



ISSUE #584
4/21/89

THE
HIT
MAKERS

THE RADIO &
RECORD INDUSTRY
MUSIC, NEWS
& INFORMATION
WEEKLY
MAGAZINE

MIKE PRESTON NEW MUSIC DIRECTOR AT WPLJ, NEW YORK!
STEVE WYROSTOK PROMOTED TO ASST. PD AT POWER99, ATLANTA!
BILL PASHA NEW PD AT WAPE, JACKSONVILLE!
STEVE HOFFMAN NAMED MD AT PIRATE RADIO, LOS ANGELES!
LEE GILLETTE PROMOTED TO PD AT WKSI, GREENSBORO!

CRUSADES:

FREIHEIT "Keeping The Dream Alive" (WTG)

We Are TOTALLY Committed To Breaking This Record! A Classic Sound! Early Believers At Top40 Radio Include...WTKI, KISN And Many More!

JOHN COUGAR MELLENCAMP "Pop Singer" (MERCURY)

#1 Top Added Out-Of-The-Box Including...PIRATE RADIO, WXKS-FM, WZOU#33, KEGL, Y95, WMMS#25, POWER99, Y108, KBEQ, PRO-FM+

MILLI VANILLI "Baby Don't Forget My Number" (ARISTA)

Instant Adds...KIIS-FM, KKBQ, KRBE, KUBE, KKFR, KZZP, KS104, Y108, KKRZ, KWSS#35, FM102, KROY, KWOD, WGH, 92X, B97, KTFM+++

WAS (NOT WAS) "Anything Can Happen" (CHRYSLAS)

This One Will! ADDS: EAGLE 106, WXKS-FM, Y108, KATD, KWOD, WNCI#32, KCPX, KISN, WBCY, And Many More!

JULIAN LENNON "Now You're In Heaven" (ATLANTIC)

Ready To Cross Top40 In A Big Way! ADDS: WROQ, WLRS#22, WKSI+

WARRANT "Down Boys" (COLUMBIA)

A Giant Week At Top40! Adds Include PIRATE RADIO, WDFX#26, WMMS, WPHR, KXXR#34, WGH, KCPX#37 And Many More!



THE HITMAKERS INTERVIEW

KEVIN MORTON

Program Director WAZY-Lafayette

SEE PAGE 17

THE HITMAKERS RADIO FORUM

"FROM A RADIO MARKETING STANDPOINT, WHAT ARE THE MAIN ELEMENTS TO INCLUDE IN AN EFFECTIVE TELEVISION CAMPAIGN?"

BILL TANNER POWER96, CHRIS BAILEY WNVZ, MATT FARBER WAVA, MARK CAPP KKRZ, BOB CASE KZZP, CASEY KEATING KPLZ...SEE PAGE 21

NATIONAL BREAKOUTS

(100 ACTIVE REPORTS NEEDED TO QUALIFY)

163 • JOHN COUGAR
MELLENCAMP
"Pop Singer"
(MERCURY)

124 • LISA LISA & CULT JAM
"Little Jackie Wants
To Be A Star" (COLUMBIA)

103 • MILLI VANILLI
"Baby Don't Forget My Number"
(ARISTA)

101 • DONNA SUMMER
"This Time I Know It's For Real"
(ATLANTIC)

100 • ONE 2 MANY
"Downtown"
(A&M)

TOP ADDED

160 • JOHN COUGAR
MELLENCAMP
"Pop Singer"
(MERCURY)

98 • MILLI VANILLI
"Baby Don't Forget My Number"
(ARISTA)

82 • DONNA SUMMER
"This Time I Know It's For Real"
(ATLANTIC)

46 • ROACHFORD
"Cuddly Toy (Feel For Me)"
(EPIC)

43 • WATERFRONT
"Cry"
(POLYDOR)

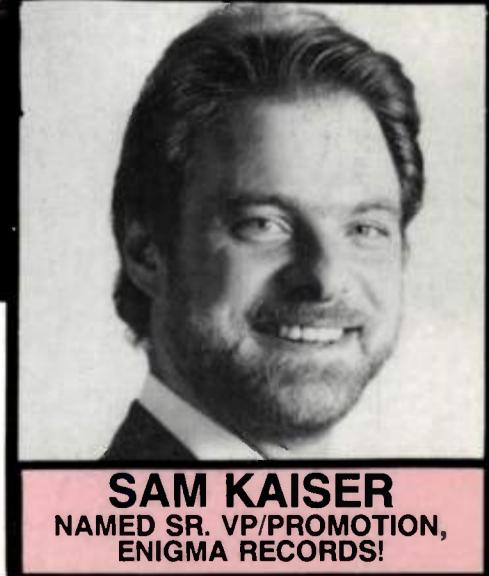
41 • NENEH CHERRY
"Buffalo Stance"
(VIRGIN)

39 • WAS (NOT WAS)
"Anything Can Happen"
(CHRYSLAS)

33 • WARRANT
"Down Boys"
(COLUMBIA)

32 • MIKE + THE MECHANICS
"Seeing Is Believing"
(ATLANTIC)

31 • ELVIS COSTELLO
"Veronica"
(WARNER BROS)

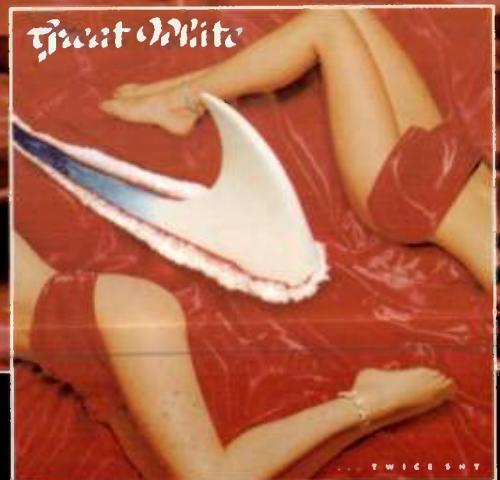


SAM KAISER
NAMED SR. VP/PROMOTION,
ENIGMA RECORDS!

LAST YEAR, OVER ONE MILLION PEOPLE WERE BITTEN.
THIS YEAR, THE BITE GETS EVEN BIGGER.

Great White

... TWICE SHY



THE SMASH FOLLOW-UP TO THE PLATINUM LP ONCE BITTEN
FEATURING THE ROCK RADIO MONSTER "ONCE BITTEN TWICE SHY"

PRODUCED AND ARRANGED BY ALAN NIVEN AND MICHAEL LARDIE • CAREER AFFAIRS: STRAVINSKI BROTHERS

WRH



Capitol

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RADIO STATIONS
REPORTED
THIS WEEK

346

HITMAKERS

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HITBOUNDS

(Number indicates ACTIVE radio station reports this week...ACTIVE AIRPLAY is defined as an ADD, DEBUT, TOP 15 REPORT or a 3 POINT MOVE elsewhere on the station's playlist! Research based on QUALITY, not quantity!)

96 • **RICK ASTLEY** "Giving Up On Love" (RCA)
Adds/Debuts: POWER106, WZOU#29, KRBE, 94Q#30, KPLZ, KUBE, B100#34, Y108, KKRZ#32, KCPX, FM100++
92 • **CINDERELLA** "Coming Home" (MERCURY)
Adds/Debuts: KUBE, B94#27, WPHR#37, KKRZ, PRO-FM#29, WZPL#33, WROQ#26, WJRZ#28, CKXY, Y107#26++
91 • **ROACHFORD** "Cuddly Toy (Feel For Me)" (EPIC)
Adds/Debuts: KMEL, KPLZ, KUBE, KBQ#36, Q105, KKRZ, PRO-FM, WGH#28, KSAQ#36, MAJIC102, WROQ, ++
91 • **SAMANTHA FOX** "I Only Wanna Be With You" (JIVE/RCA)
Adds/Debuts: WPLJ#30, POWER96, KUBE#30, KEZY, PRO-FM#33, HOT97.7, HOT94.9#27+ HOT: HOT97(11-9)++
87 • **EDIE BRICKELL & NEW BOHEMIANS** "Circle" (GEFFEN)
Adds/Debuts: WXKS-FM#34, KPLZ, WPHR#40, KKRZ, KXXR#37, KCPX#38, Y106#29, Z99+ HOT: Y95(10-4)++
73 • **ELVIS COSTELLO** "Veronica" (WARNER BROS)
Adds/Debuts: KIIS-FM#29, WXKS-FM#32, KEGL#18, WMMS#26, KKRZ, PRO-FM, KROY#35, 92X, WDJX, WBCY#30+
73 • **NATALIE COLE** "Miss You Like Crazy" (EMI)
Adds/Debuts: KIIS-FM, K101#28, EAGLE106, 94Q, WHTX#14, KDWB-FM#30, PRO-FM#28, FM102#29, B97, WGTZ+
66 • **THE REPLACEMENTS** "I'll Be You" (SIRE/REPRISE)
Adds/Debuts: WDFX#24, WXKS-FM, WZOU, PRO-FM#35, KWOD#35, WGH#27, BJ105#37, KJ103#39, WKZL++
64 • **STEVIE B** "I Wanna Be The One" (LMR)
HOT: HOT97(1-1), WPLJ(4-3), WXKS-FM(22-18), WAVA(29-26), Q106(10-8), KZZP(9-7), Y108(18-9), KATD(6-5)++
60 • **EDDIE MONEY** "Let Me In" (COLUMBIA)
Adds/Debuts: WZOU#30, WAVA, WZPL, KJ103, K104#24, KKXL, KSKG#40, OK95, WBNQ, WSPK#37, WJAD++
60 • **MIKE + THE MECHANICS** "Seeing Is Believing" (ATLANTIC)
Adds/Debuts: WZOU#34, 94Q, WMMS#29, PRO-FM, KSAQ#37, KISN#38, WROQ#23, WJRZ, JET-FM, K104, KKXL+
46 • **TOM PETTY** "I Won't Back Down" (MCA)
Adds/Debuts: WZOU, KEGL#17, WTKI, KXXR#40, KSAQ, WJRZ#19, Z99#25, WLRS#26, KFRX, KYYA, WYCR, Z107+
44 • **SURFACE** "Closer Than Friends" (COLUMBIA)
HOT: KMEL(10-8), WIOQ(28-21)WUSL(1-1), WPGC(14-11), KKFR(35-30), HOT102(27-21), HOT97.7(39-25)++
39 • **WAS (NOT WAS)** "Anything Can Happen" (CHRYSTALIS)
Adds: EAGLE106, WXKS-FM, Y108, KATD, KWOD, WNCI#32, KCPX, KISN, WBCY, WJLK-FM, KIXY, KREO, Z93+
38 • **JULIAN LENNON** "Now Your In Heaven" (ATLANTIC)
Adds/Debuts: KROQ#40, WROQ, WLRS, WKSI, 95XIL, K104, KIXY, KREO, OK95, WIFX, WOMP-FM, WPFR, WRTB+
37 • **MICHAEL MORALES** "Who Do You Give Your Love To" (WING/POLYDOR)
Adds/Debuts: KEGL, Y95, KATD, KSAQ#36, WBCY, WJLK-FM, KJ103, Z99, KAKS#36, KHOK, KJLS, KSKG, Z93++
36 • **VIXEN** "Love Made Me" (EMI)
Adds/Debuts: HOT107#39, JET-FM, KAKS, KEWB#38, KFBD, KGWY, KHOK, KHSS#40, KJCK, KJLS, KMON, KZZK+
36 • **WARRANT** "Down Boys" (COLUMBIA)
Adds/Debuts: PIRATE RADIO, WDFX#26, WMMS, WPHR, KXXR#34, WGH, KCPX#37, 93QID, 95XXX, K106, Q124+
33 • **FIGURES ON A BEACH** "You Ain't Seen Nothing Yet" (WARNER BROS)
Adds/Debuts: WZPL#34, 93QID, K106, KELY, KFBD, KWTO, Q124, WAEB-FM, WHTO, WIFX, WINK, WRCK, WYCR+
32 • **PETER SCHILLING** "The Different Story..." (ELEKTRA)
Adds/Debuts: KCPX#39, 95XXX, KIXY#39, KKSS-FM#36, WNKS#40+HOT: KMEL(26-21), WIOQ(31-22), WXKS(23-19)+
31 • **INFORMATION SOCIETY** "Repetition" (TB/REPRISE)
Adds/Debuts: KKBQ#34, KJLS#40, KKXL#40, KLYK#34, WMGZ#40+HOT: KWOD(25-22), HOT97(33-29), Q107(30-27)+
27 • **XTC** "Mayor Of Simpleton" (GEFFEN)
Adds/Debuts: WXKS-FM, WZOU#32, KKBQ, KRBE, WJRZ#27, 102QQ, KELY, KIXS, KIXY, KKBG, WPFR, KZZK++
27 • **SAM BROWN** "Stop" (A&M)
Adds/Debuts: KUBE#29, WPHR, WROQ, Z99, KJLS, KKBG, KNAN, POWER108, Q104, Q124, WCLG, WDEK, Y104+
25 • **BULLETBOYS** "For The Love Of Money" (WARNER BROS)
Adds/Debuts: KJ103, Z99#27, KAKS, KFBD, KKXL, KNIN#36, KPIX#39, KQKY-FM, KUUB, KWTO, WBPR#36, Z103+
24 • **BENNY MARDONES** "Into The Night" (POLYDOR)
Adds/Debuts: PIRATE RADIO#20, X100#29, B104, KKFR, WJLK-FM, 97KYN, KLUC, KQIZ#38, WJZQ, WKPE#30+
24 • **GUY** "I Like" (UPTOWN/MCA)
Adds/Debuts: HOT97.7#40, KBOS#40, KCAQ, KKQB, KKSS-FM, KYNO, WBPR#33, WMGZ#34+ HOT: B97(10-4)++
23 • **NEW ORDER** "Round & Round" (QWEST/WB)
Adds/Debuts: KROQ#36, POWER99#30, KOY95, B97#27+HOT: ENERGY96.5(34-29), KKBQ(31-25), HOT94.9(15-12)+
20 • **AL B. SURE** "If I'm Not Your Lover" (WARNER BROS)
Adds/Debuts: WPGC#29, HOT102#38, HOT97.7, KROY#29, 102JAMZ, HOTI94#8, KKSS-FM#33, KRRG++
20 • **ANITA BAKER** "Lead Me Into Love" (ELEKTRA)
Adds/Debuts: WPGC, HOT105, HOT102#37, KROY, KBLQ, KHFI, KMGX, KNAN, KQMQ, KREO, KSND, KYNG,++
20 • **SIREN** "All Is Forgiven" (MERCURY)
Adds/Debuts: KXXR#38, WROQ, 95XIL, K104#25, KATM, KELY#38, KNIN, KPXI#30, KVTI, WPFM#39, WSPK++
17 • **ATLANTIC STARR** "My First Love" (WARNER BROS)
Adds/Debuts: WPGC, B97, KGGI#21, Y107, KMGX, KWYN, KYNG, WKQB, WWUF+ HOT: KHYS(20-15)++
16 • **TANITA TIKARAM** "Twist In My Sobriety" (REPRISE)
Adds/Debuts: KUBE, KMDX, KSND#35, KYYA#27, KZMC, KZZK, OK95#40, WBBQ, WCLG, WDEK, WPFR, WYCR++
16 • **THE CURE** "Fascination Street" (ELEKTRA)
Adds/Debuts: KEGL#20, KKBQ, KRBE#34, WGH, WNVZ, BJ105, K106, KIXY, POWER108, WBNQ, WNKS, WVKZ++
15 • **JOHNNY CLEGG & SAVUKA** "Scatterlings Of Afrika" (CAPITOL)
Adds/Debuts: KSAQ, KIXS, KJG, KNAN, KNIN, KPXI, KWXX, KYNG, KYYA, KZZB, SLY96#34, WHTO, Y104++
14 • **MAURICE** "This Is Acid" (VENDETTA/A&M)
Adds/Debuts: WIOQ#30, ENERGY96.5#39, KKFR, HOT97.7#37, KROY#34, KGGI, KEZB-FM, KKSS-FM, WBPR++
14 • **PHOEBE SNOW** "If I Can Just Make It Through The Night" (ELEKTRA)
Adds/Debuts: 100KHI, KLAZ, KMOK, KNAN, KNEN#40, KZOZ, WBBQ#40, WIBW, WJMX, WTHT+HOT: KBLQ(25-22)+

SUPERHITS

Edie Brickell & New Bohemians "Circle"

From The Debut Album

Shooting Rubberbands At The Stars,
Approaching Double Platinum

OVER 85 TOP40 STATIONS!!! BILLBOARD SINGLE: 71*-62*
#39 HITMAKERS MAINSTREAM CHART...43% Increase In Airplay!
#19 HITMAKERS ROCK CHART...31% Increase In Airplay!

Y95 (10-4 Hot)	WAPE (21-13)
WBCY (27-21)	KEGL (13-11 Hot)



Video On MTV and VH-1!!!

Breaking Quickly At:

WZOU (25-20) WSPT (27-22 Hot)
WMMS (#14) KIXY (28-15 Hot)
KISN (29-23) KSAQ (35-29)
WXKS (Deb#34) KTUX (20-16)
 K106 (33-25) WJMX (27-21)
 WPST (31-25) Z97 (20-16)
 Y106 (Deb#29) 95XXX (24-19)
 KZIO (39-34) & more

New Adds:

KPLZ
KKRZ
 K104
 KBFM KAKS
 92Q WIBW
 WRQN KZOZ
 95XIL and more

XTC

"The Mayor Of Simpleton"

From **Oranges & Lemons**,

Already Their Biggest-Selling Album

LP QUICKLY APPROACHING GOLD!

BUZZ BIN on MTV! R&R AOR TRACKS 12*

#27 HITMAKERS ROCK CHART...43% Increase In Airplay!



Early Action:

WXKS (Add) **WMMS (23-19)**
KKBQ (Add) **WZOU (Deb#32)**
KRBE (Add) **Y95**

KF95 (Add) ZFUN106 (D#40)
 KIXY (Add) Y97 (37-34)
 KWTX (Add) K104
 WPFR (Add) K106
 KOZE (Deb#35) KSND and more

BB Modern Rock Tracks: #1 - 5 weeks!	R&R New Rock: #1 - 5 weeks!
GAVIN Alternative: #1 - 5 weeks!	FMQB Adventure Club: #1 - 5 weeks!
ALBUM NETWORK Expando: #1 - 4 weeks!	

Geffen Records: Powers And Abilities Far Beyond Mortal Music

HITMAKERS

MAINSTREAM Top 40 Research

RANK	artist / title / label	POINTS :	THIS WEEK	LAST WEEK	PERCENTAGE
1	MADONNA "Like A Prayer" (SIRE/WB)	3237	3137	3137	+3.19%
2	FINE YOUNG CANNIBALS "She Drives..." (IRS/MCA)	2734	3020	2734	-9.47%
3	BON JOVI "I'll Be There For You" (MERCURY)	2495	2296	2495	+8.67%
4	PAULA ABDUL "Forever Your Girl" (VIRGIN)	2046	1702	2046	+20.21%
5	JODY WATLEY "Real Love" (MCA)	2039	1726	2039	+18.13%
6	MICHAEL DAMIAN "Rock On" (CYPRESS/A&M)	2039	1654	2039	+23.28%
7	DEON ESTUS "Heaven Help Me" (MIKA/POLYDOR)	2018	2025	2018	-0.35%
8	THIRTY EIGHT SPECIAL "Second Chance" (A&M)	1851	1595	1851	+16.05%
9	DONNY OSMOND "Soldier Of Love" (CAPITOL)	1850	1523	1850	+21.47%
10	SA-FIRE "Thinking Of You" (CUTTING/MERCURY)	1769	1660	1769	+6.57%
11	ANIMATION "Room To Move" (POLYDOR)	1624	1558	1624	+4.24%
12	DEBBIE GIBSON "Electric Youth" (ATLANTIC)	1530	1209	1530	+26.55%
13	CHER & PETER CETERA "After All" (GEFFEN)	1503	1302	1503	+15.44%
14	GUNS N' ROSES "Patience" (GEFFEN)	1433	1021	1433	+40.35%
15	NEW KIDS ON THE BLOCK "I'll Be Lovin'..." (COL)	1429	983	1429	+45.37%
16	SWEET SENSATION "Sincerely Yours" (ATCO)	1417	1263	1417	+12.19%
17	BELLE STARS "Iko Iko" (CAPITOL)	1413	1244	1413	+13.59%
18	BOBBY BROWN "Every Little Step" (MCA)	1405	1103	1405	+27.38%
19	LIVING COLOUR "Cult Of Personality" (EPIC)	1405	1230	1405	+14.23%
20	DEF LEPPARD "Rocket" (MERCURY)	1392	1406	1392	-1.00%
21	HOWARD JONES "Everlasting Love" (ELEKTRA)	1353	1166	1353	+16.04%
22	BETTE MIDLER "Wind Beneath My Wings" (ATL)	1262	994	1262	+26.96%
23	JIMMY HARNEN & SYNCH "Where Are..." (WTG)	986	857	986	+15.05%
24	TOMMY PAGE "A Shoulder To Cry On" (SIRE/WB)	901	738	901	+22.09%
25	STEVIE B "I Wanna Be The One" (LMR)	873	855	873	+2.11%
26	LITA FORD & OZZY "Close My Eyes Forever" (RCA)	758	589	758	+28.69%
27	NENEH CHERRY "Buffalo Stance" (VIRGIN)	700	482	700	+45.23%
28	WINGER "Seventeen" (ATLANTIC)	593	514	593	+15.37%
29	WATERFRONT "Cry" (POLYDOR)	579	330	579	+75.45%
30	THE OUTFIELD "Voices Of Babylon" (COLUMBIA)	577	430	577	+34.19%
31	ARETHA & ELTON "Through The Storm" (ARISTA)	551	312	551	+76.60%
32	SAMANTHA FOX "I Only Wanna Be..." (JIVE/RCA)	482	349	482	+38.11%
33	JOHNNY KEMP "Birthday Suit" (COLUMBIA)	382	632	382	-39.56%
34	ONE 2 MANY "Downtown" (A&M)	352	268	352	+31.34%
35	THE REPLACEMENTS "I'll Be You" (SIRE/REPRISE)	283	146	283	+93.84%
36	LISA LISA & CULT JAM "Little Jackie Wants..." (COL)	278	135	278	+105%
37	PETER SCHILLING "The Different Story" (ELEKTRA)	278	263	278	+5.70%
38	BENNY MARDONES "Into The Night" (POLYDOR)	254	174	254	+45.98%
39	EDIE BRICKELL & NEW BOHEMIANS "Circle" (GEF)	243	170	243	+42.94%
40	NATALIE COLE "Miss You Like Crazy" (EMI)	239	116	239	+106%

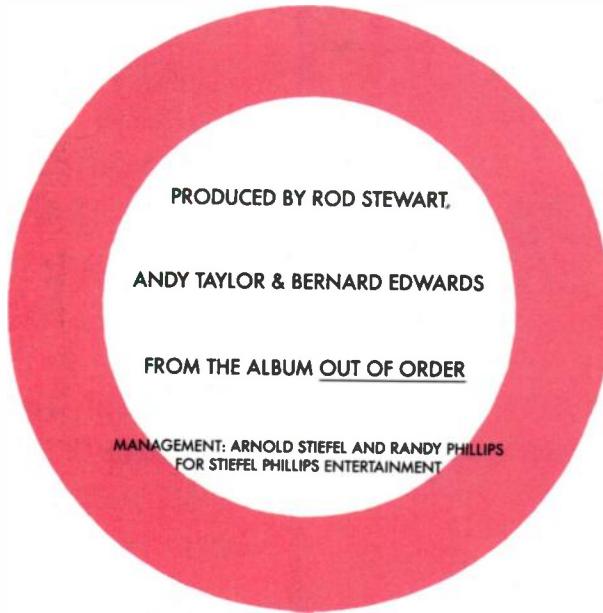
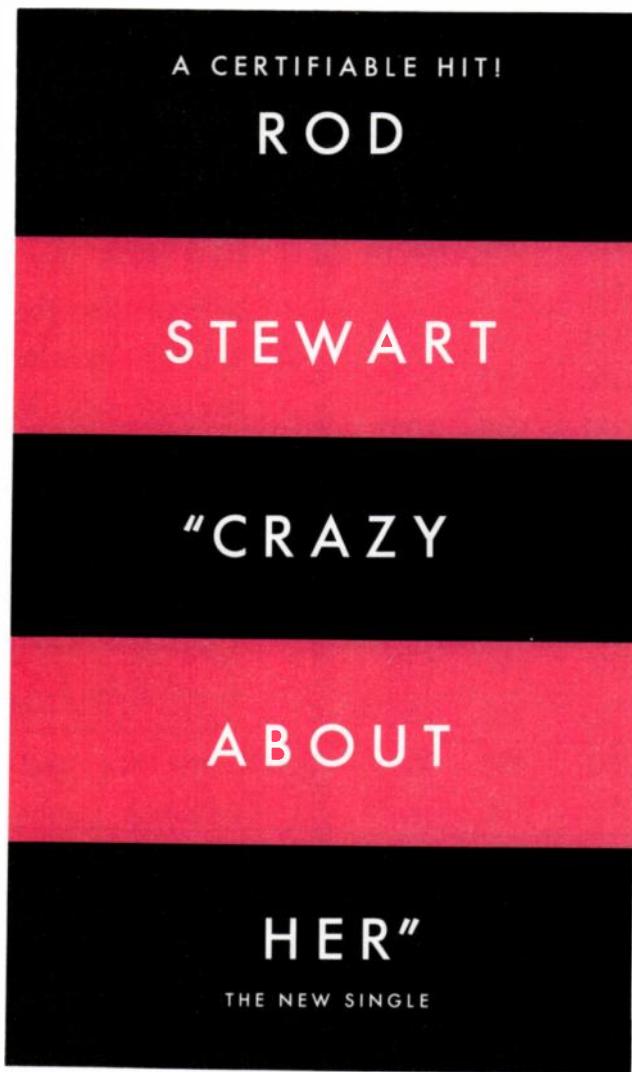
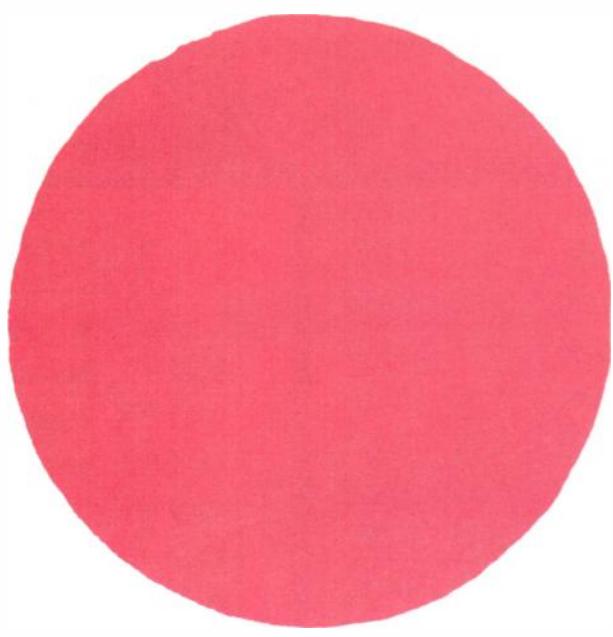
The research compiled herein is based on MAJOR MARKET station reports only! POINTS reflect actual airplay, sales, requests and call-out research on individual station reports. PERCENTAGES reflect the increase or decrease in POINTS as compared to last week's report. Increases of 100% or more are highlighted with a black box. It is possible for a record to decrease one week and have a significant increase the following week!

RECURRENTS this week

RANK	artist / title / label	POINTS :	THIS WEEK	LAST WEEK	PERCENTAGE
1	ROXETTE "The Look" (EMI)	2311	2573	2311	-10.18%
2	TONE LOC "Funky Cold..." (DELICIOUS/ISLAND)	2063	2230	2063	-7.49%
3	BANGLES "Eternal Flame" (COLUMBIA)	1635	2213	1635	-26.12%
4	MILLI VANILLI "Girl You Know It's True" (ARISTA)	1275	1649	1275	-22.68%
5	R.E.M. "Stand" (WB)	1164	1820	1164	-36.04%
6	POISON "Your Mama Don't Dance" (ENIGMA/CAP)	885	1332	885	-33.56%
7	ROD STEWART "My Heart Can't Tell You No" (WB)	810	1177	810	-31.18%
8	KARYN WHITE "Superwoman" (WB)	758	1284	758	-40.97%
9	ROY ORBISON "You Got It" (VIRGIN)	660	1072	660	-38.43%
10	VANESSA WILLIAMS "Dreamin'" (WING/POLYDOR)	538	803	538	-33.00%
11	MIKE + THE MECHANICS "The Living Years" (ATL)	534	790	534	-32.41%
12	ENYA "Orinoco Flow (Sail Away)" (GEFFEN)	461	917	461	-49.73%
13	DEBBIE GIBSON "Lost In Your Eyes" (ATLANTIC)	374	707	374	-47.10%
14	ANITA BAKER "Just Because" (ELEKTRA)	258	411	258	-37.23%
15	MARTIKA "More Than You Know" (COLUMBIA)	234	283	234	-17.31%
16	CHICAGO "You're Not Alone" (REPRISE)	195	289	195	-32.53%
17	WAS (NOT WAS) "Walk The..." (CHRYSTALIS)	195	370	195	-47.30%
18	PAULA ABDUL "Straight Up" (VIRGIN)	160	301	160	-46.84%
19	DINO "24/7" (4TH & B'WAY/ISLAND)	132	184	132	-28.26%
20	GUNS N' ROSES "Paradise City" (GEFFEN)	110	136	110	-19.12%

OTHER HOT RECORDS...

RANK	artist / title / label	POINTS :	THIS WEEK	LAST WEEK	PERCENTAGE
1	CINDERELLA "Coming Home" (MERCURY)	197	82	197	+140.24%
2	ELVIS COSTELLO "Veronica" (WB)	188	53	188	+254.72%
3	RICK ASTLEY "Giving Up On Love" (RCA)	169	93	169	+81.72%
4	SURFACE "Closer Than Friends" (COLUMBIA)	169	140	169	+20.71%
5	FIGURES ON A BEACH "You Ain't Seen..." (WB)	163	143	163	+13.99%
6	DONNA SUMMER "This Time I Know..." (ATLANTIC)	145	48	145	+202.08%
7	TOM PETTY "I Won't Back Down" (MCA)	143	34	143	+320.59%
8	INFORMATION SOCIETY "Repetition" (TB/REPRISE)	129	110	129	+17.27%
9	NEW ORDER "Round & Round" (WB)	129	63	129	+104.76%
10	U2 with B.B. KING "When Love Comes..." (ISLAND)	129	120	129	+7.50%
11	SAM BROWN "Stop" (A&M)	126	93	126	+35.48%
12	BAD COMPANY "Shake It Up" (ATLANTIC)	124	103	124	+20.39%
13	JOHN COUGAR MELLENCAMP "Pop Singer" (MERC)	100	0	100	NEW
14	THE BOYS "Lucky Charm" (MOTOWN/MCA)	96	86	96	+11.63%
15	BOY GEORGE "Don't Take My..." (VIRGIN)	93	70	93	+32.86%
16	BULLETBOYS "For The Love Of Money" (WB)	91	67	91	+35.82%
17	MILLI VANILLI "Baby Don't Forget..." (ARISTA)	91	0	91	NEW
18	XTC "Mayor Of Simpleton" (GEFFEN)	63	35	63	+80.00%
19	LUTHER VANDROSS "For You To Love" (EPIC)	58	0	58	NEW
20	MIKE + THE MECHANICS "Seeing Is..." (ATL)	53	6	53	+783.33%



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WRH

HITMAKERS

URBAN Top 40 Research

RANK	artist / title / label	POINTS :	THIS WEEK	LAST WEEK	PERCENTAGE
1	MADONNA "Like A Prayer" (SIRE/WB)	1434	1392	+3.02%	
2	JODY WATLEY "Real Love" (MCA)	1166	1032	+12.98%	
3	BOBBY BROWN "Every Little Step" (MCA)	1122	1109	+1.17%	
4	PAULA ABDUL "Forever Your Girl" (VIRGIN)	936	869	+7.71%	
5	NEW KIDS ON THE BLOCK "I'll Be Lovin'" (COL)	888	724	+22.65%	
6	STEVIE B "I Wanna Be The One" (LMR)	849	905	-6.19%	
7	SWEET SENSATION "Sincerely Yours" (ATCO)	819	812	+0.86%	
8	SA-FIRE "Thinking Of You" (CUTTING/MERCURY)	816	791	+3.16%	
9	DEON ESTUS "Heaven Help Me" (MIKA/POLYDOR)	786	835	-5.87%	
10	DEBBIE GIBSON "Electric Youth" (ATLANTIC)	667	565	+18.05%	
11	DONNY OSMOND "Soldier Of Love" (CAPITOL)	587	530	+10.75%	
12	NENEH CHERRY "Buffalo Stance" (VIRGIN)	580	449	+29.18%	
13	BELLE STARS "Iko Iko" (CAPITOL)	535	462	+15.80%	
14	MICHAEL DAMIAN "Rock On" (CYPRESS/A&M)	504	420	+20.00%	
15	SURFACE "Closer Than Friends" (COLUMBIA)	461	424	+8.73%	
16	TOMMY PAGE "A Shoulder To Cry On" (SIRE/WB)	378	372	+1.61%	
17	ANIMOTION "Room To Move" (POLYDOR)	335	331	+1.21%	
18	LISA LISA & CULT JAM "Little Jackie Wants..." (COL)	270	146	+84.93%	
19	GUY "I Like" (MCA)	268	248	+8.06%	
20	JT & REGINA BELLE "All I Want Is Forever" (EPIC)	257	246	+4.47%	
21	SAMANTHA FOX "I Only Wanna Be..." (JIVE/RCA)	243	162	+50.00%	
22	HOWARD JONES "Everlasting Love" (ELEKTRA)	238	186	+27.96%	
23	NATALIE COLE "Miss You Like Crazy" (EMI)	238	175	+36.00%	
24	BOY GEORGE "Don't Take My..." (VIRGIN)	222	186	+19.35%	
25	KID N PLAY "Rolling With..." (SELECT)	212	211	+0.47%	
26	AL B. SURE "If I'm Not Your Lover" (WB)	211	174	+21.26%	
27	PETER SCHILLING "The Different Story" (ELEKTRA)	210	183	+14.75%	
28	JOHNNY KEMP "Birthday Suit" (COLUMBIA)	195	298	-34.56%	
29	KARYN WHITE "Love Saw It" (WB)	195	97	+101%	
30	WATERFRONT "Cry" (POLYDOR)	164	111	+47.75%	
31	ARETHA & ELTON "Through The Storm" (ARISTA)	159	110	+44.55%	
32	GINA GO-GO "I Can't Face The Fact" (CAPITOL)	159	177	-10.17%	
33	SKYY "Start Of A Romance" (ATLANTIC)	158	148	+6.76%	
34	ATLANTIC STARR "My First Love" (WB)	156	85	+83.53%	
35	DONNA SUMMER "This Time I Know..." (ATLANTIC)	152	78	+94.87%	
36	CHERRELLE "Affair" (TABU/CBS)	146	160	-8.75%	
37	CYNTHIA "Endless Night" (MICMAC)	142	0	NEW	
38	TOO SHORT "Life Is..." (JIVE/RCA)	130	119	+9.24%	
39	SHEENA EASTON "Days Like This" (MCA)	129	178	-27.53%	
40	TEN CITY "That's The Way Love Is" (ATLANTIC)	114	121	-5.79%	

The research compiled herein is based on MAJOR MARKET station reports only! POINTS reflect actual airplay, sales, requests and call-out research on individual station reports. PERCENTAGES reflect the increase or decrease in POINTS as compared to last week's report. Increases of 100% or more are highlighted with a black box. It is possible for a record to decrease one week and have a significant increase the following week!

RECURRENTS this week

RANK	artist / title / label	POINTS :	THIS WEEK	LAST WEEK	PERCENTAGE
1	TONE LOC "Funky Cold..." (DELICIOUS/ISLAND)	1159	1309	-11.46%	
2	FINE YOUNG CANNIBALS "She Drives..." (IRS/MCA)	918	1125	-18.40%	
3	MILLI VANILLI "Girl You Know It's True" (ARISTA)	675	827	-18.38%	
4	ROXETTE "The Look" (EMI)	629	681	-7.64%	
5	VANESSA WILLIAMS "Dreamin'" (WING/POLYDOR)	324	405	-20.00%	
6	DINO "24/7" (4TH & B'WAY/ISLAND)	318	391	-18.67%	
7	KARYN WHITE "Superwoman" (WB)	278	529	-47.45%	
8	THE BOYS "Lucky Charm" (MOTOWN/MCA)	270	288	-6.25%	
9	LEVERT "Just Coolin'" (ATLANTIC)	202	210	-3.81%	
10	ANITA BAKER "Just Because" (ELEKTRA)	180	285	-36.84%	
11	DEBBIE GIBSON "Lost In Your Eyes" (ATLANTIC)	174	293	-40.61%	
12	EIGHTH WONDER "Baby Baby" (WTG)	159	195	-18.46%	
13	INNER CITY "Good Life" (VIRGIN)	142	183	-22.40%	
14	KON KAN "I Beg Your Pardon" (ATLANTIC)	101	124	-18.55%	
15	CYNTHIA "Change On Me" (MICMAC)	99	189	-47.62%	
16	MARTIKA "More Than You Know" (COLUMBIA)	99	105	-5.71%	
17	NEW KIDS ON THE BLOCK "You Got It..." (COL)	93	145	-35.86%	
18	PAULA ABDUL "Straight Up" (VIRGIN)	84	168	-50.00%	
19	WAS (NOT WAS) "Walk The..." (CHRYSTALIS)	62	91	-31.87%	
20	BOBBY BROWN "Roni" (MCA)	58	68	-14.71%	

OTHER HOT RECORDS...

RANK	artist / title / label	POINTS :	THIS WEEK	LAST WEEK	PERCENTAGE
1	MILLI VANILLI "Baby Don't Forget..." (ARISTA)	111	0	NEW	
2	INFORMATION SOCIETY "Repetition" (TB/REPRISE)	101	98	+3.06%	
3	GEORGIO "I Don't Want 2 Be Alone" (MOTOWN)	98	75	+30.67%	
4	RICK ASTLEY "Giving Up On Love" (RCA)	94	74	+27.03%	
5	ANQUETTE "I'll Alway Be..." (SKYWALKER)	93	53	+75.47%	
6	BOBBY BROWN "Rock Witcha" (MCA)	93	29	+220.69%	
7	ROB BASE "Joy And Pain" (PROFILE)	91	49	+85.71%	
8	PAJAMA PARTY "Yo No Se" (ATLANTIC)	85	75	+13.33%	
9	ALEXANER O'NEAL "What Can I..." (TABU/CBS)	83	55	+50.91%	
10	EU "Buck Wild" (VIRGIN)	82	76	+7.89%	
11	GUY "Piece Of My Love" (MCA)	79	69	+14.49%	
12	MAURICE "This Is Acid" (VENDETTA/A&M)	67	43	+55.81%	
13	MC HAMMER "Turn This Mutha Out" (CAPITOL)	61	34	+79.41%	
14	ONE 2 MANY "Downtown" (A&M)	61	39	+56.41%	
15	RAIANA PAGE "Open Your Heart" (SLEEPING BAG)	55	48	+14.58%	
16	NEW ORDER "Round & Round" (WB)	53	43	+23.26%	
17	ERASURE "Stop" (SIRE/REPRISE)	52	44	+18.18%	
18	BEBE & CECE WINANS "Lost Without You" (CAPITOL)	51	40	+27.50%	
19	GIPSY KINGS "Bamboleo" (Elektra)	46	42	+9.52%	
20	DE LE SOUL "Me Myself & I" (TOMMY BOY)	44	17	+158.82%	



MADE TO LAST.



"WE CAN LAST FOREVER"

THE NEW SINGLE

PRODUCED BY RON NEVISON

FROM THE ALBUM CHICAGO 19

HOWARD KAUFMAN/HK MANAGEMENT, INC.

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HITMAKERS

ROCK Top 40 Research

RANK	artist / title / label	POINTS :	THIS WEEK	LAST WEEK	PERCENTAGE
1	BON JOVI "I'll Be There For You" (MERCURY)	934	833	833	+12.12%
2	MADONNA "Like A Prayer" (SIRE/WB)	815	794	794	+2.64%
3	MICHAEL DAMIAN "Rock On" (CYPRESS/A&M)	721	631	631	+14.26%
4	FINE YOUNG CANNIBALS "She Drives..." (IRS/MCA)	688	812	812	-15.27%
5	LIVING COLOUR "Cult Of Personality" (EPIC)	626	594	594	+5.39%
6	HOWARD JONES "Everlasting Love" (ELEKTRA)	617	557	557	+10.77%
7	DEF LEPPARD "Rocket" (MERCURY)	613	646	646	-5.11%
8	GUNS N' ROSES "Patience" (GEFFEN)	603	512	512	+17.77%
9	THIRTY EIGHT SPECIAL "Second Chance" (A&M)	536	487	487	+10.06%
10	ANIMOTION "Room To Move" (POLYDOR)	458	427	427	+7.26%
11	WINGER "Seventeen" (ATLANTIC)	452	431	431	+4.87%
12	JIMMY HARNEN & SYNCH "Where Are..." (WTG)	430	372	372	+15.59%
13	LITA FORD & OZZY "Close My Eyes Forever" (RCA)	427	390	390	+9.49%
14	DEON ESTUS "Heaven Help Me" (MIKA/POLYDOR)	424	402	402	+5.47%
15	THE OUTFIELD "Voices Of Babylon" (COLUMBIA)	387	303	303	+27.72%
16	POISON "Your Mama Don't Dance" (ENIGMA/CAP)	354	424	424	-16.51%
17	THE REPLACEMENTS "I'll Be You" (SIRE/REPRISE)	272	126	126	+115%
18	WATERFRONT "Cry" (POLYDOR)	196	126	126	+55.56%
19	EDIE BRICKELL & NEW BOHEMIANS "Circle" (GEF)	149	114	114	+30.70%
20	ELVIS COSTELLO "Veronica" (WB)	136	23	23	+491%
21	ONE 2 MANY "Downtown" (A&M)	121	104	104	+16.35%
22	TOM PETTY "I Won't Back Down" (MCA)	121	52	52	+132%
23	ARETHA & ELTON "Through The Storm" (ARISTA)	116	79	79	+46.84%
24	U2 with B.B. KING "When Love Comes..." (ISLAND)	113	106	106	+6.60%
25	BENNY MARDONES "Into The Night" (POLYDOR)	108	80	80	+35.00%
26	CINDERELLA "Coming Home" (MERCURY)	107	52	52	+105%
27	XTC "Mayor Of Simpleton" (GEFFEN)	107	75	75	+42.67%
28	BAD COMPANY "Shake It Up" (ATLANTIC)	100	82	82	+21.95%
29	SAM BROWN "Stop" (A&M)	100	83	83	+20.48%
30	THE CURE "Fascination Street" (ELEKTRA)	99	53	53	+86.79%
31	EDDIE MONEY "Let Me In" (COLUMBIA)	104	107	107	-2.81%
32	NEW ORDER "Round & Round" (WB)	94	69	69	+36.23%
33	FINE YOUNG CANNIBALS "Good Thing" (IRS/MCA)	92	76	76	+21.05%
34	BULLETBOYS "For The Love Of Money" (WB)	91	67	67	+35.82%
35	THE ESCAPE CLUB "Walking Through..." (ATLANTIC)	88	78	78	+12.82%
36	PETER SCHILLING "The Different Story" (ELEKTRA)	88	72	72	+22.22%
37	FIGURES ON A BEACH "You Ain't Seen..." (WB)	76	60	60	+26.67%
38	JOHN COUGAR MELLENCAMP "Pop Singer" (MERC)	76	0	0	NEW
39	THE CULT "Fire Woman" (SIRE/REPRISE)	66	25	25	+164%
40	EASTERHOUSE "Come Out Fighting" (COLUMBIA)	64	48	48	+33.33%

The research compiled herein is based on MAJOR MARKET station reports only! POINTS reflect actual airplay, sales, requests and call-out research on individual station reports. PERCENTAGES reflect the increase or decrease in POINTS as compared to last week's report. Increases of 100% or more are highlighted with a black box. It is possible for a record to decrease one week and have a significant increase the following week!

RECURRENTS this week

RANK	artist / title / label	POINTS :	THIS WEEK	LAST WEEK	PERCENTAGE
1	ROXETTE "The Look" (EMI)	685	711	711	-3.66%
2	TONE LOC "Funky Cold..." (DELICIOUS/ISLAND)	569	610	610	-6.72%
3	R.E.M. "Stand" (WB)	420	557	557	-24.60%
4	BANGLES "Eternal Flame" (COLUMBIA)	338	471	471	-28.24%
5	ROD STEWART "My Heart Can't Tell You No" (WB)	228	271	271	-15.87%
6	ENYA "Orinoco Flow (Sail Away)" (GEFFEN)	133	192	192	-30.73%
7	ROY ORBISON "You Got It" (VIRGIN)	128	251	251	-49.00%
8	CHICAGO "You're Not Alone" (REPRISE)	102	86	86	+18.60%
9	MIKE + THE MECHANICS "The Living Years" (ATL)	94	109	109	-13.76%
10	GUNS N' ROSES "Paradise City" (GEFFEN)	91	68	68	+33.82%
11	EDDIE MONEY "The Love In Your Eyes" (COLUMBIA)	61	32	32	+90.62%
12	MELISSA ETHERIDGE "Similar Features" (ISLAND)	60	71	71	-15.49%
13	CHRIS REA "Working On It" (GEFFEN)	55	136	136	-59.56%
14	THE FIXX "Driven Out" (RCA)	43	88	88	-51.14%
15	No Other Records Qualified This Week				
16					
17					
18					
19					
20					

OTHER HOT RECORDS...

RANK	artist / title / label	POINTS :	THIS WEEK	LAST WEEK	PERCENTAGE
1	KEVIN RALEIGH "Moonlight On Water" (ATLANTIC)	50	36	36	+38.89%
2	DEPECHE MODE "Everything Counts" (WB)	46	0	0	NEW
3	DEF LEPPARD "Excitable" (MERCURY)	45	0	0	NEW
4	MIKE + THE MECHANICS "Seeing Is..." (ATLANTIC)	43	6	6	+616.67%
5	COWBOY JUNKIES "Sweet Jane" (RCA)	41	24	24	+70.83%
6	GREAT WHITE "Once Bitten Twice Shy" (CAPITOL)	40	33	33	+21.21%
7	U2 "Dancing Barefoot" (ISLAND)	39	0	0	NEW
8	SKID ROW "Youth Gone Wild" (ATLANTIC)	33	17	17	+94.12%
9	INFORMATION SOCIETY "Repetition" (TB/REPRISE)	32	19	19	+68.42%
10	REAL LIFE "Send Me An Angel" (CURB/MCA)	31	0	0	NEW
11	ROACHFORD "Cuddly Toy (Feel For Me)" (EPIC)	26	11	11	+136.36%
12	WARRANT "Down Boys" (COLUMBIA)	26	0	0	NEW
13	SIDEWINDERS "Witch Doctor" (RCA)	22	0	0	NEW
14	THE FIXX "Precious Stone" (RCA)	21	16	16	+31.25%
15	FREIHEIT "Keeping The Dream Alive" (WTG)	20	14	14	+42.86%
16	JULIAN LENNON "Now You're In Heaven" (ATL)	20	0	0	NEW
17	SIREN "All Is Forgiven" (MERCURY)	20	15	15	+33.33%
18	VIXEN "Love Made Me" (EMI)	20	7	7	+185.71%
19	ERASURE "Stop" (SIRE/REPRISE)	18	0	0	NEW
20	BIG BAM BOO "Shooting From The Heart" (MCA)	17	10	10	+70.00%

A REVOLUTIONARY EVOLUTION

GOOD THING

THE NEW SMASH SINGLE FROM

FYC

FINE YOUNG CANNIBALS

THE RAW & THE COOKED
PLATINUMTM

one million albums
consumed and digested

SATURDAY NIGHT LIVE MAY 13TH



NEW THIS WEEK

(listed in alphabetical order by artist)

LISA ANGELLE

"The First Time I Loved Forever" (Theme From *Beauty And The Beast*)
(CAPITOL)

THE BANGLES

"Be With You"
(COLUMBIA)

BROTHER BEYOND

"He Ain't No Competition"
(CAPITOL)

(ON HITMAKERS CD SAMPLER #19)

CHICAGO

"We Can Last Forever"
(REPRISE)

(ON HITMAKERS CD SAMPLER #19)

EDELWEISS

"Bring Me Edelweiss"
(ATLANTIC)

FINE YOUNG CANNIBALS

"Good Thing"
(I.R.S./MCA)

THE JEFF HEALEY BAND

"Angel Eyes"
(ARISTA)

CYNDI LAUPER

"I Drove All Night"
(EPIC)

JULIAN LENNON

"Now You're In Heaven"
(ATLANTIC)

LOVE AND MONEY

"Strange Kind Of Love"
(MERCURY)

(ON HITMAKERS CD SAMPLER #19)

BENNY MARDONES

"Into The Night" (POLYDOR)

RICHARD MARX

"Satisfied" (EMI)

NEW FRONTIER

"Under Fire"
(MIKA/POLYDOR)

(ON HITMAKERS CD SAMPLER #19)

KEVIN RALEIGH

"Moonlight On Water"
(ATLANTIC)

DIANA ROSS

"Workin' Overtime"
(MOTOWN/MCA)

SIMPLY RED

"If You Don't Know Me By Now"
(ELEKTRA)

ROD STEWART

"Crazy About Her"
(WARNER BROS)

**F
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WHAT DO THESE PROGRAMMERS HAVE IN COMMON?

BUZZ BENNETT

TODD FISHER

GARY WALDRON

TOM LOCKWOOD

DOUG HAWKS

BILL PASHA

CHRIS BAILEY

BOB FORSTER

THEY'RE ALL...

“KEEPING

THE DREAM

ALIVE”

ONE LISTEN WILL CONVINCE YOU!

(HITMAKERS CD Sampler - Vol. 19)



**NEW
MUSIC!**

THE HITMAKERS DISC-OVERY CLUB®

**NEW
MUSIC!**

BOB LABORDE, MD at KISN, Salt Lake City sez, "WAS (NOT WAS) *Anything Can Happen* on CHRYSLIS Records is the third release from their *WHAT UP, DOG?* LP, and it shows their tremendous versatility! It has *STRONG* adult appeal with a good hook! SIR HARRY BOWENS sings his heart out!! **FINE YOUNG CANNIBALS** *Good Thing* on I.R.S./MCA Records is the new single, and there are Top 5 LP sales in Salt Lake City! People were asking for this cut! It's a good uptempo Motown-like groove! Check it out *NOW!!!*"

MICHELLE SANTOSUOSO, MD at KZZP, Phoenix sez, "Check out **MARTIKA** *Toy Soldiers* on COLUMBIA Records! It's a great *SMASH* LP cut! She wrote it about a friend of her's who was a drug addict, and it's lyrically and musically a potent song! Also, **KARYN WHITE** *Secret Rendezvous* on WARNER BROS. Records is a *GREAT* uptempo song! If *Superwoman* is on its way down, this is the *PERFECT* substitute! And check out **MILLI VANILLI** *Baby, Don't Forget My Number* on ARISTA Records! If you've been playing this song, check out the version they use in the video, it's funkier and perfect to play as a second choice version!"

BRETT DUMLER, PD/MD at Z99, Oklahoma City sez, "WARRANT *Down Boys* on COLUMBIA Records definitely warrants a listen! Also, the **BULLETBOYS** *For The Love Of Money* on WARNER BROS. Records is sure to garner early requests! An *INSTANT* reaction smash!!!"

ZAK SZABO, PD at HOT95.9, Baltimore sez, "THE REPLACEMENTS *I'll Be You* on SIRE/REPRISE Records could be a *SMASH HIT*! Nice Top40 potential! And of course a gentle reminder to those not playing *WATERFRONT* *Cry* on POLYDOR Records...this summer's *HIT SMASH* is climbing the charts fast!"

RICK CARTER, MD at 92X, Columbus, OH sez, "It may not be a massive hit, but the **EVASIONS** *Wikka Wrap It* on CHRYSLIS Records is a real *FUN* record! It's about a guy who's been out of touch with rap for eight years, and is trying to get into the new style! *DYNAMITE* bass lines!!!"

DENA YASNER, MD at KCPW, Kansas City sez, "ATLANTIC STARR *My First Love* on WARNER BROS. Records will be *HUGE* for us! It sounds good enough for *INSTANT PLAY*--the *Always* of 1989!!!"

STELLA MARS, MD at WZOU, Boston sez, "We're out-of-the-box on **SIREN** *All Is Forgiven* on MERCURY Records 'cause it's a *SMASH*!! Top 15 easily!"

DANNY CLAYTON, Asst PD/MD at WTKI, Milwaukee sez, "Be on the lookout for **SIDEWINDERS** *Witch Doctor* on RCA Records! It's a *GREAT* cut for any Rock-leaning Top40! This baby *BURNS*!!!"

JIM DANN, MD at KC101, New Haven, CT sez, "LUTHER VANDROSS *Love Won't Let Me Wait* on EPIC Records will be *THE* Urban power ballad of 1989! LUTHER does this classic better than anyone *EVER*!!!"

PJ OLSEN, Asst PD/MD at WLOL-FM, Minneapolis sez, "EDELWEISS *Bring Me Edelweiss* on ATLANTIC Records will be a *DYNAMITE* club record, and it's got a *GREAT* hook!"

RAY KALUSA, Asst PD/MD at KCPX, Salt Lake City sez, "NATALIE COLE *Miss You Like Crazy* on EMI Records is a very pretty song that's guaranteed to make you think of your loved one! Very Whitney Houston sounding! Also, **DONNA SUMMER** *This Time I Know It's For Real* on ATLANTIC Records is the perfect mid-tempo record that even non-dance formatted stations can get away with! *LOOK OUT* for a young lady named **SARAH McLAUGHLIN** who has a *DYNAMITE* sound! The song *Vox* on ARISTA Records is currently being worked N.A.C., but it could grow into a mainstream crossover song! It has an Enya feel to it!"

HOSH GURELI, MD at KMEL, San Francisco sez, "JODY WATLEY *Everything* on MCA Records has to be the *BEST* LP cut on the album, an automatic followup! Also, a *HUGE* buzz record is the *VIRGIN* import *Keep On Moving* by **SOUL TO SOUL**! Find it and give it a listen, and you'll hear what the buzz is all about!!!"

CHUCK HOLLOWAY, PD at WKZL, Winston-Salem, NC sez, "DONNA SUMMER *This Time I Know It's For Real* on ATLANTIC Records sounds like a *HIT* to me! *LOOK OUT* for **RICHARD MARX** *Satisfied* on EMI Records! It's a smooth, *SUPER SMASH* headed your way soon!"

KATHIE ROMERO, Asst PD/MD at KSAQ, San Antonio, TX sez, "SIREN *All Is Forgiven* on MERCURY Records is a *HOT* nighttime song! This record will *FLY*!!! Also, **JOHN COUGAR MELLENCAMP** *Pop Singer* on MERCURY Records is a natural! A good image record. *WAS (NOT WAS)* *Anything Can Happen* on CHRYSLIS Records is *GREAT*! A listening *MUST*!!!"

JEFF MOREAU, MD at WGH, Norfolk, VA sez, "WAS (NOT WAS) *Anything Can Happen* on CHRYSLIS Records will be a *WILD* and *BIG HIT*!!! **THE CURE** *Fascination Street* on ELEKTRA Records is so good, your listeners will be fascinated! **BULLETBOYS** *For The Love Of Money* on WARNER BROS. Records is getting Top 10 phones, just from a test! Play this at night, and the phones will light up!!!"

DWAYNE WARD, Asst PD/MD at WROQ, Charlotte, NC sez, "ROACHFORD *Cuddly Toy (Feel For Me)* on EPIC Records is a clean, crisp song! How can you resist it??!! Also, **SKID ROW** *Youth Gone Wild* on ATLANTIC Records is a Top 5 request song with *BIG* sales!!!"

ANDY TAYLOR, MD at KJ103, Oklahoma City sez, "SARAYA *Love Has Taken Its Toll* on POLYDOR Records is a rough-edged *ROCKER*! Check it out! **ALPHAVILLE** *Romeos* on ATLANTIC Records is cool music for the summertime! **MICHAEL MORALES** *Who Do You Give Your Love To* on WING/POLYDOR Records is the next Rick Springfield!!!"

STEVE OCEAN, MD at Y106, Orlando, FL sez, "DONNA SUMMER *This Time I Know It's For Real* on ATLANTIC Records sounds like she never went away! Also, **RICHARD MARX** *Satisfied* on EMI Records is *GREAT*!! Check it out! **KID 'N' PLAY** *Rollin' With Kid 'N' Play* on SELECT Records is *BURNING* up the phones! 42 calls in the first week of play!"

TOM HUTYLER, PD at KUBE, Seattle sez, "HALL & OATES *Love Train* on SIRE/REPRISE Records is the kind of song that sounds *GREAT* in the sunshinel Also, **XTC** *Mayor Of Simpleton* on GEFFEN Records is a nicely flavored song, going back to a 60's-ish, mass-appeal sound! This band is bound to widen its listenership this time around!!!"

PAUL "BOOM BOOM" CANNON, PD at WKSE, Buffalo, NY sez, "MICHAEL MORALES *Who Do You Give Your Love To* on WING/POLYDOR Records is very adaptable to both males and females! It's not too hard, but not wimpy either, and it has a *GREAT* hook!!"

JAY TAYLOR, Asst PD/MD at KLUC, Las Vegas, NV sez, "Look out for **Q-FEEL** *Dancing In Heaven* as a re-release on JIVE/RCA Records! A ton of requests for this song already! Also, **REAL LIFE** *Send Me An Angel* on CURB Records is our #1 requested song, probably cause it really is that good! And of course another *SMASH* from **MILLI VANILLI** *Baby, Don't Forget My Number* on ARISTA Records is well worth remembering!!"

JON BRYANT, MD at G98, Portland, ME sez, "JOHN COUGAR MELLENCAMP *Pop Singer* on MERCURY Records is straight, across-the-board, Pop Rock N' Roll! You can't miss with this one, it's everything everyone's been looking for!!"

BOB MILLER, MD at WAZY, Lafayette, IN sez, "ROACHFORD *Cuddly Toy (Feel For Me)* on EPIC Records is a *H-I-T*!!! Anyone looking for a good Pop record, look no further than this one!!!"

LESLIE FRAM, PD at WABB, Mobile, AL sez, "DONNA SUMMER *This Time I Know It's For Real* on ATLANTIC Records is an *INSTANT* reaction song! We have even received faxed requests for *DONNA*!"

STEVE HELLER, MD at ZFUN106, Moscow, ID sez, "JOHN COUGAR MELLENCAMP *Pop Singer* on MERCURY Records is *HOT*! He's back and the sound is guaranteed to be familiar in a traditional vein! Also check out **KEVIN RALEIGH** *Moonlight On Water* on ATLANTIC Records! This record is being re-serviced with the record company's support, and it could *FLY*! Don't ignore this song, it's not dead!"

KEVIN CHASE, MD at KMOK, Lewiston, ID sez, "RAIN PEOPLE *A Little Bit Of Time* on EPIC Records is a *GREAT* solid song that's cool and breezy and perfect for summer!!! Also, **DONNA SUMMER** *This Time I Know It's For Real* on ATLANTIC Records is *GREAT*! This one's for real! A *SMASH* for *DONNA*!!!"

NICKI STEWART, MD at WHHY, Montgomery, AL sez, "JOHN COUGAR MELLENCAMP *Pop Singer* on MERCURY Records is an out-of-the-box *SMASH*!!! Watch it *FLY*! **THE CURE** *Fascination Street* on ELEKTRA Records has a *LOT* of potential! Probably a good Top40 crossover record with a good edit (hint, hint)!!!"

PETER MASSE, MD at KTRS, Casper, WY sez, "Here's two *HOT* songs to balance one another...**PHOEBE SNOW** *If I Can Just Make It Through The Night* on ELEKTRA Records is a *GREAT* ballad, and **WARRANT** *Down Boys* on COLUMBIA Records is perfect Rock N' Roll! They balance each other beautifully!"

JOHN ANDERSON, MD at KQ1Z, Amarillo, TX sez, "ONE NATION *My Commitment* on I.R.S. Records is getting *GREAT* reaction! People think it's Bruce Hornsby!"

BOB JACKSON, MD at WBAM, Montgomery, AL sez, "MELISSA ETHERIDGE *Similar Features* on ISLAND Records is testing well! *HOT* phones in our nighttime battle!!! Also, **JULIAN LENNON** *Now You're In Heaven* on ATLANTIC Records is a *HOT* sounding, refreshing song, so *CHECK IT OUT*!!!"

DAVE ROBLE, PD/MD at KWNZ, Reno, NV sez, "JULIAN LENNON *Now You're In Heaven* on ATLANTIC Records is appealing because it's so different! More uptempo than usual!!! Also, another *HOT* song from the *SIZZLING* **MILLI VANILLI** is *Baby, Don't Forget My Number* on ARISTA Records. It's *SMOKIN*!!!"

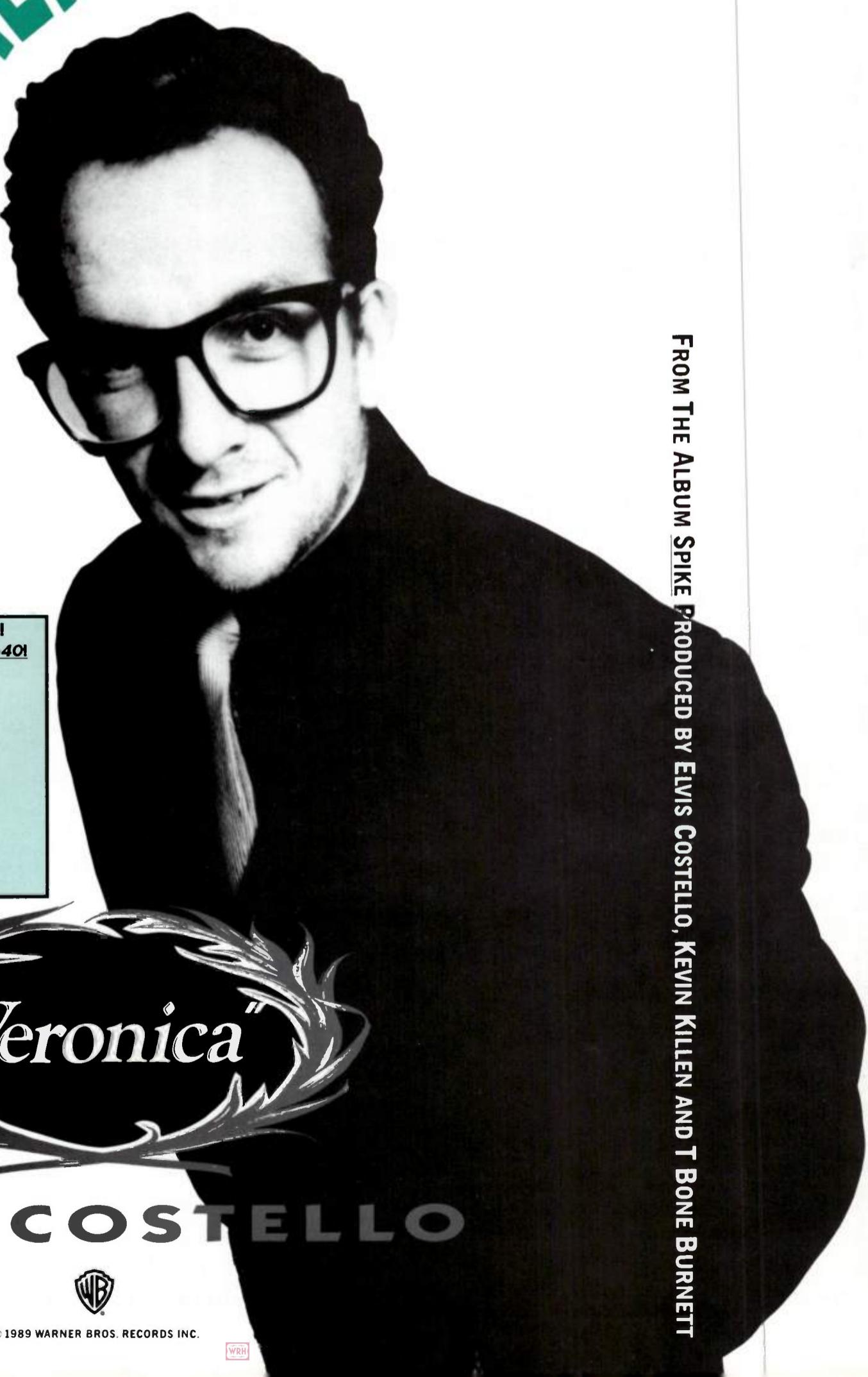
TOD TUCKER, Asst PD/MD at KZFM, Corpus Christi, TX sez, "HALL & OATES *Love Train* on SIRE/REPRISE Records is an *AWESOME* remake that's getting nice action! Also, **MAURICE** *This Is Acid* on VENDETTA/A&M Records is perfect for nights! Good active response! **GIPSY KINGS** *Bamboleo* on ELEKTRA Records is perfect for Hispanic markets!"

BILL CATCHER, MD at WANS, Greenville, SC sez, "JULIAN LENNON *Now You're In Heaven* on ATLANTIC Records is a nice feeling song! A different departure for **JULIAN**, and in the right direction! **MILLI VANILLI** *Baby, Don't Forget My Number* on ARISTA Records is a *GREAT* followup, and it'll be *GIGANTIC*!!!"

LEO DAVIS, PD at Q104, Gadsden, AL sez, "EDDIE MONEY *Let Me In* on COLUMBIA Records is probably one of **EDDIE**'s *BEST* songs! Well worth the listen!!!"

DARREN LEE, MD at WBIZ, AuClair, WI sez, "Check out **AIRKRAFT** *Footsteps* on PREMIER Records! It's #1 on our chart, getting the *BIGGEST* phones of the year, and the most sales on a record in two years here! **AIRKRAFT** is a local band that's on over 50 stations here in the Midwest!"

REMEMBER HER NAME.



FROM THE ALBUM SPIKE PRODUCED BY ELVIS COSTELLO, KEVIN KILLEN AND T BONE BURNETT

One of HITMAKERS Most Added This Week!
255% INCREASE IN AIRPLAY AT MAINSTREAM Top 40!

#20 HITMAKERS ROCK CHART...
491% Increase In Airplay!

Adds/Debuts:

WXKS-FM#32

92X

KEGL#18

WKSS#36

WMMS#26

WBCY#30

KKRZ

WROQ#29

PRO-FM

WDJX

KROY#35

and more



ELVIS COSTELLO



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WRH

**NEW
MUSIC!**

THE HITMAKERS DISC-OVERY CLUB®

**NEW
MUSIC!**

BRIAN HANSON, PD at KCMQ, Columbia, MO sez, "GLAMOUR CAMP *She Did It (For Love)* on EMI Records has an interesting hook and it's getting good phone reaction! Also, you can't go wrong with **TOM PETTY** *I Won't Back Down* on MCA Records!!!"

WILL KAUFMAN, MD at WQCM, Hagerstown, MD sez, "ELVIS COSTELLO *Veronica* on WARNER BROS. Records is a good radio production that sounds like a HIT A BOUNCY Pop song!"

CASH MONROE, MD at 93QID, Alexandria, LA sez, "HALL & OATES *Love Train* on SIRE/REPRISE Records is getting GREAT response from listeners who remember the O'Jays classic hit. A MUST for Top 40!!! Also, **JUDSON SPENCE** *Hot & Sweaty* on ATLANTIC Records is sensual and GROOVY! A new twist to the old boy meets girl stereotype. MUST be put in HEAVY rotation!"

TIM AUSTIN, MD at KWTO, Springfield, MO sez, "BULLETBOYS *For The Love Of Money* on WARNER BROS. Records is a STRONG Rocker that could be a HIT!!! I've seen them perform it live, and it really ROCKS!!! Also, **GREAT WHITE** *Once Bitten Twice Shy* on CAPITOL Records is GREAT Rock N' Roll!!!"

SCOTT LEE, MD at WDNL, Danville, IL sez, "A MUST add is ROACHFORD *Cuddly Toy (Feel For Me)* on EPIC Records! We've only been playing it for a week now and it's burning up the phones! The 12" extended mix is even HOTTER than the normal mix! No matter what direction you lean, this song WORKS!!! **JULIAN LENNON** *Now You're In Heaven* on ATLANTIC Records is a GREAT song that just plain sounds good on radio! And with David Bowie-like vocals your listeners will never guess who it is! Also, it's in the Coke commercial and should be on your airwaves! Give your listeners a break and play **GEORGE MICHAEL** *Hard Day* from the COLUMBIA *FAITH* LP. Why hasn't this been released as a single? It's heating up the airwaves and BURNING up the phones in Danville!"

DENNY HARTMAN, PD at WHTO, Williamsport, PA sez, "JOHN COUGAR MELLENCAMP, the man from Indiana, is back and kicking ass with *Pop Singer* on MERCURY Records!!! Also **WATCH BENNY MARDONES** *Into The Night* on POLYDOR Records FLY!!!"

ANDY SHANE, MD at WIKZ, Chambersburg, PA sez, "ROB BASE & D.J. E-Z ROCK *Joy & Pain* on PROFILE Records is the BIGGEST club song around Chambersburg! We're currently testing it and the early reaction looks good! We added **BENNY MARDONES** *Into The Night* on POLYDOR Records in mid February, and it's already TOP 10 and our highest testing record!!!"

LINDA SILVER, MD at K92, Roanoke, VA sez, "MICHAEL MORALES *Who Do You Give Your Love To* on WING/POLYDOR Records is incredibly HOT! You'll be singing along with it after the first couple of listens! Also, **FREIHEIT** *Keeping The Dream Alive* on WTG Records is a nice BUZZ record that sounds like DYNAMITE on the radio!!!"

CHARLIE FOX, MD at KYA, Billings, MT sez, "CAROLE KING *City Streets* on CAPITOL Records is really worth the listen! This lady has incredible vocals and her music just radiates!"

KEVIN CARTER, PD at KMGX, Fresno, CA sez, "SKYY *Start Of A Romance* on ATLANTIC Records is starting to happen! **ALEXANDER O'NEAL** *(What Can I Say) To Make You Love Me* on TABU/EPIC Records is still hanging in there and performing well with a familiar and comfortable sound! Don't overlook this SMASH! **GUY LIKE** on MCA Records is pulling requests and selling well - what more do you need???"

JEFF CHRISTENSON, PD/MD at KKQV, Wichita Falls, TX sez, "TOO SHORT *Life Is...Too Short* on JIVE/RCA Records pulls incredible phones! One play and they blow up! Listeners are begging for this song. Also, **GIPSY KINGS** *Bambaleo* on ELEKTRA Records is so different, it DEMANDS attention! **TKA** *You Are The One* off the WARNER BROS. Records *Lean On Me* soundtrack is GREAT!!! Sounds a lot like a Stevie B. cut. I LOVE IT!!!"

BRADY McGRAW, PD at Z102, Savannah, GA sez, "She's always had STRONG HITS, and this one is no exception... **NATALIE COLE** *Miss You Like Crazy* on EMI Records is HOT! Also, **ROACHFORD** *Cuddly Toy (Feel For Me)* on EPIC Records is GREAT!"

ROBIN BANKS, MD at JET-FM, Erie, PA sez, "PETER GABRIEL *In Your Eyes* on the WTG Records soundtrack to *Say Anything* is a HIT! Go see the movie and you'll agree!"

BOB BECK, PD at KYA, Bismarck, ND sez, "BULLETBOYS *For The Love Of Money* on WARNER BROS. Records did GREAT in our 'Smash or Trash,' and **MICHAEL MORALES** *Who Do You Give Your Love To* on WING/POLYDOR Records is getting BIG response in testing!"

BILLY SANTIAGO, MD at KBFM, McAllen-Brownsville, TX sez, "MILLI VANILLI *Baby, Don't Forget My Number* on ARISTA Records is in the bag! TOP 10!!!"

JOHN SCHAEFER, MD at WFLY, Albany, NY sez, "JOHN COUGAR MELLENCAMP *Pop Singer* on MERCURY Records is two minutes and 45 seconds of sheer listening enjoyment!!! Also, I LOVE NENEH CHERRY *Buffalo Stance* on VIRGIN Records, even though one of our jocks has assumed the buffalo stance!!!"

JOHN O'ROURKE, PD/MD at WRQN, Toledo, OH sez, "ROACHFORD *Cuddly Toy (Feel For Me)* on EPIC Records doesn't fall into one category. Anybody ought to be able to play it!!!"

ADAM NORTH, PD at WPXR, Davenport, IA sez, "BENNY MARDONES *Into The Night* on POLYDOR Records could be the sleeper of the year!!! **MICHAEL MORALES** *Who Do You Give Your Love To* on WING/POLYDOR Records has a Rick Springfield appeal to it!"

BURKE ALLEN, MD at WKEE, Huntington, WV sez, "BULLETBOYS *For The Love Of Money* on WARNER BROS. Records is a VERY HIP MTV-heavy record! These guys are selling a lot of product out here! Also, this is the perfect time for records with a different sound, and **SIREN** *All Is Forgiven* on MERCURY Records fits the bill!!!!"

MARK FEATHER, MD at WQXA, York, PA sez, "DONNA SUMMER *This Time I Know It's For Real* on ATLANTIC Records is INCREDIBLE! She's back and it's a Top 10 record if I ever heard one!!!"

DAVE NICHOLAS, MD at WKDD, Akron, OH sez, "#1 look out! **JOHN COUGAR MELLENCAMP** *Pop Singer* on MERCURY Records is CLASSIC! The time is right! Also, **JULIAN LENNON** *Now You're In Heaven* on ATLANTIC Records is a Top 10 sure bet! It's John Lennon meets David Bowie!"

JOHN RAYMOND, PD at KIXY, San Angelo, TX sez, "SAM PHILLIPS *Stop* on A&M Records is an interesting mix of the 60's and the 80's! I really believe in this record!"

JEFF McHUGH, MD at WNOK, Columbia, SC sez, "GUY LIKE on MCA Records has a HOT hook and nice sales! Early response on this HUGE, potential crossover song! Also, **DONNA SUMMER** *This Time I Know It's For Real* on ATLANTIC Records is getting STRONG male calls! Well worth the listen!!!"

MIKE STONE, MD at WPFM, Panama City, FL sez, "JOHN COUGAR MELLENCAMP *Pop Singer* on MERCURY Records is a Top 5, out-of-the-box SMASH!!! Short and sweet, and hard to beat! Also, **JULIAN LENNON** *Now You're In Heaven* on ATLANTIC Records reminds me of INXS! Check it out! Also, **WARRANT** *Down Boys* on COLUMBIA Records is a good rocker!"

MIKE EDWARDS, PD at G105, Durham-Raleigh, NC sez, "DONNA SUMMER *This Time I Know It's For Real* on ATLANTIC Records is a pleasant surprise! Also check out the SUPER FINE **YOUNG CANNIBALS** followup *Good Thing* on I.R.S./MCA Records! It's every bit as good as its title!!!"

PACO LOPEZ, Asst. PD/MD at KXX106, Birmingham, AL sez, "MILLI VANILLI *Baby, Don't Forget My Number* on ARISTA Records is HOT! Check out the re-mix CD - 4 GREAT mixes to choose from! Also, the **MICHAEL DAMIAN** *Rock On* re-mix on CYPRESS/A&M Records is HOT for Urban stations, and it has a good swinging beat to it! For variety, **BOY GEORGE** *Girlfriend* on VIRGIN Records is on the back side of the 12" of his current single and is also on the LP. Lastly, look out for **BILLY HUSSEY** *Contagious* on VISION Records! This guy, a star of *Days Of Our Lives*, will have INSTANT female appeal! It's a GREAT dance song. He sings, he raps, he's going to be BIG!!!"

JIM CERONE, MD at WBWB, Bloomington, IN sez, "GUY LIKE on MCA Records won our nighttime battle 5 nights in a row, even beating Guns N' Roses!!! Watch it!"

CHUCK McGEE, MD at WOMP-FM, Wheeling, WV sez, "MICHAEL MORALES *Who Do You Give Your Love To* on WING/POLYDOR Records won our Top 10 challenge three nights in a row! This one's a HIT and in my personal top three so far this year!"

DOUG SORENSEN, PD at KATM, Colorado Springs, CO sez, "SARAYA *Love Has Taken Its Toll* on POLYDOR Records is a fantastic Rock record that's performing extremely well for us! GREAT hook! GREAT singing! GREAT song!!!"

BILL DAWSON, PD at Q124, Roseburg, OR sez, "Check out SAM PHILLIPS *Holding On To The Earth* on VIRGIN Records! You'll be holding onto this one 'cause she's earth shattering!!!"

RICK ANDREWS, MD at KZQZ, San Luis Obispo, CA sez, "JOHNNY CLEGG & SAVUKA *Scatterlings Of Afrika* on CAPITOL Records is a GREAT upper demo song! Also, **FREIHEIT** *Keeping The Dream Alive* on WTG Records will keep your music FRESH and alive! **MICHAEL MORALES** *Who Do You Give Your Love To* on WING/POLYDOR Records is GREAT! The intro is very reminiscent of Queen! A good solid Pop sounding song!"

DEAN CLARK, MD at SLY96, San Luis Obispo, CA sez, "ONE NATION *My Commitment* on I.R.S. Records is getting good feedback! I'm committed, so give it a listen and you will be too! **MILLI VANILLI** *Baby, Don't Forget My Number* on ARISTA Records picks up where the last hit left off! This song will bring this band their first #1 SMASH!!! **WAS (NOT WAS)** *Anything Can Happen* on CHRYSALIS Records proves this band's diversity and superior songwriting skills!"

RIC SANDERS, MD at KDON, Monterey-Salinas, CA sez, "NAISHA *One Step At A Time* on SUTRA Records could be the next Covergirls SMASH!!! Check out ROB BASE & D.J. E-Z ROCK *Joy & Pain* on PROFILE Records! The third SMASH from these guys! For best results with **CYNTHIA** *Endless Nights* on MICMAC Records, check out the house mix on the 12 inch!!!"

BARRY FIEDEL, Publisher of **HITMAKERS** Magazine sez, "There are good records, and there are GREAT records... **FREIHEIT** *Keeping The Dream Alive* on WTG Records is a GREAT record! Just ask Buzz Bennett, Tom Lockwood, Todd Fisher, Gary Waldron, Chris Bailey, and other PD's that just added it!!! I'm going on record... **THIS IS A HIT!!!**"

DONNA SUMMER

"THIS TIME I KNOW IT'S FOR REAL"

A HITMAKERS NATIONAL BREAKOUT THIS WEEK & ONE OF THE TOP ADDED with 82 ADDS!!!

202% INCREASE IN Airplay AT MAINSTREAM TOP40! #35 HITMAKERS URBAN CHART...95% INCREASE IN Airplay!

ADDS/DEBUTS:

KIIS-FM	WIOQ #35	POWER99	KZZP
POWER106 #34	KHYS	KBQ	Y108
KMEL	KRBE	B100	HOT102 #34
X100 #30	Y100	HOT95.9 #28	KCPW
EAGLE106	94Q	KEZY	PRO-FM

G - O - N - E!!!

HOT97.7	92X	KISN	98PXY
KWSS #38	B97 #25	MAJIC102	Z99
FM102	KGGI	WKSS #40	WDJX
KROY #28	KSAQ	WBCY	WJMH
WGH #29	HOT94.9	WCKZ	AND MORE

ACTIVE AT:

HOT97 (28-22)	KATD (29-25)
B96 (34-28)	AND MORE
WXKS-FM (20-15)	
WZOU (35-24)	
POWER96 (10-3)	

MIKE + THE MECHANICS

"SEEING IS BELIEVING"



ONE OF HITMAKERS TOP ADDED THIS WEEK with 32 ADDS!

783% INCREASE IN Airplay AT MAINSTREAM TOP40! 617% INCREASE IN Airplay AT ROCK TOP40!

JUST ADDED AT:

94Q	KATM	KNAN	KZOR	WJZQ	WWHB
PRO-FM	KBAU	KNEN	MAX94	WKOR	AND MORE
WJRZ	KISS96	KNOE	WDNL	WLXR	
95XXX	KJCK	KOKZ	WERZ #34	WPXR	
JET-FM	KKBG	KWXX	WGRD	WQSM	
K104	KKXL	KZIO	WJAD	WWFX	

ACTIVE AT:

WZOU (D#34)	WROQ (D#23)
WMMS (D#29)	KIIK (29-20)
KXXR (35-32)	KKEG (28-23)
KSAQ (D#37)	KKQV (39-36)
KISN (D#38)	KYYY (D#39)
	KLYK (D#35)
	KZOU (D#38)
	WHDQ (D#39)
	AND MORE

JULIAN LENNON

"NOW YOU'RE IN HEAVEN"

A HITMAKERS CRUSADE THIS WEEK!!!



JUST ADDED AT:

WROQ	K104	KJLS	WDEK	WQCM #39
WLRS #22	KCMQ	KKBG	WHDQ	WRTB
Wksi	KIIK	KSKG	WIFX	WTBX
102QQ	KIXY	KYNG	WOMP-FM	WVKZ
95XIL	KJJG	OK95	WPFR	Y94 AND MORE

ACTIVE AT:

KROQ (D#40)	
WJRZ (28-24)	
KEEZ (39-35)	KPXI (39-31)
KGWY (D#32)	KREO (D#32)
KKEG (6-4)	WDNL (31-28)
KNIN (29-25)	AND MORE

BAD COMPANY "SHAKE IT UP"

20% INCREASE IN Airplay AT MAINSTREAM TOP40!

#28 HITMAKERS ROCK CHART...22% INCREASE IN Airplay!

KXXR (11-7)	WLRS (18-4)	WPFM (Add)	WKSF
WJRZ (20-17)	WOKI (Add)	KISR	KIIK (Add) & MORE

KEVIN RALEIGH "MOONLIGHT ON WATER"

39% INCREASE IN Airplay AT ROCK TOP40!!!

WPHR (38-25)	KAGO #1	KIIK (Add#30)
WROQ (Add)	KAKS (D#34)	KPXI (3-2)

KZZK (Add)
WKDD (16-11)
AND MORE

JUDSON SPENCE "HOT & SWEATY"

TEST AT POWER106!

93QID (32-27) KELY (Debut #39)
KGWY (29-24) WILI (Add) KKHT



When You
PLAY IT,
SAY IT!

TEN CITY "THAT'S THE WAY LOVE IS"

*40 HITMAKERS URBAN CHART!

FM102	ENERGY96.5 (D#40)	KZZB AND MORE
HOT97 (15-13)	WNNK (Add)	

On  Records, Cassettes and Compact Discs.

AN EXCLUSIVE INTERVIEW WITH

KEVIN MORTON

Program Director



KEVIN, TELL US HOW AND WHY YOU GOT INTO RADIO?

When I was in high school, my friends used to notice how much I was into music and how I knew all the words to songs. When I was really little, someone said that I should be a disc jockey although I never thought I had the voice for it. Eventually, I decided to go to college and major in telecommunications and after looking at a couple of different schools, I ended up attending Purdue University. Originally, I wanted to be a TV cameraman and thought television editing was just the greatest thing in the world. In telecommunications, especially at Purdue, the only way to get a job in radio or television is to have experience, and the internship program provided a great experience for me. I went back to St. Louis where I'm originally from, and did a summer internship at a cable company. The following summer I came back to St. Louis and interned at what was then KHTR during their heyday. Ed Scarborough was PD there and things were going really smooth. As I was leaving to go back to school, Ed was leaving for Los Angeles to program KKHR. I spent the whole summer hanging around the radio station in St. Louis, saw record people coming in, sat and talked with jocks, and people seemed to take kindly to me, so I just got hooked. I started an internship here at WAZY after coming back to school and I've been here ever since. The WAZY internship lasted about a year and it then came time to graduate and get out of town. Although I looked at a couple of jobs, in the back of my mind I still wanted to be in Lafayette at WAZY. The jocks would let me get in the production studio and do airchecks and work with me. And I liked the atmosphere. I told my folks that I was going to stay in Lafayette and get paid to do an internship, which I really didn't get paid for. My parents gave me \$100 just to get me back here, and after living off of that for a couple of days, I went around town begging people for a job. My folks ended up giving me an ultimatum; that I would have from May until August to get on the air. As it turned out, they needed somebody on the air July 4th, and I was put on. I started working weekends, then overnights for about a year and a half. I always wanted to do more, to be involved with the music and I definitely wanted to be a Music Director. It worked out that the position was open and I wanted it, but at the time I really wasn't good enough to get off of overnights. Somehow, they believed in me to such an extent that I was able to continue overnights and do music. Mondays and Tuesdays were hell. I wouldn't sleep, and I would get to work and wonder how I got here. But I wanted it, loved it, and did overnights and music for about six months before I finally got 7PM to midnight.

HOW DID YOU END UP BECOMING PROGRAM DIRECTOR AT WAZY?

That's a strange story. I did 7PM to midnight for two books. We only have two per year in the spring and in the fall. The Program Director at the time, Steve Louizous, did everything in the world for me. He made me Music Director. We were very tight. He became ill and was hospitalized during the last third of the book. While he was in the hospital I was in charge of running things as Program Director and Music Director. We were going through an ownership change when Steve came back. Since the new owners wanted to shake things up, they promoted me to Program Director and then to the midday shift. It's not a pretty story. Steve blamed me totally for what happened and thought I took advantage of him by getting the job that way, when I was just trying to hold on. Management was coming to me and wanting decisions and I was told to run things. Since that day I have not talked to Steve, nor seen him. Last I heard, he was still in town and working. He has a psychology degree from Purdue and was working at Charter Hospital for children, but other than that I really don't know. I have all the respect in the world for Steve and wish him the best. It bothers me that it happened this way.

GIVE US AN OVERVIEW OF THE LAFAYETTE, INDIANA RADIO MARKET AND WHAT IT'S REALLY LIKE OUT THERE FOR SOME OF THE OTHER STATIONS AS WELL AS WAZY.

When you talk about Lafayette, you have to talk about West Lafayette as well, because that's where Purdue University is at. For nine months of the year, West Lafayette is the center of everything, at least the people in West Lafayette and Purdue would like to think so. Here we have everything from professors, well-educated upscale people, and college students to farmers and factory workers. There's also a new Subaru-Isuzu plant going up, and we already have all sorts of factories in town such as Alcoa and Caterpillar. Lafayette already has a diverse group of people here in addition to the people from all over the country attending Purdue University who influence our sales, requests and everything we do. In this market, there's only two 50,000 watt stations. One of them is WAZY and the other is WASK who is an AM/FM combo. The AM is full-service with news and a lot of Purdue sports, and they're very good at what they do. The FM is a Country station and they're doing pretty well also. We're the only Top40 in the market and for about the last 6 years we've been #1. WASK AM/FM have been #2 and #3 respectively, and they just seem to flip-flop back and forth. WKHY is a Classic Hits station in town, which tries to play everything in the world. They'll go from a Beatles record into an Ann Wilson/Robin Zander record and claim to be a classic hits station. They're very aggressive and they like to attack us a lot. Currently, they're trying to take away men 18 to 24, so it's very narrow right now. WKJM is a Transtar Niche 29 station and they're based out of Monticello but their studios are in Lafayette. WCFY is a Christian station in Lafayette and just outside of town we have SHINE99 under an adult contemporary format. Interestingly enough, Lafayette is situated right between Chicago and Indianapolis which is an hour from Indy and two hours from Chicago. You cannot get television unless you have satellite or cable. With about 75% cable penetration in the market, most people hook up their stereos to cable and can very easily pick up a lot of Chicago or Indianapolis stations. Q95 is the only Indianapolis station on cable that really influences us. Since there are so many different tastes out there and we're the only Top40 in town, we tend to lean a little Urban, but we play a lot of new records. We have anywhere from 42-50 records on our playlist per week, and for the midwest that seems to be very rare. Until somebody comes into town and challenges us to not do it, we're going to have fun and play a lot of records. I think we get a lot of respect for that. We're a very clean station, a very credible station, and we have fun with what we're doing. Along the way we take some shots. Some people may look at what we're doing and say we're crazy, but it seems to be working.

WHAT IS THE MUSIC POLICY OF WAZY?

Play the best that's out there and if we have to lean one way or the other, we do. WAZY is willing to add some of the more dance-oriented Top40 hits a little earlier than some of the other stations in the midwest are inclined to do. WFBQ plays AOR, the classic hits station plays classics and AOR cuts, and we have a semi-A/C Transtar station in town. The void is urban. We want women 18-34 and we seem to be able to get away with it. It's such a fine line, though. Tone Loc and some of the rap records are starting to drive me crazy. They're really hurting us more than they're helping. Also, the repetitive drum-machine records would never work here. What amazes me is that I go and do these high school gigs remembering when I was in high school and people stood against the walls and didn't dance. Now you'll see kids out there and they jam! They know what's going on. Although the upper demos are fried on it, they'll dance to Tone Loc records and I can't play them enough at night. It's going to sound egotistical, but we've done incredible in the ratings. We had a 22.9 share last book and people were panicking because it was a down book for us. We always do better in the spring. Last spring we had a 27.8 12+ share and I had a 58.3 when I was doing nights. Although you're constantly trying to improve everything, you can just get to a point where you start questioning too much what you're doing.

EVEN WITH THE 22.9 SHARE YOU WERE STILL RANKED #1. DESCRIBE THE 7 POINT DROP IN RELATION TO YOUR COMPETITION. IS THERE ANYONE EVEN CLOSE TO YOU AS FAR AS 12+ NUMBERS ARE CONCERNED?

The next highest was 16.5 from the Country station and there's no way I can compete with them anyway. What really bothers me with the last book is that we lost some 18-34 women. Not a lot, but I can't figure out where they're going. We're getting beaten with 18-24 year-old men tuning to Q95 and WKHY. I'm trying to figure out what the particular rotations of music are now. It seems like every time we go into a fall book we have a lot of rock and pop records, and when we go into a spring book we have a lot of ballads and urban records. I have to equal that out somehow.

SINCE YOU'RE THE MOST CONTEMPORARY STATION IN THE MARKET, HOW DO ROCK RECORDS PERFORM AT YOUR STATION? ARE THEY SLOWER TO REACT?

No. I would say we're a very typical midwest radio station where rock is going to do incredibly well, yet we're still able to take a lot of urban records and do well with them. I am more critical of hard rock records than I am of dance records.

WITH THE SUCCESS THAT YOU ACHIEVED LAST FALL WITH THE 22.9 12+ SHARE, AN EXTREMELY HIGH SHARE TO MOST PEOPLE AROUND THE COUNTRY, WHAT ARE SOME OF THE THINGS THE STATION IS DOING PROMOTIONALLY AND ON-AIR TO GIVE YOU THOSE KINDS OF NUMBERS?

It's incredible to be bitching about a 22.9 share, isn't it? It amazes me, because the big goal is to get a 30 share, and when it comes back 22.9 it's like it's the end of the world. Reps call us asking how we did and they're amazed when we tell them 22.9 and still #1. Last fall we had a 23.1 and this fall we had a 22.9 so we've been very consistent during this time as well as in the spring. My main problem now is to figure out why this is so. I had to write memos to the owner explaining my theories. The station also takes on a totally different atmosphere and presentation during the spring because our mobility is good and we're out so much. I'm driving around town now, it's getting warmer and you can see people with the windows rolled down just jamming to our station. I've been reading all sorts of articles, trying to adjust to being a Program Director, to do the best I can, and to be a little bit different. I read something the other day that slammed Program Directors,



LITA FORD *duet with* Ozzy Osbourne

"Close My Eyes Forever"

#26 HITMAKERS MAINSTREAM CHART...29% Increase In Airplay!

#13 HITMAKERS ROCK CHART This Week!

ADDS/DEBUTS:

EAGLE106 KS104 WJRZ#30
WXKS KBEQ#30 WKSI and MORE
Y100 PRO-FM and MORE
KOY95 KROY



ACTIVE AT:

PIRATE (6-5) WPHR (11-8)
WDFX (#2) Y108 (23-20)
KRBE (7-6) KKRZ (33-27)
KPLZ (11-9) KWSS (36-33)
KUBE (20-16) KSAQ (33-26)
KBQ (14-13) WZPL (30-26)
Q105 (26-22) KISN (30-25)
WMMS (22-17) WROQ (2-1)

BJ105 (28-20)
Y106 (17-5)
KJ103 (26-23)
Y107 (18-13)
WLRS (12-10)
WKZL (28-14)
WNVZ (8-3)
and more

**#32 HITMAKERS MAINSTREAM CHART...
38% Increase In Airplay!**
**#21 HITMAKERS URBAN CHART...
50% Increase In Airplay!**

ADDS/DEBUTS:

WPLJ#30
WZOU#35
POWER96 HOT94.9#27
KUBE#30 and MORE
KEZY
PRO-FM#33
HOT97.7

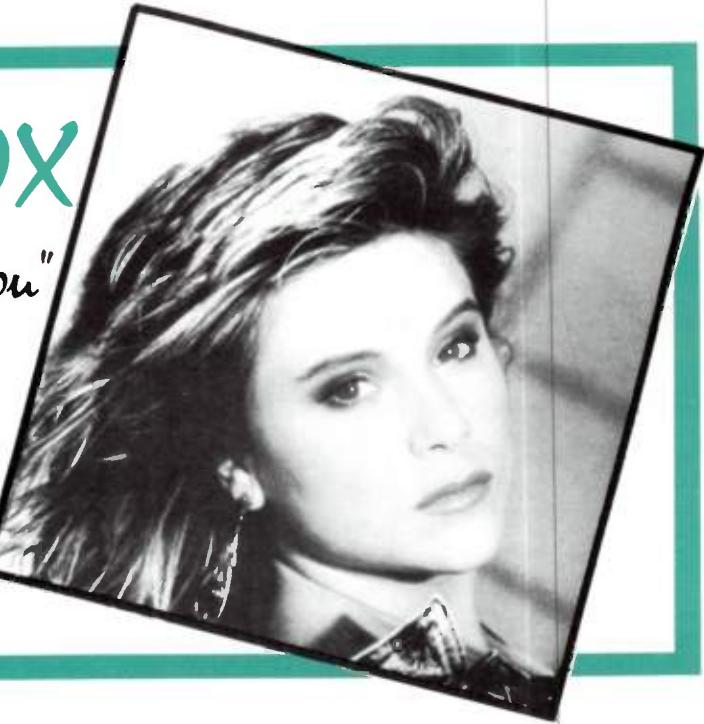
ACTIVE AT:

HOT97 (11-9) KKFR (34-31)
POWER106 (29-26) HOT102 (39-32)
B96 (16-15) Q102 (34-30)
EAGLE106 (16-15) KROY (27-17)
KPLZ (26-23) KWOD (24-20)
B104 (17-15) WBCY (29-23)
HOT95.9 (22-19) Y106 (27-24)

CKOI (16-11)
Y107 (19-16)
and more



"I Only Wanna Be With You"



RICK ASTLEY

"Giving Up On Love"



ADDS/DEBUTS:

POWER106 KPLZ KCPX
WZOU#29 KUBE FM100
KRBE B100#34 98PXY#26
94Q#30 Y108 WJLK#30
and more KKRZ#32

ACTIVE AT:

B96 (15-12) CKOI (37-32)
WXKS (34-29) WBCY (33-29)
KROY (33-24) and more
KISN (39-33)
WKSS (34-31)

**82% Increase In Airplay
at MAINSTREAM TOP40!**

**27% Increase In Airplay
at URBAN TOP40!**

COWBOY JUNKIES

"Sweet Jane"

71% Increase In Airplay at ROCK TOP40!

WMMS (Deb#27)

CKOI (Add)

WROQ (28-25)

KIK (Add) WVKZ (15-11) Y104 (30-25)
and more



RCA
Records and Cassettes



saying how they don't do a good enough job with airchecks and this, that, and the other thing. So much of it is just mental, having the right frame of mind and the presentation to do it. I need to be out and about so much, it's hard to find the line between how much time you spend in the building working with the airstaff getting that sound, and how much time you spend out in the street making sure the 4th of July celebration is still going to be your's as opposed to your competition's.

THAT'S A REAL DILEMMA FOR A PROGRAMMER. IT'S BECOMING AN INCREASINGLY DIFFICULT JOB FOR ONE PERSON TO DO, AND IN A SMALLER MARKET LIKE LAFAYETTE, THAT'S ALL STILL PLACED ON THE PROGRAM DIRECTOR'S SHOULDERS.

When I was working overnights, I had a thousand ideas, a thousand things that I thought could be accomplished, and wondered why it wasn't being done this way or that way. No one was telling me what I was doing right or wrong. I was just there playing music so the Program Director and everybody else could sleep and not have to worry about what was going on out there. I am really trying to take care of my people, my portion of the building and just making sure that everybody understands what's going on, what our goal is and what we're trying to accomplish. If they're having a problem, they can come and see me. But I'm being taken away so much by this other station stuff that I'm not happy in either direction.

WHY DON'T YOU TELL US ABOUT THE AIR TALENT AT WAZY, AND RUN THROUGH THE WHOLE DAY STARTING WITH MORNING DRIVE?

One of the things I've been very concerned about is the Arbitron and the way they've re-designed it with at-work listening. I've moved my morning man Bob Miller, who is also Music Director, to begin at 5:30AM instead of 6AM. We were finding that some of the factories were letting out right at 6:00AM and we wanted him to have a running start. With Bob in the morning is Jo Ann Klooz. She handles news and has been with WAZY as long as I have. I just recently moved my evening guy, Mike Carmin, to mornings and he handles sports. You also have to realize that since we're in Indiana, amateur sports are incredibly popular. We only have a 2-person news staff trying to cover local events, so taking advantage of that is exceptionally tough. We have moved Mike to mornings because he is a sports freak, and I have no problems with him handling it and knowing what to say.

ARE YOU CALLING IT A ZOO FORMAT?

They make jokes about it amongst themselves, but we aren't using it on the air. To be honest with you, it's still in the infancy stages. It's still pretty much Bob and Jo Ann in the morning with Mike Carmin on sports rather than the zoo kind of format. Bob is on the air from 5:30AM to 9 and then Mike is on 9AM until noon. Mike does sports on the morning show and then an airshift from 9 until noon. We wanted to get a run on the 6AM hour, boost that up and try to hook people with Mike so listeners will keep us on when they get to work in the morning. It makes sense on paper. I do the noon to 3PM shift, then there's Chip Ramsey and Mike Vitale. Chip is also the Promotion Director and he does the airshift while Mike does the news in the afternoon. We are probably one of the few stations left in America that does news in the afternoon, but it makes money.

DO YOU GET ANY COMPLAINTS ABOUT DOING NEWS IN THE AFTERNOON, AND HOW DOES NEWS WORK IN AFTERNOON DRIVE?

We do newscasts at 12:25, 3:25, 4:25 and 5:25. From a programmer's standpoint, I would love to get rid of the 12:25 and 3:25 newscasts, because I don't feel they are needed. I don't have any problems with the 4:25 or 5:25 newscasts. My competition isn't doing it, so that's fine. We

also haven't had any complaints from listeners about there being too much news, and I like the way it wraps up the day and helps us look forward to tomorrow. Our newspeople have as much of a following as some of our jocks do. While we do have some serious news, on the whole it's kept on the lighter side as basically an entertainment piece. Their work is similar to the jocks in that they also are out to promote the station. They do have a following and I'm pleased with that.

As for the rest of our airstaff: evenings we have Randy Kenyon who just came to us from WLRW in Champaign. He originally started working here at WAZY part-time and eventually wound up at WLRW. He then came back to us full-time for the 7PM to midnight shift. Midnight to 5:30AM we have R.G. Skadberg. So, Bob does mornings and music, Chip does afternoons and promotions. Everybody at this station, especially in a market this size, has to pitch in and do something extra, or else I don't have anything left to delegate.

DO YOU DO ANY KIND OF MUSIC RESEARCH?

Yes. We definitely check the record stores in town, but you have to realize that most of the record stores are influenced by Purdue University. You have to establish a great rapport with the managers of the record stores. They each take on their own identity depending upon their location on campus or their distance from the campus. You get a different feel from each store and certainly have to take that into account when figuring out if something is hot. Since I believe very strongly in the internship program, three of my past interns are now doing airwork and they handle the call-out research for us. Now we are mainly focusing on businesses by finding out which ones are listening to us, if they notice any changes with the morning show and who they're listening to in addition to us. We're also playing some music hooks down the phone, and we are trying to see how quickly they're getting across. It's so important for us to immediately find out how the new records are doing because we are playing so many new records. We get on and off records pretty quickly. It's important to devise promos around a new record, talk about the artist, and get the word out as soon as possible. Through call-out research, we find out how quickly people are picking up on these efforts.

ISN'T IT TRADITIONALLY MORE DIFFICULT TO TEST NEW MUSIC OVER THE PHONE AND GET A POSITIVE RESPONSE SINCE IT'S UNFAMILIAR TO MOST PEOPLE?

I think that's changing. To put it bluntly, people are becoming more musically educated. The attitude when I started here was one of rarely talking about which artist you were playing or who had something new coming out. Now, we are so geared towards playing new music that we're on the air talking about it all the time. I have found through call-out that people are really picking up on music quickly, and I hope we have something to do with that.

SINCE YOU ARE BASED IN A COLLEGE TOWN, ARE YOU ABLE TO RESPOND EARLIER THAN MOST STATIONS TO RECORDS SUCH AS ELVIS COSTELLO, EDIE BRICKELL, COWBOY JUNKIES OR XTC WHICH BREAK OUT OF COLLEGE MARKETS?

I would say so. The best example I can give you is the last Cure project. I'm sorry but I can't hear a Cure record for the life of me, and if you could see our sales reports each week, there are groups that I haven't a clue as to who they are or where they're hearing this. You have to be careful as to whether or not it's right for the station. The fact that we're in a college town and should be playing these records is sometimes used against me, but they are the trendsetters in many ways. This is also a difficult time right now, because our Purdue audience will leave and go

home for the summer in about six weeks. Record life here is about eight to ten weeks as far as moving up the chart and then into a recurrent category. We have a certain amount of records that I consider alternative, and these are the ones I'm always trying to fill a void for. That'll change somewhat throughout the summer.

WHAT ARE SOME OF THE MARKETING STRATEGIES YOU'RE USING AT WAZY?

We are using a television campaign with our local CBS affiliate WLFI, and we're using them in our present spring book promotion. We also use bus boards, since the bus system seems to be very good in town. I'm not too pleased with the locations of billboards and there are too many ways to get in and out of town, so I don't see that potential response as being enough. It sounds egotistical, but more people listen to us before hearing about us on television or seeing a billboard. We have new jingles which we haven't had in years, new sweepers on the air and a great attitude here. We're on a five week station tour right now where we've been out on the streets Fridays, Saturdays and Sundays with the van being as mobile and visible as possible. According to reports from our clients, those results seem to be very positive. It's like the NCAA Tournament. I think we're peaking at the right time.

WHAT KINDS OF PROMOTIONS ARE YOU GOING TO BE DOING THROUGH THE SPRING BOOK?

We seem to be doing variations of things we've done in the past. Last spring we had one of the best books ever with a "Song of the Day" contest where we gave away trips. This spring we'll still have the "Song of the Day" contest playing at least once in every daypart. The first six callers will qualify for the weekly drawing of a mystery envelope marked W, A, Z or Y. Once per week on Thursdays, we'll call off the listener's names, and then they call us to pick one of the envelopes. The prizes include cash, trips, stereo equipment and usually major appliances or a VCR. For the second promotion, we'll take out the van, spot people with WAZY window stickers and give them cash. In the past we've given away free hamburgers or pizzas, so giving them \$100 in cash has really been a big deal, both for us and for our listeners. When the public swimming pool opens up, we're the station that's there opening the pool. WAZY is there during the 4th of July celebration and for the Purdue Grand Prix, a go-cart race which is the last big event on campus. We're very involved in the community.

WHAT DOES THE FUTURE HOLD FOR KEVIN MORTON?

I don't know where the hell I'll be. I would really like to stay in programming, but there are times when I wonder why I ever got out of music and being a Music Director. I have heard so many horror stories about Music Directors who don't really have any input. They just phone in reports and cart up records. With Bob Miller, I listen to everything. We come in and play off of each other, because that's the way I was treated. I'm originally from St. Louis and since everyone wants to go back home to program a station and make it big, I would love to do that someday. I am very pleased with the management here as well as the ownership. They have been very good to me. We were the first station they bought and I've thought of hopefully moving up in the company. I plan on being at WAZY a while before that happens.

THANK YOU, KEVIN. YOU'VE TOUCHED ON A LOT OF POINTS YOUNG PROGRAMMERS ARE CONCERNED WITH THESE DAYS AND SHARING THESE IDEAS WILL BE VERY HELPFUL TO THEM.



WAS(NOT WAS)



"AnyThing CaN hAPpeN"

ONE OF HITMAKERS TOP ADDED with 39 ADDS!!! A HITMAKERS CRUSADE!

OUT-OF-THE-BOX ADDS INCLUDE...

**EAGLE106!!!
WXKS-FM!!!
Y108!!!
KATD!!!**

**KWOD!!!
WNCI#32!!!
KCPX!!!
KISN!!!**

**WBCY!!!
WJLK!!!**

95XXX
B98
HOT107
KIXY
KMDX
KMGZ

KREO
KRRG
KSND
KWIN
KYNG
KZ103

KZZK
OK95
SLY96
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WAZY
WCLG

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WHDQ
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WPST
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Z93
and more


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When You Play It, Say It!

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RADIO FORUM

"FROM A RADIO MARKETING STANDPOINT, WHAT ARE THE MAIN ELEMENTS TO INCLUDE IN AN EFFECTIVE TELEVISION CAMPAIGN?"



JERRY DEAN PD, KLUC - Las Vegas

I think an effective television campaign is a lot like an effective billboard or print campaign. Keep it simple. The two main things you've got to have in it are lots of call letter and frequency mentions. I don't think a station's call letters or frequency can be on a television spot too many times. We don't do a lot of TV here in Las Vegas because it is fairly expensive, and we already have the #1 coming station in town. In the past when we've done TV, it's basically been to promote specific elements of the radio station that we want to get across. You have to keep it simple and keep to one thought. It certainly doesn't hurt to be as creative as possible because a TV spot has to stand out amongst the clutter of all the other TV spots which people are bombarded with every day.

IS THERE A PARTICULAR PRECONCEIVED PERCEPTION YOU'RE INTERESTED IN FORMULATING AS PART OF THE MESSAGE YOU WANT TO PROJECT TO THE AUDIENCE?

I think there has to be, but it all depends on the station's individual situation. If they want to promote their morning show, obviously there are a number of effective TV spots which have been done in the past to promote morning shows. Maybe the station is in a position where it has to get across a certain positioning statement. If that's the case, then that should be the main message of the TV spot. Or, if a station has a very good image and is in pretty good shape like KLUC is, then maybe it's just a basic generic spot about the station as a whole. It all depends on the individual station situation as to what main message they want to get across. Again, I think the big pitfall is when programmers try to lump as much as they possibly can into a 30 second TV spot, when they should just pick one main message they want to get across and concentrate on that.

BOBBY JACKSON PD, KTXY - Jefferson City, MO

Money. I would say money is what we promote more than anything else. We're the leader of giving away cash in this marketplace. Our positioning statement is "All Hit Y107" which pretty much positions us right away, and then we just promote the hell out of our contests. "Now you can win Money, Money, Money. Cash, Cash, Cash!"

WHAT'S THE REASONING BEHIND THAT POSITIONING?

We have a lot of active listeners in this market. I think our numbers speak for themselves. As a matter of fact we blew out your VP/Editor Mike Schaefer's old station here last year, KJMO. He used to program that station 13 years ago, and they were the leader in the market until last year, but we came in and kind of put them away in one book. We debuted with a 28.8.

SO YOU'VE FOUND THAT GIVING AWAY MONEY IS THE STRONGEST STIMULATOR?

We promote our cash contests with generic TV commercials. Of course in a market this size, we can't really afford the big package produced TV spots. We go with our own, put them together and promote the best thing we can promote, which is giving away cash because you can't do anything better than that. You can do anything with money.



BILL TANNER PD, POWER96 - Miami

Call letters, call letters, call letters. It's just like the real estate people say, "Location, location, location." The most important thing we can do is say, how we are different and how we are better. The main thing is to get the call letters across because a lot of people don't pay attention to what the message is on the spot. If they see the call letters in a visually attractive environment and see something that peaks their curiosity or gets them interested, then

they will sooner or later listen to the audio portion of the spot. We in radio pay an awful lot of attention to the audio, making sure that each of the features are done exactly like we do it on the radio. In fact, you're looking at TV to build your cume. You have to build the maintenance on your own, so if you just get the call letters visible and frequency visible, I think you've done a good job. One note of caution is that many agency people and some syndicated spot brokers will tell you it's okay if you just show your call letters at the end of the spot, and that's the way TV spots are done. Well, just as long as it's your TV spot and not my TV spot. I want the call letters visible throughout the whole spot.

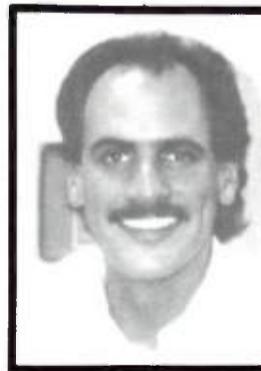
DO YOU RECOMMEND A PARTICULAR PRODUCTION HOUSE OR COMPANY WHICH CONSTRUCTS THE TELEVISION CAMPAIGN, OR IS IT DONE COLLABORATIVELY?

I think some of the syndication spots I've seen from time to time work very well. I know the Filmhouse people out of Nashville do good work. They syndicate the "Birthday" spot. Also Superspots, Joe Kelly's people in Chicago, have done very good work for us. I've seen some very good syndicated spots that really work best if you have creative television people who can adapt those to your individual needs. That's what we did with one of the Superspots, which was a very effective spot for POWER96. Our own agency went in with the knowledge of what we wanted to project as our image and used their shell. It worked very well. You can use a number of different ideas, and even come up with your own. I'm particularly happy with some spots we've done with Bill Aydelott. He's the man who invented the "Maynard In The Morning" spots for WBZ in Boston. I think Bill is a superb director and a very good conceptualist. The current work he's done on our series of POWER96 TV ads is real good. I have also seen an awful lot of terrible syndicated spots. If you pick through the clutter and find one that fits within the framework of how you see your radio station and the image you want to project to the public, you can modify it to make it very effective for you with a little cleverness and ingenuity.



MATT FARBER PD, WAVA - Washington, D.C.

From a marketing standpoint, an effective television commercial should do one or a combination of three things: directly draw cume/listeners to the station (for example the "Birthday Contest" spot which is direct television); it should sell the unique benefits of the station and the reason for listening; and cause talk, which is where creativity comes in because it's a spot which people talk about. These are the three elements to look for and make sure your spot has.



CHRIS BAILEY PD, WNVZ - Norfolk, VA

Out of all the TV spots we've done since I've been here, I think only one failed. We've used the most expensive companies in the country to local companies. All it boils down to is not so much all the special effects we've used before, but just one short, simple directional message. That one directional message is the one that seems to work the best for us, instead of using the big glitz and glamour spots. A simple message is the most effective TV spot. We do "Mall Intercepts," and we test about three or four versions for people to see. We find out even before we put these spots on the tube whether they like them or not. If they do, we ask them which parts they like and which parts they don't like. We even do a re-mix to make sure we put the right spot on the air. We did one campaign once which we paid a lot of money for, and they hated it. So ever since then we've tested these babies before we put them on.

WHAT DOES A MALL INTERCEPT MEAN?

We set up a booth in a mall with three screening rooms, and we send people in there to watch the commercial. We ask them questions about the commercial. Did you like the commercial? Did you find it entertaining? What was the message of the

CAPITOL PROUDLY RELEASES ITS NEXT THREE TOP TEN RECORDS!!!

GREAT WHITE "Once Bitten Twice Shy"

Tired of ballads and sound-alike Dance records???

Ready to Rock into spring and summer???

Get ready for the Platinum selling Rock N' Roll of GREAT WHITE!!!
Just out now and already blowing the cobwebs off the speakers at:

KXXR(32-27)

WROQ (17-15)

WJRZ (Add)

KKEG(29-14)

KNIN(Add)

KSKG(Add)

KSND(Add)

KVTI(Add)

WKOR(Add#37) and more

WVKZ(40-35)

Z107(Add)

ZFUN106(Add)

BROTHER BEYOND "He Ain't No Competition"

The HOTTEST new band in England,
with four Top 10 hits in a row, is ready to
sweep America!

LISA ANGELLE "The First Time I Loved Forever"

The theme from the HIT television show
Beauty And The Beast, watched by 50 million people,
is already ringing phones and causing panic at retail!
"The First Time I Loved Forever" has already aired in its
entirety. We dare you to play this beast once,
and you will get MONSTER phones!!!



DONNY OSMOND

The "Soldier Of Love" drops a BOMB on the charts!!!
EXPLODES Top 10 and headed for #1!!! Incredible single sales!!!

THE BELLE STARS

"Iko Iko" has proven itself to be a legitimate HIT record with requests, sales, and a KILLER video at both MTV and VH-1!!! If you are not playing this record, you are not only missing out on a HIT record, you are missing out on the entertainment industry phenomenon of the year - RAIN MAN!!! Get with it!!!

JOHNNY CLEGG & SAVUKA

"Scatterlings Of Afrika" Every time that a new artist with a unique sound and an unusual viewpoint is given to us, there must be a company of people dedicated to ensuring that the different voice will be heard.

Capitol is that company and Johnny Clegg is the artist.
Our FIRST double-digit Add week is here!!!

Already ADDED by these believers... **KSAQ!!!**

KJJG KIXS KNAN KNIN KPXI KWXX KYNG KYYA KZBB
WHTO WJZQ Y104 ZFUN106 SLY96(D#34) and more

GINA GO-GO

"I Can't Face The Fact" FACE THE FACT: This record is NOT going away!
Already Top 10 in 15 markets, and check out this action:

KLUC (Add) ENERGY96.5 (#5) KEZY (17-15) KKFR (10-9)
KZZP (24-22) KATD (#10) KEZB-FM (26-22) KJJC (D#39)

You MUST hear the customized edit!!!

M.C. HAMMER

"Turn This Mutha Out" When a band has sold 154,538 albums in two weeks and a total of 645,991 albums, you have GOT to listen!
Just see the video and you will be sold!!!



MONEY TALKS.

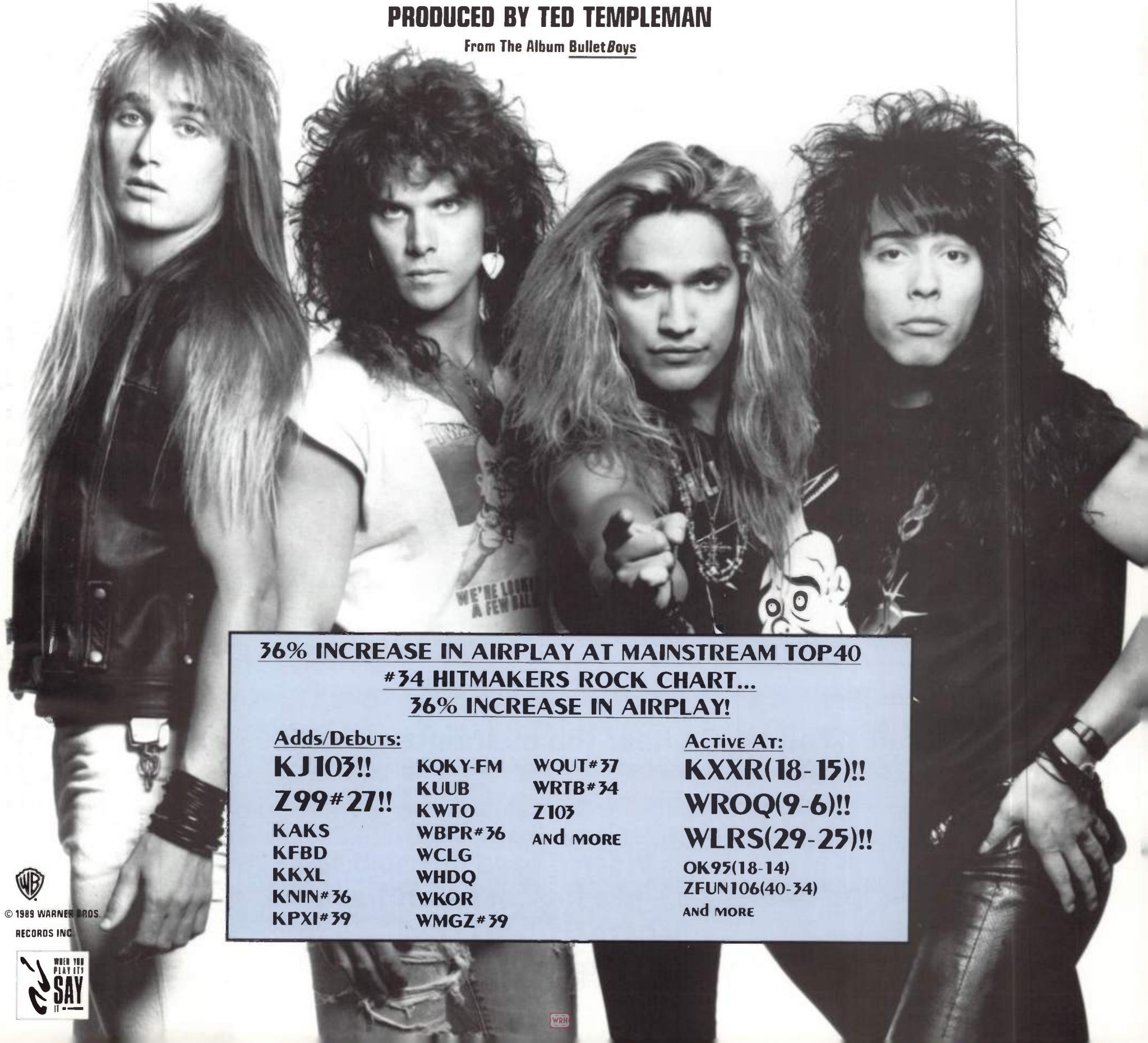
BULLET BOYS

"FOR THE LOVE OF MONEY"

THE NEW SINGLE

PRODUCED BY TED TEMPLEMAN

From The Album Bullet Boys



36% INCREASE IN AIRPLAY AT MAINSTREAM TOP 40

#34 HITMAKERS ROCK CHART...

36% INCREASE IN AIRPLAY!

Adds/Debuts:

KJ 103!!

Z99#27!!

KAKS

KFBD

KKXL

KNIN#36

KPXI#39

KQKY-FM

KUUB

KWTO

WBPR#36

WCLG

WHDQ

WKOR

WMGZ#39

WQUT#37

WRTB#34

Z103

AND MORE

ACTIVE AT:

KXXR(18-15)!!

WROQ(9-6)!!

WLRS(29-25)!!

OK95(18-14)

ZFUN106(40-34)

AND MORE

RADIO FORUM

"FROM A RADIO MARKETING STANDPOINT, WHAT ARE THE MAIN ELEMENTS TO INCLUDE IN AN EFFECTIVE TELEVISION CAMPAIGN?"

commercial? Do you believe the message they're saying? If they said they're going to double the music in the morning, do you believe they'll do that? Do they sound sincere? We drill them, and it really helps a lot. We use TV spots twice a year in the spring and fall. We also center it around one thing, whatever our promotion or campaign is at the time. It's strictly a promotional spot. We incorporate our contest message on there. We just want to make sure that when it's on that it gets the message across, and that it's believable to the public. They may sit there and think the spot is entertaining, but they don't believe that we're going to give away all that money. They may turn around and say, "Gee that looks like fun, but I won't have a chance to win that. I'm not going to listen. I'm not going to play." Those are the messages we want to avoid to make sure they don't feel that way. We want them to watch a commercial and think, "That was an entertaining spot. That sounds like a fun promotion. I bet I could win that, and I can't wait to play." You'd be surprised how many TV spots bite the dust because of the reasons I just mentioned. So, we could hire the best, shoot the best, go over it, do 80 million takes, and it could come out looking hot, and the public could look at it and go, "Bullshit." A lot of times they feel that way. I stopped spending the big bucks. I've gone from spending \$25,000 to \$4,000 for my spots. I film it right here in my own studio. I write the copy, I direct and produce it, and it's the most effective spot we've ever had. They believe it because they see the whole Zoo team in there, and it's all believable to them. It's direct and right to the point. It's funny and exciting, and it gets the message home. There's not one negative.

IS YOUR POINT OF ATTACK THE ZOO SHOW?

We don't always promote the Zoo, but either the Zoo or myself as an individual are always the spokesmen in our commercials. Even though it's not a contest that's centered around the Zoo, either I will do the commercial or the Zoo crew as a whole. There's a consistency there which is important. You can't keep throwing new faces and themes at them every week.

MARK CAPPES

PD, KKRZ - Portland, OR

The most important thing to me is cutting through the clutter. There are so many impressions being made on television, whether it be great produced promos from the local stations or the networks. Sometimes you're up against million dollar campaigns. The most important thing to me is making sure the statement is heard, cutting through the clutter. You've also got to come up with a message that best reflects what the station is all about. If you have a message on the air that doesn't reflect what the station is doing, then you're going to end up with a bunch of people who aren't going to be interested in your station. I want to make sure that the station matches the product and the creativity matches the message.



BOB CASE

PD, KZZP - Phoenix

The right media buy is crucial. Choose a target and hit that target with as much frequency as your dollars can afford. I think the media buy is as critical as the television spot. If you buy the wrong stuff at the wrong time, none of it is going to click.

DO YOU DO YOUR OWN SPOTS OR DO YOU GO TO A PROFESSIONAL FILM HOUSE?

We use a combination of people. We use a person who is a media buyer here in Phoenix and Jeff Green at Filmhouse, and it took about six revisions before we got it right.

DO YOU PRE-TEST YOUR COMMERCIALS?

I haven't because we use a spot that was pretty much pre-tested, which was the "Birthday Game" by Direct TV. We felt pretty confident that it would happen anyway. We did pre-test the concept of the "Birthday Game," but we didn't pre-test the commercial.

BILL PASHA

PD, WAPE - Jacksonville, FL

The three main points are call letter exposure, reach and impression, and the right media. You have to make sure everybody knows what you're selling. You have to get the media that your listeners or whomever you're going after uses. If you want to buy ABC, you're buying a certain listener, and if you're buying CBS, obviously you're buying a different listener. The reach isn't as important as the kinds of people you reach and the demographic match up. If you have those three things, you've focused on everything that's important. The next step you have to decide is if you're going to use direct TV and make it interactive with the radio station, or if you're going to image the station. If you're an active radio station, then obviously it's important for you to use direct TV.

DO YOU PRE-TEST YOUR CAMPAIGNS, POSSIBLY ELIMINATING MISTAKES OR NEGATIVES?

No we don't. If you have the element of knowing the people you're working with and you know what you want to put on the air, that's not a real consideration. You know the audience you're dealing with because you're dealing with them daily as a listener and you're doing that kind of research. You can use that same research without spending the extra money to test your campaign. There's also the factor of the creative versus the straight sell. There's a certain benefit to selling your image, or you direct real straight and to the point, just like you do a hard sell radio ad. Whereas if you're doing a morning show you might want to be a little more creative with it. We try to do direct sells and the creative.



CASEY KEATING

PD, KPLZ - Seattle

We haven't really done much TV campaigning, but I can't think of anything better to do than get people active with your radio station. If I were to put together a TV spot, I think not only would I want to tell them about who we are, but I want to give them an incentive to actually turn on the radio station and listen to it. If I were to do a TV campaign that would be the #1 element today. I would do something that says, "Tomorrow morning when you wake up, turn on KPLZ at 7:20 and something wonderful will happen." You've got to have some incentive like a contest or cash amount to give away. You need some reason that will actually make them want to set their alarm clock and get up in the morning so they will listen to KPLZ. Activate your audience. But we really don't find TV effective here in Seattle.

THEN WHAT MEANS DO YOU USE?

We use bus signs. This is a very big bus sign market, not a billboard market. Mostly we do a lot of merchandising campaigns. I'd rather spend that money on a thousand t-shirts or a thousand sweatshirts and be out at all the different sports games. Be out during the "Final Four," the football games and baseball games to actually meet people and give them a piece of KPLZ. That's where I put my money. The challenge would be for us to put together a TV spot that looks as good as KPLZ sounds. We find other alternate motives and ways to get our station image out. It takes a lot of money to put together a TV campaign. I would rather give it to people on the air or on the streets. We can control that. We have a big promotion department here.

CALL US EACH WEEK WITH NEW MUSIC DISC-OVERIES

(818) 887-3440 or

FAX 'EM (818) 883-1097

**"FOREVER
YOUR GIRL"**



PAULA ABDUL

#4 HITMAKERS MAINSTREAM CHART...20% Increase In Airplay!

#4 HITMAKERS URBAN CHART! R&R: 8* - 4*

Adds/Debuts:

**K101#29
Q107#29
WAVA#29
POWER96
B104#28
KBEQ#27
and MORE!**

Major Action:

**HOT97(19-14)
KIIS-FM(19-11)
POWER106(9-8)
B96(14-7)
Z95(13-10)
KMEL(11-9)
X100(10-8)
KRBE(6-4)
POWER99(10-9)
KUBE(19-8)
KBQ(9-7)
HOT95.9(10-5)**

**B94(12-8)
WPHR(10-6)
KKFR(8-6)
KKRZ(13-10)
HOT97.7(9-6)
KATD(9-6)
KWSS(7-5)
FM102(7-6)
KROY(7-5)
KWOD(4-3)
WGH(12-10)
92X(9-8)**

**B97(14-10)
KTFM(8-7)
WKSS(13-10)
98PXY(7-2)
Y107(14-9)
WGTZ(8-5)
and MORE!**

NEENEEH CHERRY

**"BUFFALO
STANCE"**

#27 HITMAKERS MAINSTREAM CHART...45% Increase In Airplay!

#12 HITMAKERS URBAN CHART...29% Increase In Airplay! R&R: D#35

Adds/Debuts:

**KIIS-FM#28
WXKS-FM#27
WAVA
HOT105
POWER96
HOT95.9
KKRZ KC101
WTKI#25 WCKZ#27
WNCI#33 Y107
B97#23 WKZL
WKSE#28 and MORE!**

Major Action:

**KMEL(6-5)
X100(18-14)
EAGLE106(20-17)
WIOQ(9-8)
Q106(28-20)
KKFR(14-12)
KZZP(25-19)
Y108(26-18)
FM102(4-3)
KROY(17-13)
KWOD(22-11)**



**PLEASE
LISTEN
TO:**

**SAM
PHILLIPS**

**"Holding On
To The Earth"**

**THAT
PETROL
EMOTION**

"Groove Check"

*When You
PLAY IT,
SAY IT!*

Virgin™

HOT RADIO PROMOTIONS

GET ON THE ROAD WITH KIIS-FM!

KIIS-FM in Los Angeles says, "Stick it to win!" KIIS-FM invites all of Southern California to grab a KIIS-FM bumper sticker from a 7-11 store, stick it on, and get on the road to winning cash and Camaros, just by "K-I-I-S-I-N-G" in their cars! When the 102.7 KIIS-FM personality in the Prize Patrol van spots a sticker, he'll call the station and describe the car over the air, read out the license number, and ask them, if they're listening, to pull over (when safely possible) to win.

K101's EASIEST RADIO CONTEST EVER!

It's simple and it's HOT! K101 in San Francisco is calling random, computer generated phone numbers and asking whoever answers to name their favorite radio station. If the person says K101, he/she wins \$1,101! Taking it one step further, if the person can then name the last two songs played on K101, they will win \$101,000 instantly!!

KISS 98.5 AND ROCKY ALLEN UNDERWEAR!

PAUL CANNON, PD at WKSE says that they are running some super promos in Buffalo! In a variation on both the underwear and the phone booth bit, WKSE tapes scripts to area phone booths, calls out the location, then asks the first person to answer the phone when they call to act out the script! Occasionally they'll ask a listener to wear a selection from their exclusive line of ROCKY ALLEN morning man underwear (on their head, of course) and sing, preferably in the rain at 7A.M.

ADOPT AN OTTER WITH WRQN!

WRQN in Toledo, OH is getting people involved in saving the wildlife endangered by the Alaskan oil spill. They're calling it "Adopt An Otter Week," and they are asking listeners to donate money to help the cause of cleaning up the animals. MD JOHN O'ROURKE says he was amazed to find out that it costs \$2,000 to clean up a single otter!

WCIL KEEPS YOU GUESSING!

WCIL in Carbondale, IL is giving away a \$17,000 Grand Prix and PD TONY WAITEKUS says, "To win the car you have to guess how many bottle caps we've stashed in the trunk. We will be giving out clues 3 times a day until a winner is declared!"

THE TOP TEN'S A SYNCH AT WKEE!

KEE Radio's BURKE ALLEN had a special guest host for his Top Ten show last week - **JIMMY HARNEN!** HARNEN co-hosted the show with the KEE Music Director live via phone hook-up from Hollywood. Listeners who called in during the show received singles of HARNEN and SYNCH's hit Where Are You Now? autographed by **JIMMY** himself!

KBQ ASKS "WHAT WOULD YOU DO FOR \$5000?"

JANE MERTENS tells us the answer may be a bit revolting, so those with weak stomachs should probably go on to the next story! Ten finalists were chosen from write-in entries, and they performed their outrageous stunts at Kiener Plaza in downtown St. Louis at high noon. Among the finalists were a human condom (don't ask) and a woman who tattooed Q106.5 on her backside. But alas, talented and original as these folks were, the winner was a man who snorted 106.5 inches of dental floss up his nose and pulled it out of his mouth. Among the impressed judges were Ross Grierson and Charlie Lake of A&M Records, whom JANE hijacked when they innocently wandered in for a soft drink.

X-102 MAKES YOU AN EXTRA!

Shooting will commence shortly on X-102's first-ever TV spot, and MD MIKE ABRAMS says the station decided a good way to spark some pre-broadcast interest would be to directly involve listeners in the production. So...they've invited listeners to actually be in the commercial! The plan is to make the largest human 'X' ever assembled (are you listening, Guinness?). All participants will qualify for a number of prize drawings after the shoot.

WNCI LOTTERY HITS CENTRAL OHIO!

WNCI "Lottery Fever" has overcome central Ohio!!! WNCI now offers at least \$1,000 an hour with the WNCI Lottery, and has called ticket numbers worth \$20,000! Listener response has been unprecedented during this contest, with just about everyone in the area listening for their lottery number. Wendy's restaurants are helping in the contest by supplying central Ohio with a million additional lottery tickets, and a million more chances to win. Ohio is WNCI Lottery crazy!

KUBE's SPRING BASEBALL GET-AWAY!

KUBE in Seattle, WA invited listeners to call in and sing "Take Me Out To The Ball Game" on the air to win tickets to the Seattle Mariners opening game. All winners qualify for a baseball getaway game in Oakland or Anaheim California.

SLY96 "WET SEAL SEALED WITH A KISS" MARATHON!

SLY96 in San Luis Obispo, CA celebrated the grand opening of a new Wet Seal store with a kissing marathon. The couples who participated had to continuously kiss while dancing, hopping, and walking with balloons between their legs. The winning couple kissed for eight hours, and the guy won \$500.00 in cash while the girl won a \$1,000 shopping spree at the store!

KWNZ PULLS ONE OVER ON THEIR AUDIENCE

KWNZ in Reno, NV played a great April Fools gag on their listeners. The day before April 1, they fired their morning guy WILD BILL CODY, literally pulling him off the air because he had been playing the same record repeatedly. The phones immediately began to ring and continued to do so all through the weekend along with a flood of letters protesting the dismissal.

KMOK DEDICATES THIS ONE TO YOU!

KMOK in Lewiston, ID has a dedication show Sunday 6-9PM. Last weekend KMOK qualified the first seven adult callers (four times each hour of the show) for a trip to LA to have dinner with **TOMMY PAGE**. The prize included airfare, hotel accommodations, \$107 in KMOK cash and a pair of tickets to Universal Studios!

HOT 97 CELEBRATES TAX-DAY USA!

Who says that our nation's tax deadline day should be a solemn event? **NOT HOT97!** On Monday, April 17 from 4PM to Midnight at the General Post Office in New York City, HOT97, Emmis Broadcasting's WQHT, celebrated "Tax-Day USA" with music, celebrities, prizes, food and **TAX TIPS!** HOT97's giant radio, Rollin' Thunder, was set up in front of the World's Largest Post Office on 8th Avenue between 31st and 33rd Streets. The IRS tax-van was on hand giving out tax tips, and National Foods added to the carnival-like atmosphere with free hot dogs and Coca-Cola! Finally... a reward for procrastination!

Z102 IS THE ULTIMATE CINDERELLA STATION

CINDERELLA will be in Savannah, GA playing at the civic center and interestingly enough, on the same night and in the same building, the Cinderella ballet will be performed. Z102 took advantage of the convenient arrangement to make both Cinderella shows a family deal! Basically either hip parents will go to the concert and send their children to the ballet, or the parents will get some culture while their kids head-bang with the metal crowd!

HOT 95.9 SEZ 'TAKE IT WHILE IT'S HOT!'

And it's **SIZZLING**, as HOT 95.9 in Baltimore gives away a weekend for two in Ft. Lauderdale, FL to see **SWEET SENSATION** in concert. Listeners qualify for the trip by being the designated caller. All qualifiers win cassettes.

WCIR GOES GOLFING!

WCIR in Beckley, WV is holding a golf classic at the local country club with all sorts of golfing contests and fun. It takes place the first week in May and they already have tons of people signed up. MD JEFF DAVIS says, "We will also be doing live updates from the club!"

WERZ HELPS FAMILIES IN NEED!

WERZ in Exeter, NH will be participating in an auction at a local McDonald's to raise money for two local families that were burned out of their homes and have members hospitalized with serious burns. "We will be helping these families get back on their feet and we will be having sponsors tied in to the event!" says MD SCOTT LIEF.

Q104's STEREO SHOOTOUT!

When Q104 in Gadsden, AL sounds the shotgun as heard on **ESCAPE CLUB's Wild Wild West**, designated callers will qualify for a grand prize by winning a T-Shirt with Q104's call-letters and a picture of a boom-box on the front. Q104 qualifying winners will all gather at a local stereo retailer, where they will all get ticket numbers. Then matching numbers will be pulled out of a bowl, each corresponding to a prize. The last ticket to be pulled will win the ticket-holder a \$1,000 Kenwood stereo system!

FIGURES DON'T LIE



the new single

"You don't
see nothing
yet"

figures on
a beach

Produced by Ivan Ivan
from the album figures on a beach



Management: Camel Management
©1989 Sire Records

WRH

A HITMAKERS Hitbound
This Week!

14% INCREASE IN AIRPLAY AT
MAINSTREAM Top40!

#37 HITMAKERS Rock Chart...
27% INCREASE IN AIRPLAY!

Adds/Debuts:

WZPL #34!!

97KYN #39	KMDX #27
KAKS #38	KMOK #36
KBAU #35	KMON #33
KEWB #34	KZMC #34
KGRS #37	WPFM #40
KKSS-FM	AND MORE

Active At:

WXKS(14-12) WMMS(21-18)
WZOU(11-9) WPHR(39-36)
AND MORE

JAY THOMAS GETS "BUSTED" ON VINE STREET IN HOLLYWOOD!



If JAY THOMAS sounds stranger than usual on the radio, it may be because he now has a new body. THOMAS, LA's top morning air personality replaced the Hollywood landmark painting of Angelyne on Vine Street with a picture of the "new" JAY THOMAS. "You might say I'm 'busting out' above Hollywood. It's time that Latoya Jackson, Samantha Fox, and the Jessica Hahn's of the world had some competition. I feel like a 'total human' now. I didn't have what they have. But, now I do," proclaimed THOMAS. After working around-the-clock for 7 days, artists completed THOMAS' new billboard. The board, 85 feet tall, covers the entire south side of an 11 story apartment building in the heart of Hollywood on Vine Street between

Hollywood and Sunset Boulevards. "It's my greatest unisex statement ever. You can just call me the 'big boob' in Hollywood," announced THOMAS. JAY's mom, a frequent call-in guest on The POWER106 Morning Zoo disowned her son. "Nobody in our family has a chest that looks that good - the THOMAS family has long been known for our asses. Where did you get that chest?" said JAY's mom. The POWER106 Morning Zoo with JAY THOMAS recently captured the #1 position weekday mornings in Los Angeles according to the latest Arbitrend Report for December-January-February. POWER106 has been apologizing for JAY THOMAS for years. It looks like that trend will continue.



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THE REPLACEMENTS

◦ “I'll Be You”

- THE NEW SINGLE
- FROM THE ALBUM DON'T TELL A SOUL
- PRODUCED BY MATT WALLACE AND THE REPLACEMENTS

#35 HITMAKERS MAINSTREAM CHART..94% Increase In Airplay!

#17 HITMAKERS ROCK CHART...115% Increase In Airplay!

• ADDS/DEBUTS:

- **WDFX#24**
- **WXKS-FM**
- **WZOU**
- **PRO-FM#35**
- **KWOD#35**
- **WGH#27**
- **BJ105#37**
- **KJ103#39**
- **WKZL**
- **95XIL#40**
- KDWZ#25
- KFBD#34
- KGRS#38
- KIIK#29
- KMDX#25
- KSND#36
- KYYY
- WAPE
- WCIL
- WERZ#40
- WFXX#38
- WJAD
- WJMX
- WRQN
- WSPK#31
- WYKS
- Y94
- and more

• ACTIVE AT:

- KEGL(16-14)**
- WMMS(26-21)**
- KXXR(39-33)**
- WROQ(23-19)**
- WJRZ(16-12)**
- WLRS(17-11)**
- 95XXX(40-37)
- K104(27-21)
- KKXL(40-37)
- KPXI(16-9)
- KSKG(24-18)
- KZIO(28-22)
- KZMC(34-29)
- SLY96(40-35)
- WAPI(30-26)
- WAZY(40-37)
- WDBR(40-37)
- WDEK(34-29)
- WIXX(34-31)
- WJZQ(37-33)
- and more

TANITA TIKARAM

◦ “Twist In My Sobriety”

THE STUNNING SINGLE FROM THE REMARKABLE
DEBUT ALBUM ANCIENT HEART
PRODUCED BY PETER VAN HOOKE AND ROD ARGENT



A HITMAKERS HITBOUND THIS WEEK!

KUBE (Add)!!!

Other Adds/Debuts:

- KMDX
- OK95#40
- WPFR
- KSND#35
- WBBQ
- WYCR
- KYYA#27
- WCLG
- Y104
- KZMC
- WDEK
- Z102#29
- and more

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DARYL HALL & JOHN OATES

◦ “Love Train”

- THEIR OUT-OF-THIS-WORLD RENDITION OF THE O'JAYS' CLASSIC
- PRODUCED BY GREG SMITH AND NILE RODGERS
- FROM EARTH GIRLS ARE EASY
- THE ORIGINAL MOTION PICTURE SOUNDTRACK

• Just ADDED At:

- WXKS-FM!!!**
- WJMH!!!**
- G98
- KHOK
- KJLS
- KMDX
- KXPW
- KZ103
- KZMC
- WKRG#38
- Y104 and more



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WRH



THE TOP 50 MARKETS

#1 New York

WPLJ • PD: GARY BRYAN / MD: MIKE PRESTON • (212) 613-8900
ADDS: MICHAEL DAMIAN (*29).

Z100 • PD: STEVE KINGSTON / MD: FRANKIE BLUE • (212) 239-2300
ADDS: BOBBY BROWN (*23), DONNY OSMOND (*29).

#2 Los Angeles

KIS-FM • PD: STEVE RIVERS / MD: KEVIN WEATHERLY • (213) 466-8381
ADDS: ELVIS COSTELLO (*29), DONNA SUMMER, MILLI VANILLI, NATALIE COLE,

KROQ • PD: VAN JOHNSON / ASST. PD/MD: LARRY GROVES • (818) 953-7625
ADDS: LOVE & ROCKETS, JWB HITS THE BEAP, STAN RIDGEWAY, DE LE SOUL, JOE JACKSON,

PIRATE RADIO • PD: RANDY KABRICH / MD: STEVE HOFFMAN • (213) 469-1631
ADDS: THE OUTFIELD (*23), JOHN COUGAR MELLENCAMP, WARRANT,

POWER106 • PD: JEFF WYATT / ASST. PD/MD: AL TAVERA • (818) 953-4200
ADDS: ARETHA & ELTON, RICK ASTLEY,

#3 Chicago

B96 • PD: BUDDY SCOTT / MD: JOE BOHANNON • (312) 944-6000
ADDS: NO ADDS THIS WEEK,

Z95 • PD/MD: BRIAN KELLY • (312) 984-0890
ADDS: NO ADDS THIS WEEK,

#4 San Francisco

K101 • PD: LARRY BERGER / MD: SANDY CHIN • (415) 956-5101
ADDS: NATALIE COLE (*28), PAULA ABDUL (*29),

KMEL • PD: KEITH NAFTALY / MD: HOSH GURELI • (415) 391-1061
ADDS: SOUL TO SOUL, DONNA SUMMER, ROACHFORD, WATERFRONT,

LIVE105 • PD: RICHARD SANDS / MD: STEVE MASTERS • (415) 626-1053
ADDS: LOVE & ROCKETS (*29), GODFATHERS (*30),

X100 • PD: OPEN / MD: GENE BAXTER • (415) 951-7200
ADDS: MILLI VANILLI (*20), FINE YOUNG CANNIBALS, BENNY MARDONES (*29), X,

#5 Philadelphia

EAGLE106 • PD: CHARLIE QUINN / MD: JAY BEAU JONES • (215) 667-3939
ADDS: LITA FORD & OZZY, CHER & PETER CETERA, NATALIE COLE, WAS (NOT WAS), DONNA SUMMER,

WOO • PD: MARK DRISCOLL / ASST. PD/MD: MARCIA PLATZER • (215) 667-8100
ADDS: SHOCK, WATERFRONT, WIKKA WRAP, DONNA SUMMER (*35),

WUSL • PD: DAVE ALLAN / MD: JOHN MONDS • (215) 483-8900
ADDS: MILLI VANILLI, TONY TONI TONE, BIG DADDY KANE, MICA PARIS,

#6 Detroit

WCZY • PD: BRIAN PATRICK / ASST. PD/MD: JEFF JENNINGS • (313) 967-3750
ADDS: THE LIST IS FROZEN THIS WEEK,

WDFX • PD: CHUCK BECK / ASST. PD/MD: JOHN MCFADDEN • (313) 398-1100
ADDS: CHER & PETER CETERA (*22), DONNY OSMOND (*23), WARRANT (*26),

#7 Boston

WXKS-FM • PD: SUNNY JOE WHITE / MD: JERRY MCKENNA • (617) 396-1430
ADDS: THE REPLACEMENTS, XTC, LISA-LISA & CULT JAM, JOHN COUGAR MELLENCAMP, HALL & OATES, WAS (NOT WAS), LITA FORD & OZZY,

WZOU • PD: TOM JEFFRIES / MD: STELLA MARS • (617) 267-9090
ADDS: TOM PETTY, BOBBY BROWN, ONE 2 MANY, THE REPLACEMENTS, WATERFRONT (*28), TIFFANY (*31), JOHN COUGAR MELLENCAMP (*33), WINGER,

#8 Dallas

KEGL • PD: JOEL FOLGER / ASST. PD/MD: JIMMY STEAL • (214) 869-9700
ADDS: THE CURE (*20), JOHN COUGAR MELLENCAMP, FINE YOUNG CANNIBALS, MICHAEL MORALES,

Y95 • PD: BUZZ BENNETT / MD: THE JAMMER • (214) 263-3695
ADDS: WATERFRONT, SA-FIRE, MICHAEL MORALES, JOHN COUGAR MELLENCAMP,

#9 Washington, DC

Q107 • PD: LORRIN PALAGI / MD: LAURA SHOSTAK • (202) 686-3252
ADDS: SA-FIRE (*28), PAULA ABDUL (*29), BELLE STARS (*30),

WAVA • PD: MATT FARBER / ASST. PD/MD: BRIAN BRIDGMAN • (703) 534-0320
ADDS: DEON ESTUS (*30), NENEH CHERRY, JIMMY HARNEN & SYNCH, EDDIE MONEY,

WPGC • PD: DAVE FERGUSON / MD: ALBIE D. • (301) 441-3500
ADDS: ATLANTIC STARR, ANITA BAKER, ROB BASE,

#10 Houston

ENERGY96.5 • PD: STEVE SMITH / MD: MICHAEL NEWMAN • (713) 790-0965
ADDS: LISA-LISA & CULT JAM, BELLE STARS, TKA, DINO,

KHYS • PD/MD: STEVE HEGWOOD • (713) 622-0010
ADDS: DIANA ROSS (*36), DE LE SOUL (*37), LUTHER VANDROSS (*38), DONNA SUMMER,

KKBQ • PD: RANDY BROWN / MD: JOHN COOK • (713) 961-0093
ADDS: THE CURE, BETTE MIDLER, XTC, MILLI VANILLI, THE CULT, REAL LIFE,

KRBE • PD: ADAM COOK / MD: CHERYL BROZ • (713) 266-1000
ADDS: MILLI VANILLI, XTC, DONNA SUMMER, BETTE MIDLER, RICK ASTLEY, REAL LIFE (*22),

#11 Miami

HOT105 • PD: KEITH ISLEY / MD: DENNIS REESE • (305) 445-5411
ADDS: STEVIE B, ANITA BAKER, NENEH CHERRY,

POWER96 • PD: BILL TANNER / MD: SHIRLEY Maldonado • (305) 653-6796
ADDS: NENEH CHERRY, BREATHE, SAMANTHA FOX, PAULA ABDUL, BOBBY BROWN,

Y100 • PD: STEVE PERUN / ASST. PD/MD: FRANK AMADEO • (305) 825-7117
ADDS: CHER & PETER CETERA, DONNA SUMMER, LITA FORD & OZZY, ANITA BAKER (*29),

#12 Long Island

WBII • PD: BILL TERRY / MD: MARK LOBEL (516) 732-1061 NO ADDS THIS WEEK

#13 Atlanta

94Q • PD: JAN JEFFRIES / ASST. PD/MD: CRAIG ASHWOOD • (404) 261-2971
ADDS: DONNA SUMMER, MIKE & THE MECHANICS, NATALIE COLE,

POWER99 • PD: RICK STACY / ASST. PD/MD: STEVE WYROSTOK • (404) 266-0997
ADDS: DONNA SUMMER, SWEET SENSATION, JOHN COUGAR MELLENCAMP,

#14 Seattle

KPLZ • PD: CASEY KEATING / MD: MARK ALLEN • (206) 223-5700
ADDS: JOHN COUGAR MELLENCAMP (*35), RICK ASTLEY, EDIE BRICKELL & NEW BOHEMIANS, ROACHFORD, MILLI VANILLI,

KUBE • PD: TOM HUTYLER / MD: OPEN • (206) 322-1622
ADDS: CINDERELLA, RICK ASTLEY, JIMMY HARNEN & SYNCH, THE OUTFIELD, MILLI VANILLI, ROACHFORD, TANITA TIKARAM,

#15 St. Louis

KBQ • PD: LYNDON ABELL / MD: JIM ATKINSON • (314) 644-1380
ADDS: DEF LEPPARD (*34), ROACHFORD (*36), PM (*40), DONNA SUMMER,

#16 San Diego

B100 • PD: BOBBY RICH / MD: GENE KNIGHT • (619) 292-7600
ADDS: DONNA SUMMER, JIMMY HARNEN & SYNCH, NEW KIDS ON THE BLOCK,

Q106 • PD: GARRY WALL / MD: OPEN • (619) 565-6006
ADDS: NO ADDS THIS WEEK,

#17 Baltimore

B104 • PD: CHUCK MORGAN / ASST. PD/MD: PAM TRICKETT • (301) 466-9272
ADDS: CHER & PETER CETERA (*29), TOMMY PAGE (*30), BENNY MARDONES,

HOT95.9 • PD: ZAK SZABO / MD: JESSE HAHN • (301) 366-1400
ADDS: NENEH CHERRY, MILLI VANILLI,

#18 Pittsburgh

B94 • PD: BILL CAHILL / MD: LORI CAMPBELL • (412) 381-8100 ADDS: JOHN COUGAR MELLENCAMP, MILLI VANILLI

WHTX • PD: TOM GRAYE / MD: SCOTT ALEXANDER • (412) 731-0996
ADDS: NATALIE COLE (*14),

#19 Minneapolis

KDWB-FM • PD: BRIAN PHILIPS / MD: MR. ED LAMBERT • (612) 340-9000
ADDS: THE OUTFIELD, JOHN COUGAR MELLENCAMP, WATERFRONT, ROBBIE ROB, TIFFANY,

WLOL-FM • PD: GREGG SWEDBERG / MD: P.J. OLSEN • (612) 340-9565
ADDS: THE LIST IS FROZEN THIS WEEK,

#20 Anaheim

KEZY • PD: CRAIG POWERS / MD: OPEN • (714) 774-9600
ADDS: SAMANTHA FOX, DONNA SUMMER, LISA-LISA & CULT JAM, BETTE MIDLER (*29),

#21 Tampa

Q105 • PD: RANDY KABRICH / MD: BOBBY RICH • (813) 879-1420
ADDS: WATERFRONT (*26), ROACHFORD,

#22 Cleveland

WMMS • PD: RICH PIOMBINO / MD: BRAD HANSON • (216) 781-9667
ADDS: JOHN COUGAR MELLENCAMP (*25), WARRANT,

WPHR • PD: CAT THOMAS / MD: ED BROWN • (216) 348-0108 ADDS: JOHN COUGAR MELLENCAMP, WARRANT, SAM BROWN, MILLI VANILLI, LISA-LISA & CULT JAM,

#23 Phoenix

KKFR • PD: RON HANEY / MD: JIM MORALES • (602) 258-6161
ADDS: REAL LIFE (*21), MILLI VANILLI, MAURICE, TIFFANY,

KOY95 • PD: JAY STEVENS / ASST. PD/MD: KEVIN ROBINSON • (602) 258-8181
ADDS: MILLI VANILLI (*29), TOO SHORT, LITA FORD & OZZY, NEW ORDER,

KZZP • PD: BOB CASE / MD: MICHELLE SANTOSUSSO • (602) 964-4000
ADDS: MILLI VANILLI (*27), DONNA SUMMER, MARTIKA,

#24 Denver

KS104 • PD: DAVE VAN STONE / MD: CINDY ROSE • (303) 427-7700 ADDS: LITA FORD & OZZY, MILLI VANILLI, DEBBIE GIBSON (*28),



New Order



The new single from the album Technique

A HITMAKERS HITBOUND THIS WEEK!

105% Increase in Airplay at MAINSTREAM TOP40!!

23% Increase in Airplay at URBAN TOP40!

#32 HITMAKERS ROCK CHART...36% Increase in Airplay!

Adds/Debuts:

KROQ#36!! POWER99#30!!

B97#27!! KOY95!! & more

Active At:

KEGL(18-15) ENERGY96.5(34-29)

KKBQ(31-25) HOT94.9(15-12) & more

Direction: Tom Atencio



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Y108 • PD: MARK BOLKE / ASST. PD/MD: DOM TESTA • (303) 989-1075
ADDS: MILLI VANILLI (#24), DONNA SUMMER, WAS (NOT WAS), JOHN COUGAR MELLENCAMP, RICK ASTLEY, BRYAN ADAMS

* 25 Portland

KKZR • PD: MARK CAPP / MD: CONNIE BREEZE • (503) 226-0100
ADDS: EDIE BRICKELL & NEW BOHEMIANS, NENEH CHERRY, CINDERELLA, ELVIS COSTELLO, JOHN COUGAR MELLENCAMP, ROACHFORD, MILLI VANILLI.

KOYQ • PD: JIM RYAN / MD: OPEN • (503) 226-6731 - THE LIST IS FROZEN THIS WEEK.

* 26 Milwaukee

HOT102 • PD: RICK THOMAS / MD: DANA LUNDON • (414) 785-1021
ADDS: DONNA SUMMER (#34), MILLI VANILLI (#35), DEBBIE GIBSON (#36), ANITA BAKER (#37), AL B. SURE (#38), THIRTY EIGHT SPECIAL (#39), LISA-LISA & CULT JAM (#40).

WKTI • PD: TODD FISHER / ASST. PD/MD: DANNY CLAYTON • (414) 332-9611
ADDS: X (#24), BOBBY BROWN, LIVING COLOUR, WATERFRONT, FREIHEIT, TOM PETTY.

* 27 Kansas City

KBEQ • PD: KEVIN KENNY / ASST. PD/MD: JON ANTHONY • (816) 531-2535
ADDS: JOHN COUGAR MELLENCAMP, LISA-LISA & CULT JAM, SWEET SENSATION.

KCPW • PD: DENE HALLAM / MD: DENA YASNER • (816) 753-3695
ADDS: HOWARD JONES, GUNS N' ROSES, LISA-LISA & CULT JAM, DONNA SUMMER.

KOXR • PD: BRIAN BURNS / ASST. PD/MD: GARY FRANKLIN • (816) 421-1065
ADDS: JOHN COUGAR MELLENCAMP, MICHAEL THOMPSON BAND, R.E.M., SIREN (#38).

* 28 Providence

PRO-FM • PD: MIKE OSBORNE / MD: VIC EDWARDS • (401) 433-4200 ADDS: BOBBY BROWN, JOHN COUGAR MELLENCAMP, DONNA SUMMER, MIKE & THE MECHANICS, ROACHFORD, TIFFANY, LITA FORD & OZZY, ELVIS COSTELLO, JIMMY HARNEN & SYNCH.

* 29 San Jose

HOT97.7 • PD: JIM "CATFISH" PREWITT / MD: DWAYNE LUNA • (415) 948-0977
ADDS: AL B. SURE, DONNA SUMMER, STEVIE B (#39), SAMANTHA FOX, THE BOYS.

KATD • PD: BOB ROQUE / MD: OPEN • (408) 354-6622
ADDS: BETTE MIDLER, NEW KIDS ON THE BLOCK, WAS (NOT WAS), MICHAEL MORALES.

KWSS • PD: MARK ST. JOHN / MD: RICH ANHORN • (408) 297-5977
ADDS: MILLI VANILLI (#35), DONNA SUMMER (#38), JOHN COUGAR MELLENCAMP (#39).

* 30 Cincinnati

Q102 • PD: DAVE ALLEN / MD: BRIAN DOUGLAS • (513) 763-5500
ADDS: NEW KIDS ON THE BLOCK (#32), MILLI VANILLI (#33), BOBBY BROWN (#35).

WBLZ • PD: BRIAN CASTLE / MD: TOM OWENS • (513) 321-8900
ADDS: ALTON WOOKIE STEWART, TOO LIVE CREW, GRANDMASTER MELLE, LUTHER VANDROSS, BAR-KAYS, VESTA WILLIAMS, KING TEE, KARYN WHITE (#1).

* 31 Sacramento

FM102 • PD/MD: BRIAN WHITE • (916) 920-102 ADDS: GEORGIO (#14), DONNA SUMMER, MILLI VANILLI, KID N PLAY, ANQUETTE.

KROY • PD: SEAN LYNCH / ASST. PD/MD: SCOTT MITCHELL • (916) 446-5769
ADDS: MILLI VANILLI, ANITA BAKER, LITA FORD & OZZY.

KWOD • PD: JEFF HUNTER / MD: ALEX COSPER • (916) 929-5000 ADDS: ONE 2 MANY, THE OUTFIELD, WAS (NOT WAS), MILLI VANILLI.

* 32 Norfolk

WGH • PD: TONY MACRINI / MD: JEFF MOREAU • (804) 826-1310 ADDS: MILLI VANILLI, THE CURE, WARRANT, TIFFANY, DONNA SUMMER (#29).

WWVZ • PD: CHRIS BAILEY / MD: MIKE ALLEN • (804) 497-1067 ADDS: THE CURE, ROBBIE ROB, LISA-LISA & CULT JAM, NEW KIDS ON THE BLOCK, FINE YOUNG CANNIBALS (#23), BOBBY BROWN (#24).

* 33 Columbus

92X • PD: MARK TODD / MD: RICK CARTER • (614) 221-7811 ADDS: DONNA SUMMER, MILLI VANILLI, ELVIS COSTELLO.

WCNI • PD: DAVE ROBBINS / MD: PAT McMAHON • (614) 224-9624 ADDS: JOHN COUGAR MELLENCAMP (#30), BOBBY BROWN (#31), WAS (NOT WAS) (#32), NENEH CHERRY (#33).

* 34 New Orleans

B97 • PD: BOB MITCHELL / MD: JOEY GIVINGO • (504) 581-7002 ADDS: MILLI VANILLI, ATLANTIC STARR, ARETHA & ELTON, NATALIE COLE.

* 35 San Bernardino

KOGI • PD: LARRY MARTINO / MD: HARLEY DAVIDSON • (714) 889-2651 ADDS: DONNA SUMMER, MAURICE.

* 36 San Antonio

KITY • PD: RICK UPTON / MD: SHARON LePERE • (512) 225-5111 ADDS: THE LIST IS FROZEN THIS WEEK.

KSQK • PD: LEO VELA / ASST. PD/MD: KATHIE ROMERO • (512) 271-9600
ADDS: HOWARD JONES, LISA-LISA & CULT JAM, JOHNNY CLEGG & SAVUKA, TOM PETTY, DONNA SUMMER, JOHN COUGAR MELLENCAMP (#39), MILLI VANILLI (#40).

KTFM • PD: DOCTOR DREX / MD: RICK HAYES • (512) 655-5500 ADDS: MILLI VANILLI (#30).

* 37 Indianapolis

WZPL • PD: SCOTT WHEELER / ASST. PD/MD: JOHN TROUT • (317) 637-8000
ADDS: JOHN COUGAR MELLENCAMP (#31), SA-FIRE, BOBBY BROWN, EDDIE MONEY.

* 38 Salt Lake City

HOT94.9 • PD/MD: J.J. MORGAN • (801) 359-9536 ADDS: DONNA SUMMER, ONE 2 MANY, MILLI VANILLI, KISSING THE PINK.

KCPX • PD: CHRIS BAKER / ASST. PD/MD: RAY KALUSA • (801) 485-6700 ADDS: WAS (NOT WAS), RICK ASTLEY, WARRANT (#37).

KISN • PD: GARY WALDRON / MD: BOB LaBORDE • (801) 262-9797 ADDS: WAS (NOT WAS), DONNA SUMMER.

* 39 Buffalo

MAJC102 • PD: HANK NEVINS / MD: ROGER CHRISTIAN • (716) 876-0930

ADDS: ROACHFORD, WATERFRONT, DONNA SUMMER, CHER & PETER CETERA (#28).

WKSE • PD: PAUL "BOOM BOOM" CANNON / MD: MIKE McGOWAN • (716) 884-5101
ADDS: THIRTY EIGHT SPECIAL (#30), BETTE MIDLER, TOMMY PAGE.

* 40 Hartford-New Haven

KC101 • PD: STEF RYBAK / MD: JIM DANN • (203) 776-4012 ADDS: NENEH CHERRY, WATERFRONT, MILLI VANILLI.

WKSS • PD: JEFFERSON WARD / MD: JODI RYAN • (203) 249-9577 ADDS: DONNA SUMMER (#40), MILLI VANILLI.

WTIC-FM • PD: DAVE SHAKES / MD: MIKE WEST • (203) 522-1080 ADDS: MILLI VANILLI.

* 41 Charlotte

WBCY • PD: MARY JUNE ROSE / MD: OPEN • (704) 374-3774 ADDS: NEW KIDS ON THE BLOCK, ONE 2 MANY, WAS (NOT WAS), DONNA SUMMER, MICHAEL MORALES.

WCKZ-FM • PD: MIKE BEACH / MD: DON O'NEAL • (704) 342-4102 ADDS: DONNA SUMMER, SLICK RICK.

WRDQ • PD: RANDY C. BLISS / MD: DWAYNE WARD • (704) 392-6191
ADDS: SAM BROWN, JOE JACKSON, JOHN COUGAR MELLENCAMP (#30), SIREN, ROACHFORD, KEVIN RALEIGH, JULIAN LENNON, ELVIS COSTELLO (#29), JOHN COUGAR MELLENCAMP (#30).

* 42 Memphis

FM100 • PD/MD: STEVE CONLEY • (901) 726-0468 ADDS: GUNS N' ROSES, BOBBY BROWN, ONE 2 MANY, RICK ASTLEY.

* 43 Rochester

98X • PD: TOM MITCHELL / MD: CHRIS LEARY • (716) 325-5300 ADDS: JOHN COUGAR MELLENCAMP, MILLI VANILLI, DONNA SUMMER.

* 44 Orlando

102JAMZ • PD: DUFF LINDSEY / MD: CEDRIC HOLLYWOOD • (407) 788-1400 ADDS: AL B. SURE, GUY, FINE YOUNG CANNIBALS, THE BOYS.

BJ105 • PD: BRIAN THOMAS / MD: RICK STONE • (407) 629-5105 ADDS: THE REPLACEMENTS (#37), JOHN COUGAR MELLENCAMP (#38), MILLI VANILLI, THE CURE.

Y106 • PD: JERRY LOUSTEAU / MD: STEVE OCEAN • (407) 339-1067 ADDS: BETTE MIDLER, JOHN COUGAR MELLENCAMP, GUY, DEAD MILKMEN, MILLI VANILLI, ROACHFORD, DONNY OSMOND (#28), EDIE BRICKELL & NEW BOHEMIANS (#29), INFORMATION SOCIETY (#31).

* 45 Monmouth-Ocean, NJ

WJLX-FM • PD/MD: RAY ST. JAMES • (201) 774-7700 ADDS: MICHAEL MORALES, JOHN COUGAR MELLENCAMP, SA-FIRE, MICHAEL DAMIAN, BENNY MARDONES, WAS (NOT WAS).

WJZ • PD: LANCE De BOCK / MD: PETE JARRETT • (609) 597-1100 ADDS: JOHN COUGAR MELLENCAMP, BONNIE RAITT, GREAT WHITE, MIKE & THE MECHANICS, TOM PETTY (#19).

* 46 Oklahoma City

KJ103 • PD: CURT SPAIN / MD: ANDY TAYLOR • (405) 840-5271
ADDS: MICHAEL MORALES, BULLETBOYS, JOHN COUGAR MELLENCAMP, EDDIE MONEY.

Z99 • PD: BRETT DUMLER / MD: OPEN • (405) 478-4499 ADDS: MICHAEL MORALES, DONNA SUMMER, SA-FIRE, EDIE BRICKELL & NEW BOHEMIANS, SAM BROWN.

* 47 Nashville

Y107 • PD: MARC CHASE / ASST. PD/MD: LOUIS KAPLAN • (615) 256-6556 ADDS: ATLANTIC STARR, JOHN COUGAR MELLENCAMP, LISA-LISA & CULT JAM, MILLI VANILLI, NENEH CHERRY.

* 48 Dayton

WTZ • PD: JAY JARVIS / MD: DR. DAVE • (513) 294-5858 ADDS: MILLI VANILLI, JOHN COUGAR MELLENCAMP, NATALIE COLE.

* 49 Louisville

WDJX • PD: CHRIS SHEBEL / MD: JILL MEYERS • (502) 589-4800 ADDS: ELVIS COSTELLO, DONNA SUMMER, NATALIE COLE.

WLRS • PD: LISA LYONS / MD: BRAD HARDIN • (502) 585-5178 ADDS: JOHN COUGAR MELLENCAMP (#21), JULIAN LENNON (#22), HOUSE OF LORDS.

* 50 Greensboro-Winston Salem

WJMH • PD/MD: CHRIS BAILEY • (919) 855-6500 ADDS: MARCUS LEWIS, HALL & OATES, MICA PARIS, MILLI VANILLI, DONNA SUMMER, THE BOYS.

WKSJ • PD: LEE GILLETTE / MD: OPEN • (919) 275-9895 ADDS: THE OUTFIELD, JOHN COUGAR MELLENCAMP, JULIAN LENNON, WATERFRONT, LITA FORD & OZZY.

WKZL • PD: CHUCK HOLLOWAY / MD: SAM REYNOLDS • (919) 725-0556
ADDS: JOHN COUGAR MELLENCAMP, NENEH CHERRY, NATALIE COLE, MILLI VANILLI, THE REPLACEMENTS, TIFFANY, LISA-LISA & CULT JAM.

Vancouver, British Columbia

COYX • PD: PAUL McKNIGHT / MD: MIKE OLSTROM • (604) 669-1040 ADDS: CINDERELLA, JOHN COUGAR MELLENCAMP, LISA-LISA & CULT JAM, MIKE RENO, ROY ORBISON, TOM COCHRANE, TOYO.

THE HITMAKERS TRENDSETTERS

100KHI / Ocean City • PD: J.L. 'HITMAN' MCKAY / MD: BOB STEELE • (301) 289-3456 ADDS: WATERFRONT, TOMMY PAGE, ROACHFORD, PHEOBE SNOW, RICK ASTLEY, SURFACE.

102QQ / Saratoga Springs/Albany • PD: KEN BENSON / MD: KEN MCGRAIL • (518) 584-1610 ADDS: TOMMY PAGE (*10), SIMPLY RED (*31), MILLI VANILLI, JULIAN LENNON, XTC, CINDERELLA, NEW ORDER.

93QID / Alexandria • PD: HOLLYWOOD HENDERSON / MD: DEACON JONES • (318) 445-1234 ADDS: CINDERELLA (*32), LITA FORD & OZZY OSBOURNE, WARRANT, TOMMY PAGE.

95XIL / Parkersburg • PD: DOUG NEIL / MD: LARRY HUGHES • (304) 485-7425 ADDS: EDIE BRICKELL & NEW BOHEMIANS, JULIAN LENNON, JOHN COUGAR MELLENCAMP, WATERFRONT.

95XXX / Burlington • PD: WALT SPECK / MD: J.J. RILEY • (802) 655-6530 ADDS: JOHN COUGAR MELLENCAMP, MIKE + THE MECHANICS, PETER SCHILLING, JULIAN LENNON, WAS (NOT WAS), BETTE MIDLER, WARRANT.

97KYN / St. Mary's • PD: MICHAEL J. DANIELS / MD: DAVE MICHAELS • (814) 834-9700 ADDS: RICK ASTLEY, ROACHFORD, BENNY MARDONES, ARETHA FRANKLIN w/ELTON JOHN (*35).

B98 / Whitefish • PD/M: BENNY B. JR. • (406) 862-5565 ADDS: SA-FIRE, WAS (NOT WAS).

G88 / Portland • PD: HARRY NELSON / MD: OHN BRYANT • (207) 775-6321 ADDS: JOHN COUGAR MELLENCAMP, HALL & OATES, MIKE + THE MECHANICS, GREAT WHITE, MILLI VANILLI, CINDERELLA, REPLACEMENTS, VIXEN, BULLET BOYS

G105 / Raleigh • PD: MIKE EDWARDS / MD: BETH ANN McBRIDE • (819) 883-2055 ADDS: SA-FIRE (*35), NEW KIDS ON THE BLOCK, LIVING COLOUR, BOBBY BROWN.

HOT107 / Houma-New Orleans • PD: KEVIN BONNER / MD: LARRY HYATT • (504) 851-1020 ADDS: WATERFRONT, ROACHFORD, WAS (NOT WAS), RICK ASTLEY, NEW ORDER, SURFACE, TOO SHORT.

HOT194 / Honolulu • PD: JIMMY CHRISTOPHER / MD: ALAN ODA • (808) 531-4602 ADDS: STEVIE B, DEBBIE GIBSON, AL B. SURE (*8).

ISLE95 / VIRGIN ISL/PUERTO RICO • PD: TOM YARBROUGH / MD: DAVE SHUMAN • (809) 773-0995 ADDS: NENEH CHERRY, MICHAEL DAMIAN, DONNY OSMOND, THE LIST IS FROZEN THIS WEEK.

JET-FM / Erie • PD: JIM COOK / MD: ROBIN BANKS • (814) 455-2741 ADDS: VIXEN, JOHN COUGAR MELLENCAMP, MIKE + THE MECHANICS, MILLI VANILLI, WATERFRONT.

K104 / Erie • PD: BILL SHANNON / ASST. PD/MD: J.J. SANFORD • (814) 452-2041 ADDS: JULIAN LENNON, EDIE BRICKELL & NEW BOHEMIANS, MIKE + THE MECHANICS, JOHN COUGAR MELLENCAMP, MICHAEL DAMIAN (*28).

K108 / Beaumont • PD: NEIL HARRISON / MD: PAM PACE • (409) 769-2475 ADDS: JOHN COUGAR MELLENCAMP, MILLI VANILLI, THE CURE, DONNA SUMMER, NENEH CHERRY, JIMMY HARREN & SYNCH, WATERFRONT, LISA LISA & CULT JAM, WARRANT.

K92 / Roanoke • PD: OPEN / MD: LINDA SILVER • (703) 774-8200 ADDS: BELLE STARS, NEW KIDS ON THE BLOCK, JODY WATLEY, LITA FORD & OZZY OSBOURNE, CINDERELLA.

KAGO / Klamath Falls • PD/MD: GEORGE FEOLA • (503) 884-0661 ADDS: CHICAGO (*40).

KAKS / Amarillo • PD: BART ALLISON / MD: LOU BENNETT • (806) 353-3500 ADDS: EDIE BRICKELL & NEW BOHEMIANS, JOHN COUGAR MELLENCAMP, EDDIE MONEY, VIXEN, BULLETBOYS.

KAMZ / El Paso • PD: RAYMOND MEZA / MD: DAN MALVAEZ • (915) 544-7600 ADDS: CHER & PETER CETERA (*27), MICHAEL DAMIAN, BETTE MIDLER (*30).

KATM / COLORADO SPRINGS • PD: DOUG SORENSEN / MD: TOM FRICKIE • (719) 548-1528 ADDS: MIKE + THE MECHANICS, SIREN, FINE YOUNG CANIBALS, THE CULT, JOHN COUGAR MELLENCAMP (*28).

KAYI / Tulsa • PD: JAN DEAN / MD: OPEN • (918) 482-2020 ADDS: BETTE MIDLER, JIMMY HARREN & SYNCH, ROACHFORD, JOHN COUGAR MELLENCAMP, LITA FORD & OZZY OSBOURNE (*34).

KBAU / Golden Meadow • PD/MD: DAVE MARTIN • (504) 475-5141 ADDS: MIKE + THE MECHANICS, QUEENSYCHE.

KBFM / McAllen-Brownsville • PD: DUSTY HAYES / Asst. PD/MD: BILLY SANTIAGO • (512) 383-4861 ADDS: OUTFIELD, DONNA SUMMER, MILLI VANILLI, EDIE BRICKELL & NEW BOHEMIANS, RICK ASTLEY

KBLQ / Logan • PD: JOHN DIMICK / MD: JOHN JACKSON • (801) 752-1380 ADDS: BREATHE, TIFFANY, ANITA BAKER, RAIN PEOPLE.

KBOS / Fresno • PD: JEFF DAVIS / MD: DON PARKER • (209) 237-9361 ADDS: MILLI VANILLI (*38), GUY (*40).

KBTS / Austin • PD: LISA TONACCI / (912) 345-8300 ADDS: GUNS N ROSES (*35), NENEH CHERRY (*36), WATERFRONT (*37), ROACHFORD (*38), MICHAEL MORALES (*39)

KCAQ / Oxnard • PD: ROOSTER RHODES / MD: GREG WILLIAMS • (805) 488-0901 ADDS: MILLI VANILLI, GUY, ROBBIE ROB, ELVIS COSTELLO.

KCMQ / Columbia • PD: BRIAN HANSON / MD: OPEN • (314) 449-2433 ADDS: JOHN COUGAR MELLENCAMP, MILLI VANILLI, LISA LISA & CULT JAM, JULIAN LENNON.

KDON / Salinas • PD: JAMIE HYATT / MD: OPEN • (408) 422-3365 ADDS: MILLI VANILLI (*27), WATERFRONT, DONNA SUMMER, ROACHFORD.

KDWZ / Des Moines • PD: DAN KIELEY / MD: ANDY HALL • (515) 266-6060 ADDS: WATERFRONT, EDDIE MONEY, BETTE MIDLER, WINGER (*30), JOHN COUGAR MELLENCAMP.

KEEZ / Mankato • PD: MARK SEGER / MD: RICK JAMES • (507) 345-4848 ADDS: LITA FORD & OZZY OSBOURNE (*40), JOHN COUGAR MELLENCAMP, BOBBY BROWN, WATERFRONT, TOMMY PAGE, ONE NATION.

KELY / Ely • PD/MD: DARIN PEARSON • (702) 289-3963 ADDS: WARRANT, XTC, BOBBY BROWN, GIPSY KINGS, JEFF HEALY.

KEYN / Wichita • PD: DAN PEARMAN / MD: OPEN • (316) 838-7744 ADDS: JOHN COUGAR MELLENCAMP, ROACHFORD.

KEZB-FM / El Paso • PD: GARY WINTER / MD: KRIS VAN DYKE • (915) 544-9400 ADDS: MILLI VANILLI, THIRTY EIGHT SPECIAL, ENYA, ARETHA FRANKLIN w/ELTON JOHN, RICK ASTLEY, MAURICE, DONNA SUMMER, STEVIE B (*10).

KEZH / Hastings • PD/MD: J.J. DAVIS • (402) 463-1314 ADDS: MICHAEL DAMIAN (*28), THE OUTFIELD (*28), PAULA ABDUL (*30), TOMMY PAGE, ARETHA FRANKLIN w/ELTON JOHN, WATERFRONT.

KFBF / Waynesville • PD: STEVEN GREENLEE / MD: TIM McNUTT • (314) 336-3133 ADDS: BULLETBOYS, JEFF HEALY, VIXEN, SURFACE, WARRANT, GUNS N' ROSES.

KFRX / Lincoln • PD: J.J. COOK / MD: ROD MEYER • None ADDS: JOHN COUGAR MELLENCAMP, DEBBIE GIBSON, TOM PETTY, JIMMY HARREN & SYNCH.

KGGG / Rapid City • PD: JOHN AUSTIN / MD: JACK WARINNER • (605) 348-1100 ADDS: BETTE MIDLER, BELLE STARS, PAULA ABDUL.

KGLI / Sioux City • PD/MD: STEVE CHASE • (712) 258-5595 ADDS: GUNS N' ROSES (*39).

KGRS / Burlington • PD/MD: COSMO LEONE • (319) 752-2701 ADDS: SWEET SENSATION (*39), JOHN COUGAR MELLENCAMP, NENEH CHERRY, ELVIS COSTELLO.

KGKY / Gillette • PD: MICHAEL BERRY / MD: MARTHA STEELE • (307) 686-2242 ADDS: EDDIE MONEY (*36), CINDERELLA (*37), NATALIE COLE (*38), TOMMY PAGE (*39), VIXEN, BITE THE BULLET, FREIHEIT.

KHFI / Austin • PD: FRANK SCALES / MD: SELBY EDWARDS • (512) 474-8233 ADDS: RICK ASTLEY, DONNA SUMMER, MILLI VANILLI, ANITA BAKER.

KHOK / Heslington/Great Bend, KS • PD/MD: DARREL BIEKER • (316) 792-3847 ADDS: MILLI VANILLI, JOHN COUGAR MELLENCAMP, HALL AND OATES, MICHAEL MORALES, VIXEN, BELLE STARS.

KHOP / Modesto • PD: GARY DeMARONEY / MD: ERIC HOFFMAN • (209) 572-0104 ADDS: ROACHFORD.

KHSS / Walla Walla • PD: THOMAS HODGINS / MD: CHRIS GALLOWAY • (509) 522-5412 ADDS: LISA LISA & CULT JAM, WINGER, BETTE MIDLER, EDIE BRICKELL & NEW BOHEMIANS.

KIIC / Davenport • PD/MD: JOHN IVEY • (319) 344-7000 ADDS: BAD COMPANY, COWBOY JUNKIES, JULIAN LENNON, KEVIN RALEIGH (*30), THE REPLACEMENTS (*28), TRAVELLING WILBURYS (*28), EDDIE MONEY (*27), JOHN COUGAR MELLENCAMP (*26), GLENN FREY (*24).

KIKX / Colorado Springs • PD: KEN RICHARDS / MD: OPEN • (719) 632-5800 ADDS: MILLI VANILLI (*40), FREIHEIT.

KIMN / Ft. Collins • PD: KEN PAYNE / MD: CHARLIE FRIES • (303) 482-5991 ADDS: WATERFRONT (*24).

KISR / Fort Smith • PD: FRED BAKER / MD: DENNIS SNOW • (501) 785-2528 ADDS: JIMMY HARREN & SYNCH (*27), LITA FORD & OZZY OSBOURNE (*28), WATERFRONT (*28), ONE 2 MANY (*29), SAMANTHA FOX (*30).

KISS96 / Idaho Falls • PD: PAUL WILSON / MD: OPEN • (208) 524-5900 ADDS: BETTE MIDLER (*40), WINGER, NENEH CHERRY, LISA LISA & CULT JAM, RICK ASTLEY, MIKE + THE MECHANICS.

KIVA-FM / Albuquerque • PD/MD: HOWARD JOHNSON • (505) 243-1400 ADDS: BETTE MIDLER, BOBBY BROWN, NENEH CHERRY.

KIXS / Killeen • PD: MORGAN THOMAS / ASST. PD/MD: JIM POWERS • (817) 699-5000 ADDS: XTC, ARETHA FRANKLIN w/ELTON JOHN, THE OUTFIELD (*38), JOHNNY CLEGG & SAVUKA, LISA LISA & CULT JAM, SAMANTHA FOX, JIMMY HARREN & SYNCH (*40).

KJYX / San Angelo • PD/MD: JOHN RAYMOND • (915) 653-3387 ADDS: ROY ORBISON, JULIAN LENNON, JOHN COUGAR MELLENCAMP, WAS (NOT WAS), MILLI VANILLI, NATALIE COLE, XTC, THE CURE.

KJCK / Junction City • PD: JAMES PHELPS / MD: GARY WILSON • (813) 762-5525 ADDS: BETTE MIDLER, MIKE + THE MECHANICS, CINDERELLA, ONE NATION, VIXEN.

KJGG / Spencer • PD: BRIAN NEWCOMB / MD: STEVE KELLEY • (712) 262-6393 ADDS: SURFACE, JULIAN LENNON, JOHNNY CLEGG & SAVUKA, ONE 2 MANY (*38), JEFF HEALY (*40).

KJJC / Corpus Christi • PD/MD: JONATHAN KEYES • (512) 888-5555 ADDS: NO ADDS THIS WEEK.

KJLS / Hays • PD: RUSTY KEYS / MD: OPEN • (913) 628-1064 ADDS: ROACHFORD, SAM BROWN, JOHN COUGAR MELLENCAMP, WARRANT, HALL AND OATES, MICHAEL MORALES, VIXEN, JULIAN LENNON, U2 w/B B KING (*32).

KKBG / Hilo • PD/MD: DANNY AUSTIN • (808) 961-0651 ADDS: ROACHFORD, MIKE + THE MECHANICS, JULIAN LENNON, XTC, ELVIS COSTELLO, JEFF HEALY, SAM BROWN.

KKEG / Fayetteville • PD: GINGER MACKENZIE / MD: DEBBIE GILBERT • (501) 521-5566 ADDS: THE FIXX, JOHN COUGAR MELLENCAMP (*39), VIXEN (*40), QUEENSYCHE, THE OUTFIELD.

KKQV / Wichita Falls • PD/MD: JEFF CHRISTENSON • (817) 322-5545 ADDS: TOO SHORT, GUY, ROACHFORD, JIMMY HARREN & SYNCH, BETTE MIDLER, NEW KIDS ON THE BLOCK (*40).

KKRC-FM / Sioux Falls • PD: BILL DANIELS / ASST. PD/MD: DEB CHRISTI • (605) 335-6500 ADDS: DONNY OSMOND (*25), NEW KIDS ON THE BLOCK (*29), JIMMY HARREN & SYNCH (*36), WATERFRONT (*40).

KKRO / Wichita • PD: JACK OLIVER / MD: GREG WILLIAMS • (316) 265-0721 ADDS: JOHN COUGAR MELLENCAMP, MILLI VANILLI, ELVIS COSTELLO, JIMMY HARREN & SYNCH.

KKSS-FM / Albuquerque • PD/MD: TOMM RIVERS • (505) 265-1431 ADDS: DONNA SUMMER, MILLI VANILLI, SAM PHILIPS, ONE 2 MANY, GUY, MAURICE, FIGURES ON A BEACH.

KKXL / Grand Forks • PD/MD: MICHAEL RIGHT • (701) 775-0575 ADDS: EDDIE MONEY, BULLETBOYS, JOHN COUGAR MELLENCAMP, MIKE + THE MECHANICS, BOBBY BROWN.

KKYK / Little Rock • PD: GREG ROLLING / MD: JIMMY EDWARDS • (501) 661-7570 ADDS: NATALIE COLE, MILLI VANILLI, ROACHFORD.

KLAZ / Hot Springs • PD/MD: JAY HARVEY • (501) 525-4600 ADDS: EDDIE MONEY, ROACHFORD, NENEH CHERRY, PHEOBE SNOW.

KLUC / Las Vegas • PD: JERRY DEAN / ASST. PD/MD: JAY TAYLOR • (702) 739-9883 ADDS: REAL LIFE (*36), MILLI VANILLI (*38), GINA GO-GO, BENNY MARDONES, DONNA SUMMER, STEVIE B (*10).

KLYK / Longview • PD: BOB HART / ASST. PD/MD: MIKE STONE • (206) 425-1500 ADDS: ELVIS COSTELLO, SA-FIRE, NEW KIDS ON THE BLOCK, BOBBY BROWN.

KMDX / Parker • PD: RICK KURTIS / MD: MARK MITCHELL • (602) 689-6176 ADDS: LITA FORD & OZZY OSBOURNE, HALL AND OATES, NEW ORDER, TANITA TIKARAM, WAS (NOT WAS), BUSTER POINDEXTER.

KMGX / Fresno • PD: KEVIN CARTER / MD: None • (209) 252-8994 ADDS: MILLI VANILLI (*31), DONNA SUMMER, ATLANTIC STARR, ANITA BAKER.

KMKG / Lawton • PD: RICK WALKER / MD: None • (405) 536-9530 ADDS: WAS (NOT WAS), VIXEN, JOHN COUGAR MELLENCAMP, CHICAGO, BETTE MIDLER, ROACHFORD.

KMOK / Lawton • PD: KEITH HAVENS / MD: KEVIN CHASE • (206) 746-5056 ADDS: JOHN COUGAR MELLENCAMP, RICK ASTLEY, DONNA SUMMER, PHEOBE SNOW, MILLI VANILLI, CINDERELLA.

KMOM / Great Falls • PD: None / MD: None • (406) 761-1000 ADDS: LISA LISA & CULT JAM, NENEH CHERRY, VIXEN, XTC, TOM PETTY.

KNAN / Monroe • PD: STEVE CANNON / MD: PAUL PYRO • (318) 387-3922 ADDS: PHEOBE SNOW, JOHN COUGAR MELLENCAMP, JOHNNY CLEGG & SAVUKA, TOM PETTY, MIKE + THE MECHANICS, DONNA SUMMER, JOHN COUGAR MELLENCAMP, DONNY OSMOND (*38), MILLI VANILLI (*39), LITA FORD & OZZY OSBOURNE, SAM BROWN, ANITA BAKER, PHEOBE SNOW.

KNEN / Norfolk • PD: RAY WESTON / MD: DOUG KOEHN • (402) 379-3300 ADDS: LISA LISA & CULT JAM, NENEH CHERRY, VIXEN, XTC, TOM PETTY.

KNIN / Wichita Falls • PD: BOB RAY / MD: HOLLYWOOD HAZE • (817) 855-6924 ADDS: JOHNNY CLEGG & SAVUKA, HOLLYWOOD UNDERGROUND, MICHAEL MORALES, ARETHA FRANKLIN w/ELTON JOHN, SIREN, JOHN COUGAR MELLENCAMP, TIFFANY, FINE YOUNG CANNIBALS, GREAT WHITE, THE CULT.

KNMQ / ALBUQUERQUE • PD: MIKE MCCOY / MD: BILLY THE KID • (505) 473-2282 ADDS: NATALIE COLE (*28), DEBBIE GIBSON (*29).

KNOE / Monroe • PD: RUSS MITCHELL / MD: TODD CHAMBLESS • (318) 388-8888 ADDS: NENEH CHERRY, ROACHFORD, MIKE + THE MECHANICS.

KOKZ / Waterloo/Cedar Rapids • PD: SCOTT LEE / MD: RICK PALLISTER • (319) 233-3371 ADDS: JOHN COUGAR MELLENCAMP (*35), BELLE STARS, MIKE + THE MECHANICS, SAMANTHA FOX, CINDERELLA, ONE 2 MANY.

KPXI / Mt. Pleasant • PD: STEVE BAILEY / ASST. PD/MD: MICK FULGHAM • (214) 572-8726 ADDS: TOM PETTY (*38), BULLETBOYS (*39), JOHN COUGAR MELLENCAMP (*40), WARRANT, JOHNNY CLEGG & SAVUKA, SAM BROWN, JEFF HEALY, SAM PHILIPS, BIG BAM BOO, EDIE BRICKELL & NEW BOHEMIANS.

KQCR / Cedar Rapids • PD: GARY DIXON / MD: J.J. GERARD • (319) 363-2061 ADDS: NENEH CHERRY, CINDERELLA, JOHN COUGAR MELLENCAMP, BELLE STARS (*37), LITA FORD & OZZY OSBOURNE.

KQIZ / Amarillo • PD: STU SMOKE / MD: JOHN DANTZER • (806) 353-6663 ADDS: BENNY MARDONES (*38), NENEH CHERRY (*39), ROACHFORD (*40).

KQKQ / Omaha •

KZMC / McCook • PD: CATHY CARTWRIGHT / MD: STEVE LEPPER • (308) 345-1981 ADDS: RAIN PEOPLE, JOHN COUGAR MELLENCAMP, TANITA TIKARAM, HALL AND OATES, JEFF HEALY, NENEH CHERRY.

KZQH / Hobbs • PD: HARRY HARLEN / MD: PAT MORGAN • (505) 397-4869 ADDS: LISA LISA & CULT JAM, MIKE • THE MECHANICS, ROACHFORD, SAMANTHA FOX, MICHAEL MORALES, THE LIST IS FROZEN THIS WEEK.

KZOU / Little Rock • PD: PETER STEWART / MD: DEREK JOHNSON • (501) 661-0150 ADDS: NATALIE COLE, MICHAEL MORALES, ROACHFORD, MILLI VANILLI, JOHN COUGAR MELLENCAMP.

KZQZ / San Luis Obispo • PD: CHRIS RUH / MD: RICK ANDREWS • (805) 489-1280 ADDS: RICK ASTLEY, EDIE BRICKELL & NEW BOHEMIANS, ALEXANDER O'NEAL, DONNA SUMMER, CINDERELLA, NATALIE COLE, MICHAEL MORALES, PHEOBE SNOW.

KZZK / Tri-Cities • PD: JEFF RIPLEY / MD: STEVE CRUZ • (509) 547-9791 ADDS: JOHN COUGAR MELLENCAMP • (40), ELVIS COSTELLO, VIXEN, SURFACE, WAS (NOT WAS), XTC, TANITA TIKARAM, TIFFANY, KEVIN RALEIGH.

KZUZ / Spokane • PD: KEN HOPKINS / MD: CHUCK MATHESON • (509) 448-1201 ADDS: JOHN COUGAR MELLENCAMP, HOUSE OF LORDS, JULIAN LENNON, BIG BAM BOO, MIKE RENO, WARRANT.

MAX94 / Boise • PD: DENNIS HAWK / MD: DAVID DAY • (314) 384-1590 ADDS: MIKE • THE MECHANICS • (49), VIXEN, MICHAEL MORALES • (50).

OK85 / Tri-Cities • PD: DEAN LAMASTER / MD: JOHN TRAVIS • (509) 586-2151 ADDS: JULIAN LENNON, EDDIE MONEY, WAS (NOT WAS), JOHN COUGAR MELLENCAMP, VIXEN, ELVIS COSTELLO.

POWER108 / Gulfport • PD: RICK JAMES / MD: RACHELLE JAMES • (601) 832-5111 ADDS: JOHN COUGAR MELLENCAMP, THE CURE, SAM BROWN, DONNA SUMMER, MILLI VANILLI.

Q104 / Gadsden • PD/MD: LEO DAVIS • (205) 543-3248 ADDS: THE OUTFIELD, MILLI VANILLI, JOHN COUGAR MELLENCAMP, NENEH CHERRY, TOM PETTY, SAM BROWN, NATALIE COLE, DONNA SUMMER.

Q124 / Roseburg • PD/MD: BILL DAWSON • (503) 873-4464 ADDS: MATT BIANCO, ANITA BAKER, WARRANT, SAM BROWN, VIXEN.

SLY98 / San Luis Obispo • PD: JONATHAN HARTE / MD: DEAN CLARK • (805) 543-9400 ADDS: BETTE MIDLER • (31), MILLI VANILLI • (37), WAS (NOT WAS), JOHN COUGAR MELLENCAMP.

WAAL / Binghamton • PD: DON MORGAN / MD: MIKE ORZEL • (601) 772-8850 ADDS: MICHAEL DAMIAN • (18), SA-FIRE • (19), DEBBIE GIBSON • (29), JOHN COUGAR MELLENCAMP • (31), BOBBY BROWN • (32).

WABB / Mobile • PD: LESLIE FRAM / MD: LEE CHESTNUT • (205) 432-5572 ADDS: CHER & PETER CETERA • (28), LITA FORD & OZZY OSBOURNE • (29), JIMMY HARREN & SYNCH • (30), DONNA SUMMER, ROACHFORD.

WAEB-FM / Allentown • PD: SUE SHERRY / MD: ERIC JOHNSON • (215) 434-4424 ADDS: JOHN COUGAR MELLENCAMP, MILLI VANILLI, WARRANT, WAS (NOT WAS).

WAIL / Key West • PD: BUDDY OJEDA / ASST, PD/MD: COLLINS • (305) 296-7575 ADDS: WATERFRONT • (34), JIMMY HARREN & SYNCH • (36), RICK ASTLEY • (37), JOHN COUGAR MELLENCAMP • (38).

WANS / Greenville • PD: BILL McCOWN / ASST, PD/MD: BILL CATCHER • (803) 224-3424 ADDS: JIMMY HARREN & SYNCH • (32), JOHN COUGAR MELLENCAMP, DONNA SUMMER, MILLI VANILLI, ROACHFORD.

WAPE / Jacksonville • PD: TRACY JOHNSON / MD: KANDY KLUTCH • (904) 725-8273 ADDS: THE REPLACEMENTS, WATERFRONT, DONNA SUMMER, MICHAEL MORALES.

WAPI / Birmingham • PD: JEFF BALLENTINE / ASST, PD/MD: J.J. PEAKE • None ADDS: JODY WATLEY, PAULA ABDUL • (28), ARETHA FRANKLIN & ELTON JOHN • (29), JIMMY HARREN & SYNCH • (30).

WAYS / Macon • PD: OSCAR LEVERETTE / MD: DEE SHANNON • (912) 741-9999 ADDS: SWEET SENSATION • (37), BOBBY BROWN • (38), JOHN COUGAR MELLENCAMP • (39), MILLI VANILLI, WATERFRONT.

WAZY / Lafayette • PD: KEVIN MORTON / MD: BOB MILLER • (317) 474-1410 ADDS: JOHN COUGAR MELLENCAMP, LITA FORD & OZZY OSBOURNE, WAS (NOT WAS), MILLI VANILLI.

WBAM / Montgomery • PD: FRED LEEMHUIS / MD: BOB JACKSON • (205) 288-0150 ADDS: JOHN COUGAR MELLENCAMP, JIMMY HARREN & SYNCH, LISA LISA & CULT JAM, NENEH CHERRY.

WBQB / Augusta • PD: HARLEY DREW / MD: BRUCE STEVENS • (803) 279-6610 ADDS: JOHN COUGAR MELLENCAMP, DONNA SUMMER, MILLI VANILLI, NENEH CHERRY, MICHAEL MORALES, ELVIS COSTELLO, ROACHFORD, TANITA TIKARAM.

WBIZ / Eau Claire • PD: JAY BOULEY / MD: DARREN LEE • (715) 835-1007 ADDS: GUNS N ROSES, JIMMY HARREN & SYNCH.

WBQH / Bloomington • PD: MIKE JUSTIN / MD: JOHN WEB • (309) 829-1221 ADDS: MICHAEL MORALES, JOHN COUGAR MELLENCAMP, EDDIE MONEY, THE CURE, PAUL CARRACK & TERRY NUNN • (9).

WBPR / MYRTLE BEACH • PD: BARRY RICHARDS / MD: STEVE 'ROCKER' RICHARDS • (803) 236-9800 ADDS: MAURICE, MICHAEL MORALES, SURFACE, DONNA SUMMER, TIFFANY • (38).

WBWB / Bloomington • PD: MARK CALLAGHAN / MD: JIM CERONE • (812) 332-8292 ADDS: JOHN COUGAR MELLENCAMP • (30), NENEH CHERRY, LITA FORD & OZZY OSBOURNE, MILLI VANILLI, JIMMY HARREN & SYNCH.

WCIL-FM / Carbondale • PD/MD: TONY WAITEKUS • (818) 457-8114 ADDS: SWEET SENSATION, BOBBY BROWN, THE REPLACEMENTS, DONNA SUMMER, WATERFRONT, THE OUTFIELD.

WCIR / BEAVER • PD: BOB SPENCER / MD: JEFF DAVIS • (304) 252-6421 None ADDS: LIVING COLOUR, ROACHFORD, LISA LISA & CULT JAM.

WCLG / Morgantown • PD: TIM SATTERFIELD / MD: JOHN DELANEY • (304) 292-2222 ADDS: JOHN COUGAR MELLENCAMP, BULLETBOYS, DONNY OSMOND • (33), TANITA TIKARAM • (34), WAS (NOT WAS), TANITA TIKARAM, SAM BROWN.

WDBR / Springfield • PD: JIM MOORE / MD: GREG LAWLEY • (217) 753-5400 ADDS: JOHN COUGAR MELLENCAMP • (40), MILLI VANILLI, BIG BAM BOO, NATALIE COLE, DONNA SUMMER, WAS (NOT WAS).

WDEK / DeKalb • PD: DAVE BAVIDO / MD: GAIL HENNING • (815) 756-8250 ADDS: JULIAN LENNON, FINE YOUNG CANNIBLES, SAM BROWN, TANITA TIKARAM, JOHN COUGAR MELLENCAMP, MICHAEL DAMIAN.

WDLX / Washington • PD: GARY JACKSON / MD: BRIAN LANE • (519) 946-2162 ADDS: BELLE STARS, JOHN COUGAR MELLENCAMP, LISA LISA & CULT JAM, LITA FORD & OZZY OSBOURNE, NENEH CHERRY.

WDNL / Danville • PD: DOUG QUICK / MD: SCOTT LEE • (217) 442-1700 ADDS: EDIE BRICKELL & NEW BOHEMIANS, STEVIE B, EDDIE MONEY, MIKE • THE MECHANICS, RICK ASTLEY • (36), NATALIE COLE • (37), ELVIS COSTELLO • (38), SA-FIRE • (39).

WERZ / Exeter • PD: PETER FALCONI / MD: SCOTT LIEF • (603) 772-4757 ADDS: JOHN COUGAR MELLENCAMP • (33), MIKE • THE MECHANICS • (34), THE REPLACEMENTS • (40), WATERFRONT.

WFLY / Albany • PD: TODD PETTENGILL / MD: JOHN SCHAEFER • (518) 456-1144 ADDS: ROACHFORD, NENEH CHERRY, MILLI VANILLI, JOHN COUGAR MELLENCAMP, CINDERELLA, WATERFRONT, THE OUTFIELD.

WFXX / Williamsport • PD: TED MINIER / MD: NANCY FAYE • (717) 323-3808 ADDS: JOHN COUGAR MELLENCAMP, DONNA SUMMER, VIXEN, MILLI VANILLI • (40), TOM PETTY.

WGRD / Grand Rapids • PD: GREGG CASIDY / MD: MICHELE McCORMICK • (616) 459-4111 ADDS: BELLE STARS, MILLI VANILLI, DONNA SUMMER, EDDIE MONEY, MIKE • THE MECHANICS.

WHQJ / Claremont • PD: KEN BARLOW / MD: DAVID ASHTON • (603) 542-7735 ADDS: JOHN COUGAR MELLENCAMP, DONNA SUMMER, BULLETBOYS, SURFACE, ANITA BAKER, JULIAN LENNON, TOM PETTY, WAS (NOT WAS).

WHYH-FM / Montgomery • PD: LARRY STEVENS / MD: NIKKI STEWART • (205) 284-2268 ADDS: ROACHFORD, MILLI VANILLI, JOHN COUGAR MELLENCAMP, NENEH CHERRY, EDIE BRICKELL & NEW BOHEMIANS • (30).

WHTK / Hilton Head/Savannah • PD: RALPH WIMMER / MD: LANE JERNIGAN • (803) 757-9485 ADDS: ROACHFORD, ANITA BAKER, JIMMY HARREN & SYNCH, JOHN COUGAR MELLENCAMP, SAFIRE, RICK ASTLEY.

WHTO / Williamsport • PD: DENNY HARTMAN / MD: MIKE WRIGHT • (717) 546-5522 ADDS: JOHNNY CLEGG & SAVUKA, JOHN COUGAR MELLENCAMP, MILLI VANILLI, WARRANT, SAMANTHA FOX • (33).

WIBW / Topeka • PD: DAVE ALEXANDER / MD: MARY O'CONNOR • (913) 272-3456 ADDS: JOHN COUGAR MELLENCAMP, ROACHFORD, EDIE BRICKELL & NEW BOHEMIANS, PHEOBE SNOW, TOM PETTY.

WIFX / Jenkins • PD: G.C. KINGER / ASST, PD/MD: CHRISTAL TACKETT • (703) 786-4653 ADDS: WAS (NOT WAS), WARRANT, JEFF HEALY, BITE THE BULLET, JULIAN LENNON, ANITA BAKER, THE LIST IS FROZEN THIS WEEK.

WIGY / Bath • PD: SCOTT BARRETT / MD: JEFF WEBSTER • (207) 443-6671 ADDS: TOM PETTY, DONNA SUMMER, WAS (NOT WAS), JOHN COUGAR MELLENCAMP, EDIE BRICKELL & NEW BOHEMIANS.

WIKZ / Chambersburg • PD: RICK ALEXANDER / MD: ANDY SHANE • (717) 283-0813 ADDS: TIFFANY, WATERFRONT, NATALIE COLE, DONNA SUMMER, WINGER.

WILI / Willimantic • PD/MD: JEFF SPENCER • (203) 456-1111 ADDS: JOHN COUGAR MELLENCAMP, DONNA SUMMER, MILLI VANILLI, ROACHFORD, JUDSON SPENCE.

WINK / Ft. Myers • PD: OPEN / MD: MARTY BERGER • (813) 337-2346 ADDS: JOHN COUGAR MELLENCAMP, NENEH CHERRY, WARRANT.

WIXX / Green Bay • PD: JEFF McCARTHY / ASST, PD/MD: MICHAEL T • (414) 435-3771 ADDS: CINDERELLA, ONE 2 MANY • (38), BOBBY BROWN • (38), JOHN COUGAR MELLENCAMP • (35).

WIZM / LaCross • PD: DON LONDON / MD: CARL CROSS • (808) 782-1230 ADDS: BELLE STARS • (30), BETTE MIDLER • (33).

WJAD / Bainbridge • PD: SKIP ELIOT / MD: NORM TANNER • (812) 246-1650 ADDS: JOHN COUGAR MELLENCAMP, DONNA SUMMER, MIKE • THE MECHANICS, THE REPLACEMENTS, EDDIE MONEY.

WJMX / Florence • PD: DAVE BAKER / MD: JAY LEWIS • (803) 685-0970 ADDS: HOUSE OF LORDS, VIXEN, WARRANT, THE REPLACEMENTS, ELVIS COSTELLO, JOHN COUGAR MELLENCAMP, PHEOBE SNOW, GRAYSON HUGH.

WJZQ / Kenosha • PD/MD: TERRY HAVEL • (414) 684-7800 ADDS: JOHNNY CLEGG & SAVUKA, FINE YOUNG CANNIBLES, BENNY MARDONES, JOHN COUGAR MELLENCAMP, MIKE • THE MECHANICS, MICHAEL MORALES.

WKDD / Akron • PD: JEFF CLARK / MD: DAVE NICHOLAS • (218) 836-4700 ADDS: LITA FORD & OZZY OSBOURNE • (28).

WKEE / Huntington • PD: GARY MILLER / MD: BURKE ALLEN • (304) 525-7788 ADDS: RICK ASTLEY, ROACHFORD, ELVIS COSTELLO.

WKFR / Kalamazoo • PD: BILL ANTHONY / MD: PHIL BRITTON • (818) 344-0111 ADDS: DEBBIE GIBSON, DONNY OSMOND • (36), SA-FIRE • (37), JIMMY HARREN & SYNCH • (38), EDDIE MONEY, WAS (NOT WAS).

WKGW / Utica • PD: FRANK PIETROSKI / MD: RANDY JAY • (315) 736-5225 ADDS: JIMMY HARREN & SYNCH • (18), DONNY OSMOND • (19), DEON ESTUS • (20), BELLE STARS • (21), JULIA FORDHAM • (22).

WKLQ / Grand Rapids • PD: JIM OWEN / MD: MIKE TINNES • (818) 774-8461 ADDS: TOMMY PAGE • (31), JOHN COUGAR MELLENCAMP, WATERFRONT, LISA LISA & CULT JAM, EDDIE MONEY, ROACHFORD.

WRQH / Toledo • PD: MIKE GRACE / MD: GARY OWEN • (601) 323-4980 ADDS: GIPSY KINGS, MIKE • THE MECHANICS, JOHN COUGAR MELLENCAMP • (34), GREAT WHITE • (37), BULLETBOYS, WARRANT • (35).

WKOR / Starkville • PD: KEITH LEMIRE / MD: MARY RUSSELL • (803) 254-4320 ADDS: JOHN COUGAR MELLENCAMP, WATERFRONT, TOMMY PAGE.

WKPE / Cape Cod • PD: RICK RYDER / MD: KEITH LEMIRE • (508) 255-3220 ADDS: JOHN COUGAR MELLENCAMP, WATERFRONT, TOMMY PAGE.

WKQD / Huntington • PD: JAY HASTINGS / MD: BOBBY KNIGHT • (205) 721-9383 ADDS: ONE 2 MANY, MICHAEL DAMIAN, LISA LISA & CULT JAM.

WKRG / Mobile • PD: DICK HYLTON / MD: KELLY MARTIN • (205) 479-5555 ADDS: DONNY OSMOND, SA-FIRE • (37), HALL AND OATES • (38).

WKSP / Kingstree • PD: ALLYN KNOP / MD: LINDA KNOP • (803) 382-2362 ADDS: JOHN COUGAR MELLENCAMP, STEVIE B, RICK ASTLEY, SAMANTHA FOX, MILLI VANILLI.

WKZQ / Myrtle Beach • PD: JOHNNY D / MD: MARK JACOBS • (803) 448-8212 ADDS: JOHN COUGAR MELLENCAMP, MICHAEL MORALES, VIXEN, JEFF HEALY, WARRANT.

WLAN-FM / Lancaster • PD: DAVE MARINO / MD: CHRIS MURRAY • (717) 384-7261 ADDS: JOHN COUGAR MELLENCAMP • (34), WATERFRONT • (35), RICK ASTLEY • (36), PHEOBE SNOW • (37), TIFFANY • (38), DONNA SUMMER • (39).

WLAP-FM / Lexington • PD: BARRY FOX / MD: MIKE GRAVES • (806) 293-0563 ADDS: NEW KIDS ON THE BLOCK • (38), WATERFRONT, JIMMY HARREN & SYNCH, BELLE STARS, THE OUTFIELD.

WLWV / Champaign • PD: MATT McCANN / MD: JOHN McKEIGHAN • (217) 352-4141 ADDS: JIMMY HARREN & SYNCH, LITA FORD & OZZY OSBOURNE, NENEH CHERRY, RICK ASTLEY, ELVIS COSTELLO.

WLXJ / LA CROSSE • PD: PAT PAXTON / ASST, PD/MD: TOM COLLINS • (808) 782-8335 ADDS: NEW KIDS ON THE BLOCK • (34), MIKE • THE MECHANICS.

WMEE / Ft. Wayne • PD: TONY RICHARDS / ASST, PD/MD: JEFF DAVIS • (218) 447-5511 ADDS: NEW KIDS ON THE BLOCK, ONE 2 MANY, JOHN COUGAR MELLENCAMP.

WMGZ / Youngstown • PD: BILL CANNON / MD: DOUG KNIGHT • (412) 981-8500 ADDS: MAURICE, DONNA SUMMER, SURFACE, TIFFANY.

WNKS / Columbus • PD: CLINT WISE / MD: None • (404) 576-3000 ADDS: JOHN COUGAR MELLENCAMP, MILLI VANILLI, DONNA SUMMER, ANITA BAKER, THE CURE, MICHAEL DAMIAN, LITA FORD & OZZY OSBOURNE, TOMMY PAGE.

WNKZ / Harrisburg • PD: BRUCE BOND / MD: ED AUGUST • (717) 238-1402 ADDS: JOHN COUGAR MELLENCAMP, DONNA SUMMER.

WNOK-FM / Columbia • PD: JONATHON RUSH / MD: JEFF McHough • (803) 771-0105 ADDS: ONE 2 MANY.

WNYP / Ithaca • PD: STEVE CHRISTIAN / MD: JOEY GATES • (807) 756-2828 ADDS: ELVIS COSTELLO, JOHN COUGAR MELLENCAMP, ONE 2 MANY, WATERFRONT.

WOKI / Knoxville • PD/MD: CLAY GISH • (615) 531-2000 ADDS: JOHN COUGAR MELLENCAMP, BAD COMPANY, DONNY OSMOND, WATERFRONT.

WOMP-FM / Wheeling • PD: BOB FORSTER / MD: CHUCK McGEE • (614) 878-5681 ADDS: ELVIS COSTELLO, JULIAN LENNON, JOHN COUGAR MELLENCAMP, RICK ASTLEY, MILLI VANILLI, ONE NATION, FREIHEIT, EDDIE MONEY.

WOWO / Glasgow • PD: RICK KING / MD: DWIGHT RICH • (502) 651-8375 ADDS: GIPSY KINGS, MATT BIANCO, KIDD CREO, JEFF HEALY, EDDIE MONEY.

WPFM / Panama City • PD: KEITH RICHARDS / MD: MIKE STONE • (804) 234-8858 ADDS: JOHN COUGAR MELLENCAMP, DONNA SUMMER, JEFF HEALY • (20), BAD COMPANY, ANITA BAKER, NENEH CHERRY, TIFFANY, WAS (NOT WAS), MICHAEL MORALES, WARRANT.

WPFR / Terre Haute • PD: CHRIS NEWTON / MD: STEVE WEST • (812) 232-1300 ADDS: JULIAN LENNON, DONNA SUMMER, TOM PETTY, VIXEN, TANITA TIKARAM, XTC, BREATHE, JOHN COUGAR MELLENCAMP • (31).

WPRR / Altoona • PD/MD: DARRELL RAY • (814) 944-8458 ADDS: LITA FORD & OZZY OSBOURNE,

FACES & PLACES



"THE BIRDMAN" OF WSSX RAISES MONEY FOR VALDEZ CLEAN-UP!

WSSX, CHARLESTON, SC MORNING ANNOUNCER "THE BIRDMAN" RECENTLY COVERED HIS BODY WITH CRUDE OIL AND BROADCAST LIVE (6AM-10AM) FROM THE PARKING LOT OF A LOCAL CAR DEALERSHIP TRYING TO RAISE MONEY FOR THE CLEAN UP OF THE BIRDS IN VALDEZ, ALASKA. TWO OLD GAS PUMPS WERE SET UP FOR LISTENERS TO SMASH WITH A SLEDGE HAMMER TO TAKE THEIR FRUSTRATIONS OUT ON DUE TO THE GAS PRICE INCREASE. OVER \$1000 WAS RAISED. ALL THE MONEY WILL BE SENT TO THE CORDOVA DISTRICT FISHERMAN'S UNITED IN VALDEZ, WHICH IS HANDLING THE BIRD CLEAN UP EFFORT IN THE AREA.

CAPITOL CELEBRATES RELEASE OF BONNIE RAITT'S NEW ALBUM!

CAPITOL RECORDS CELEBRATED THE RELEASE OF **BONNIE RAITT**'S LABEL DEBUT LP, NICK OF TIME, WITH A LUNCHEON IN THE CAPITOL TOWER. PICTURED AT THE LUNCHEON (FRONT ROW L-R): **RON STONE** AND **DANNY GOLDBERG**, RAITT'S MANAGERS; **JOE SMITH**, PRESIDENT & CEO, CAPITOL-EMI MUSIC, INC.; **BONNIE RAITT**; **DAVID BERMAN**, PRESIDENT, CAPITOL; **TIM DeVINE**, A&R. (BACK ROW): **TOM WHALLEY**, VP/A&R, CAPITOL; **MICHAEL STOTTER**, DIRECTOR/PRODUCT & ARTIST DEVELOPMENT.



FINISHING TOUCH!

ARISTA ARTIST **SARAH MCLACHLAN** PERFORMED SEVERAL SONGS FROM HER TOUCH DEBUT ALBUM FOR LOCAL RADIO, PRESS AND RETAIL AT NEW YORK'S "UNDER ACME." FROM (L-R): **MICHELLE BLOCK**, MGR/NAT'L. ROCK PROMOTION, ARISTA; **JIM CAWLEY**, VP/SALES, ARISTA; **RICK BISCEGLIA**, VP/POP PROMOTION, ARISTA; **JAY ZISKROUT**, DIR/NAT'L. ROCK PROMOTION, ARISTA; **SARAH MCLACHLAN**; **ROBERT WIEGER**, ASSOC. DIR/ARTIST DEVELOPMENT, ARISTA; **ROY LOTT**, SR. VP/OPERATIONS, ARISTA; **SEAN COAKLEY**, VP/AOR PROMOTION, ARISTA; **KEN LEVY**, VP/CREATIVE SERVICES, ARISTA; **RICHARD SWERET**, DIR/A&R EAST COAST, ARISTA; **MARK RIZZO**, NAT'L. DIR. AC PROMOTION, ARISTA.

VIXEN VISITS DAYTONA BEACH DURING SPRING BREAK!

PICTURED HERE (L-R): **SHARE PEDERSEN**; **BRIAN PHILIPS**, KDWB-FM PD; **JAN KUEHNEMUND**; **ROXY PETRUCCI**; **HARRY SCHWARTZ**, EMI PROMOTION; **JANET GARDNER**.



HITMAKERS VISITS THE GAVIN CONVENTION!

CONNIE BREEZE, MUSIC DIRECTOR AT KKRZ (Z100) PORTLAND PICTURED HERE WITH **MIKE SCHAEFER**, VP/SENIOR EDITOR OF HITMAKERS AT THE 1989 GAVIN CONVENTION.



KIIS-FM'S LUCKY LISTENER MEETS DREAM TEAM'S MICHAEL KEATON!

PICTURED (L-R): **MICHAEL KEATON**, KIIS-FM'S **PAUL FREEMAN**, AND A LUCKY LISTENER ON THE BACKLOT AT UNIVERSAL STUDIOS IN LOS ANGELES FOR THE WORLD PREMIERE OF *THE DREAM TEAM* RECENTLY. TO RE-CREATE THE SETTING FOR THE MOVIE, THE BACKLOT WAS TRANSFORMED INTO DOWNTOWN NEW YORK.

**THE REPLACEMENTS**

(SIRE/REPRISE)

*Fiery rock with a progressive edge coins THE REPLACEMENTS' sound, evident in their current single **I'll Be You.***

Honest, meaningful, hard-edged pop realism, this single is a pleasant introduction for those not familiar with the band, and an expected smash to those who are!

✓ Nearly ten years ago, a Minneapolis-based group who called themselves The Impediments played their first gig in the basement of a church. Changing their name to **THE REPLACEMENTS**, they released their first LP **SORRY MA, FORGOT TO TAKE OUT THE TRASH!**

✓ Upon the release of **TIM** their fifth LP in 1985, things began to happen for the band. It classified **THE REPLACEMENTS** as more than just hometown heroes. Their rebellious reputations coupled with emotional music from both sides of the spectrum - charging Rock and heartbreaking ballads - placed them on the cutting-edge of modern music.

✓ The 1987 release of **PLEASED TO MEET ME** was followed by their latest musical effort **DON'T TELL A SOUL**, which voices their most mainstream pop-oriented music to date. More focused and matured, the LP is headed for TOP40 success as first single **I'll Be You** gains mainstream support by the minute. **DON'T TELL A SOUL** is a secret well worth disclosing; **I'll Be You** is proof of that.

DWAYNE WARD - ASST PD/MD, WROQ - CHARLOTTE

"Quick grassroots support. Exploding at WROQ!"

MIKE STONE - MD, WPFM - PANAMA CITY, FL

"A fun-lovin' 60's sounding groove with an 80's production job. Sounds like a smash to me!"

JOHN WEIS - MD, WBNQ - BLOOMINGTON, IL

"Look out as THE REPLACEMENTS have matured into a band that's ready to take TOP40 by storm!"

P.J. OLSEN - MD, WLOL - MINNEAPOLIS

"A must for upper demos. It gets better and better with each listen. Play this one all day!"

Hitmakers Think Tank**WHERE IS THE "UNIVERSITY OF PROGRAMMING"?**

By Dale Taylor

One topic that seems to be discussed more and more lately is how in the world are future programmers being educated?

There is no **FORMAL** curriculum for radio programming at the undergraduate college level. Some major universities do offer Radio/TV Management coursework; however, its emphasis is on sales and marketing management. Selected institutions offer graduate studies in broadcasting but even they focus mainly on research study and evaluation, and even the majority of colleges that do offer broadcasting degrees only cover it superficially and theoretically and not from practical or realistic perspectives.

So **HOW** do programmers receive their education?
FROM LIFE AND EXPERIENCE.

As a professional you must realize that the learning process **NEVER** stops. You **NEVER** stop studying and **NEVER** stop striving for higher standards, personally and professionally.

Doctors don't. Lawyers don't. Programmers shouldn't either.

The first and most practical step in advancing your education is to develop a plan for instructing **YOURSELF**.

Develop your own textbook, chapters, notes, and outlines. Study and utilize applications of critical program management categories. The development of your career and its advancement is a non-stop education...be prepared.

Take all your trade magazines, read them cover-to-cover and pick out and study interviews with broadcast and entertainment figures. This will give you a better understanding of the psyche and philosophies of people who have made it. Scrutinize articles on promotions, marketing, sales, air talent and staff management and development.

Now break your new textbook into four major categories: Programming, Management, Marketing and Promotion.

Make outlines of specific articles in corresponding categories, highlight key points of information and compile it weekly and then **STUDY** the information you have researched.

It's up to **YOU** to gain a better understanding and knowledge of **ALL** aspects of your industry. This self-education combined with experience and intelligent, aggressive professionalism will help you to develop and refine your own personal philosophies and style.

Don't rely on everyone else to hold your hand and teach you everything you need to know. Many may communicate but only on a limited basis - some not at all. The spark **MUST** start with **YOU**.

FACES & PLACES



CBS RECORDS NAMES **MEL ILBERMAN!**

TOMMY MOTTOLE, CBS PRESIDENT ANNOUNCED THAT **MEL ILBERMAN** WAS NAMED EXECUTIVE VICE PRESIDENT. **ILBERMAN** HAS BEEN SR. VP & EXEC. ASST. TO THE PRESIDENT SINCE MAY 1988, AND WILL BE INVOLVED IN ALL ASPECTS OF U.S. OPERATIONS.



ATLANTIC RECORDS NAMES **MARY TIMMONS!**

PERRY COOPER, ATLANTIC VP/ARTIST RELATIONS & MEDIA DEVELOPMENT ANNOUNCED THAT **MARY TIMMONS** WAS PROMOTED TO MANAGER OF MEDIA RELATIONS, BASED IN NY. **TIMMONS** HAS BEEN COORD. OF MEDIA RELATIONS SINCE 1988.



WEA APPOINTS **DENNY SCHONE!**

WEA ANNOUNCED RECENTLY THAT **DENNY SCHONE** HAS BEEN NAMED WEA CHICAGO BRANCH MANAGER.



WILKINSON/LIPSMAN **NAMES CRAIG MELONE!**

WENDY WILKINSON & ARNOLD LIPSMAN ANNOUNCED THAT **CRAIG A. MELONE** HAS BEEN NAMED DIRECTOR OF THE NEWLY CREATED MUSIC DIVISION. **MELONE** WILL OVERSEE THE CORPORATE MUSIC ACTIVITIES, AND SIGNING OF NEW TALENT.



VIRGIN RECORDS **NAMES KATHY GILLIS!**

AUDREY STRAHL, VP/PUBLICITY ANNOUNCED THAT **KATHY GILLIS** WAS PROMOTED TO NATIONAL PUBLICITY DIRECTOR, BASED IN NEW YORK. **KATHY'S** NEW POSITION HAS HER SECOND-IN-COMMAND TO STRAHL, OVERSEEING ALL DEPARTMENT FUNCTIONS.



VIRGIN RECORDS **NAMES SUZAN CRANE!**

AUDREY STRAHL, VP/PUBLICITY ANNOUNCED THAT **SUZAN CRANE** WAS NAMED PUBLICITY DIRECTOR/WEST COAST. **CRANE** JOINS VIRGIN WITH AN EXTENSIVE BACKGROUND IN PUBLICITY. MOST RECENTLY, SHE HANDLED ALL PRESS FOR THE SCORPIONS.



MALRITE PROMOTES **MICHAEL ANSELMO!**

DEAN THACKER, PRESIDENT-RADIO DIV. MALRITE COMMUNICATIONS HAS ELECTED **MICHAEL (MICK) ANSELMO**, GM OF STATIONS KEYY-FM/WDGY-AM IN MINN./ST. PAUL, TO THE ADDITIONAL POSITION OF VICE PRESIDENT.



ATCO RECORDS **NAMES JIM COFFMAN!**

HARRY PALMER, ATCO EXEC. VP/GM ANNOUNCED THAT **JIM COFFMAN** HAS BEEN NAMED DIRECTOR OF MARKETING, BASED IN NEW YORK. **COFFMAN** JOINS ATCO FROM CONTEMPORARY COMM. CORP., WHERE HE WAS DIRECTOR OF MARKETING.



ATCO NAMES **MATT POLLACK!**

CRAIG LAMBERT, ATCO VP/NAT'L. PROMOTION ANNOUNCED THE APPOINTMENT OF **MATT POLLACK** TO DIRECTOR OF NATIONAL ALBUM PROMOTION, BASED IN NY.



ATLANTIC NAMES **DARYL MUSGROVE!**

SYLVIA RHONE, ATLANTIC SR. VP ANNOUNCED THAT **DARYL MUSGROVE** HAS BEEN APPOINTED TO THE NEWLY-CREATED POSITION OF MANAGER OF SPECIAL MARKETS, BLACK MUSIC.



CAPITOL STUDIO **NAMES SHARON SWAB!**

CHARLES COMELLI, DIR. RECORDING STUDIOS, USA ANNOUNCED THE APPOINTMENT OF **SHARON SWAB** TO MANAGER OF RECORDING AND ADMINISTRATION, CAPITOL STUDIO OPERATIONS.



CHRYSTALIS NAMES **PAUL BURTON!**

JEFF ALDRICH, SR. VP CHRYSTALIS INTERNAT'L. ANNOUNCED THE PROMOTION OF **PAUL BURTON** TO DIRECTOR/EAST COAST A&R. **BURTON** JOINED CHRYSTALIS IN 1987 AS MGR/EAST COAST A&R.

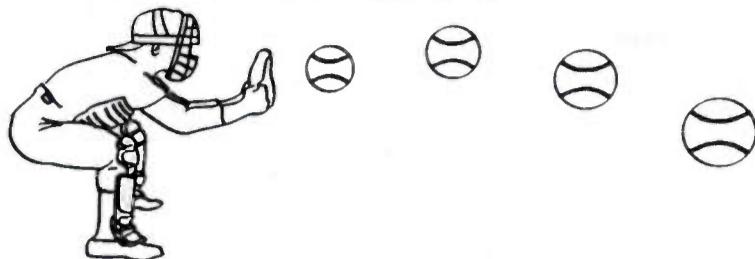


CHRYSTALIS NAMES **DANNY KEATON!**

JEFF ALDRICH, SR. VP INTERNAT'L. ANNOUNCED THAT **DANNY KEATON** WAS NAMED DIRECTOR, EAST COAST A&R. **KEATON** WAS DIR. TALENT ACQUISITION/ DEVELOPMENT SBK SONGS.

STRIKE THREE

by Bucky Wiggins



Optimism roared through the turnstiles at **Dodger** Stadium on opening day. The 1989 season was a week and a half under siege and some very unlikely teams clung to doubtful leads. The champion **Dodgers** had, thus far, whiffed their way to a .200 team batting average with which they would waltz the **Astros** through a 15 inning nail-biter determining last place in the N.L. West.

The pre-game warm up show included prize giveaways - things like World Series rings and Cy Young awards. It began with MVP award recipient **Kirk Gibson** glorifying the mutual exchange of goose bumps he provides with each home run. Oh, how he wants to keep giving and giving them. An emaciated **Nancy Reagan** delivered an underhand curve ball to inaugurate the season. The ex-first lady undoubtedly picked up the underhanded stuff from her intellectually emaciated mate. Perhaps, like some members of the Osmond family, we will never be rid of this couple.

The opening day rigors were presided over by the new commissioner of baseball, **Bart Giamatti**. The new National League President, **Bill White** was also there. **Yogi Berra** was there. And so were nearly 50,000 faithful, hoping to see the **Dodger** ship steady the course on its voyage to Repeatville, U.S.A. They (we) were all disappointed.

The **Dodgers** looked happy, if not invincible, through eight innings. Tim Belcher coughed up the tying run in the eighth, but managed 7 strikeouts through 9 innings. Even passionately addicted baseball junkies suffer waning interest when the innings roll into mid-teens. And the restless **Dodger** bullpen, like a puppy who couldn't wait, laid an offering on the few remaining fans in the top of the 15th. And the season home opener was filed away with a 4 to 2 final.

A remarkable transfer of power is taking place in the American League. The Eastern division has always dominated the league. Not only in winning percentages, but, with the exception of the **Oakland A's** of the early '70's, the teams of the East showed up and won the World Series. The early weeks of 1989, however show Eastern teams, at least initially, slithering lower than the break-even point. The Western division has every team posting a winning record with the exception of **Seattle**, which doesn't really play **PROFESSIONAL** baseball anyway.

The **Texas Rangers** lead the division with a beefy and near perfect .900 percentage. This from a team that finished second to last, 33 and a half behind **Oakland** in 1988.

In contrast, the **Detroit Tigers**, a first division team and constant contender that always finished near the top in the East, lost three straight to **Texas** this past weekend and is running an anemic .200 winning percentage. Every Eastern division team looks powerfully unenthused. **Baltimore**, setting a major league record last season for consecutive losses, is in first place and even they don't own a winning record. A cruel shift of power has slowly stalematized the once wicked East. **Kansas City**, **Oakland** and **Texas** are the teams to beat in the American League. **Kansas City** will win it.

The **Cubs** may not win the N.L. East, but seeing them in first place with an 8-2 record is a happy sight. **Texas** has greatly benefited from the acquisition of Rafael Palmeiro (and lots of others) and the **Cubs** from reliever Mitch Williams. He's saved six games in six opportunities. **Chicago** and **Texas** in the World series? Not worth a bet. The heat has yet to come to Arlington and reality to **Chicago**.

A PIECE OF MY MIND?

by Tony Richland

One of this week's major stories, if not the major-est, was kinda buried, based on *OUR* idea of its importance: **DICK CLARK** stepped down as *American Bandstand* host and has been replaced by some Yuppie upstart! To us, this is like taking Jackie Gleason off *The Honeymooners*, and replacing him with Rob Lowe!! I mean some things are irreplaceable..we thought. We thought wrong, 'cause **The Clarkster** felt he needed more time to tend to that hundred billion dollar financial empire he runs, and turned the venerable *Banstand* over to a guy who looks like Michael J. Fox's son! **DICK** couldn't have done it due to fading youth, I mean the guy's run the thing for over thirty years and still looks 26 himself! But it's a done deal and only proves that **NOTH/ING**'s sacred, which means we can look forward to **Boy George** joining *The Golden Girls* any day now.

It gives us a warm cozy feeling inside to watch the mighty fall, and you feel the same, or you're lying. A plethora..a virtual cornucopia of the rich and famous have been taking their lumps of late, and we love it, insecure sadist that we are. **MIKE "Mr. Charm" TYSON** punched out another parking lot attendant in L.A., because the guy *TOLD HIM HE WAS IN THE WRONG SPACE!* Iron **MIKE** says he didn't mean it, just as he didn't mean it when he punched out his wife. Furthermore he hasn't and won't do a minute's time for these infractions. You and I would get life without possibility of parole. Speaker **JIM WRIGHT** got up before the American public and told us he didn't mean it when he violated the Constitution by accepting illegal gifts and other funds. He told us this as a carefully orchestrated tear rolled down his cheek. **SPIRO "Here I am again" AGNEW** was back in the news after a decade or so. The ex-Vice President/Aluminum Siding salesman had the temerity to *SUE* the government for some monies he legitimately stole and hasn't seen! As for his own sleazy crooked acts while a heartbeat away from you know what..he tells us "I didn't mean it." We all know that **John Tower**, **Pete Rose**, **Steve Garvey**, and maybe even **Charles Manson** didn't mean it. When you give this some serious thought you realize that, with the exception of **Manson**, **NONE** of the above will do any time, so maybe the mighty don't fall after all. They, unlike you and me, just slip a bit, then, like **Peter Ueberroth** look for **ANOTHER** airline to buy. It ain't fair!

Having decided that it's time to stir up some controversy, we're going to see if this next opinion gets past our editors: famed boxer **SUGAR RAY ROBINSON** died this past week, and the printed tributes would have us believe that a great human being and talent had left us. We're sure the guy was the nice guy they're extolling, but let's think about just what his talent was: the guy was real good at hitting people in the face... that's it! He was expert at doing in the ring what **MIKE TYSON** does in parking lots. Let's not get crazy here. Boxing isn't a sport, it's a throwback to the Christians and the lions, and ought to be as illegal as running the defense department while drunk. That's *OUR* opinion, and we respect your right to disagree, even though doing so makes you dumb. Not as dumb, however, as our Newsmaker Of The Week, one **ROBBIE KNEEVEL** who inherited his father's dumb genes by making his own motorcycle jump over the fountains of Caesar's Palace, without even telling us why??

If you're sensing some anger here, we beg your forgiveness and offer this excuse: when you start the week out by settling down in front of the tube to enjoy *American Bandstand* and they trot out a host who looks like one of the *The Partridge Family*, you're not exactly filled with Peace on Earth ... Goodwill to Men ... OK???

m A K E
m the
O V E !



ATLANTIC STARR



“MY
FIRST
LOVE”

The
New
Single

Produced
and
Arranged
by
David
Lewis
and
Wayne
Lewis

From
The
Album
WE'RE
MOVIN'
UP

#34 HITMAKERS URBAN CHART...
84% INCREASE IN AIRPLAY!

Adds/Debuts:

WPGC!! KGGI#21!!
B97!! Y107!!
KMGX
KWIN

Active At:

KHYS(20-15)
WBLZ(33-23)
WCKZ(26-22)
WJMH(28-24)
and more

Management: Earl S. Cole, Jr.



1989 Warner Bros. Records Inc

PUBLISHER'S PAGE



BARRY FIEDEL

ABC FIRST TO DEBUT 900 SERVICE FOR A RADIO NETWORK PROGRAM...The ABC Radio Network will be the first radio network to utilize phone technology on the *American Top40 Hitline*. For the first time in network radio history, listeners from all fifty states will be able to call a 900 number and hear more music celebrity reports, just like those heard on America's top radio countdown, *American Top40*. Listeners to *American Top40* will be able to call program host **SHADOE STEVENS** at 1-900-820-8888 to hear exclusive and previously untold stories about their favorite stars. The cost will be \$1.50 for the first minute and .75 cents for each additional minute. Each behind the scenes story will be under a minute in length and listeners will select the star they want to hear more about on the *Hitline*. The first week's star stories will include exclusives on **BON JOVI** and **MADONNA**. *Hitline* will change its stories every week. **GUNS N' ROSES** and **SHEENA EASTON** are already scheduled for the second week's star stories.

BATMAN AND EVITA ON PAULA ABDUL'S AGENDA...PAULA ABDUL is taking a couple of days off to rest in Hawaii this week before resuming her hectic schedule. **PRINCE** has asked her to choreograph his first video from *Batman*, and **GLORIA ESTEFAN AND THE MIAMI SOUND MACHINE** would like her to do the show they're putting together for an upcoming tour. **ABDUL** will also be putting together a dance routine, covering Ragtime to the present, with Tommy Tune for CBS-TV's *Songwriter Salute*. This fall, after she records her second album, **ABDUL** will choreograph Oliver Stone's film version of *Evita*, starring Meryl Streep. **ABDUL** will also be making a quick return trip to England later this month to do the Prince's Trust. It wasn't on her schedule until she appeared on *Top Of The Pops* a couple of weeks ago. Buckingham Palace called her record company the morning after the show aired and invited her to join the bill that already included **Anita Baker**,

SAM KAISER APPOINTED ENIGMA RECORDS SR. VP PROMOTION!!!

ENIGMA Entertainment Corporation announces the appointment of **SAM KAISER** to ENIGMA Records Senior VP, Promotion. **KAISER** will supervise and direct all aspects of the ENIGMA Records Promotion Department. "When you want the best, you hire the best. In our opinion **KAISER** is the best," states ENIGMA Entertainment Corporation President Wesley Hein. "**KAISER** immediately makes us a contender. Starting tomorrow, this business will be seeing a very aggressive ENIGMA." **KAISER** previously served as Senior VP Promotion at UNI Records, and **KAISER** has also enjoyed highly successful stints as VP Programming at MTV Networks and VP Promotion for ATLANTIC Records. He was hired by ATLANTIC Records in 1976 as a local Promotional Manager based in St. Louis, and remained with the label for 10 years. **KAISER** has also worked at KSHE and KADI as an on-air personality. Through his many years in the record industry, **KAISER** has established himself as an innovative, respected executive who was twice voted Promotion Man Of The Year by the *Pop Music Survey*!

Luther Vandross and **Sandra Bernhard**. **ABDUL** also has singing dates at the Tokyo World Song Festival and The Montreaux Pop Festival. While in Japan, **ABDUL** will also shoot a TV commercial for a Japanese Winery, which will only air in that country.

GOLDMAN NAMED CHAIRMAN OF PERSONICS: APPOINTMENT CAPS 6 MONTHS OF SUCCESSFUL COMMERCIAL ACTIVITY...**ELLIOT GOLDMAN** has been named Chairman of the Board of the Personics Corporation in an announcement by **CHARLES GARVIN**, founder and President of the Silicon Valley company that has launched the Personics System in retail music stores, a system that allows the consumer to select and program music from over forty record labels onto his own custom cassette. **GOLDMAN** joined Personics as a member of the Board of Directors and as an operating consultant in December 1987, heading up the company's strategic effort to secure music product from the major record companies and gain their support for the Personics System. In a related story, **GOLDMAN** and **GARVIN** jointly announced that CBS Records has joined the rapidly growing list of major U.S. labels providing music to the Personics System. The signing of the agreement with CBS means that music from five of the six major U.S. distributing record companies (CBS, WEA, CAPITOL, EMI, POLYGRAM, and MCA) is now on the Personics System.

SMITH SAYS 'THE CURE HAS RETURNED TO A MINIMAL STYLE...' THE CURE's next album, **DISINTEGRATION** is "a thematic album written for people to sit down and listen to from beginning to end on their own," according to Robert Smith. Smith says when they started recording, he wanted the record to have an atmosphere of disintegration. "But", he says, it's more coherent and more uplifting to listen to than I thought it would be. We wanted it to be at least an hour long, a CD album rather than side one and side two because that gives you more time to underplay sections, not simply write Pop

songs. With **THE TOP** and **HEAD ON THE DOOR**, we crammed everything into three minutes, and **KISS ME KISS ME** was more of a party record. This one is back to the minimal style of recording like **FAITH**."

MARX SONG TO AID RUNAWAYS...**RICHARD MARX** is pledging the royalties from one of the songs on his new album to a 10 year old Los Angeles organization that helps runaways, particularly those who have turned to prostitution. Both the song and the foundation are called *Children Of The Night*. Funds raised from the song will go towards building a shelter for the teens in the Los Angeles suburb of Van Nuys. **MARX** first became aware of *Children Of The Night* when he saw its founder, Lois Lee, profiled on news magazine shows. When he had the song written, he contacted her and asked if a few of the kids she was helping could join him in the studio and sing one chorus. About 20 kids came down, as did **MARX**' wife **Cynthia Rhodes**, **Kevin Cronin** of **Reo Speedwagon**, plus **Larry Gatlin And The Gatlin Brothers Band**. **MARX**' dad arranged the horns. "The whole thing built piece by piece," says **MARX**. "I didn't really know if I liked the record until it was all done. Then I listened to this whole **MONSTER** anthem at the end and I was happy with it." **MARX** added that having the kids sing on it really gave it "that extra emotional boost." **MARX** says he'd also like to do a video for the song with the Kids' Choir.

HAGAR SUPPORTS HIS LOCAL SCHOOL DISTRICT...**SAMMY HAGAR** has organized a celebrity bike ride April 30 for his local school district. **HAGAR**, **Eddie Van Halen** and his wife **Valerie Bertinelli**, **Huey Lewis**, **Bob Weir**, **Starship** and 47 other celebrities will be pedaling a three mile loop through the San Francisco suburb of Mill Valley. Money raised from the Bike-A-Thon is being turned over to the Tamalpais Union High School District.



TUNA TALK

BIG TUNA SEZ:

A BIG CONGRATULATIONS to our buddy MIKE PRESTON, former PD at KWSS, San Jose, CA who will traverse the country to the East coast to become PD GARY BRYAN's new Music Director (for now) at WPLJ, New York! MIKE sez, "I've known GARY BRYAN for over 13 years, and I couldn't be more excited about joining him and GM DANA HORNER in The Big Apple! With our new state-of-the-art studios and incredible airstaff, the Top40 radio war is really going to heat up very soon. I can't wait to get there and get started!" All of us at HITMAKERS wish MIKE the very best of luck!!! Go get 'em MIKE!

RICK STACY, PD at POWER99 in Atlanta sez, "We are PROUD and delighted to announce the promotion of STEVE WYROSTOK to Assistant Program Director!!! STEVE will be handling these responsibilities in addition to those he has as Music Director. STEVE has been with the station since 1982 and has been Music Director since 1984. He has done a sensational job with our music and is responsible for a large degree of our growth to the Top40 leader in the market!!! BEST OF LUCK to you STEVE!!!

BILL PASHA, former Promotion Director at Y95, Dallas sez, "I'm going to Jacksonville! I'll be working at legendary radio station WAPE! I'm really excited about working with BUZZ BENNETT again in a programming capacity, as well as GM MARK SCHWARTZ. SCOTT GINSBURG, our owner, obviously has some GREAT plans for shoring the radio station up! It's already #1 and we're going to keep it there! This is just a tremendous move for me!"

STEVE HOFFMAN has been named the new Music Director at PIRATE RADIO (KQLZ), Los Angeles! STEVE was the former Asst. MD at KLOS, and most recently was the Assoc. Editor for AOR and Top40 at R&R. OM RANDY KABRICH sez, "STEVE passed the SHANNON, KABRICH and SHADOW torture test, so we figured he was our man. Each of us did a one-on-one with him, and he still wanted to come work with us!" CONGRATS and GOOD LUCK STEVE! You'll need it!! SCOTT SHANNON, VP/Programming at PIRATE RADIO in Los Angeles has been putting callers on the phone and asking them what L.A. radio station they'd like "to flush," complete with sound effects and LOTS of hoopla! The music is still Rock-edged and one morning he had Magic Johnson of the World Champion Lakers on for an interview! Also, they played a cut from Stevie Nick's new LP. PIRATE RADIO is beginning to develop!!!

DALE O'BRIAN, Asst. PD at WKSI, Greensboro, NC sez, "Here's an update on the changes at the station...our new Program Director is LEE GILLETTE, who will also continue to do afternoon drive. I will continue to be Asst. PD and now also head of music research. GREG STEVENS will be the Music Director and 7-Midnight disc jockey, and the new Promotion Director is SEAN MICHAELS!"

LORRIN PALAGI, PD at Q107, Washington D.C. sez, "We had a GREAT BIG 10th Birthday Bash here in Washington at The River Club! We had stars like JIMMY CASSIDY of Information Society, RICHARD MARX and CYNTHIA RHODES of Animotion, TRISTAN ROGERS General Hospital's 'Robert Scorpio,' GORDON THOMPSON, Dynasty's 'Adam Carrington,' MARK MAY and other Washington Redskins, as well as a lot of the former Q air staff. We also had a lot of industry record people who showed up!!" Also, are you a 6-10PM night KILLER??? Q107 needs someone to work the phones and relate to the 12-24's!! Please send T&R to LORRIN PALAGI, Q107, 4400 Jenifer St., NW, Washington, D.C. 20015.

LINDA ENERGY, nighttime disc jockey at WPLJ in New York sez, "We've got DOMINO delivering at nights and LINDA ENERGIZING! You can't go wrong! DOMINO is practically hanging from the Empire State Building proving he's got bigger balls than King Kong! Then there's me, who's going to be spotlighted in the July issue of Mademoiselle magazine. They're spotlighting me as what's HOT in New York City!!! SHANNON was the programmer of the 80's, GARY BRYAN is the Program Director of the 90's! The station already sounds 100% better! Our new studios are amazing, just like Battlestar Galactica!" DOMINO sez, "First night on the air, I started off the show by playing *Hit The Road Jack* by BUSTER POINDEXTER from The Dream Team soundtrack! Every time they said *Hit The Road Jack*, I threw in Da Wack!!! I played a couple of versions of that, and then played GUNS N' ROSES *Welcome To The Jungle* and did a little rhyme for the guys on HOT97! I wanted to prove to them that it's no BIG task! Then of course I give away a pizza a minute from Domino's Pizza, delivered right to their house! We're going to do it for the whole first week! It's gonna be GREAT! I couldn't thank the people from PLJ more because they're making me feel at home and supporting me! We're going to do this right!"

BUBBA THE LOVE SPONGE 6-10PM jock at KTFM in San Antonio, TX sez, "I'm the original BUBBA THE LOVE SPONGE, whom everybody's been stealing my name from. I'm the HOTTEST %*#@! in the nation! JEFF McCARTNEY is my home boy. SHANNON talked to me for a while, but obviously I was too crazy for him, so he just took my name! I wonder if he would like it if I used 'Pirate Radio' at night?? I'd like everyone to know that my name is a trademark, and I'll take legal action if I have to. There is a possibility that I'll be on the nationwide Open House Party as JOHN GARABEDIAN's guest!"

BOB CASE, PD at KZZP, Phoenix, AZ sez, "We did a FANTASTIC stunt for Tax Day. We got a dunk tank and positioned it at the main drop off point for taxes from 6-Midnight, and as people mailed their tax returns they had a chance to dunk the IRS agents sitting in the dunk tanks. We handed out cash for refunds if they could dunk the IRS! We had television coverage on local stations, and it was GREAT! The agents were REAL and they had a GREAT sense of humor about it!!!"

STU COHEN, WARNER BROS. Records ace National Promotion Director sent me a GREAT package to promote the new ATLANTIC STARR single, *My First Love*. Along with a CD and video clip, the package was enclosed in a plastic suitcase! THANKS STU!!!

ROCK ALLEN DIBBLE, Local Promotion Manager for ATLANTIC Records in Los Angeles, called to say that he is no longer with the label after over 10 GREAT years with the ATLANTIC family! ROCK says it was an amicable parting, and that he is really looking forward to his next big promotion challenge. Give ROCK a call at (818) 764-2435. Best of luck, ROCK!!!

ROD LAWLESS, formerly afternoon drive jock at KHTR in St. Louis and now at Q106.5 in St. Louis is available! Call ROD at (314) 394-2316.

PD JONATHAN RUSH announces several staff changes at WNOK, Columbia, SC! T.J. McKAY has been upped to Operations Manager in addition to his Noon to 3PM shift. GARY "THRILLS" MILLS moves into the 6-10PM slot from 10PM-2AM, which will be filled by TONYA ROBERTS, who comes over from crosstown WPRH which has gone oldies!

CONGRATULATIONS to JOHN ANDERSON, the new MD at KQIZ in Amarillo, TX!!!! JOHN has been at KQIZ for quite some time! GOOD LUCK JOHN!

ATTENTION General Managers: I've got a programmer who has spent two years at a small market station and has had GREAT success! The station is now ranked #1 among persons 12+ with a 23.5 AQH Persons share (ARB Spring '88). The revenues rose more than \$260,000 in 1988 and both the GM and Sales Mgr. attribute the financial growth to their broad ratings dominance. This PD I know about prefers to be anonymous and to seek a new Top40 programming challenge in one of the Top 100 markets! If you have a need and would like to know more, call HITMAKERS (818) 887-3440.

SKIP PRESSON, formerly Asst. PD/Middays at POWER108 in Gulfport, MS, is available! Call SKIP at home (216) 491-9716.

KEVIN MACHADO, who has been doing mornings at KREO, Santa Rosa, CA, will soon be looking for a new challenge effective May 1st, when the station will be sold to Fuller-Jeffrey Broadcasting. KEVIN has been doing mornings for awhile now, and has the numbers to prove it. Give him a call at home (707) 571-0226.

KKBG in Hilo, HI is currently seeking an experienced newscaster! A real DIGGER!!! Please send T&R to DANNY AUSTIN, 913 Kanolehua, Hilo, HI - 96720. Also, CONGRATULATIONS to KKBG Program Director DANNY AUSTIN and his wife on the birth of daughter BRITNEY NICHOL April 14!!!

SCOTT FREDRICKS, formerly afternoon drive at WKOQ in Grand Rapids, MI is available for a new opportunity! Call SCOTT at (616) 754-6220.

CONGRATULATIONS to VP/Promotion BARRY LYONS and his entire crew at I.R.S. Records on the HAPPY news that the FINE YOUNG CANNIBALS album *THE RAW & THE COOKED* was just certified Platinum and the single *She Drives Me Crazy* was just certified GOLD! This is I.R.S.' first #1 single! BARRY is now very excited about the new F.Y.C. single *Good Thing* which comes out this week. Watch this one FLY!!!

DAN PHIPPEN, son of POWER99 GM BILL PHIPPEN, goes to MCA Records to do local promotion in the Carolinas and Tennessee! If DAN is a chip off the 'ole block, or anything like dad, DAN will go ALL THE WAY to the TOP!!! I've heard nothing but GREAT things about DAN from radio. Another good move for STEVE MEYER, MCA Records TOP GUN!!!

Baseball started with a SMASH last week in both ballparks and movie theaters! *Major League*, a movie about the Cleveland Indians, was the top-grossing film last weekend, earning a GRAND SLAM of \$8.8 million nationally!!! These tremendous grosses should put aside any concerns over the commercial viability of movies about baseball!

BIG TUNA TIP: CYNDI LAUPER *I Drove All Night* (EPIC)
The first hit from her forthcoming album *A NIGHT TO REMEMBER*.
The haunting lyrics bemoan the disparate universal struggle we all have to be with the one we love. It'll go over REAL BIG with radio EVERYWHERE!!!

CD OF THE WEEK: *BASEBALL'S GREATEST HITS* (RHINO)
An CD full of baseball novelty songs and routines including a version of *Take Me Out To The Ball Game*, as sung by Bruce Springsteen (actually singer TOM CHALKLEY). Los Angeles Dodgers' TOMMY LASORDA is also on with his legendary tirade aimed at a reporter following a Dodger loss at the hands of slugger, Dave Kingman. This is a GREAT CD for your morning show bits, and with the baseball season getting into full swing, this is just perfect for radio!!! Thanks to LINDA FEDER, VP/Promotion at RHINO Records for sending me the CD!

The first of the Winter '89 Arbitron 12+ numbers are in:

NEW YORK

Z100 (5.6-5.3)
WPAT* (3.6-5.0)
HOT97 (4.0-4.0)
WPLJ (3.6-3.5)

LOS ANGELES

POWER106 (7.2-6.4)
KIIS-FM (5.8-6.2)
KIQQ/PIRATE RADIO (2.8-2.7)

*WPAT EZ Listening station, TSL 9 1/4-12 hours per week. Hello Soft Diary?

CHICAGO

WGCI (6.7-7.4)
B96 (WBBM-FM) (3.2-3.8)
Z95 (WYTZ) (4.0-3.6)
Q101 (WKQX) (4.1-3.1)

SAN DIEGO

Q106 (KKLQ AM-FM) (9.5-8.9)

LONG ISLAND

WBLL (4.0-4.8)

MORE WINTER ARB NUMBERS

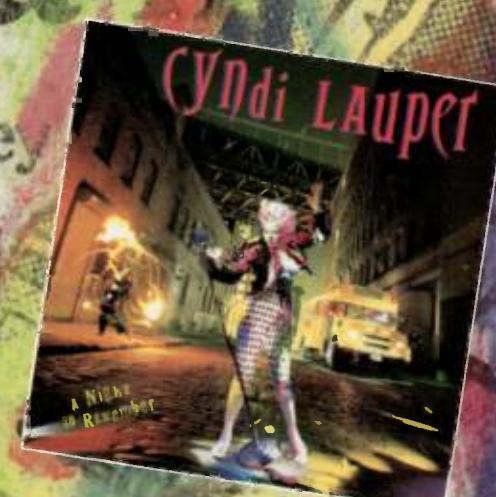
NEXT WEEK!!!

CYNDI LAUPER

I
DROVE
ALL
NIGHT



Fasten your seatbelts!
Cyndi's driving across all formats
with her nonstop power-track,
"I Drove All Night."*
The unforgettable first single from
"A Night To Remember."**
On Epic Cassettes, Compact Discs and Records.



PLAY IT,
SAY IT!

*Produced by Cyndi Lauper and Michael Diamond
Management: Daniel Gold

WRH

ROCK TILL YOU'RE
"SATISFIED!"

**RICHARD
MARK
"SATISFIED"**

Expect your phones to rock'n'roll off
the hook when Richard Marx cuts
loose with his new single and video
SATISFIED.

THE #1 RADIO CALL
OUT ARTIST OF 1988

Produced by Richard Marx & David Cole
Management: Allen Kovac/Left Bank
Management

EMI

When You Play It/Say It!

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