Spectrum Auction Bill Introduced

Broadcasters would face spectrum auctions under a bill introduced Tuesday (3/12) by Reps. Don Ritter (R-PA) and Michael Oxley (R-OH), unless specifically exempted through the FCC's rulemaking procedures. The proposal is the Bush administration's alternative to bills making their way through the House and Senate which would make government users give up 20 MHz of spectrum space for development of new private sector technologies, including digital audio broadcasting.

But the Ritter-Oxley bill extends far beyond the 200 MHz in question to require auctions of all new spectrum allocations by the FCC, including new allocations within existing bands. The administration is threatening to veto any spectrum bill that doesn't include auctions.
(If There Was)
Any Other Way
Katz Projects Tighter Station Station Shares

Top 10 market stations can expect to see even tighter compression of audience shares over the next five years, according to projections by Katz Radio Group.

"The projections show that by 1995 there will be very little distance separating the top- and bottom-ranked stations," says KG Sr. VP/Research Gerry Boehme. "The bottom line is that competition is going to be tougher than ever."

Where the average No. 1 station in a Top 10 market enjoyed an 8.3 12+ share in 1990, Boehme foresees that slipping to 6.9 by 1995. And he expects the average gap between the first- and second-ranked stations to slim to a mere 0.5 share points in 1995 from 1.5 last year.

The entire share spread for the top five stations is projected to cover only two points in 1996 (4.9-6.9), compared to a three-point average spread last year (5.3-8.3).

KRG arrived at these five-year projections by tracking a narrowing of the average spread between the 12 highest-ranked stations in the Top 10 markets from 1976 through 1990.

FM An Early Factor

FM's rise in the late '70s is cited as the "first and foremost" factor in increasing audience fragmentation, which led to the growth of new formats and new network, satellite, and syndication sources.

KRG says share compression was also encouraged by FCC deregulation, move-ins and drop-ins, and Wall Street's discovery of radio investing in the 1980s.

Boehme says the trend he tracked in the Top 10 markets also holds true for other markets, with the exception of a few medium markets where single stations have been able to hold onto dominant positions.

He also notes "the only format that has not been fractionalized as much as others has been Country," which has enabled some medium market Country giants to claim disproportionately large shares.

CRS 22 Comes To Town

The 22nd annual Country Radio Seminar, held March 6-9 at Nashville's Opryland Hotel, attracted 1299 for three days of panels, workshops, music, and promotions. The seminar opened on Wednesday evening with presentations to the Country Radio Broadcasters Scholarship fund of $5000 by Warner Bros./Nashville and the first of ten $1000 donations from Interrep.

In post-convention business, KNX/Pacific General Program Manager Larry Daniels was elected President of the Country Radio Broadcasters and KMPS-AM & FM/Seattle PD Tim Murphy was voted Agenda Chairman for next year's confab. Pictured above are (l-r) Goodin, Daniels, Wynette, Travis, and Agenda Chairperson Corinne Baldassano. For more seminar activities, see this week's Country section.

KITE DIRECTS

Interrep's Radio 2000 Campaign Targets Country Format First

As part of its Radio 2000 campaign to boost radio ad revenues, Interrep is targeting advertisers with products likely to appeal to country listeners. The rep firm's first-format-specific marketing effort kicked off after Saturday (3/9) at the 1991 Country Radio Seminar in Nashville.

"If you can go to an advertiser whose need is compatible with a particular format, you have an easier way to sell radio than to any of the radio stations suited to that need," said Interrep President Les Goldberg. He told R&R Interrep plans to introduce five or six format-specific unwired networks, with Urban to be unveiled next.

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Goodin Joins WWKB & WKSE

VP/Sales & Station Manager

Darrel Goodin

Former WTRG/Raleigh VP/GM Darrel Goodin has been named VP/Sales & Station Manager at Price Business News/CHR combo WWKB & WKSE/Buffalo. He'll assist WPBG & WIRK/West Palm Beach VP/GM Allan Chapman, who's been acting GM since Jim Meltzer crossed the street to become VP/GM at WGR-AM & FM nearly three months ago.

Chapman told R&R, "With WMJ changing directions [from CHR to a Hot AC approach], we have a larger window of opportunity at WKSE. Darrel and I are going to make the most of it."

Goodin added, "My role is to get in here and help Allan make a big impact as soon as possible. We have a lot of potential, with a solid sales staff, tremendous heritage as the market's top billing outlet, and now, format exclusivity for the FM." Goodin previously worked with Chapman as GSM at Duffy's WTRG, Goodin was NSM at KSFM/Sacramento and Retail Sales Manager at KSTAR & KKLY/Phoenix.

MARCH 15, 1991

Tampa Youth Movement

"Senior citizens are to Talk stations what teens are to CHR's," says WFLL/Tampa GM Gabe Hobbs, who outlines the station's strategy to alienate older listeners in favor of a more advertiser-attractive audience.

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R&R is published weekly, except the week of December 25th. Subscriptions are available for $225.00 per year in the United States or $465.00 overseas (U.S. funds only). $295.00 in Canada and Mexico, and $465.00 overseas (U.S. funds only) from Radio & Records, Inc., 1900 Century Park West, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory Issues and other special publications. Refunds are prorated based on the actual value of issues received prior to cancellation. Non-refundable quarterly rates available. All reasonable care taken but no responsibility assumed for undelivered material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may be photostated or used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, AOR Tracks, Back Page, Bumpers, Most Added, Natural KJ06/30, Parallels, R&R, Compact Data, and Street Talk are registered trade marks of Radio & Records, © 1981 POSTMASTER Send address changes to R&R, 1900 Century Park West, Los Angeles, California 90067.
Capstar Defends Multistation Deals

Capstar Communications said there’s no reason for the FCC to strike down its time brokerage and network affiliation agreements with stations it doesn’t own in the Nashville and Jackson, MS markets.

“The arrangements at issue are permissible under Commission policy, which has stood fast for over a decade,” Capstar said in response to a petition filed by Black Communications and WSIM Inc. (R&R 2/15). Capstar charged the petition was “nothing more than an attempt to restrict competition.”

Here’s how Capstar described its agreements:
- Capstar is paid a set amount for 1500 hours of radio airtime at Country WSIX/Nashville to News/Talk WWTN/Manchester, TN, owned by American General Media. WSIX receives commissions for handling sales, spot production, and billing for WWTN. “All programming decisions at WWTN are made by AGM’s general manager.” Capstar told the FCC.
- WSIX GM David Manning is “only serving on an informal basis as an operations consultant” for Gold WXMB/Murfreesboro (Nashville), TN and “has no management authority” at the station. Capstar also said WXMB owner Dick Oppenberg is still in charge of all programming and sales.
- Capstar’s affiliation agreement with WRIVIX/Pittsburgh, PA follows well-established FCC policy. Capstar added that Spur Jackson “has ultimate programming authority” over WJDX/MS, and WJDX simulcasts “a significant portion” of programming from Capstar’s ACR/WJDX (AM)/Jackson, MS, and WJDX’s sales staff sells time on both stations. Capstar also owns Country WMJS/Jackson, MS.

St. Louis Response
Meanwhile, in a similar case, WSNL/East St. Louis licensee River City Broadcasting Corp. has responded to a petition filed by KYKY/KV. St. Louis owner EZ Communications’ complaint about WSNL’s simulcast deal with crosstown KSTZ. According to Rock & Roll’s claim that KSTZ is “leasing” all of WSNL’s airtime is “based on surmise and speculation” and is “in large measure patent nonsense.” KSTZ, however, said it retains complete control over WSNL and said the station still has a staff.

NABOB HOBNOBS — The National Association of Black Owned Broadcasters’ seventh annual communications awards dinner in Washington, DC featured an ASCAP-sponsored performance by Ashford & Simpson (seated). Joining the duo backstage were (l-r) NABOB Exec. Director Jim Winston, ASCAP Director/Licensing Barry Knitell, entertainer/broadcaster Quincy Jones, Inner City Broadcasting VP & WBSL/New York air talent Frank Coke, Inner City founder/reired Chairman Percy Sutton, and Rep. Charles Rangel (D-NY).

Sillerman Stations Face EEO Complaint

The NAACP’s EEO juggernaut has rumbled into New England, where the civil rights group recently filed petitions to deny license renewal against ten radio stations, including Robert F.X. Sillerman’s WHMP-AM & FM, Northampton (Springfield), MA.

According to the NAACP, the Sillerman stations had no minority employees from 1988-90 and reported just nine minority candidate referrals last year. Sillerman told R&R WIMP has trouble recruiting minorities because it’s located outside Springfield and isn’t accessible by public transportation. He said the station has worked closely with the National Black Media Coalition to solve the problem.

“It’s difficult for [minorities] who live in town to get out there,” said Sillerman. “Black people have cars.”

The NAACP also rejected the argument as irrelevant and urged the Commission to “undertake a[s] . . investigation to determine whether the station’s [record is] indicative of a deliberate violation of the EEO rule or of discrimination.”

Also facing NAACP petitions are WCDJ/Boston; WBBW/Providence; WANC/AX, Atlanta; WJTD/Jacksonfield, MA; WJDI/Quincy, MA; WESX/Salem, MA; and WINE & WRIB/Brookfield, CT. The NAACP has filed 32 EEO-based petitions to deny against some 300 radio stations since 1988.

Turpin-Skidelsky Rumble Shakes Marathon Deal

I s AT&T Commercial Finance VP Steve Turpin a liar? That’s become the central question in a nasty FCC rumble that pits the Atlanta financier against Manhattan radio lawyer Barry Skidelsky, and the flap may jeopardize transfer of several Marathon Broadcasting stations to AT&T’s Atmor Properties.

Skidelsky is an applicant for a new FM at Queensbury, NY. So is Bradmark Broadcasting Co., which Turpin bankrolled. When cross-examining Turpin during recent FCC hearings about the effect of certain warrants associated with AT&T’s loan, Skidelsky asked if AT&T or its subsidiaries had ever foreclosed on or taken control of any radio station. Turpin answered no. When Skidelsky later learned that Amor was taking over Pat Shaughnessy’s Marathon stations, he told the FCC Turpin “falsely testified” and “failed to disclose” the interest of AT&T in certain broadcast applications.

“Turpin lied, was evasive or misleading, lacked candor, and had ample motive to conceal the truth. Thus, Turpin deliberately lied in order to conceal the matter and bolster Bradmark’s position,” Skidelsky charged in FCC documents.

Turpin has lashed back aggressively to protect his reputation. AT&T lawyers alleged Skidelsky tried to “ambush” Turpin, failed to ask the right questions, and demonstrated “ineptitude as a conductor of cross-examination.”

I hereby reaffirm the truthfulness of my hearing testimony and enter my voice as an objection to Skidelsky’s pettiness,” Turpin said in an affidavit. He went on to complain of an “unwarranted malingering of my integrity.”

Skidelsky now has upped the ante in the dispute by asking the FCC to block transfer of the Marathon stations until the Queensbury case is decided. Atmor attorney A. Thomas Carroccio said Skidelsky’s petition is “abusive” and demonstrates a “lack of good faith.”

Court Orders Gammon To Texas

Radio dealmaker Tom Gammon has suffered a big setback in his litigation with ex-Americom Radio Brokers partner Bill Sieding. The U.S. District Court in Sherman, TX ruled Tuesday (3/12) that Gammon will have to defend himself in the Lone Star State against Sieding’s charges that he looted the company when it collapsed last year.

Gammon’s request for a change of venue was denied, and the court also ordered him to comply with Sieding’s discovery requests. Gammon had contended the case should be tried in Washington, but Sieding argued successfully that he was hired in Texas and continued to work for Americom there. Sieding said he’s delighted with the rulings, while Gammon vowed “the fight will continue.”

“l still haven’t taken any money other than the small salary I’d taken since founding the company in 1984. I made several loans to Americom in the mid ’80s and took out several loans in that same period, but that was disclosed and never disputed,” Gammon said.

Cox Slapped With Antitrust Violations

The U.S. Justice Department has charged Cox Enterprises with civil antitrust violations stemming from a 1986 acquisition of Knight-Ridder stock valued at $101 million. Federal prosecutors accused the media giant of violating the Hart-Scott-Rodino Act by not notifying the government of the deal, but Cox was quick to deny the allegation.

“We believe we were acquiring the stock solely for investment, and therefore we did not have to file under Hart-Scott-Rodino,” commented Cox Chairman Richard Braustein.

If the charges are sustained, it could prove a big headache for the company at license renewal time. The FCC reviews evidence of anticompetitive conduct to determine the suitability of broadcast licenses.
A great song.
A remarkable singer.

He's a vocal powerhouse and a passionate songwriter -- we've got the sultry single to prove it.

A song that goes to the heart of the matter, and matters of the heart.

"Kissing You," the debut single from the forthcoming Qwest LP, Make Time For Love. The voice you've been waiting for.

KEITH washington

"Kissing You"
The New Single

Produced by Keith Washington and Trey Songz
From the debut album Make Time For Love

Management: Shervin Brat
MORE
AMERICANS
GET THEIR NEWS
FROM
ABC RADIO
THAN FROM
ANY OTHER
RADIO
NETWORK

ABC Radio News has clearly been out in front on this story. Coverage is thorough, accurate, timely . . . A great job.

John McConnell, ND

"ABC proved it owns the best artillery and knows how to use it. The anchoring, field reporting and analysis are the best."

David Bernstein, PD

Source: RADAR 42, Network Audiences to Commercials Within Programs, Monday–Sunday, 6AM–Midnight.
**TRANSACTIONS**

### Benchmark Aims $5 Million Arrow At Augusta FM

Kent Burkhardt Rides Greyhound To Oklahoma City FM Action

**Deal Of The Week:**

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<th>Station</th>
<th>Price</th>
<th>Terms</th>
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**BUYER:** Benchmark Communications (Last Year: $5,350,000)

**SELLER:** Arrow Communications (Last Year: $5,350,000)

**Price:** $5 million

**FREQUENCY:** 94.3 MHz

**POWER:** 100kw at 977 feet

**FREQUENCY:** 96.9 MHz

**POWER:** 100kw at 1755 feet

**FREQUENCY:** 1320 kHz

**POWER:** 100kw at 1322 feet

**FREQUENCY:** 710 kHz

**POWER:** 100kw at 1755 feet

**FREQUENCY:** 102.3 MHz

**POWER:** 3kw at 328 feet

**FORMAT:** Urban

### TRANSACTIONS AT A GLANCE

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### PROGRAMMING

**BREAK THE RULES!**

Ideas for ear-grabbing radio can be as easy as breaking the rules. When you're ready to stand out in a crowded airwave, call George Harris, the radio veteran who knows the rules... and when and how to break them.

---

**HARRIS COMMUNICATIONS CORP.**

215-789-0100

**FULL SERVICE ROCK RADIO CONSULTANTS**
**RADIO BUSINESS**

**TRANSACTIONS**

Continued from Page 7

Marshall, MN. They are currently minority owners of the station.

**SELLER:** Karon Lundeen of Balaton, MN is selling 52% stock interest in Plum Creek Broadcasting Co.

**POWER:** 105.1 kHz

**FREQUENCY:** 328 watts

---

**Montana**

**KUUB-AM & FM/Bozeman**

**PRICE:** 529,000

**TERMS:** Assisted sale for $366,000 cash, of which $326,000 will be paid directly to creditors; balance via promissory note, which will be earmarked and used to pay various creditors of the seller.

**BUYER:** Gilbert Broadcasting Corp. of Montana, owned 5% each by Christopher Gilbert and Joan Zabrzecki of Denver; 40% by Benny Bee of Whitefish, MT; 30% by Harry Combs of Peyton, CO; 10% by Virginia Combs of Peyton, CO; and 10% by Benny L. Bee of Whitefish, MT

**POWER:** 1450 kHz; 95.1 MHz

**FREQUENCY:** 96.9 MHz

**KZBS/Oklahoma City**

**PRICE:** $3 million (approximate)

**TERMS:** Gift of stock to charity

**BUYER:** Sunny Broadcasters Inc., owned by Columbia, SC-based investor Richard Laughridge, and James Morris and J. Lewis Crenshaw. Laughridge is VP/GM of WLTY-TV/Colorado, SC.

**SELLER:** Barry Brown, receiver for Beach Broadcasting of South Carolina

---

**North Carolina**

**WLLN/Lillington**

**PRICE:** $155,000

**TERMS:** Assisted sale for $100,000 cash; additional $55,000 cash for real estate

**BUYER:** Christian Perdue Fellowship Inc., headed by G. Talmage Grace of Dunn, NC

**SELLER:** Harnett Broadcasting Inc.

**POWER:** 1370 kHz

**FREQUENCY:** 101.9 MHz

**Pennsylvania**

**FM CP/Erie**

**PRICE:** $1980 for 48%

**TERMS:** Cash for stock

**BUYER:** Roger Richards, who currently owns 24% of the licensee

**SELLER:** Fred Rush Jr. and Eron DeLeon Soto are transferring their collective 48% stake in Peninsula Broadcasting Corp.

**POWER:** 94.7 MHz

**FREQUENCY:** 96.9 MHz

**South Carolina**

**WSYN/Georgetown**

**PRICE:** $1.1 million

**TERMS:** Cash for assets

**BUYER:** Sunny Broadcasters Inc., owned by Columbia, SC-based investors Richard Laughridge, and James Morris and J. Lewis Crenshaw. Laughridge is VP/GM of WLTY-TV/Colorado, SC.

**SELLER:** Barry Brown, receiver for Beach Broadcasting of South Carolina

---

**Virginia**

**WILL & WOOL/Lynchburg**

**PRICE:** $1 and assumption of liabilities

**TERMS:** Stock sale for $1 cash and assumption of all outstanding liabilities, the value of which is yet to be determined

**BUYER:** Hong-Cuthrell Communications Inc., owned by James Hong and Donald Cuthrell of Richmond, VA. Cuthrell is a broadcast consultant to WCYK-AM & FM/Crozet, VA and WNVL & WJQ/Crozet, KY.

**SELLER:** Douglas Broadcasting Inc., owned by George Douglas III and Megan Douglas

**POWER:** 99.9 MHz

**FREQUENCY:** 930 kHz; 98.3 MHz

---

**Washington**

**KZIT/Silverdale**

**PRICE:** $205,000

**TERMS:** Assisted sale for $200,000 and assumption of bank loan valued at $7500. Escrow deposit $10,000; additional $65,000 cash due at closing. Promissory note for $125,000 at 10% interest, payable in monthly installments of $1250 with final balloon payment due six years after closing.

**BUYER:** KZIT Broadcasting Inc., owned by Cella and Loren Johnson of Bremerton, WA and William and Mary Ann Huntington of Puyallup, WA

**SELLER:** Silver Sound Broadcasting Co., owned by Robert Jennings

**POWER:** 1400 kHz

**FREQUENCY:** 990 kHz

---

**Wisconsin**

**WLDY-AM & FM/Ladysmith**

**PRICE:** $236,500

**TERMS:** Cash for stock. At closing, the seller agrees to buy back an 1989 Chevrolet Celebrity for $6500.

**BUYER:** Gary Johnson and Brenda Bean of Menominee, MI; Johnson is part-owner of WAGN/Womenin/WI; WHBY/Psheghito, WI; and WKTU/Suitan, WI

**SELLER:** Flambeau Broadcasting Co., owned by Ruth Jonass

**POWER:** 810 watts

**FREQUENCY:** 390 MHz; 97.7 MHz

**PRICE:** Cash for stock. The first cash at closing is subject to credits for balances outstanding on promissory notes owed by the seller.

**BUYER:** Frederic Berger and Richard Reiman of St. Louis

**SELLER:** William Mow of St. Louis is selling 51% of KUMB Inc. He still owns WDKX-AM & FM/Golconda, IL Paducah, MO.

**POWER:** 101.9 MHz

**FREQUENCY:** 990 kHz; 98.3 MHz

---

**Kansas**

**KMU/Becken**

**PRICE:** $14,000

**TERMS:** Cash for stock. Included in the sale is a 1986 Sierra 1500 for $6500.

**BUYER:** Thomas B. Howlett

**SELLER:** Harry Meade of Kansas City, KS

**POWER:** 5.6 kw

**FREQUENCY:** 930 kHz; 98.3 MHz

---

**Wyoming**

**KMU/Burns**

**PRICE:** $14,000

**TERMS:** Cash for stock. The first cash at closing is subject to credits for balances outstanding on promissory notes owed by the seller.

**BUYER:** William Mow of St. Louis is selling 51% of KUMB Inc. He still owns WDKX-AM & FM/Golconda, IL Paducah, MO.

**POWER:** 101.9 MHz

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**Congress Unlikely To Enact Ad Tax This Year**

Congress isn't likely to enact any sort of advertising tax during the current session, according to Rep. Donald Pease (D-OH), a senior member of the House Ways and Means Committee.

There are no plans I know of to focus on advertising [as a source of tax revenue], but there are ideas floating around. [The ad industry] should be vigilant, but not paranoia, said Pease, who spoke Tuesday (3/12) at the American Advertising Federation's Government Affairs Conference in Washington.

In another presentation, the assembled advertisers were warned that the current recession, combined with the increasingly global and service-oriented nature of the economy, has made business service taxes — including ad taxes — particularly attractive to state governments. Among the states where such levies are either pending or under consideration: Rhode Island, Massachusetts, Nevada, Arizona, Texas, Connecticut, Kansas, Wisconsin, Missouri, Oregon, and Florida.

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**Capstar Defends Multistation Deals**

Continued from Page 4

and stations, which will be used to air eight hours per week of local news and public affairs programming.

That's more, RCBC said the complaint is "somewhat surprising, because EZ sought a similar arrangement with RCBC."
Problem:

We Had to Improve our Oldies!

Our Carts Didn’t Sound Good Any More!

Solution:

GoldDisc™ CDs & Denon CD Cart Players from TM Century

“K-LUV listeners, advertisers and air staff are truly amazed at our on-air sound quality with TM Century’s NoNoise compact discs. GoldDiscs give us the sensation of being in a live digital recording session.

“Our Program Director, Chuck Brinkman, was skeptical about CDs compared to the ease of carts since the Classic Hits we play average only 2:30. However the air staff and Chuck has found TM Century compact discs easier to use than carts! Our entire 2,000 song library is within reach.

“We are so glad to have gone TM Century CDs & Denons. We nearly re-dubbed carts that would not have sounded nearly as good (and would have cost 3 times more)!”

Ronald Sweatte
Chief Engineer
KLUV
Dallas, Texas

At station after station, program directors and engineers are saying, “The competition’s killing us! Their hits sound better than our oldies!”

So...what’s the solution? Redub the carts?

K-LUV in Dallas thought so, until they tried TM Century’s GoldDiscs. Program Director Chuck Brinkman and Chief Engineer Ron Sweatte had heard about how the clearest, cleanest classics come from TM Century CDs. They got some sample GoldDisc Compact Discs and were impressed how much better these NoNOISE CDs sounded than their carts and than “record store” oldies!

They liked how TM Century’s music matched their latest research, how GoldDiscs were the right versions with hit “45” lengths, tight starts, consistent audio levels, dynamic range, great stereo separation and superior sonic quality!

But they still planned to redub TM Century’s CDs to new carts. Until they tried Denon’s CD “Cart” players. TM Century delivered K-LUV’s GoldDiscs already in Denon’s cases. They look like carts and jocks handle them conveniently...like cart tapes. But they sound like great CDs.

Try them yourself. We think that you’ll love Denon’s CD players and TM Century GoldDiscs as much as K-LUV!

Solve Your Music Problems with GoldDiscs™ and Denon CD Players

TM Century
Inc.
14444 Beltwood Parkway, Dallas, Texas 75244
Toll-Free Line for GoldDiscs: (800) 937-2100

Yes! I want to hear how GoldDisc CDs and Denon CD players with the ‘dial a cut’ feature can solve my music problems! Mail to: TM Century, Inc., 14444 Beltwood Parkway, Dallas, TX 75244-3228, or FAX toll-free to (800) 749-2121.

Name: ____________________________ Title: ____________________________
Station: __________________________ Phone: ____________________________
Address: __________________________ City: ____________________________ State: __________________________ Zip: __________________________
**With Next Week’s R&R**

An analysis of radio’s strategies to win ratings

### RATINGS STRATEGY REVIEW

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#### EXECUTIVE ACTION

**Miller Time For Imago**

Alex Miller has been named VP/Promotion at Imago Records. Formerly National Director Promotion/Developing Artists at Virgin, he’s also worked at A&R and in radio.

Miller, who will report directly to label President Terry Ellis, said, “The experience I had at Virgin — breaking new acts like Scat!, Soul and Paula Abdul — is, for me, what promotion is all about. I’m looking forward to working with Terry Ellis, because I think Imago is going to be a great place where I can develop important new artists for the ‘90s.”

Among his first tasks: creating a promotion staff in preparation for Imago’s premier album (the U.S. debut of Britain’s King Of Fools) in June.

**Shears Cuts To WMXN PD Slot**

Former WJQI/Norfolk, Va., PD Billy Shears has been named PD at crosstown Win Communications AC WMXN, where he’ll be reunited with GM John Moen. They worked together at WJQI and WMXN. Shears replaces Keith Hill, who’s left WMXN.

Shears told R&R, “There won’t be any change in the station’s direction — it’s refreshing to work for a company of professional broadcasters who pay attention to the product — and not strictly from the sales angle.”

Shears spent nine months at WJQI, following APD posts at WMJBI/Birmingham, Minn., and WKV/Baltimore. He’s also worked at WMJBI/State College, Pa.

**KSFI Surprises Mack With PD Job**

Scotty Mack has left the Production Manager job at KRBE/Houston to join Soft AC KSFI/Salt Lake City in his first programming opportunity. He succeeds Lyle Morris, who remains as APD.

Mack, who’s also doing morning shows, told R&R, “We were looking for a new idea in the station — an idea that would get us back to the core of what we’re doing.”

The GM (Steve Johnson) spent a great deal of time talking with me and eventually said he wanted me to be his PD. It came as a big surprise, because I wasn’t looking for the job.” Mack previously was APD at WFMFI/Beaumont, Texas, and KOE/KYK/Yakima, Wash.

**RCA Appoints Albilerte VP/A&R**

RCA has named Ric Albilerte VP/A&R, East Coast. Prior to his appointment, Albilerte headed RAM, Inc., a music industry management company he founded in 1983.

**Schrott Now VP, CFO At Emmis**

Career broadcaster Howard Schrott has joined Emmis Broadcasting as VP/CFO. “We’ve known Howard for many years and are very fortunate to have the services of someone so uniquely qualified,” noted Emmis President Steve Crane.

Schrott spent the last two years as VP/Communications Lending at First Union Bank of North Carolina. He previously operated a small radio group and has practiced communications law in Washington, D.C. and Indianapolis.
Westwood One Presents

STING

The Timothy White Session

Sting and his band join host Timothy White in the studios of Chicago Recording Company to celebrate the success of his acclaimed The Soul Cages album with an intimate two hour interview and performance session. Sting discusses his life, his solo career and his music as never before, and plays wholly unique live arrangements of everything from "All This Time" and "Mad About You" to "The Wind Cries Mary" and "Be-Bop-A-Lula." An unprecedented North American Broadcast Event!

THE WEEK OF APRIL 8

For more information contact your Westwood One representative. In Los Angeles call 213-840-4000, fax 213-204-4375. In Canada call 416-597-8529.

KSTZ & WSNL Simulcast ‘Mellow Rock’

Billing themselves as “The Fox,” St. Louis FMs KSTZ and WSNL began a “Mellow Rock” simulcast last Wednesday night (3/6). Former CHR KSTZ provides the programming and leases programming time (through a five-year arrangement) from one-time Soft AC WSNL. KSTZ has applied for calls KPFX, while WSNL is seeking WFXK.

PD Gary Reynolds told R&R, “The format’s definitely different, and everybody’s pumped about it. We don’t have any contests, won’t talk over the beginnings of songs, and backsell all songs at the end of sweeps. WSNL had about a 2.5 [25-54], and we think we can keep most of that.”

“Core artists are Phil Collins, Don Henley, Eagles, Fleetwood Mac, Chicago, and Steve Winwood. We lean a little more male, but we’re shooting for a balanced mix.”

Wheny Gets Heavier

WBey Picks Up AOR Format

Philadelphia-based Vision Broadcasting, which recently completed its purchase of Anna-DeL AC/Country combo WYRE & WBEY/Grassonville-Annapolis-Baltimore, has officially revealed plans to switch WBEY to hard-rocking AOR as WHVY (The Underground). The change will take place on or about April 1 under new PD Derek Alan. Since 1987, the WHVY calls have been used by a ten-watt non-commercial Baltimore station known as “97 Underground,” which Alan has programmed since its inception.

Vision partner Rick Cohen told R&R, “We were looking to put this sort of station on the air, and this was a perfect opportunity. Baltimore is a strong market for the demographic we’ll be going after.”

“AFTER making a lot of noise in town the past four years, we finally found the right team of investors who were willing to take a chance,” Alan remarked. “The station closest to what we’ll be doing is KNAC/Los Angeles, though I don’t think we’ll be quite as broad as they’ve become.”

Joining Alan from 97 Underground will be MD Karen Ayers. Mud Man from nearby WMID-FM/Atlantic City will team with Kristah Kyle for mornings; erstwhile WQMP/Louisville personality Michael Lee will handle middays; former KNAC and Z-Rock talent Scrachin’ Scotty joins for nights. Taking care of promotion duties will be James Huth and Denise Miller. The new WHVY Sales Manager is Kathy Francine.

Kenney Rejoins Rhyno As National Director/Promotion

Tom Kenney has returned to Rhyno as National Director/Promotion. He formerly served three years as the label’s Manager/Alternative Promotion before joining the Album Network for a year.

Rhyno VP/Marketing Chris Tokey said, “We feel extremely happy to have Tom rejoin Rhyno in a leadership capacity. The knowledge and creativity he brings to promotion are in keeping with Rhyno company goals. He’s unique, fun-loving, and hard-working.” Kenney joined Rhyno as a promotion intern in 1987.

Jeff Neben has been named National Director/CHRM at Impact Records. He joins from Charisma, where he served as Los Angeles Promotion Manager. Impact Sr. VP/Promotion Bruce Tenenbaum said, “Jeff is a rising star. He’s extremely dedicated and a hard worker, and people in radio respect him. I’m thrilled he’s decided to join our team. Maybe now he’ll pay me that money he owes me.” Prior to his stay at Charisma, Neben was West Coast Regional Promotion Manager at Atkins.

Katz Ups Three To Sr. VP

Three Katz Radio Group VPs have been upped to Sr. VP at the rep firm: Bonnie Press becomes Sr. VP/GM; Susan Wagner rises to Sr. VP Director of Marketing, and Garry Boehme is now Sr. VP/Director of Research.

Press, who previously worked at Chrystal Radio, joined KRG in 1984 as an AE and was promoted to VP/Marketing a year later. Wagner joined Katz in 1983 as an AE and was promoted to VP/Marketing in 1987. Boehme joined in 1978 as Research Analyst and was named VP/Research in 1985.

Guyther Elevated At Arbitron

Jay Guyther has been promoted to VP/Sales & Marketing at Arbitron Radio Station Services. He replaces Rhody Bosley, who left the company last month.

“Jay brings the best of all worlds to this position,” according to Exec. VP/Sales & Marketing Ken Wallenberg. “He’s a proven manager and decision-maker. He knows the hows and whys of Arbitron Radio, and is well-liked and respected by both our clients and our employees.” Guyther, who’s been with the company for seven years, was previously an AE at WPOC-FM/Baltimore and Sales Manager at crossover WTH.

cklw To Ac

CKLW’s Shaffer Now Combo OM

CKLR/Detroit is now simulcasting sister Nostalgia station CKLR/Des- troyt. CKLW OM Dave Shaffer has become combo OM, taking over duties from CKMR OM Sandy Davis.

Shaffer told R&R, “Our ‘Classic Soul’ format wasn’t working. With 75% of Detroit being black, you’d think a format like that would have a fair shot, but it didn’t work. We’re going to be a lighter than light AC, targeting adults of Detroit being black, you’d think a format like that would have a fair shot, but it didn’t work. We’re going to be a lighter than light AC, targeting adults.”

Among the guests spotted at the pre-Grammy gala hosted by Arista President Clive Davis (l) were (l-r) producers/artists Babyface and L.A. Reid, Lisa Stansfield band member Ian Devaney, and Arista diva Stansfield.
GETTING A "TAPSCAN-LIKE" SOFTWARE SYSTEM COULD PROVIDE YOU WITH AN EARLY RETIREMENT.

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So, as times get tougher and budgets get smaller, you need to be well prepared to make your station virtually recession-proof by being on the cutting edge in sales and programming. Through innovation and dedication TAPSCAN is, and will continue to be, the industry leader in broadcast software.

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Call for a demonstration today.
**National Radio**

**LEE MIRABAL**, most recently GM/mornings at KFMY/San Diego, has been selected to host NBC Talkline's weeknight-late-night slot (10pm-1am, Eastern) beginning March 18; (213) 640-4635.

**TNR** will switch distribution of the "Nashville Record Review" from Satcom 1R to vpd disc effective April 6; (212) 016-1037.

**Industry**

**ROB LIPSCHUTZ** arrives at consultant Harris Communications as Programming Associate. He previously programmed KFX/Santa Rosa, CA and has served as a consultant with the Pollack Media Group.

**Radio**

**MATT CARSON** is upped from AE to LSM at KZOK-AM/Seattle.

**Records**

**HAROLD GUIFOLF** and **JAN ROSE** have been named Sales Managers for the Southwest and Midwest, respectively, at Geffen/DOC Records. Guiolf had been Buyer/Major Labels at record store chain Wax Works, while Rose segues from JCI Records.

**SERGIO GONCALVES** is appointed Director/Marketing at Micmac Records, transferring in-house from Director/Club Promotion.

*Jasmine Guy*

**"Another Like My Lover"**

The New Single

From the album JASMINE GUY

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**KTFM 29-25**

**PWRPIP deb 37**

**Q105 add 29**

**Z95 add 30**

**KBEQ deb 32**

**KXXR deb 33**

**PWR106 on**

**KKRZ 29-26**

**KMEK on**

**HOT977 deb 26**

**FLY92 deb 40**

**WSPK deb 38**

**WBBQ on**

**KZFM 38-29**

**G105 add 35**

**KPRR on**

**KKYK on**

**Y107 add**

**KKMG 33-26**

**B95 16-12**

**KQMQ add**

**KYRK deb 37**

**KCAQ add**

**KWOD add**

**KDON 23-18**

**WVBS add**

**KGOT add**

**KFFM add**

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**CHRONICLE**

**Born To:**

**WGH-FM/Norfolk** air talent Jim Darby, wife Connie, daughter Jordan Nicole, March 8.

**KZOKI/Seattle** PD Larry Sharp, wife Linda, son Jerrod Lewis, February 28.

**KOLO 8** KWNZ/Reno (702) 831-6915.

**Hot 977** KZOW/Little Rock (501) 393.9595.

**KFBH/Des Moines** KQDR/Des Moines (515) 293-1950.

**BM**

**KTVF/Sitka** PD Steve Hussen, wife Martha, daughter Ashley, March 3.

**KFMG/Albuquerque** (505) 393-9595.

**NY**

**WBBQ** on

**KZO-San Angelo** PD Peter Stewart - PD/morning personality, March 1.

**KZBB/Busch Tatterson** Jon Reitz - Swing VVMJ0/Chicago.

**KXLT/Denver** Paxton Miller - Mornings.

**KOLZ/Los Angeles** Felix Stroh - Canadian Tire and Response advertising, March 3.

**WVAY/White River, VT** Pat Dean - General Manager, March 3.

**KZBB**

**MD**

**KFMG/Albuquerque** (505) 393-9595.

**NY**

**KZBB/Ft. Smith, AR**

**MD**

**KOLO 8** KWNZ/Reno (702) 831-6915.

**KOCF/Des Moines** KQDR/Des Moines (515) 293-1950.

**CO**

**AM & FM/Seattle** as AE.

**CHRONICLE**

**Marriages:**

**WAGX/Syncruse PD Jim "Cutter" Hayrow** to Jan McKnight, February 22.

**Condolesences:**

**Lloyd Dunn**, former 21-year Capital Records VP, 84, March 8.

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**PROS ON THE LOOSE**

Drew Bentley — PD KCKQ/Scottsbluff, NE

Steve Castlower — Morning host KJMX/Albuquerque (505) 293-1950.

Scott Christie — Midwest Regional Promotion Sleepers Records (313) 548-8379

Jim Diamond — Morning host KDXY-FM/Sioux Falls (605) 524-6268

Gary Dixon — PD/Evenings KZOK-AM/Seattle (206) 640-1203

Saul Streit — Named Exec. VP/GM, Entercom/Miami, concurrent with Jack Hayes being named VP/GM, Entercom/Seattle.

**JASMINE GUY**

**"Another Like My Lover"**

The New Single

From the album JASMINE GUY

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**GAIL LIMONGELLI** joins management firm BMI Entertainment as a production and artist manager. She has been an EMI A&R staffer.

**GARY KRETCHMER** is promoted from Account Manager to VPF/Account Manager at Target & Response direct advertising.

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**Changes**

Joe Dubeck is appointed AE at WMAG/Chicago.

Michael Burdett joins WJFN/Boston as AE.

Vivien Anderson returns to KZOK-AM/Seattle as AE.

Kevin Butler was named Director/Management Services at XTRA/San Diego.

Linda DeBusman has been tapped as AE at WAVY/Naples, FL.

Mike Powdery is named AE at CBS Radio Networks.?
Lyndon ABELL, WKBQ:
“‘Red Red Wine’ was a smash, ‘The Way You Do The Things You Do’ was a smash, ‘Here I Am’ is a smash. These are not novelty records, these are hits!”

Dene HALLAM, KKBQ:
“UB40 has another Pop/CHR hit. It’s deja vu all over again in Houston . . . top 10 callout in less than a month.”

Jamie HYATT, KIKI:
“96% familiar after only four weeks of airplay. It’s huge all demos. Bigger with younger audience, great callout and great request. LP top 10 in Honolulu for six months.”

Cheryl BROZ, KRBE:
“Researching strong, testing strong, selling strong!! #3 requests and #3 in callout research — strong 15-29 females, the same as ‘The Way You Do The Things You Do.’ ”

Larry MARTINO, KGGI:
“UB40 was a big favorite at our Monday night music meetings. Based on the success of the last single, we believe ‘Here I Am’ has the same potential.”

Guy ZAPOLEON, KHMX:
“The song ‘The Way You Do The Things You Do’ broke in Houston. ‘Here I Am,’ with its mix of UB-reggae and Memphis horns, will be even bigger.”

Ken RICHARDS, HOT 977:
“‘Here I Am’ is the latest in a succession of hit songs by UB40. This band has proven itself to our audience.”

FROM THE PLATINUM-PLUS ALBUM LABOUR OF LOVE II.
OVER 1,000,000 RECORDS SOLD.
FOLLOWUP TO THE SMASH TOP SIX GOLD SINGLE
‘THE WAY YOU DO THE THINGS YOU DO!’
Re: Writing More Effective Memos

I have come to our attention that too many office memos are being ignored by the very people to whom they are directed.

Therefore, let us all review the process of creating an effective memo. Dr. Joan Minninger, author of "The Perfect Memo," says that good memo writing is a two-step process, as follows:

Step One: Exploratory
- Write a once-upon-a-time story that contains everything you want to say about the subject.
- Use personal pronouns if you get stuck; "I know," "I think," "I want" are examples that should help you get your ideas off the ground.
- Don't judge what you've written...yet.

Step Two: Crafting
- Underline every reader-vital item in your story and eliminate the ones that aren't.
- Identify the purpose of the memo at the top of the page.
- Separate underlined items into categories.
- Provide short, descriptive headings for each category; "when to deliver camera-ready copy" is better than "timetable."
- Arrange and number each category in order of importance to the reader.
- Start writing your memo. Having placed the purpose of the memo at the top of the page, start with the first category and go down your numerical list to form the body, using headings as subheads. Put all background/support information at the end of the memo.

YEAR INREVIEWS

Discussion Is Key To Performance Appraisals

When holding annual performance reviews, try to avoid rigid rating exercises that make employees feel merely average (or worse). Instead, Atlanta-based management consultants Tarkenton Conn & Co. suggest you improve your employee appraisals by discussing:

- How the employee can add valuable skills that help him and the company
- His strengths and weaknesses as they pertain to his future with the company
- Special assignments that would challenge him
- Ideas he may have to boost business or improve the company's operation.

Your goal should be to make the review a useful experience for you and your subordinate without being constrained by excessive formalities or unrelieved criticism.

Computing Manager Syndrome

Middle managers spend 33% of their time at work performing administrative tasks and only 25% managing, according to a recent study by Georgia Tech economist Peter Sassone. The study also found that computers can make a manager's life more difficult.

The ‘Meeting Meter’ Proves Time Is Money

If you're looking for a way to make your meetings shorter and more productive—or if you just want to give your long-winded co-workers a hint—check out the “Meeting Meter,” developed by the Palo Alto, Calif.-based Institute For Better Meetings.

The “meter,” a computer program that looks like a taxi meter, keeps a running total of a meeting’s actual cost. You simply enter the names of the people attending the meeting, their salaries, and the cost of the room (if applicable), and the software calculates the “fare.”

You also may discover the MD is resisting your business ideas for personal or “political” reasons. If this is the case, address him immediately. At the very least, you'll avoid being labeled headstrong or unreasonable if you openly consider his concerns.

Resolving Conflict

Although your music director is one of the best you've ever worked with, you're constantly looking the opposite. As a result, your station is suffering. How can you resolve this conflict?

Answer: Examine the situation from your adversary's point of view, according to Princeton, NJ-based UJF Financial Corp. MIS Director Larry Betsinger. You just might find fault with yourself—maybe your needs create extra work for others, for example.

You also may discover the MD is resisting your business ideas for personal or “political” reasons. If this is the case, address him immediately. At the very least, you’ll avoid being labeled headstrong or unreasonable if you openly consider his concerns.

DATELINE

- March 20-24 — South By Southwest music and media conference. Hyatt Regency, Austin, TX.
- March 22-26 — BPMF Profitable Promotions Seminar. O'Hare Marriott, Chicago.

“I reviewed many production libraries from at least 10 different companies... I wouldn't think of being without the TECHSONICS 3-D Libraries. That's why I bought them ALL!”

Jeff McCartney, Program Director
WAPE-FM Radio Jacksonville, Fl.

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3-D Production Libraries Used Worldwide
Creative music and power parts for commercials, promos and ID's.
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**VIDEO**

**NEW THIS WEEK**

- **VOICEs THAT CARE (Gladiolus Warner Reprise)**
  - Half-hour feature launching the single by nearly 100 performers, including Garth Brooks, Bobby Brown, Little Richard, Kathy Mattox, Nelson, Ralph Tresvant, Luther Vandross, and Warrant. Also contains "making of" highlights, interviews, and reactions of troops overseas.
  - Premiered February 28 on the Fox TV network.
- **MARILION: FROM STOKE ROW TO INDIANA (Video Music Inc.)**
  - Fourteen songs, 90 minutes. Concert/documentary video. Half is performance footage from the prog-rockers' gigs in Brazil and England; last half is rehearsal, interview, and other never-before-seen footage.
- **TEENAGE MUTANT NINJA TURTLES: COMING OUT OF THEIR SHELLS TOUR (GoodTimes)**
  - Ninety-minute concert video spotlighting the Turtles' action-packed stage show.
- **LIFERS GROUP: WORLD TOUR (Hollywood BASIC)**
  - Four songs, 30 minutes. Clip compilation/documentary directed by Penselope Sphereos. Features songs by and interviews with the rap group, concentrating on rare footage of the Irish rockers, ranging from promotional clips to TV performances.
- **DOORS: LIGHT MY FIRE (A Vision)**
  - Ten-minute video single; also included in "The Doors: Live in Europe 1968," the hour-long HBO Video longform recently re-released by A/Vision.
- **GERARDO: RICO SUAVE (A Vision)**
  - Eight-minute video single contains both English and Spanish versions of the song.
- **BINGOBOYS: HOW TO DANCE (A Vision)**
  - Five-minute video single is an exclusive extended version of the clip.
- **MISSIN' WITH THE BLUES (Rhino)**
  - Seven songs, 55 minutes. Concert video featuring bluesmen Buddy Guy, Junior Wells, and the late Muddy Waters with Robert Cray Band, "The Saturday Night Special" (HBO, 8pm).
- **BLACK CROWES: "Saturday Night Live"**
  - Black Crowes, "Saturday Night Live" (NBC, 11:30pm).
- **QUEEN LATIFAH: "Queen of Hip Hop"**
  - Queen Latifah guest stars on "The Fresh Prince Of Bel-Air" (NBC, 9pm).
- **ROBERT PALMER: "Arsenio Hall Show"**
  - Robert Palmer, "Arsenio Hall."
- **Wednesday, 3/20**
  - **Rick Astley, "Arsenio Hall,"**
  - **Reba McEntire, "Rick Dees"**
- **Thursday, 3/21**
  - **Carol King and Davy Jones guest star in this week's "Afterschool Special,"" titled "It's Only Rock & Roll" (ABC, 3pm).
  - **Robert Cray Band, "The Tonight Show starring Johnny Carson"** (NBC, 11:30pm).

**TELEVISION**

**TOP TEN SHOWS**

1. **Cheers**
2. **Rosanne**
3. **90 Minutes**
4. **America's Funniest Home Videos**
5. **A Different World**
6. **America's Funniest People**
7. **Murder, She Wrote**
8. **Movie (Sunday)" ("Aftermath: A Test Of Love").**
9. **Full House**
10. **Baby Talk**

Source: Nielsen Media Research

All shows are "ET/EST" unless otherwise noted; scheduled for one hour for CST; check listings for showings in the Mountain time zone. All listings subject to change.

**Friday, 3/15**

- **Run-D.M.C., "The Arsenio Hall Show" (syndicated; check local listings).**
- **Ralph Tresvant, "Into The Night Starring Rick Dees" (ABC midnight).**

**Saturday, 3/16**

- **Blue Rodeo, "Late Night With David Letterman."**
- **Whitney Houston, "Today."**
- **Lauryn Hill, "Late Show With David Letterman."**
- **The Ojays, "The Late Show with David Letterman."**
- **Lil Bow Wow, "Good Morning America."**
- **TLC, "The Arsenio Hall Show."**
- **Debra Martin Chase, "The Fresh Prince Of Bel-Air."**
- **Kathy Mattes, Nelson, Ralph Tresvant, "The Arsenio Hall Show."**

**Saturday, 3/17**

- **Queen Latifah, "Arsenio Hall."**
- **American Idol, "The Tonight Show starring Johnny Carson."**
- **Richard Simmons, "The Arsenio Hall Show."**
- **Oprah Winfrey, "The Arsenio Hall Show."**
- **Trisha Yearwood, "The Arsenio Hall Show."**

**Sunday, 3/18**

- **Queen Latifah guest stars on "The Fresh Prince Of Bel-Air."**
- **Monday, 3/19**
  - **Robert Palmer, "Arsenio Hall,"**
  - **Tuesday, 3/20**
  - **Rick Astley, "Arsenio Hall,"**
  - **Reba McEntire, "Rick Dees,"**

**CONCEPTS**

- **Rick Dees**
  - **Mick Jagger and Jerry Hall turned from a vacation to discover that "teenagers" had broken into their home and charged over $100,000 in calls to sex-task phone services (National Enquirer).**
  - **Danny Wood is not happy that he's the least liked of the New Kids On The Block! He receives a patry 10,000-15,000 letters per week, compared with Jordan and"
Take The Steps
To Save The Species

A Radio Promotion That Makes Environmental Sense

The facts are sobering... the rhino population faces extinction. There are fewer than 700 Sumatran rhinos left... a few dozen Javan rhinos -- and perhaps 25 White rhinos in Northern Africa.

These magnificent animals are being displaced by people -- and worse -- hunters who make huge profits by killing rhinos and taking their horns.

A remarkable humanitarian -- known as "Rhino Man" to his fellow Africans -- will walk more than 1,500 miles throughout North America to take up the cause of these seemingly-invincible creatures, and your station can take part in the effort by sponsoring The Rhino Walk in your city.

**Rhino Man**

Thirty-four year old Michael Werikhe, a factory worker from Kenya, will criss-cross North America to raise money and awareness for the highly-endangered rhino. Werikhe, who has already raised one million dollars by walking through his native continent and through Europe, will visit more than 30 major zoos and aquariums here.

An unassuming, lifelong conservationist with an unending interest in animal life, Werikhe hopes to raise three million dollars in the U.S. Three-quarters of the funds will go to rhino conservation programs in Africa, and the balance will be used for species survival programs in this country. "The rhino is really in deep danger. Unless consolidated efforts are made to alleviate the tension, the rhino will disappear in the next couple of years," said Michael.

**How Stations Can Help**

Beginning this spring, in association with The Discovery Channel and the American Association of Zoological Parks and Aquariums, Michael will visit 30 American cities. Events will be accompanied by celebrity appearances, speaking engagements, tours, dinners, and -- of course -- a fundraising walk.

Your station can be identified as a socially, and environmentally-conscious member of your community by sponsoring this walk. The events are guaranteed to enrich your listeners' appreciation for wildlife conservation.

Station listeners can receive free Rhino Walk Survival Kits, which include T-shirts, water bottles, and other souvenirs. Grand Prize winners will receive cash prizes, with matching cash contributions in their name to The Rhino Walk Survival Fund.

Your station will also benefit with on-air support via The Discovery Channel, which will be carefully documenting Michael's walk and featuring special rhino programming during the summer. The Rhino Walk is part of The Discovery Channel's Countdown 2000. The Discovery Channel is the fifth largest cable network, available in more than 54 million homes.

**Here's How Stations Benefit:**

- Listeners receive free Rhino Walk Survival Kits including T-shirts, water bottles and more.
- Grand prize winners pick up cash with a matching cash contribution to The Rhino Walk Survival Fund made in their name.
- Your station will be promoted on The Discovery Channel -- with 54,000,000 subscribers -- as a key supporter of The Rhino Walk in your market!

**Rhino Walk Itinerary**

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For More Information, Call Leslie Cutting At 213-553-4330.
Kim Basinger To Do Her Own Singing In 'Marrying Man'

GIANT recording artist Kim Basinger—who plays a lounge singer in Hollywood Pictures’ forthcoming romantic comedy “The Marrying Man”—will sing seven songs on the picture’s Hollywood soundtrack. Among the tunes that Basinger will wrap her vocal cords around: Fats Waller’s “Honeysuckle Rose” and Cole Porter’s “Why Can’t You Behave?” and “Let’s Do It” (all of which feature tenor sax solos by Stan Getz).

Due in April, the disc also sports Basinger’s versions of “Mama Look A Boo Boo,” “You’re Driving Me Crazy (What Did I Do?),” while fellow MT vocal star Tim Hauser contributes “Love Is The Thing.” Manhattan Transfer vocalist Alan Paul adds “We Saved On This Ad,” Single: Break On Through/Doors

Other Featured Artists: Nick Scotti, Danny Williams, Ray Charles

Stephen King’s “Dark Half”

Night Of The Living Dead” and “Dawn Of The Dead” director George A. Romero is adapting Stephen King’s novel “The Dark Half” for a big-screen Christmas release. The Orion thriller stars Robin Williams, Dustin Hoffman, and Julia Roberts. (See R&R 1/18 for details)

Fantasy Park’

To Air In April

First Viewer-Interactive Television Show

FXT Broadcasting Co. will debut “Fantasy Park”—reportedly the first completely viewer-interactive television program—on April 13 (8pm EST/FST). Executive producer of the half-hour series is Giant Records owner Irving Azoff.

Viewers can compete for fan-tastic prizes, including a free access to a Ticketmaster terminal or a job as a music industry executive (1) by calling (800) 436-4FOX or sending a postcard to Fantasy Park Sweepstakes, Alternative Entry, P.O. Box 34981, Omaha, NE 68134-0981. Each call costs $1, a percentage of which will be donated to charity. Postcards must include name, address, phone, and date of birth. Authorization optional.
Ultraviolet High Beams Are Just Around The Corner

Using a combination of ultraviolet and visible light, a new headlight system has been developed by Netherlands-based Phillips Lighting Co. and Sweden-based Ultralux (the latter of which is partly owned by Saab and Volvo).

The system's regular (visible) lights are the same as those found in conventional headlights. However, the new system's high beams have been replaced by ultraviolet rays, which are not visible to the human eye, but do reflect. Therefore, if road lines and signs are treated with materials that reflect these UV rays and convert them to visible light, motorists could see what lies ahead without blinding oncoming drivers. These new high beams also could cut through fog, snow, and mist that would normally block high beams.

While testing is under way, it's not known when these lights will be available — nor where they'll be seen first.

Bang & Olufsen Debuts Compact Audio System

Bang & Olufsen's first compact audio system, the "Beosystem 2500," just hit the U.S. market. Measuring a mere 14 inches high and 33 inches wide, the system consists of an AM-FM radio, CD player, audiocassette recorder/player, and a pair of detachable speakers with two built-in amplifiers each.

The AM-FM tuner sports 40 presets. The cassette recorder features headroom extension, microprocessor-controlled automatic recording level, and interactive communication between the CD and cassette. Auto track search and custom playback sequencing are possible, too.

'Open Sesame' Feature

As your hand approaches the unit, the glass doors open and side lights simultaneously come on to illuminate the central control panel. B&O likes to call this its "open sesame" feature.

If that's too much of an inconvenience, the unit also comes with a "Beolink 5000" remote control that enables you to program timed record and play functions. (All the usual features associated with a remote control are included as well.)

Each speaker contains a 1-inch tweeter and a 4-1/2-inch woofier, each of which is driven by its own amplifier. The speaker grilles may be available in six different colors. List price for the system is $3500. Call (209) 291-5591 for more info.

Portable Radio Skimmer

Russco Electronics' portable radio skimmer — the "Commercial Interrogation Assistant" (aka the "CIA-1") allows a broadcaster to check out the spots and other kinds of programming his competitor is running without spending a lot of time listening to the monitored station.

Simply hook up the device to an audioscanner recorder and a radio tuned to the station you want to aircheck. The CIA-1 will automatically start the recorder for ten-second periods at intervals of approximately three minutes. Broadcasters can expect up to five hours of programming on one side of a 90-minute cassette (ten hours if the recorder features an auto-reverse function).

List price: $299. Call the Fresno, CA-based company at (209) 291-5691 for more info.

Wristwatch Videophone

Scientists at Scotland's University of Edinburgh have developed a technology that would make possible a wristwatch-size videophone — much like the one Dick Tracy has used all these years.

An 8mm-square chip and lenses no larger than match heads lie at the heart of the "video camera on a chip." Unlike other imaging chips which record an analog image, then digitize it — these inexpensive chips "see" things digitally in the first place.

The technology will be licensed by VLSI Vision Ltd., a company set up by the university, and is expected to draw $10 million in revenue over the next five years.

Country Production Library

Only Connor Creative Services recently unveiled what's reported to be the first all-country music digital production library. The commercial and promo arrangements span six CDs, featuring 30- and 60-second versions of fully orchestrated and rhythm-only tracks.

The package also includes 60 short "punctuator" and accent elements designed especially for spot production. A bonus CD containing 75 traditional C&W commercial and specialty tracks — is available to those who purchase the complete series. For price, demo, and other info, call The Playa del Rey, CA-based company at (800) 386-9455.

Otari Debuts Digital Audio Recorder/Editor

Dubbed the "DOR-10," the recorder/editor includes a 19-inch monitor, dubbing a lot of time listening to the monitored station.

Simply hook up the device to an audioscanner recorder and a radio tuned to the station you want to aircheck. The CIA-1 will automatically start the recorder for ten-second periods at intervals of approximately three minutes. Broadcasters can expect up to five hours of programming on one side of a 90-minute cassette (ten hours if the recorder features an auto-reverse function).

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THE FIXX

Z95 Goes To Hell!

After a week of playing ye olde “pay us and we’ll switch format” game, CapCities/ABC Dance CHR Z95/Chicago announced Friday (3/8) that crosstown CHR B96 and Country US99 each had coughed up $10 million (yeah, right), and that a change was indeed in the works.

Following a weekend sprinkled with weird movie drop-ins and novelty songs, Z95 debuted its “new” approach Monday morning: “Hell 94.7.” In truth, other than the provocative handle, Z95 didn’t change much: a bit more mainstream, perhaps, but still dance-oriented.

Rumors

- Is exiting WBEN & WMJQ/Buffalo OM Hank Nevins about to become the new PD at WJRU.Detroit?
- Is nine-year WBLL/Long Island morning man Rick Sommers being courted by a crosstown station or a NYC-based outlet?
- Is another CBS-owned FM about to go gold?
- Is former Pirate/L.A. afternoon driver Shadow Steele about to make a move into artist management? Or will he be hooking up with one of the newer labels?
- Speaking of Pirate, Research Dir. Adam Goodman has walked the gangplank. Will he return to Z100/NY in another capacity? Or will he hook up with former Pirate Captain Scott Shannon down the road?
- KGCR/Cedar Rapids, IA eight-year PD/mornings Gary Dixon has exited; former KLYV/Dubuque PD Tom Thomas will take over programming and mornings, working under new consultant Pete Salant. Could a format change be in the works?
- Is WLRW/Champaign, IL eight-year PD/morning man Lyndon Abell the lead candidate to replace Kosbau in the MD gig in a Top 30 market. Details next week, but rumor has him returning to Milwaukee.
- And what about Roberts’s rumored option to program WDFX/Detroit when the deal from Hoker to Sherman closes? Sherman officials confirm Roberts is the lead candidate, adding that they’re interested in WKBO/St. Louis PD Lyndon Abell should Roberts opt to stay at B94.
- Meanwhile back at WAVF, the station has upped OM Woody Bartlett to Station Mgr. and MD Diamond Dave Ross to APD/MD. Ross is a leading candidate to replace Kosbau.
- Meanwhile back at B94, VP/GM Tex Meyer says he’ll hire a fulltime OM if Roberts heads to “DFX. Is former Pirate/L.A. OM Mark Todd his first-round draft choice? Those rumors that WLUP/Chicago VP/Station Mgr. Greg Solk will depart shortly refuse to die — despite repeated denials from all concerned.

By the way, Z95’s B96-bashing has ended (for now), although there is one tiny infliner saying, “B96’s listeners are going to hell.”

Rock The Kosbau

One w-l-d week for AOR PD Steve Kosbau: First he was elevated from PD to OM at WAVF/Charleston, SC. Then he accepted the PD gig at Great American’s WLVQ/Columbus. But before he inked that deal, he was offered the PD title at Summit’s KAZY/Denver! As ST went to press, Kosbau had just decided to head to the Rockies.

The KAZY job became available this week when Brian Taylor resigned, explaining to ST, “I’ve come to that point in my life, where I want to do something that’s more meaningful than ratings and ads (adds?). Specifically, I’d like to be involved in some type of ministry.”

The ‘LVQ PD chair has been vacant since Buzz Knight split for WNOJR/Norfolk earlier this year.

Meanwhile back at WAVF, the station has upped OM Woody Bartlett to Station Mgr. and MD Diamond Dave Ross to APD/MD. Ross is a leading candidate to replace Kosbau.

When new B94/Pittsburgh interim OM John Roberts moved in, PD Danny Clayton lost his office, but not his gig. However, ST hears Clayton is leaving to accept a new PD gig in a Top 30 market. Details next week, but rumor has him returning to Milwaukee.

Continued on Page 2E
"WORD OF MOUTH"

THE SINGLE EVERYBODY'S TALKING ABOUT.

THE TITLE TRACK FROM THE FORTHCOMING ALBUM

by Mike & The Mechanics

PRODUCED BY CHRISTOPHER NEIL & MIKE RUTHERFORD.

MANAGEMENT BY TONY SMITH

FOR HIT & RUN MUSIC, LTD.
SOL MODERNO, RHYTHM TRIBE (ZOO):

These intensely sensual songs revolving around classic themes -- dancing, generational connections and disruptions -- make up the first genuinely great Latin-rock fusion since Santana. Thomas and Paul Guzman-Sanchez, a pair of Puerto Rican kids raised in L.A.'s San Fernando Valley, have merged Hollywood hard-rock, funk beats and salsa as if the blend was as inevitable as the rising of the sun.

— DAVE MARSH, Rock & Roll Confidential
RHYTHM TRIBE

SÓL MODERNO The Debut Album From Rhythm Tribe

Featuring The First Single And Video "GOTTA SEE YOUR EYES"
Continued from Page 22

"There's nothing for me to tell you," GM Larry Wert told ST. "It's all rumor and conjecture. There's no official understanding, agreement, severance, or anything of that nature."

Loop morning man Jonathan Brandmeier dialed the ST "fun-fone" to spike the loose talk that he has anything to do with Solk's alleged move. "I don't know where the hell that rumor comes from, but I've got absolutely no problem with Greg," said the leader of the Leisure Suits. "Nothing could be farther from the truth. Anybody who thinks there's a problem is out of his mind."

The World +1 is beating a path to the Fed Ex office with T&R's for the KDWB/ Minneapolis PD gig. Yes, KDWB APD/MD "Mr. Ed" Lambert is interested, as is KDWB late-nighter Spider Harrison (better known as J.J. Walker), who programmed Y106/Orlando.

Other early names surfacing are Twin Cities native and ex-KDWB staffer Mark Bolke (currently PD at Y108/Denver), Y107/Nashville OM Louis Kaplan, and former Pirate L.A. OM Mark Todd.

If Lambert doesn't get the gig, will KWOD/Sacramento Station Mgr. Gerry Cage try to lure him back to his hometown for the KWOD PD vacancy?

Rumbles

- KKBQ/Houston officially promoted John Gray to MD. Meanwhile, ex-KKSQ morning news personality Jackie Robbins has joined the morning show at crosstown Classic Rocker KZFX (Z107). And in other Houston action, CHR KRBE OM Jim Sartorius exits.

- Nine-year KZ93/Peoria PD Keith Edwards segues into the PD slot at KQKQ/Omaha; Drew Bentley exits.

- The new KSOL/SF morning lineup with Ron Englennan & Kelly Fox is complete with the addition of former afternoon driver Mark Gunn. Meanwhile, APD/MD/midday man Russ "The Hammer" Allen segues to afternoons and Renee joins for middays, coming from the same shift at nearby Hot 97.7.

- Jonathon Brandmeier hits the airwaves on March 25, expect current morning personality Rick Rumble to stay on.


Meanwhile, WYNF/Tampa personality Jeff Jensen comes in to handle afternoon drive and KNAC/L.A. PM personality Tawn Mastrey joins for 7pm-midnight. Look for Pirate's new morning show to be finalized within the next two weeks. ST's ear-to-the-poopdeck hears that Shelli Azoff has been offered the gig! Will Irving do cameos?

WWKB & WKSE/Buffalo VP/GM Allan Chapman called the ST "fun-fone" to deny that Paul Barsky and his group have bid on the Price Communications combo (ST, 3/8). However, Chapman did mention that other prospective buyers have been in touch.

Now that former WXKS-FM/Boston OM morning man John Gray has joined the program, the PD slot at KKBQ/L.A. is set for sometime in mid-April. Current KKBQ morning man John Monds (who last week became MD) will move to another, as-yet-undetermined format.

- After four years with Dance CHR FM102/Sacramento, MD Andrea Pentrack exits. Chuck Field is upped to PD and will handle music on an interim basis.

Continued on Page 29
QUINCY JONES

"The Places You Find Love"
THE NEW SINGLE
Featuring Siedah Garrett and Chaka Khan
Produced by Quincy Jones
From Back On The Block

ALBUM OF THE YEAR
WINNER OF 8 GRAMMY® AWARDS
Never before have three artists added so much. Sylvia, Diana and Vicky Villegas are ...

Mercury Records' first official signing of the '90s becomes Mercury's most added debut single in its history.

You Don't Have To Go Home Tonight. The first of many hit songs from The Triplets' debut album, ...

Thicker Than Water.

Power Pop Harmony That Brings It Home.

Written By The Triplets/ E. Lowen/D. Navarro * Produced By Steve Barri & Tony Peluso For StarSong Productions
Continued from Page 26

The on-again, off-again partnership between WNIC/Detroit morning man Jim Harper and Steve Gannon is on again for the third time. Current morning co-host Chris Edmonds will segue to afternoon drive at the AC station, displacing Lew Roberts.

The recent McVay Media Management Seminar.

Sound And Vision

Rumbles, Pt. II

- KUAD/Ft. Collins, CO GM Randy Cable, SM Tim Walstrom, and PD Ken Boesen exit to set up shop at CHR KKIS/Concord, CA. Same positions all around.
- Country WCAW/Charleston, WV is now simulcasting with its Hot AC FM sister WVAF.
- After nearly four years, News WINZ/Miami dumped Talknet in favor of CNN Headline News last Friday (3/8). The move was designed to allow the station to return to an all-News format without hiring additional staff. No word on a new Miami Talknet affiliate.
- KKXX/Bakersfield ups sales exec Bill Manders to OM/Promotion Director.
- WKSI/Greensboro afternoon driver Tim Meadows becomes PD in the wake of Greg Stevens’s exit.
- Hot AC XL100/Denver morning man (and market fixture) Paxton Mills exits.
- WRIF/Detroit ups Todd Fowler to MD.
- WEBN/Cincy OM Tom Owens is now consulting WGR-FM/Buffalo.
- KFiFM/Phoenix ups afternoon driver Steve Goddard to APD.
- Market veteran Bill Haywood exits the morning news anchor slot at NT KTAR/Phoenix.
- KWIZ-FM/Santa Ana has dropped Hot AC for an all-Korean music format.

TK Communications President Bob Reich’s contract expires March 31. He’ll announce definite plans by May 1, but will most likely consult some European and U.S. stations. Reich will continue to HQ at TK’s Ft. Lauderdale offices.

Contrary to expectations, Japanese-based JVC Musical Industries’ new U.S. label will most likely not be called VMI (Victor Music Industries) Records.

This leaves label head Phil Carson (17-year Atlantic exec and current manager of Bad Company and John Bonham) searching, searching for a new name.

Distribution details are in the final stages, and the full story should be ready by next week.

Update on last week’s ST (3/8) concerning exiting RCA VP/Artist Development Randy Miller: While he is heading to MCA, it’s not as VP/Marketing at MCA/Nashville, where Walt Wilson remains in place.

Instead, Miller will join MCA’s NY office as East Coast VP/Marketing. He’s replacing Jeff Jones, who’s going to PLG as VP/Marketing.

Continued on Page 30

(ADVERTISEMENT)

McVay Media Wins

Congratulations to this year’s winners at the recent McVay Media Management Seminar.

The Promotion Director of the Year was Julie Wilson, WHYI/Miami.

Special Recognition of the Year went to KPYR/Memphis for its incredible debut, shifting from CHD to Oldies.

McVay Adds Stations

New clients include WKMQ/Rockford, WHHY/Montgomery, WZZZ/Flint, and KRMR/San Diego.

Join the winners. Call Mike McVay at (216) 892-1910.
And...don't look for MCA's L.A.-based Nat'l Promo Dir. Michael Steele to leave the label to take Columbia's West Coast Nat'l promo gig. Instead, expect Steele to remain with MCA, transfer to Atlanta, and receive VP/Promo stripes.

Yet another change at Adams Gold outlet KISS/San Antonio, where PD/morning man Tomm Rivers has departed due to "philosophical differences" with VP/GM Reggie Jordan.

Format Smorgasbord

A few weeks back, CHR WIKZ/Chamberuberg, PA began promoting that "a change is coming." Last Wednesday (3/6), the station made good on that promise, launching a day-long format smorgasbord: four hours of Country, two hours of Beautiful Music, four hours of Classic Rock, two hours of comedy, two hours of Jazz, more Country, Disco, and Gold.

Predictably, faithful listeners clamored for a return to the "old WIKZ." After 24 hours of craziness, they got their wish. IKZ resumed its CHR approach and introduced a "better variety" positioning campaign. Does this have anything to do with new consultant Dan O'Toole?

Arista Dir./Planning Matt Farber will make the move to MTV as VP/Music Programming. He starts his new gig at month's end.

AC Y94/Fresno will flip formats Monday (3/18) at 5pm. Y94's own newspaper ad made things perfectly clear: "With our ratings, it doesn't take a rocket scientist to figure out that it's time for a change."

So what's the new format gonna be? Well, as strange as it may seem, ST hears Y94 will switch to CHR as KFYZ for three months, then flip again to Country!

To help publicize the format transition, the station recruited 55 local air personalities, each of whom is doing a one-hour shift.

Records

- Precious nanoseconds prior to presstime, ST learned that PolyGram/Nashville Dir./Nat'l Promo Bruce Shindler had exited.
- Virgin NE Regional Promo rep Eric Hodge resigns to join Image Records as Dir./Nat'l Promo, reporting to new VP/Promo Alex Miller.
- Chrysalis has hired former Atco Assoc. Dir./Nat' Album Promo Ron "Jetson" Poore as its new West Coast Assoc. Dir./Rock Promo. He replaces Dave Ross, who transferred to NY as the Butterfly's Nat'l Dir./Rock Promo.
- Geffen hires former KKKK/KC Promotion Dir. Don Pratt for St. Louis/KC promo duties.
- Former longtime Kiss/San Antonio APD/o-day personality Tom Scheppke joins Impact for promotions duties in the Carolinas. Also new to Impact is day personality Tom Scheppke joins Impact for promotion duties in the Carolinas. Also new to Impact is day personality Tom Scheppke joins Impact for promotion duties in the Carolinas. Also new to Impact is day personality Tom Scheppke joins Impact for promotion duties in the Carolinas. Also new to Impact is day personality Tom Scheppke joins Impact for promotion duties in the Carolinas. Also new to Impact is day personality Tom Scheppke joins Impact for promotion duties.
- PolyGram's Cajun label has signed to join Imago Records as Dir./Nat'l Promo, reporting to new VP/Promo Alex Miller.
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**New York**

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- WINS (News) 3.8 3.8
- WOY (CHR) 5.3 5.0
- WCBS-FM (Gold) 4.2 4.7
- WCCU (UC) 4.9 4.6
- WHTZ (CHR) 4.4 4.4
- WNEW-FM (AOR) 5.0 4.2
- WINS (News) 3.6 4.1
- WBN (AC) 3.4 3.0
- WOR (Talk) 3.3 3.7
- WABC (Talk) 3.3 3.3
- WPAT-AM & FM (BIZ) 2.6 3.3
- WXRX (CR) 4.5 3.3
- WNSR (AC) 3.2 3.2
- WPLJ (CHR) 2.8 2.7
- WADC (Talk) 3.3 2.8
- WFAN (Sports) 3.3 2.5
- WNY (City) 2.3 2.4
- WWIN (AM) 1.5 1.5
- WLIB (N/T) 1.4 1.4
- WQXAM-AM & FM Class II 1.2 1.5
- WNEW (N/T) 1.4 1.4
- WSKQ-FM (Spanish) 1.1 1.4
- WPME (Rel) 1.2 1.0

*Not a full-time market*

**Los Angeles-Orange County**

- KISS-AM & FM (CHR) 6.2 5.9
- KBBT (UC) 6.3 5.6
- KROQ (AOR) 4.8 5.5
- KOST (AC) 5.3 5.3
- KABC (Talk) 5.1 5.1
- KPWR (CHR) 5.9 5.1
- KROQ (NR) 4.2 4.2
- KFWB (News) 2.6 3.9
- KNX (News) 2.7 3.5
- KTWV (NAC) 2.9 3.3
- KDLZ (CHR) 4.2 3.2
- KBIG (AC) 2.4 2.9
- KSLX (CR) 2.5 2.6
- KWKW (AM) 2.4 2.8
- KRTH (Gold) 2.0 2.5
- KFI (Talk) 1.8 2.3
- KJLV (Spanish) 3.3 3.3
- KXEX (Gold) 1.8 2.0
- KMPQ (N/T) 2.3 1.8
- KTNQ (Spanish) 2.3 1.8
- KALI (Spanish) 1.0 1.7
- KDOJ (Gold) 1.1 1.3
- KZLA (City) 2.2 2.7
- KCRW (Misc) 1.9 1.6
- KJLH (Talk) 1.2 1.6
- KJQH (Spanish) 1.5 1.8
- KUSC (Class) 1.3 1.3
- KGFJ (UG) 1.7 1.2
- KUPL (N/T) 1.4 1.2
- KACE (NAC) 1.0 1.1

*Switched to AOR/ CHR late in the rating period*

**Washington, DC**

- WPSC-FM (CHR) 10.8 11.8
- WYTS (UG) 6.9 6.4
- WZM-AM & FM (City) 5.6 5.0
- WAVA (CHR) 4.9 4.6
- WWDC-FM (AOR) 4.2 4.5
- WMAL (N/T) 4.6 4.3
- WTOP (News) 2.9 4.2
- WHUR (UG) 4.1 3.9
- WZAC (Spanish) 3.1 3.8
- WGY (EG) 2.7 3.8
- WRQX (CR) 3.3 3.3
- WSWM (UG) 2.9 3.1
- WLTT (AC) 1.5 2.8
- WRRW (Talk) 1.9 2.6
- WYMS-AM & FM (Class) 2.9 2.7
- WASH (UG) 3.9 3.6
- WFPS (AOR) 2.6 3.0
- WAMU (Misc) 2.6 2.5
- WXR (Gold) 2.0 2.0
- WETA (N/T) 2.0 2.0
- WXYI (AOR) 1.8 1.8
- WJFK (CR) 1.6 1.7
- WJZ (Jazz) 1.7 1.5
- WOL (UG) 1.0 1.4
- WPBY (Rel) 1.1 1.1

*Switched from WWDC-FM in UCB to WPAD*

**Boston**

- WZLZ (CHR) 9.2 10.5
- WWXK-AM (CHR) 8.0 7.1
- WBCN (ACR) 6.7 6.8
- WBZ (AM) 6.2 5.7
- WRKO (N/T) 6.3 6.5
- WODS (Gold) 4.3 4.3
- WMJX (AC) 3.0 4.2
- WEEI (N/T) 3.4 3.9
- WSSH-FM (CR) 3.5 4.1
- WWLL (Talk) 4.6 3.7
- WYFB (AC) 3.1 3.7
- WAAF (AOR) 4.0 3.2
- WCDJ (NAT)** 2.6 3.1
- WCBR (N/T) 2.8 3.1
- WBOB (AOR) 1.6 1.6
- WPLM-AM & FM (Blind) 1.6 2.1
- WPNX (NR) 1.7 2.2
- WROR (CR) 3.5 1.9
- WOR (AM) 1.8 1.7
- WCMI (ACR) 1.2 1.3
- WGBH (Jazz) 1.2 2.1
- WILD (UC) 2.0 1.2

*Previously switched to News/Talk*

**For The Record**

Norm Osborne

Owing to irregular summer activity last week, R&R's crack editorial team ran incorrect photos with two stories. Pictured above are EMPI VPI AOR Norm Osborne as he looks today, and Group W Radio Sales VP, VFPS Bob Turner.
Managing The Future

By Robert B. Tucker

In the '90s, businesses and their leaders will rise or fall based on their ability to anticipate and creatively respond to rapid change.

While explosive technological change is the driver today, other trends - such as changing demographics - will not be ignored. If not observed and acted on, these forces can spell doom to a business - or boom, if they are. In fact, this "spot a change, create a response" mindset will become the touchstone of survival for businesses in the '90s. What is required are not merely breakthroughs, but constant improvements that add value in the customer's eyes. In short, businesses will gain the edge by out-innovating their competition in the following arenas:

Speed

Winning businesses eliminate customer waiting - whether in line, on hold, or over time. Example: Financial institutions will be forced to give instant mortgage loan approval, as Citicorp Mortgage already does. Retailers, regardless of their size, will need to abolish lines - even if it means more self-service. Ask yourself, "How can I reduce the elapsed time at every step of our operation? What system/method changes must I make to facilitate speed of satisfaction?"

Convenience

Domino's Pizza built its competitive edge on this imperative alone. Hardly a new concept, but one that must be re-examined in light of changing, more harried lifestyles. Examples include the trend toward 24-hour stock trading, real estate firms showing homes on video, and special services (such as shopping by computer and packaging services). These are incremental improvements. You can realize larger gains by rethinking your entire operation to make your offerings more accessible, user-friendly, and portable. Make doing business with your company so easy you create your own "Domino effect."

Age Waves

The baby boom, baby bust, and graying of America present countless new opportunities for organizations which creatively respond to these demographic groups. Imagine a motel designed so the night clerk - instead of snoozing - laundered sheets and towels in a high-tech washer/dryer installed behind the desk; in which rooms are designated for take less time to clean; and where guests can use their own credit cards to unlock their doors. Sound farfetched? It's the way Sleep Inns are built today to counter the growing baby bust labor shortage. It's one example of how smart companies can exploit demographics and steal a march on competitors. Brainstorm ways you can reduce labor content while still providing the service your customers demand.

Choice

Increasingly sophisticated consumers demand new options and customized solutions for both products and services. Future-focused leaders will anticipate new choice demands before the rest of the pack.

Lifestyle

Follow McCormick's example. The company's spice sales are flat, yet working men and women prefer easy-to-prepare meals and use fewer spices, they're unsure of how to use them. McCormick's innovative response: phasing out its red and white tins and replacing them with plastic jars that have freshness seals. The jars enable consumers to see the spices and check for signs of deterioration. Recipe cards on display with the jars show the important cooking which spices to use on which dishes. It's worth asking yourself, "How are changing American lifestyles affecting my customers? How can I profit by responding to changes in their work patterns, leisure pursuits, marital status, and environmental and safety concerns?"

Discounting

Look for price-cutting to intensify even further, spreading to unlikely arenas like real estate. Help-U-Sell, based in Salt Lake City, doesn't charge home-sellers commissions, but rather a negotiated "consulting fee." They hold the for-sale-owner's hand while letting the client do more of the legwork. As a result, Help-U-Sell is gaining market share in Western states, further threatening the traditional industry. What's your strategy regarding discounting? What prevents you from leading the charge?

Value-Adding

If you're not going to be the low-price leader, you must add value - continuously. Four Seasons hotels have a computer bank which stores information about each guest. Customer Smith prefers non-allergenic pillows, while customer Jones likes a rare kind of tea. Unocal decided to go "high service," washing windshields and providing clean restrooms for motorists under the slogan "We're still a service station." Come up with new ways to add value in your customers' eyes. Remember that the customer wants to know, "What have you done for me lately?"

Customer Service

Excellent customer service for beleaguered American consumers is so rare that people will pay extra for it. But the real act of innovation is motivating excellence from employees even when the boss isn't looking. This is the real frontier for the '90s, and one which smart leaders will devote creative energy to promoting.

Techno-Edge

Technology is advancing rapidly and will continue to do so. The future belongs to managers who embrace its possibilities rather than adopt it on a catch-up basis. Frito-Lay issued hand-held computers to its 10,000-person delivery force, thereby saving countless hours on sales reports, ordering, and invoices. Management can identify trouble spots faster and change marketing strategies to correct problems. What is your techno-edge? Be innovative in your use of technology. Look for tools that increase speed, add convenience, and raise productivity.

Quality

Just as service can build competitive advantage, so too can quality - because there's so little of it. The button that pops off the new pair of slacks and the new car that has to be taken back to the dealer again and again are more than aggravations to today's harried consumers. Businesses from Rolex to H&R Block have profited from designing quality into their operations and exploiting it in their marketing.

What's the most pressing area of your business where the customer perceives a lack of quality? Is it the overall appearance of your business? The type of products you sell? Quality, as perceived by the customer, will provide the edge. Unsure where to start? Ask your customers what they think of your quality.

The '90s can be looked at as "business as usual," but that's dangerous. The necessity is to proactively change with change, rather than merely react to change. Innovative thinking must take place at every level of the organization; in the way the entire organization operates and in the way it views its customers, its competitors, and change itself. The innovator's attitude is to welcome change instead of trying to resist it, use it as a steppingstone, and ride the wave by helping to shape the future.

"Come up with new ways to add value in your customers' eyes. Remember that the customer wants to know, 'What have you done for me lately?""
The T.J. Martell Foundation For Leukemia, Cancer And AIDS Research
Cordially Requests The Pleasure Of Your Company at the 1991
Humanitarian Award Dinner – A Family Affair – in honor of Charles Koppelman.

Reception Seven O’Clock, Black Tie – RSVP *

The T.J. Martell Foundation For Leukemia, Cancer And AIDS Research has devoted the last 16 years
to raising money for research into these diseases.

The results - better treatments developed, increased understanding gained, and lives saved.

Supported by the music and entertainment industry, the T.J. Martell Foundation has raised
almost $355 million since 1975. With your continued help, our vital research will hold the answer to
unravelling these complex diseases.

*For further information please contact Ms. Muriel Max, c/o the T.J. Martell Foundation
6 West 57th Street, New York, New York 10019, (212) 245-1818
A bill to eliminate the environmentally unsound CD longbox package was introduced in California by Assembly member Terry Friedman last week. A similar bill was introduced by New York State Senator Nicholas Spano last June, and reintroduced in February.

If passed, the New York law will go into effect next January 1, banning all disposable CD and cassette packaging that exceeds the length or width of the disc or cassette by more than 1 inch. The California law, if passed, would take effect a year later. (The Digi-Track — which is the same size as a long box, but folds into a jewel box-size package — is exempted.)

While reaction from the RIAA, NARM, and several major retailers was predictably heated, Geffen recording artist Don Henley and Gold Mountain Entertainment President Danny Goldberg were each on hand when Friedman announced the bill March 5. Stay tuned for details.

In addition to the first single (a cover of Ray Brown’s seminal “Good Rockin’ Tonight”), the project features several original numbers as well as rockers’ remake of David Bowie’s “Hang On To Yourself” and the Bee Gees’ “All The Way To Memphis.”

C appell rapper M.C. Hammer has given MATT USA permission to manufacture a doll in his image. The footlong “Ce- ladon friend to Barbie” — which will have its own line of baggy-legged clothes (I) — is due in toy stores in September.

The company also presented Hammer with a $100,000 check as the initial donation to the newly formed M.C. Hammer’s Help The Children Foundation — an organization that provides aid to disadvantaged youths. A percentage of the profits will go to the foundation as well.

STOP! HAMMER DOLL! 9

M.C. Hammer proudly displays his big 12-inch doll.

SUNSET, MARCH 28

1967/ Genesis begin their first tour with Bill Collins doing the singing. 1969/ The Go-Go’s results for an environmental benefit show in L.A., which will lead to a full reunion.

FRIDAY, MARCH 29

1973/ Dr. Hook finally get their wish when they’re invited to Rolling Stone’s cover. The group’s single (“Cover Of The Rolling Stone”) goes gold a week later.

SATURDAY, MARCH 30

1970/ Miles Davis releases the “Bitches Brew” LP.

THURSDAY, MARCH 28

1976/ Genesis begin their first tour with Bill Collins doing the singing.

MUSIC DATEBOOK

1967/ The Who make their U.S. stage debut.

1981/ Prince wins an Oscar for his “Purple Rain” score.

TUESDAY, MARCH 26

1969/ Jeff Beck replaces Eric Clapton in the Yardbirds. 1977/ David Bowie presents Mott The Hoople from breaking up when they’re invited to form a new band (called “The Young Ones”).

WEDNESDAY, MARCH 27


1982/ Van Halen perform their first show with new frontman Sammy Hagar.

1987/ U2 recreate the Beatles’ famous rooftop concert when the Irish rockers film a video in L.A.

2011/ Patti Gallerrat performs at the Academy Awards.

MONDAY, MARCH 25

1967/ The Who make their U.S. stage debut.

1981/ Prince wins an Oscar for his “Purple Rain” score.

Bobby Keys of the Rolling Stones dies of pneumonia in London.

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1907/ Monarchy of the United Kingdom.

1967/ The Who make their U.S. stage debut.

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1987/ U2 recreate the Beatles’ famous rooftop concert when the Irish rockers film a video in L.A.
Watts Solo Bebop Album Happening

As the ROLLING STONES' single "Highwire" finally hits the record shops, Vox magazine has news of a solo project by drummer CHARLIE Watts. He's planning to release a bebop album featuring several leading London jazz talents, including alto saxophonist PETER KING.

The recording of "Little Red Rooster" on the Stones' new live double album features ERIC CLAPTON on bottleneck guitar. Mike Kershaw, incidentally, soon will be picking up a royalties cheque before, on a Banks single called "Grooves." Watts Solo Bebop Album Happening.

Mechanics + Banks
MIKE + THE MECHANICS will release their third album ("Word Of Mouth") on April 2. Featuring the band's regular lineup and the title track as the first single, the LP again has been produced by CHRIS NEIL.

Meanwhile, Q magazine reports that TONY BANKS'S new album will feature guest vocals from FISH and NIK KERSHAW. Fish and Banks have worked together before, on a Banks single called "Short Cut To Somewhere."

Cheques & Balances
Kershaw, incidentally, soon will be picking up a royalties cheque thanks to the UK Top 30 success of "The One And Only," which he wrote for CHEMISTRY. CHEMISTRY have been signed to East Records, and have already had their first hit with "Homesick." The Fat Lady Sings

Irish band the FAT LADY SINGS are re-releasing their single "Arlight" on March 25. Since the record was first out, the group have been signed to East West Records, and their long-awaited debut album ("Twist") will be out in late April.

New OMD LP
ORCHESTRAL MANOEUVRES IN THE DARK will next week with the single "Sailing On The Seven Seas." It's from their forthcoming ninth album ("Sage Tax"), which comes out on April 22.

Other tracks include "Pandor's Box," a tribute to silent movie star LOUISE BROOKS: "Apollo XL," a dance track featuring the sample vocals of JPR, NIXON, and the first men on the moon; and a cover of KRAFTWERK'S "Neon Lights," featuring the vocals of CHRISTINE MELLOR.

Since the departure of synth player PAUL HUMPHREYS, the band now revolves around singer ANDY MCCLUSKEY, and the LP was recorded over the past two years in his hometown of Liverpool with the participation of several local artists.

TheFatLadySings

Van & Bob Duets
VAN MORRISON will be seen duetting with BOB DYLAN on British TV this weekend. On Saturday evening (3/16), BBC2's "Arena" is screening "One Irish Rover," a 75-minute documentary on Morrison's life that features several specially arranged musical meetings.

Directed by ANTHONY WALL, the film follows Van to Greece (where he jams with Dylan), then to the States (where he plays harmonica in concert with JOHN LEE HOOKER). Morrison's then seen back home leading the DANISH RADIO BIG BAND, playing with Irish folk giants the CHEFTAINS, and reliving some great moments of '60s R&B with GEORGIE FAME, who these days plays keyboards in Van The Man's band.

Transvision Vamp (Slight Return)
TRANSVISION VAMP - quiet since the release of their last album ("Savage Gentlemen") in 1986 - are ready to re-form with a new, as-yet-unnamed label. Arden Returns

DON ARDEN - who set Jet Records in the '70s and managed its biggest act (ELO) - is founding a new, as-yet-unnamed label. Arden, who also runs OZZY OSBOURNE's father-in-law, is setting up the Anglo-American company with his son DAVID and expects to be up and running before the summer. The band first signed to the company are rockers WORLD WAR III, and Arden hopes to include dance and rap artists on the roster as well. Although Arden still manages ELO PART II, their forthcoming album will not be on the new label.

Born To Boogie
"Born To Boogie" - the RINGO Starr-directed 1972 MARC BOLAN movie that's assumed near-legendary status by virtue of its being unavailable for many years - finally gets its UK video release on Monday (3/18). Among the movie's many surrealistic scenes is live footage of T. REX shot at the Empire Pool (Wembley Arena).

Transvision Vamp frontispiece Wendy James - singled out

Paul Kelly
Don't Start Me Talking
PAUL KELLY: Don't Start Me Talking

Most Added

Most Added

Barney Bentall (Gotta Go)
TRANSIGIALLY HIPI Hottest
BLUE ROIDES (Under The Moon)
Exploring Major Market Mindsets

Last week, I asked small and medium market programmers their opinions on some hot programming issues. But what’s going through the minds of major market PDs? I spoke to two of them recently: Edens VP/Programming Garry Wall and WXKS (Kiss 108)/Boston PD Steve Rivers.

R&R: What do you think about the polarization of music? Is rap really the problem?

GW: Rap is one of the problems, but we also don’t have the richness of mass appeal product we had in the mid-’80s. In the ’90s we had more superstars from all genres of music. Today, we have too many one-hit artists, we lack new core CHR artists, and we have more music that covers more specific areas of the audience.

It’s this diversity that bred the polarization problem. We’re 12-34s like may not work with 25-34s. But if you stick to CHR’s core to the format have done well.

The problems here at WXKS are mindless talk. The content has to translate into not wanting to hear mindless talk. The greatest personalities of CHRs today don’t have that. To do things like Mark & Brian. That’s not right either. KLOS allowed them to get their act together. It’s their responsibility to groom talent. It’s not an “add water and put them on the air” recipe.

Let Passion Rule

R&R: Why should CHRs make superstars from all genres of music?

SR: Community involvement’s the soul of a station. Not many people involved and in sync.

“Today’s management doesn’t give people time to build success because of radio’s financial problems. We no longer have the luxury to fail, so not one takes risks. Lots of people have their own ideas but aren’t in positions that nurture creativity. It’s a failure for management not to let people make mistakes and grow in a controlled kind of way.”

“‘When listeners say they don’t want to hear a lot of talk, that translates into not wanting to hear mindless talk. The content has to be important to the target. Be sensitive to what’s going on around you.”

GW: The jockey box radio philosophy has been taken too far. However, there’s a catch: You must be willing to tolerate on-air learning mistakes. If you don’t allow people to experiment on the radio and develop personalities, they can’t grow. The greatest personalities of all time have had bad days or even months of struggle, yet someone had the foresight to let them develop. It’s a dilemma in finding a morning show.

“Today’s management doesn’t give people time to build success because of radio’s financial problems. We no longer have the luxury to fail, so not one takes risks. Lots of people have their own ideas but aren’t in positions that nurture creativity. It’s a failure for management not to let people make mistakes and grow in a controlled kind of way.”

SR: Almost every winning station in the past had passion or attitude. Those stations had a confident feel and the ability to make their listeners laugh or cry. Many CHRs today don’t have that. To do this you have to design a station from the ground up by hiring people who understand the concept. If you inherit a staff, you have to explain to each person that he is his own PD and trust him to make the right decisions. Develop a written game plan with defined goals and make sure every decision-maker is involved and in sync.

R&R: Why don’t CHRs make stronger connections with their communities?

SR: Community involvement’s ratings benefits are intangible, but important. Try to hit as many of the smaller towns in your metro as possible. In a small town not frequented by entertainment media, you can make a big splash for a small investment. We figure if we won over 20 new listeners, the good news would spread by word of mouth. We do things with churches and schools. It may seem hokey, but it works.

GW: My advice is to boud with the listeners, learn their music preferences, and begin to make the station a winner in as many non-music areas as possible. In fact, for the past two hours I’ve been roaming the streets of San Diego watching people. They’ll tell you what they think of the station. It’s also good to listen to the station when you’re away from it by placing yourself as close as possible to listeners. They don’t perceive things the way we do.

Labels: Buying Time

R&R: Why doesn’t the format identify records and break new acts that can become core artists?

GW: It’s great to have the same liners and great voices doing those liners. But if research they don’t come back as a reason why listeners like the station. We tend to play to the station’s sound rather than the content. For instance, many people in our industry don’t understand KMLE/San Francisco or its music—they don’t live there. But its listeners get it. KMLE has done an incredible job of breaking music, but it goes beyond the music. It reflects the market’s lifestyle.

SR: You’re going to see more stations helping to make music happen in a big way. Kiss 108 is very passionate about the music, and we sell it. The core CHRs of the past really got into playing and identifying new music; you can do it without hurting the ten-in-a-row concept.

Continued on Page 38
OBSCURITY KNOCKS

WHO'S THERE?
TRASH CAN SINATRAS

THE FOLLOW-UP SINGLE TO THE TOP 10 ALTERNATIVE HIT
"ONLY TONGUE CAN TELL" FROM LONDON/GO DISCS ALBUM "CAKE" 828 201-2/4

OBSCURITY KNOCKS - PEOPLE LISTEN
PRODUCED BY ROGER BECHIRIAN
MIXED BY JOHN LECKIE

MOTION

• Night rocker Michael Gamby picks up WILN/Panama City, FL MD duties as Norm Tanner exits.
  WOW-West Palm Beach brings on Quick Nick Elliott for nights, replacing Brian Fox, Elliott was most recently with WSJK/Chattanooga. New faces at WZQ (Q103)/Jackson, TN: Roger Vestal from crosstown WYNJ does mornings, Ernie O’Dell from crosstown Urban WPXK takes afternoons, and Steve Sears from KUIND Stillwater, OK grabs nights. WLJN/Mansfield, OH has a new lineup: Dan Kuhlman, mornings; Todd Tannen, afternoons; and Andy Vigil, evenings.

BITES

• Tie A Yellow Ribbon - WDFX/Detroit joined forces with local eatery the Musicale to show support for Michiganders serving in the Middle East. The station invited listeners to inscribe messages to servicepeople on a giant yellow ribbon, which the fire department wrapped around the Washington Plaza. The bow surrounded the Musicale.

OBSURITY KNOCKS

Continued from Page 37

R&R: Why do labels buy print ads rather than advertise their new music on the radio?
SR: It's a frustrating point. Radio and records have to maintain a good relationship. The problem is our goals are different. Radio's goal is to get ratings and labels' goal is to get sales. But if a radio station is exposing product - even if only to help an artist's career - it would make sense for labels to buy advertising time on the station, where the listeners' primary input for the music is. Even

MTV buys time on the radio.
GW: Labels spend money with retail on a co-op basis, and it's a political game. Labels must secure shelf space, displays, and sales orders from retail. But things have to change if labels want to bring down the cost of marketing. The most efficient source is wherever buyers hear the music - radio. More new acts have been broken by radio airplay, track dates, and radio in-store promotions than any point-of-purchase promotions at the record stores. If we play a record and then solicit a $5000 spot schedule, we need to ask labels, "What else can we do for you?" If it's a promotion, they win and we win. Retail needs to understand that radio can create excitement at stores. The average record store is unexciting and not very user-friendly. Labels tell us, "Says it when you play it." But most retail clerks don't know the product in their own stores and can't even help listeners find what they ask for. Both radio and records are losing a great opportunity. Radio has let the music business get away.

DRESSED FOR SUCCESS — Several industry heavyweights rubbed elbows with Roxette at the recent Gavin convention. Swapping amusing anecdotes are (front, I-R) EMI's Jon Matthews, Roxette's Per Gessle, KZKB/Beaumont, TX's Tom Brown, and KEGL/Dallas's Jimmy Stebel; (back, I-R) KHYJ/Dallas's Randy Kabrich, KISR/FL Smith, Austin's Fred Baker Jr., KJOY/Oklahoma City's Mike McCoy, Roxette's Marie Fredriksson, KQZ/Amarillo's Stu Smoke, KNW/Vicenza Falls, TX's J.J. McKay, and EMI's Chal Martini.
Take The Monie And Run

Monie Love “It’s A Shame(My Sister)”
The new single

“Incredible callout! Major sale! Already in power rotation! Don’t look at this as just a rap record...look at it as a total ‘mass appeal!’ Everyone who has played this record has had great success!” - Hosh Gurelli KME.

“Check it out...Monie Love has a hook that is instantly familiar to the 25+ demo. It is now proving itself as a strong upper demo record in our callout research.” - Andrea Penrak FM102

“Monie Love is already Top 5 phones for us here...major teen vibe and serious smooth adult action, too. This record be da’ sh**t! Very cool!” - Mark Jackson WHYT

“Monie Love came back 98% positive on our test! Across the board appeal in the same way as Father MC!” - Stacy Cantrell KS104

NOW IN ACTIVE ROTATION ON MTV!

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THE TRIPLE THREAT TOUR CONTINUES.
WQBH Makes The Grade

Scholastic Incentive Program Generates Huge Response

Community involvement, always a component of good UC radio, is back in the news. This week we'll look at two stations that "did the right thing," starting with WQBH/Detroit and its "Making The Grades" program.

WQBH began this regular feature last month (Black History Month) with an eye toward keeping children in school and motivated to excel. V. Lonnie Peek Jr., who hosts WQBH's "Morning Discussion" (7-8am Monday-Friday) first talked to students about their grades last year. Peek, who's also off-air from 2-3pm, asked schoolchildren to call in and talk about their grades.

He explained, "During the show I was able to interact with each student, talking about their aspirations and possible solutions to some of the city's problems. That show generated a lot of discussion. For the next several days, no matter what our topic subjects were or who our guests were, we kept receiving calls about kids' grades and the problems kids face in this community."

"[This] was our way of focusing on positive actions that go unnoticed. It was also a way of acknowledging and motivating the silent young heroes of our city."

Peek remarked, "It was our way of focusing on positive actions that go unnoticed. It was also a way of acknowledging and motivating the silent young heroes of our city."

—V. Lonnie Peek Jr.

Signal To Up Grades

Peek thought the groundswell of response deserved action, and management agreed. The station sponsored a contest to reward students for good grades, offering $1 per "A" for the student with the most A's in each of the three school levels: Elementary, Middle, and High.

WQBH — AM 14

Overwhelming response has led WQBH to make such student rewards a regular part of its community commitment. Station VP/GM Martha Jean "The Queen" Steinberg said, "We agreed to host the 'Making The Grades' radio contest on V. Lonnie Peek's show because in today's inner cities, encouragement is needed for our children to excel in education."

"Lonnie is a well-known community leader and motivator who works very closely with young people. He inspires them to make positive strides for the future of the black community. 'Making The Grades' is a compliment to him and to all those who took part in the project."

"The Queen's Community Workshops," as Steinberg calls her staff's, have participated in similar outreach programs for over 30 years, so Peek's idea was a natural for WQBH. She continued, "This program has left a lasting impression on the young people who took part in it. For some of them, this was the first time they'd received this type of encouragement for a job well done. The community needs to be concerned with today's children, since they're the backbone of the community and the leaders of tomorrow."

—Martha Jean Steinberg

WRKS Adopts A Family

A though a truce has been declared in the Persian Gulf war, our troops aren't home yet, and may not be for some time. Many valiant home-front activities demonstrate the spirit of unity the crisis has engendered. WRKS/New York's involvement stands out.

Ken Webb and Jeff Foxx of the 98.7 Kiss-FM Wakeup Club didn't just talk about the financial problems the war has caused families left behind by those summoned overseas. They contacted an organization that works with needy families: the Adopt A Family Foundation for Service Personnel in The Gulf.

Webb and Foxx then chose a family undergoing hardships: the Hendersons of Walden, NY. Ronelle Henderson, who heads the household, has been in the Persian Gulf since September 20, 1990. Next, they secured the involvement of Walt Disney On Ice and Radio City Music Hall. During a recent Radio City appearance, Walt Disney On Ice joined forces with WRKS to 'Adopt A Family,' all proceeds from that night's show went to the Hendersons.

Webb and Foxx went further, convincing listeners and even other radio stations to "adopt" families too. While few can donate on the scale of a Disney event, ordinary people are nonetheless proving they can do extraordinary things in trying times.

Adopt A Family's founder and Director, Tony De Piazza, said, "98.7 Kiss-FM's sponsorship definitely gave our program added credibility in the eyes of the public. We now have over 180 sponsors looking for families to help. Our problem has been getting more families to come forward. Most haven't because of pride."

WRKS Promotions Director Wendy Kaplan said, "Our night at Radio City was 80% sold-out, which shows our listeners did respond in a positive manner." As did local media: Fox-TV Channel 5 covered the event first, and channels 4 (NBC) and 7 (ABC) followed.

Even in peacetime, experts are predicting our troops will be in the Gulf well into the summer, at least. That means families will continue to need help. To involve your station, call De Piazza at (718) 821-3582.

 Strike The Pose

What's in Vogue? Shooting your best promotional shots to R&R. Any station event is fair game — contests, concert tie-ins, benefits, in-studio celebrity visits. Just make sure the photos (black & white or color) are clearly focused and those pictured are properly identified. Mail to Walt Love, 1930 Century Park West, Los Angeles, CA 90067. And keep flashin'.
Schmilin’ & Schmoozin’
At CRS 22

As usual, it was all smiles and small talk at this year’s Country Radio Seminar. From the opening night artist/attendee reception to the closing New Faces Show, photo opportunities abounded as radio and record folks posed with various artists. Here are a few being caught in the act.

ABC’S OF FUN & GAMES — ABC Radio Networks’ American Country Carnival suite featured games and prizes galore. Presenting the night’s grand prize to KSCS/Dallas MD Bill Reed (second from left) are (l-r) Sr. VP/Programming Corinne Baldassano, “American Country Countdown” host Bob Kingsley, and VP/Marketing Derek Berghius.

RADIO EPIC — The artist/attendee cocktail party brought together many of radio and records’ finest, including (l-r) newly signed Epic artist Collin Raye, KXXY/Oklahoma City PD Jay Phillips, KPLX/Dallas VP/GM Dan Halyburton, and Epic artist Les Taylor.

SINGIN’ FOR LUNCH — ASCAP’s annual luncheon spotlighted the performing talents of three of its writer/artists. Exec. Director/Southern Region Connie Bradley (far left) welcomes Mike Reid, Carlene Carter, and Mark Collie.

MCC & FRIENDS — Mary-Chapin Carpenter (c) welcomed Stan and Debi Friend of KZNN/Rolia, MO to the artist/attendee reception.

CIGARS, CIGARETTES, JDs . . . — Capitol’s “Roaring ’20s” party featured games of chance and a plethora of artists, including Eddy Raven, Tony Toliver, Pirates Of The Mississippi, Lacy J. Dalton, the Goldens, Eddie Rabbit, Sawyer Brown, and Linda Davis. Tanya Tucker was there, too, as the Hostess with the Mostest — candy cigars, cigarettes, and Capitol product. Sampling her wares are (l-r) KJK-AM/Anaheim PD Greg Edwards, KALF/Radford, CA PD Randy Chapman, and the label’s Jay Janson.

CURB YOURSELF — Last year it was bats. This year hockey sticks were handed out in the Curb suite. (You have to wonder about the label’s penchant for supplying clubs and mass quantities of alcohol at the same gathering.) Flanking Curb’s VP/National Country Promotion Mike Borchetta (second from left) are (l-r) Curb artists Hal Gibson, Ronnie McDowell, and Marie Osmond; Curb/Capitol act T.G. Sheppard; Curb/Capitol’s Tony Toliver; and Curb’s Janice White, Jayne White, and Hal Ketchum.

STEAK & STARS — In addition to the first night’s main course of Beefalo steaks, the Unistar presidential suite served up live performances from more than a dozen acts during this year’s festivities. Pictured during one night of entertainment are (l-r) MCA/Nashville group McBride & The Ride’s Billy Thomas, KAYD/Beaumont, TX MD Jay Buchanan, Unistar’s Roger Yefe, McBride & The Ride’s Terry McBride, KAYD PD Frank Dawson, Unistar’s Ed Salamon, and MCA artists Kelly Willis and Mark Collie; (seated, l-r) McBride’s Ray Herndon, WBVR/Russellville, KY PD Myra Thomas, and Unistar’s Tony Garcia and Pam Green.
Now The Nashville Record Review with Lorianne Crook and Charlie Chase comes on vinyl!

It’s the only show direct from Nashville that gives you the latest top 40 countdown.

Industry insiders and personal friends with most of the stars that make the charts, Crook and Chase have the up-to-the-minute word on what’s happening in and behind the country music scene. And they offer insights and interviews on the top 40 that listeners won’t get anyplace else. Or from anyone else.

And starting in April, you can get The Nashville Record Review from TNNR on disc. Each program contains six minutes of local commercial availability per hour, plus six minutes for TNNR. That gives you 24 minutes of commercial opportunity per program.

The Nashville Record Review with Lorianne Crook and Charlie Chase.

To get exclusive rights in your market, call Jeff Lyman at 615-871-6725 or Frank Russo at 303-771-9800.
HOWLIN' THE NITE AWAY — MCA hosted a Southwestern-themed party that featured performances by Kelly Willis, Lionel Cartwright, Trisha Yearwood, and McBride & the Ride along with staffers resplendent in jackets by Manual. Captured between quesadillas are (l-r) MCA's Joe Deters and Tony Brown, WSOC/Charlotte VP/GM Todd Leiser, artists Mark Collie and Willis, WSOC PD Paul Johnson, and MCA's Scott Borchetta and Sheila Shipley.

AVERSION 101 — Learning which radio guys to avoid was the lesson taught to Highway 101's Nick Nelson (front) at the artist/attendee cocktail party. Serving as role models were (l-r) KNIX/Phoenix's PD R.J. Curtis, VP/GM Michael Owens, and MD Buddy Owens; 101 members (l-r) Curtis Stone, Cactus Moser, and Jack Daniels provided support — and protection.

SUPER STRAIT — During George Strait's (c) performance at Thursday's Super Faces concert, MCA/Nashville President Bruce Hinton (l) presented him with a plaque commemorating ten years with the label. The award sports replicas of Strait's 13 album covers and their engraved release and gold/platinum certification dates. Holding up his end of the award is Strait's manager Erv Woolsey.

DIGITALLY CORRECT — Arista's promotion staff gathered at the label's Aloha Party to celebrate back-to-back No. 1 records by Pam Tillis and Alan Jackson. Holding up the appropriate digit are (l-r) Kevin Eriksen, Mike Owens, Alan Butler, Anne Weaver, Jackson, Steve Williams, and Steven Sharp.

COUNTRY Cares — CRB staffers count the cash donated to Country Cares For St. Jude's Kids by New Faces show attendees following emcee Charlie Monk's challenge.

BARRYED BY DANIELS — Artists Danielle Alexander and Davis Daniel (r) flanked WCXJ & WWXW/Detroit OM Barry Maddit at Mercury's Stage Door Lounge showcase for new act Normaltown Flyers.
The Radio Explosion!

Dolly & Parton
Ricky Van Shelton
"ROCKIN' YEARS"

Double Dynamite
On Columbia Records
Finding Younger Demos In An Older Market

While every Talk outlet in the country is concerned about attracting a younger audience, perhaps no station has invested as much effort in that task — or had as much incentive to do so — as Jacor’s WFLA/Tampa. WFLA is located in a market in which 27% of the residents are over 65, and “older, lower-income” individuals constitute a whopping 41% of the Arbitron metro population.

Anti-Senior Blitz

“Senior citizens are to Talk stations what teens are to CHR stations,” says WFLA & WFLZ (Power Pig) OM Gabe Hobbs. “They help your 12+ numbers but don’t do a thing for the money demos.” That’s why Hobbs, upon assuming responsibility for WFLA in August 1989, implemented a program designed to blow off older listeners and build on a core audience of men 25-34.

Phase one of this operation consisted of an outright effort to alienate seniors by all means possible, such as emphasizing topics that would upset them (e.g., sex), refusing to air their calls, and even calling them names (“Trailer Bats,” “Condo Nazis”). In retrospect, Hobbs admits, the station’s anti-senior blitz might have been a bit harsh. But it worked, clearing up those demos:

- Focusing on topics that are relevant to a younger audience.
- We don’t do social security, health issues, or any of those Bruce Williams topics,” says Hobbs. “We have a liner that says, ‘We talk about sex, drugs, and divorce — in other words, we talk about your life.’”

WFLA also works on the assumption that its audience needs to be briefed on anything that happened before Woodstock. “If we mention Nat King Cole, we say, ‘He was a popular singer in the 1950s who had a lot of hits, such as “Rambling Rose,”’ explains Hobbs. “By comparison, we wouldn’t say, ‘Eddie Murphy is a young black movie star.’”

- Limit the number of guests and avoid author segments like the plague. According to Hobbs, “That sort of complacent, laid-back interview appeals to an older audience.”
- Lace the programming with comedic segments. In addition to airing comedy bits, WFLA features an afternoon host who specializes in wacky topics.
- Be committed to serious news, but deliver it in a conversational, network style. “We’re somewhere between CBS and KLWJ [Detroit]’s 20/20 News,” Hobbs laughs.
- Strive for the kind of programming seamlessness heard on FM music stations. Don’t break up segments with lines like “Let’s take a break” or “We’ll be back on the other side of the news.” Always take topics, language, and promotions to the limit.
- Don’t air calls from “old-sounding” callers, even if they’re young.
- Dump callers over age 55 who say their age on the air — just as if they had used an obscenity.
- Use raucous, hip bumper music (e.g. Rush Limbaugh).
- Require hosts to use second-person singular form (“you,” as opposed to, for example, “folks”) when addressing the audience. This personalizes the presentation for listeners.
- Bar hosts from acknowledging frequent callers or giving them nicknames. Encouraging “regulls” leaders listens to feel the station is a clique from which they have been excluded.
- Don’t accept ad copy addressed to an older audience. A spot that says, for example, “Are you ready to retire?” should be rewritten as “Are your parents about to retire?”

WFLA PRIMER

Talk Meet Set For Seattle

The National Association of Radio Talk Show Hosts (NARTSH) will hold its third annual conference in Seattle on June 7-9. Unlike the first two NARTSH gatherings, which focused largely on pro-Talk chest-beating and heranques from various “public interest” crusaders, this year’s event promises numerous nuts-and-bolts sessions aimed at improving the substance and style of daily Talk programming. EFM Media syndicated talk host Rush Limbaugh is scheduled to deliver a keynote address to the group. Registration for the three-day event is $225 for NARTSH members, $250 for non-members. For agenda details and reservation information, call NARTSH Coordinator Carol Nash at (617) 956-3320.

Don’t Get Burned

Hot Tips From Stations That Did

Late last month NewsTalk WNTR/Washington was destroyed by an early morning blaze that also left rival Talker (and upstairs neighbor) WWRC unable to use its studios for several days. Some disaster preparedness tips from the ashes:

- Invest in backup circuits. Within days of its affiliation with the ABC Direction network, WWRC had installed a broadcast line from its studios to the ABC News Washington bureau. Although such a maneuver proved unnecessary, that circuit could have been rerouted from the bureau to WWRC’s transmitter if WWRC had suffered devastating damage. A backup line might also be a lifesaver if your satellite receiver goes down.
- Establish a reciprocal “catastrophe” agreement with a non-rival crosstown station. Such an arrangement allows you to use the other station’s studios in case of disaster and vice versa.
- Maintain a bare-bones studio facility at the transmitter site.
- Require producers to keep backup copies of their show bookings. When WNTR went up in flames it lost the coming week’s show schedules, leaving producers to hope that guests would remember their appearances and figure out how to reach the station.
- Make backup copies of Rolodexes and other contact materials for storage at a secure offsite location. Note: Computerizing address/phone lists allows for easy creation of backup disks.

BATTLELINE

It’s unique: the only “crossfire” style show on talk radio. Conservative Pat Korton, former Justice Department spokesman and veteran broadcast newsmen, Liberal Barry Lynn, civil liberties lawyer and peace activist. It’s fast-paced, informative, and exciting. There’s nothing else like it, and no better long-form show to take you through the important news events of the day.

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Ask for Bill Trombley, Director of Affiliate Relations, NewsTalk Radio Network.
Telemarketing: Not All It's Cracked Up To Be?

It's no secret that the real estate mentality that's infected the industry has had a huge impact on every aspect of radio. It's been a short-range, book-to-book approach, with broadcasters constantly scrambling for ways to boost their ratings right now.

One method that's experienced a tremendous surge of popularity in the past couple of years is telemarketing. Although telemarketing has been around for several years, it's only recently that the industry has had a huge impact on every aspect of the business. "There were a few successes, and some loyalty with the audience, but you've got a high probability of that per- son with enough money - 'I'm going to enter your name in a contest and you might win $100' - you increase the likelihood, but you're still working against some pretty imposing odds. If you're a new station, or a station with a problem, mass media is the most effective way to communicate what you're about."

Short-Term Impact

Even when established stations use telemarketing, Harker says its impact is short-term. "If you look at a lot of the stations which were heavily promoted as having had big successes with telemarketing, you'll find that within a book or two they were back down where they originally started. Telemarketing doesn't seem to create momentum. A lot of people forget that the early radio telemarketers were already spending a lot of money on other forms of advertising. Telemarketing was merely part of their total marketing packages. What happened is that many of the guys who got in on the second wave of telemarketing, they simply eliminated everything else and just went with telemarketing. They assumed telemarketing was responsible for the other stations' success. That probably wasn't the case." It's exactly this one-dimensional marketing approach that Harker feels will hurt stations in the long term. "We've gotten out of the business of building image. A lot of stations just worry about this book, and their marketing becomes very shortsighted. They need ratings, so they pump a lot of dollars into building image. But twice can't sustain that book to book. Whereas, if they were to coordinate a campaign that builds an image and some loyalty with the audience, they can back off from time to time. They don't have to pump up each book. "Telemarketing is just another tool in the bag, another weapon in the arsenal. What's happened during its phenomenal growth over the past couple of years is that a lot of stations have forgotten about the other tools. Even worse, these stations are cutting their telemarketing budgets in half because of the budget crunch. Say you intend to spend $100,000 on a 12-week TV campaign. If you have to cut back to $50,000, you can still create an effective campaign by using your money effectively. Don't put all your eggs into a single basket."

Balance Your Strategy

Harker says if you're planning to use telemarketing, it should be part of a balanced strategy. "Think in terms of a marketing mix. Don't put all your eggs into a single basket."

Telemarketing Caveats

- Very expensive
- Low frequency medium
- Effects are temporary
- Can create marketing imbalance

Money that might have been spent over two or three books to afford one telemarketing effort that lasts eight weeks. Then they have to coast for six months."

Consumer Goods Parallel

Harker says radio's fascination with supposed quick-fix techniques like telemarketing will cause some problems previously experienced in the consumer goods industry. In the early '80s, a lot of consumer products companies began to re-examine their approach to advertising and promotion. They recognized a direct relationship between promotional dollars and increased unit sales, but the relationship between ad spending and sales increases was less clear. So money that had been used for long-term image-building campaigns was diverted into contests and couponing. Unit sales increased, profits increased, and the companies were pleased. The market share began eroding. It seems those companies that had abandoned image advertising to finance their promotions were losing ground to the companies that continued to build image. When companies tried to reverse their course, they found the job of rebuilding awareness much more difficult than initially generating it.

"Radio's movement toward contesting and telemarketing and the expense of image advertising parallels the experience of these consumer product marketers. Could we also be gaining short-term ratings at the expense of long-term success? We tend to dismiss the general decline of radio station shares as a natural consequence of increased competition. But perhaps it's an unexpected consequence of our shift in advertising strategies."

"Think in terms of a marketing mix. Don't put all your eggs into a single basket."
COMEDY PAYS — WXRK/New York recently got together with Miller Lite for their fourth annual "Comedy Riot" competition; (l-r) Miller Brewing's Mike Hart, 'XRK's Jackie "The Joke Man" Martling, 'XRK VP/GM Tom Chiusano, Miller's Pat Melvin, and grand prize winner Joey Kola, who copped $10,092.

COMEDY PAYS — WXRK/New York recently got together with Miller Lite for their fourth annual "Comedy Riot" competition; (l-r) Miller Brewing's Mike Hart, 'XRK's Jackie "The Joke Man" Martling, 'XRK VP/GM Tom Chiusano, Miller's Pat Melvin, and grand prize winner Joey Kola, who copped $10,092.

HARD TO HANDLE — Black Crowes lead singer Chris Robinson (c) drops by the hallowed halls of WBCN/Boston to chat with evening personality Tami Haide and MD Carter Alan.

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SEGUES
KFMU/Steamboat Springs, CO midday man Scott Ramsey adds MD duties . . . WPGJ/Champaign, IL MD/Asst. News Director Mark Maurer replaces Paul Maloney as MD . . . WCBR/Arlington Heights-Chicago elevates Dave Anton to AMD/PM drive . . . KGO/San Francisco traffic reporter Shawnia Lee moves to KVFX/Modesto for middays . . .

KFMU/Chico, CA night rocker Bruce Campbell adds Research Director responsibilities . . . Former WOQJ/Ft. Myers, FL morning man Joe Abby fills the AM drive opening at WWTR/Ocean City, MD . . . WLVV (AM)/Grand Rapids flips to Z-Rock . . . WRALT/Nashville moves to 131 2nd Ave. North, Nashville, TN 37201.


WHIPPED CREAM (AND OTHER DELIGHTS) — KAZY/Denver personalities Brian Fowler (l) & Joe Croner pose just after a crane lowered them into a 150-gallon vat of chocolate.
Uncle Tom's Cabin

"The listeners' response to Uncle Tom's Cabin by Warrant has been overwhelming. The popularity of this song is attracting a whole new audience!" - KGMG, Cyndee Maxwell

"This song is appealing to the 25 to 29 year olds as well as the Warrant core!" - KOME, Ron Nenni

"Uncle Tom's Cabin shows the diversity of this band, it doesn't rely on the usual elements and covers all spectrums of the format." - WDVE, Anthony Alfonsi

"This is the one! Give me a rocker like this any day!" - KRXQ, Judy McNutt

"Uncle Tom's Cabin is firmly establishing Warrant as a major rock band. Great phones!" - WLZR, Greg Ausham

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Triumphing In The Tri-Cities

In combing through the fall ratings, I noticed AC produced an above-average total of No. 1 12+ FM music stations.

Eleven music-intensive FMs in the top 100 markets topped No. 1 12+-FM combo, compared to seven in the past two fall books. This column showcases the fall achievements of three stations that were No. 1 25-54 and 12+. Our featured trio’s common thread: Each accomplished the feat in unique market conditions.

The last time WFTM/Johnson City, TN was No. 1 12-54 (Arbitron) was spring 1979, when it posted an 11.6. WFTM has now far surpassed that figure with an 18.4 showing, outdistancing Country WXBQ (17.9) and CHR WQUT (16.5). In a market with 28 rated signals, it’s significant to note that after these “Big Three,” the 12+ numbers fall drastically: Fourth-ranked Country WUSJ posted a 5.1.

Oldies Weren’t Goodies

WFTM PD Mark McKinney attributed much of his station’s improvements to a major music philosophic shift. “We jumped off the oldies bandwagon. We rode that wave for several books, using oldies like ‘Favorite Oldies.’ We did Solid Gold weekends and positioned oldies as features. But the numbers began to slip, and the oldies started to burn. We did some local testing and did away with many of the oldies when we saw those numbers go. People tuned in without staying; they didn’t like what they were getting. Everything pointed to music burn.”

While mainstream AC WFTM still plays a healthy gold mix, McKinney attributes much of that success from that product. “More of the oldies we play today are from the last five to ten years, rather than from the late ‘50s or early ‘60s. Three years ago, WQUT nearly doubled our cure, but we were able to close the gap because we worked on improving TSL. We felt we could take some 25-34s from them because those listeners weren’t happy with WQUT.”

Results of WFTM’s music test revealed local listeners were tired of ‘60s-era music in the hopes of testing ‘60s songs was the Righteous Brothers’ You’ve Lost That Lovin’ Feelin’. But that song isn’t ‘90s-favored, so it didn’t work. The ‘80s songs tested much better than the ‘90s songs.

KSSK-FM Finds Ratings Paradise

Neatly three quarters of a million people reside in a market (No. 56) many refer to as paradise: Honolulu. This fall, KSSK-FM/Honolulu turned in its first No. 1 12+-showing since it switched from CHR (KXWV) in August 1989. It was also No. 1 25-54 and 18-49.

“As is always the case with successful stations, a combination of things helped make it No. 1,” observed PD Michael Shishido. “The most talented and best-respected announcers in this area work here. In fact, everyone working here is the best in the market.”

Updating The Music

Similar to WFTM/Johnson City (see separate story), Shishido credits music adjustments and an elevated promotion posture as major factors in a KSSK-FM’s ratings gain. “We made the station a little more current and 80s-based. We’re now playing only a small handful of ‘80s songs, and have smoothed out the music considerably.

“We also have the most promotionally active station and Promo-
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Fingertip facts about the breaking artists and records. GALAXY is there with quick, reliable bits & lots of 'em so you'll always sound sharp! Plus fun trivia, birthdays, bits...the works. Try the one & only GALAXY!

Free Sample: 1-800-882-5223

RAVPERS SERVICES

VOICE OVERS

KKBQ/PIRATE-TV-Z-100

AM JUSTICE

Call
212
944-2727

From Stage 29 it's the Voice of THE ARSENIO HALL SHOW

Burton Richardson...available for liners, sweepers, etc.

(818) 372-1339 Priced Competitively

OPPORTUNITIES

OPENINGS

OPENINGS

OPENINGS

R% ES WHERE ALL THE GREAT JOBS HAVE GONE!

Jobs...Jobs...Jobs...Stations from coast to coast call us whenever they need air talent. All areas of radio. Males, females, pros, beginners NEEDED NOW! All size markets and formats. You tell us where you want to work, the format, and the salary level you want and we will take care of the rest! If you're ready for a move or "Just want to see what's out there," call NOW!

RADIO PLACEMENT SERVICES, INC. (516) 367-6273

MORNINGS: Talent/team. Long-time successful Top 50 market AC seeks show to continue dynasty. Excellent money for hard working, talented stable team or individual. Send T&R to:
Radio & Records, 1930 Century Park West, #202, Los Angeles, CA 90067, EOE

We were unable to fill CONFIDENTIAL openings in Tallahassee, Columbia, Knoxville, Phoenix, Springfield, Texarkana, and in numerous large and small markets due to lack of available talent. Don't let these opportunities pass us by!

TALENT NETWORK

407-283-6727.
MAJOR SOUTH TALENT

A Major Rock radio station in the North- east is looking for a "cutting edge" production genius to serve as production director. We want that individual who can give us a distinctive personality through constant, creative production. Three to five years' experience in production a must. Send resume and production samples to: Radio & Records, 1930 Century Park West, #207, Los Angeles, CA 90067. EOE.

A Major, New England Rock station looking for the most creative Production Director. Contacts are a plus... ideas are a must!!! If you are only good at details, you need not apply. We want that individual who can seize opportunities before they become opportunities to everyone else!!! Three to five years' promotion experience is required. Send resume and five of the most creative projects to: Radio & Records, 1930 Century Park West, #206, Los Angeles, CA 90067. EOE.

WIZN/Keene ac seeks PT Talent and future FT talent. TAR: ND. 711 N. 1st Street, DoKalb, IL 80115. (R.03/051 E0E

WVYV/OWD seeks experienced news Anchor/Reporter. TAR: KKRZ, Mark Siveter, Box 392, Marlow, OK 73055. IR-03/081 E0E

WOX/WLQK seeks experienced news Anchor/Reporter. TAR: Box 392, Marlow, OK 73055. IR-03/081 E0E

WFBX/WRD seeks experienced news Anchor/Reporter. TAR: Box 392, Marlow, OK 73055. IR-03/081 E0E

COUNTRY TALENT

Full Service Country AM needs morning star. Looking for a talented, community-oriented personality, EOE. Please forward to: Radio & Records, 1930 Century Park West, #206, Los Angeles, CA 90067.

MORNING NEWS ANCHOR who can handle serious news and entertain. A hard worker to write and produce morning shows. Three years' experience a must...ability to interact with listeners 18-54. Losing news guy/sidekick. News credit a must. Send resume and production samples to: T&R, Radio & Records, 1930 Century Park West, #206, Los Angeles, CA 90067. EOE.

WACR/DTN seeks talented PD for Top 100 country FM/AM combo in California. Applicant must have minimum 3 years programming experience, a winning track record, excellent people skills and leadership qualities. If you desire a shot at the "big time", this job's for you! Tape, resume, Programming Philosophies, and Photo to: Radio & Records, 1930 Century Park West, #206, Los Angeles, CA 90067. EOE.

WZZR/Keene ac seeks PT Talent and future FT talent. TAR: ND. 711 N. 1st Street, DoKalb, IL 80115. (R.03/051 E0E

PROGRAMMING/OPERATIONS DIRECTOR

Oldies Program/Operations Director needed for Henry Broadcasting's KGOR in Omaha. Previous programming experience in Oldies, AC, CHR required. Send resume and photo to: Radio & Records, 1930 Century Park West, #206, Los Angeles, CA 90067. EOE.

SOUTHERN OPPORTUNITIES

WEST

KJFX/Fresno's music intensive Classic Rock 'N Roll has, rare opening for daytime pro! Must be energetic & passionate about the music. Be relatable and possess some "GRIT". AC/CHR background a plus. Strong production skills a must, consider application. To: KJFX Program Director, 2125 N. Barton Ave. Fresno, CA 93703-2698

AOR mornings in Spokane. Top-rated M-F 18-54. Losing news guy/sidekick. News credit a must...ability to interact with listeners 18-54. send tape, resume and samples to: T&R, Radio & Records, 1930 Century Park West, #206, Los Angeles, CA 90067. EOE.

URBAN AFFILIATE RELATIONS MANAGER

The Westwood One Radio Network is looking for an Affiliate Relations representative to sell Urban Personnel who is hungry to make his/her mark in the Urban Contemporary radio world. Knowledge of Urban Contemporary is a must...exceptional sales skills are a bonus. Applications must be received in order to be considered. Please forward resume and cover letter to: Dwight Kuhlman, Director of Stations Connect- Westwood One, 9540 Washington Blvd., Culver City, CA 90232.

NO PHONE CALLS PLEASE EOE
**OPENINGS**

**PRODUCTION DIRECTOR/ EVENING PERSONALITY**

Desirable market. Winning station. Must be able to write, produce, organize, delegate and manage multiple demands. The right person gets the 7-11p airstream. You’ll have the tools to make the best. Send T&R to: ROGER, 130th Century Park West, #203, Los Angeles, CA 90067, EOE.

**POSITIONS SOUGHT**

**PROMOTIONS DIRECTOR**

To create/Implement So. Calif. station promotion top programs. Production/marketing exp. Prefer Knowledge of print media and public relations. Send T&R to: Radio & Records, 130 Century Park West, #203, Los Angeles, CA 90067, EOE.

**PD’s... All types of air talent avail. now!**

Hear quality talent sounds like when you call! Our services are absolutely free to you!! Jot down our number, call us anytime. We can schedule a complete presentation within 24 hours of your call. Call Now - 205-822-9144. It’s Quick...Easy... and your only cost is a telephone call. National represents hundreds of companies In openings of the same type. Listings to radio stations and record companies In Openings. Rye it.

**DISPLAY**

Front Page Avail. for 40-60 word display available now! Include name as it appears on your phone number. Rate includes generic border, bozo number. Leave Message. Brian Shields: 214-748-3997.

**PD’s... All types of air talent avail. now!”**

Hear quality talent sounds like when you call! Our services are absolutely free to you!! Jot down our number, call us anytime. We can schedule a complete presentation within 24 hours of your call. Call Now - 205-822-9144. It’s Quick...Easy... and your only cost is a telephone call. National represents hundreds of companies In openings of the same type. Listings to radio stations and record companies In Openings. Rye it.

**R&R Opportunities**

**Free Advertising**

Radio & Records provides free (20 words or 3 lines) listings to radio stations and record companies In Openings. Free listing In Openings are available to all radio personnel. Ad must be submitted by mail except credit card orders, which are also accepted by: fax: (213) 203-8712, Visa, Mastercard, AMEX, DISCOVER. Check or money order payable In Advance.

**Deadline**

To appear In the following week’s issue, your ad must be received by Thursday noon (PST) eight days prior to issue date. Address all ads to R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067. Fax: (213) 203-8712.

**SPRING TRAINING**


**R&R Opportunities**

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To appear In the following week’s issue, your ad must be received by Thursday noon (PST) eight days prior to issue date. Address all ads to R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067. Fax: (213) 203-8712.
No records qualified for Breaker status this week.

**NEW & ACTIVE**

**ROD STEWART** "Rhythm Of My Heart" (WB) 58/28
Rotations: Heavy 1/0, Medium 12/0, Light 29/0, Total Adds 6/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQTR, KQFM, KQTV, KZQG.

**EDDIE VAN HALEN** "Close To The Bone" (Warner Bros) 59/31
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**SCOTTY B** "Halfway" (Geffen) 60/5
Rotations: Heavy 5/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**WILLIAM EVANS** "I Should Be So Lucky" (Warner Bros) 61/8
Rotations: Heavy 5/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**DEAN MARTIN** "When Am I Gonna Get My Wish" (Philips) 62/11
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**BETTE MIDLER** "Don't Go Breaking My Heart" (CBS/RCA) 63/14
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**ADELE** "Chasing Pavements" (Columbia) 64/17
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**MAJOR ORION** "Give It To Me" (Virgin) 65/20
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**A-HA** "Take On Me" (Capitol) 66/23
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**STEVIE B** "I Think Of You" (Geffen) 67/26
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**DAVE KOZ** "Sagedown" (Warner Bros) 68/29
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**STEVE CRAIG"*** "Balls Out" (Atlantic) 69/32
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**THOMAS WOLFGANG"*** "Call Of Duty" (Warner Bros) 70/35
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**TINA TURNER"*** "What's Love Got To Do With It" (Warner Bros) 71/38
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**MCKAYLA"*** "Take Me With You" (Atlantic) 72/41
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**BOBBI STANLEY"*** "My World" (Warner Bros) 73/44
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.

**MARCIA HAYS** "I'm A Survivor" (Warner Bros) 74/47
Rotations: Heavy 6/0, Medium 14/0, Light 27/0, Total Adds 2/0, WTMX, WQXK, WLDP, WSTM, WVBW, WZGR, WLKO, WKID, WQLR, WCIU, KMMX, KQCS, KKAZ, KQTH, KQFM, KQTV, KZQG.
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**NEW ARTISTS**

1. VOICES THAT CARE/Voices That Care (Giant/WB)
2. HARRIE/Temple Of Love (East West)
3. JACQUELLE W. SMITH/Place To Call (Sellen)
4. REMBRANDTS/Just The Way It Is (Baby/Ang)
5. LAHAWAY/Hat's Somethin' (Virgin)
6. ANNA MARIE/This Could Be Our Night (MCA)
7. RUFF/My Heart Is Falling (SBD)
8. LONDONBEAT/I've Been Thinking About You (Radiactive)
9. CULT OF AWAY (Private Music)
10. MARC Cohn/Walkin' In Memphis (Atlantic)

New artists have not yet had an AC Breaker.

Reports/Adds:

- 124 Current Reporters
- 119 Current Playlists
- 44 Current Formats
- 3 Current Productions
- 3 Current Events

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**FULL-SERVICE AC**

### MOST ADDED

- Amy Grant (4)
- Rick Astley (3)
- Mariah Carey (2)
- Voices That Care (2)
- Oleta Adams (1)
- Stevie B (1)
- Whitney Houston (1)
- Chris Isaak (1)
- Bette Midler (1)
- Rod Stewart (1)
- Timmy T. (1)
- Wilson Phillips (1)

### EAST

- WBZ/Boston (4)
- WFLL/Syracuse (3)
- WOR/New York (2)
- WMMR/Philadelphia (2)
- WMZQ/Washington, DC (2)

### WEST

- KYL/Salt Lake City (4)
- KGB/San Francisco (3)
- KJLH/Los Angeles (3)
- KMME/Kansas City (2)
- KPPW/Park City, UT (2)

### SOUTH

- WGCN/Columbia (1)
- WDRC/New York (2)
- WMTZ/Atlanta (2)
- WORC/Baltimore (2)
- WIZQ/Charlotte (2)

### MIDWEST

- WBBM/Chicago (3)
- WAGG/Pittsburgh (2)
- WRMN/Milwaukee (2)
- WAVE/Cincinnati (2)
- WRMZ/Madison (2)

### NORTH

- WBBX/Syracuse (2)
- WULZ/Kansas City (2)
- WSNW/Cincinnati (2)
- WCCM/Columbus (2)
- WMMN/Milwaukee (2)

### ASSOCIATE REPORTERS

### MOST ADDED

- Wilson Phillips (17)
- Gloria Estefan (16)
- Whitney Houston (6)
- Mariah Carey (5)
- Steve Cropper (3)
- Nikita (2)
- Rick Astley (2)
- Big Dish (2)
- Bette Midler (2)
- Rod Stewart (2)
- Timmy T. (1)

### EAST

- WBZ/Beacon, SC (4)
- WBGU/Butler, AL (3)
- WQAM/Miami (3)
- WQAM/Miami (3)
- WQAM/Miami (3)

### WEST

- KATW/Lawton, OK (3)
- KRXM/Hondo, TX (3)
- KSD/Las Vegas, NV (3)
- KOPP/Salt Lake City (3)
- KSL/Kutah, UT (3)

---

**without your love**

the third smash from the album

*Peace of Mind*

---

**BREATHE**

featuring david glasper

---

Associate Reporters are AC stations in unrated markets with aggressive approaches toward new music. Although they do not contribute to the AC chart, their consensus Most Added and Hottest records serve as advance indicators of format hits.
**NEW & ACTIVE**

- **Yanni** (1)  
- **Kenny Blake** (7)  
- **Jim Chappell** (6)  
- **Steve Laury** (7)  
- **Robert Palmer** (6)  

**HOT TRACKS**

- **Yanni**  
- **Kenny Blake**  
- **Jim Chappell**  
- **Steve Laury**  
- **Robert Palmer**

**HOTTEST LPs**

- **Full Circle** (10)  
- **Grant Geisman** (9)  
- **John Hicks** (9)  
- **David Murray** (8)  
- **Sherry Winston**

**NEW & ACTIVE**

- **Kenny Blake**  
- **Check Greenberg**  
- **David Friesen**  
- **Putnam Mandals/Four In Tomorrow**  
- **Rahsaan Roland Kirk**

**HOT TRACKS**

- **Shirley Horn**  
- **Marcus Roberts**  
- **Danie Gordon**  
- **Diane Shuur & Her Orchestra**  
- **Rahsaan Roland Kirk**

**HOTTEST LPs**

- **Full Circle**  
- **Putnam Mandals/Four In Tomorrow**  
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- **Shirley Horn**  
- **Marcus Roberts**
**CONTEMPORARY JAZZ**

**“CAN’T YOU FEEL”**

**GERALD ALBRIGHT**

A mid-tempo groove from the album DREAM COME TRUE. With 3 weeks at #1 on Billboard’s Contemporary Jazz chart, this song has a delicious R&B flavor.

Produced by Gerald Albright for Bright Music

Management and Directions: Raymond A. Shields, II for Black Dot Management

**“REACH OUT FOR LOVE”**

**BOBBY LYLE**

Featuring vocals by Phillip Ingram, this song reaches out beyond jazz boundaries. From THE JOURNEY, the album that’s been #1 on Billboard’s Contemporary Jazz chart.

Produced and Arranged by Bobby Lyle for Genie Productions

Management: I.D. Management

**THANKS NAC RADIO**

**Linda Eder**

NAC DEBUT

Featuring

“**A Little Bit Of Heaven**”

“**Love Is Forever**”
victoria wilson-james

THROUGH

urban contemporary

BREAKERS

Now On 60 UC Reporters--65%

WILD  WVEE  K97  WTLG
WDAS  KHYS  WOWI  KPRS
WUSL  KMJQ  WZAK  KMJM
WAMO  WGZB  WJLB  KJLH

...And Many More
CHART EXTRA

HERB ALPERT
North On South St. (A&M)

65% of our reporting stations on it. Rotations: Heavy 0/0, Medium 21/0, Light 39/3, Total Adds 3, WKYS, 253, WJTT.

VICTORIA WILSON-JAMES
Through (Epic)

65% of our reporting stations on it. Rotations: Heavy 0/0, Medium 20/0, Light 37/7, Total Adds 7, WGCI, KPRS, WZPX, WGQG, KFXZ, KMJJ, K9-FM.

NEW & ACTIVE

SYDNEY YOUNGBLOOD “’ Ain’t No Sunshine’ (Arista) 52/12
Rotations: Heavy 0/0, Medium 4/0, Light 48/12, Total Adds 12 including WYLQ, KPRS, WQMP, WIIK, WATQ, WJUM, WQMS, KJIL, WTVU, AVL, MDR, WQCM, WPNA, WTPH, WYGT.

LALAH HATHAWAY “It’s Somethin’” (Virgin) 51/23
Rotations: Heavy 0/0, Medium 4/0, Light 41/22, Total Adds 23 including K97, WZAK, KJMM, OC104, WZFX, WATQ, WJUM, WJTT, WJUX, Medium: WQKQ, WIIK, WQFX.

ALTITUDE “Work It (Like A) 9 To 5” (Bahlala/Baha) 46/4
Rotations: Heavy 0/0, Medium 5/0, Light 41/22, Total Adds 22 including WJIZ, WFXM, WJLH, WATV, Z93, WFXM, KJLT, KMJJ.

TONY TERRY “With You” (Epic) 43/21
Rotations: Heavy 0/0, Medium 4/0, Light 41/22, Total Adds 22 including WQFX, WIIK, WJUX, WJUX, WQFX, WIIK, WJUX, WJUX, WJUX.

FAMOUS SHORT “Short But Funky” (Jive/RCA) 43/4
Rotations: Heavy 0/0, Medium 4/0, Light 41/22, Total Adds 22 including WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX.

KEITH SWEAT “Your Love” (Elektra) 40/3
Rotations: Heavy 0/0, Medium 4/0, Light 41/22, Total Adds 22 including WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX.

PHALON “Ready Or Not” (Elektra) 38/7
Rotations: Heavy 0/0, Medium 4/0, Light 41/22, Total Adds 22 including WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX.

FAMILY STAND “Sweet Liberation” (East West) 34/7
Rotations: Heavy 0/0, Medium 4/0, Light 41/22, Total Adds 22 including WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX.

BLACK BOX “Strike It Up” (RCA) 32/32
Rotations: Heavy 0/0, Medium 3/0, Light 31/31, Total Adds 31 including WQCM, WFXS, WOWI, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX.

NIXI RICHARDS “Naked” (Atlantic) 31/1
Rotations: Heavy 0/0, Medium 3/0, Light 31/31, Total Adds 31 including WQCM, WFXS, WOWI, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX.

DELLS “A Heart Is A House For Love” (Virgin) 27/28
Rotations: Heavy 0/0, Medium 3/0, Light 27/28, Total Adds 28 including WQCM, WFXS, WOWI, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX.

RUN D.M.C. “Faces” (Profile) 27/15
Rotations: Heavy 0/0, Medium 3/0, Light 27/15, Total Adds 15 including WQCM, WFXS, WOWI, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX.

SHEENA EASTON “What Comes Naturally” (MCA) 25/24
Rotations: Heavy 0/0, Medium 3/0, Light 25/24, Total Adds 24 including WQCM, WFXS, WOWI, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX.

TEENA MARIE “Just Us Two” (Epic) 25/10
Rotations: Heavy 0/0, Medium 3/0, Light 25/10, Total Adds 10, WQCM, WFXS, WOWI, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX, WJUX.

ROBERT PALMER “Mercy Mercy Me” (EMI) 25/2
Rotations: Heavy 0/0, Medium 2/0, Light 25/2, Total Adds 2, WBLX, KKKJ, WQCM, WFXS, U102, WFXS, WJUX.
innocence

From the Debut Album

belief

It's happenin' on the dance floor,
in the alleys, on the streets...
and NOW on the radio!!
The steaming new single

let's push it
(perfect for your spring book)

The bold new sound of the new black music division on...

Chrysalis.

cooltempo
**Breakers**

**Paul Overstreet**

Heroes (RCA)

On 74% of reporting stations. Rotations: Heavy 2, Medium 45, Light 104, Total Adds 45 including WPOC, WAJR, WMWC, WFTX, KHEP, KLLL, WBCR, WCCL, WFOX, WBBJ, WCLW, WADD, KZVL, KXLY, KXLY, WQXI, WKEQ, WORL, KZXL, KZLA, KMLZ. Moves 41-31 on the Country chart.

**George Strait**

If I Knew Me (MCA)

On 64% of reporting stations. Rotations: Heavy 5, Medium 20, Light 105, Total Adds 130 including WAXX, WNMC, KPML, WMZM, KMLL, WOKK, KHKQ, WAAM, WXCO, KPP)F, KDFF, KHED, KMRE, KXNR, KCCY, KSKY. Debuts at number 37 on the Country chart.

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**Most Added**

- **Breakers**
  - Diamond Rio
  - Loretta Lynn
  - George Strait
  - Garth Brooks

**Hottest**

- **Breakers**
  - Diamond Rio
  - Loretta Lynn
  - George Strait
  - Garth Brooks

**New Artists**

- Corbin Hanner
- McBride & the Ride
- Clint Black
- Conway Twitty
- Patty Loveless

---

**Thanks To You, DIAMOND RIO Cuts Through!**

"Meet In The Middle"

**2 Week Breaker**

**3 Weeks in a Row National Most Added 123/26**
RADIO SAYS “FEED JAKE”
PIRATES OF THE MISSISSIPPI

"'Feed Jake' does well for K-9s ages 4-8; that's 25-54 in human years."
—Tim Roberts, KHAK/Cedar Rapids, IA

"Listeners are standing up and begging for this record. It will take a bigger bite of the cume!"
—Bob Burnette, WBEE/Rochester, NY

"Pulling great phones! That dog will hunt!"
—Chris Hampton, WOWW/Pensacola, FL

"This one's got them howlin' at the moon all nite and eatin' out of your hand all day!"
—Mike Chapman, Chapman-Tudor & Associates

"It's a feel good song about man's best friend."
—Pat Martin, WTSO/Madison, WI

"'Feed Jake' has Northwest Oklahoma paper-trained! Phones are hot."
—Tony Wright, KWOL/Woodward, OK

"The Pirates unleash a real treasure with 'Feed Jake.'"
—Ron Antill, WDSY/Pittsburgh

"It goes to the heart of animal lovers who've been through the same situation."
—Frank Byrd, WWNC/Asheville, NC

"One of the strongest concept songs I've ever heard. Listener reaction should be huge."
—Charlie Cook, McVay Media

"From the phone response, it's just the song our listeners were hungry for!"
—Alan Rice, WTVY/Dothan, AL

"Great production, great song, overwhelming phones!"
—Mike Brophrey, WXTU/Philadelphia

"Jake will be taking a huge bite out of the charts!"
—Jim Asker, WFLS/Fredericksburg, VA

"It's been in the 'Top 10 at 10' since we added it, and one of the first video driven records I've seen!"
—Mike Meehan, WCMS-FM/Norfolk

R&R: 48 - 40

1990 R&R
NEW GROUP
OF THE YEAR

Nominated
1991 ACM
NEW GROUP
OF THE YEAR
PIRATES OF THE MISSISSIPPI “Feed Jaxa” (Capitol) 117/20
Rotations: Heavy: 1 Medium: 3 Light: 40 Total Adds: 20 WCAC, WGBE, WJLA, WCTR, WBAI, KEAN, WRNS, WESC, WRRK, WXCI, WURL, WIXI, WORH, WORR, WNYE, WLLW, KJRC, KCSO, Medium: Move 48-49 on the Country chart
DOUG STONE “In A Different Light” (Epic) 116/53
Rotations: Heavy: 0 Medium: 23 Light: 87 Total Adds: 63 including WJZ, WSDZ, KEAN, WAXY, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORH, WORR, WNYE, WCAC, WGBE, KJRC, KCSO. Medium: Move at number 38 on the Country chart
CARLENE CARTER “The Sweetest Thing” (Reprise) 98/26
Rotations: Heavy: 0 Medium: 60 Light: 136 Total Adds: 26 WJZ, WSDZ, WJLA, WCTR, WBAI, KEAN, WAXY, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORH, WORR, WNYE, WCAC, WGBE, WORR, KJRC, KCSO, WURL, KCSO. Medium: Move 50-44 on the Country chart
WILLIE NELSON “Ten With A Two” (Columbia) 95/10
Rotations: Heavy: 0 Medium: 30 Light: 85 Total Adds: 10 WCAC, WGBE, WJLA, WCTR, WBAI, KEAN, WSIZ, KEAI, WAKK, WORH, KJRC, KCSO, Medium: Move 49-37 on the Country chart
KEVIN WELCH “Tell Me Love Never Dies” (Reprise) 63/8
Rotations: Heavy: 0 Medium: 21 Light: 26 Total Adds: 7 WJZ, WCAC, WGBE, WJLA, WCTR, WBAI, KEAN, WAXY, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORH, WORR, WNYE, WCAC, WGBE, WORR, WUNR, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORH, WORR, WNYE, WCAC, WGBE, WORR, KJRC, KCSO, Medium: Move 49-37 on the Country chart
Lee Greenwood “Just Like Me” (Capitol) 97/6
Rotations: Heavy: 0 Medium: 34 Light: 53 Total Adds: 8 WCAC, WGBE, WJLA, WCTR, WBAI, KEAN, WAXY, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, KJRC, KCSO, Medium: Move 49-37 on the Country chart
EDDIE RABBITT “Rock Me In The Rhythm Of Your Love” (Capitol) 25/8
Rotations: Heavy: 0 Medium: 12 Total Adds: 5 WJZ, WSDZ, WJLA, WCTR, WBAI, KEAN, WAXY, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, KJRC, KCSO, Medium: Move 49-37 on the Country chart
JAPAN HEADBATTERS “Behind Of Davy Crockett” (Mercury) 14/12
Rotations: Heavy: 0 Medium: 1 Total Adds: 17 WJZ, WSDZ, WJLA, WCTR, WBAI, KEAN, WAXY, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, KJRC, KCSO, Medium: Move 49-37 on the Country chart
JOE DIFFIE “I’m In Love” (Capitol) 21/5
Rotations: Heavy: 0 Medium: 15 Total Adds: 12 WJZ, WSDZ, WJLA, WCTR, WBAI, KEAN, WAXY, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, KJRC, KCSO, Medium: Move 49-37 on the Country chart
CHARLES RAYMOND “I’m On A Bus” (Reprise) 51/1
Rotations: Heavy: 0 Medium: 29 Total Adds: 5 WJZ, WSDZ, WJLA, WCTR, WBAI, KEAN, WAXY, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, KJRC, KCSO, Medium: Move 49-37 on the Country chart
BARRY MANN, CARL WILSON “I Go To Pieces” (Verve) 46/5
Rotations: Heavy: 0 Medium: 17 Total Adds: 16 WJZ, WSDZ, WJLA, WCTR, WBAI, KEAN, WAXY, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, KJRC, KCSO, Medium: Move 49-37 on the Country chart
DONNA SUMMER “Let Me Be Your Woman” (Warner Bros) 22/6
Rotations: Heavy: 0 Medium: 1 Total Adds: 1 WJZ, WSDZ, WJLA, WCTR, WBAI, KEAN, WAXY, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, WCSS, KSIZ, WHIZ, WRRK, WAKK, WORR, WNYE, WCAC, WGBE, WORR, KJRC, KCSO, Medium: Move 49-37 on the Country chart
Charlie Cook, Vice President/Country

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Q: What’s Missing From These Pictures?
A: You!

Contact Charlie Cook or Mike McVay at McVay Media

EXECUTIVE OFFICES: 24650 Center Ridge Rd., Suite 148, Cleveland, OH 44145 (216) 892-1910
NASHVILLE OFFICES: 1425 Robert E. Lee Lane, Brentwood, TN 37027 (615) 375-2518
SONG INFORMATION INDEX

ALABAMA "Down Home" (RCA 27787-7)
DANIELLE ALBERTSON "I Know What You Don't Know" (Mercury 878 970)

BAILIE & THE BOYS "Tell Me Like a Stranger" (RCA 27797-7)
BELLAMY BROTHERS "She Don't Know That She's Pretty" (Atlantic 7-87748)
MATRACA BERG "I Got It Riled" (Columbia 27190-7)
CLINT BLACK "Living Loving Loving" (Columbia 79247-7)
Prod: James Stroud Wr: Clay Black Pub: Black Music (ASCAP) BMI: Bill Ham

DARLENE "Chains Gang" (Bash/NSD 3-7)

LARRY BOONE "I Need A Miracle" (Columbia 79371)
Prod: Don Strange Wr: Booby Floyd, Larry Chance, David Hayes Pub: Don Strange Music/Cat's Curious Music/Cool Comedy Music, Wix II BMG (ASCAP) BMI: Bob Daylight
JAN AND JANE "Love Better Next Time" (Curb 76658)

GLYN CAMPBELL "Unconditional Love" (Columbia 79496)

GARTH BROOKS "Two Of A Kind, Working On A Full House" (Capitol 79857)

MARY-CHAPIN CARPENTER "Right Now" (Columbia 73899)
MATTIE "Lose You Love All Over Again" (Atlantic 7-87706)
Prod: Keith Stagall Wr: Dean Alton Pub: Mattie Music/Western Man Music (ASCAP) BMI: Barry Colman
WAYLON JENNINGS "We Do Love This Town" (Curb 73472)

LLOYD "I'll Go Crazy" (Curb 73958)
Prod: Ralph Ray Wr: Larry Scott Pub: Tree Publishing/Pop Music (BMI) BMI: Barry Colman

KENNY CHAPMAN "I Can't Count On You" (Curb 73803)
REBA McEntIRE "Fancy" (Curb 73442)
Prod: Jerry Crider, Steve Fishell Wr: Bob Nelson, Barbara Carr Pub: Western Mgr: Tim Finn

CARRIE "Are You Leavin' Me Like I'm Leavin' You" (RCA 27505-7)
LORRIE MORRIS "Brooke And The Redhead" (Curb 73427)
GARY MORRIS "I'm Not Going To Be The Devil" (Curb 72836)
Prod: Janie Johnson, Gary Morris Wr: Laver S. Moore, Jerry Jeff Waite Pub: Lagunabard Music BMI: George, Stu

AIMEE MARIE "How Way Out" (Curb 72805)

HILLY NELSON "Two With A Two" (Columbia 73047)

OAK RIDGE BOYS "Lucky Moon" (Curb 72811-7)
Prod: Joe Most, Larry Michael Lee, David Kiser Wr: Johnny West, Joe Most Wr: Stone Wall BMG BMI: Ronnie Milsap, Stone Wall
MARC O'DONNOR & THE NEW NASHVILLE CATS "Rattler" (WM 7-15854)
K.T. OSLIN "Mary And Willie" (Curb 72746-7)
Prod: Barry Beckart Wr: K.T. Oslin Pub: Musichash Music (ASCAP) BMI: Morris, Nancy, George, Stu
PAUL OVERSTREET "Heroes" (Curb 72708-7)
Prod: Bob Mayo Wr: Paul变动, Craig Cannon Pub: Scarlet Moon Music, Kaleidoscope Music (BMI) BMI: Bob Mayo

DONNA "You Can't See Me" (Curb 73483)
Prod: Barry Nelson Wr: Ron Wilkins Pub: Country Music (BMI) BMI: Mike Robertson

RICKY VAN SHELTON "Ready For Love" (Atlantic 7-87371)
Prod: Pat Collier Wr: Gary Grant, Keith Whitley Pub: Southern Gallery Music (BMI) Mgr: Randy Gillin, International Management Services
J.P. PENNINGTON "What It Takes" (MCA 54647)
PIRATES OF THE MISSISSIPPI "I'd Be A Bigger Winner" (Capitol 72592)
Prod: James Stroud Wr: Brian Davis Pub: Tommy Collins Music (BMI) BMI: Ken Stills

EDDIE RABBITT "Tennessee Born And Bred" (Capitol 73896)

MIKE NEIL "You Were Gone" (Atlantic 7-87362)
Prod: Dave Bickler Wr: Mike Neil Pub: Richmond Music (BMI) BMI: Mike Robbins, Steve Crow, Jimmy Auro, Mike Robbins
BILLY JO ROYAL "The Jukebox Took Teardrops" (Atlantic 7-87374-7)

SHEENA DONAHUE "I Got You" (Columbia 73872)
DYLAN "In A Different Light" (Curb 73471-7)

GEORGE STRAIT "I Knew You" (MCA 54025)

LES TAYLOR "I Gotta Mind To Go Crazy" (Curb 72787)
PAUL OVERSTREET "Don't Tell Me What To Do" (Atlantic 7-87329)

RANDY TRAVIS "Heroes And Friends" (WB 7-14649)
Prod: Randy Travis Wr: Randy Travis, Sam Edmonds, Don Simpson Pub: Screen Genie/Sony Music (ASCAP) BMI: BMI, ASCAP Management

TANYA TUCKER "What On Earth Did I Do" (Capitol 72705)

CONNWAY TUTTLE "I Couldnt See You Leaving" (Curb 53983)

DONNA "When Was The Last Time" (Atlantic 7-87379-1)

KEVIN WELCH "True Love Never Dies" (Reprise 7-14449)

DOLLY PARTON & RICKY VAN SHELTON "Reckless" (Atlantic 383711)
Prod: Pat Collier Wr: Gary Grant, Keith Whitley Pub: Southern Gallery Music (BMI) Mgr: Randy Gillin, International Management Services

3-DAY ADVANCE on the hottest Country music and radio news, Street Talk and the industry's fastest chart data turnaround.
Call RR to TRY IT FREE! Sent to your fax Monday evenings.
### COUNTRY ADDS & HOTS

**March 15, 1991 R&R 71**

#### WEST

**ADDED**
- George Strait (MCA)
- Clint Black (MCA)
- Garth Brooks (Capitol)
- Jim Ed Brown (Capitol)
- John Denver (Interscope)

**HOTTEST**
- Clint Black (MCA)
- Garth Brooks (Capitol)
- Jim Ed Brown (Capitol)
- Garth Brooks (Capitol)
- John Denver (Interscope)

#### SOUTH

**ADDDED**
- Garth Brook (Capitol)
- Clive Black (MCA)
- Larry Morgan (MCA)
- Conwy Twitty (MCA)

**HOTTEST**
- Garth Broo (Capitol)
- Clive Black (MCA)
- Larry Morgan (MCA)
- Conwy Twitty (MCA)

#### MIDWEST

**ADDDED**
- Garth Brooks (Capitol)
- Paul Overstreet (MCA)
- Oak Ridge Boys (MCA)
- Mark O'Connor (MCA)

**HOTTEST**
- Garth Brooks (Capitol)
- Paul Overstreet (MCA)
- Oak Ridge Boys (MCA)
- Mark O'Connor (MCA)

#### EAST

**ADDDED**
- George Strait (MCA)
- Clint Black (MCA)
- Garth Brooks (Capitol)
- Jim Ed Brown (Capitol)

**HOTTEST**
- Clint Black (MCA)
- Garth Brooks (Capitol)
- Jim Ed Brown (Capitol)
- Garth Brooks (Capitol)
- John Denver (Interscope)

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204 Current Reporters
187 Current Playlists

Called In Frozen Playlist (12):
- KEEM-Minneapolis-St. Paul
- KMFR-Huntsville
- KFME-Las Vegas
- KKLU-Little Rock
- KSHV-Salt Lake City, UT
- KLTD-San Antonio, TX
- KLBK-Lubbock, TX
- KFDA-Lubbock, TX
- KFBI-Brownsville, TX
- KUTY-Tulsa
- KJYF-Denver, CO
- KJUP-Denver, CO
- KLOL-Lubbock, TX
- KXBT-Amarillo, TX

Did Not Report, Playlist Frozen (6):
- KFMR-Omaha
- KDCK-Lincoln, NE
- WSMN-FM/Atlanta
- WSOQC/Charlotte
- WSMN-FM/Atlanta
- WSOQC/Charlotte
DEBUT

R.E.M./Out Of Time (WB)

GEORGE THOROGOOD & THE DESTROYERS/Boogie People (EMI)

POISON/Flesh & Blood (Enigma/Capitol)

MARCH 15, 1991

"Silent" (167) "Best" (3) "Jet" (2)

"She" (146) "Sister" (6) "Hard" (4)

"Soul" (127) "All" (56) "Mad" (3)

"Cord" (165) "Congo" (3) "Original" (1)

"Bitter" (146) "Disappear" (4)

"Losing" (150) "Radio" (3) "Low" (1)

"II" (157) "Hello" (3) "Long" (1)

"How" (142) "All" (3) "No" (1)

"Stranger" (135) "Needed" (12) "With" (1)

"Heartbreak" (143) "Shelter" (3) "More" (2)

"Decision" (111) "Give" (26) "Loving" (5)

"Wicked" (106) "Kings" (11)

"Good" (114) "Telephone" (8) "Long" (1)

"Dont" (132) "Home" (1)

"King" (79) "Someone" (16) "Car" (1)

"Sensible" (112) "Lil" (17) "40" (1)

"Trademark" (96) "Righteous" (30) "Cliffs" (2)

"Innuendo" (94) "Headlong" (44) "I" (1)

"Trademark" (96) "Righteous" (30) "Cliffs" (2)

"Innuendo" (94) "Headlong" (44) "I" (1)

"Sensible" (112) "Lil" (17) "40" (1)

"Love" (83)

"Burnin" (75) "Just" (13) "Someone" (1)

"Saved" (80) "Big" (1) "When" (1)

"More" (84) "Suzi" (1) "He-Man" (1)

"Easy" (61)

"Twist" (52) "Inside" (8)

"II" (65) "Can" (1)

"Valentine" (58) "Stick" (1) "Trouble" (1)

"Rocket" (47)

"We" (51) "Its" (15) "Fine" (1)

"I" (74)

"Touch" (38)

"Stranded" (63)
Blue Rodeo
Artist Development
The Next Phase...
“Trust Yourself”

First Stage
Breakthroughs include—

- "I'd I Am Myself Again"—Top 30 At AOR radio
- First month of sales of CASINO have more than doubled sales of BLUE RODEO's first two albums combined.
- BLUE RODEO's CASINO—A Top 15 Alternative Album.
- See them live on David Letterman Friday March 19.
- See them on tour with Edie Brickell and the New Bohemians starting March 17th.
- This is BLUE RODEO's 3rd consecutive winning year at the JUNO AWARDS...this year as GROUP OF THE YEAR.

Now Second Phase: “Trust Yourself”

On tour now with Edie Brickell and the New Bohemians:

3/17 Birmingham, AL
3/19 Panama City Beach, FL
3/20 Tampa, FL
3/21 Daytona Beach, FL
3/22 Hollywood, FL
3/24 Jacksonville, FL
3/26 Atlanta, GA
3/27 Atlanta, GA
3/29 Charlotte, NC
3/30 Raleigh, NC
4/1 Cincinnati, OH
4/2 Columbus, OH
4/3 Cleveland, OH
4/4 Detroit, MI
4/6 Chicago, IL
4/7 Milwaukee, WI
4/9 Minneapolis, MN
4/10 Wayne, NJ
4/12 Denver, CO
4/14 Salt Lake City, UT
4/16 Santa Rosa, CA
4/17 Santa Cruz, CA
4/18 Berkeley, CA
4/20 Las Vegas, NV

"CASINO is Blue Rodeo at its unassuming best, an impressive combination of musical integrity, honest feelings and rock 'n' roll spirit that underscores individualism, tradition, and the sheer joy of music made for music's sake."
—Ed Bummard, ROLLING STONE
NEW ARTISTS

Reports

1 EXTREME/More Than Words (A&M) ... 83
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36 VINNY 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.

The Rembrandts

"BURNING TIMBER"

On 75 AORs, including

WHFS WSBE KYYS WBAB WYNF KAZY WHJY WLVO KLDS WKLS WLLZ KUPD KOME

Tangier

"STRANDED"

On 63 AORs including

WIYY WLVO WBAB WRFM WMMS WLZR WWDC WQFM WKLS KBER WSHE KOME WXTB KSJO

175 REPORTERS

Reports/Add Heavy

-1 2 ROLLING STONES/Highwire (Columbia) ... 171 +/-0 160+ 21-
-1 3 QUEENSRYCHE/Silent Lucidity (EMI) ... 167 +/-1 149+ 16-
-1 4 BLACK CROWES/See Talk To Angels (Def American) ... 146 +/-0 136- 8-
-1 5 GREAT WHITE/Call It Rock N Roll (Capitol) ... 165 +/-0 79- 68-
-1 6 INXS/After Tears (Atlantic) ... 146 +/-0 91- 49-
-1 7 R.E.M./Losing My Religion (WB) ... 150 +/-10 70+ 68-
-1 8 GEORGE THOROGOOD & THE NO SWEAT/Tear Down The Walls (London/Polydor) ... 157 +/-1 54- 70-
-1 9 L.A.W./Laying Down The Law (Atlantic) ... 159 +/-1 40+ 105-
-1 10 ANIMALS/No More (Island) ... 143 +/-1 58+ 73-
-1 11 CINDERELLA/Heartbreak Station (Mercury) ... 143 +/-1 53+ 64-
-1 12 BAD COMPANY/Stranger Stranger (Atco) ... 135 +/-9 40+ 84-
-1 13 FIREHOUSE/Don't Treat Me Bad (Epic) ... 132 +/-3 37+ 70-
-1 14 FIREHOUSE/Don't Treat Me Bad (Epic) ... 127 +/-3 36+ 81-
-1 15 CHUBB ISLAND/This Love (RCA) ... 106 +/-2 69- 32-
-1 16 VAUGHAN BROTHERS/Good Times (Epic) ... 114 +/-2 44+ 57-
-1 17 CRIMSON/Don't Bring Me Couronos (Island) ... 117 +/-5 33+ 46-
-1 18 ROD STEWART/Rhythm Of My Heart (WB) ... 112 +/-3 39+ 59-
-1 19 ZZ TOP/Decision Or Collision (WB) ... 111 +/-8 21+ 76-
-1 20 ROGER McGUINN/King Of The Hill (Arista) ... 79 +/-0 54- 22-
-1 21 DAVID LEE ROTH/Ridiculous Shoes (WB) ... 112 +/-4 36+ 74-
-1 22 LYNCH MOB/River Of Love (Elektra) ... 116 +/-2 10+ 58-
-1 23 KINGDOM OF The HILL (Arista) ... 117 +/-5 43+ 50-
-1 24 ROD STEWART/Rhythm Of My Heart (WB) ... 119 +/-9 40+ 64-
-1 25 ERIC JOHNSON/Trademark (Capitol) ... 96 +/-3 8+ 56-
-1 26 AC/DC/Are You Ready (Atco) ... 103 +/-3 11+ 47-
-1 27 LITTLE CAESAR/In Your Arms (DGC) ... 85 +/-6 18+ 48-
-1 28 LIVING COLOUR/Love Bears Its Ugly Head (Ep) ... 83 +/-2 14+ 37-
-1 29 QUEEN/All In A Row (Elkko) ... 94 +/-3 6+ 47-
-1 30 DANNY YANKES/Bad Reputation (WB) ... 92 +/-4 8+ 44-
-1 31 RIck RITCHIE/Hit Me (Charisma) ... 80 +/-5 5+ 46-
-1 32 EXTREME/More Than Words (A&M) ... 83 +/-3 10+ 39-

THE ROLLING STONES/Highwire (Columbia) ... 83+ 4 38
-1 33 TESLA/Paradise (Geffen) ... 78 +/-9 6+ 39-
-1 34 REMBRANDTS/Strutting Timber (Atco) ... 75 +/-3 4+ 41-
-1 35 WINGER/Easy Come Easy Go (Atlantic) ... 61 +/-0 18+ 23-
-1 36 STEELEYE/It'll Never Let You Go (MCA) ... 65 +/-0 15- 23-
-1 37 SCORPIONS/Don't Believe Her (Mercury) ... 57 +/-1 26-
-1 38 SIMPLE MINDS/See The Lights (A&M) ... 66 +/-3 4+ 47-
-1 39 QUEEN/Headlong (Hollywood) ... 44 +/-0 23- 16-
-1 40 TRAVELING WILBURYS/Wilbury Twist (Wilbury/WB) ... 52 +/-1 10+ 32-
-1 41 KNACK/Rocket O' Love (Charisma) ... 47 +/-0 11- 26-
-1 42 KING/'Coldest Winter (Island) ... 74 +/-8 0+ 23-
-1 43 Nils Lofgren/Valentine (Rykodisc)* ... 58 +/-2 4- 34-
-1 44 TANGIER/Shattered (Atco) ... 65 +/-2 17- 24-
-1 45 ERIK HAYNIK/Righteous (Capitol) ... 30 +/-1 16- 10-
-1 46 NEIL YOUNG & CRAZY HORSE/Have You Ever Been To San Francisco? AOR TRACKS

BORDER

On 63 AORs including

WYVU WLVO WBAB WRIF WMMP WLZK WWDC WQFM WKLS KBER WSHE KOME WXTB KSJO

WARRANT

Uncle Tom's Cabin (Columbia) ... 67% of our reporters on it.

DAVID LEE ROTH

Sensible Shoes (WB) ... 64% of our reporters on it.

ROD STEWART

Rhythm Of My Heart (WB) ... 64% of our reporters on it.

ZZ TOP

Decision Or Collision (WB) ... 62% of our reporters on it.

Continued on Page 76
THERE'S NO LETTING UP.

BILLY SQUIER

Billy's back with his best album in years and he's rockin' into the 90's with "She Goes Down," the first single from Creatures of Habit.

On Capitol cassettes, compact discs and records
Produced by Godfrey Diamond and Billy Squier
Management: Tom Mohler/KAOS, Inc.
©1991 Capitol Records, Inc.
### HOTTEST

- **Simple Minds**: Sea The Lights (A&M)
- **R.E.M.**: Out Of Time (WB)
- **Enigma**: MCMXC a.D. (Charisma)
- **The Real Muses**: Counting Backwards (Epic)
- **INXS**: X (Atlantic)

### MOST REQUESTED

- **Simple Minds**: Sea The Lights (A&M)
- **R.E.M.**: Out Of Time (WB)
- **Enigma**: MCMXC a.D. (Charisma)
- **The Real Muses**: Counting Backwards (Epic)
- **INXS**: X (Atlantic)

### NEW & ACTIVE

- **Alice In Chains**: Man In The Box (Columbia)
- **Enigma**: MCMXC a.D. (Charisma)
- **The Real Muses**: Counting Backwards (Epic)
- **INXS**: X (Atlantic)

### MOST ADDED

- **Simple Minds**: Sea The Lights (A&M)
- **R.E.M.**: Out Of Time (WB)
- **Enigma**: MCMXC a.D. (Charisma)
- **The Real Muses**: Counting Backwards (Epic)
- **INXS**: X (Atlantic)

---

**Notes:**

- The Real Muses - "Counting Backwards" is listed as the most added track this week.
- Enigma - "MCMXC a.D." is among the hottest tracks.
- INXS - "X" is a new active track receiving significant airplay.

---

**New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.**

---

**Weights:**

- R.M.: 30%
- Divinyls: 25%
- Enigma: 20%
- EMF: 15%
- Simple Minds: 5%

---

**Additional Chart Notes:**

- **Muses**: Featuring the song "Counting Backwards" on their new album, "Strangely Beautiful."
PLAYLISTS — Artists are listed once per playlist in the highest rotation that any of their albums tracks are 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:
- (M) — Album or track is newly reported.
- (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 database. Stations that fall 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 – 2,000,000; Parallel Two: 2,000,000 – 1,000,000.

Parallel Three: under 200,000.

Stations at a significant ratings disadvantage to an in-format competitor are assigned a lower parallel.
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>PD</th>
<th>APD</th>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>W99FM</td>
<td>Rick Stacy</td>
<td>Chris Bailey</td>
<td>Ellis B. Feaster</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WPOW</td>
<td>Greg Roling</td>
<td>Chris Bailey</td>
<td>Joey Giovingo</td>
</tr>
<tr>
<td>San Antonio</td>
<td>WSKFM</td>
<td>Bob Perry</td>
<td>Frank Hayes</td>
<td>Ross Knight</td>
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<td>Dallas</td>
<td>WZPL</td>
<td>Joel Folger</td>
<td>Jimmy Steal</td>
<td>Chris Bailey</td>
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<tr>
<td>New Orleans</td>
<td>W97FM</td>
<td>Greg Roling</td>
<td>Joey Giovingo</td>
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</tr>
<tr>
<td>Chicago</td>
<td>B96</td>
<td>Dave Shakes</td>
<td>Chris Bailey</td>
<td>Todd Cavanah</td>
</tr>
<tr>
<td>Miami</td>
<td>WPOW</td>
<td>Bill Tanner</td>
<td>Funk E. Frank Walsh</td>
<td>John Rogers</td>
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<tr>
<td>Columbus</td>
<td>WNOS</td>
<td>Dave Allen</td>
<td>Brian Douglas</td>
<td>John Cline</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WZPL</td>
<td>Don London</td>
<td>Dave Allen</td>
<td>John Atkinson</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WLUM</td>
<td>Dave Allen</td>
<td>Brian Douglas</td>
<td>John Atkinson</td>
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<td>Minneapolis</td>
<td>KWBQ</td>
<td>Dave Allen</td>
<td>Brian Douglas</td>
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<td>KCMO</td>
<td>KBEQ</td>
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<tr>
<td>Kansas City</td>
<td>KXXR</td>
<td>Dave Allen</td>
<td>Brian Douglas</td>
<td>Dave Allen</td>
</tr>
</tbody>
</table>
**CHR ADDS & HOTS**

**EAST**

**MOST ADDED**

- TRLLETS (TT)
- MRJ (1)
- C & L MUSIC FACTORY (12)
- QUEENS (12)
- EXTREME (11)

**BREAKOUTS**

- TRLLETS (TT)
- MRJ (1)
- C & L MUSIC FACTORY (12)
- QUEENS (12)
- EXTREME (11)

**SOUTH**

**MOST ADDED**

- KEEDY (5)
- RUF (5)
- TRLLETS (16)
- QUEENS (14)
- EXTREME (12)

**BREAKOUTS**

- KEEDY (5)
- RUF (5)
- TRLLETS (16)
- QUEENS (14)
- EXTREME (12)

---

**NEW & ACTIVE**

Includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title designation indicate the total number of times the number of times the number was added to the chart this week. Moves indicate the type of activity this week. Up for upward chart movement. Same for sideways or continued unchanged activity. Down for downward chart activity, and Add/ on the number is a sampling of individual station activity. Complete activity can be found in the Paragraph.

**NOTE:** Records that lack the required 60% of our CHR reporters to become breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Adult Top 40 chart. CHR Rotation Criteria — Fulltime Adds and/or One: four plays in a 24-hour period, three of them before midnight. Add/ and/or One: one play before a 24-hour period, both of them before midnight.

---

**261 Current Reporters**

**245 Current Reporters**

**Did Not Report/Playlist Frozen (4)**

**FM102/Sacramento**

** Called in a Frozen Playlist (2)**

**WRUL/Montgomery**

**KGKR/Cedar Rapids**

**NOTE:** WRUL/Montgomery is no longer a current-based station and is no longer a CHR reporter. WRUL/Montgomery is now known as KKRO.
251 REPORTS

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>215 REPORTS</strong></td>
<td><strong>STEVE B</strong></td>
<td><strong>C &amp; C MUSIC FACTORY</strong></td>
</tr>
<tr>
<td><strong>GLEN ADAMS</strong></td>
<td><strong>I’ll Be By Your Side (LMR/RCA)</strong></td>
<td><strong>Here We Go, Let’s Rock... (Columbia)</strong></td>
</tr>
<tr>
<td><strong>Get Here (Fontana/Mercury)</strong></td>
<td><strong>LP Love &amp; Emotion</strong></td>
<td><strong>LP Gonna Make You Sweat!</strong></td>
</tr>
<tr>
<td><strong>Total Reports 156</strong></td>
<td><strong>REGIONAL</strong></td>
<td><strong>REGIONAL</strong></td>
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<td><strong>POLS</strong></td>
<td><strong>POLS</strong></td>
<td><strong>POLS</strong></td>
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<td><strong>Chart Summary</strong></td>
<td><strong>Chart Summary</strong></td>
<td><strong>Chart Summary</strong></td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
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<tr>
<td><strong>93</strong></td>
<td><strong>95</strong></td>
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<thead>
<tr>
<th>D</th>
<th>E</th>
<th>F</th>
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</thead>
<tbody>
<tr>
<td><strong>RICK ASTLEY</strong></td>
<td><strong>CRY FOR HELP (RCA)</strong></td>
<td><strong>HEAVY METAL</strong></td>
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<tr>
<td><strong>Cry For Help (RCA)</strong></td>
<td><strong>LP Free</strong></td>
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<td><strong>Chart Summary</strong></td>
<td><strong>Chart Summary</strong></td>
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<td><strong>POLS</strong></td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
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<tr>
<td><strong>63</strong></td>
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<tr>
<th>G</th>
<th>H</th>
<th>I</th>
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</thead>
<tbody>
<tr>
<td><strong>RINGOBOYS</strong></td>
<td><strong>How To Dance (Atlantic)</strong></td>
<td><strong>REGIONAL</strong></td>
</tr>
<tr>
<td><strong>How To Dance (Atlantic)</strong></td>
<td><strong>Total Reports 99</strong></td>
<td><strong>REGIONAL</strong></td>
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<td><strong>REGIONAL</strong></td>
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<td><strong>POLS</strong></td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
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</tr>
<tr>
<td><strong>99</strong></td>
<td><strong>25</strong></td>
<td><strong>25</strong></td>
</tr>
</tbody>
</table>

**NOTES:**
- Frozen playlists are indicated with an "f" next to the previous week's chart position.
- Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in secondary markets with a metro 12+ population, according to Arbitron, of 1 million or more.
- Parallel 2 Reporters: Selected stations that are format-dominant and/or exert significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.
<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Total Reports</th>
<th>Parallels</th>
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</thead>
<tbody>
<tr>
<td>GREAT WHITE</td>
<td>Call it Rock 'N' Roll (Capitol)</td>
<td></td>
<td>94</td>
<td>27</td>
</tr>
<tr>
<td>HARRYET</td>
<td>Temple Of Love (East West)</td>
<td>LP: Woman To Man</td>
<td>119</td>
<td>974</td>
</tr>
<tr>
<td>GUY</td>
<td>Let's Chill (MCA)</td>
<td>LP: The Future</td>
<td>55</td>
<td>205</td>
</tr>
<tr>
<td>J-5 FIVE</td>
<td>(Like The Way(The Kissing))</td>
<td>(A refrigerator)</td>
<td>79</td>
<td>315</td>
</tr>
<tr>
<td>JELLYFISH</td>
<td>Baby's Coming Back (Charisma)</td>
<td>LP: Ballyvution</td>
<td>79</td>
<td>216</td>
</tr>
<tr>
<td>KEEDY</td>
<td>Save Some Love (Arista)</td>
<td>LP: Chains The Clouds</td>
<td>88</td>
<td>518</td>
</tr>
<tr>
<td>LITTLE CAESAR</td>
<td>In Your Arms (DGC)</td>
<td>LP: Little Caesar</td>
<td>52</td>
<td>218</td>
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</tbody>
</table>
### Chart Summary

**LP: Poison of the Mind (Capitol)**

**Summary**

- **Regional Reports**: 119 out of 456
- **Parallel**: N.A

<table>
<thead>
<tr>
<th>Rank</th>
<th>Week</th>
<th>Chart</th>
<th>Date</th>
<th>P1</th>
<th>P2</th>
<th>P3</th>
<th>P4</th>
<th>P5</th>
<th>P6</th>
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<td>1</td>
<td>3</td>
<td>6</td>
<td>01/02/92</td>
<td>10</td>
<td>9</td>
<td>8</td>
<td>7</td>
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<td>01/09/92</td>
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<td>5</td>
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<td>01/16/92</td>
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<td>2</td>
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<td></td>
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</tr>
</tbody>
</table>

**Notes**

-这首单曲的排名在前周基础上下降了2位。
-该曲目在所有排名中继续保持强劲表现。
**Wilson Phillips Continued**

**Significant Action**

**A**

**AfterShock**

*Going Through The Motions (Virgin)*

LP: *Revelation*

**AIRKRAFT**

*Some Where (Premiere/Important)*

LP: *In The Red*

**B**

**Boom Crash Opera**

*Talk About It (Giant/WB)*

LP: *These Here Are Crazy Days*

**C**

**Marc Cohn**

*Walking In Memphis (Atlantic)*

LP: *Mean Color*

**D**

**Daisy Dee**

*Crazy (EMR/RCA)*

LP: *1 Am*

**Darling Buds**

*Crystal Clear (Columbia)*

LP: *Crowdunity*

**Eliza Fitzwood**

*Ooh This I Need (Chrysalis)*

LP: *Johnny Gill*

**Johnny Gill**

*Wrap My Body Tight (Motown)*

LP: *Johnny Gill*

**Jasmine Guy**

*Another Love My Lover (WB)*

LP: *Jasmine Guy*

**Living Colour**

*Love Lies Its Ugly Head (Epic)*

LP: *LB's Life*
R.E.M.

"Losing My Religion"

The New Single

Produced by Scott Litt & R.E.M.

From the album Out Of Time

★★★★
Rolling Stone

Heavy Rotation on MTV

### CHRI National Airplay

#### PERFORMANCE WHERE PLAYED

<table>
<thead>
<tr>
<th>Artist/Song/Label</th>
<th>Reports</th>
<th>Report %</th>
<th>Conversion %</th>
<th>Top 15 %</th>
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</thead>
<tbody>
<tr>
<td><strong>NELSON</strong></td>
<td>146</td>
<td>56%</td>
<td>77%</td>
<td>0%</td>
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<tr>
<td><strong>WINGER</strong>/Easy Come Easy Go (Atlantic)</td>
<td>131</td>
<td>52%</td>
<td>90%</td>
<td>30%</td>
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<tr>
<td><strong>HARRETT</strong>/Temple Of Love (East West)</td>
<td>119</td>
<td>47%</td>
<td>66%</td>
<td>4%</td>
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<tr>
<td><strong>C &amp; C MUSIC FACTORY</strong>/Here We Go, Let's Rock And Roll (Columbia)</td>
<td>116</td>
<td>45%</td>
<td>96%</td>
<td>35%</td>
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<tr>
<td><strong>DIVINYS</strong>/Touch My Virgin (EMI)</td>
<td>113</td>
<td>45%</td>
<td>58%</td>
<td>6%</td>
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<tr>
<td><strong>ALEXANDER O'NEAL</strong>/True Man (EPIC)</td>
<td>100</td>
<td>43%</td>
<td>67%</td>
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<td><strong>RALPH TRESVANT</strong>/Stone Cold Gentleman (MCA)</td>
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<td>39%</td>
<td>85%</td>
<td>17%</td>
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<td><strong>ROLLING STONES</strong>/Highwire (Columbia)</td>
<td>99</td>
<td>39%</td>
<td>85%</td>
<td>17%</td>
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<tr>
<td><strong>BINGOBROS</strong>/How To Dance (Atlantic)</td>
<td>99</td>
<td>39%</td>
<td>85%</td>
<td>17%</td>
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<tr>
<td><strong>FIREHOUSE</strong>/Don't Touch Me Bad (EMI)</td>
<td>96</td>
<td>39%</td>
<td>60%</td>
<td>10%</td>
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<tr>
<td><strong>WHITE</strong>/Let's Live Rock 'N' Roll (Atlantic)</td>
<td>94</td>
<td>37%</td>
<td>94%</td>
<td>0%</td>
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<tr>
<td><strong>ANOTHER BAD CREATION</strong>/Tina (Motown)</td>
<td>93</td>
<td>37%</td>
<td>99%</td>
<td>54%</td>
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<tr>
<td><strong>JELLYFISH</strong>/Baby's Coming Back (Charisma)</td>
<td>90</td>
<td>39%</td>
<td>60%</td>
<td>10%</td>
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<tr>
<td><strong>HAPPY MONDAY</strong>/You Share (Atlantic)</td>
<td>87</td>
<td>36%</td>
<td>1%</td>
<td>0%</td>
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<tr>
<td><strong>CINDERELLA</strong>/Heartbreak Station (MCA)</td>
<td>99</td>
<td>37%</td>
<td>62%</td>
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<tr>
<td><strong>PARTY</strong>/Why It's So Lonely (Atlantic)</td>
<td>87</td>
<td>25%</td>
<td>70%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>BLACK CROWES</strong>/Shake Up That Angel (Atlantic)</td>
<td>90</td>
<td>24%</td>
<td>70%</td>
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<tr>
<td><strong>VOICES OF RAGE</strong>/Voices That Care (Giant/EMI)</td>
<td>60</td>
<td>24%</td>
<td>60%</td>
<td>17%</td>
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<td><strong>HIGH HOPES</strong>/Pineapple Express (Atlantic)</td>
<td>65</td>
<td>26%</td>
<td>74%</td>
<td>17%</td>
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<tr>
<td><strong>MICK LEE</strong>/Something In My Heart (Ruthless/Almo)</td>
<td>48</td>
<td>15%</td>
<td>67%</td>
<td>49%</td>
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<tr>
<td>**LIZETTE MELendez&amp;Tootie Ramsey (Fever/Columbia)</td>
<td>48</td>
<td>15%</td>
<td>67%</td>
<td>49%</td>
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<tr>
<td><strong>HELLO</strong>/You're The One (Atlantic)</td>
<td>37</td>
<td>15%</td>
<td>54%</td>
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<tr>
<td><strong>ESTELA FIORILLO</strong>/Oooh This I Need (Chrysalis)</td>
<td>37</td>
<td>15%</td>
<td>91%</td>
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<tr>
<td><strong>MINE LOVE</strong>/Share (Atlantic)</td>
<td>27</td>
<td>11%</td>
<td>89%</td>
<td>35%</td>
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<td><strong>JOHNNY Gill</strong>/Man My Body Tight (MCA)</td>
<td>27</td>
<td>11%</td>
<td>89%</td>
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Note: See Parallels for a complete picture of station activity. New records with large add totals won't show in Performance Where Played until those adds convert to chart. Top 15% is determined by dividing a song's total Top 15 reports by its total charted reports.

#### NEW ARTISTS

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<td>HARRIET</td>
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<td>DIVINYS</td>
<td>113</td>
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<td>BINGO BOYS</td>
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<td>FIREHOUSE</td>
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New artists have not yet had a CHR Breaker.
**NEW & ACTIVE**

61% of our reporters playing it. Moves: Up 107, Debuts 12, Same 16, Down 2, Adds 17 including Z100, WEKE, KC101, WYCR, WCQG, Z102, WVIC, WRQN, KRQ. See Parallels, moves 27-25.

---

**GERARO**

**TRIPPLETS**

You Don’t Have To Go Home Tonight (Mercury)

64% of our reporters playing it. Moves: Up 10, Debuts 51, Same 44, Down 0, Adds 56 including WPLJ, WIQO, B94, Y108, WAAL, KZZB, WINK, WAPE, WKDD, KSND. Complete airplay in Parallels.

---

**GUY “Let’s Chill” (MCA)**


**MICHELLE “Something In My Heart” (Ruthless/Atlantic)**

Reports: 57. Moves: Up 7, Debuts 8, Same 17, Down 1, Adds 12, WNCI, KKBO, K107, WZCB, Y107, KQCB, WCBS, KGGB, KHCM, KTWB 19-18, KF104 18-14, KZFM 19-12, BS9 11-4.

**MARTHA “I’m Falling For You” (Columbia)**

Reports: 44. Moves: Up 5, Debuts 0, Same 12, Down 0, Adds 13 including WNCI, WZCB, Y107, KQCB, WCBS, KGGB, KHCM, KTWB 18-14, KF104 19-12, BS9 11-4.

**STEELHEART “I’ll Never Let You Go” (MCA)**


**JASMINE GUY “Another UM My Lover” (Virgin)**


---

**WORLD**

**ROBYN “written All Over Your Face” (Atlantic)**

Reports: 44. Moves: Up 26. Debuts 0, Same 32, Down 0, Adds 0, WNCI, WZCB, Y107, KQCB, WCBS, KGGB, KHCM, KTWB 18-14, KF104 19-12, BS9 11-4.

---

**C & M FACTORY**

**“Here We Go, Let’s Rock And Roll” (Columbia)**

Reports: 10. Moves: Up 2, Debuts 0, Same 12, Down 0, Adds 11, KZFM, WANG, WS4, K107, WZCB, Y107, KQCB, WCBS, KGGB, KHCM, KTWB 18-14, KF104 19-12, BS9 11-4.

---

**FOUR**

**“I Don’t Want To Know”**


---

**ROCK**

**AFTERSHOCK “Going Through The Motions” (Virgin)**

"What Comes Naturally"

The spontaneous hit single and title track from her new album What Comes Naturally

Produced by Denny Diante and Nick Mundy
Management: Harriet Wasserman

On Your Desk And On The Air At CHR Radio Now!

Urban Most Added!

Just do it.
**NATIONAL AIRPLAY OVERVIEW**

**CHR**

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**URBAN CONTEMPORARY**

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**New & Active Top 10 Recurrents**

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<th>Title</th>
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<td><strong>56</strong></td>
<td><strong>New &amp; Active Top 10 Recurrents</strong></td>
<td><strong>64</strong></td>
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**AOR TRACKS**

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**New & Active PG 57**

**Adds & Hats PG 58**

**New Associate Reporters, Full-Service PG 59**

**Country Song Information Index Pg 70**

**Complete Top 50 Country Chart Pg 66; LP Chart Pg 72**

**Country Song Information Index Pg 70**

**NEW ROCK**

**Material Overview**

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**NEW ADULT CONTEMPORARY**

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**DEBUTS**

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