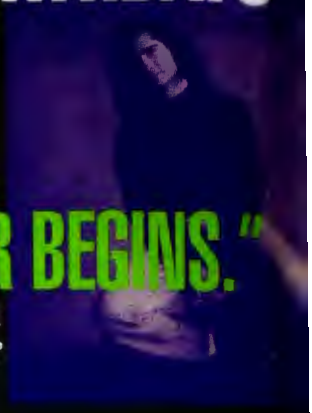
TWENTY YEARS
R&R
OF EXCELLENCE

ERG ARTISTS SPEAK OUT ON 20TH BIRTHDAYS



JOSHUA KADISON

"20TH BIRTHDAYS...A WHOLE NEW CHAPTER BEGINS."

FIRST SINGLE "JESSIE" FROM THE
DEBUT ALBUM, 'PAINTED DESERT SERENADE'

LONNIE GORDON

"YOU GOTTA MAKE THEM THE ROARING TWENTIES!"

NEW SINGLE "HAPPENIN' ALL OVER AGAIN"
FROM THE ALBUM, 'BAD MOOD'

THE POINTER SISTERS

"IT'S OUR 20TH TOO-WE'RE CELEBRATING WITH A NEW ALBUM"

NEW SINGLE "DON'T WALK AWAY" FROM THE ALBUM
'ONLY SISTERS CAN DO THAT'

RIFF

"YO, TELL 'EM TO START CALLING YOU SIR!"

NEW SINGLE "JUDY HAD A BOYFRIEND"
FROM THE ALBUM 'TO WHOM IT MAY CONCERN'

GURU

"KEEP REPRESENTIN'. PEACE AND ALL THAT."

NEW SINGLE "NO TIME TO PLAY" FROM THE ALBUM 'JAZZMATAZZ, VOL. 1'

EMI Chrysalis SBK Records ERG

THE ENTIRE EMI RECORDS GROUP FAMILY CONGRATULATES R&R ON ITS 20TH ANNIVERSARY!

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Here's To The Next 20 Years!

This special anniversary issue captures some of the best and most influential people, events, and trends of the last two decades in words and pictures. It brings back some wonderful memories of our first 20 years.

In publication lifespans, 20 years is just a blink of an eye. Publications in our own industry are approaching their 70th and 100th anniversaries. We're just out of our teens — young enough to remain flexible and react to the constant changes and challenges the '90s present.

Over the last 20 years, the **R&R** team has become the industry's leader in business information. Through our weekly newspaper, various fax publications, and now our newest innovation — the interactive ONLINE information service — **R&R** has established a reputation for providing the most current, comprehensive, and accurate information available, reported fairly and charted honestly. That reputation is the cornerstone of our success.

Today our customers' expectations of us remain at the same high level: Top quality in everything we do is demanded and expected. That's what we'll be delivering with two new dynamic investments in our ongoing quest to provide the best, most timely music information: **R&R** ONLINE and the AirCheck monitor system.

Others have offered monitor services for years, but no one has ever been able to monitor all the music (currents, mixes, recurrents, gold) on a station, process and deliver the information the same day, and make interactive customized analysis of the data easy to use and responsive to a user's commands.

The challenges and costs of providing you, our readers and subscribers, with this multi-level array of information were accepted by us several years ago. It's taken longer to get it to you than we planned, but the first wave of results are now rolling out, and the early response has been overwhelmingly positive.

Twenty years ago, **R&R** set out to revolutionize the way our industry receives its news and music information. Now we're about to do it again. Thanks for a great first 20 years!

Bob Wilson
Founder/Publisher

Founder & Publisher: **Bob Wilson**
Executive VP/General Manager: **Dick Ertman**
Executive VP/Sales & Marketing: **Erica Farber**

Supervising Editors: **Ben Waller & Ken Barnes**
Art Director: **Richard Agate**

Valuable Assistance: **Marrieanne Hooven, Sarah Zimmerman, Jeff Axelrad, Josh Glassmar, Leslie Harris, Greg Burt, Gail Mitchell, Julie Gilbert, Kent Thomas, Roger Zumwalt, Gary van der Steur, Marilyn Frandsen, Tim Kammerer, Teresa Devitte, Lesta Harris, Bill Hehr** and the **R&R** staff past and present.

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R&R 20th Anniversary Readers' Poll Results

Earlier this year, **R&R** readers were invited to participate in a survey to determine which people and events were our industry's most influential movers and shakers of the past 20 years. This **R&R** 20th Anniversary Special contains the results of that balloting — and a whole lot more.

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And The Winner Of The Subscription To The NEXT 20 Years Of R&R Is...

Along with heartfelt thanks to everyone who participated in the **R&R** 20th Anniversary Readers' Poll, we'd like to congratulate ACM West Z Jackson MIS Program Director **Pam Rivers** who won a personal subscription to the next 20 years of **R&R**.

When notified of her good fortune, Rivers's initial reaction was disbelief. "Are you serious? I love it! That! Can't scream, can't scream!" Assessment. "This is great for me. Fantastic. I'm not used to winning stuff. I'm used to giving it away."

Pam Rivers

The Evolution of the Promotion Race

Promo Sapien 1973

Promo Erectus 1978

Promo-Magnon 1983

Promanderthal 1988

Promo-Exhaustus 1993

Twenty years and still not extinct.

GEFFEN DAVID GEFFEN COMPANY

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Veinte Vingt Twenty Èrshí Zwanzig
Venti Duacet Εικοσυ XX

No Matter How You Say It, It's Been 20 Great Years!
Congratulations From Your Friends At

Warner Bros. Records

++

Εικο

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THE MOST INFLUENTIAL RADIO EXECUTIVE OF THE PAST 20 YEARS

MEL KARMAZIN

Infinity President/CEO & **Unistar** CEO

Your Thoughts On Winning?

"I first wondered about the memory span of the **R&R** readers and then thought how great the recognition is."

Your Greatest Professional Achievement?

"The ability to reward so many of the key people at **Infinity** with great financial security — thanks in large part to the performance of Infinity stock since we went public less than two years ago."

Other Than Yourself, Who Would You Have Voted For?

"Beavis and Butt-head!"

BEST OF THE REST

Jeff Smulyan
CEO/Chairman
Emmis Broadcasting

Bill Clark
Chairman
Shamrock Broadcasting

Randy Michaels
President/Co-COO
Jacor Broadcasting

Norm Pattiz
CEO/Chairman
Westwood One Inc.

Rick Sklar
Former Sr. VP
ABC Radio

Jay Cook
President/GM
WDAE & WUSA/Tampa

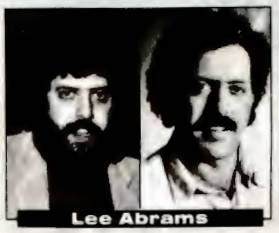
Gerry DeFrancesco
President/Radio Division
Gannett Radio

Gary Edens
Chairman/CEO
Edens Broadcasting

Dan Mason
President
Group W Radio

Scott Shannon
Program Director
WPLJ/New York

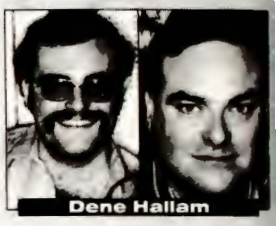
Then & Now



Lee Abrams

Keith Naftaly

Al Teller



Dene Hallam

Les Garland

Ed Eckstine

Shadoe Stevens

Casey Kasem

Phil Quartararo

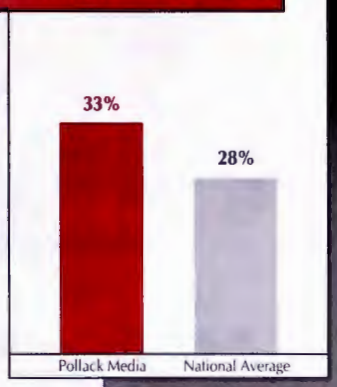
Lorna Ozmon

Mark & Brian

IF AVERAGE ISN'T GOOD ENOUGH...

In the radio business,
a few percentage points
make the difference.
Pollack Media Group congratulates
our AOR/Classic Rock clients for
not only winning in their markets,
but in achieving significantly better
results than the national averages!

#1 MEN 25-54



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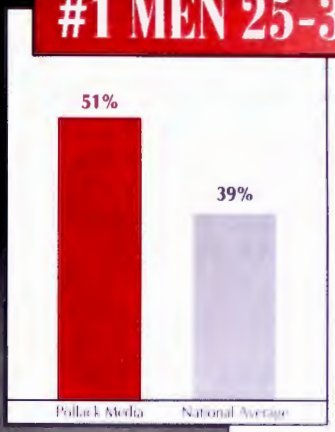

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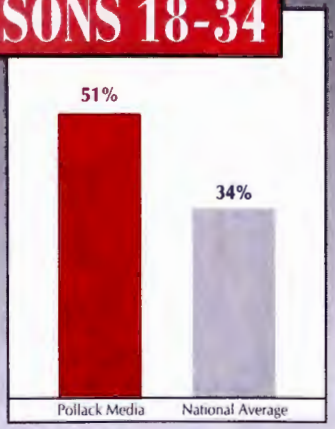

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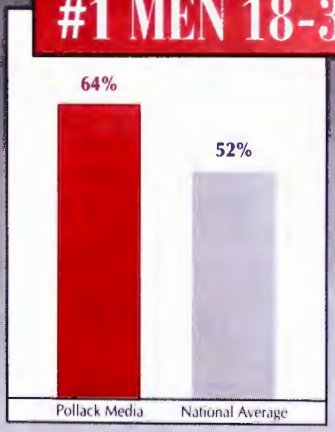

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* Above information based on R&R's AOR Format Report Card, 8/27/93 Issue

THE MOST INFLUENTIAL RECORD EXECUTIVE OF THE PAST 20 YEARS

CLIVE DAVIS

President/CEO, **Arista Records**

Your Thoughts On Winning?

"I'm deeply touched by this. Considering the achievements of so many others, to receive this great accolade from one's peers is a major lifetime honor."

Your Greatest Professional Achievement?

"I have no single greatest achievement. I was as excited with **Whitney Houston** as I was with **Janis Joplin. Bruce Springsteen** and **Patti Smith** gave me the same thrill when their music eventually went worldwide. **L.A.** and **Babyface**'s label success gratifies me much the same way **Gamble** and **Huff**'s did."

Other Than Yourself, Who Would You Have Voted For?

"I admire several of my peers and their ability to have also survived at least 20 years of intense musical change. My narrowed-down list would include seven of my peers, but I just can't name them. To forget even one worthy competitor from such a list would just cause me too much grief."

HONORABLE MENTION

David Geffen
Founder
Geffen/DGC Records

Thomas Mottola
President/COO
Sony Music Entertainment

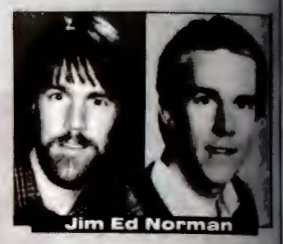
Irving Azoff
Chairman
Giant Records

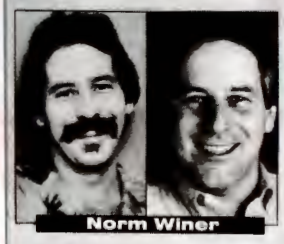
Jimmy Bowen
President
Liberty Records

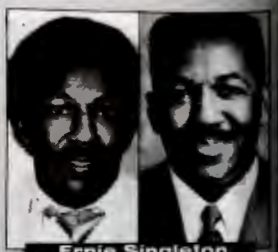
BEST OF THE REST

Mo Ostin • Charlie Minor • Herb Alpert
Richard Branson • Walter Yetnikoff

Then & Now







PROCEED WITHOUT CAUTION

Eve's Plum - This NYC foursome's debut album "envy" contains ferociously mesmerizing guitar-driven, pop-injected songs. On tour with *eleven* through December.

Culture Beat - Already #1 in nine countries around the globe, "Mr. Vain" is the eagerly awaited first choice from the album "Serenity" (in-store 11/16). Vanity's the best policy.

Celine Dion - Her last album was Platinum+ and generated five hit singles. Now, her bold new album "The Colour Of My Love" (in-store 11/9) once again captures her breathtaking talent. Listen for the first single, "The Power Of Love."

Funky Poets - Funk meets soul on "True To Life," their debut album (in-store 10/26). The first track, "Born In The Ghetto," brings strong harmony to true-to-life lyrics. Already on BET and The Box.

Flop - The new album "Whenever You're Ready" is the 90's garage take on 70's power pop; harmonies coupled with go-for-broke aggression. Flip for Flop.

Clive Griffin - In his duet with Celine Dion, Clive's distinctive voice helped catapult the "Sleepless In Seattle" soundtrack to #1 and Triple Platinum. Now, his self-titled album (in-store 10/26) offers much more of his strength, passion, and style.

Deep Forest - The haunting single, "Sweet Lullaby," is only the beginning of this instant pop phenomenon. Follow the trail: 200,000 in sales and growing fast. Video directed by award-winner Tarsem.

SONY 550 MUSIC

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left to right: *Plan Developers Chris Ackerman, Vice President, Jon Coleman, President and Pierre Bouvard, Executive Vice President of Coleman Research, one of America's top two radio research companies.*

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THE MOST INFLUENTIAL RADIO STATION OF THE PAST 20 YEARS

KIISFM 102.7

The most influential radio station of the last 20 years, according to those who participated in the **R&R** 20th Anniversary Readers' Poll, is . . . **KIIS/Los Angeles!**

This is hardly an upset victory. Because of its prominence (it's the senior CHR in the nation's most lucrative and second-largest market), success, and promotional skill, KIIS is the epitome of a top-of-mind radio station.

Which is not to detract from the **Gannett** flagship's achievements. Debuting in 1975 as an AC piloted by veteran local personality **Charlie Tuna**, the former **KKDJ** was a middle-of-the-ratings-pack station for some time. In 1978 it flipped to a Disco format, returning to Top 40 with unexceptional success.

HITTING A TEN-SPOT — *In the Summer '84 Arbitron, KIIS scored a perfect 10 — the last time any L.A. station has reached double figures. Snapped at the celebration are then-KIIS staffers (l-r) APD/MD Mike Schaefer, weekender A.J. Martin, morning star Rick Dees, overnighter Brother Bill, weekender Ed Monn, PD Gerry DeFrancesco, afternooner Big Ron O'Brien, ND Liz Fulton, late-nighter Tim Kelly, night slammer Bruce Vidal, AMD Gene Sandbloom, and midday maven Paul Freeman.*

A Perfect Ten

In the Summer 1981 **Arbitron** book, KIIS scored a whopping 2.0. During that book, however, recently hired VP/Operations **Don Benson** hired a new morning man, a Memphis transplant who'd failed to set the ratings on fire at AM **KHJ** earlier. **Rick Dees**'s success was not immediate this time either. But in three years, KIIS had improved its ratings fivefold, reaching a memorable 10.0 peak in Summer 1984 under the programming stewardship of **Gerry D Francesco** (who later became President/GM of the station).

That was the last time *any* L.A. station hit double figures. Increased competition in general ensured that shares would shrink, and direct competition in the CHR arena from dance pioneer **KPWR** (programmed by current KIIS PD **Jeff Wyatt**) brought KIIS down from its Olympian heights.

However, KIIS has persevered with its mainstream CHR approach (albeit with slight variations from time to time) and become institutionalized as one of the nation's foremost "pure" CHRs in the classic mold. Its nuances, slogans, ratings fluctuations, promotions, and directional minishifts are noted and debated throughout the CHR world.

Best KIISers In The World

As befits a flagship station for a leading radio group, a number of executives have administered KIIS's fortunes, including **Lynn Anderson-Powell, Wally Clark, Chris Conway, Jay Cook,** and **Marc Kaye.**

Similarly, the KIIS PD position has been a pinnacle for aspiring programmers nationwide. Along with De Francesco, Wyatt, Tuna, and Benson, others who've occupied the chair with distinction include **Bill Richards, Steve Rivers, Rochelle Staab, Mike Wagner,** and **R&R**'s own **Mike Schaefer.**

Dees has been the on-air fulcrum around which KIIS's image revolves, but the ranks of the station's air personalities have included such prominent names as **M.G. Kelly, Big Ron O'Brien,** and **Bruce Vidal.**

Congratulations to all who've been a part of the KIIS story so far on winning this honor from your radio peers.

KIIS's Magnificent Sevens

Gannett purchased **KIIS-AM & FM/L.A.** in 1979. There have been seven general managers and seven program directors since. Here's the honor roll:

General Managers:

Ed Boyd
1979-81

J. Ray Padden
1981-82

Wally Clark
1982-86

Lynn Anderson-Powell
1986-90

Jay Cook
1990-91

Gerry DeFrancesco
1991-92

Marc Kaye
1992-present

Program Directors:

Mike Wagner
1979-81

Don Benson
1981-82

Gerry DeFrancesco
1982-1986, 1989-90

Mike Schaefer (acting PD)
1986

Steve Rivers
1986-1989

Bill Richards
1990-92

Jeff Wyatt
1992-present

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TM Century congratulates KIIS-FM on being voted the "Most Influential Radio Station" by the readers of R & R.

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KIIS-FM

HONORABLE MENTION

• WLS/Chicago The Midwestern powerhouse at 890 on the AM dial was one of the most influential of the continent-spanning Top 40 behemoths from the '50s through the '80s. (Adjusting to the inevitable, it converted to Talk in 1989.)

Prominent Players: **Paul Barsky, Dick Biondi, Don Bouloukos, Steve Casey, Dallas Cole, Steve Dahl & Garry Meier, Jeff Davis, John Gehron, Drew Hayes, Jan Jeffries, Tim Kelly, Jim Kerr, John Records Landecker, Ric Lippincott, Larry Lujack, John Rook, Bob Sirott, Simon T., Tom Tradup, Jeff Trumper, Fred Winston.**

• WHTZ (Z100)/New York: A CHR phenomenon when it debuted in 1983, the station has continued to rule the Apple's CHR roost for most of the decade since its initial splash. By virtue of its location and its high-profile stars on and off the air, it's been the focus of industry attention throughout its existence. Areas of Z100's influence range from the Morning Zoo that its first PD/morning man, **Scott Shannon,** brought with him from Tampa to the New Rock flavor recently added by longtime PD **Steve Kingston.**

Prominent Players: **Ross Brittain, Gary Bryan, Elvis Duran, Gary Fisher, Alan Goodman, Steve Kingston, Scott Shannon, Dean Thacker, Jack Da Wack.**

• WABC/New York: Perhaps the most successful Top 40 station of all time, WABC was legendary for its tight playlist, colorful personalities, and extravagant promotions. Longtime programming mastermind the late **Rick Sklar** was a guru/idol for countless programmers. It maintains its success today with a Talk format, most recently holding down the market's No. 3 slot.

Prominent Players: **Herb Oscar Anderson, Don Bouloukos, Charlie Greer, Harry Harrison, Dan Ingram, Chuck Leonard, Bob Lewis, Ron Lundy, John Mainelli, George Michael, Glenn Morgan, Bruce Morrow, Scott Muni, Rick Sklar, Robie Young.**

• KROQ/Los Angeles: Though it's the newest of these honorees, KROQ's been an L.A. institution for well over a decade. KROQ pioneered the New Rock format under longtime PD **Rick Carroll** (now deceased), and ultimately became its most influential station. Its balance of carefully researched music and anarchic on-air attitude has built a heritage any station would envy . . . and it still may not have reached its mass-appeal peak.

Prominent Players: **Tony Berardini, Richard Blade, Rick Carroll, Kevin & Bean, Poorman, Trip Reeb, Ken Roberts, Andy Schuon, Freddy Snakeskin, Kevin Weatherly, Patrick Welch.**

BEST OF THE REST

Stations also receiving significant support from our readers were:

KHJ/Los Angeles
The Top 40 flagship of the **Bill Drake**-conceived **RKO** chain

KFRC/San Francisco
Another RKO Top 40 institution

KMEL/San Francisco
One of the nation's current Churban leaders, and a pioneer in the evolution of that particular CHR niche away from dance music toward its present Urban Contemporary/rap mix.

WMMS/Cleveland
The AOR format's most acclaimed station, and a Midwestern titan for more than two decades. At times a musical maverick, it's an eternal paragon of local listener loyalty and market heritage.

Most Influential Jingles!

Take a look at the list of most influential stations from the past 20 years: KIIS, WLS, Z-100 and WABC. Then think about this: JAM is the only company that has done jingles for *all* of them!

You see, the best come to the best. And for jingles, that's JAM. We *specialize* in producing creative musical ID's, and we've been doing it consistently since 1974. Influential stations all over the world know they can count on our experience every time.

As we get ready to start *our* 20th year, we'd like you to hear our latest for stations like KVIL, WCBS-FM, KOST and Q-95 to name just a few. Call JAM today for our latest demo CD!

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TO THE STAFF OF Z-100 AND THE RADIO INDUSTRY

Thanks to the industry that supported Z-100 and voted us
"One of the Most Influential Radio Stations in the Past 20 Years."

And special thanks to the "Next Generation", the staff of Z-100, whose focus, creativity and dedication has assured Z-100 a continued place in radio history.
As the latest Arbitron indicates, we have successfully redefined Top 40 and will continue to for the next 20 years!

Mike Alberta
Howie Amrani
Barbara Bailey
Shirell Baker
Anna Bataille
Rodney Belizaire
John Bell
Gabriele Berardo
Theresa Beyer
Linda Bishop
Frankie Blue
Amy Blum
Debbie Brigida
Tony Bristol
Rose Brittain
Judy Buddensick
Frank Chavez
Chio The Hitman
Colleen Channing
Adam Curry
Claudine DeLorenzo
Marissa DelPiano
Chris DeMondo
Marcia Diamond

Cathy Donovan
Elvis Duran
Jim Elliott
Louise Fiore
Dave Foxx
Robyn Gatof
Joanne Gentiluomo
Robyn Goldhaber
Alan Goodman
Lonnie Gronek
Josh Hadden
Bill Heeselbirg
Carol Higginbothan
Al Hollis
Randy Hyams
Anthony Iannini
Lisa Ilsicsin
Clarke Ingram
Chris Jagger
Mike Jenkins
Kid Kelly
Steve Kingston
Hal Knapp
Kelly Kramer

Dr. Judy Kuriansky
Christine Langert
Mr. Leonard
Antionette Liquori
Toni Longo
Lisa Lozzi
Sean Madden
Richard Mannarino
Jim Markus
Jane McMichael
Ed Milarsky
Sam Milkman
Michelle Mills
Jojo Morales
Paul Mount
Stu Naar
Chris "Axl" Nemetz
Mike Novara
Human Numan
Coach Mike Opelka
Patricia O'Sullivan
Rich Ottenstroer
John Pelc
Chris Pellegrino

Steve Pepe
Tim Puttre
David Reaves
John Rio
David Samuelsohn
Adam Schorr
Valerie Segraves
Andy Shane
Susan Sharaby
Cheri Shelton
Lou Simon
Louise Smith
Yvette Solomon
Patty Steele
Dawn Taylor
Jennifer Ureillo
Freddie Vedder
Mike "Tonto" Villar
Peter Vinci
Davonne Whaley
Jennifer Winter
Darleen Wojcik
Shakirah Woods
Kerri Yeo

The Management of Z-100

THE NEXT GENERATION

shamrock BROADCASTING, INC.

THE MOST INFLUENTIAL RADIO PROGRAMMER OF THE PAST 20 YEARS

SCOTT SHANNON

WPLJ/New York PD

Your Thoughts On Winning?

"I'm stunned. It's probably because I've been hanging around for so long. But a person has to enjoy what he does to be successful. I still love getting up in the morning, coming in, and working with young people who care as much about the business as I do."

Your Greatest Professional Achievement?

"Being part of the original success story of **Q105 [WRBQ/Tampa]**. That station was a monster, a real giant for 10 years. It was built to be a traditional, high-profile, personality-oriented CHR station. Of all the stations I've programmed, it's probably my favorite in terms of sound.

"But the **Z100 [WHTZ/New York]** experience was also exhilarating. The 1983 sign-on and going from 'worst-to-first' in 74 days is a thrill I'll never forget.

"And although most people thought it couldn't be done, we've certainly turned around **WPLJ/New York.** This experience has certainly been gratifying and — perhaps — the toughest thing I've ever been involved with."

Other Than Yourself, Who Would You Have Voted For?

"I voted for the man who has always been my idol — **Bill Drake**. To this day, I think he's the best programmer in the business. Without him, I would've never been a programmer. He taught clarity and discipline. And without him, CHR might not be where it is today.

"[Drake-consulted] **KRTH/Los Angeles** uses all the same elements as the other stations he's programmed. It sounds sharp, familiar, friendly, and manages to keep you on the edge of your seat."

HONORABLE MENTION

Rick Sklar

Bill Drake

Lee Abrams

Paul Drew

John Rook

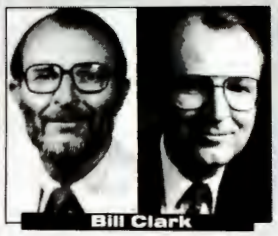
BEST OF THE REST

Mike Joseph • Buzz Bennett • Steve Rivers • Rick Carroll
Jerry Clifton • Guy Zapoleon • Kent Burkhart
Steve Kingston • Sunny Joe White

Then & Now

Gary Gersh

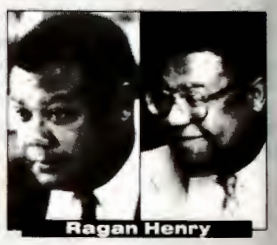
Oedipus



Bill Clark

David Geffen

Tim Kelly

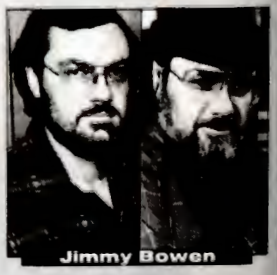


Ragan Henry

Don Imus

Fred Jacobs

Nancy Widmann



Jimmy Bowen

Mo Ostin

Jay Phillips

Congratulations to

SCOTT SHANNON

on being recognized as the
"Most Influential Radio Programmer",

honorably mentioned as
"Most Influential Air Personality",

and runner-up as
"Most Influential Radio Executive"
by the readers of R & R.

TM Century is proud of the fact that Scott Shannon and WPLJ come to us for their Custom Jingles, GoldDisc® Music Libraries, Production Music Libraries, and the TM Century Comedy Network.

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RADIO AIRPLAY.

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in redefining the very nature
of radio in the future.

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20

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CBS Radio Networks

CBS Radio Representatives

CBS RADIO DIVISION

THE MOST INFLUENTIAL AIR PERSONALITY OF THE PAST 20 YEARS

HOWARD STERN

Syndicated Personality

Your Thoughts On Winning?

"Actually, I was pretty excited about it. I never expected anyone in radio to vote for me for anything, because guys usually are pretty competitive and sometimes people tend to dismiss me as just some sort of 'shock jock' or something. But I think I've made a lot of contributions to radio, and I think I've done some good for radio in terms of changing the way people talk on the radio and the way people approach doing their shows.

"I think general managers and owners now look at radio talent as something that's not sort of interchangeable — where you can just put one disc jockey on with a deep voice for another disc jockey. I think they recognize there are some people who actually might be trying to do something comedically, and they're trying to improve the medium. I think that if I've contributed anything, I've sort of elevated that image. And I feel really good about it, very positive, and very flattered that people think of me in that respect."

Your Greatest Professional Achievement?

"A couple of things come to mind. I'm proud of the show becoming No. 1 on both coasts. Doing that was something really great for me professionally. And proving that syndication was possible. There wasn't a person in the industry who wasn't saying, 'There's no way Howard can make it in Los Angeles or Philadelphia, because he's a New Yorker' and all these *ridiculous* notions.

"I also think it's fairly unprecedented to have someone from radio go ahead and develop a successful television career, and now put out a book, and — believe it or not — the film is just around the corner."

Other Than Yourself, Who Would You Have Voted For?

"I'd have to say **Symphony Sid**. Maybe he's the most influential air personality of the past *40* years. We have to recognize him. He was the white man who played jazz and R&B records. And my father was his engineer, so I'll give him a plug.

"Sid was infamous for his drug problems, and sometimes he'd be climbing the walls and acting kinda strange. So my father would bang on the glass into where Symphony Sid sat, and he'd say, 'Sid, by the powers vested in me by the **FCC**, I command you to do your show in a proper fashion, or I will have to take you off the airwaves!'

"And Sid would all of a sudden rock back and forth, and go, 'Oh, oh, my God,' and really snap to, and then finish his show."

HONORABLE MENTION

Rick Dees
Mornings
KIIS-AM & FM/ Los Angeles

Rush Limbaugh
Syndicated Personality

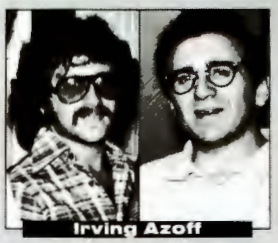
Scott Shannon
Mornings
WPLJ/New York

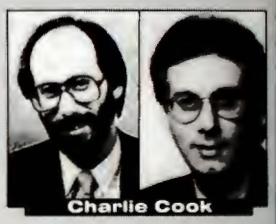
Don Imus
Mornings
WFAN/New York *(and Syndicated Personality)*

BEST OF THE REST

Larry Lujack • Dan Ingram • Larry King • Casey Kasem
Greaseman • John Records Landecker • Mark & Brian
Steve Dahl & Garry Meier

Then & Now





R&R readers have voted
Scott Shannon the most influential
programmer of the past twenty years

ON APRIL 1st, 1991 WPLJ® HIRED SCOTT SHANNON, WHO, IN OUR OPINION, HAD CLEARLY BEEN THE MOST INNOVATIVE AND INFLUENTIAL RADIO PROGRAMMER OF OUR GENERATION.

2½ YEARS LATER, IT'S NICE TO SEE THAT THE REST OF THE RADIO INDUSTRY AGREES.

CONGRATULATIONS, SCOTT!

From all of us at

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New York

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R&R

ON YOUR

20th

ANNIVERSARY!

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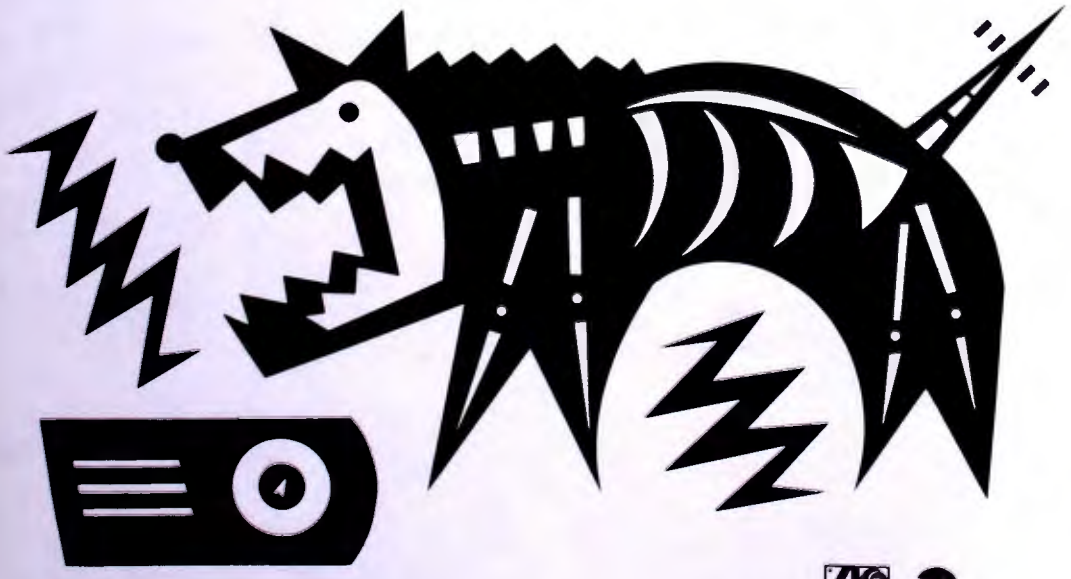

THE ATLANTIC GROUP
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THE MOST INFLUENTIAL RECORDING ARTIST OF THE PAST 20 YEARS

MICHAEL JACKSON

Your Thoughts On Winning?

"I am pleased and honored to be selected by by the readers of **R&R** as the most influential artist of the last 20 years. I love you all."

HONORABLE MENTION

Madonna

Garth Brooks

Elton John

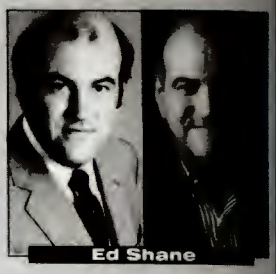
Prince

BEST OF THE REST

Rolling Stones • Beatles • U2 • Bee Gees • Led Zeppelin
Phil Collins • Paul McCartney • Elvis Presley
Bruce Springsteen • Rod Stewart.

Then & Now

Mike McVay



Ed Shane

Jheryl Busby

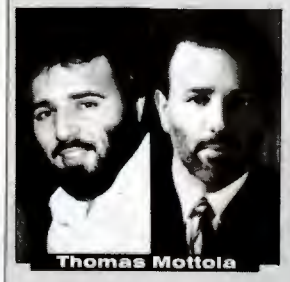
Rick Dees

Bill Drake

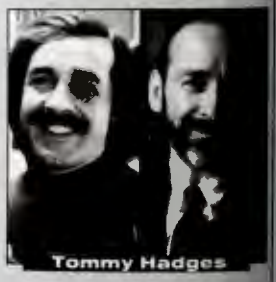
Pat St. John

Jeff Wyatt

Guy Zepoleon



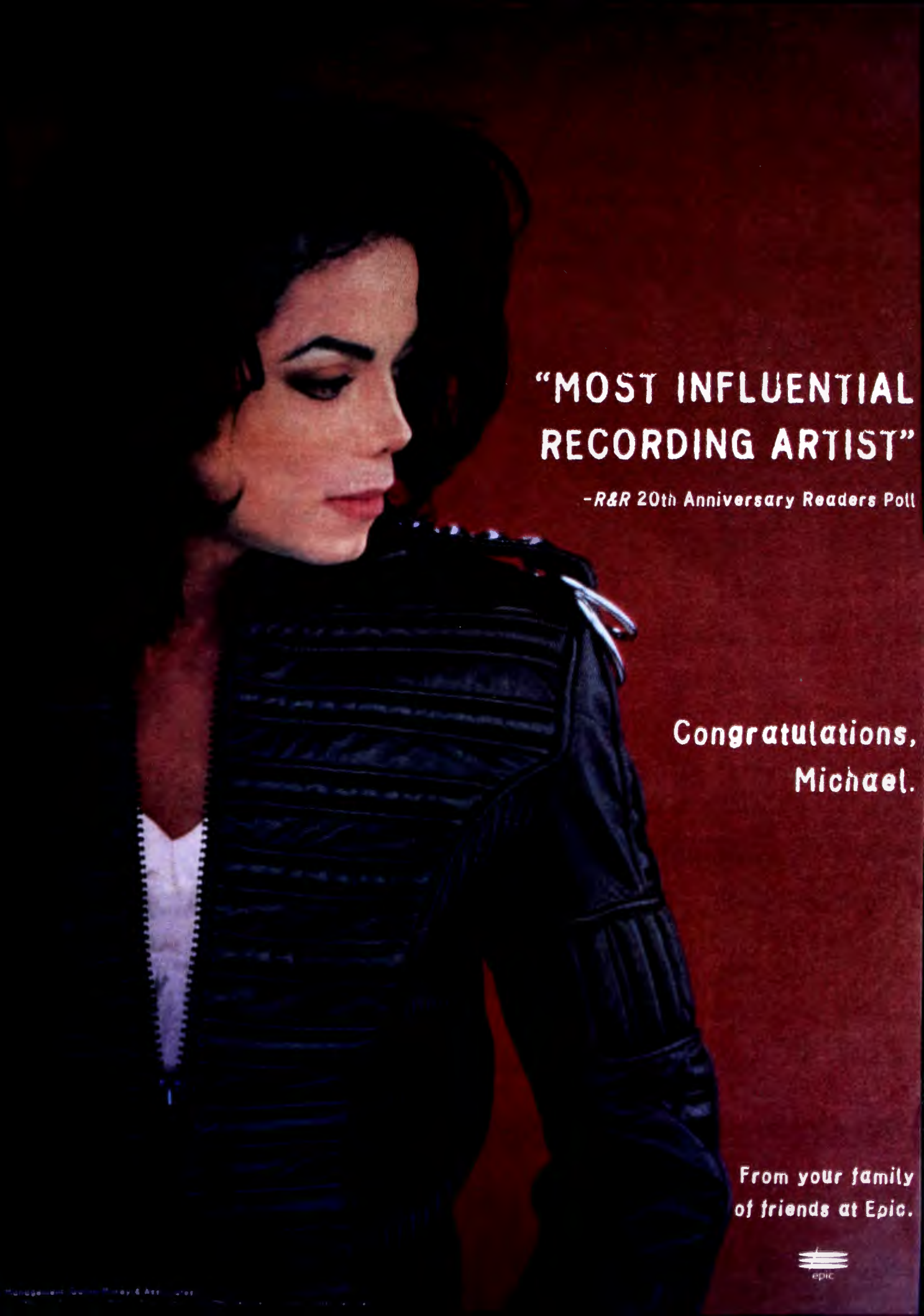
Thomas Mottola



Tommy Hadges

Scott Shannon

Mel Karmazin


"MOST INFLUENTIAL
RECORDING ARTIST"
-R&R 20th Anniversary Readers Poll
Congratulations,
Michael.
From your family
of friends at Epic.
epic

FAVORITE SONG
OF THE PAST 20 YEARS

"FRIENDS IN LOW PLACES"

Performed by:
GARTH BROOKS

" 'Cause I've got friends in low places
Where the whiskey drowns and the beer chases
My blues away and I'll be O.K.
Hey, I'm not big on social graces
Think I'll slip on down to the oasis
Oh, I've got friends in low places . . ."

—DeWayne Blackwell & Bud Lee
Careers Music, Inc. (BMI) Chancey Tunes Music Ridge Music Juan Ton Music (ASCAP)

Your Thoughts On Winning?

"I'm stunned. We all could name a countless number of artists that have done more for music than I ever will. I feel honored and I feel undeserving at the same time."

Your Greatest Songwriting Achievement?

" 'The River' and 'We Shall Be Free.' "

The Song You Wish You'd Written?

" 'He Stopped Loving Her Today.' "

(The 1980 **George Jones** hit; written by **Bobby Braddock & Curly Putman.**)

HONORABLE MENTION

"Every Breath You Take"
(Sting)
Police

"Rhiannon"
(Stevie Nicks)
Fleetwood Mac

"Your Song"
(John-Taupin)
Elton John

BEST OF THE REST

"American Pie" **(Don McLean)** Don McLean • "Born To Run" **(Bruce Springsteen)** Bruce Springsteen
"Enter Sandman" **(Hetfield-Ulrich-Hammett) Metallica** • "Holiday" **(Hudson-Stevens) Madonna**
"In The Air Tonight" (Phil Collins) Phil Collins
"Will You Be There" **(Michael Jackson)** Michael Jackson

Artists With Most Songs Mentioned

Along with getting the most votes for any single song in the **R&R** 20th Anniversary Readers Poll, **Garth Brooks** tied for the top spot when it came to placing the greatest number of different songs by any one artist on the participants' playlists.

In addition to "Friends In Low Places," Brooks' six-pack of reader favorites included "The Dance," "The River," "Papa Loved Mama," "Shameless," and "Tomorrow Never Comes."

Michael Jackson and the **Beatles** also placed six songs each. Jackson's action stretched from "Beat It," "Billie Jean," and "Thriller" to "Off The Wall," "Man In The Mirror," and "Will You Be There." The Beatles, meanwhile, struck a chord with "Sgt. Pepper's Lonely Hearts Club Band," "Baby's In Black," "The End," "In My Life," "Tomorrow Never Knows," and "The Long And Winding Road."

Michael Jackson

Three For Five

Three veteran rock groups tied for second place with five songs each. **Aerosmith** scored with "Dream On," "Walk This Way," "Sweet Emotion," "Back In The Saddle," and "Janie's Got A Gun." The **Rolling Stones** rocked back "Brown Sugar," "Sympathy For The Devil," "Start Me Up," "Miss You," and "Shattered." And **Led Zeppelin** landed "Over The Hills And Far Away," "Livin' Lovin' Maid," "Heartbreaker," Kashmir," and — incredibly — "Stairway To Heaven."

Four-Play Champs

Three acts tied for third place with four songs mentioned. **Bruce Springsteen** fans' allegiances were torn between "Born To Run," "Dancing In The Dark," "Backstreets," and "Jungleland."

Garth Brooks

Chicago aficionados' affections were divided by "Beginnings," "Make Me Smile," "Old Days," and "If You Leave Me Now." And **Billy Joel**'s fold flocked to "Uptown Girl," "Honesty," "Tell Her About It," and "Just The Way You Are."

Three's A Crowd

Ten other acts split their votes among three songs. In alphabetical order, they were:

The **Bee Gees** ("How Do You Mend A Broken Heart," "Night Fever," and "Nights On Broadway")

The **Eagles** ("Hotel California," "Best Of My Love," and "Life In The Fast Lane")

Elton John ("Your Song," "Simple Life," and "Someone Saved My Life Tonight")

Journey ("Don't Stop Believing," "Faithfully," and "Anyway You Want It")

Madonna ("Vogue," "Like A Prayer," and "Holiday")

Paul McCartney & Wings ("With A Little Luck," "Jet," and "Band On The Run")

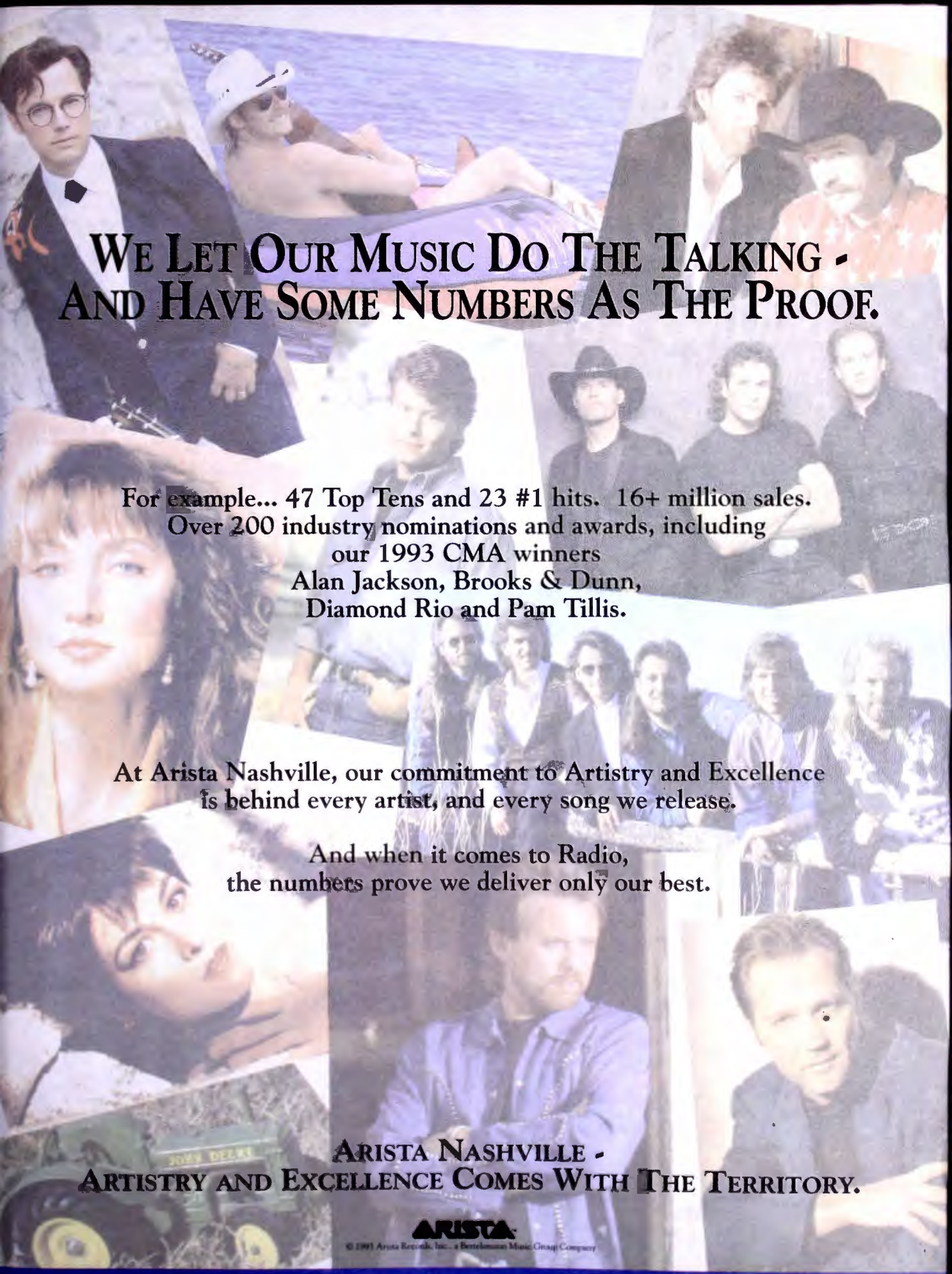
Pearl Jam ("Jeremy," "Black," and "Even Flow")

Elvis Presley ("Heartbreak Hotel," "Kentucky Rain," and "In The Ghetto")

Queen ("Bohemian Rhapsody," "The Game," and "Under Pressure")

R.E.M. ("Losing My Religion," "Everybody Hurts," and "Finest Work Song")

The Beatles



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is behind every artist, and every song we release.

And when it comes to Radio,
the numbers prove we deliver only our best.

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Our Congratulations to R&R on your 20th year.

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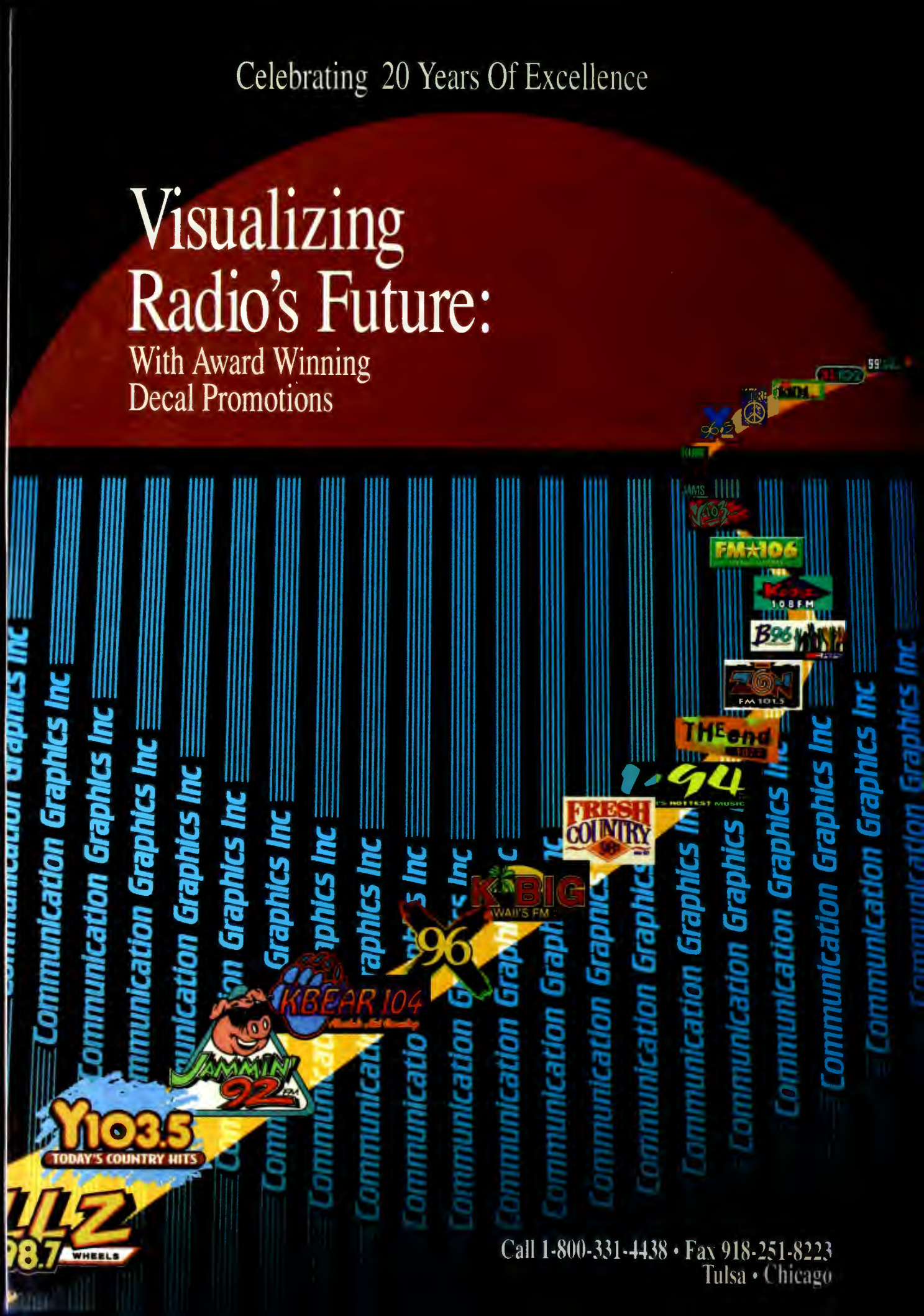

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CONGRATULATIONS
TO

ON YOUR 20th
ANNIVERSARY!

FROM YOUR
GOOD FRIENDS
AT QWEST
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R&R Headlines Of The Times

People make news, and — if the news is big enough — it makes headlines. According to those who participated in **R&R**'s 20th Anniversary Readers' Poll, duopolies are the most important radio event of the past 20 years, followed by deregulation, the rise of FM, the "We Are The World"/"Live-Aid" simulcasts, and the Gulf War. Here's a year-by-year look at our industry's biggest headlines:

73-74

Bogart Forms Casablanca

Davis Becomes Bell President
Changes label name to Arista

1975

AOR Pioneer Tom Donahue Dies

1976

FCC To Test AM Stereo Systems

1977

Elvis Presley Dies

1978

Supreme Court Upholds 'Seven Dirty Words' Ban

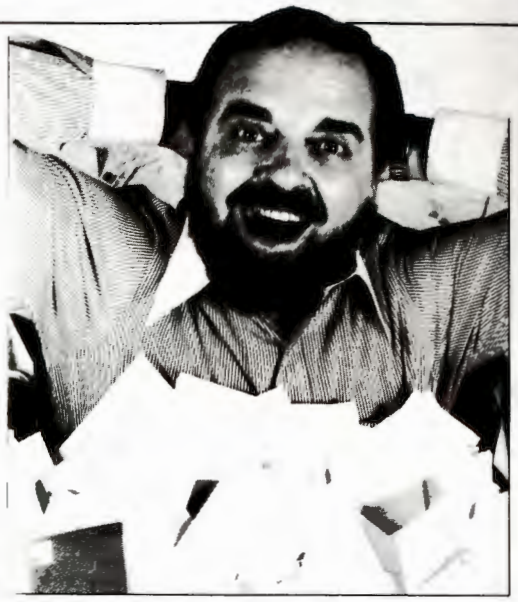
Arbitron Debuts Extended Measurement

Supreme Court OKs Existing Crossownership

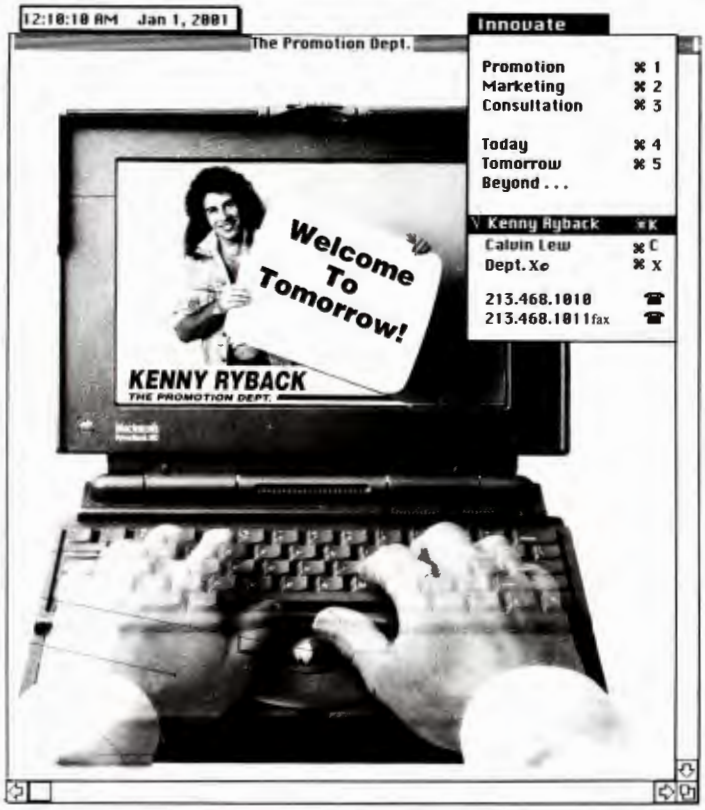
1979

FCC Paves Way For Satellite Communication
RKO, Source networks first on bird

Continued on Page 30



CHAPMAN'S THEORY CHECKS OUT *— While chatting with a local newspaper reporter about the powerful bond between radio and its listeners back in April '88, KVIL/Dallas OM/morning man Ron Chapman declared he could convince his audience to send in money simply by asking them. After checking with the proper authorities, Chapman put his theory to the test, asking listeners to mail in $20 checks payable to "KVIL Fun & Games" — without further explanation. Three days later, 12,000 checks had arrived, and the original plan of returning them with $2 interest was scrapped in favor of turning the funds over to various charitable organizations.*



The Promotion Dept. *V9.4*

"From The Streets To The Air...
Interactive Music Promotion"

TO THE INDUSTRY'S NEWSPAPER
FROM THE INDUSTRY'S LAWYER

MAZEL TOV
R&R

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*FOR **20 YEARS***
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EDDY ARNOLD	MARTINA MCBRIDE	LARRY STEWART
CLINT BLACK	JAMIE O'HARA	AARON TIPPIN
ANDY CHILDS	RESTLESS HEART	LARI WHITE

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R&R Headlines Of The Times

Continued from Page 28

1980

Arbitron Begins Quarterly Measurement

John Lennon Assassinated

1981

FCC Votes To Deregulate Radio

Satellite Networks Explode
SMN, Transtar, ABC, RKO begin fulltime services

MTV Debuts

1982

McGavren Guild Creates Interep
MMR, HN&W, Bernard Howard rep firms linked

1983

FCC Docket 80-90 Plan Creates 1000 New FM Opportunities

1984

FCC Expands Ownership Rules
12 AMs, 12 FMs, 12 TV stations new limit

Arbitron Unveils Arbitrends

1985

Capital Cities Buys ABC

GE Buys RCA, NBC

Continued on Page 32

DAHL VS. DISCO *— In 1979, WLUP/Chicago air talent Steve Dahl (inset) took it upon himself to break the nation's disco fever. His on-air attacks and 12-inch record-breaking stunts culminated at a June baseball game, when he and partner Gary Meier blew up 20,000 disco LPs between games at a White Sox doubleheader. The disco inferno turned into a heatwave, however, when 7000 fans rushed the field. The result? Nationwide publicity, 37 arrests, cancellation of the second game, and Sox owner Bill Veeck's threat to ban Dahl from the park for life.*

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Broadcast Engineering
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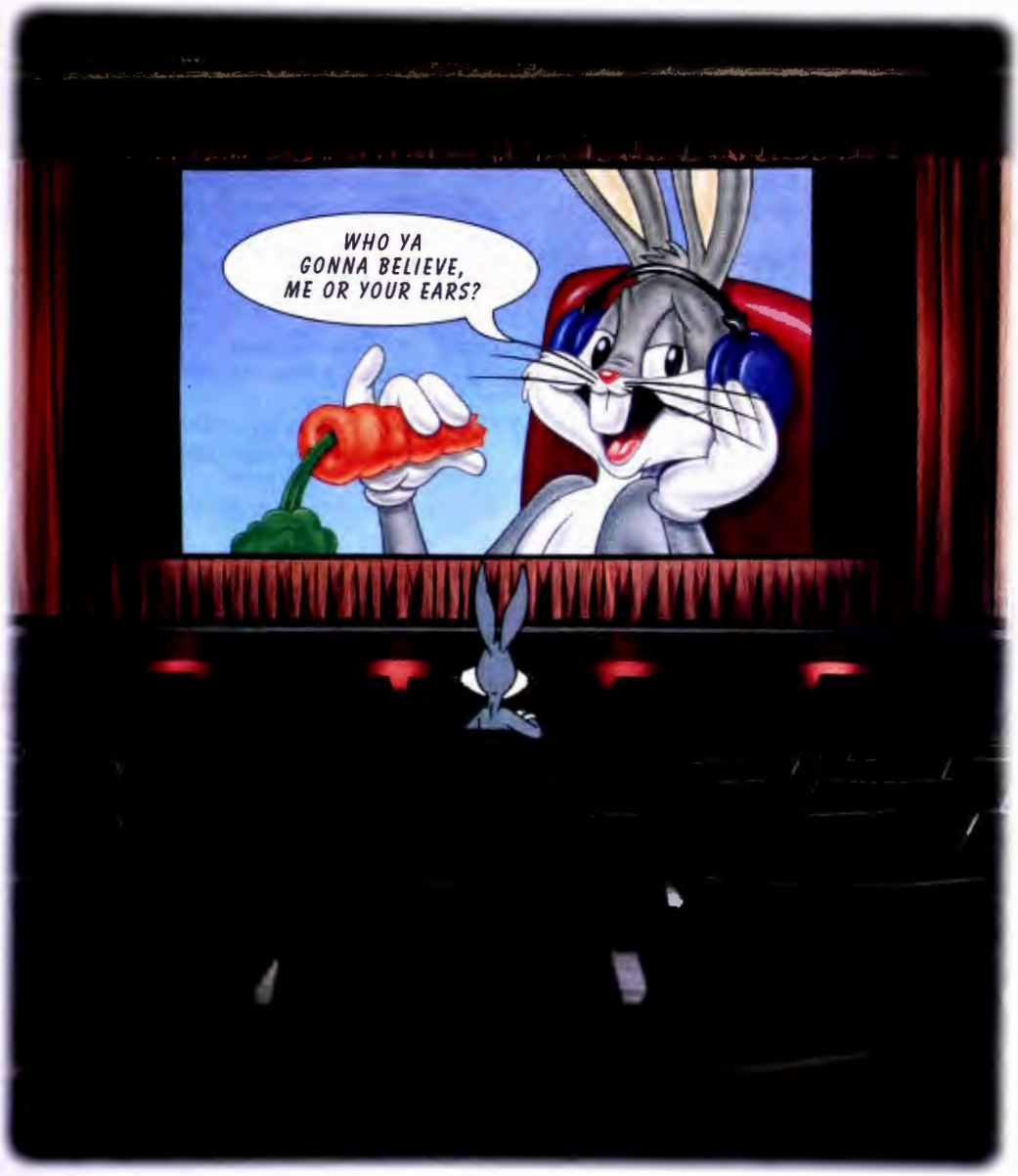

HEARING IS BELIEVING

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R&R Headlines Of The Times

Continued from Page 30

1985

FCC Proposes Eliminating FM Simulcast Limits

Network Feeding Frenzy
Westwood One buys Mutual; United Stations buys RKO nets

1986

NRBA Merges With NAB

1987

Sony Acquires CBS Records

Fairness Doctrine Law Defeated
Reagan vetoes bill as unconstitutional; FCC drops enforcement

1988

Malrite, Infinity Go Private

1989

Transtar, United Stations Merge Into Unistar

Capital Cities/ABC Acquires SMN

PolyGram Buys Island, A&M

1990

MCA, Geffen Merge

CBS Records Changes Name To Sony Music

1991

Birch Shuts Down

Gulf War Boosts News/Talk Formats

1992

FCC Approves Duopoly Legislation
18 AMs & 18 FMs new ownership limits; companies can double up within markets

1993

Arbitron Intros 'Pocket People Meter'

Westwood One Acquires Unistar; Infinity Buys Portion Of WW1
Karmazin to become WW1 CEO

STERN'S BICOASTAL MORNING REIGN — *Multicity morning manster Howard Stern celebrated his KLSX/L.A. broadcasts becoming the market's top-rated morning show by conducting one of his traditional on-air "funerals" for his rivals. Proving that the concept of nationally syndicated morning shows had finally arrived, Stern — who concurrently was rated No. 1 in NYC as well — rode down Hollywood's Vine St. in a lap doncer-drown chariot, bestowing his blessings on the crowd of 25,000-plus.*

September 3, 1993

Ft. Wayne Gospel Broadcasting, Inc.

has completed the acquisition of the assets of

WLYV

Fort Wayne, Indiana

from

Fairfield Broadcasting Company of Indiana

***Todd Hepburn**, Vice-President of the undersigned initiated this transaction and assisted both parties in the negotiations*

THE TED HEPBURN COMPANY

Ted Hepburn, President
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(407) 863-8995

Todd Hepburn, Vice-President
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(513) 271-5400

The 20 Biggest Radio Deals

	Deal	Dollars (in millions)	Date
1	**Infinity** LBO (15 stations)	$484	1988
2	**Legacy/Metropolitan** stations to **Group W** (10 stations)	$385	1993
3	**Metropolitan** stations to **Sillerman** (7 stations)	$310	1988
4	**Shamrock/Malrite** merger (21 stations)	$300	1993
5	**DKM** stations to **Summit** (16 stations)	$200	1987
	Metropolitan stations to Legacy (4 stations)	$200	1988
7	**First Media** stations to **Cook Inlet** (11 stations)	$180	1987
8	**Malrite** LBO (11 radio stations)*	$170	1988
9	**Blair** stations to **Sconnix** (8 stations)	$152	1987
10	**Zell/Chilmark** buys controlling interest in **Jacor** (11 stations)	$127	1992
11	**NBC** stations to **Emmis** (5 stations)	$121.5	1988
12	**Price Communications** stations to **Fairfield** (7 stations)	$120	1987
13	**American Radio Systems** merger of **Atlantic, Stoner** & **Multi-Market****	$115	1993
14	**KRTH/Los Angeles** to Infinity	$110	1993**
15	**Taft** stations to **CBS** (5 stations)	$107.5	1985
16	**KJOI/Los Angeles, KHOW & KSYY/Denver** to **Viacom**	$101.5	1989
17	**WUSN/Chicago, WZLX/Boston, WZGC/Atlanta** to Infinity	$100	1992
	CF Media acquires **Capstar** and **Command** (9 stations)	$100	1992
19	KJOI/Los Angeles, KHOW & KSYY/Denver to Command	$95	1988
20	KRTH/Los Angeles to **Beasley**	$66.6	1988

* Also included some small TV stations
** Has not yet closed

PolyGram Label Group wishes

R&R
THE INDUSTRY'S NEWSPAPER

another 20 great years!

PolyGram Label Group

P.S. Elton, Congratulations!

Radio Promotions: A Gallery Of Greats

'The Last Contest' Takes First Prize For Best Promo Of The Past 20 Years

Of all the memorable radio promotions of the past 20 years, **R&R** 20th Anniversary Readers' Poll participants declared the "Last Contest" their absolute favorite by an overwhelming margin. **Jack McCoy** — who designed the contest — describes it as a disguised "sales promotion that was totally invisible on the air but brought devastatingly high ratings" to **KCBQ/San Diego**, where he debuted it in 1972.

At that time, the CHR was losing an intense contest battle with arch-rival **KGB** and had little budget left to keep up the pace. McCoy recalls, "I arrived at the end of a ratings sweep, and both stations had given away something like 30 cars in 30 days, a house, and a thousand dollars an hour certain days of the week. Every time KCBQ gave away something, no matter what it was, KGB gave away twice as much.

'Crazy' Idea

"We had to come up with something low-budget, but it had to sound 'big' and have a lot of production value. So my partner, **Doug Herman**, and I came up with a promotion that would end all promotions. That's why we called it 'The Last Contest.' Everybody thought I was crazy."

McCoy began peppering the KCBQ airwaves with "prize packages." Even in its early stages, the packages — which grew in value as the promotion went on — were worth thousands of dollars. One package featured a car *and* a boat. The station would air a "secret" number, and the winning caller could choose any of the packages.

Jack McCoy

"The strategy," McCoy explains, "was to have so many promos and such incredible prizes that once you got rolling, your competition could never catch up. They couldn't imagine how all of these promos were running and yet never repeated!

15,000 Promos

"Each promo — and there were thousands — was elaborately produced. Listeners were afraid to turn off the radio for fear of missing a 'prize package.' When I went on to market the contest to about 60 or 70 stations, I must've cut more than 15,000 promos."

The trick, of course, was that the station could afford any one of the packages — but *only* one in each phase. By appealing to a wide spectrum of fantasies, KCBQ drew a phenomenally high proportion of the population into the excitement.

In fact, McCoy says the phone company reported that 76% of all telephones south of Orange County (about 50 miles north of San Diego) were off the hook for the final call. (The winner chose a Ferrari.) Most notably, the campaign forced KGB out of the format.

" 'The Last Contest' was successful because only two prizes were actually given away, and the competition was devastated. But it caused such communications problems that I had to pull it off the market."

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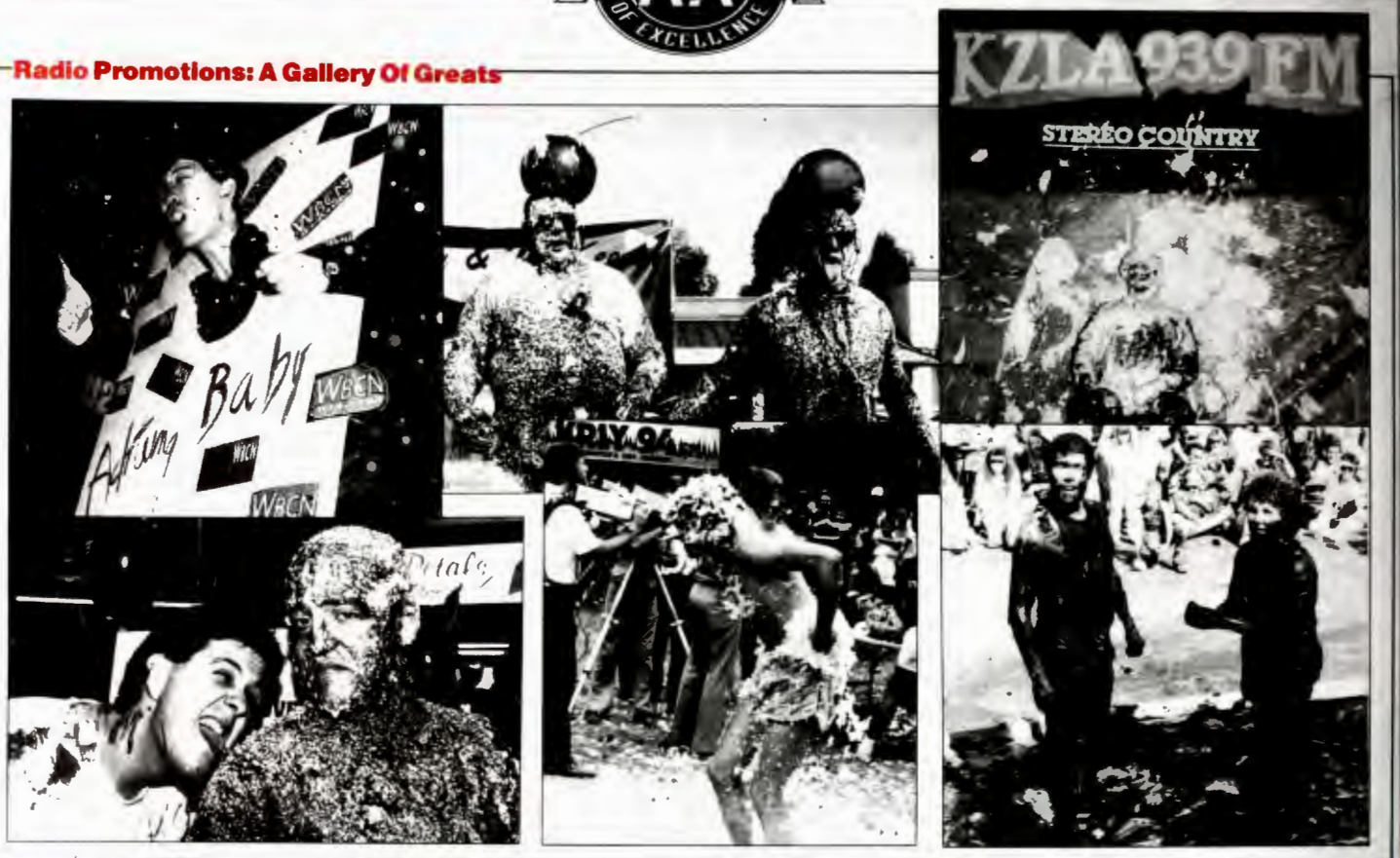

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Radio Promotions: A Gallery Of Greats

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