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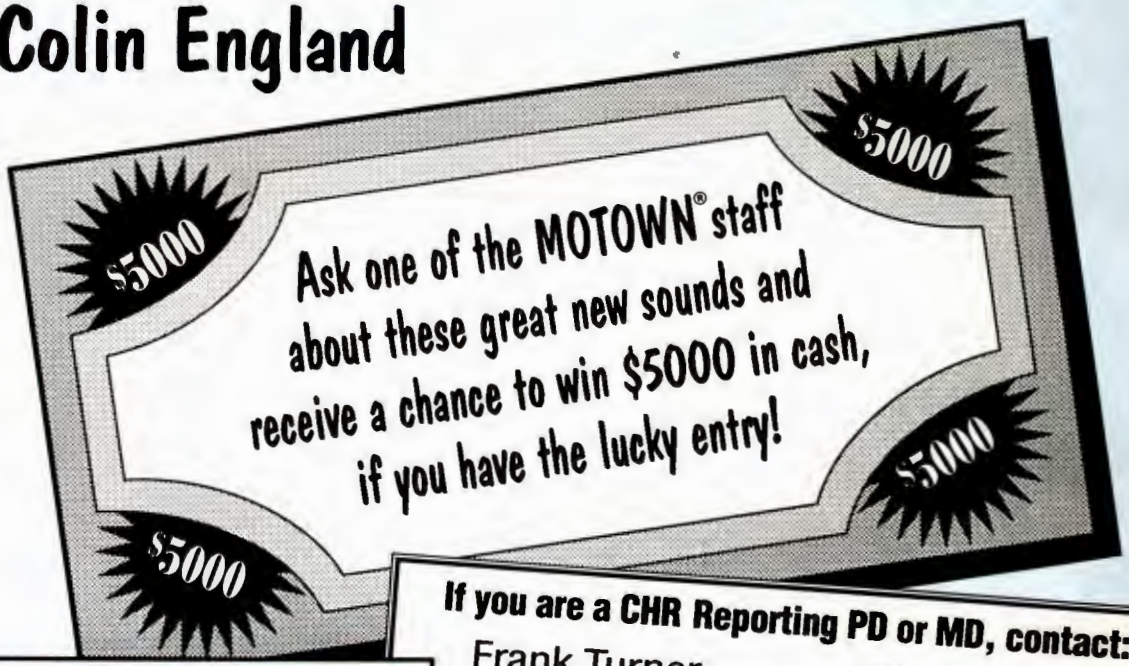

If you are a CHR Reporting PD or MD, contact:

Frank Turner
Dawn Fox
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Mark Westcott

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R&R Readers Predict The Next Five Years

Digital dominates discussion; economics and programming also prime concerns

Technology — whether in the form of DAB, "digital everything," cable radio, satellites, or automation — will bring the greatest amount of change to radio within the next five years, according to the industry professionals who participated in our **R&R** 20th Anniversary Readers' Poll.

DAB, satellites, and cable radio are all deemed likely to expand and compete with radio for audiences and advertising dollars. "People will listen to music via satellite," "listeners will switch to cable radio," and "many stations will go dark due to competition from DAB/cable" were three of the more pointed responses. One reader even went so far as to predict that "digital radio will gain parity with FM."

"Many stations will go dark due to competition from DAB/cable"

While conceiving a near future in which listeners can receive "DMX in houses" and "distant stations via cable radio" may not be going too far out on a limb, another reader foresaw "satellite-delivered signals to your car" within the next five years.

Although the fear that "satellite will make it possible to run local outlets without local people — only a receptionist and an FCC permit" is of some concern, others believe that the emerging technology provides the opportunity for more air personalities to be heard via satellite.

Still others feel that "the saturation of sounda-like stations due to satellites and lack of innovation" and an "overnationalization of air talent" is inevitable, with the net result being that "satellite morning shows will die as localism wins out."

And while many broadcasters welcome the prospect of "digital studios," "digital control rooms," "CDs used like carts," "full digital audio," and "more computerized equipment" becoming increasingly widespread, others believe that any future increase in station automation will result in "more computers programming radio stations (no jocks, no carts, no CDs)," which will "eliminate a great number of jobs," and that "more automation means less localism" in general.

"Digital radio will gain parity with FM"

Nevertheless, at least one reader looks forward to the time when "computers combined with digital technology replace today's analog/manual/paper-based systems," and another notes that "automation will allow air talent to work anywhere without leaving their homes."

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R&R
THE INDUSTRY'S NEWSPAPER

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Richard Agata
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Paul Colbert
Dan Cole
Joel Denver
Teresa Dovidio
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Jacqueline Lennon
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Gail Mitchell
Bill Mohr
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Karen Mumaw
Juanita Newton
Barry O'Brien
Vickie Ocheltree
Michael Onufer
Michelle Parisi
Matt Parvis
Cecil Phillips
Jo Pincek
Margo Ravel
Kristy Reeves
Ron Rodrigues
Kevin Ross
Frank Roth
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R&R Readers Foresee Consolidation In Future

Duopolies and LMAs top economic topics; syndication and networks also hot

The economic changes wrought by consolidation — primarily through duopolies and LMAs — are radio professionals' second-greatest future concern, according to our **R&R** 20th Anniversary Readers' Poll.

"Fewer jobs for air personalities [with lower pay]" and "fewer stations owned by even fewer companies" were among the typical responses.

"Fewer stations owned by even fewer companies"

And although some believe radio's current love affair with duopolies and LMAs will continue "until economic conditions improve," more than one participant believes there will be "no more single-owned radio outlets" by 1998.

Some industry professionals feel the future radio climate will reflect a "more business-oriented environment" with greater "bottom-line accountability," and that "duopolies will create stronger broadcast groups."

"Duopolies will create stronger broadcast groups"

Others decry duopolies for "diluting creativity and the nurturing of talent," and at least one respondent predicts that many "people will clean up after duopolies/LMAs go bad."

Networks and syndicators also are expected to flourish, with such once-revolutionary concepts as "more syndicated morning and afternoon drive shows," "more multi-station jocks," "more regional morning shows," and "truly national radio" becoming quite commonplace.

"People will clean up after duopolies/LMAs go bad"

AM Expectations

The industry's collective forecast for AM radio is cloudy but bright. One respondent feels that AM will be "hard-pressed to keep up technically without monetary help from the government — possibly by setting up a second FM band and phasing out the AM band." And at least one doomsayer predicts "the end of AM."

Nevertheless, a slight majority expect AM radio and stations to experience a "resurgence" and a "revitalization," mostly through technological means (AM stereo, digital, and high-band). Or — in one case — by a "return to local radio."

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R&R Readers Forecast More Fragmented Future

Programming choices to proliferate; New Rock, Country, FM Talk formats to grow

Fragmentation — and its impact on future programming — is the third most-important issue on the industry's collective mind, according to our **R&R** 20th Anniversary Readers' Poll.

Sometimes this vision is vague. "More formats," "more new formats," "more niche formats," "more eclectic programming," "more experimentation," "format superfragmentation," and "more programming choices for the listening audience" are representative responses.

"Talk could move to FM quickly"

Others see it more clearly, predicting everything from an increase in the volume and types of programming directed at "seniors and kids" and "the "splintering of Country" to "more dayparting" and "more interactive radio."

Three formats in particular are expected to grow faster than others. Talk — especially on FM — is one of them, with one reader noting that "Talk could move to FM quickly."

"Country emerges as *the* contemporary format"

Country's future is equally favored, with predictions ranging from the confident ("Country stays strong," "Country formats spring up everywhere") to the bold ("Country ratings top markets nationally," "Country emerges as *the* contemporary format").

And, of course, the New Rock format's future's so bright, it's gotta wear shades. Perhaps spurred by an expected success from outlets targeted at upper demos, one respondent coolly predicts that "New Rock stations will make up 5% of all radio formats within five years."

"New Rock stations will make up 5% of all radio formats within five years"

When it comes to the CHR format's future, the forecast is divided. While some industry professionals foresee a "resurgence," an equal number say that "CHR will continue to decline" and that the greatest challenge facing the format's practitioners will be "to see if CHR will survive."

Incidentally, one reader also expects "the Urban format will go through the changes that CHR has already experienced."

Regardless of format, personality is still seen as the key to radio's future success. One poll participant describes the prospective future bluntly: "50 channels of each format and only the people between the records making the difference!"

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R&R Conventions Through The Years

Any time you assemble thousands of radio and record industry professionals under one roof, the results can hardly be termed conventional. But we called them conventions anyway, and these nine **R&R** Conventions have provided some of the most memorable moments of the past 20 years.

'75 First Convention Sets Precedents

Keynote speaker: **Georgia Lt. Governor Zell Miller**
Entertainment: **Jay Thomas (emcee), Cheech & Chong (hosts), Pointer Sisters, Jim Stafford, Sami Jo, Paul Davis, Loudon Wainwright III**

Held at Atlanta's Royal Coach Hotel, the first **R&R** convention — staged when the paper was a mere 17 months old — established a successful formula for all those to follow: Provocative panel discussions, informative seminars, inspiring keynote speakers, and superstar entertainment.

More than 800 radio and record industry movers and shakers witnessed **Arista**'s **Clive Davis** host a candid question-and-answer session, radio seminars featuring the era's top programmers (including **Scott Shannon, Jerry Clifton, John Rook, Lee Abrams, Michael Spears, Buzz Bennett,** and **Jay Thomas**), and a lively "Record Promotion Today" panel spotlighting then-promo major domos **Joe Smith, Neil Bogart, Al Coury,** and **Russ Regan**.

Jay Thomas

'76 Format-Specific Sessions Highlight Second Effort

Keynote speakers: **Joe Smith, Dwight Case**
Entertainment: **Tony Orlando (host), Michael Murphey, The Spinners, Ronnie Milsap**

Our sophomore convention — held at Atlanta's Peachtree Plaza Hotel — marked the first time that each format had its own meeting. So while the Rock — or more accurately Top 40 — panel explored promotion, personalities, and programmers' changing roles, the Country conclave delved into research, station management, and whether "progressive Country" would survive.

In another key change, the initial confab's "All-Night Rap Rooms" were replaced by the now-standard — and somewhat infamous — hospitality suites.

Joe Smith

'77 McLendon & Bogart: Indoor Fireworks

Keynote speakers: **Gordon McLendon, Neil Bogart, David Geffen**
Entertainment: **Tony Orlando, O.J. Simpson (hosts), Emmylou Harris, Boz Scaggs**

By 1977, the **R&R** Convention had established itself as the radio and record industries' preeminent event, with its nearly 3000 registrants marking our biggest convention to date. A two-alarm fire in the Fairmont/Dallas hotel's kitchen during registration distracted nobody from meet 'n' greet activities, although the appearance of the Dallas Cowboy Cheerleaders managed to turn a few heads.

The biggest fireworks came from the keynoters' addresses. McLendon attacked **FCC** policies and offered a $50,000 reward to any person with information leading to the conviction of anyone found tampering with an **Arbitron** diary. Geffen's appearance — his first at any industry gathering — turned into a candid Q&A session. Bogart focused on the future and proved prophetic in assessing the then-hot controvery over 7" vs. 12" singles: "In 20 years, no one will care what size the singles were."

And before disappearing in a puff of smoke, Bogart mentioned something about the oncoming video revolution — and its use as an innovative marketing tool . . .

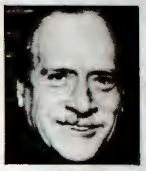
Gordon McLendon

'78 Spotlight On Focus Groups

Keynote speaker: **Marshall McLuhan**
Entertainment: **Steve Martin, Dolly Parton, The Dirt Band**

Returning to the Fairmont/Dallas, our fourth convention featured UCLA marketing professor **Richard Lutz** helping to usher in a new era in research by introducing many attendees to the relatively new concept of "focus groups."

While keynoter **Marshall McLuhan** equated rock music with terrorism and violence — calling all three "quests for group identity" — a more sober discussion of music's impact on society was the focus of a seminar spotlighting Vanderbilt professor **Richard Peterson.**


Marshall McLuhan

'79 First Shots Of The Technological Revolution

Keynote Speaker: **California Rep. Lionel Van Deerlin, John Bayliss**
Entertainment: **The Blues Brothers**

The first time **R&R** held the convention in its own backyard — L.A.'s Century Plaza Hotel — the result was the largest gathering yet. Technology was at the forefront of the convention: Van Deerlin delivered his keynote speech and answered questions from the audience live via satellite from Washington, while **R&R** presented a dazzling multimedia look at radio circa 1979.

Lionel Van Deerlin

'80 Deregulation Hottest Topic Of R&R, NRBA's Joint Effort

Keynote speaker: **Karl Eller**
Entertainment: **Paul Simon, Barbara Mandrell**

1980's convention — held at L.A.'s Bonaventure Hotel — was a collaborative venture between **R&R** and the **National Radio Broadcasters Association**. The "American Radio Expo" focused more heavily on management and sales issues than previous **R&R** conventions, while format meetings took on a decidedly informal tone.

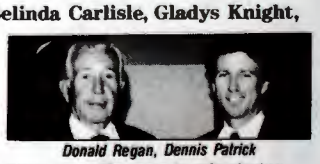
Deregulation was a hot topic for many of the speakers, most notably keynoter/ex-**Combined Communications** and **Charter Media** head **Karl Eller** and FCC Commissioners **James Quello** and **Anne Jones**, as was a proposal under consideration to institute 9kHz spacing on the AM band.

Karl Eller

'88 Back After Eight Years And Bigger Than Ever

Keynote speakers: **FCC Chairman Dennis Patrick, former Treasury Secretary Donald Regan**
Entertainment: **John Cougar Mellencamp, Buster Poindexter, Stevie Wonder, Mack & Jamie, the new Club R&R (featuring Belinda Carlisle, Gladys Knight, and others)**

After an eight-year break, **R&R** and several thousand industry folks returned to Dallas — this time, the Loews Anatole — for what many called a "grown-up **R&R** Convention."


Donald Regan, Dennis Patrick

Two of the more memorable panels featured key radio execs in role-playing exercises: "Creating The Ultimate CHR Station" pitted two pairs of the format's hottest programmers against each other in a theoretical race for market dominance, while "Battle For Your Marketplace" assembled two all-star Country management teams to play the "attacking" and "defending" stations in a crosstown war.

Keynoter **Dennis Patrick** reacted to recently enacted indecency guidelines by calling on personalities to "use good sense when broadcasting material that extends to the boundaries of protected speech." And Regan correctly predicted the coming recession, but said radio operators were in a good position to ride it out — if they hadn't overpaid for their properties . . .

Continued on Page 50

SPEND AN AFTERNOON WITH KENNY IN A REDWOOD GROVE.

Conviction Of The Heart
What A Fool Believes
(Duet with Michael McDonald)
Your Mama Don't Dance
I Would Do Anything
(Duet with Shanice)
Now And Then
Angry Eyes
If You Believe
Celebrate Me Home
Love Will Follow
(Duet with Shanice)
Leap Of Faith
This Is It
Footloose
I'm Alright

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The first single and video from his new live album "OUTSIDE: FROM THE REDWOODS"

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R&R Conventions Through The Years

'90 Linking The Past, Present & Future

Keynote speakers: **Robert Tucker, C.W. Metcalf, John Parikhal, Dudley Lynch, David Rogers, Chris Beck**

Entertainment: **Kirstie Alley (host), Don Henley, Quincy Jones w/Tevin Campbell, Club R&R (including Bell Biv DeVoe, Lisa Stansfield, Glenn Medeiros, Adam Ant, the Good Girls, and Klymaxx)**

"Winning in the '90s" was the theme of the largest **R&R** Convention ever, again held at L.A.'s Century Plaza. The new decade served as the focal point for virtually all the convention's panels and keynote speakers. But for many, the weekend's highlight was a musical echo of the '70s, when **Glenn Frey** and **Timothy B. Schmit** joined headliner **Don Henley** on stage for an **Eagles** reunion. Add a 25-year reunion of the original **KHJ/L.A.** "Boss Jocks," and you had a convention that encompassed the past, present, and future.

A FLOCK OF EAGLES *— After 1990 Convention headliner Don Henley (c) finished a set of solo material, former bandmates Timothy B. Schmit (l) and Glenn Frey joined him onstage for an unexpected Eagles mini-reunion.*

Convention '90 also was noteworthy for Saturday's "Save The Earth Night," and the **T.J. Martell Foundation**'s convention-related activities raising more than $300,000 for the organization's charitable efforts.

'92 Gen. Schwarzkopf Stars, Duopoly Talk Dominates

Keynote speakers: **Gen. H. Norman Schwarzkopf, Dr. Roger Blackwell**

Entertainment: **Garth Brooks, ZZ Top, Club R&R (Indigo Girls, Allman Bros. Band, Neville Brothers, Shanice)**

The most recent **R&R** Convention was an unqualified hit. Desert Storm hero Gen **H. Norman Schwarzkopf** was clearly the star of the show, held again at L.A.'s Century Plaza. He wowed the audience with an inspirational, informative, and often amusing speech that compared radio wars to the real thing.

The talk of the "Radio On Radio" session was the soon-to-be-enacted duopoly legislation, which drew especially strong kudos from — not surprisingly — **Infinity** Chairman **Mel Karmazin**: "It's important . . . to have people who want to run radio stations own them." Another panel tackled the hot topic of sexual harassment, while the emerging New Rock format held its first-ever convention panel.

And what's in the future for **R&R** Conventions? Stay tuned . . .

FOUR-STAR TALENT *— General H. Norman Schwarzkopf proved himself a genial, engaging, and entertaining speaker while extolling the values of leadership in his R&R Convention '92 keynote address.*

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It's the one to watch for the next
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THE BOX, Music Television You Control, congratulates R&R
on 20 years of innovative chart making and editorial excellence.
THE
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YOU CONTROL

We thought of listing all the companies in this business that haven't lasted 20 years, but realized we only had one page.

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Best wishes to all our friends at R&R
from all your friends at

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We'd Drink A Toast With You, But You're Not 21!

Catch Ya Next Year.

Happy 20th Birthday!

WESTWOOD ONE COMPANIES

Elton Top AC Artist Of The Past 20 Years

The No. 1 AC artist of the last 20 years, **Elton John** has spanned the decades with consistency and a high level of achievement. As the format evolved from the middle of the road to a more contemporary approach, Elton epitomized the new, hipper breed of AC artists. A track record is of prime importance to AC programmers, and no one can match Elton's: His 38 chart records top all artists, as do his 14 No. 1's.

Top AC Artists: Longevity Rules

This 20th Anniversary Special is based on the choices of our readers — the top executives, top events, top programmers, etc. And in a very real sense, this list of top AC artists and the following lists for four other formats were also chosen by you.

The top artists of the last 20 years were determined from **R&R**'s charts — charts solely compiled from the playlists designated by our reporting stations through the years. The Top 20 and the next 20 lists are your choices for reigning artists of the last two decades.

Because we're spanning 20 years here, one thing becomes immediately apparent: *Longevity counts.* The biggest AC artists have had chart records for nearly all (if not all) the 20-year period.

Continued on Page 56

Chicago

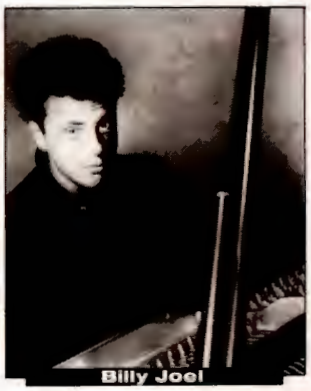
THE TOP 20

1. Elton John
2. Barry Manilow
3. Kenny Rogers
4. Billy Joel
5. Neil Diamond
6. Olivia Newton-John
7. Barbra Streisand
8. Chicago
9. Paul McCartney (& Wings)
10. Anne Murray
11. Linda Ronstadt
12. Whitney Houston
13. Lionel Richie
14. Dionne Warwick
15. Gloria Estefan (& Miami Sound Machine)
16. James Taylor
17. Fleetwood Mac
18. Daryl Hall & John Oates
19. Rod Stewart
20. Michael Bolton

Barry Manilow

Kenny Rogers

Neil Diamond


Billy Joel

Olivia Newton-John

Barbra Streisand

Paul McCartney (& Wings)

Aim

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OF THE YEAR

Consistency

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NO. 1 LABEL
FOR THREE
STRAIGHT QUARTERS

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CONGRATULATIONS TO R&R ON ITS 20TH ANNIVERSARY
TO ELTON JOHN, THE NO. 1 CHR AND AC ARTIST FOR THE PAST 20 YEARS,
AND TO OUR STAFF AND FRIENDS AT RADIO

Top AC Artists

Continued from Page 54

Achievements like **Whitney Houston**'s (No. 12), **Lionel Richie**'s (No. 13, with more No. 1 hits than anyone save Elton), **Gloria Estefan**'s (No. 15), and **Michael Bolton**'s (No. 20) are remarkable. With a few more hitmaking years under their belts, artists like **Mariah Carey, Phil Collins,** and **Celine Dion** will make future editions of these surveys

Barry Manilow, who was the No. 1 AC artist in our 15th Anniversary Special (the lists were compiled differently), was edged by Elton's sheer numbers. Manilow is followed in the Top 5 by fellow male vocalists **Kenny Rogers, Billy Joel,** and **Neil Diamond.**

Olivia Top Female

Olivia Newton-John ranks as AC's top female vocalist, closely followed by **Barbra Streisand. Chicago** is AC's top group. **Whitney Houston** is the first artist whose career began in the '80s to appear on the list

The next 20 are far from also-rans; they include many of the format's core artists past and present. **John Denver,** a titan of the '70s, vies with **Madonna,** the late-'80s/early-'90s icon. The dual duo dominators of the '70s, the **Carpenters** and the **Captain & Tennille,** are here, along with relative newcomers **Richard Marx** and **Peter Cetera,** half of whose chart records have been No. 1's.

Speaking of No. 1 hits, here are the leaders in that category, listed by number of chart-toppers:

14 Elton John
12 Lionel Richie
11 Billy Joel, Barry Manilow
10 Whitney Houston, Kenny Rogers
9 Gloria Estefan
8 Phil Collins, Neil Diamond, Barbra Streisand
7 **Paul McCartney**
6 Michael Bolton, **Rod Stewart**

Other breakdowns for trivia fans, looking at the entire list of 40:

Male vocalists: 18
Female vocalists: 13
Duos: 4
Groups, male vocals: 3
Groups, mixed vocals: 2
U.S.: 31
UK: 5
Australia: 3
Sweden: 1

THE NEXT 20

21. John Denver
22. Dan Fogelberg
23. Madonna
24. Commodores
25. Stevie Wonder
26. Bee Gees
27. Diana Ross
28. Air Supply
29. Carly Simon
30. Carpenters
31. Steve Winwood
32. Michael Jackson
33. Captain & Tennille
34. Natalie Cole
35. Abba
36. Cher
37. Richard Marx
38. Peter Cetera
39. Melissa Manchester
40. Billy Ocean

Anne Murray

Whitney Houston

Dionne Warwick

Fleetwood Mac

Linda Ronstadt

Lionel Richie

Daryl Hall & John Oates

Gloria Estefan (& Miami Sound Machine)

James Taylor

Rod Stewart

Michael Bolton

Twenty and a wake-up.

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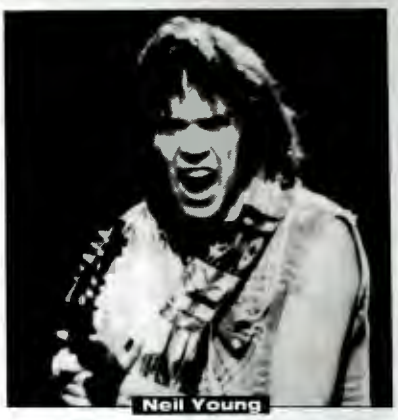
Clapton Top AOR Artist Of The Past 20 Years

The No. 1 AOR artist is **Eric Clapton,** a man whose recorded achievements few could quibble with: 16 albums — 13 of them Top 5 — four No. 1's, and an unimpeachable stylistic consistency. His hit LPs span the 20-year timeline, from his breakthrough solo smash, "461 Ocean Blvd.," to his recent acoustic venture. His biggest chart album may have been called "Journeyman," but his track record belies that title.

THE TOP 20

1. Eric Clapton
2. Neil Young
3. Rolling Stones
4. Van Halen
5. Heart
6. Elton John
7. Rod Stewart
8. Bob Dylan
9. Tom Petty & The Heartbreakers
10. Bruce Springsteen
11. (Jefferson) Starship
12. Genesis
13. Fleetwood Mac
14. Bad Company
15. U2
16. Jethro Tull
17. Aerosmith
18. Rush
19. ZZ Top
20. Journey


Neil Young

Rolling Stones

Top AOR Artists: Rock In All Varieties

Compiling the top AOR artists of the last two decades presented a bit of a dilemma. The AOR Tracks chart would have been more compatible with the charts used to determine other formats' winners, but the AOR Albums chart extends almost throughout **R&R**'s history (it started in early 1974).

So we went with the Albums chart, devising a formula that combined chart peak position and number of weeks on the chart.

Runner-up to Clapton was **Neil Young,** whose stylistic consistency is not his strong point, but whose artistry has drawn a strong radio response throughout his career. His 19 chart album total ties **Bob Dylan** (No. 8) for the lead. The **Rolling Stones** finished third overall, and their eight No. 1 LPs topped all comers.

Van Halen hit No. 4 with just 10 albums, a remarkable achievement, and

Continued on Page 60

Van Halen

Heart

Bruce Springsteen

Elton John / Rod Stewart / Bob Dylan

Tom Petty & The Heartbreakers

(Jefferson) Starship

Genesis

U2

Aerosmith

Fleetwood Mac

Bad Company

Jethro Tull

Rush

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America's love affair
with music
for 20 years.
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from your friends at
Reprise Records

Top AOR Artists

Continued from Page 58

are the top-ranking Americans on the list. **Heart** at No. 5 are the first female-led act to appear. **Elton John** shows up in the Top 10 of three different formats, the only artist to pull off that hat trick. **Rod Stewart**'s not far behind, hitting three Top 20s. **Tom Petty** and **Bruce Springsteen** managed the astounding feat of taking six of their 10 chart albums to the top.

There's no apparent dropoff in star quality as you look at the 11-20 rankers. All are groups and all have considerable longevity to their credit, with **U2** the most recent. In fact, differences in the Top 20 as a whole are in many cases determined by no factor other than how prolific the artists are.

Benatar First Female

Leading off the next 20 is recent format staple **John Mellencamp,** who would have ranked higher had not his latest album hit the chart after our compilation deadline. Interesting to see the **Kinks** — who made records for 10 years before the AOR chart began — qualifying for a spot. **Pat Benatar** is the first — and only — female solo artist on the list; AOR has always been and still is the most male-dominated format in radio.

ZZ Top

Journey

It's also a haven for groups; the configuration breakdown for AOR goes like this:

Groups/male vocals: 23
Male vocalists: 13
Groups/mixed vocals: 2
Groups/female vocals: 1
Female vocalists: 1

Nearly two-thirds of the 40 top artists are groups.

Foreign acts are well represented on the AOR list: More than 40% hail from abroad. Here's the rundown:

U.S.: 23 — Canada: 2
UK: 14 — Ireland: 1

Stylistically there's a wide range of rock displayed: blues, metal, folk-rock, pop, pomp-rock, medieval rock, corporate rock, alternative, progressive, latino rock, Southern rock, and of course the grunge/folk/electronic/rockabilly/blues/acoustic/country stylings of the unclassifiable Neil Young.

THE NEXT 20

21. John Mellencamp
22. Queen
23. Bob Seger
24. Kinks
25. Paul McCartney (& Wings)
26. David Bowie
27. Pat Benatar
28. Billy Joel
29. Alan Parsons Project
30. Foreigner
31. Eddie Money
32. Cars
33. Steve Winwood
34. Santana
35. R.E.M.
36. Yes
37. Lynyrd Skynyrd
38. Kansas
39. Cheap Trick
40. Doobie Brothers

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Twitty Top Country Artist Of The Past 20 Years

This No. 1 ranking is a fitting tribute to the late **Conway Twitty,** who topped our 15th Anniversary list and held on to retain his title for the 20th. Twitty had a massive number of hits (65 in all) through most of the 20 years of **R&R**'s history, before Country was cool, after it was cool, and during the modern era, when it's become ultracool.

THE TOP 20

1. Conway Twitty
2. Ronnie Milsap
3. Willie Nelson
4. Don Williams
5. Alabama
6. Dolly Parton
7. Merle Haggard
8. Waylon Jennings
9. Kenny Rogers
10. Tanya Tucker
11. Oak Ridge Boys
12. Reba McEntire
13. Crystal Gayle
14. George Strait
15. Eddie Rabbitt
16. George Jones
17. Mickey Gilley
18. Hank Williams Jr.
19. Charley Pride
20. Emmylou Harris

Ronnie Milsap

Willie Nelson

Top Country Artists: Veterans Dominate Roundup

The first question a casual reader might ask upon seeing this list is "Where's **Garth Brooks?**" Brooks has had 14 No. 1 hits since he burst upon the scene, yet he's nowhere to be found among the Top 40 Country artists of the last 20 years.

Which illustrates the key revelation of these format supercharts: Longevity rules. Those 14 No. 1 records (and 19 chart hits) are only good enough to rank Garth at No. 42 on the list. Country artists release far more records than artists in any other format, and those records — in the case of the format's stars — generally average much higher peak positions. An artist needs many years' worth of hits to qualify for the all-time elite, and at this early stage in their careers, you won't find Garth, **Clint Black, Alan Jackson, Vince Gill,** and many

Continued on Page 64

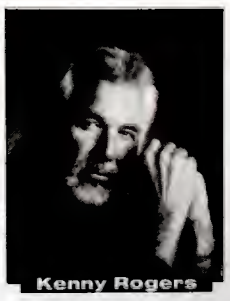
Don Williams

Waylon Jennings

Alabama

Dolly Parton

Merle Haggard


Kenny Rogers

Tanya Tucker

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REBA MCENTIRE
GEORGE STRAIT
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TRISHA YEARWOOD

GOLD
9

PLATINUM
10

MULTI
5

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VINCE GILL
WYNONNA JUDD
REBA MCENTIRE
GEORGE STRAIT
TRISHA YEARWOOD

1993 SINGLES CHART: 11 #1'S • 8 TOP 5'S • 2 TOP 10'S

LABEL SHARE: 21.29%

MCA NASHVILLE

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Top Country Artists

Continued from Page 62

other superstars of today's Country . . . yet. (Just give 'em a few years.)

Ronnie Milsap, a format mainstay who's adjusted his music to fit the times, swept to No. 2 despite having 11 fewer hits than Conway and 14 fewer than No. 3, the prolific duettist/soloist **Willie Nelson.** Steady hitmaker **Don Williams** is the No. 4 artist, and **Alabama** (a relative newcomer act which first hit at the turn of the '80s) is the first to break the male vocalist monopoly.

Parton First Femme

Dolly Parton, a seemingly eternal icon, is fittingly the top female vocalist and No. 6 overall, with '60s vets **Merle Haggard** and **Waylon Jennings** taking the next two slots. Crossover phenom **Kenny Rogers** and onetime teen sensation **Tanya Tucker** round out the Top 10.

Gospel alumni the **Oak Ridge Boys** just missed the Top 10, while **Reba McEntire** and **Crystal Gayle** ran close as well. Another relative newcomer, **George Strait,** hit No. 14, just ahead of "Urban Cowboy" honcho **Eddie Rabbitt** and the great five-decade titan, **George Jones.** Another urbane cowboy, **Mickey Gilley,** finished ahead of iconoclast extraordinaire **Hank Jr.,** veteran **Charley Pride,** and musical pioneer **Emmylou Harris.**

Newest Stars

On the other side of the divide, '70s-launched **T.G. Sheppard** and **Barbara Mandrell** precede the **Statler Brothers** (who aren't) and the **Bellamy Brothers** (who are). **Randy Travis** and the **Judds** are the newest stars on the list, sharing space with two of the trailblazing female stars, **Loretta Lynn** and **Tammy Wynette,** and a host of veteran male artists (not to mention the sole Canadian of the group, **Anne Murray**).

Garth Brooks's total of 14 No. 1 records was mentioned earlier, and it's interesting to note that even that vast number isn't enough to place him among the category leaders. Here, ranked by number of chart-toppers, is the list:

33 Alabama
29 Ronnie Milsap
25 Conway Twitty
23 Don Williams
19 Kenny Rogers
17 Willie Nelson, George Strait
16 Crystal Gayle, Oak Ridge Boys, Randy Travis, Tanya Tucker.

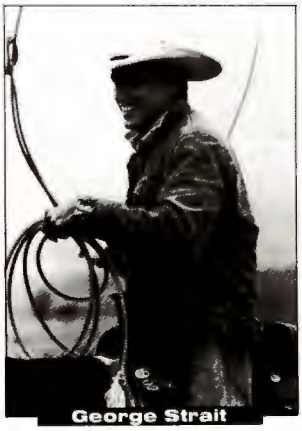
THE NEXT 20

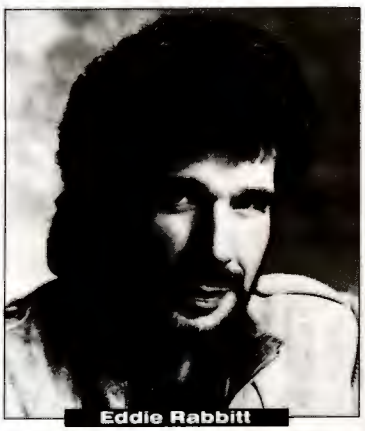
21. T.G. Sheppard
22. Barbara Mandrell
23. Statler Brothers
24. Bellamy Brothers
25. Steve Wariner
26. Moe Bandy
27. Mel Tillis
28. Earl Thomas Conley
29. Anne Murray
30. Joe Stampley
31. Loretta Lynn
32. Tammy Wynette
33. Randy Travis
34. Gene Watson
35. Larry Gatlin
36. Janie Fricke
37. Johnny Rodriguez
38. John Conlee
39. Lee Greenwood
40. Judds

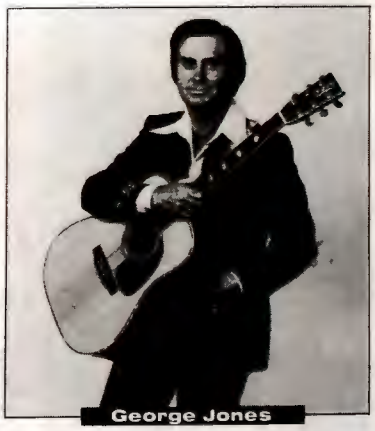
Oak Ridge Boys

Reba McEntire

Crystal Gayle


George Strait


Eddie Rabbitt


George Jones

Mickey Gilley

Hank Williams Jr.

Charley Pride

Emmylou Harris

RADIO & RONNIE

Thanks to all my friends at radio for twenty years of hits -
and a special thanks to one of the greats, my friend Conway Twitty,
for the music and the memories.

Ronnie Milsap

Elton Top CHR Artist Of The Past 20 Years

The winner and still champion . . . **Elton John.** **R&R**'s leading CHR artist in our 15th Anniversary special retains his No. 1 position as we hit 20 years. Incidentally, Elton has had a chart record going up or down the chart in every year **R&R** has published — 39 hits in all, more than anyone else by a wide margin. He's weathered every change in musical fashion for 20 years and remains a preeminent contemporary artist.

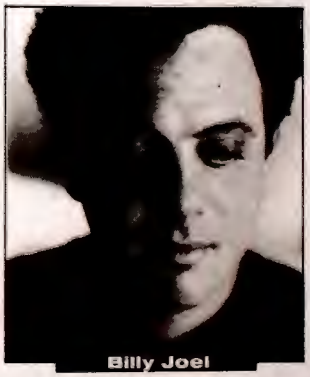
THE TOP 20

1. Elton John
2. Madonna
3. Michael Jackson
4. Prince
5. Billy Joel
6. Daryl Hall & John Oates
7. Rod Stewart
8. Paul McCartney (& Wings)
9. Chicago
10. Whitney Houston
11. Janet Jackson
12. Olivia Newton-John
13. Phil Collins
14. Barry Manilow
15. Lionel Richie
16. Fleetwood Mac
17. Huey Lewis & The News
18. Bee Gees
19. Stevie Wonder
20. George Michael

Madonna

Prince

Michael Jackson


Billy Joel

Top CHR Artists: An Eclectic Collection

The artists on this list are a mixture of chart veterans and relative newcomers. But a long career is still a virtual necessity to make a mark on this 20-year history. The best evidence: **Mariah Carey,** whose first nine records hit No. 1, is No. 39 on the all-time **R&R** list. The similarly recent-vintage **Paula Abdul** is tied for No. 40.

Although **Madonna**'s hit sequence is not even 10 years in duration, she came in a very close second to **Elton John** overall. She tied for second (with **Billy Joel**) for total number of chart records (31) and led everyone in No. 1 hits (13).

Multifaceted geniuses **Michael Jackson** and **Prince** capture the No. 3 and

Continued on Page 68

Paul McCartney (& Wings)

Daryl Hall & John Oates

Rod Stewart

Chicago

Whitney Houston

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Prince Top UC Artist Of The Past 20 Years

No one in the Urban Contemporary arena has combined quality and quantity quite like **Prince.** The ever-prolific artist contributed 34 chart records during the period covered — 11 more than anyone else. Although the steady pace of his recorded output has not varied greatly, his styles have been all over the musical map (and sometimes off into new frontiers), with one consistent theme: hits.

THE TOP 20

1. Prince
2. Luther Vandross
3. Janet Jackson
4. Freddie Jackson
5. Whitney Houston
6. Michael Jackson
7. Stevie Wonder
8. Jeffrey Osborne
9. Melba Moore
10. New Edition
11. Levert
12. Stephanie Mills
13. Patti LaBelle
14. Atlantic Starr
15. Lionel Richie
16. Aretha Franklin
17. Kool & The Gang
18. Cameo
19. Peabo Bryson
20. Bobby Brown

Luther Vandross

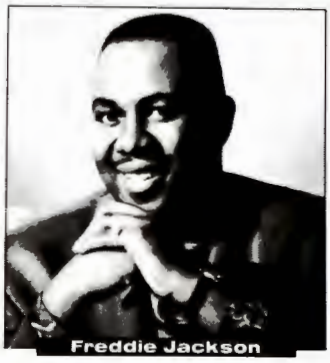
Janet Jackson

Top UC Artists: Powered By Productivity

Productivity counts most in this format. Longevity is the ruling factor in the other formats, but the Urban charts began in 1982, and so the focus is on prolific, more recent artists.

Luther Vandross is a solid No. 2 behind Prince, with years of smooth hits (28 chart records total) to his credit. Then commences the battle of the **Jacksons,** who finished like this: **Janet** No.

Continued on Page 72


Freddie Jackson

Stevie Wonder

Whitney Houston

Melba Moore

Michael Jackson

Jeffrey Osborne

New Edition

Levert

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Top UC Artists

Continued from Page 70

3, **Freddie** No. 4, and **Michael** No. 6. **Whitney Houston** wedged her way into the Jackson clump and earned the No. 5 spot.

Rounding out the Top 10 were perennial hitmaker **Stevie Wonder**, former **LTD** singer **Jeffrey Osborne**, veteran of stage and disc **Melba Moore**, and one-time teenage phenoms **New Edition**, who were not only the top-ranked group but also placed two alumni, **Bobby Brown** and **Johnny Gill**, at Nos. 20 and 21 for their solo careers.

Veteran Acts & Groups

Veteran acts dominated the second 10: **Stephanie Mills, Patti LaBelle, Lionel Richie, Aretha Franklin, Kool & The Gang, Cameo**, et al. **Levert** beat their forefather group, the **O'Jays**, as both placed high on the list.

Seasoned groups made their mark in the next 20: Besides the O'Jays, the **Gap Band, Earth, Wind & Fire**, the **Whispers**, and the **Temptations** (the latter two dating back to the '60s) could be found. Ruling divas **Anita Baker** and **Chaka Khan** also charted, along with latter-day idols **Keith Sweat** and **Alexander O'Neal.**

Motown had its day in the 30s with the Tempts, **Rick James, Diana Ross,** and **Smokey Robinson** all represented. Of special note is the achievement of very recent newcomers **Tony Toni Tone** in reaching No. 36, with more honors to come, no doubt.

Janet Jackson has already had more No. 1 hits than any other artist on the UC chart — 14 of her 23 chart records hit No. 1, an amazing percentage surpassed only by Bobby Brown's eight for 13. Here, ranked by total of No. 1's, are the leaders, most of them named Jackson:

14 Janet Jackson
12 Freddie Jackson
11 Michael Jackson
10 Whitney Houston, Luther Vandross
8 Bobby Brown, Prince
7 Stevie Wonder
6 Levert, Jeffrey Osborne.

Format Favors Females

Interestingly, female vocalists probably score better in the Urban format than in any other, with 29% of the total compared to 39% for male vocalists. However, of the 13 groups represented on the list, only one is fronted by a female vocalist (another features mixed vocals).

THE NEXT 20

21. Johnny Gill
22. Gap Band
23. Anita Baker
24. O'Jays
25. Earth, Wind & Fire
26. Whispers
27. Chaka Khan
28. Keith Sweat
29. Alexander O'Neal
30. Temptations
31. SOS Band
32. Rick James
33. Kashif
34. Regina Belle
35. Diana Ross
36. Tony Toni Tone
37. Evelyn "Champagne" King
38. Billy Ocean
39. Jody Watley
40. Smokey Robinson
40. Surface (tie)

Atlantic Starr

Stephanie Mills

Cameo

Aretha Franklin

Peabo Bryson

Patti LaBelle

Lionel Richie

Kool & The Gang

Bobby Brown

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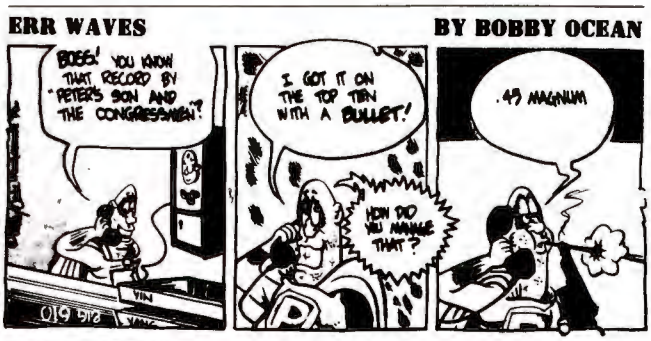

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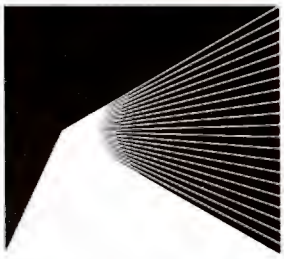

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SPEAKING OF WISECRACKS — *KLOL/Houston morning dudes Mark Stevens (l) and Jim Pruett (r) find radio is the living end.*

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The Ultimate R&R Staff Box

The following roster comprises the "ultimate staff box" — every person who's ever worked for **R&R**. Thanks to the collective efforts of these individuals, **R&R** has served the industry for more than 20 years. Current staff members' names appear in **bold.**

A

Maria Abuiysa
Anthony Acampora
Christine Acorn
Roma Advanti
Richard Agata
Krisann Aglio
Greg Agnew
Randy Alberts
Shawn Alexander
Sharon Allen
Cookie Amerson
Christina Anthony
Betty Arms
Marjie Arnold
Michael Atkinson
Keith Attarian
Christee Atwood
Jeff Axelrod

B

Colette Bannister
Barbara Barnes
Ellen Barnes
Ken Barnes
Penny Barnes
Jill Bauhs
Paige Beaver
Margaret Beckwith
Katy Bee
Dona Beehler
Lenny Beer
Pam Bellamy
Michael Berckart
Barbara Beverly
Tara Beyer
Karen Biondo
Christine Blase
Randall Bloomquist
Sandra Bobek
Renee Bocko
Dina Borden
Deborah Botengan
September Bradford
Donna Brake
John Brake
Susan Brayman
Reed Bunzel
Brad Burkhart
Phyllis Bush

C

Howard Carter
Dave Carroll
Les Carroll
Dwight Case
Jay Case
Martin R. Cerf
Teresa Chavez
Hugh Cherry
Lisa Cinelli
Bill Clark
Jackie Clark
Lee Clark
Pat Clawson
Paul Colbert
Dan Cole
Biff Collie
Kelly Collins
Nancy Conover
Brad Cramer
Paul Curtin
Leslie Cutting

D

Jim Dawson
Beth Dell'Isola
Dan DeNigris
Joel Denver
Doug Detwiler
Robin Dixon
Teresa Dovidio
Dick Downes
Mary Lou Downing
Suzie Doyebi
Gayle Duncan
Jim Duncan

E

Betty Ehrlich
Deborah Ely
John Ernenputsch
Deborah Evans

F

Erica Farber
Steve Feinstein
Debe Fennell
Mary Fisher
Sean Fitzgerald
Craig Fleek
Marilyn Frandsen
Scott Freedman
Jonathan Fricke
Nancy Fricke
Vivian Funn

G

Dawn Garrett
Maureen Garvey
Jeff Gelb
Valerie Geller
Julie Gidlow
Christina Gillis
Howard Gillman
Leslie Ginsberg
Ilsa Glanzberg
Marla Gluck
Ana Goldman
Norma Goldstein
Elisabeth Good
Albeth Grass
Jeff Green
Samantha Gregory
Mitch Greenwald
Lea Grubbs
Maria Gursky
Sari Gussman
Sandra Gutierrez

H

Jonathan Hall
Leslie Halpern
Timothy Hanlon
Jim Hanson
Carl Harmon
Rick Harold
Leslie Harris
Mike Harrison
Bob Hathaway
Bob Heatherly
Hurricane Heeran
Lon Helton
Jhan Hiber
Kristi Hinchman
Dave Hirsch
Nancy Hoff
Andra Hoffman
Dan Holcombe
Lori Holder
Barry Holdship
Bill Holdship
Lorie Hollabaugh
John Hussey

I

Saeid Irvani

J

Bobby Johnson
J.J. Jordan

K

Bela Kaincz
Robert Kardashian
Mike Kasabo
Michael Keas
Terry Keene
Nalini Khan
Lanetta Kimmons
Mike Kinosian
Wendy Kirby
Victoria Knight
Kathy Koenig
Harvey Kojan
Mark Kozel
Ted Kozlowski
Dick Krizman
Tim Kummerow

L

Andy Laird
Mike Lane
Dennis Lavinthal
Marian Lawston
Vicki Layne
John Leader
Nona Lee
Tina Leitz
Jacqueline Lennon
Greg Leschishin
Julie Lightner
Dani Lipsius
Marta Lockridge
Jack London
Marcella Loper
Walt Love
Judy Lucarelli
Richard Lutz

M

Tony Maddox
Pamela Maritzer
Kathy Markbreit
Cyndee Maxwell
Lynn McDonnell
Shaune McNamara
Harvey Mednick
Brad Messer
Jack Messmer
Melinda Milam
Lynn Minafri
Gail Mitchell
Bill Mohr
Todd Moore
Lucie Morris
Ann Morrison
Linda Moshontz
Henry Mowry
Karen Mumaw
Brad Munson
Jean Musicus

N

Jill Needleman
Jim Nelson
Juanita Newton

O

Barry O'Brien
Robert O'Brien
Dan O'Day
Bobby Ocean
Vicki Ocheltree
Yvonne Olson
Mike Onufer
Brian Owens
Gary Owens

P

Walter Paas
J. Ray Padden
Michelle Parisi
Janet Parker
Marvina Parker
Carolyn Parks
Matthew Parvis
Kendra Payne
Todd Pearl
Anna Pepper
Cecil Phillips
Jo Pincek
Paula Ponce-Chaltas
Toni Profera
Jackie Proffit

R

Nancey Rabiner
Marc Rabins
Margo Ravel
Wendy Reiss
Jodie Renk
Kristy Reeves
Tony Rice
Rip Ridgeway
Adrienne Riddle
Todd Roberts
Ron Rodrigues
Linda Rodriguez
Betty Rommel
Ken Rose
Julie Rosenstein
Maggie Ross
Ron Ross
Sean Ross
Nina Rossman
Frank Roth
Andre Roundtree
Dick Rubin

S

Sylvia Salazar
Elizabeth Samuels
Norma Sanchez
Barbara Sarubbi
Geoffery Schackert
Mike Schaefer
Kelley Schieffelin
Ann Schnieders
Gene Sculatti
Dianna Seay
Fred Seiden
Stacie Seifrit
Catherine Seigerman
Marjon Shabanpour
Andrea Shanihan
Scott Shannon
Sharrison
Sheryl Sher
Mark Shipper
Jason Shrinsky
Jessie Simon
Marc Simon
Denise Skinner
Holly Sklar
Arnie Smith
Phyllis Taylor-Sneddon
Cheryl Somers
Robbie Sparago
Bill Speed
Mark Stanford
Peter Starr
Jeff Steiman
Steve Stern
Claudia Stewart
Heidi Stoy
Kizen Sugano

T

Beth Talbert
Carol Taylor
Maria Tedesco
Jane Teer
Kent Thomas
John Toia
Jack Toothman
Nancy Toy
Ken Tucker
Candy Tusken

U

Steve Uslan

V

Anne Van Bebber
Gary van der Steur
Carol Van Keeken

W

Lee Wade
Don Waller
Jim Warren
Elizabeth Weston
Mike Wheaton
Keith Whipple
Adam White
Deborah White
Rene Whiteman
Linda Whittemore
Bob Wilson
Brad Woodward
Joann Woodworth

Y

Wendy Yang
Dana Yarak
Kenton Young
Thomas Yueh

Z

Cindy Zallen
Barak Zimmerman
Richard Zumwalt
Roger Zumwalt
Syrna Zutz

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