. 25-18 BON JOVI 26-21 DEF LEPPARD 27-22 MADONNA D-23</p>	<p>WJZZ/Jacksonville, FL Jarvis/Dave JODY WATLEY ONE 2 MANY HOWARD JONES MICHAEL DAMIAN Hottest: MIKE & THE MECHAN 2-1 BANGLES 6-2 CHICAGO 8-4 MILLI VANILLI 9-7 ROXETTE 13-8</p>	<p>KF96/Boise, ID Jack Armistrong DONNY OSMOND MICHAEL DAMIAN JODY WATLEY BELLE STARS LIVING COLOUR (dp) TOMMY PAGE OUTFIELD Hottest: BANGLES 5-1 ROXETTE 7-2 POISON 11-8 MADONNA 18-11 CHER & PETER CETE 20-14</p>	<p>KRMQ/Fresno, CA Clay/Martinez JODY WATLEY BETTE MIDLER PAULA ABDUL (dp) Hottest: MIKE & THE MECHAN 2-1 ROD STEWART 3-2 ROXETTE 4-3 EDDIE MONEY 7-6 R.E.M. 13-11</p>
<p>WGTV/Davton, OH Jarvis/Dave JODY WATLEY ONE 2 MANY HOWARD JONES MICHAEL DAMIAN Hottest: MIKE & THE MECHAN 2-1 BANGLES 6-2 CHICAGO 8-4 MILLI VANILLI 9-7 ROXETTE 13-8</p>	<p>KJ103/Oklahoma City, OK Spink/Stewart JODY WATLEY DURAN DURAN BELLE STARS Hottest: MILLI VANILLI 1-1 YON KAN 2-2 ROXETTE 7-3 MIKE & THE MECHAN 9-4 VANESSA WILLIAMS 8-6</p>	<p>KATM/Colorado Springs, CO Sorenson/Majors CHICAGO ROY ORBISON MELISSA BETHRIDGE MICHAEL DAMIAN HOWARD JONES JIMMY HARNEN & SY WINGER Hottest: ROD STEWART 2-1 ROD STEWART 3-2 GUNS N' ROSES 4-3 DEF LEPPARD 9-4 BON JOVI 20-10</p>	<p>KRMQ/Colorado Springs, CO Miller/Reynolds JODY WATLEY WENDY & LISA FIVE STAR Hottest: DEBBIE GIBSON 2-1 FINE YOUNG CANNIB 3-3 LEVERT 3-2 FINE YOUNG CANNIB 5-1 BELLE STARS 13-6 ENYA 12-10</p>
<p>WQTV/Davton, OH Jarvis/Dave JODY WATLEY ONE 2 MANY HOWARD JONES MICHAEL DAMIAN Hottest: MIKE & THE MECHAN 2-1 BANGLES 6-2 CHICAGO 8-4 MILLI VANILLI 9-7 ROXETTE 13-8</p>	<p>KKXX/Grand Forks, ND Michael Right BON JOVI SAMANTHA FOX BELLE STARS KARYN WHITE HOWARD JONES ESCAPE CLUB Hottest: ROD STEWART 3-2 ANIMATION 9-5 DEF LEPPARD 10-20 DEON ESTUS 14-26 MADONNA D-31</p>	<p>KATM/Colorado Springs, CO Sorenson/Majors CHICAGO ROY ORBISON MELISSA BETHRIDGE MICHAEL DAMIAN HOWARD JONES JIMMY HARNEN & SY WINGER Hottest: ROD STEWART 2-1 ROD STEWART 3-2 GUNS N' ROSES 4-3 DEF LEPPARD 9-4 BON JOVI 20-10</p>	<p>KRMQ/Colorado Springs, CO Miller/Reynolds JODY WATLEY WENDY & LISA FIVE STAR Hottest: DEBBIE GIBSON 2-1 FINE YOUNG CANNIB 3-3 LEVERT 3-2 FINE YOUNG CANNIB 5-1 BELLE STARS 13-6 ENYA 12-10</p>



“YOU GOT IT”
The first new single from
Roy Orbison in ten years.
The album **MYSTERY GIRL**

Single produced by Jeff Lynne.

ROY ORBISON

CHR Chart 21
AC Chart #1
Country Chart 15
BB LP 6

This Week's Adds & Action:

KKBQ add	WMMS 7-5 (HOT)
KTFM add 29	WNCI 25-23
Q015 add 23	WZPL 24-21
KCPW add	KBEQ 19-16
KWSS add	KXXR 22-12
B104 deb 29	WKTJ 19-14
B97 deb 30	KISN 12-9
WXKS 9-8	KPLZ 26-21
WZOU 11-10	KUBE 19-16
WMJQ 10-9	WFLY 36-26
WBLI 25-22	AOR — Former #1
CKOI 13-9	For 3 Weeks
B94 26-21	Album Sales
PRO-FM 3-3 (HOT)	Over Platinum
KEGL 15-13	
Q102 17-12 (HOT)	

When you play it, say it. © 1989 Virgin Records America, Inc.

Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

P1-A Reporters: Selected leading-edge major market CHR stations whose playlists diverge significantly from mainstream CHR's.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

247 REPORTS

A

PAULA ABDUL
Forever Your Girl (Virgin)
LP: Forever Your Girl

Total Reports 163 66%

Regional Reach	E 57%	S 78%	M 44%	W 80%		
Chart Summary	Pos	P1	P2	P3	Tot	
National Summary	6-15	0	2	0	0	
UP	50	16-40	27	40	21	88
DEBS	40	Ons	4	14	14	32
SAME	32	Adds	7	20	8	35
DOWN	3	Ch Adds	1	2	3	6
ADDS	41	Total	39	78	46	163

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ANIMOTION
Room To Move (Polydor)
LP: Animotion

Total Reports 191 77%

Regional Reach	E 78%	S 80%	M 78%	W 72%		
Chart Summary	Pos	P1	P2	P3	Tot	
National Summary	2-5	0	1	1	2	
UP	150	16-40	24	75	54	153
DEBS	18	Ons	4	8	3	15
SAME	20	Adds	2	0	0	2
DOWN	0	Ch Adds	1	0	0	1
ADDS	3	Total	33	92	66	191

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SAME	20	Adds	2	0	0	2
DOWN	0	Ch Adds	1	0	0	1
ADDS	3	Total	33	92	66	191

Continued On Next Column

Anita Baker Continued

Regional Reach	E 96%	S 94%	M 97%	W 89%		
Chart Summary	Pos	P1	P2	P3	Tot	
National Summary	2-5	24	40	35	99	
UP	210	16-40	5	9	2	16
DEBS	3	Ons	0	1	0	1
SAME	15	Adds	0	1	0	1
DOWN	3	Ch Adds	0	0	0	0
ADDS	1	Total	58	107	67	232

BANGLES
Eternal Flame (Columbia)
LP: Everything

Total Reports 232 94%

Regional Reach	E 96%	S 94%	M 97%	W 89%		
Chart Summary	Pos	P1	P2	P3	Tot	
National Summary	2-5	24	40	35	99	
UP	210	16-40	5	9	2	16
DEBS	3	Ons	0	1	0	1
SAME	15	Adds	0	1	0	1
DOWN	3	Ch Adds	0	0	0	0
ADDS	1	Total	58	107	67	232

Regional Reach	E 96%	S 94%	M 97%	W 89%		
Chart Summary	Pos	P1	P2	P3	Tot	
National Summary	2-5	24	40	35	99	
UP	210	16-40	5	9	2	16
DEBS	3	Ons	0	1</		

H

JIMMY HARNEN & SYNCH
Where Are You Now (WTG)

Table with columns: Regional Reach, Parallels Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS.

Table with columns: P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing station call letters and frequencies.

K

JOHNNY KEMP
Birthday Suit (Columbia)

Table with columns: Regional Reach, Parallels Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS.

Table with columns: P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing station call letters and frequencies.

M

MADONNA
Like A Prayer (Sire/WB)

Table with columns: Regional Reach, Parallels Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS.

Table with columns: P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing station call letters and frequencies.

Marika Continued

Table with columns: P1, P2, P3, EAST, WEST, listing station call letters and frequencies.

Milli Vanilli Continued

Table with columns: P1, P2, P3, EAST, WEST, listing station call letters and frequencies.

J

HOWARD JONES
Everlasting Love (Elektra)

Table with columns: Regional Reach, Parallels Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS.

Table with columns: P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing station call letters and frequencies.

L

LIVING COLOUR
Cult Of Personality (Epic)

Table with columns: Regional Reach, Parallels Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS.

Table with columns: P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing station call letters and frequencies.

MARTIKA
More Than You Know (Columbia)

Table with columns: Regional Reach, Parallels Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS.

Table with columns: P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing station call letters and frequencies.

BETTE MIDLER
Wind Beneath My Wings (Atlantic)

Table with columns: Regional Reach, Parallels Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS.

Table with columns: P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing station call letters and frequencies.

ROBBIE NEVIL
Somebody Like You (EMI)

Table with columns: Regional Reach, Parallels Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS.

Table with columns: P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing station call letters and frequencies.

MILLI VANILLI
Girl, You Know It's True (Arista)

Table with columns: Regional Reach, Parallels Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS.

Table with columns: P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing station call letters and frequencies.

ONE 2 MANY
Downtown (A&M)

Table with columns: Regional Reach, Parallels Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS.

Table with columns: P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing station call letters and frequencies.

Continued On Next Column

Continued On Next Column

Parallels Continued on Page 96

ROY ORBISON
You Got It (Virgin)
LP: Mystery Girl

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

DONNY OSMOND
Soldier Of Love (Capitol)
LP: Donny Osmond

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

OUTFIELD
Voices Of Babylon (Columbia)
LP: Voices Of Babylon

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

TOMMY PAGE
A Shoulder To Cry On (Sire)
LP: Tommy Page

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Pasadenas Continued

Table with columns: MIDWEST, SOUTH, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

POISON
Your Mama Don't... (Enigma/Capitol)
LP: Open Up And Say... Ahh

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

R.E.M.
Stand (WB)
LP: Green

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Roxette Continued

Table with columns: WEST, MIDWEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

SA-FIRE
Thinking Of You (Cutting/Mercury)

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Table with columns: EAST, SOUTH, MIDWEST, WEST, listing station call letters and signal strength.

Carly Simon Continued
WEST, WKSE on, WPMF 40-37, K104 12-12, WKXZ on, WYCR on

SIMPLY RED
It's Only Love (Elektra)
LP: A New Flame
Total Reports 122 49%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

ROD STEWART
My Heart Can't Tell You No (WB)
LP: Out Of Order
Total Reports 222 90%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

THIRTY EIGHT SPECIAL
Second Chance (A&M)
LP: Rock & Roll Strategy
Total Reports 183 74%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

TONE LOC
Funky Cold... (Delicious Vinyl/Island)
LP: Locked After Dark
Total Reports 183 74%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Luther Vandross Continued
WAS (NOT WAS)
Walk The Dinosaur (Chrysalis)
LP: What Up Dog?
Total Reports 213 86%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

STEVIE B
I Wanna Be The One (LMR)
LP: In My Eyes
Total Reports 50 20%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

SWEET SENSATION
Sincerely Yours (Atco)
LP: Take It While It's Hot
Total Reports 120 49%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

TIFFANY
Radio Romance (MCA)
LP: Hold An Old Friend's Hand
Total Reports 118 48%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

LUTHER VANDROSS
She Won't Talk To Me (Epic)
LP: Any Love
Total Reports 142 57%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

JODY WATLEY
Real Love (MCA)
LP: Larger Than Life
Total Reports 120 49%

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS

SIGNIFICANT ACTION

Jody Watley Continued. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 23, 30, 10, 63.

Vanessa Williams Continued. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 23, 30, 10, 63.

KARYN WHITE Superwoman (WB). LP: Karyn White. Total Reports 200 81%. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

WINGER Seventeen (Atlantic). LP: Winger. Total Reports 101 41%. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29. National Summary: 6-15, 23, 30, 10, 63.

Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29. National Summary: 6-15, 23, 30, 10, 63.

Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29. National Summary: 6-15, 23, 30, 10, 63.

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Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29. National Summary: 6-15, 23, 30, 10, 63.

BASIA Promises (Epic). LP: Time And Tide. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

BOY GEORGE Don't Take My Mind On... (Virgin). LP: High Hat. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

BOYS Lucky Charm (Motown). LP: Messages From The Boys. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

BOYS CLUB The Lonliest Heart (MCA). LP: The Boys Club. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

BOBBY BROWN Every Little Step (MCA). LP: Don't Be Cruel. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29. National Summary: 6-15, 23, 30, 10, 63.

SAM BROWN Stop (A&M). LP: Stop! Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

CHOIRBOYS Run To Paradise (WTG). LP: Big Bad Noise. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

EASTERHOUSE Come Out Fighting (Columbia). LP: Waiting For The Red Bird. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

EIGHTH WONDER Baby, Baby (WTG). LP: Fearless. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

ESCAPE CLUB Walking Through Walls (Atlantic). LP: Wild Wild West. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29. National Summary: 6-15, 23, 30, 10, 63.

MELISSA ETHERIDGE Similar Features (Island). LP: Melissa Etheridge. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

GLENN FREY Livin' Right (MCA). LP: Soul Searchin'. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

GINA GO-GO I Can't Face The Fact (Capitol). Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

GUNS N' ROSES Patience (Geffen). LP: G N' R Lies. Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29.

Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29. National Summary: 6-15, 23, 30, 10, 63.

Chart Summary: Pos 1, P1 14, P2 8, P3 7, Tot 29. National Summary: 6-15, 23, 30, 10, 63.

BREAKERS

PAULA ABDUL

Forever Your Girl (Virgin)

66% of our reporters playing it. Moves: Up 50, Debuts 40, Same 32, Down 0, Adds 41 including CKOI, WEGX, PRO-FM, WKTI, KDWB, KKLO, KPLZ, WPGC. See Parallels, debuts at number 40 on the CHR chart.

CHER & PETER CETERA

After All (Geffen)

64% of our reporters playing it. Moves: Up 81, Debuts 37, Same 25, Down 0, Adds 14 including WBLI, KS104, WNYZ, KZ106, WBAM, 92Q, WPHR, KIVA. See Parallels, debuts at number 39 on the CHR chart.

ENYA

Orinoco Flow (Sail Away) (Geffen)

60% of our reporters playing it. Moves: Up 81, Debuts 12, Same 19, Down 9, Adds 28 including Y100, KTFM, Q105, WCZY, WFLY, WAEB, WKSI, WRQN. See Parallels, moves 38-33 on the CHR chart.

SA-FIRE

Thinking Of You (Cutting/Mercury)

60% of our reporters playing it. Moves: Up 66, Debuts 15, Same 22, Down 2, Adds 43 including Z100, WAVA, PWR99, 92X, KDWB, WL0L, KPLZ, K98. See Parallels, moves 36-32 on the CHR chart.

NEW & ACTIVE

LIVING COLOUR "Cult Of Personality" (Epic)

Reports: 144. Moves: Up 35, Debuts 35, Same 36, Down 0, Adds 38 including B104, B94, KKBO, B97, WNVZ, Z95, WMMS, KBEQ, WL0L, WKSI, WBAM, KEGL 11-7, Y95 21-16, WGH 30-26, KXXR 13-7, WROQ 2-1, WJMX 37-27.

JOHNNY KEMP "Birthday Suit" (Columbia)

Reports: 143. Moves: Up 74, Debuts 20, Same 37, Down 0, Adds 12, KUBE, 93Q, WKZR, WKQB, WAPE, 99WAYS, Y106, WRVQ, WPHR, KAY107, Q104, KPAT, HOT97 27-24, WGH 28-24, WWSR 39-33, WFMF 35-29, WZYP 38-34. 68% of the airplay has charted.

HOWARD JONES "Everlasting Love" (Elektra)

Reports: 135. Moves: Up 5, Debuts 27, Same 38, Down 0, Adds 65 including CKOI, WGH, 92X, KOY-FM, KZZP, KWOD, KWSS, WAEB, JET-FM, 100KHI, Q106, K98, WPHR, KATM, Y95 d-14, WNVZ d-18, 93Q 39-30.

PASADENAS "Tribute (Right On)" (Columbia)

Reports: 128. Moves: Up 63, Debuts 10, Same 19, Down 2, Adds 17 including HOT97, WEGX, WZPL, KKLO, KWSS, WBBQ, WQUT, WHHY, KBFM, Y106, WZKX, WXXS 29-26, KROY 25-20, KWOD 29-25, 93Q 32-26, WNOK 29-21, 95XXX 33-27.

SIMPLY RED "It's Only Love" (Elektra)

Reports: 122. Moves: Up 60, Debuts 17, Same 38, Down 0, Adds 7, KCPW, WLAN, WYCR, WROQ, WFFX, 95XXX, OK100, CKOI 37-31, KXXR 31-27, WTIC 28-24, 93Q 40-36, WNOK 30-24, Q98 24-19, WZYP 35-30, WPHR 39-36, WHTT 32-27. 68% of those playing it have it charted.

JODY WATLEY "Real Love" (MCA)

Reports: 120. Moves: Up 22, Debuts 13, Same 13, Down 0, Adds 72 including B104, Z100, Q107, PWR99, KKBO, KRBE, PWR96, KITY, KTFM, Q105, 92X, WZPL, KBEQ, WKBO, Y108, KOY-FM, KKRZ, KROY, KWOD.

SWEET SENSATION "Sincerely Yours" (Atco)

Reports: 120. Moves: Up 63, Debuts 10, Same 19, Down 2, Adds 26 including WMJQ, KOY-FM, KISN, KUBE, WFMF, WANS, WHHY, BJ105, KQKQ, WOMP, Q104, WXXS 33-28, HOT97 2-1, Z100 21-16, KITY 6-4, KTFM 13-10, HOT97 1-1. See Parallels, moves 40-35 on the CHR chart.

TIFFANY "Radio Romance" (MCA)

Reports: 118. Moves: Up 44, Debuts 17, Same 45, Down 1, Adds 11, WNVZ, WYCR, KZFM, WKSI, 94TYX, 99WAYS, Z106, WKZL, CHED, 103CIR, WZKX, KKBO 31-25, WL0L 31-29, KKRZ 22-19, WTIC 33-20, 100KHI 28-25, WRCK 36-32, WVBS 29-25. 58% of the airplay is charted.

BELLE STARS "Iko Iko" (Capitol)

Reports: 105. Moves: Up 37, Debuts 14, Same 28, Down 1, Adds 25 including KTFM, KBEQ, KXYQ, WWSR, WKEE, 100KHI, 93Q, WRCK, WBBQ, B93, G105, KJ103, B104 23-20, PWR99 27-21, Y100 26-23, Q102 35-27, KS104 29-21.

WINGER "Seventeen" (Atlantic)

Reports: 101. Moves: Up 47, Debuts 11, Same 28, Down 0, Adds 15, KEGL, KXYQ, KPLZ, K104, WKEE, KBFM, KWES, KZIO, KMYR, KATM, KYRK, WPRR, 95XIL, WDBR, SLY96, KXXR 15-11, WKBO 18-14, WOKI 26-19.

ROBBIE NEVIL "Somebody Like You" (EMI)

Reports: 97. Moves: Up 11, Debuts 18, Same 45, Down 0, Adds 23 including KWOD, KCPX, KUBE, JET-FM, WKEE, 100KHI, WRCK, K98, BJ105, KSAQ, Z106, KLQ, KKRZ, KZZU, QV103, KKRZ 36-32.

FIXX "Driven Out" (RCA)

Reports: 93. Moves: Up 51, Debuts 8, Same 32, Down 0, Adds 2, WLAN, KLQ, WXXS 28-24, WMMS 18-14, KXXR 9-6, K104 29-25, WSPK 30-27, WPST 30-27, WROQ 8-6, WQUT 13-11, KTUX 28-20, WIXX 27-25, KSND 36-33, 95XXX 26-23, KAKS 29-26, KIXY 33-25, 99KQ 40-33. 70% of the airplay has converted to chart moves.

TOMMY PAGE "A Shoulder To Cry On" (Sire/WB)

Reports: 85. Moves: Up 39, Debuts 6, Same 16, Down 4, Adds 20 including PRO-FM, WGH, KDWB, JET-FM, WKEE, 99WAYS, WABB, WIXX, KQKQ, WRQN, KSND, G98, KPAT, WZOU 36-32, B94 27-24, WL0L 29-23, KIIS 28-25, WPST 18-13, WAPE 21-12.

DINO "24/7" (4th & Broadway/Island)

Reports: 83. Moves: Up 46, Debuts 1, Same 27, Down 3, Adds 6, WRCK, WAPE, KQIZ, KSMB, KLYV, KFBQ, HOT97 18-14, WAVA 27-23, KITY 13-10, KIIS 18-14, PWR106 12-9, KKRZ 5-4, KROY 5-3, KMEL 2-1, B93 11-9, Y106 10-7, KYNO 6-5. 75% of the airplay is charted and 43% of it is Top 15 or better.

MICHAEL DAMIAN "Rock On" (Cypress/A&M)

Reports: 81. Moves: Up 8, Debuts 8, Same 23, Down 0, Adds 42 including PRO-FM, Q107, WAVA, KEGL, WDFX, WZPL, KCPW, KDWB, KZZP, KPLZ, KUBE, WTIC, WROQ, B97 31-28, KXXR 34-28, WOKI 30-22, KSND 31-23, KPAT 38-28.

LITA FORD & OZZY OSBOURNE "Close My Eyes Forever" (RCA)

Reports: 81. Moves: Up 32, Debuts 11, Same 26, Down 2, Adds 10, KITY, KXYQ, WKEE, Y107, KSND, 95XXX, WFFX, WKSF, KSMB, Y97, KEGL 13-11, KRBE 18-12, WGH 10-8, WWSR 40-34, 100KHI 34-29, K106 11-7, KZZB 31-25, WHTO 25-18. 57% of the action is charted and 17% of it has gone Top 15 or better.

STEVE WINWOOD "Hearts On Fire" (Virgin)

Reports: 80. Moves: Up 9, Debuts 17, Same 23, Down 0, Adds 31 including CKOI, B94, KCPX, WFLY, K104, 93Q, B93, KZ106, Q98, 99WAYS, Y107, WDLX, G98, WERZ 38-27, 100KHI 38-35, WLRS 34-30, WPRR 39-36, KFMW 37-32.

BETTE MIDLER "Wind Beneath My Wings" (Atlantic)

Reports: 79. Moves: Up 21, Debuts 16, Same 15, Down 0, Adds 27 including WMJQ, PRO-FM, Q102, KBEQ, KCPW, KCPX, WWSR, WNNK, WINK, Y107, G98, WAEB 34-30, JET-FM 15-12, K104 18-15, WERZ 39-29, WBBQ 23-18, WNOK 32-25, Z102 34-29, KWTO 30-24.

SAMANTHA FOX "I Only Want To Be With You" (Jive/RCA)

Reports: 70. Moves: Up 9, Debuts 8, Same 23, Down 0, Adds 30 including KKBO, KRBE, WL0L, KS104, KPLZ, WGHT, WWSR, JET-FM, KC101, WBBQ, WHOT, FM104, HOT97 24-21, WEGX 29-26, WGH 27-22, WNVZ 23-19, WLAN 37-34.

DONNY OSMOND "Soldier Of Love" (Capitol)

Reports: 60. Moves: Up 4, Debuts 5, Same 2, Down 0, Adds 49 including WXXS, KRBE, Z95, KBEQ, WKTI, KDWB, WKBO, KKRZ, KGGI, KPLZ, KUBE, WTIC, WCGQ, WNCI 17-11, KZZP 22-15, BJ105 33-24, WKZL d-32, WRQN d-26.

JIMMY HARNEN & SYNCH "Where Are You Now?" (WTG)

Reports: 55. Moves: Up 19, Debuts 9, Same 7, Down 0, Adds 20 including KEGL, KKBO, KS104, KROY, KISN, WNOK, WKSI, WQUT, WOKI, K92, Q104, Y95 16-13, WGH 15-11, WNVZ 7-4, WCZY d-28, WKTI 4-3, KDWB 5-2, WAEB 36-29, BJ105 10-5.

CARLY SIMON "Let The River Run" (Arista)

Reports: 55. Moves: Up 11, Debuts 3, Same 30, Down 0, Adds 11, PWR99, WNCI, WCZY, KZZB, WINK, Z102, KTUX, WFFX, WJMX, SLY96, OK95, WXXS 21-19, WBBQ 32-26, WZYP 40-37, WKZL 33-30, KYRK 36-33, 95XIL 12-7.

ONE 2 MANY "Downtown" (A&M)

Reports: 51. Moves: Up 0, Debuts 4, Same 18, Down 0, Adds 29 including CKOI, KKBO, KRBE, WNVZ, WL0L, KROY, KISN, WNNK, 100KHI, WYCR, Q98, WINK, KTUX, KKRZ, KYNO, WJAD, KYRK d-34.

MOST ADDED

JODY WATLEY (72)
HOWARD JONES (65)
OUTFIELD (50)
DONNY OSMOND (49)
SA-FIRE (43)
MICHAEL DAMIAN (42)
PAULA ABDUL (41)
LIVING COLOUR (38)
STEVE WINWOOD (31)
SAMANTHA FOX (30)

MOST ACTIVE

LUTHER VANDROSS (95)
JOHNNY KEMP (94)
SIMPLY RED (77)
SWEET SENSATION (71)
LIVING COLOUR (70)
TIFFANY (60)
FIXX (59)
PASADENAS (58)
WINGER (58)
BELLE STARS (50)

HOTTEST

BANGLES (132)
ROXETTE (127)
F. Y. CANNIBALS (95)
MILLI VANILLI (92)
ROD STEWART (75)
MIKE & THE... (72)
TONE LOC (65)
MADONNA (58)
DEBBIE GIBSON (50)
WAS (NOT WAS) (39)

DURAN DURAN "Do You Believe In Shame" (Capitol)

Reports: 51. Moves: Up 4, Debuts 6, Same 25, Down 0, Adds 16, KITY, KUBE, WFLY, WAEB, WERZ, K106, WZYP, KJ103, WHOT, KYRK, KZZU, OK100, WFFX, WJAD, Y94, 99KQ, KXXR 27-22, Q98 26-21, KPAT d-39.

OUTFIELD "Voices Of Babylon" (Columbia)

Reports: 50. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 50 including KEGL, Y95, WMMS, WZPL, KXXR, JET-FM, 100KHI, WSPK, K106, WROQ, Q98, WLRS, BJ105, Y106, WZOK, WFFX, OK100.

STEVIE B "I Wanna Be The One" (LMR)

Reports: 50. Moves: Up 33, Debuts 3, Same 8, Down 0, Adds 6, WKSE, B93, BJ105, KYRK, KCAQ, KNAN, Z100 16-12, Y100 22-19, KITY 19-13, KTFM 18-15, B96 30-26, KIIS 25-20, PWR106 20-13, KOY-FM 18-15, KROY 15-10, KWSS 8-4, KEZB 35-29. 84% of the airplay is charted with 52% of it Top 15 or better.

SIGNIFICANT ACTION

GLENN FREY "Livin' Right" (MCA)

Reports: 45. Moves: Up 11, Debuts 10, Same 23, Down 0, Adds 1, KGOT, K104 30-27, WLAN 33-30, B93 35-30, WBCY 34-30, WCGQ on, WQUT 35-28, 99WAYS 40-37, KZZU d-39, OK100 30-26, KNAN 38-35, QV103 30-27, WBNO 35-32, 99KQ d-40, KFMW 38-33, KMOK d-35.

INNER CITY "Good Life" (Virgin)

Reports: 38. Moves: Up 19, Debuts 2, Same 15, Down 0, Adds 2, Y100, B93, HOT97 19-16, PWR96 10-7, KITY 24-20, PWR106 30-27, KROY 30-27, KMEL 4-3, HOT97 34-31, WNOK 27-19, KZFM 34-24, KMGX 28-25, QV103 11-7, SLY96 6-3. 58% of the action is charted with the South & West leading.

CHOIRBOYS "Run To Paradise" (WTG)

Reports: 36. Moves: Up 18, Debuts 3, Same 14, Down 0, Adds 1, KKXL, KXXR 20-16, WQUT 18-12, K92 d-29, KZZU 33-29, 95XXX 40-36, WOMP 39-35, 99KQ 30-22, KTRS 29-20, KFBQ 38-34, OK95 18-10. 58% of the airplay has charted.

ESCAPE CLUB "Walking Through Walls" (Atlantic)

Reports: 33. Moves: Up 2, Debuts 6, Same 13, Down 0, Adds 12, WGH, KXXR, WERZ, WSPK, KZZB, FM104, KIXY, KWTK, KLYV, Y94, WPFM, KFMW, KKBO d-33, WROQ 30-25, Q98 28-22.

BOBBY BROWN "Every Little Step" (MCA)

Reports: 31. Moves: Up 8, Debuts 3, Same 3, Down 0, Adds 17 including HOT97, WEGX, B97, WKBO, PWR106, KKLO, WKEE, KDON, WPGC 16-12, B96 23-19, KZZP 13-11, KGGI 10-3, HOT97 7-d-32, BJ105 27-21, Y106 d-30.

CHRIS REA "Working On It" (Geffen)

Reports: 28. Moves: Up 9, Debuts 3, Same 9, Down 0, Adds 7, WXXS, WMMS, K104, WOKI, 95XXX, 95XIL, WVBS, KXXR 5-4, WQUT 32-26, WLRS 31-25, KATM 15-9, KOZE d-25, OK95 34-27.

EASTERHOUSE "Come Out Fighting" (Columbia)

Reports: 27. Moves: Up 1, Debuts 2, Same 11, Down 0, Adds 13, WXXS, Y95, KXXR, KXYQ, WCGQ, WHOT, WFFX, Q101, KKXL, WAZY, KFMW, KTRS, KZOZ, WGH d-30, WROQ d-29.

GINA GO-GO "I Can't Face The Fact" (Capitol)

Reports: 26. Moves: Up 14, Debuts 3, Same 7, Down 1, Adds 1, B93, KITY 35-32, PWR106 11-10, KROY 17-13, HOT97 9-7, KUBE on, WFMF d-31, KCAQ 30-23, KDON 21-16, KRQ d-28. 77% of the airplay has charted.

INFORMATION SOCIETY "Repetition" (Tommy Boy/Reprise)

Reports: 24. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 24 including KITY, KWOD, KPLZ, KUBE, WSPK, K106, KZFM, KLUC, KFR, KZZU, WHTO, Q104, WIBW, ZFUM, Y97.

PETER SCHILLING "The Different Story" (Elektra)

Reports: 24. Moves: Up 6, Debuts 2, Same 9, Down 0, Adds 7, WXXS, CKOI, 92X, KWNZ, KDON, WJMX, KPAT, PWR99 d-25, KRBE 23-17, KOY-FM on, K106 33-29, KZZB 39-29, Y106 12-9, KSMB 27-16, QV103 31-19.

METALLICA "One" (Elektra)

Reports: 23. Moves: Up 9, Debuts 2, Same 9, Down 2, Adds 1, WKPE, KXXR 24-17, 100KHI on-dp, WCGQ on-dp, KBFM 18-14, Y106 25-18, KTUX 40-30, WPHR on-dp, Y97 on-dp, OK95 1-1.

EIGHTH WONDER "Baby, Baby" (WTG)

Reports: 23. Moves: Up 8, Debuts 3, Same 11, Down 0, Adds 1, KWOD, HOT97 37-34, KITY d-24, KTFM on, PWR106 31-28, FM102 on, KROY 37-33, KMEL 22-19, HOT97 21-13, WFMF on, KZFM on, KXXR on, KYRK on-dp, KDON d-28, SLY96 34-27.

GUNS N' ROSES "Patience" (Geffen)

Reports: 19. Moves: Up 6, Debuts 3, Same 4, Down 0, Adds 6, WYCR, FM104, 103CIR, G98, WVBS, WIBW, Y95 1-1, Z95 d-30, WDFX 8-6, KXXR 17-8, WAPE 28-16, WLRS 5-4, WPKR d-30. 68% of the airplay has charted as it hits #1 in Dallas, Top 5 in Louisville, and Top 10 in Detroit and Kansas City.

MIDGE URE "Dear God" (Chrysalis)

Reports: 18. Moves: Up 7, Debuts 1, Same 10, Down 0, Adds 0 including CKOI 24-22, WMMS 20-16, KXXR 32-29, KISN 39-36, WKZL on-dp, WPHR on, KKSS on-dp, KFMW 34-30.

JAMES "J.T." TAYLOR & REGINA BELLE "All I Want Is Forever" (Epic)

Reports: 17. Moves: Up 3, Debuts 1, Same 11, Down 1, Adds 1, KXX106, WXXS on, WPGC 15-13, FM102 on-dp, KROY on, KWOD on, KZFM on, KXXR on, KKM2 21-17, KQMQ d-23.

SLICK RICK "Teenage Love" (Def Jam/Columbia)

Reports: 16. Moves: Up 8, Debuts 1, Same 5, Down 2, Adds 0 including KOY-FM d-29, FM102 on-dp, KWOD 31-27, HOT97 13-9, WGH on, KMGX 8-7, KRQ on-dp.

BOYS CLUB "The Loneliest Heart" (MCA)

Reports: 14. Moves: Up 3, Debuts 1, Same 10, Down 0, Adds 0 including CKOI on, PRO-FM on, KKRZ on-dp, KISN on, WFMF 30-25, 95XIL 38-35.

RED FLAG "Russian Radio" (Enigma)

Reports: 14. Moves: Up 4, Debuts 5, Same 4, Down 1, Adds 0 including KRBE 6-5, KITY d-33, KISN on-dp, K98 d-30, KZZB 24-21, KKSS d-35, KZOZ 37-34.

LEVERT "Just Coolin'" (Atlantic)

Reports: 13. Moves: Up 5, Debuts 1, Same 4, Down 0, Adds 3, KGGI, KWOD, QV103, WXXS on, KITY 22-19, KMEL 23-18, KKM2 3-2, KMGX d-35.

SURFACE "Closer Than Friends" (Columbia)

Reports: 13. Moves: Up 2, Debuts 2, Same 6, Down 0, Adds 3, WHYT, KSAQ, QV103, WPGC 30-28, KTFM on, FM102 d-26, KROY on, KMEL 26-22, KKM2 30-30.

BOYS "Lucky Charm" (Motown)

Reports: 13. Moves: Up 4, Debuts 3, Same 3, Down 0, Adds 3, WHYT, FM102, KNAN, WPGC 13-11, PWR106 39-36, KGGI 13-11, KMEL d-27, HOT97 31-24, KMGX d-33, KKRZ d-35.

BASIA "Promises" (Epic)

Reports: 12. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 12, KISN, KSAQ, KSND, KYRK, KAKS, WZKX, WPFM, KWTK, KTRS, KOZE, SLY96, OK95.

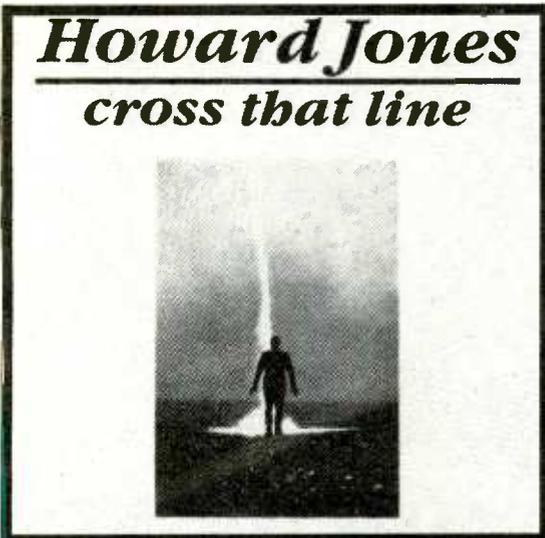
GLENN MEDEIROS "Never Get Enough Of You" (MCA)

Reports: 12. Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 8, WNVZ, KWSS, WZYP, KF95, WIKZ, WHTT, Q104, KWTO, KKRZ on-dp, KROY on, KUBE on, KYRK on-dp.

BUSTER POINDEXTER "Hit The Road Jack" (RCA)

Reports: 12. Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 6, WFLY, 100KHI, KZZB, KQMQ, KYRK, WJMX, KIIS on, KZZP on,

BAT THESE AROUND, BABE!



Howard Jones
cross that line

HOWARD JONES
"Everlasting Love"
from the CROSS THAT LINE album.

#2 MOST ADDED CHR
ONE OF THE MOST ADDED

CKOI add	WZPL deb 33
WGH add	KXXR deb 39
92X add	WLLOL deb 38
KOY-FM add	KIIS deb 31
KZZP add	KCPX deb 32
KWOD add	KEGL 18-16
KWSS add	WMMS
Y95 deb 14 (HOT)	Y108
KKBQ deb 29	KKRZ
KRBE deb 29	KROY
WNVZ deb 18	KPLZ



a new flame
SIMPLY RED

SIMPLY RED
"It's Only Love"
from the A NEW FLAME album.

CHR Action:

KCPW add	CKOI 37-31
WLAN add 37	KXXR 31-27
WYCR add	KROY 28-26
WROQ add	WPGC 25-22
KXYQ deb 28	WNOK 30-24
KWOD deb 35	Q98 24-19
K106 deb 37	WZYP 35-30
KF95 deb 29	KZIO 38-32
KYNO deb 34	

AC CHART 17



PETER SCHILLING
"The Different Story
(World Of Lust And Crime)"

from the forthcoming album
THE DIFFERENT STORY (World Of Lust And Crime).

The Story Begins:

WXKS add	BJ105 deb 39
CKOI add	KRBE 23-17
92X add	K106 33-19
KWNZ add	KZZB 39-29 (HOT)
KDON add	Y106 12-9
WJMX add	KSMB 27-16 (HOT)
KPAT add	QV103 31-19 (HOT)
PWR99 deb 25	KOY-FM

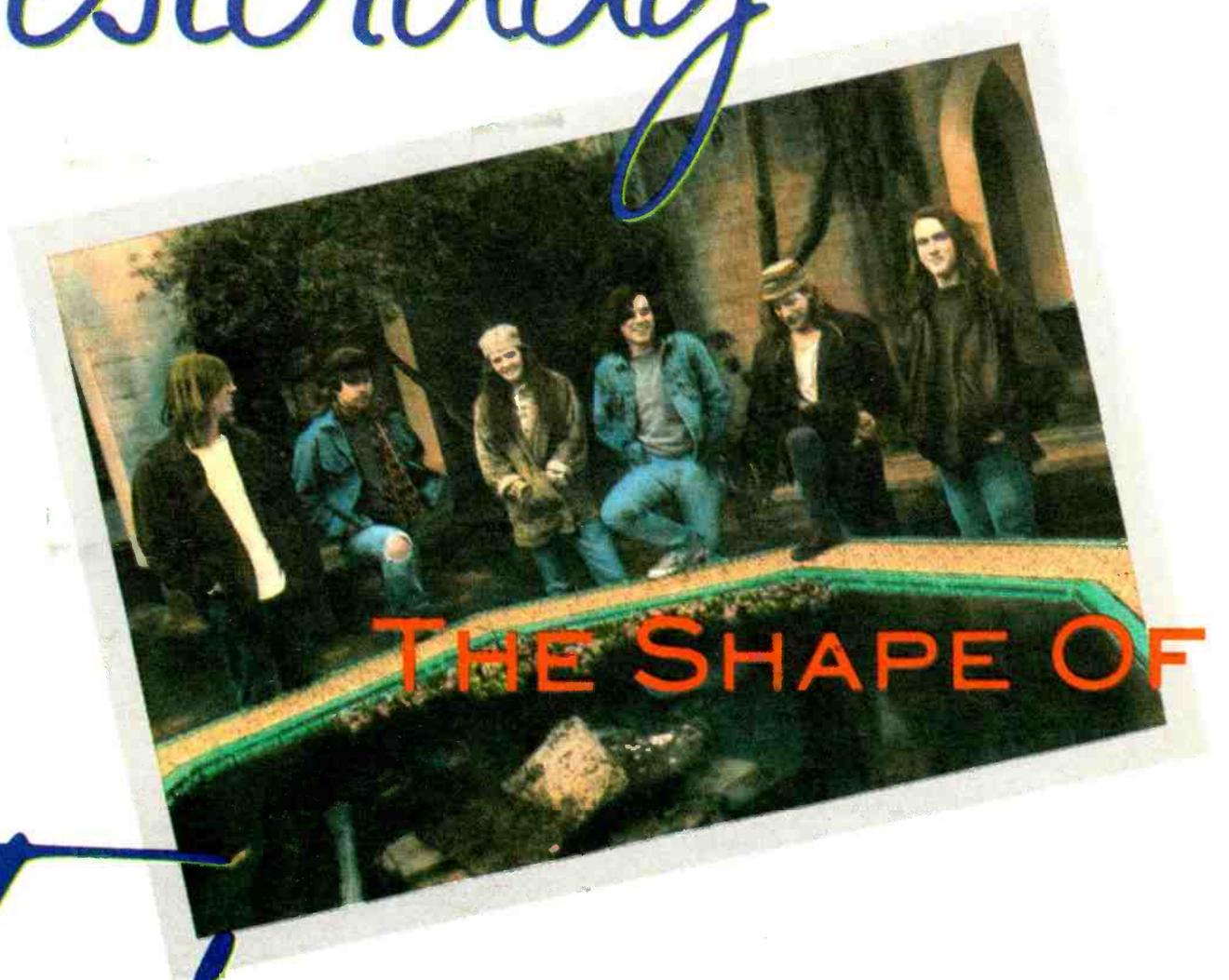
When you play it, say it!



Another wild pitch...from Elektra cassettes, compact discs and records.

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Yesterday



Today

THE SOUND OF



NOW ON YOUR DESK:



"CIRCLE"

THE NEW SINGLE FROM
EDIE BRICKELL
& **NEW BOHEMIANS**

THE FOLLOW-UP TO
THE MULTI-FORMAT
HIT "WHAT I AM"
FROM THE DEBUT
ALBUM **SHOOTING**
RUBBERBANDS AT
THE STARS NOW
APPROACHING
DOUBLE PLATINUM
ON TOUR WITH
SPECIAL GUEST
STEVE FORBERT

PRODUCED AND ENGINEERED BY PAT MORAN
ARTIST DIRECTION: MONTE KRAUSE
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Tomorrow

THE CHR/AOR/AC HIT



NATIONAL AIRPLAY OVERVIEW

CHR

3	2	WKS	WKS	LW	TW	
12	6	3	1			BANGLES /Eternal Flame (Columbia)
16	10	6	2			ROXETTE /The Look (EMI)
8	5	4	3			ROD STEWART /My Heart Can't Tell You No (WB)
1	1	1	4			DEBBIE GIBSON /Lost In Your Eyes (Atlantic)
2	2	2	5			MIKE & THE MECHANICS /Living Years (Atlantic)
13	9	7	6			MILLI VANILLI /Girl You Know It's True (Arista)
29	20	12	7			FINE YOUNG CANNIBALS /She Drives Me... (IRS/MCA)
23	16	13	8			WAS (NOT WAS) /Walk The Dinosaur (Chrysalis)
14	11	10	9			CHICAGO /You're Not Alone (Full Moon/Reprise)
17	14	11	10			ANITA BAKER /Just Because (Elektra)
24	19	15	11			R.E.M. /Stand (WB)
22	17	14	12			VANESSA WILLIAMS /Dreamin' (Wing/Polydor)
5	3	5	13			BOBBY BROWN /Roni (MCA)
30	22	17	14			KARYN WHITE /Superwoman (WB)
10	8	8	15			BREATHE /Don't Tell Me Lies (A&M)
26	21	18	16			MARTIKA /More Than You Know (Columbia)
—	—	35	17			MADONNA /Like A Prayer (Sire/WB)
34	28	22	18			POISON /Your Mama Don't Dance (Enigma/Capitol)
—	39	27	19			TONE LOC /Funky Cold Medina (Delicious Vinyl/Island)
—	34	26	20			DEON ESTUS /Heaven Help Me (Mika/Polydor)
31	26	23	21			ROY ORBISON /You Got It (Virgin)
7	4	9	22			GUNS N' ROSES /Paradise City (Geffen)
—	—	33	23			BON JOVI /I'll Be There For You (Mercury)
6	7	16	24			NEW KIDS ON THE BLOCK /You Got It... (Columbia)
39	35	30	25			THIRTY EIGHT SPECIAL /Second Chance (A&M)
—	36	31	26			ANIMATION /Room To Move (Polydor)
—	—	34	27			DEF LEPPARD /Rocket (Mercury)
20	18	19	28			KON KAN /I Beg Your Pardon (Atlantic)
35	31	29	29			LUTHER VANDROSS /She Won't Talk To Me (Epic)
3	12	20	30			PAULA ABOL /Straight Up (Virgin)
33	29	28	31			VIXEN /Cryin' (EMI)
BREAKER			32			SA-FIRE /Thinking Of You (Cutting/Mercury)
BREAKER			33			ENYA /Orinoco Flow (Sail Away) (Geffen)
9	13	21	34			A. WILSON & R. ZANDER /Surrender To Me (Capitol)
—	—	40	35			SWEET SENSATION /Sincerely Yours (Atco)
25	23	24	36			EDDIE MONEY /The Love In Your Eyes (Columbia)
37	33	32	37			VAN HALEN /Feels So Good (WB)
4	15	25	38			SHEENA EASTON /The Lover In Me (MCA)
BREAKER			39			CHER & PETER CETERA /After All (Geffen)
BREAKER			40			PAULA ABOL /Forever Your Girl (Virgin)

N&A Pg. 100; Playlists Pg. 88; Parallels Pg. 93

ADULT CONTEMPORARY

3	2	WKS	WKS	LW	TW	
3	3	1	1			ROY ORBISON /You Got It (Virgin)
8	5	4	2			VANESSA WILLIAMS /Dreamin' (Wing/Polydor)
2	2	2	3			ANITA BAKER /Just Because (Elektra)
10	6	6	4			KENNY G w/ SMDKEY /We've Saved The Best... (Arista)
4	4	3	5			DEBBIE GIBSON /Lost In Your Eyes (Atlantic)
16	9	7	6			BANGLES /Eternal Flame (Columbia)
13	8	8	7			BREATHE /Don't Tell Me Lies (A&M)
15	12	9	8			CHICAGO /You're Not Alone (Full Moon/Reprise)
1	1	5	9			MIKE & THE MECHANICS /Living Years (Atlantic)
22	17	13	10			BETTE MIDLER /Wind Beneath My Wings (Atlantic)
18	15	12	11			CSN&Y /Got It Made (Atlantic)
—	25	16	12			DEON ETUS /Heaven Help Me (Mika/Polydor)
19	16	14	13			LUTHER VANDROSS /She Won't Talk To Me (Epic)
24	19	15	14			THIRTY EIGHT SPECIAL /Second Chance (A&M)
14	11	10	15			SURVIVOR /Across the Miles (Scotti Bros/CBS)
—	30	21	16			CHER & PETER CETERA /After All (Geffen)
26	21	17	17			SIMPLY RED /It's Only Love (Elektra)
20	18	18	18			BOY MEETS GIRL /Bring Down The Moon (RCA)
25	22	19	19			CARLY SIMON /Let The River Run (Arista)
—	—	30	20			MADONNA /Like A Prayer (Sire/WB)
27	23	23	21			TRAVELING WILBURYS /End Of The Line (Wilbury/WB)
—	27	22	22			JULIA FORDHAM /Happy Ever After (Virgin)
9	13	22	23			ROD STEWART /My Heart Can't Tell You No (WB)
—	35	32	24			PAUL CARRACK & TERRI NUNN /Romance (Columbia)
—	28	28	25			LIVINGSTON TAYLOR /City Lights (Critique Atco)
—	32	29	26			BOYS CLUB /The Loneliest Heart (MCA)
BREAKER			27			KARYN WHITE /Superwoman (WB)
BREAKER			28			PETER NOONE /I'm Into Something... (Cypress/A&M)
—	—	34	29			LOVE AND MONEY /Hallelujah Man (Mercury)
35	31	31	30			ENYA /Orinoco Flow (Sail Away) (Geffen)

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URBAN CONTEMPORARY

3	2	WKS	WKS	LW	TW	
7	4	2	1			"J.T." TAYLOR & R. BELLE /All I... (Epic)
10	6	3	2			FREDDIE JACKSON /You And I Got A Thang (Capitol)
13	7	8	3			TODAY /Girl I Got My Eyes On You (Motown)
3	3	1	4			SURFACE /Closer Than Friends (Columbia)
9	5	5	5			BOYS /Lucky Charm (Motown)
14	12	10	6			ASHFORD & SIMPSON /I'll Be There For You (Capitol)
12	10	8	7			JONATHAN BUTLER /More Than Friends (Jive/RCA)
21	17	14	8			BOBBY BROWN /Every Little Step (MCA)
19	15	11	9			CHERELLE /Affair (Tabu/CBS)
17	14	12	10			VESTA/4 U (A&M)
11	9	7	11			DONNA ALLEN /Joy And Pain (Oceana/Atco)
18	16	15	12			EL DeBARGE /Real Love (Motown)
25	18	16	13			KARYN WHITE /Love Saw It (WB)
37	24	17	14			NEW EDITION /Crucial (MCA)
35	25	19	15			DINO/24/7 (4th & Broadway/Island)
31	23	20	16			ALYSON WILLIAMS /Sleep Talk (Def Jam/Columbia)
15	13	13	17			BAR-KAYS /Struck By You (Mercury)
—	39	23	18			JODY WATLEY /Real Love (MCA)
22	20	18	19			KENNY G /We Save The Best For Last (Arista)
39	30	24	20			SKYY /Start Of A Romance (Atlantic)
33	27	22	21			CHRISTOPHER MAX /More Than Physical (EMI)
—	31	25	22			BOY GEORGE /Don't Take My Mind On A Trip (Virgin)
—	—	35	23			GUY /I Like (MCA)
1	2	9	24			LEVERT /Just Coolin' (Atlantic)
—	38	33	25			KID'N PLAY /Rollin' With Kid'N Play (Select)
—	33	28	26			Z-LOOKE /Love Sick (Orpheus/EMI)
—	36	30	27			JOHNNY KEMP /Birthday Suit (Columbia)
—	34	29	28			TRACIE SPENCER /Imagine (Capitol)
23	21	21	29			FIVE STAR /Another Weekend (RCA)
2	1	4	30			MILLI VANILLI /Girl You Know It's True (Arista)
—	37	34	31			TEN CITY /That's The Way Love Is (Atlantic)
—	—	40	32			WENDY and LISA /Are You My Baby (Columbia)
—	—	36	33			SHEENA EASTON /Days Like This (MCA)
DEBUT			34			AL B. SURE! /I'm Not Your Lover (WB)
DEBUT			35			CHAKA KHAN /Baby Me (WB)
DEBUT			36			RENE' MOORE /Never Say Goodbye To Love (Polydor)
—	—	37	37			GERALD ALSTON /You Laid Your... (Taj/Motown)
—	40	39	38			LATEASHA /Move On You (Rawsome/Slam)
DEBUT			39			PASADENAS /Tribute (Right On) (Columbia)
34	28	27	40			LOOSE ENDS /Life (MCA)

New & Active, TOP 10 Recurrents Pg. 72

NEW ROCK

LW	TW	
1	1	XTC /Mayor Of Simpleton (Geffen)
2	2	ELVIS COSTELLO /Veronica (WB)
3	3	REPLACEMENTS /I'll Be You (Sire/Reprise)
5	4	VIOLENT FEMMES /Nightmares (Slash/WB)
8	5	EASTERHOUSE /Come Out Fighting (Columbia)
4	6	LOU REED /Dirty Blvd. (Sire/WB)
6	7	FINE YOUNG CANNIBALS /She Drives Me Crazy (IRS/MCA)
15	8	R. HITCHCOCK 'N' THE EGYPTIANS /Madonna Of... (A&M)
7	9	MORRISSEY /The Last Of The Famous... (Sire/Reprise)*
21	10	NEW ORDER /Round & Round (Qwest/WB)

Complete TOP 30 New Rock Chart Pg. 86

NAC

LW	TW	
4	1	WINDOWS /The French Laundry (Cypress/A&M)
1	2	FREE FLIGHT /Slice Of Life (FM/CBS)
3	3	ENYA /Watermark (Geffen)
5	4	MARTIN TAYLOR /Sarabanda (Gaia)
2	5	KIM PENNYL /Pensyl Sketches #1 (Optimism)
7	6	TANITA TIKARAM /Ancient Heart (Reprise)
9	7	KEIKO MATSUI /Under Northern Lights (MCA)
6	8	DON HARRISS /Vanishing Point (Sonic Atmospheres)
12	9	STEVE BACH /More Than A Dream (Soundwings)
10	10	SPECIAL EFX /Confidential (GRP)

Complete TOP 30 NAC Chart Pg. 77

CONTEMPORARY JAZZ

LW	TW	
1	1	STEPS AHEAD /N.Y.C. (Intuition/Capitol)
5	2	STEVE BACH /More Than A Dream (Soundwings)
6	3	MARTIN TAYLOR /Sarabanda (Gaia)
3	4	ROBIN EUBANKS /Different Perspective (JMT/PolyGram)
6	5	FREE FLIGHT /Slice Of Life (FM/CBS)
7	6	TURTLE ISLAND STRING... /Metropolis (Windham Hill)
9	7	BOBBY LYLE /Ivory Dreams (Atlantic)
2	8	SADAO WATANABE /Eis (Elektra)
10	9	ROSS TRAUT & STEVE RODDY /The Great Lawn (Columbia)
11	10	JIMMY McGRUFF /Blues To The Bone (Milestone/Fantasy)

Complete TOP 30 Contemporary Jazz Chart Pg. 77

AOR TRACKS

3	2	WKS	WKS	LW	TW	
3	2	1	1			CHRIS REA /Working On It (Geffen)
10	7	3	2			REPLACEMENTS /I'll Be You (Sire/Reprise)
2	1	2	3			TRAVELING WILBURYS /End Of The Line (Wilbury/WB)
23	14	9	4			THIRTY EIGHT SPECIAL /Second Chance (A&M)
6	5	5	5			BON JOVI /I'll Be There For You (Mercury)
9	9	6	6			MIDGE URE /Dear God (Chrysalis)
30	18	12	7			DEF LEPPARD /Rocket (Mercury)
15	10	8	8			BAD COMPANY /Shake It Up (Atlantic)
22	15	14	9			MELISSA ETHERIDGE /Similar Features (Island)
16	13	11	10			GUNS N' ROSES /Patience (Geffen)
1	3	4	11			FIXX /Driven Out (RCA)
26	19	15	12			U2 /God Part II (Island)
12	11	13	13			TESLA /Heaven's Trail (Geffen)
41	30	21	14			RADIATORS /Confidential (Epic)
29	22	19	15			LITTLE AMERICA /Where Were You (Geffen)
BREAKER			16			JULIAN LENNON /Now You're In Heaven (Atlantic)
32	25	20	17			EASTERHOUSE /Come Out Fighting (Columbia)
27	20	18	18			ELVIS COSTELLO /Veronica (WB)
33	28	25	19			SIREN /All Is Forgiven (Mercury)
BREAKER			20			CSN&Y /That Girl (Atlantic)
52	36	28	21			GARY MOORE /Ready For Love (Virgin)
25	23	23	22			LOU REED /Dirty Blvd. (Sire/WB)
35	31	27	23			WARRANT /Down Boys (Columbia)
4	4	7	24			DAVID CROSSBY /Drive My Car (A&M)
BREAKER			25			XTC /Mayor Of Simpleton (Geffen)
5	6	16	26			ROY ORBISON /You Got It (Virgin)
8	8	10	27			JON BUTCHER /Send Me Somebody (Pasha/Capitol)
—	45	37	28			R.E.M. /Turn You Inside-Out (WB)
BREAKER			29			BULLETBOYS /For The Love Of Money (WB)
DEBUT			30			OUTFIELD /Voices Of Babylon (Columbia)
14	12	17	31			LITTLE FEAT /One Clear Moment (WB)
7	16	26	32			MIKE & THE MECHANICS /The Living Years (Atlantic)
46	40	36	33			SKID ROW /Youth Gone Wild (Atlantic)
—	—	45	34			BONNIE RAITT /Thing Called Love (Capitol)
57	50	41	35			ROY ORBISON /She's A Mystery To Me (Virgin)
11	24	29	36			R.E.M. /Stand (WB)
56	44	38	37			GLAMOUR CAMP /She Did It (EMI)
—	52	40	38			RUSH /Mission (Mercury)
19	26	34	39			GUNS N' ROSES /Paradise City (Geffen)
—	—	54	40			STEVE WINWOOD /Hearts On Fire (Virgin)

Complete TOP 60 Tracks Chart Pg. 85; LP Chart Pg. 82

COUNTRY

3	2	WKS	WKS	LW	TW	
10	4	3	1			KEITH WHITLEY /I'm No Stranger... (RCA)
6	2	1	2			GEORGE STRAIT /Baby's Gotten Good... (MCA)
12	5	4	3			MICHAEL MARTIN MURPHEY /From The Word... (WB)
13	8	5	4			NITTY GRITTY DIRT BAND /Down That Road... (WB)
15	10	6	5			VERN GOSDIN /Who You Gonna Blame It... (Columbia)
18	12	9	6			BELLAMY BROTHERS /Big Love (MCA/Curb)
14	9	7	7			GERDGE JONES /I'm A One Woman Man (