



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'



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

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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.



Veinte Vingt Twenty Èrshí Zwanzig
Venti Duacet Εικοσϋ XX

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

Warner Bros. Records

++

Εικο



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-CEO
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



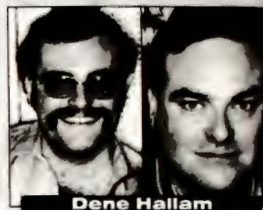
Lee Abrams



Keith Naftaly



Al Teller



Dene Hallam



Les Garland



Ed Eckstine



Shadée Stevens



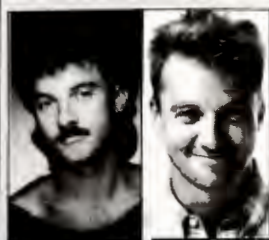
Casey Kasem



Phil Quartararo



Lorna Ozmon

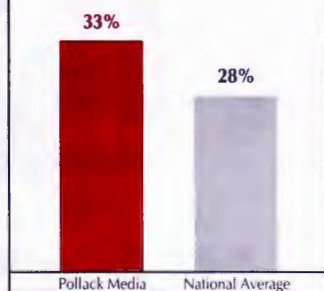


Mark & Brian



IF AVERAGE ISN'T GOOD ENOUGH...

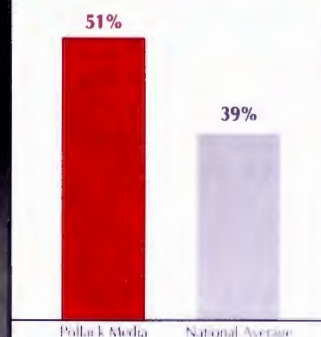
#1 MEN 25-54



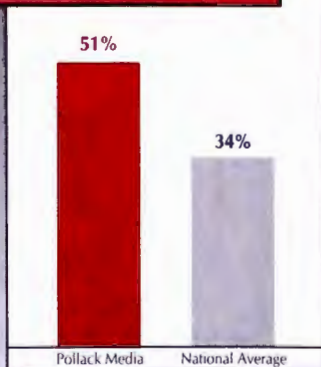
In the radio business,
a few percentage points
make the difference.

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!

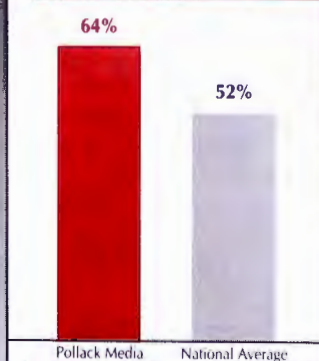
#1 MEN 25-34



#1 PERSONS 18-34



#1 MEN 18-34



**WHY BE AVERAGE WHEN YOU CAN BE GREAT,
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Pollack Media Group, Inc.

984 MONUMENT ST., SUITE 105, PACIFIC PALISADES, CA 90272
FAX (310) 454-5046 PHONE (310) 459-8556

*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



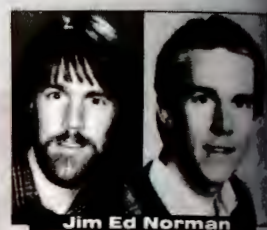
John Gorman



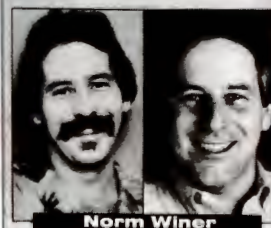
Rick Cummings



Mary Catherine Sneed



Jim Ed Norman



Norm Winer



Jeff Pollack



Ron Atkins



Howard Stern



Dave Logan



Alan Burns



Steve Kingston



Ernie Singleton

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



COLEMAN RESEARCH DOESN'T JUST REPORT NUMBERS, THEY GET THEM.



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.

Most radio research is long on data, short on solutions. Enter Coleman Research. Broadcasters as researchers who help you develop "*The Plan*" – a step-by-step action plan for positioning, programming and marketing.

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The commitment to actionable research is so strong that Coleman's Perceptual Study is called, "*The Plan Developer*." The goal of *The Plan Developer*? Build an action plan to enhance your station's position.

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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.

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 stew-



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**.

ardship 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



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

We are honored to be the suppliers of Custom Jingles, Production Music Libraries and HitDisc's to KIIS-FM.

To find out more about TM Century Products call (800) TM Century.

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 Jelfries, 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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Z100 NEW YORK

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
Ross Brittain
Judy Buddenick
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 Hesselberg
Carol Higginbotham
Al Hollie
Randy Hyams
Anthony Iannini
Lisa Ilesci
Clarke Ingram
Chris Jagger
Mike Jenkins
Kid Kelly
Steve Kingeton
Hal Knapp
Kelly Kramer

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

Steve Pepe
Tim Puttre
David Reeves
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 Woode
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."

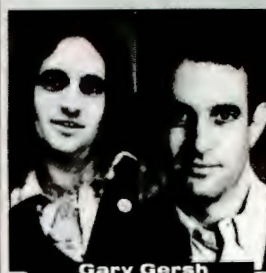


Other Than Yourself, Who Would You Have Voted For?

"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."

Then & Now



Gary Gersh



Oedipus



Bill Clark



David Geffen



Tim Kelly



Ragan Henry



Don Imus



Fred Jacobs

HONORABLE MENTION



Rick Sklar



Bill Drake



Lee Abrams



Paul Drew



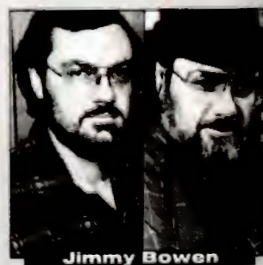
John Rook

BEST OF THE REST

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



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.



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THE MOST INFLUENTIAL AIR PERSONALITY OF THE PAST 20 YEARS

HOWARD STERN

Syndicated Personality

Your Thoughts On Winning?

“**A**ctually, 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
KHS-AM & FM/
Los Angeles



Rush Limbaugh
Syndicated Personality



Scott Shannon
Mornings
WPLJ/New York



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

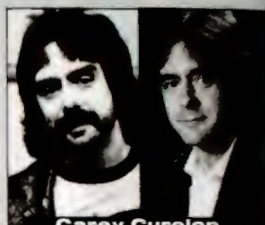
BEST OF THE REST

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

Then & Now



Irving Azoff



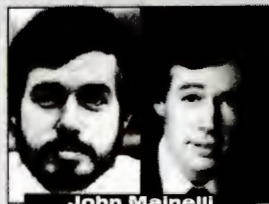
Carey Curelop



Kent Burkhardt



Liz Kiley



John Mainelli



Charlie Cook



Don Jenner



Gerry DeFrancesco



Sunny Joe White



Clive Davis



Ed Salamon



Kevin Weatherly



*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

**95.5
WPLJ**

New York

CONGRATULATIONS

R&R

ON YOUR

20th

ANNIVERSARY!

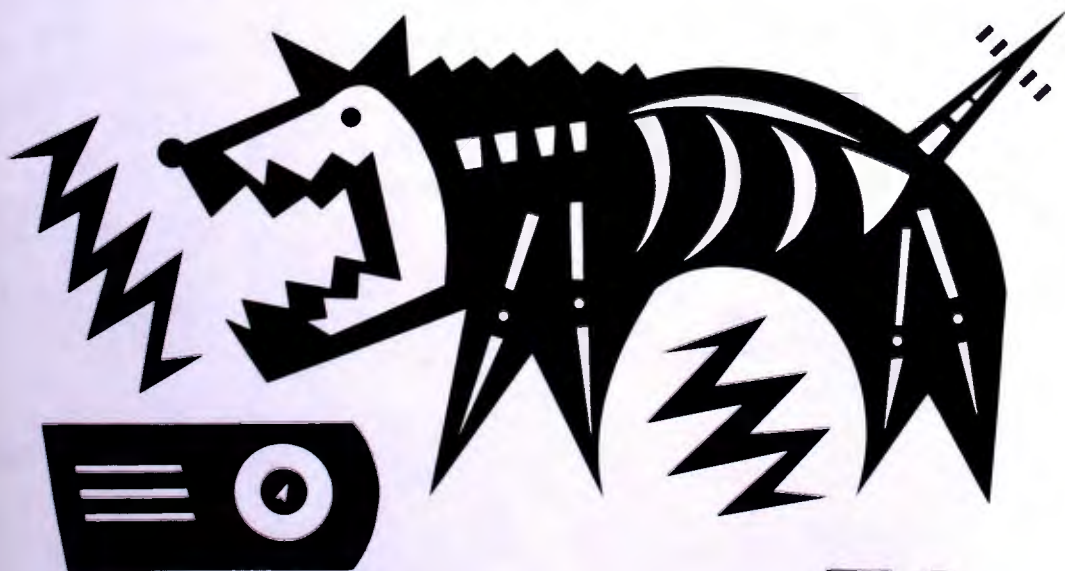
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THE MOST INFLUENTIAL RECORDING ARTIST OF THE PAST 20 YEARS

**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

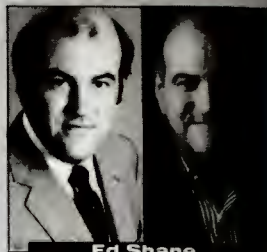
BEST OF THE REST

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

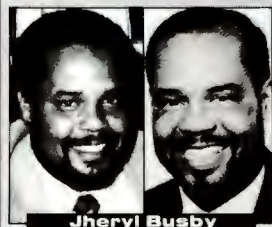
Then & Now



Mike McVay



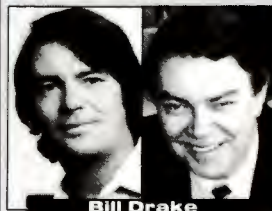
Ed Shane



Jheri Busby



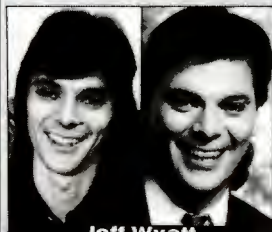
Rick Dees



Bill Drake



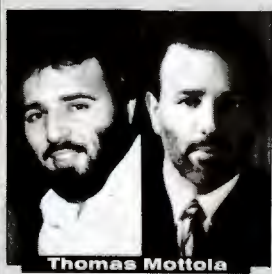
Pat St. John



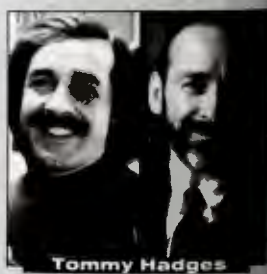
Jeff Wyatt



Guy Zapoleon



Thomas Mottola



Tommy Hedges



Scott Shannon



Mel Karmazin

A black and white photograph of Michael Jackson, shown from the chest up, looking down and to his left. He is wearing a black leather jacket with a high collar and a zipper. The background is a solid dark color.

**"MOST INFLUENTIAL
RECORDING ARTIST"**

-R&R 20th Anniversary Readers Poll

**Congratulations,
Michael.**

**From your family
of friends at 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 under-
 serving 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.)

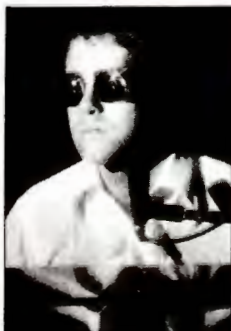
HONORABLE MENTION



"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" (Metallica) Metallica • "Holiday" (Madonna) 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 great-
 est number of different
 songs by any one artist on
 the participants' playlists.

In addition to "Friends In Low
 Places," Brooks' six-pack of read-
 er 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."



Garth Brooks

Chicago aficionados' affections
 were divided by "Beginnings,"
 "Make Me Smile," "Old Days," and
 "If You Leave Me Now." And **Bil-
 ly 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 al-
 phabetical order, they were:

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

The **Eagles** ("Hotel Califor-
 nia," "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 Believ-
 ing," "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 Rhaps-
 ody," "The Game," and "Under
 Pressure")

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



Michael Jackson

Three For Five

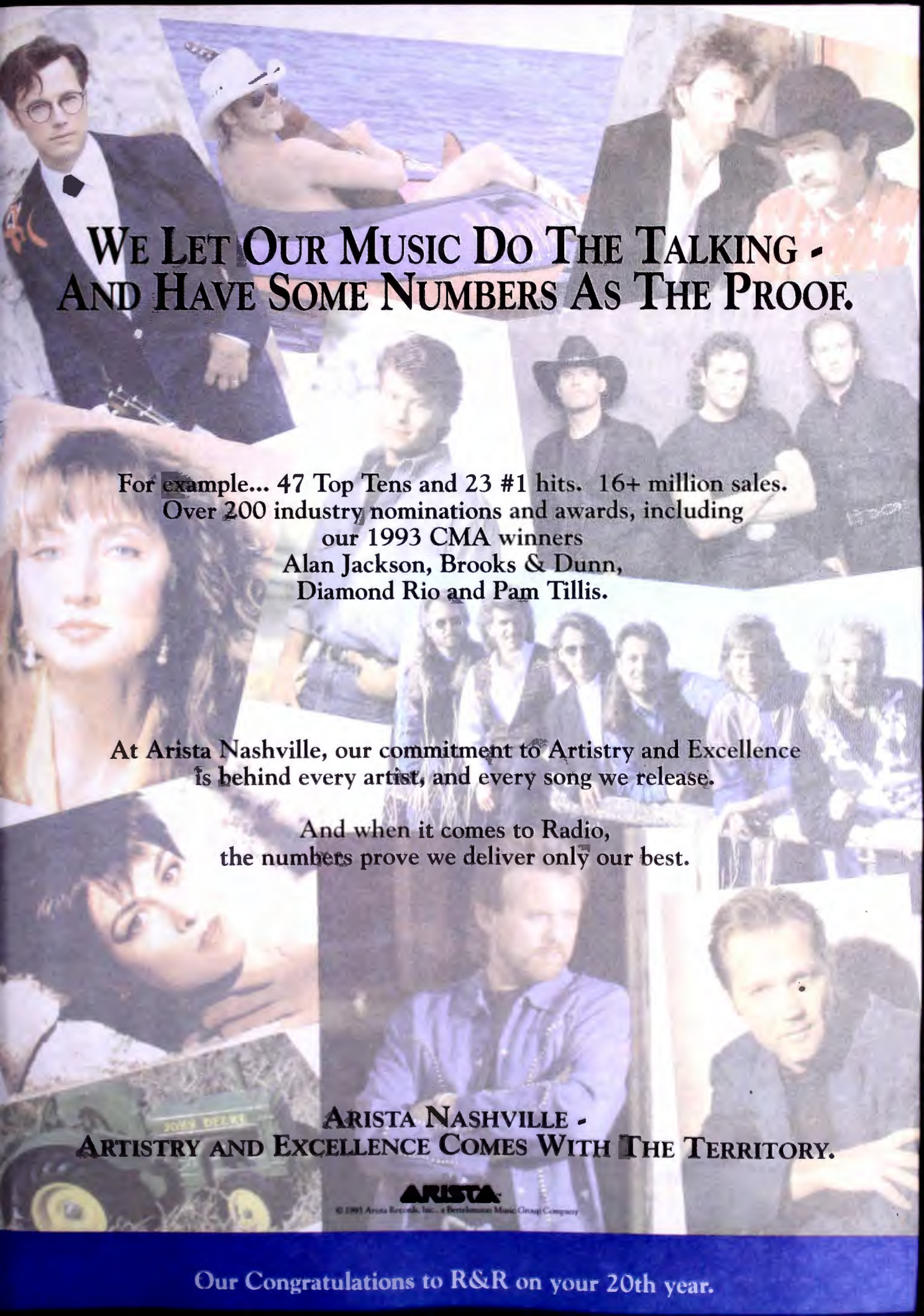
Three veteran rock groups
 tied for second place with five
 songs each. **Aerosmith** scored
 with "Dream On," "Walk This
 Way," "Sweet Emotion," "Back In
 The Saddle," and "Janie's Got A
 Gun." The **Rolling Stones** rock-
 ed back "Brown Sugar," "Sympa-
 thy For The Devil," "Start Me Up,"
 "Miss You," 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' alle-
 giances were torn between "Born
 To Run," "Dancing In The Dark,"
 "Backstreets," and "Jungleland."



The Beatles



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At Arista Nashville, our commitment to Artistry and Excellence
is behind every artist, and every song we release.

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ARISTA

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

Visualizing Radio's Future:

A staircase with various symbols on the steps, including a blue 'X', a peace sign, a book, a clock, and a '99' sign.

A collage of radio station logos. At the top left is WJLA 106.3 with a stylized '106.3' and a red flame-like graphic. Below it is a green box with 'FM 106' in large yellow letters and '102.7 FM' in smaller white letters. To the right is a green box with 'KISS' in red and '108 FM' in white. Below that is a white box with 'B96' in large blue letters and a group of people. At the bottom is a black box with a stylized '101.5' and 'FM 101.5' below it. The entire collage is set against a background of vertical blue and black stripes.



Communication Graphics Inc

CONGRATULATIONS
TO

R&R

ON YOUR **20**th
ANNIVERSARY!

FROM YOUR
GOOD FRIENDS

AT **QWEST**
RECORDS



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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:

1973-74

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**

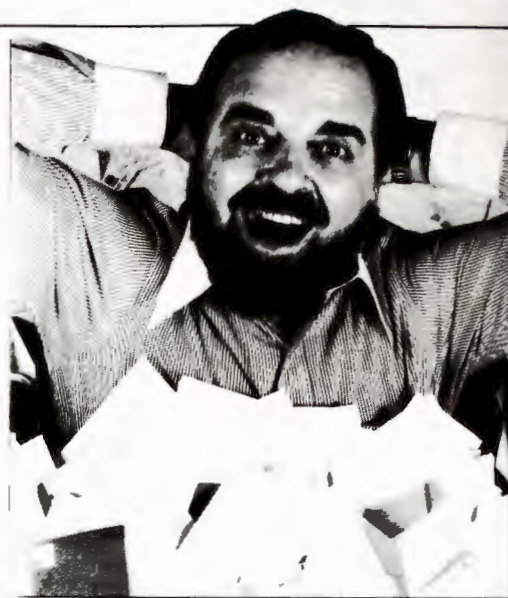
**Supreme Court OKs
Existing Crossownership**

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.

12:18:18 AM Jan 1, 2001

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

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R&R**

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ANDY CHILDS	RESTLESS HEART	LARI WHITE



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 FM's, 12 TV stations new limit

Arbitron Unveils Arbitrends

1985

Capital Cities Buys ABC

GE Buys RCA, NBC



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 of 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.

Continued on Page 32

CONGRATULATIONS R&R!



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For 20 years of outstanding service.
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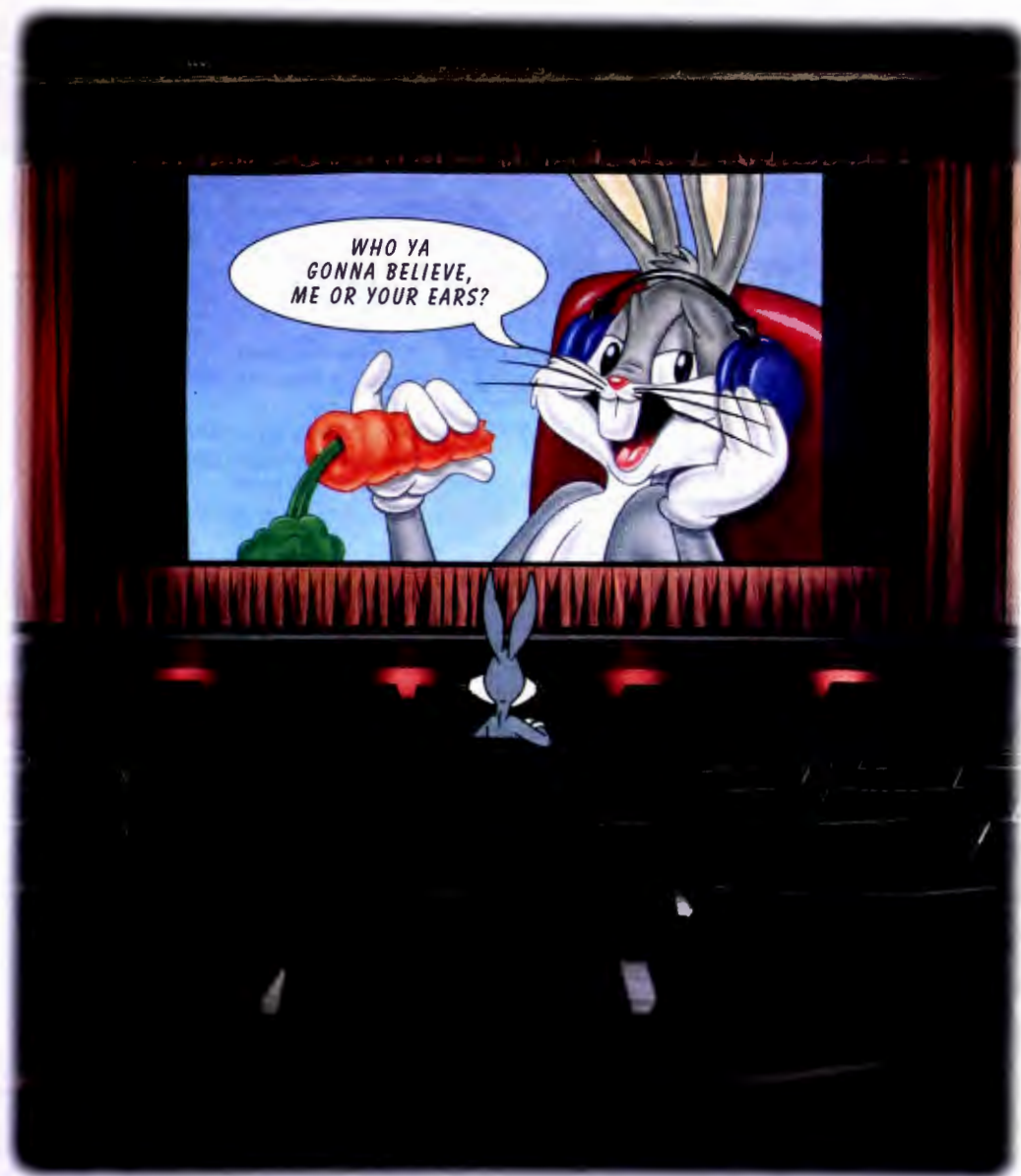
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A 20 CARROT SALUTE TO R&R



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 dancer-drawn 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

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Todd Hepburn, Vice-President
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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	1986
16 KJOL/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 KJOL/Los Angeles, KHOW & KSYY/Denver to Command	\$95	1988
20 KRTH/Los Angeles to Beasley	\$90.6	1988

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

**PolyGram Label Group
wishes**



**another 20
great years!**

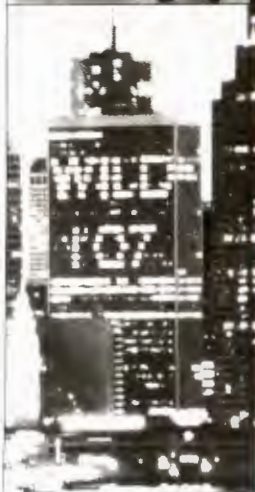


PolyGram Label Group

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 —



Jack McCoy

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.

"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."



DICK K&SHE



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Thanks, Radio & Records,
For Being Our Inspiration
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Quotes:

“ Jay Albright has been a valuable resource to me in both the defensive positioning of Y-108 and the offensive strategic for The Rebel. He has become a friend and confidant and would be a great asset to anyone's team. ”

Joe Armao
VP/GM/OM
WDSY-FM (Y-108)
WXRJ-FM (The Rebel)
WEPP-AM
Pittsburgh, PA

“ I couldn't and I wouldn't fight this battle in Albuquerque without Jay Albright. ”

Ray Moran
Ramar Communications
Cat Country Y-103
Albuquerque, NM

“ Jay Albright is terrific! He's knowledgeable, easy to work with and brings to our stations the expertise we've needed. ”

Robert L. Fox
Chairman/CEO
KHAY/KVEN
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right **HERE**
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THE RCA RECORDS LABEL

Radio Promotions: A Gallery Of Greats



**I'M STUCK ON
K-101**



HAPPY 20th FROM

MACCOLL . OVER THE RHINE . OZRIC TENTACLES . STAN RIDGWAY .
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BELOVED INFIDELS . KIRSTY MACCOLL . MARILLION . MIDDLEMAN . OVER THE RHINE . OZRIC TENTACLES .
CARTER USM . THE POINT . STAN RIDGWAY . VINX . KENNEDY ROSE . LILLIAN AXE . TOO DOWN .
MARILLION . DADA . BELOVED INFIDELS . KIRSTY MACCOLL . MARILLION . MIDDLEMAN .
RIDGWAY . VINX . KENNEDY ROSE . LILLIAN AXE . TOO DOWN . CANDYMAN . SINGLE GUN THEORY .
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OZRIC TENTACLES . CARTER USM . THE POINT . PATO BANTON . BLACK SABBATH . DADA .
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DOWN . KIRSTY MACCOLL . MARILLION . MIDDLEMAN . OVER THE RHINE . OZRIC TENTACLES .
POINT . STAN RIDGWAY . VINX . KENNEDY ROSE . LILLIAN AXE . TOO DOWN . CANDYMAN .
MACCOLL . MARILLION . MIDDLEMAN . OVER THE RHINE . OZRIC TENTACLES .
STAN RIDGWAY . VINX . KENNEDY ROSE . LILLIAN AXE . TOO DOWN . CANDYMAN . SINGLE GUN THEORY .
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SABBATH . DADA . BELOVED INFIDELS . KIRSTY MACCOLL . MARILLION . MIDDLEMAN .
TENTACLES . CARTER USM . THE POINT . PATO BANTON . BLACK SABBATH . DADA .
KIRSTY MACCOLL . MARILLION . MIDDLEMAN . OVER THE RHINE . OZRIC TENTACLES .
LILLIAN AXE . TOO DOWN . CANDYMAN . SINGLE GUN THEORY . GENITORTURERS .
CARTER USM . THE POINT . STAN RIDGWAY . VINX . KENNEDY ROSE . LILLIAN AXE .
RHINE . OZRIC TENTACLES . KENNEDY ROSE . LILLIAN AXE . TOO DOWN . CANDYMAN .
INFIDELS . KIRSTY MACCOLL . MARILLION . MIDDLEMAN . OVER THE RHINE . OZRIC TENTACLES .
ROSE . LILLIAN AXE . TOO DOWN . CANDYMAN . SINGLE GUN THEORY . GENITORTURERS .
CARTER USM . THE POINT . STAN RIDGWAY . VINX . KENNEDY ROSE . LILLIAN AXE .
SINGLE GUN THEORY . GENITORTURERS . NINE BELOW ZERO . PATO BANTON . BLACK SABBATH .
BELOVED INFIDELS . KIRSTY MACCOLL . MARILLION . MIDDLEMAN . OVER THE RHINE . OZRIC TENTACLES .
CARTER USM . THE POINT . PATO BANTON . BLACK SABBATH . DADA .
MARILLION . MIDDLEMAN . OVER THE RHINE . OZRIC TENTACLES . KENNEDY ROSE . LILLIAN AXE .
KIRSTY MACCOLL . MARILLION . MIDDLEMAN . OVER THE RHINE . OZRIC TENTACLES .
LILLIAN AXE . TOO DOWN . CANDYMAN . SINGLE GUN THEORY . GENITORTURERS .
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MACCOLL . MARILLION . MIDDLEMAN . OVER THE RHINE . OZRIC TENTACLES . KENNEDY ROSE . LILLIAN AXE .

**KATHY
MATTEA**

**BILLY RAY
CYRUS**

**THE
STATLERS**

**PR
REYES**



**JEFF
KNIGHT**

**SAMMY
KERSHAW**

**JOHN
BRANNEN**

**SHANIA
TWAIN**

**TWISTER
ALLEY**

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KEITH**

**DAVIS
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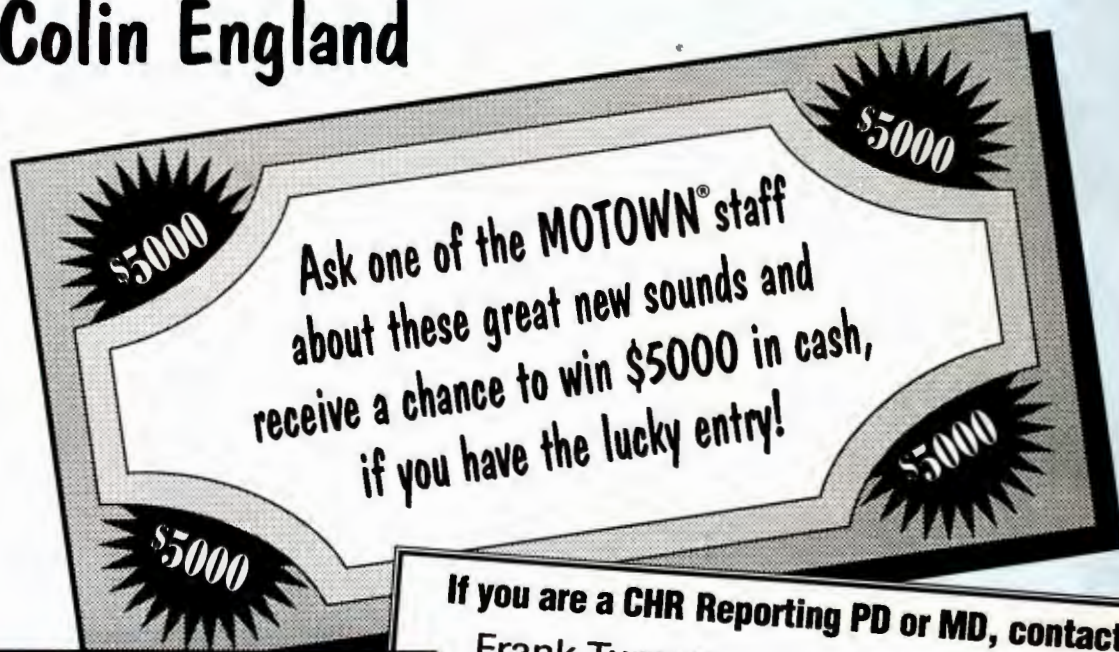
Colin England

Tha Mexakinz

Another Bad Creation

Jay Spencer

Boyz II Men



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

Frank Turner
Dawn Fox
Kelli Fournier
Mark Westcott

Charlie Lake
Arthur Field
Peter Mollica
Reggie Blackwell



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of R&R's
Top 10!*



RONNIE MILSAP



TANYA TUCKER





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

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

pointed responses. One reader even went so far as to predict that “digital radio will gain parity with FM.”

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 soundalike 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.”

JIVE RECORDS AND ITS ARTISTS SALUTE RADIO AND RECORDS

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20th

ANNIVERSARY

A Tribe Called Quest

Vanessa Bell Armstrong

Ant Banks

Angela Bofill

Casual

Cutthroats

Extra Pro

FU-Schnickens

Hi-Five

Jazzy Jeff & Fresh Prince

MZ. Hilo

HRS-One

R. Kelly

Nuttin' Nyce

Billy Ocean

Shaquille O'Neal

Marvin Sease

Smooth

Spice 1

Souls Of Mischief

Too Short

UGK's



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86 Great People 20 Great Years

Maria Abuiysa
Anthony Acampora
Richard Agata
Shawn Alexander
Michael Atkinson
Jeff Axelrod
Sam Balimbin
Ken Barnes
Jill Bauhs
Paige Beaver
Michael Berckart
Karen Biondo
Randall Bloomquist
Greg Burt
Scott Chasteen
Paul Colbert
Dan Cole
Joel Denver
Teresa Dovidio
Mary Lou Downing
Suzie Doyebi

John Ernenputsch
Erica Farber
Craig Fleek
Marilyn Frandsen
Jeff Gelb
Julie Gidlow
Marla Gluck
Jim Hanson
Carl Harmon
Leslie Harris
Carla Hay
Hurricane Heeran
Lon Helton
Nancy Hoff
Daniel Holcombe
Lorie Hollabaugh
John Hussey
Saeid Irvani
Nalini Khan
Lanetta Kimmons
Mike Kinosian
Ted Kozlowski

Dick Krizman
Tim Kummerow
Mike Lane
Jacqueline Lennon
Walt Love
Cyndee Maxwell
Martine McAlester
Jack Messmer
Gail Mitchell
Bill Mohr
Lucie Morris
Henry Mowry
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
Elizabeth Samuels
Norma Sanchez
Geoff Schackert
Mike Schaefer
Kelley Schieffelin
Marjon Shabanpour
Rob Sparago
Jeff Steiman
Heidi Stoy
Kent Thomas
Ken Tucker
Gary van der Steur
Don Waller
Bob Wilson
Kenton Young
Barak Zimmerman
Roger Zumwalt

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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 af-

fair 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

"Duopolies will create stronger broadcast groups"

environment" with greater "bottom-line accountability," and that "duopolies will create stronger broadcast groups."

Others decry duopolies for "diluting creativity and the nurturing of talent," and at least one respondent pre-

dicts that many "people will clean up after duopolies/LMAs go bad."

Networks and syndicators also are expected to flourish, with such

"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."

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.

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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 program-

"Talk could move to FM quickly"

ming," "more experimentation," "format super-fragmentation," and "more programming choices for

the listening audience" are representative responses.

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."

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."

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

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 controversy 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

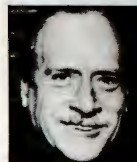
'78

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

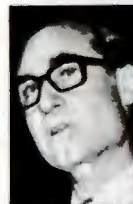
'80

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."

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 cross-town 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 . . .



Donald Regan, Dennis Patrick



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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THIS IS IT

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Kenny

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R&R Conventions Through The Years



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.

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.



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.



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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in this business that haven't lasted 20 years,
but realized we only had one page.

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Happy 20th Birthday!



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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 des-

igned 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



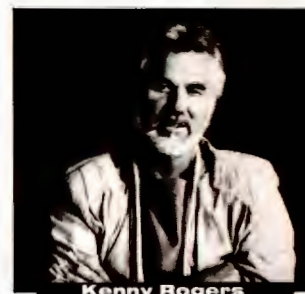
Chicago

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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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 Dinklage**, 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



Linda Ronstadt



Lionel Richie



James Taylor

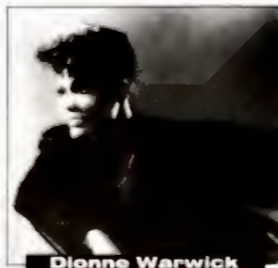


Gloria Estefan
(& Miami
Sound Machine)

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



Anne Murray



Dionne Warwick



Daryl Hall
& John Oates



Rod Stewart

THE NEXT 20

31. Steve Winwood
32. Michael Jackson
33. Captain & Tennille
34. Natalie Cole
35. Abba
36. Cher
37. Richard Marx
38. Peter Dinklage
39. Melissa Manchester
40. Billy Ocean



Whitney Houston



Fleetwood Mac



Michael Bolton

Twenty and a wake-up.



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.



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

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



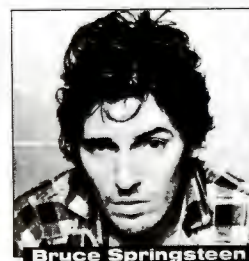
Rolling Stones



Van Halen



Heart



Bruce Springsteen



Elton John



Rod Stewart



Bob Dylan



Tom Petty & The Heartbreakers



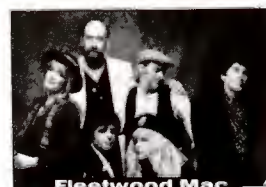
Genesis



U2



Aerosmith



Fleetwood Mac



Bad Company



Jethro Tull



Rush

You've charted
America's love affair
with music
for 20 years.

Congratulations
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



ZZ Top



Journey

THE NEXT 20

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

— and only — female solo artist on the list; AOR has always been and still is the most male-dominated format in radio.

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

UK: 14

Canada: 2

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.

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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.



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

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



Don Williams



Waylon Jennings



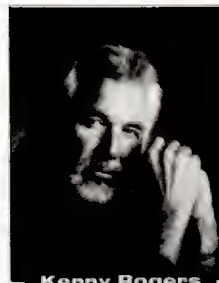
Alabama



Dolly Parton



Merle Haggard



Kenny Rogers



Tanya Tucker

what **it** → **IS**

R&R'S 20TH ANNIVERSARY. CONGRATULATIONS!

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WYNONNA JUDD
REBA MCENTIRE
GEORGE STRAIT
MARTY STUART
TRISHA YEARWOOD

GOLD

9

PLATINUM

10

MULTI

5

31%
of MCA's Roster
is PLATINUM

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



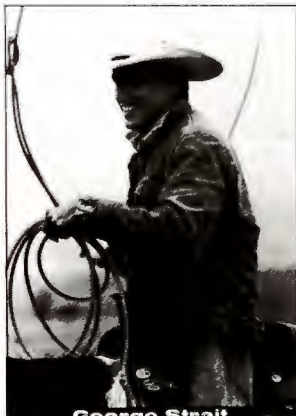
Oak Ridge Boys



Reba McEntire



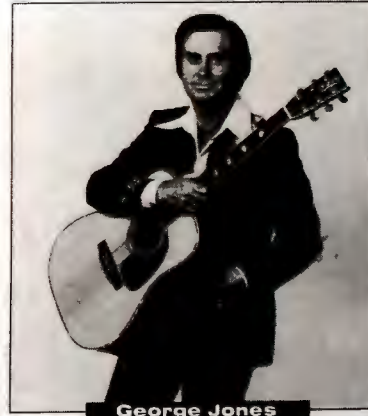
Crystal Gayle



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

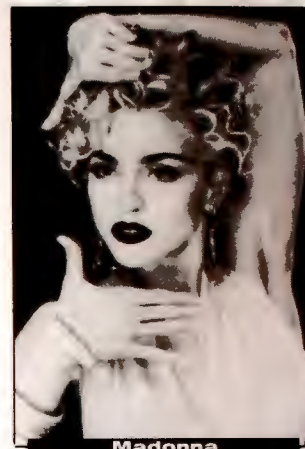
The winner and still champion . . . **Elton John.**

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



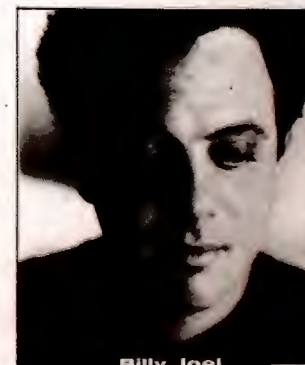
Madonna



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

An extraordinary feat,
from an extraordinary artist!



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*With Love,
JOHN REID
CONNIE HILLMAN
HOWARD ROSE*

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.



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 Jacks-sons, who finished like this: Janet No.

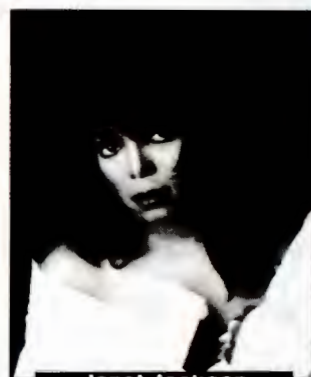
Continued on Page 72

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



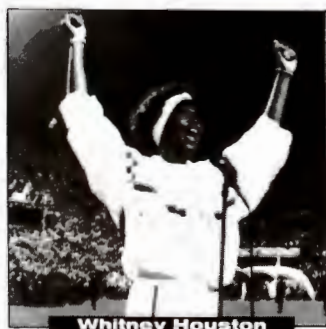
Janet Jackson



Freddie Jackson



Stevie Wonder



Whitney Houston



Melba Moore



Jeffrey Osborne



New Edition



Michael Jackson



Levert

PRINCE

True Genius

Is Measured

By Longevity



2-45440



Paisley Park

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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



Lionel Richie



Aretha Franklin



Peabo Bryson



Kool & The Gang



Bobby Brown



Patti LaBelle

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Welcome To The Working Week...

ERR WAVES



OCEAN'S NOTIONS — Former "Boss Jack" turned-voiceover artist Bobby Ocean was R&R's first cartoonist, and wine connoisseurs will note that this 1976 vintage "Err Waves" strip retains its subtle bouquet.

BY BOBBY OCEAN



WELCOME TO MICKEY DEES — Rick Dees shows off the winning smile, boyish charm, and willingness to please that's made him one of America's top morning personalities.



NEW BUSINESS PITCH — In a rare display of consultants tossing around their own money, [l-r] Mike McVay, Dwight Douglas, Gary Burns, and E. Alvin Davis are captured pitching pennies in Las Vegas.



"AND THE BATTERIES GO IN HERE . . ." — CBS/Sony Group Chairman Noria Ohga gives Mick Jagger a quick lesson in camcorder maintenance.



CLONETIME IS OVER — ST's ear-to-the-peanut butter 'n' mashed banana sandwiches hears the entire "All-Elvis" format's airstaff has left the building and is considering other employment opportunities, including lobel gigs.



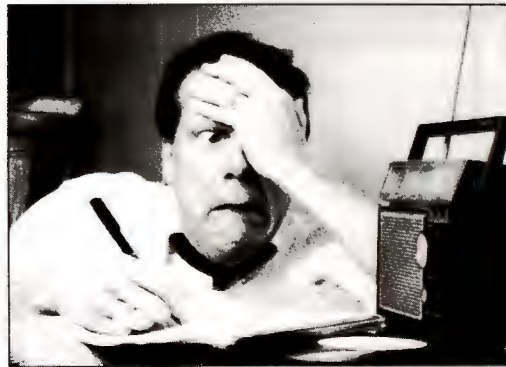
WALL OF DENIAL — Consultant Tommy Hedges, Epic VP/Album Promo Harvey Leeds, and consultant Jeff Pollack provide their own caption.



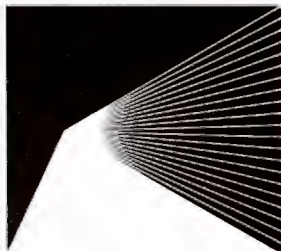
MEET THE NEW BOSS — WBCN/Boston PD Oedipus demonstrates his ability to swim with the sharks without getting eaten alive.



CAREER OPPORTUNITIES — With the right kind of stick-to-itiveness, it's possible to pick up loads of cash in radio.



WRITE ON — To get into the mindset of a typical radio listener, consultant Gary Guthrie attempts to fill out an Arbitron diary.



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Jesus & Mama #2★
Queen of Memphis #4★
When You Leave That Way #9★
Trashy Women...Currently #7★
ACM 1993 New Vocal Group
CMA 1993 Vocal Group Nominee

IT'S BEEN A PLATINUM YEAR AT ATLANTIC RECORDS



Tracy Lawrence
Alibis
Alibis #1★
Can't Break It To My Heart #2 R&R, #1 Billboard★
My Second Home...Currently #16★
ACM Best New Male Artist
CMA 1993 Horizon Nominee



Tracy Lawrence
Sticks and Stones
Sticks & Stones #1★
Today's Lonely Fool #1★
Runnin' Behind #1★
Somebody Paints The Wall #6★



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KEU KORD KXDD KBUL KHAY KWNR WACO KNUE KTEX WYGC KOUL WXTA WGTC KYKC KCLR WPKX KRTY KFRG
KMTD WSSL WCKT WXCL WWQM WNNW KVOX WAVC KQFC KIXS KKYR WYAK KYKS WICO WOW KTTS KEKB
WVLE WFWW WCTK WIOV WOKO WQXK KCTR KIIM KDRK KRPM KMPS KEEN KAN KSON KCKC KSOP KKAT KRAK
KCCY KWJJ KUPL KNIX KMIX KZLA KFMS KRWQ KUAD KNAY KUEN KYAO KCS KALF KVOC KUZZ KASH KIKF
KJUB KODY KIXQ KAYD KCYY KEM KVOO KWEN KSTN WYAK WKY KKK KHEY KTPK KRMD KIKK KILT KAJA KZSN
KRP WNOE WIL KFDI WDAF KEM KVOO KWEN KSTN WYAK WKY KKK KHEY KTPK KRMD KIKK KILT KAJA KZSN
WSTH WESC WWKA WRNS WYYD WLSY WYAY WKIS WKH WCH WYAK WKY KKK KHEY KTPK KRMD KIKK KILT KAJA KZSN
WCMS WEZL WTQR WQYK WTDK WZZK WXPB WPOS WFLY WTVY WLWI WKK WKSJ WTNT WMSI WQDR WHLZ
WYKR WTCM WTHI KEET WMB WMB WKCO WLLR WMUS WMIL WITL WHOK WASK WFMS WGEE WCUZ WYNG
WWW KJY WONE WGAR WUBE WUSN KHAK WAMZ WILQ WDSY WNUS WTCR WAYZ WQBE WVM WMZQ WBEE
WATU WYNY WKZ WYVZ WQKQ WYRK WHWK WQCB WPOC WGNA KJJO KWMT WAJR WCLT WLW WZPR WZKS
WIXG WXY WEGY WQSI WXXK WFRG WOVK WGTY WUSW WJOD KFGO KEBC KOEL WDEZ WBUB WSOC WHKZ



But Have A Good Time – All The Time!



© 1991 Drew Friedman

DREW BLOOD — Noted cartoonist Drew Friedman also groced the pages of R&R for a time, turning his pen toward our industry with often acid-tipped results.



THE GLORY THAT WAS GREASE

— This 1976 WAFB/Jacksonville promotional photo captures that eminence grease, the Grease man, in mid-airshift.



TONGUE DYNASTY — Kiss master bassist Gene Simmons and Columbia Dir./Album Promo Pam Edwards share an intimate conversation in their lingua franca.



BIG BOSS LINE — Emmis CEO/Chairman of the Board Jeff Smulyan leads a conga line of future investors to the duopoly dance.



AND THE HITS JUST KEEP ON COMIN' . . . — This vintage KSO/Des Moines staff photo proves that radio has always been done with smoke 'n' mirrors.



20/20 FORESIGHT — Personalized versions of R&R's news and information delivered instantly to individuals wearing these special headsets will keep subscribers plugged into the latest technology and focused on the future for the next 20 years!



LOVE ROLLERCOASTER — WMMR/Philly's Joe Banadonna and Pierre Robert share a moment to reflect on their radio careers.



LIPSTICK TRACES — KOST/L.A. morning star Mark Wallengren disproves the showbiz dictum about "having a face for radio."



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

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Donna Halper & Associates congratulates Bob Wilson and everyone at R&R for keeping us informed during two very exciting decades.

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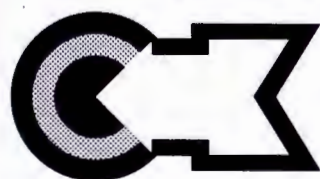
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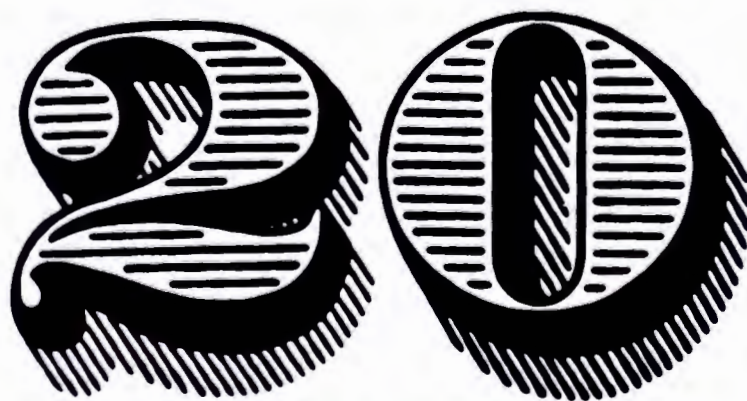


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The Ultimate R&R Staff Box

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

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 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
 Christie Atwood
 Jeff Axelrod

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 Blasc
 Randall Bloomquist
 Sandra Bobek
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 Dina Borden
 Deborah Botengan
 September Bradford
 Donna Brake

John Brake
 Susan Bravman
 Reed Bunzel
 Brad Burkhart
 Phyllis Bush

Howard Carter
 Dave Carroll
 Les Carroll
 Dwight Case
 Jay Case
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 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

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

Betty Ehrlich
 Deborah Ely

John Ernenputsch
 Deborah Evans

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

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 Maureen Garvey
 Jeff Gelb
 Valerie Geller
 Julie Gidlow
 Christina Gillis
 Howard Gillman
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 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

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 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

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Bobby Johnson
 J.J. Jordan

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 Robert Kardashian
 Mike Kasabo
 Michael Keas
 Terry Keene
 Nalini Khan
 Lanetta Kimmons
 Mike Kinonian
 Wendy Kirby
 Victoria Knight
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 Harvey Kojan
 Mark Kozel
 Ted Kozlowski
 Dick Krizman
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 Mike Lane
 Dennis Lavinthal
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 Vicki Layne
 John Leader
 Nona Lee
 Tina Leitz
 Jacqueline Lennon
 Greg Leschishin
 Julie Lightner
 Dani Lipsius
 Marta Lockridge

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 Marcella Loper
 Walt Love
 Judy Lucarelli
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 Pamela Maritzer
 Kathy Markbreit
 Cyndee Maxwell
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 Shaune McNamara
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 Jack Messmer
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 Lynn Minafri
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 Todd Moore
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 Ann Morrison
 Linda Moshontz
 Henry Mowry
 Karen Mumaw
 Brad Munson
 Jean Musicus

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 Jim Nelson
 Juanita Newton

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

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 Janet Parker
 Marvina Parker
 Carolyn Parks
 Matthew Parvis
 Kendra Payne
 Todd Pearl
 Anna Pepper
 Cecil Phillips
 Jo Pincek

Paula Ponce-Chaltas
 Toni Profera
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 Marc Rabins
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 Jodie Renk
 Kristy Reeves
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 Rip Ridgeway
 Adrienne Riddle
 Todd Roberts
 Ron Rodrigues
 Linda Rodriguez
 Betty Rommel
 Ken Rose
 Julie Rosenstein
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 Ron Ross
 Sean Ross
 Nina Rossman
 Frank Roth
 Andre Roundtree
 Dick Rubin

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 Norma Sanchez
 Barbara Sarubbi
 Geoffery Schackert
 Mike Schaefer
 Kelley Schieffelin
 Ann Schnieders
 Gene Sculatti
 Dianna Seay
 Fred Seiden
 Stacie Seifrit
 Catherine Seigerman
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 Mark Shipper
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 Phyllis Taylor-Sneddon
 Cheryl Somers
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 Mark Stanford

Peter Starr
 Jeff Steiman
 Steve Stern
 Claudia Stewart
 Heidi Stoy
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 Maria Tedesco
 Jane Teer
 Kent Thomas
 John Toia
 Jack Toothman
 Nancy Toy
 Ken Tucker
 Candy Tusken

U

Steve Uslan

V

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 Gary van der Steur
 Carol Van Keeken

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 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
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