

**I N S I D E:**

**LEGACY'S HIRSCH:  
JACOR DEAL  
IN 'GOOD SHAPE'**

Last month, **Jacor** announced its deal to sell **WMJI/Cleveland** and **WYHY/Nashville** to **Legacy** had collapsed. But that was last month. According to **Carl Hirsch**, "Everything's set, financing is in place, and we're rolling."

Page 6

**DAMN THE ECONOMY,  
FULL SPEED AHEAD?**

Prerecorded music sales this year are up almost 11% over 1989, spurred by catalog purchases by upper-demo AOR and Classic Rock listeners. And . . . despite fears of a recession, the vast majority of active music buyers predict they'll keep on purchasing just as much music as they do now.

Page 28



**SPACE CITY SAGA**

Join **Harvey Kojan** in the fabled **R&R** time machine for an anniversary tribute to **KLOL/Houston**, which recently celebrated two decades of rockin' the Gulf Coast.

Page 46

**SECRETS OF  
SUCCESSFUL CONTESTING**

On-air giveaways are an integral part of virtually every radio station's promotional scheme. The most successful contests are:

- Cost-effective
- Format-compatible
- Easy to play and win.

Details in this week's AC column.  
Page 52

**WOMEN IN FOCUS**

Women take center stage in two columns this week. **Walt Love** talks with five women who've successfully infiltrated the "old boy network" to become MDs. And **Dan O'Day** suggests ways for female personalities to avoid the 'sidechick' syndrome and assume responsibility for their careers.

Page 48, 51

Newsstand Price \$6.00



**MIDDLE EAST UPDATE**

**Radio Maintains High Profile In Crisis**

President Bush's callup of an additional 100,000 troops for Middle East duty has intensified an already-scalding national issue. Radio's response to the 100-day-old Persian Gulf crisis remains vigilant. Here's this week's roundup of major station activities:

- **KABC/Los Angeles** strung a 2000-foot yellow ribbon around the Los Angeles County Hall Of



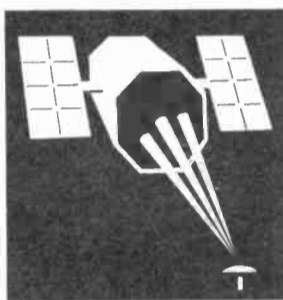
*KABC/L.A. tied a 2000-foot yellow ribbon around L.A.'s County Hall Of Administration in its "Operation Egbok." The station aims to send a million holiday cards to our troops in the Persian Gulf.*

**DAB Lures Program Suppliers**

**Westwood One Seeks Preference For 'Pioneer' Radio Nets**

Satellite CD Radio Chairman **Martin Rothblatt** disclosed Tuesday (11/13) that two program suppliers have signed options to purchase channels on his proposed satellite system, with intent to deliver 66 channels of CD-quality audio. Rothblatt said the two had committed to pay a total of \$40 million for the digital audio broadcasting channels.

Word of the contracts came the same day Satellite CD Radio and other satellite radio proponents — and opponents — filed comments in the FCC's DAB inquiry, which could lead to a decision on whether the new technology will be offered by satellite or terrestrial broadcasters, or both.



Rothblatt announced the options sales at the Mobile Satellite II conference in Washington, DC. Rothblatt refused to identify the companies, or even to say whether they're currently involved in radio programming. He said the contracts are confidential and "subject to FCC approval" of Satellite CD

**DAB Developments**

- **Two program suppliers sign \$40 million options for Satellite CD Radio channels**
- **NAB, broadcasters endorse terrestrial DAB, renew satellite opposition**
- **Interview with European DAB pioneer George Waters, Page 8**

Radio's proposal. He also refused to say how much the two had paid up front for their options.

Satellite CD Radio President **Peter Dolan** told **R&R** one of the program suppliers had purchased an option to acquire one channel on each of three beams covering the continental U.S., at \$10 million per beam, for a total of \$30 million. The other wants only the Eastern third of the country for \$10 million.

DAB/See Page 26

**Tak Restructures, Avoids Receivership**

**Sharad Tak** has struck a deal with his bankers to keep **Tak Communications** out of receivership. **Bank of New England** and other senior lenders agreed to withdraw their request that a federal judge appoint a receiver for **TakCom** after **Tak** accepted a restructuring plan for \$240 million in debt.

"There will be no layoffs nor staff reductions while we complete this restructuring and chart a revised financial course," **Tak** said in announcing the deal. "This tentative agreement will have remarkably little impact on the daily operations of our company and its stations."

**TakCom** Director/Finance **Brian Mercer** refused to say whether a sale of **WUSL/Philadelphia** or any other of the company's broadcast properties is expected soon. **Tak's** other radio properties are **WKIO/Urbana, IL** and **WJQY/Ft. Lauderdale, FL**. **Chemical Bank VP Henry Morneault** stated in a court affidavit that **Tak** had told the lenders he was seeking to sell **WUSL** and four Wisconsin TV stations. **Tak**, however, said

the restructuring plan "eliminates erroneous reports and unfounded rumors" that the Wisconsin TV stations would be sold.

TAK/See Page 26

**COOK ACTING GM**

**KIIS Pres./GM Anderson Exits**

**Lynn Anderson**, President/GM at **KIIS-AM & FM/Los Angeles**, has exited the **Gannett CHR** combo after ten years.

**Anderson** stated she and **Gannett** management "had some philosophical and creative differences, and after much deliberation, have not been able to work these out to our mutual satisfaction. In view of these unresolved differences, I think it's time I move on."

"It's been a great ten years at **KIIS**, and the opportunity to work with industry greats **Rick Dees** and [former President/GM] **Wally Clark** has been unparalleled," she continued. "The **KIIS** staff is unequalled. I

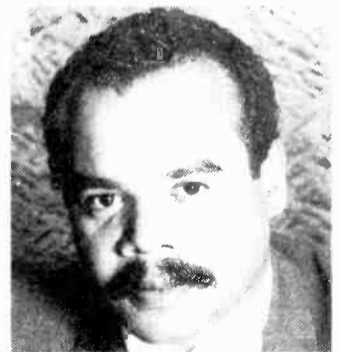


Lynn Anderson

leave with the satisfaction of knowing that in the last year, we won ten awards, including the **Marconi Station of the Year**,

ANDERSON/See Page 26

**Rodriguez Now Elektra Sr. VP/ Urban Music**  
Also President/CEO Of New Label



Ruben Rodriguez

**Elektra Entertainment** has appointed **Columbia Sr. VP/Black Music & Jazz Ruben Rodriguez Sr. VP/Urban Music**. He's also entered into a joint venture as President/CEO of an as-yet-unnamed new label.

"It's both a pleasure and privilege to welcome **Ruben** aboard," said **Elektra** Chairman **Bob Krasnow**. "His years in the field and extraordinary track record at **CBS** have given him unique insights into the ever-widening world of urban music. The sounds of the city — from rap to funk to urban contemporary — are constantly changing and defying precon-

RODRIGUEZ/See Page 26

**Industry's Largest Classifieds**

**Begins Page 56**

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**RECORDS TO BE THANKFUL FOR**

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NOVEMBER 16, 1990



Geary Tanner



Bonnie Goldner

## RCA Elevates Two Promotion Execs To VP

Tanner Becomes VP/Nat'l Promo; Goldner VP/Promo & Trades

RCA has promoted two veteran staffers, boosting Sr. Director/Pop Promotion Geary Tanner to VP/National Promotion and Sr. Director/Promotion & Trade Relations Bonnie Goldner to VP/Promotion & Trade Relations.

RCA VP/National Promotion Butch Waugh commented, "Geary has eagerly sought out additional responsibilities within the promotion department. His great love of music and people are just two traits that make him so valuable to RCA and our promotion staff.

"During the past four years, Bonnie has established many new artists at AC radio. I've seen her abilities grow in each and every facet of promotion. Her strong sense of integrity and personal drive make her the true professional she is today."

RCA/See Page 26

## MCA, BMG Ink Int'l Distribution Agreement

The MCA Music Entertainment Group and Bertelsmann Music Group (BMG) have signed an international agreement for the distribution and licensing of MCA, Geffen, and GRP Records.

The agreement is worldwide outside the U.S. except for the UK, Germany, and Japan. MCA has its own company in the UK and recently announced the formation of a new record company in Japan with Victor Company of Japan (JVC) and Victor Musical Industries (VMI). MCA also intends to establish its own label in Germany; like MCA's existing UK label, it will be distributed by BMG.

MCA Music Entertainment Group Chairman Al Teller stated, MCA/See Page 26

## Capitol Appoints Devine VP/A&R



Tim Devine

Capitol has elevated Sr. Director/A&R Tim Devine to VP/A&R. "Tim has demonstrated incredible instincts for uncovering and developing musical talents in all genres," said Capitol President Hale Milgrim. "Of equal importance is the attention he gives to artists through every stage of their projects as he reinforces the team effort we strive for at Capitol."

Devine added, "Having been a part of the turnaround team here, I look forward to an expanding role DEVINE/See Page 26

## KROY Drops CHR For Classic Rock Format

Great American confirmed rampant rumors Monday (11/12) by flipping KROY/Sacramento from CHR to Classic Rock. The station planned to switch call letters to KSEG, using the handle "Sacramento's Eagle 96.9." Burkhardt/Douglas & Associates will continue to consult the station. No staff changes had been made at press-time.

KROY VP/GM Tom Schurr explained, "We had a pretty good-sounding station and some very good people executing it. We put together what we felt was a good game plan. But we were getting mixed signals from all the research, and it just didn't seem to be gelling. Even if we showed some progress, which we fully expected to do, we'd just create a CHR log-jam here that wouldn't do anybody any good.

"Obviously, with ten of our 12 FMs being AORs, we're very familiar and comfortable with the format. There's a great rock 'n' roll tradition in this marketplace, and a couple of rock 'n' roll stations that have done very well [KZAP and KRZQ (93 Rock)]. We saw a position to differentiate ourselves

KROY/See Page 26

## TM Century Sets New Key Executive Structure

Scott Chairman/CEO, Turner President, Perkins VP



Dave Scott

Craig Turner

Mary Perkins

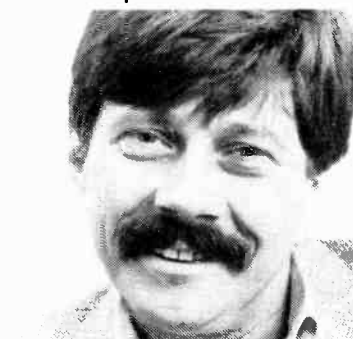
Following the recent merger of TM Communications and Century 21, three executives have been appointed to lead the new TM Century. Former Century 21 President Dave Scott has been elected Chairman/CEO, Century 21 VP/GM Craig Turner becomes President of the new company, and Mary Perkins has been recruited as VP.

Scott - who's led Century 21 for the past 15 years - told R&R, "The promotion of Craig and the addition of Mary will add greatly to our company. Not only is he one of the nicest persons I know, Craig also happens to be renowned as the best jingle person in the business. I got to know Mary through Discovery Systems, where we bought our CDs. She's excellent at providing service after the sale."

Scott and Turner will continue to work from company headquarters in Dallas. Perkins will work from

the company's new Columbus, OH branch. CENTURY/See Page 26

## Marsden Joins CKST Takes Helm After New Rock Flip



David Marsden

David Marsden, who spent a decade pioneering the New Rock format at CFNY/Toronto, has returned to radio as Director/Operations & Programming at CKST (Coast 800)/Vancouver. The station changed format last Friday (11/9) from AC to New Rock.

Since exiting CFNY two years ago, Marsden's been producing an MARSDEN/See Page 26

## R&R Observes Thanksgiving

In observance of Thanksgiving, R&R's offices in L.A., Washington, and Nashville will be closed next Thursday and Friday (11/22-23).

## CASHING IN ON THE BOOM

"Baby boomers grew up on music radio, but stations aren't doing enough to capitalize on these listeners," asserts Phil Goodman, a consultant who specializes in marketing to the baby boom generation. Find out how to better serve those big-spending boomers and improve your bottom line.

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## KRPM Names Randall OM

KRPM/San Jose PD Ray Randall has been named OM at Country combo KRPM-AM & FM/Seattle. He starts next week and succeeds Bill Fink, who exited in September.

KRPM-AM & FM President/GM John Rogers told R&R, "We have a real task ahead of us here and need to get started quickly. I'm very im-



Ray Randall

pressed with Ray; he's a good broadcaster with an extensive Country programming background. Plus, he's a street fighter and is almost as mean as I am. We'll make a great team."

Randall commented, "Seattle is a great Country battleground and offers a chance to see if I can help bring out a station's full potential. [Country rival] KMPS is a great station, but I think there's enough room in the great Northwest for two great stations, as long as one of them is mine."

Randall arrived at KRPM as PD in January after 18 months as PD of KSSN/Little Rock. Previously, he programmed KRMD/Shreveport and KEBC/Oklahoma City for a year each.

## DENIS APD

### Sandman Now PD At WBOS

As expected, WBOS/Boston has elevated Asst. PD Tom Sandman to PD, filling the opening created when Bob Brooks resigned earlier this year. Concurrently, WBOS has upped Stella Denis from MD to Asst. PD.

Sandman joined the Ackerley "album classics" station last month after spending eight years as Production Director at crosstown AOR WBCN. "Tom proved to us that he was the best candidate to take this station forward," explained WBOS GM Mary Cashman. "He has exhibited the rare combination of musical knowledge, insight, dedication, and enthusiasm."

SANDMAN/See Page 26

## Chrysalis Appoints Two To Key Posts

Clifford Becomes VP/A&R; Carroll Nat'l Promo Director

Chrysalis has tapped A&M Director/A&R Patrick Clifford to head its A&R department as VP/A&R. He replaces Jeff Aldrich, who recently joined RCA as Sr. VP/A&R. Concurrently, Kevin Carroll is upped from Midwest to West Coast National Promotion Director. He's replacing Michael Van Orsdale, who left to form his own independent AOR promotion company in Minneapolis.

Chrysalis President John Sykes stated, "Patrick not only has great ears for new and exciting talent, but also solid experience in the record-making process, making him the perfect leader for our A&R team."

Clifford told R&R, "I'm extremely enthusiastic about joining the crack management team at Chrysalis and working with the CEMA family. The future possibilities of bringing more exciting talent to an already superb roster will be the icing on the cake."

Sr. VP/Promotion Tom Gorman remarked, "Kevin has earned this by being a consistent leader, campaign after campaign. He's armed with confidence, intelligence, and dogged determination, and we expect great things from him in the '90s."



Patrick Clifford

Carroll added, "Only Tom Gorman could convince me to leave the Chicago Bears and the Bulls in championship seasons. Our promo staff has delivered on the toughest challenges to radio and CEMA, and I'm honored to be able to grow with this exceptional team."

During his four years at A&M, Clifford signed the Neville



Kevin Carroll

Brothers, Innocence Mission, Trip Shakespeare, and Blues Traveler. Prior to that, he spent three years as Epic Director/A&R. Carroll began his career in radio, working as MD at WVUD/Dayton and on-air at KFIG/Fresno and WYDD/Pittsburgh. He's held local and regional promotion posts for Warner Bros., Capitol, and MCA.

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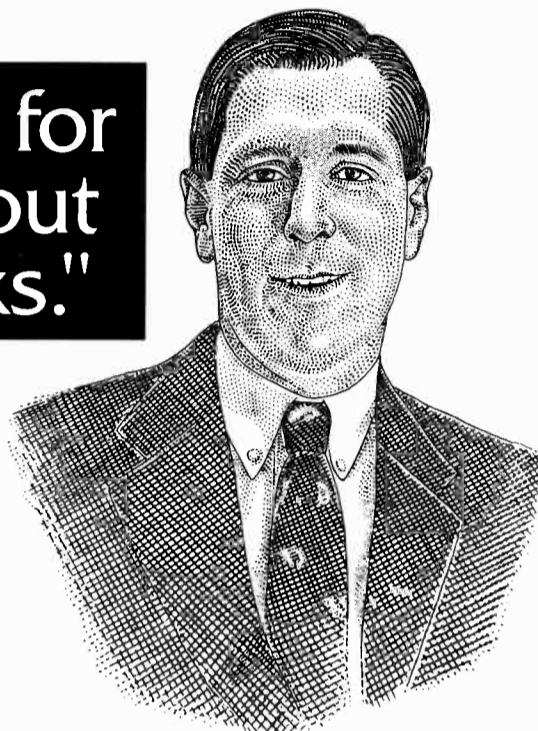
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General Manager  
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## FCC Move-In 'Clarification' Muddles Gammon's Future

The FCC didn't hang Tom Gammon last week, but it does seem to be building a gallows for the former broker and his plan to move three rural radio stations to communities located near large metropolitan areas.

In a "clarification" of a 1989 rule change that made it easier to move a station to a new community of license, the FCC last week announced that such moves will be subject to scrutiny under its "Huntington Doctrine," a policy that denies a first local service preference in cases where the preference is claimed for a suburb of a larger city. Without such a preference, it would be difficult to win FCC approval to move a station into a metro market from a more rural area.

Whether a community should be considered a suburb for purposes of the doctrine is based on a number of factors, including its size and proximity to the larger city; whether a community station would cover the entire metro area; and a variety of other "interdependence" factors, including whether

the community has its own newspaper or telephone book and whether residents view their community as part of the larger metropolitan area.

FCC Mass Media Bureau Chief Roy Stewart emphasized that the Commission's action simply reiterates the existing guidelines used for judging community of license changes. Each application, he said, will be considered on its own merits.

### NAB Fights Move-Ins

Stewart refused to comment on the prospects for Gammon's three proposed move-ins, the most controversial of which is a request to move WHMA-FM/Anniston, AL some 90 miles to Sandy Spring, GA, a community located outside Atlanta. That move has met with

fierce NAB-led opposition. NAB President Eddie Fritts told R&R: "From what I understand, [the FCC action] has made it hard to do the kind of move-ins Tom Gammon wanted."

If Gammon's move-ins are rejected, his Crown Broadcasting will have seriously overpaid for two stations: WHMA-FM (\$7.5 million) and WKKJ/Chillicothe, OH (\$3.85 million), which he hopes to move to Columbus. Gammon did not return R&R's phone calls. His Crown Broadcasting partner, Ron Strother, declined to comment until he sees the full text of the Commission's action.

Interestingly, although the FCC's clarification amounts to a toughening of its standards for community of license changes, the agency actually relaxed part of the policy by announcing that it will now consider granting waivers to a rule that forbids the removal of a community's only radio or television station.

## FCC Tightens Up On Translators

The NAB may ask the FCC to reconsider its decision to give broadcasters three years to comply with new rules designed to eliminate the abuse of the FM translator service.

"The future effect of the [new] rules will be very positive," said NAB Deputy General Counsel Barry Umansky. "But for markets where there has already been an incursion by translators, three years is too long."

Under amended rules approved at the Commission's Thursday (11/8) public meeting, FM stations will be prohibited from owning or providing financial support to any translator located outside the station's coverage area. In addition, translator operators will be forbidden to spend more than 30 seconds per hour "acknowledging and soliciting funds."

The FCC also announced a first-ever standard for effective radiated power from translators. While that rule will permit most existing translators to increase their coverage area, it bars them from causing predicted or actual interference to any FM station.

### Ripe For Abuse

Translators, which receive an FM signal and simultaneously re-broadcast it on another frequency, were first approved by the FCC in 1970 to help FM stations fill holes in their primary coverage area or provide service to remote areas that lacked local radio service. In recent years, however, broadcasters have complained that some FM operators were using the devices to "import" their signals into distant communities that have their own local radio stations.

KIHX/Prescott, AZ President Stanford Cohen blasted the FCC for not going far enough to end the translator abuse problem. Cohen says his station competes against six translators — including five that carry signals from Phoenix, 90 miles away.

According to Cohen, the FCC's decision to allow FM stations to

keep providing unspecified "technical services" to translators that carry their signal is ripe for abuse. In addition, he worries that translator operators may come up with a way to turn their hourly sponsorship announcements into paid commercials, thus reducing potential revenues for local stations. "The FCC should have shut down every single translator that doesn't either serve [an area with no local radio] or fill in the station's coverage area," Cohen said.

Although the amended translator rules passed unanimously, Commissioners Sherrie Marshall and Ervin Duggan did express reservations about the crackdown. Marshall worried that the new rules might be so strict as to "deny the benefits of FM translator service to significant portions of rural America." Duggan, meanwhile, said he believed it might have been valuable for the FCC to "explore the potential of FM translators as a way for small entrepreneurs, in special circumstances, to gain a foothold in the broadcast industry."

## Tax Ruling Could Boost Station Values

If the U.S. Tax Court's ruling last week (11/7) in a cable TV case is extended to cover broadcast licenses, radio station buyers will be able to amortize the value of a newly purchased station's FCC license as a franchise — meaning a big tax break and higher sale prices for buyers.

The court ruled that cable TV giant Tele-Communications Inc. was correct in claiming that cable systems it had acquired justified a franchise tax deduction under Section 1253 of the Tax Code. The court

struck down a key IRS claim — that government-awarded franchises could not be tax-deductible. Although the ruling didn't specifically address the deductibility of FCC licenses, a ruling is expected

soon in a similar case filed by Jefferson-Pilot Communications, which had sought to amortize broadcast licenses as franchises.

"The ruling directly rebuts the IRS position on FCC licenses," Latham & Watkins tax attorney Joe Sullivan told R&R. For broadcasters, he said, the tax break could be worth hundreds of millions of dollars and could have a



## DC REPORT

PAT CLAWSON

### Hirsch: Get Ready, Cleveland!

Jacor Communications announced Tuesday (11/13) that its on-again, off-again deal to sell two radio stations to Legacy Broadcasting is officially on again. Carl Hirsch and Robert F.X. Sillerman have succeeded in hammering down the price, while Terry Jacobs has forced the duo to double their security deposit.

"We're in good shape, and we'll have it closed by December 17 at the very latest. Knowing us, it'll probably get right to the wire, but everything is set, financing is in place, and we're rolling," Hirsch said Tuesday (11/13).

Legacy agreed to buy WMJI/Cleveland and WYHY/Nashville in April for \$32 million. Last month, after negotiations became choppy, Jacor announced the deal had collapsed and laid claim to Legacy's \$1.5 million security deposit. Under the new agreement, Jacor will receive \$29.75 million in cash for the stations while Legacy has upped its nonrefundable security deposit from \$1.5 million to \$3 million.

Jacor expects to post a \$12.4 million gain on the deal, and lenders are granting still another extension to make interest payments and raise \$15 million in equity. The new deadline is Monday (11/19), but Jacor is reiterating its warning that it "does not expect to satisfy the equity requirement" and will seek a further extension or elimination of the requirement.

Meanwhile, Hirsch is eagerly anticipating a showdown in his hometown of Cleveland against his former station, WMMS, and former boss, Malrite topper Milton Maltz. "There's a lot of pressure, a great expectation level; it's going to be a moment of truth as we see how good we really are. WMJI is going to be one great radio station in the Rock 'n' Roll Hall of Fame city," Hirsch said.

### UPI Counts Down To Chapter 7

The clock is ticking for UPI. Execs at parent Infotech Technology have set today (11/16) as the deadline for a Chapter 7 bankruptcy filing if Wire Service Guild members reject a 35% pay cut for 90 days.

Union leaders are recommending rejection of the deal on grounds that staffers have already sacrificed as much as they can. But union members such as veteran White House correspondent Helen Thomas are urging approval "because the alternative would be a tragedy." UPI announced sweeping layoffs last week, including legendary Managing Editor Bill Ferguson — a 40-year veteran. Morale at the company is at rock bottom, with many Unipressers bitter about having trusted a management team they now believe has deceived them.

"It's the Infotech guys and their shuck and jive that have sunk this ship. Their life expectancy is zero if they set foot on this floor," one UPI Radio newshound commented.

Infotech's new co-CEOs, Alan Hirschfield and Allan Tessler, have retained Werthelm Schroder & Co. to seek buyers for UPI and Financial News Network. Insiders say Turner Broadcasting and Group W did some tire-kicking, but backed off. Evangelist Pat Robertson's Christian Broadcasting Network is said to be interested, but its financial qualifications are uncertain.

### Manning Bankruptcy Dismissed

Money-hunting creditors are gearing up for an open season on WSIX/Nashville co-owner David Manning now that his Chapter 7 bankruptcy petition has been thrown out of court.

U.S. Bankruptcy Court Judge Keith Lundlin ruled from the bench last Friday (11/9) that Manning is not entitled to protection from creditors. Bankers accused the broadcaster of continuing an "extravagant lifestyle" despite loan defaults totaling \$390,000 with Dominion Bank of Middle Tennessee, Third National Bank, and Metropolitan Federal.

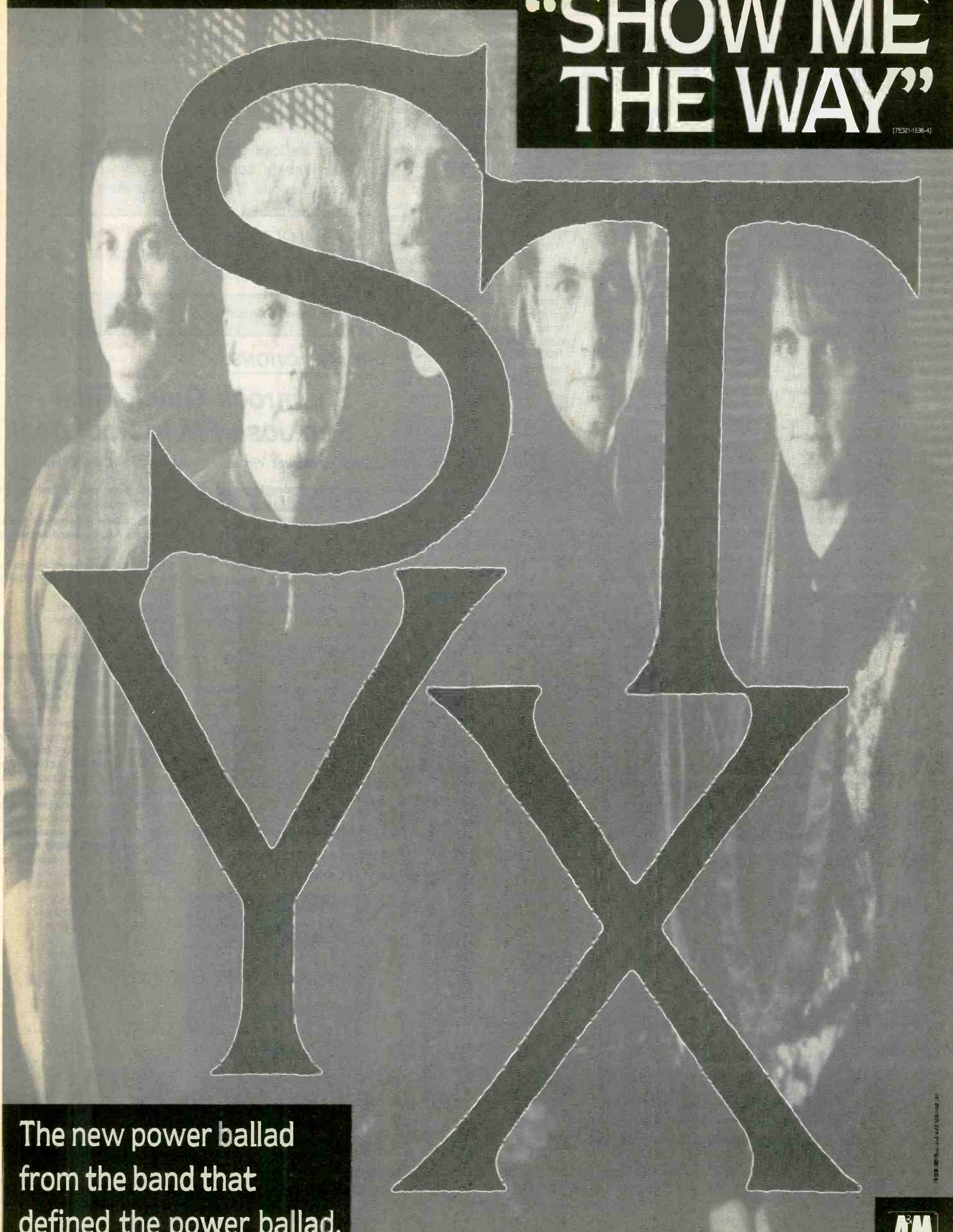
Manning listed nearly \$1 million in debts and \$630,575 in assets — including a \$130,000 Sea Ray speedboat. Bankers argued he has more than enough income to pay back the loans. Court documents say he earns \$150,000 in salary, is eligible for a \$50,000 bonus if the station's cash flow hits \$2.1 million, and receives 5% of the station's cash flow over the target.

"I never intended to go bankrupt. That's not my style," Manning told the Nashville Tennessean. He criticized bankers for halting negotiations on repayment terms.

Continued on Page 10

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## TEN QUESTIONS WITH GEORGE WATERS

## DAB: 'Radio Of The Future'

**G**eorge Waters is Director/Technical Department, **European Broadcasting Union**, Geneva, Switzerland. Among the projects he oversees is **Eureka 147**, a consortium of European government and industrial interests which developed the world's first operational system for digital audio broadcasting. He was interviewed recently by **R&R** Washington Bureau Chief **Pat Clawson** and Assistant Editor **Jack Messmer**.

**R&R:** How important is development of digital audio broadcasting?

**GW:** I would describe the DAB option as the most exciting development since the crystal set in radio. It's the radio of the future. In Europe, of course, we at the EBU have been collaborating very closely with Eureka 147. We're still continuing with the development of the system, but in the meantime we have to be sure the frequencies for emission will be forthcoming. Therefore we've been agitating,

negotiating, cajoling, and encouraging everybody to support our position at WARC-92 [the 1992 World Administrative Radio Conference in Spain]. We would prefer an allocation of 1500 MHz but, of course, will accept whatever turns out in the end. Some frequencies are better than others, and we would prefer to have a lower frequency than a higher one.

**R&R:** Originally, Europeans were looking almost exclusively at satellite delivery for DAB. Why are you moving to a more terrestrial orientation?

**GW:** I don't think it's true to say we're moving toward terrestrial. We're looking toward terrestrial emissions as well as satellite. Both possibilities are still in discussion — and maybe even a hybrid situation. We keep the options open.

**R&R:** Why is the EBU so far ahead of the U.S. in terms of DAB?

**GW:** Simply because there's a need in Europe now for a new plan because the existing bands are pretty well crowded. At the same time, there was a feeling that we should improve the standard, and DAB was obviously the way to go.

Eureka 147 is a cooperative project among various countries and various broadcasters; it's not a

project being carried out by one single entity. So from that point of view, it's the European system, not a system developed in each different country. And it's the most advanced DAB system in the world at this point in time.

**R&R:** Why do you consider the Eureka 147 system to be superior to any other DAB system?

**GW:** As far as I'm aware, it's the only system that's been fully demonstrated, and the demonstrations have been very successful. We had a transmitter overlooking Geneva and drove through the city. Even in the tunnel, there wasn't a blemish on that sound.

**R&R:** What signals are you getting from the U.S. and other nations about support or lack of support for a DAB allocation at WARC-92?

**GW:** The main interest is in Europe, the U.S., and Canada. We're getting a mixed reaction from the U.S. I think the U.S. reaction is now better than it was six months ago — there seems to be more acceptance. One can understand U.S. broadcasters' reluctance for a system like this, particularly if it's satellite-delivered. It's competition for them.

Continued on Page 10

## TRANSACTIONS AT A GLANCE

**Deals So Far In 1990:**  
**\$1,081,541,253**

**Total Stations Traded This Year: 1146**

**This Week's Action: \$5,250,000**

**Total Stations Traded This Week: 2**

- **Deal Of The Week:**
- **KWSS/Gilroy (San Jose), CA \$5 million (estimated)**

● **KOZN/Imperial, CA \$250,000**

## TRANSACTIONS

Shamrock Quick-Flips  
San Jose FM In Kool Deal

Trading Market Virtually Dead As Deal Flow Dries Up

## Deal Of The Week:

**KWSS/Gilroy (San Jose), CA**  
**PRICE:** \$5 million (estimated)  
**BUYER:** Kool Communications Inc., headed by **Marty Loughman**  
**SELLER:** Shamrock Broadcasting Inc., headed by **Bill Clark**. The company owns 14 other radio stations, including **KABL-AM & FM/San Francisco**.

**FREQUENCY:** 94.5 MHz  
**POWER:** 1.15kw at 2580 feet  
**FORMAT:** CHR

**COMMENT:** The parties involved have not disclosed the financial terms of this transaction, but radio brokers estimate the current fair market value of KWSS to be approximately \$5 million. **Nationwide Communications** recently announced plans to acquire **KMGC/Dallas** by swapping this station with Shamrock and paying an undisclosed amount of cash.

## California

**KOZN/Imperial**  
**PRICE:** \$250,000

**TERMS:** Asset sale for cash, with a \$35,000 deposit required

**BUYER:** **Acacia Amusement Corp.**, owned by **A.C. Pena** and **Aaron Berger**

**SELLER:** **Kenneth Henry**, trustee for the bankruptcy estate of **KOZN-FM Stereo 99 Ltd.**

**FREQUENCY:** 99.3 MHz  
**POWER:** 3kw at 200 feet  
**FORMAT:** AC

**COMMENT:** Veteran programmer **Jerry Clifton** bid \$255,000 for this station at a bankruptcy auction in 1989, but he failed to close the deal after the FCC approved it in May 1990. The bankruptcy trustee has requested the FCC grant this latest transaction "extraordinary relief" under the Commission's "Second Thursday" doctrine. That policy allows a station transfer only when individuals accused of misconduct will not receive any benefit. The FCC had ordered the station's license revoked in 1985 after accusing previous owner **Richard Edgar Green** of falsely claiming U.S. citizenship on ownership reports.

McVay Broadcasting of  
State College, Inc.

has agreed to acquire the assets of

**WRSC-AM/WQWK-FM**  
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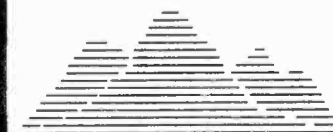
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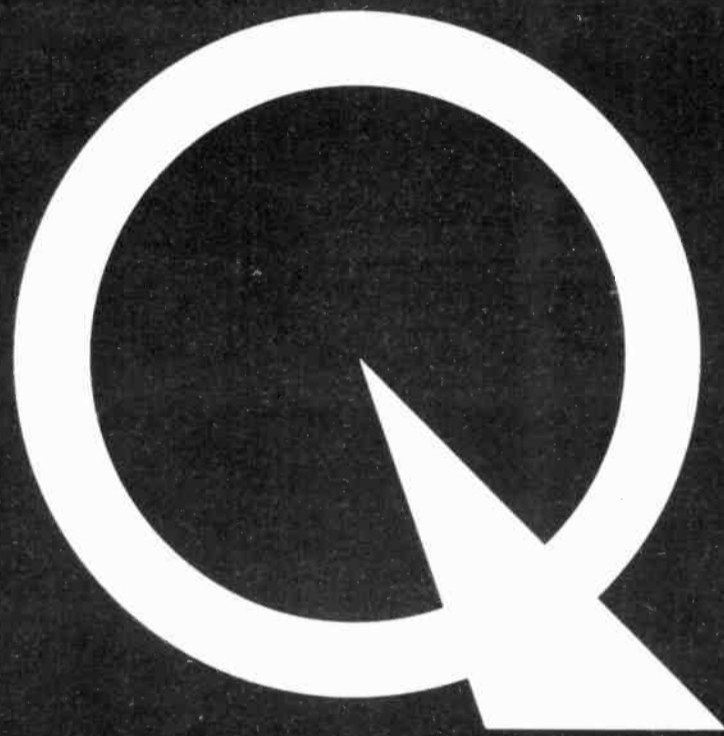
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## DAB AN ISSUE?

## NAB Predicts A Busy Congressional Session

NAB officials, who described the recently completed 101st Congress as "frenetic" and "by far the busiest" for broadcasters, are bracing for more of the same in the 102nd Congress. "[The 101st Congress] was the beginning of a cycle of Congresses exceedingly active in broadcast issues," said NAB President **Eddie Fritts**. Among the radio-related issues the industry group expects to face in the near future:

• **Public interest** — The new Congress is likely to begin with a series of House hearings on whether broadcasters are meeting their obligation to operate in the public interest. NAB Exec. VP/Gov't Relations **Jim May** expects the hearings — which will be held under the auspices of House Energy and Commerce Committee Chairman **John Dingell** (D-MI) — to last between two and four days, probably in late February or early March. Such a proceeding could lead to legislation on a variety of broadcast-related issues.

Broadcasters may have prompted these hearings by arguing earlier this year that their status as public interest trustees should ex-

empt them from a proposed tax on spectrum users.

• **Spectrum tax** — Gone, but far from forgotten. May worries that a spectrum fee could surface "at any time, in any venue" as a financially strapped Congress scrounges to pay for new programs and projects.

• **Political advertising** — In May's opinion, the 102nd Congress will undoubtedly pass legislation to insure that candidates get the lowest unit rate a station has to offer. The challenge for the NAB, he said, is to manage the change and come up with a system that's not a burden to broadcasters.

• **DAB** — "I predict Congress will have a key role to play in digital

audio broadcasting because of its effect on the broadcasting industry," said May. Among the DAB-related questions Congress could address: Where will the necessary spectrum be found?

• **Ad issues** — Proposals to raise revenues by limiting the tax deductibility of advertising could resurface, along with efforts to ban or limit beer and wine advertising.

• **Copyright issues** — May expects a strong push on various copyright matters now that the House Judiciary Committee has cleared its docket of other matters. But first, a new Copyright Subcommittee Chairman must be named to replace defeated Rep. **Robert Kastenmeyer** (D-WI).

May also expects to see some new faces on the House Telecommunications Subcommittee, primarily as the result of the usual shuffling of House members' committee assignments. The most notable difference will be the absence of Rep. **Tom Tauke** (R-IA), who exits after making a failed Senate bid.

## DAB: 'Radio Of The Future'

Continued from Page 8

But if they look at the situation very carefully, they should be able to see — in terms of terrestrial distribution — that they don't have any spectrum left either. This is an opportunity to introduce more services on a local basis. So in that sense it shouldn't be a competition — they should be able to use it to boost their own services.

Canada, as far as I can see, is more interested in satellite distribution. But it could also be interested in terrestrial.

**R&R: What's your timetable for releasing this technology to the marketplace?**

**GW:** By and large, that will be decided by the frequency availability. Even with an allocation in 1992, it will probably take some time before that band is ready for use. So it depends on where the allocation is and what other services have to be moved out of that allocation. And if services have to be moved out, that will take several years. So it may be five or ten years after 1992 at least.

**R&R: What steps, if any, are being taken to make the Eureka system the worldwide DAB standard?**

**GW:** It will be submitted as a standard when we are ready — first of all within Europe to ETSI [the European Telecommunications Standards Institute] and, hopefully, in the U.S. to the FCC. It might take five years to get the equipment type-approved because it won't be ready for some time. But we will probably file with the FCC in the current [DAB] inquiry and see what happens after that process.

**R&R: NAB wants to demonstrate Eureka next April at its convention, and Ron Strother wants to test it in Washington and Boston with an experimental license. Are you amenable to either or both?**

**GW:** We have an agreement that the system will be demonstrated at the NAB convention. I know Strother has had some preliminary discussions with Eureka. I also know there's no arrangement between Eureka and Strother. Eureka and the EBU have not taken a position with regard to how the technology will be licensed in the U.S. I think the possibilities of being aligned with a U.S. operator, if I can put it that way, will be considered before any decision is made. But there's nothing to prevent Eureka 147, or EBU for that matter, from filing directly just as it has for HDTV.

**R&R: There are U.S. efforts underway to develop digital systems that would either be shoehorned into the FM band or operate as spread-spectrum overlays on the FM band. Did you look at those kinds of possibilities?**

**GW:** Eureka initially was conceived as a satellite system. Of course, we realize now there are possibilities to shoehorn, as you call it, using low-power transmitters. That is being looked at. I don't think we have any serious proposals at this point in time.

**R&R: What are you projecting for receiver costs?**

**GW:** No matter what people say about receiver costs, it will depend in the long term on the quantity scale of production. I think that's true of nearly any electronic consumer device. It's not the complexity of the technology that's the basic deciding factor in costs, it's the quantity you can produce and sell. So I wouldn't dare make an attempt at predicting what the cost will be. But to be successful, [DAB receivers] have to come down to the costs of existing receivers. I believe DAB receivers may be a little more expensive, but that's the sort of ballgame we're talking about.

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Margaret Murphy  
WJIB, Boston

## Tax Ruling Could Boost Station Values

Continued from Page 6

phenomenal impact on the industry.

Station prices could get a boost if broadcast licenses are held to be franchises and amortizable under the Tax Code. "If you can write more off in depreciation, the value of the stations should go up — how much, I don't know," said NAB VP/Economist **Mark Fratrick**.

## IRS Considering Appeal

Fratrick was more cautious about the likelihood of Jefferson-Pilot winning its case against the IRS, since part of the Tax Court's ruling in the TCI case was based on the monopoly nature of cable TV franchises. Fratrick said, "Many of the issues are the same, and it suggests that Jefferson-Pilot will be successful in its case." He said the IRS is certain to appeal the TCI case and Jefferson-Pilot, if it also loses there.

IRS spokesman **Steve Pyrek** said the agency was considering an appeal and would have no comment

on specifics of the TCI ruling.

In the TCI and Jefferson-Pilot cases, the companies were seeking to amortize the franchise value of properties over ten years. Congress changed Section 1253 of the Tax Code last year, so the amortization period for properties acquired after October 1989 is 25 years. Even so, deducting the franchise value of an FCC license would be an important tax break for station buyers.

TCI Asst. VP/Taxation **Colin Stoner** said the IRS had taken the position that "the franchise was not amortizable, but akin to goodwill." He'd argued that "goodwill was not a factor in a cable TV franchise, and the judge agreed with us." He wouldn't speculate on whether the same outcome was likely for the broadcast license case. Jefferson-Pilot General Counsel **Dan McAlister** was trying a case in Atlanta and unavailable for comment.

*Note: R&R carried a report on how to claim this tax deduction in the May 18 issue.*

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- WIP and WSNI, Philadelphia;
- WWWW and WOMC, Detroit;
- KVIL, KEGL, KRSR/Star 105, KSCS and KJMZ, Dallas;
- WHDH and WMJX, Boston;
- WAVA, WASH, WLTT, WPGC and WDJY, Washington, D. C.;

- 93Q/KKBQ, K-Lite/KLTR, Power 104/KRBE and KPRC, Houston;
- WMXJ, WAXY, WRMF, and Radio Ritmo/WAQL, Miami;
- WAPW, Atlanta;
- KMGI, KLSY, KBSG, and KMPS, Seattle;
- KYKY, St. Louis;

Alfa 91.3, Mexico City; Radio Nostalgie in Paris, England's #1 rated Invicta FM; Japan's top-rated FM Tokyo and FM-802, Osaka are other major stations that have made the move to TM Century.

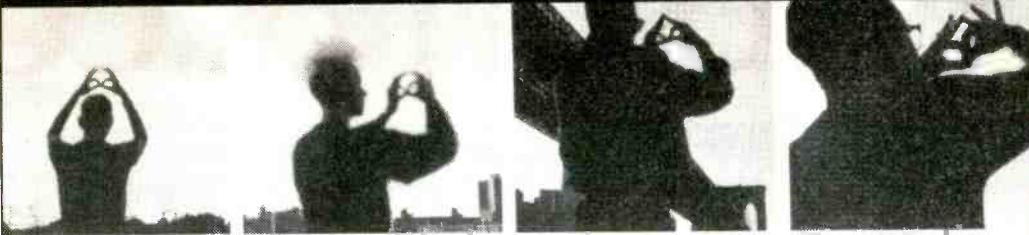
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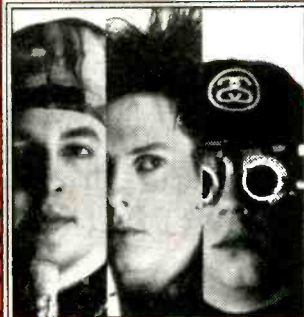
FROM THE ALBUM

**A VIEW FROM 3RD STREET**

PWR99 deb 31  
WNCI 32-29  
WKRZ deb 40  
KZ106 deb 24  
WABB deb 32  
WKZL add  
WPXR add

KRNQ add 30  
KIKX add  
KXYQ 28-25  
103CIR add  
WHTO deb 36  
YES97 add  
B98 add

WTBX add  
99KG add  
KFMW add  
WIFC add  
KBOZ add  
KTMT add



# THINK ABOUT IT! Information Society

"Think"

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# MANAGEMENT

## GUIDANCE COUNSELORS

### Books Get Back To Radio Basics

**W**ant to pick up fresh, detailed information about various broadcast services? How 'bout clever promotional ideas for on-air use? Check out the two new radio management books briefly recapped below:

#### Guide Lines

The 1991 edition of the "Broadcast Services Guide" (\$75/BIA Publications Inc.) profiles some 320 firms that cater to the broadcasting industry (50 more listings than last year's volume).

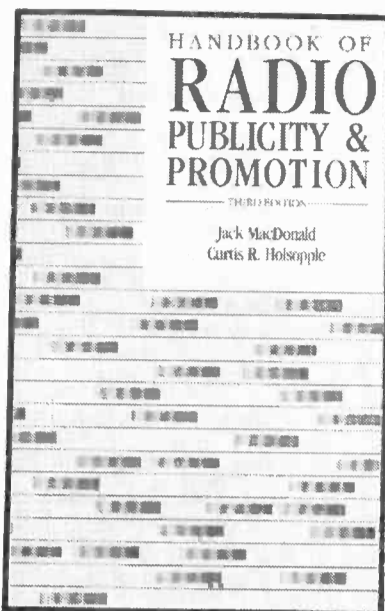
Using a checklist format, the 260-page paperback provides pertinent details (lending policies, loan criteria, services, etc.) about industry-related brokers, lending firms, lawyers, researchers, consultants, program suppliers, and engineers.

Contact names, addresses, and phone numbers for each are listed as well. For more info, call (800) 323-1781 or (703) 478-5880.

#### Publicity & Promotion

Updated and revised, the third edition of the "Handbook Of Radio Publicity & Promotion" (\$24.95/Tab Books) features nearly 500 pages of promotional ideas as well as tips for determining the length of campaigns, planning lead time, getting sponsors involved, and setting up ongoing promotions.

Whether the promotion is simple or elaborate, authors Curtis Holsopple and the late Jack MacDonald walk broadcasters through each step of the operation with instructions that are easy to understand and implement.



Furthermore, the book reminds promotion directors not to forget the small details — like making sure you have a fire department-approved location locked down before your station announces a big Christmas tree bonfire post-holiday promotion. Call (717) 794-2191 for more info.

### Tips To Grow By

**W**hen dealing with employee relations, effective feedback is essential. Below are four ways to keep yours constructive, courtesy of Brad Thompson's "Concise Handbook For New Managers" (\$9.95/Scott, Foresman & Co.):

- **Concentrate on solutions.** Don't browbeat employees with emotional responses to their deficiencies. Express your disappointment up front, and then make steps to solve the problems.

- **Focus on specific behaviors.** Don't attack employees' self-

esteem — point out specific problems. For example, don't say, "You socialize too much" — say, "You've taken long lunches three times this week."

- **Qualify the complaint.** "Sometimes you rush your work" is a much more reasonable statement than "You always rush."

- **Give feedback as soon as it's appropriate.** Don't wait three months to discuss a problem — but don't bring it up immediately if other employees are present, either.

## DATELINE

1991

- **November 15-17** — 21st annual Loyola Radio Conference. Holiday Inn Mart Plaza, Chicago.

- **November 17** — NAB Roundtable for Small- and Medium-Market GMs. Sheraton Westport Inn, St. Louis.

- **January 17-18** — Chris Beck Management Seminar. Hyatt Regency, Phoenix.

- **January 18-20** — Dan O'Day's Air Personality Plus + seminar. Holiday Inn (Tryon Street), Charlotte.

- **January 20-24** — MIDEM '91. Palais des Festivals, Cannes, France.

- **January 24-27** — RAB Managing Sales Conference. Opryland Hotel, Nashville.

- **January 25-29** — National Religious Broadcasters 48th Annual Convention & Exhibition. Sheraton Washington Hotel, Washington, DC.

- **January 27** — Super Bowl XXV. Tampa Stadium.

- **January 28** — American Music Awards. Shrine Auditorium, Los Angeles.

- **January 30-February 2** — Eighth annual Pollack Media Group Programming/Management Conference. Bel Age Hotel, Los Angeles.

- **February 7-9** — Chris Beck Major Account Sales & Development Seminar. Hyatt Orlando, FL.

- **February 10-15** — NAB 26th Annual Management Development Seminar for Broadcast Engineers. University of Notre Dame, South Bend, IN.

- **February 11-13** — Broadcast Credit Association's 25th Credit & Collection Seminar. Loews Summit Hotel, New York City.

- **February 14-16** — Gavin Seminar 1991. St. Francis Hotel, San Francisco.

- **February 15-17** — Southeast Music Conference. Holiday Inn Ashley Plaza, Tampa.

- **February 20** — 33rd Annual Grammy Awards. Radio City Music Hall, New York City.

- **February 25-26** — NAB Radio Group Head Fly-In. Hyatt Regency, Dallas-Ft. Worth.

- **February 27-March 2** — Chris Beck Major Account Sales & Development Seminar. Sheraton Fisherman's Wharf, San Francisco.

- **March 6-9** — Country Radio Seminar. Opryland Hotel, Nashville.

- **March 14** — AWRT National Commendation Awards Program ceremony. Waldorf-Astoria Hotel, New York City.

- **March 22-25** — 1991 NARM Convention. San Francisco Hilton.

- **March 25** — 63rd Annual Academy Awards. Shrine Auditorium, Los Angeles.

- **April 10** — RadioBest Awards. Minneapolis Convention Center.

- **April 15-18** — NAB 1991 Convention. Las Vegas Convention Center.

- **April 21-24** — Broadcast Financial Management Association. Century Plaza Hotel, Los Angeles.

- **April 24** — Academy of Country Music Awards. Universal Amphitheatre, Los Angeles.

- **May 16-19** — Ameri Women In Radio & Television 40th National Convention. Omni Hotel, Atlanta.

- **June 9-15** — NAB Radio Executive Management Development Seminar. University of Notre Dame, South Bend, IN.

- **June 16-19** — BPME & BDA Conference & Exposition. Baltimore Convention Center.

- **June 20-22** — Bobby Poe Convention. Sheraton Premiere, Tysons Corner, VA.

- **July 11-14** — Upper Midwest Communications Conclave. Radisson Hotel South, Minneapolis.

- **September 11-14** — NAB Radio 1991 Convention. Moscone Convention Center, San Francisco.

- **September 25-28** — RTNDA 46th International Conference & Exhibition. Denver Convention Center.

- **October 3-6** — Society of Broadcast Engineers National Convention. Hyatt Regency, Houston.

- **October 14** — CMA Awards. Grand Ole Opry, Nashville.

- **October 23** — John Bayliss Foundation Dinner. Plaza Hotel, New York City.

- **October 24-27** — CMJ Convention. Vista Hotel, New York City.

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## 'ZINE SCENE

## Michael Jackson To Inherit Own Fortune!

**M**ichael Jackson is planning to leave his vast earthly wealth to . . . himself! Encouraged by a psychic who told him that she can pinpoint exactly who he'll be in his next life, Jackson is reportedly scheming to inherit his own fortune — just in case his next incarnation is not talented enough for a megabucks career! (*National Enquirer*)

## Splish Splash

**Barry Manilow** once stripped nude and partied with "a thousand naked gay men" during a gig at a "notorious gay sauna and social club" in NYC!

The pianist says the men kept passing him joints and encouraging him to join them in the whirlpools of activity. Cheered by the crowd, Manilow shed his tux and dove in, yelling "welcome to the seventies" as he hit the water! (*Star*)

## They Could Be Wilburys

The December *Spy* says the passing of "earthwormish balladeer" **Roy Orbison** — the "Sympathy Wilbury" — left a void within the **Traveling Wilburys** that needs filling by another rock legend who is "a sad denouement of drug use, public indifference, and biannual appearances at the Westbury Music Fair."

The monthly's suggested list of candidates (complete with pro and con arguments) includes **Dion**, **Don and Phil Everly**, **Donovan**, **Barry White**, **Paul McCartney**, **Peter Dinklage**, **Joe Strummer**, **John Sebastian**, and **Freddie Mercury**. By the bye, *Spy* guys, **Dion** does play guitar . . .

## Let Them All Talk

• "In 1965, we sat down one evening in a hotel and worked out that since the band had started two years earlier, I'd had 278 girls, **Brian** 130, **Mick** about 30, **Keith** six,



**CIVIL WARRIOR** — "Frankly, if I was going to hit her with a wine bottle, she wouldn't have gotten up," says **Axl Rose**, dispelling the allegation that he assaulted his neighbor. (*People*)

and **Charlie** none" — bassist/bird stuffing enthusiast **Bill Wyman** recalls the trappings of rock 'n' roll stardom. (*Rolling Stone*)

• "They say when you lose one part of your body, you gain it back in another area. I've got to say my sex life's improved by 50 percent" — **Billy Idol** revels in the benefits of a broken leg. (*Us*)

• "After dropping me, [*Elektra Entertainment*] said they would consider doing a record if I would do a 'David Cassidy thing.' I almost cried" — **Iggy Pop** remembers tougher times. (*People*)

• *Rolling Stone's* 1990 readers poll ballots are in the 'zine's November 29 issue. Start sending in those multiple copies of votes for your favorite radio station now.

*R&R doesn't run comic strips, but we do take a comic trip each week through the nation's consumer magazines in search of everything from the sublime to the ridiculous in music news. R&R has not verified any of these reports.*

## TELEVISION

TOP TEN SHOWS  
NOVEMBER 5-11

- 1 *Cheers*
- 2 *60 Minutes*
- 3 *A Different World*
- 4 *Designing Women*
- 5 *Murphy Brown* (tie)
- 6 *Empty Nest*
- 7 *America's Funniest Home Videos*
- 8 *Roseanne* (tie)
- 9 *Murder, She Wrote*
- 10 *Unsolved Mysteries*

Source: Nielsen Media Research

All show times are EST/PST unless otherwise noted; subtract one hour for CST. Check listings for showings in the Mountain time zone. All listings subject to change.

## Friday, 11/16

• **Julio Iglesias**, "The Arsenio Hall Show" (syndicated; check local listings).

• **Jimmy Buffett**, "The Tonight Show Starring Johnny Carson" (NBC, 11:30pm).

• **Wilson Phillips**, "Into The Night Starring Rick Dees" (ABC, midnight).

## Saturday, 11/17

• **Mary-Chapin Carpenter**, "Late Night With David Letterman" (NBC, 12:30am).

• **Sonny Bono** guest stars on "Golden Girls" (NBC, 9pm).

• **Whitney Houston**, "Big Break" (syndicated; check local listings for station and air time).

• **Paul Simon**, "Saturday Night Live" (NBC, 11:30pm).

## Monday, 11/19

• **Gregg Allman** guest stars in this week's episode of "Superboy" (syndicated; check local listings).

• **Roger Daltrey** co-stars in the made-for-TV drama "Forgotten Prisoners: The Amnesty Files" (TNT, 8pm EST/5pm PST).

• **WLUP/Chicago** air talent **Jonathon Brandmeier** and **Sonny Bono** co-star in the TV movie "Thanksgiving Day" (NBC, 9pm).

• **Mutual** talk show host **Larry King** guest stars on "Murphy Brown" (CBS, 9pm).

• **Vixen**, "Rick Dees."

## Tuesday, 11/20

• **Mariah Carey**, "Johnny Carson."

• **Travis Tritt**, "Rick Dees."

## Wednesday, 11/21

• **Tito Puente & Celia Cruz**, **George Benson**, the **Count Basie Orchestra**, and the **Elvin Jones Jazz Machine** perform on "Newport Jazz '90" (PBS; check local listings for air time), taped during this year's American Jazz Festival.

• **Living Colour**, "Arsenio Hall."

• **Ray Charles**, "Johnny Carson."

• **Natalie Cole**, "Rick Dees."

## Thursday, 11/22

• **Rosanne Cash**, "David Letterman."

• **KLOS/L.A.** morning men **Mark & Brian** hone their "concerned onlooker" skills on "Cheers" (ABC, 9pm).

• **Roseanne Barr** sings on "Rick Dees."

## BOOK BEAT

## Ronnie Spector, Rockers Profiled

**J**ust as producer Phil Spector was the dominating force behind the enduring success of the Ronettes (and a looong list of other '60s acts), so was he the dominating force in the life of the group's lead singer, **Veronica Bennett**, who later became Mrs. Ronnie Spector.

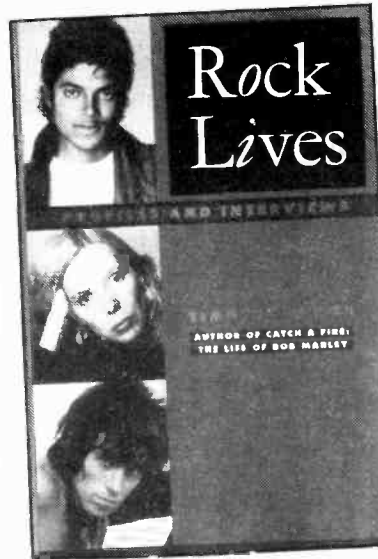
The full measure of Phil's impact on Ronnie's life (or at least her version of it) can be found between the covers of Spector's recently published "Be My Baby" (\$19.95/Harmony). Co-written by freelance author **Vince Waldron**, the 318-page tome bulges with the singer's candid and eye-opening recollections of the couple's less-than-idyllic marriage and working relationship.

Those looking for outrageous Phil-in-the-blank stories will not be disappointed. However, given the personalities and apparent circumstances involved, the book is not a vindictive tell-all. Instead, it appears to be a balanced account of what went on in the couple's private and public lives.

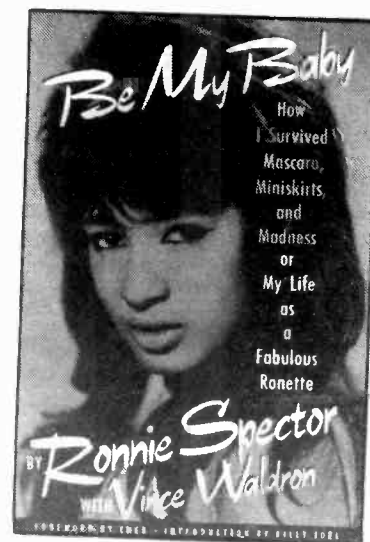
When not concerned with Phil, the book — which sports a foreword by **Cher**, an introduction by **Billy Joel**, 16 pages of photos, and an extensive Ronnie Spector discography — concentrates on the singer's rise to stardom and her battle to regain (and maintain) a "normal" rock 'n' roll life.

## White Lines

Noted music critic and **Westwood One** syndicated radio host **Timothy White** (of "Timothy White's Rock Stars" fame) has assembled 59 of his previously published celebrity interviews and essays (from such sources as *Rolling Stone*, *Crawdaddy*, *Musician*, *Spin*, etc.) into one whopping 806-page tome: "Rock Lives" (\$24.95/Henry Holt).



Divided into three sections (Pioneers, Pilgrims, and Progeny), the book offers revealing peeks at a virtual who's-who list of rock 'n' rollers, spotlighting **Robert Johnson**, **Professor Longhair**, **Chuck Berry**, **Little Richard**, **James Brown**, **John Lennon**, **Paul McCartney**, **Keith Richards**, **Mick Jagger**, **Jimi Hendrix**, **Jimmy Page**, **Eric Clapton**, **Bruce Springsteen**, **Michael Jackson**, and many others.



As with White's previous offerings ("Catch A Fire: The Life Of **Bob Marley**," "Rock Stars"), "Rock Lives" makes for informative and entertaining reading that's bound to lead to much on 'n' off-air commentary. Witness what's already happening with **Pete Townshend's** admission of a gay past (page 225) . . .

## Softbound For Glory

Following is a look at some music-related books that are currently available (or soon will be) in paperback:

• **Gene Fowler** and **Bill Crawford's** "Border Radio" (\$13.95/Limelight Editions). Perhaps best described by its subtitle ("Quacks, Yodelers, Pitchmen, Psychics, And Other Amazing Broadcasters Of The American Airwaves"), this rollicking history lesson details the colorful saga of the infamous Mexican-located Yankee-run radio stations that blasted their 50,000-watt signals across the Northern Hemisphere from the '30s to the '60s.

A foreword by **Wolfman Jack** kicks off this irresistible 282-page must-read. (Originally reviewed: *R&R*, 1/15/88.)

• **Greil Marcus's** "Mystery Train" (\$12.95/Obelisk). Originally published in 1975, this revised third edition of Marcus's 282-page study of rock 'n' roll music and American culture focuses on six artists: **Robert Johnson**, **Harmonica Frank**, **Randy Newman**, the **Band**, **Sly Stone**, and **Elvis Presley**.

• **Willie Dixon's** "I Am The Blues" (\$12.95/Da Capo Press). Co-written by frequent *Los Angeles Times* music critic **Don Snowden**, this 264-page retelling of Dixon's life looks at the bluesician's personal life and musical contributions. Quotes from Dixon's fans and contemporaries, song lyrics, and discography are included. (Originally reviewed: *R&R*, 11/17/89.)

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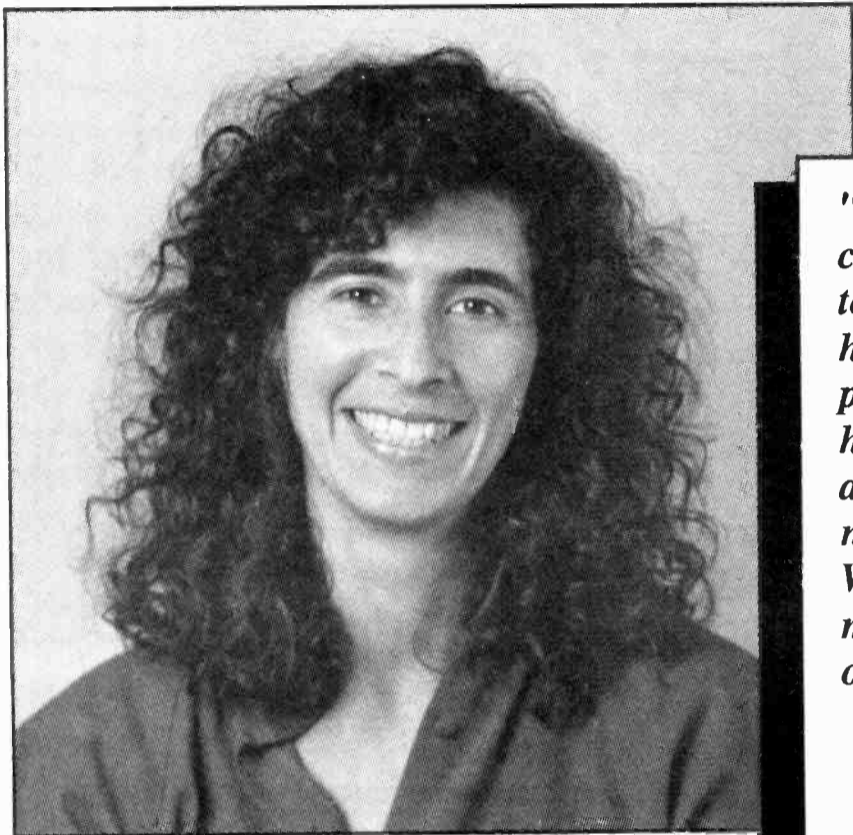
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# MEDIA

## VIDEO

### NEW THIS WEEK

● **BON JOVI: ACCESS ALL AREAS (PMV)**

The Mercury band's 1989-1990 world tour is the focus of this 90-minute rockumentary, which catches the guys behind the scenes. Hits from their "New Jersey" and "Slippery When Wet" LPs also are featured. (Street date: 11/20)

● **JANET JACKSON: THE RHYTHM NATION COMPILATION (PMVIA&M)**

Just as its title implies, this 55-minute package is a collection of seven clips from the A&M artist's "Rhythm Nation 1814" LP — from "Miss You Much" to her current single, "Love Will Never Do (Without You)" — plus interview and behind-the-scenes footage. (11/20)

● **MOODY BLUES: LEGEND OF A BAND (PMV)**

This 90-minute history of the Polydor band features concert footage, interviews, and lots of music from throughout their 26-year career, including "Nights In White Satin," "Tuesday Afternoon," and "Your Wildest Dreams." (11/20)

● **YOUNG MC: BUSTIN' MOVES (PMV)**

Interviews and clips — including those for "Bust A Move" and "Principal's Office" — can be found on this half-hour video by the Delicious Vinyl/Island youngster. (11/20)

● **TONY! TONI! TONE!: VIDYO! VIDYO! VIDEO! (PMV)**

Childhood home movies from the Wing/Mercury trio are among the goodies in this 50-minute package, which also includes clips for "The Blues," "Feels Good," and five more. (11/20)

● **ANTHRAX THROUGH TIME (PMV/IVA)**

Interviews with the Megaforce/Island heavy-metal quintet are interspersed among clips in this hour-long compilation. Songs include "Metal Thrashing Mad," "Anti-Social," and a cover of Joe Jackson's "Got The Time." (11/20)

● **KENTUCKY HEADHUNTERS: PICKIN' ON NASHVILLE: THE VIDEOS (PMV)**

Clips from the country-rockers' Mercury LP of the same name are featured on this 20-minute compilation. (11/20)

● **JOE WILLIAMS: JAZZ AT THE SMITHSONIAN (PMV)**

Thirteen tunes by the Verve blues singer — backed by Kirk Stuart (piano), Keeter Betts (bass), and Steve Williams (drums) — make up this hourlong performance video. (11/20)



VOWEL LANGUAGE — Tony! Toni! Tone! make a toney trio.

● **INXS: GREATEST VIDEO HITS (1980-1990) (A\*Vision)**

Spanning the Australian sextet's entire recording career, this 90-minute effort includes 24 songs plus exclusive interviews. Clips include "Need You Tonight," "Devil Inside," "Suicide Blonde," and three never-before-seen videos — "Just Keep Walking," "The Loved One," and "Stay Young." (11/20)

● **MANDELA IN AMERICA (A\*Vision)**

This 90-minute program documents Nelson Mandela's recent U.S. tour, and includes performances by Tracy Chapman, Aretha Franklin, Ladysmith Black Mambazo, Johnny Clegg, Hugh Masekela, Ice-T, and Stevie Wonder. There's also interviews with a number of celebs and political figures, including the South African leader himself. A portion of the proceeds are earmarked for the Nelson Mandela Freedom Fund. (11/20)

● **SWEET SENSATION (A\*Vision)**

Four clips, a live performance of "Love Child," and interviews with the Atco beauties make up this half-hour package. (11/20)

● **ENUFF Z'NUFF (A\*Vision)**

Atco's psychedelic-rockers are caught performing three tunes live! from El Paso in their first longform effort, which also includes two video clips and interviews with the band. (11/20)

● **BILLY JOEL: LIVE AT YANKEE STADIUM (CMV)**

The first rock 'n' roll concert ever staged at the NYC landmark is captured in this 80-minute program, taped in June. The Columbia superstar performs 13 songs, including "Pressure," "We Didn't Start The Fire," "I Go To Extremes," and "And So It Goes." Interviews and behind-the-scenes footage round out the package. (11/20)

● **STEVIE RAY VAUGHAN & DOUBLE TROUBLE: PRIDE & JOY (CMV)**

Eight clips from five albums by the late Epic guitarslinger and his band — from 1983's "Love Struck Baby" to last year's "Crossfire" — comprise this 40-minute career retrospective. (11/20)

● **SUICIDAL TENDENCIES: LIGHTS ... CAMERA ... SUICIDAL (CMV)**

The nonconformist thrash-rockers speed into home video with their first effort, a 45-minute tape featuring clips, live performances, and a discussion with frontman Mike Muir. Parental discretion advised. (11/20)

● **BRUCE HORNSBY & THE RANGE: A NIGHT ON THE TOWN (BMG)**

Eight songs from the RCA LP of the same name plus three more — "The Way It Is," "The Valley Road," and "The End Of The Innocence," the latter of which Bruce Hornsby co-wrote with Don Henley — can be found on this hourlong concert video, recorded live in L.A. with special guests Jerry Garcia, Shawn Colvin, Joe Henderson, and others. (11/20)

● **MORE OF JIVE'S GREATEST RAP VIDEO HITS (BMG)**

Clips by Kool Moe Dee, A Tribe Called Quest, DJ Jazzy Jeff & The Fresh Prince, Mr. Lee, Boogie Down Productions, D-Nice, and Dr. Ice make up this 70-minute compilation of the Jive/RCA roster's rappers. Interviews with several of the artists complete the effort. (11/20)

● **WHODINI: GREATEST RAP VIDEO HITS (BMG)**

Nine clips by the Jive/RCA trio — including "Funky Beat" with Bobby Brown and "Be Yourself" with Millie Jackson — comprise this 40-minute greatest-hits package. (11/20)

● **THE ELVIS FILES (Media Home Entertainment)**

Is the King alive 'n' well and living in Kalamazoo? Yes! If you believe this speculative "documentary," a video version of the same-titled book by Gall Brewer-Giorgio (who also wrote "Is Elvis Alive?"). (11/21)

● **MEN AT WORK (RCA/Columbia Pictures)**

Brothers Charlie Sheen and Emilio Estevez play garbage men in this comedy, directed by Estevez. The film spawned a Mesa/Bluemoon soundtrack with tunes by UB40, Sly & Robbie, Black Uhuru, Third World, Stewart Copeland, Ziggy Marley, and more. (11/21).

## FILMS

### WEEKEND BOX OFFICE NOVEMBER 9-11

1 <b>Child's Play 2</b> (Universal)*	\$10.71
2 <b>Jacob's Ladder</b> (Tri-Star)	\$5.08
3 <b>Ghost</b> (Paramount)	\$4.30
4 <b>Sibling Rivalry</b> (Columbia)	\$3.02
5 <b>Reversal Of Fortune</b> (Warner Bros.)	\$2.52
6 <b>White Palace</b> (Universal)	\$2.20
7 <b>Quigley Down Under</b> (MGM/UA)	\$2.14
8 <b>Memphis Belle</b> (Warner Bros.)	\$2.12
9 <b>Marked For Death</b> (Fox)	\$1.87
10 <b>Fantasia</b> (Buena Vista)	\$1.78

All figures in millions  
\*First week in release

Source: Exhibitor Relations Co.

### COMING ATTRACTIONS:

This week's openers include "Rocky V," starring Sylvester Stallone in the fourth (and final?) sequel in the series. The movie's **Bust It/Capitol** sound-



JUST SAY 'YO!' — A Stallone, alone.

track contains "music from and inspired by" the film, including the single "Go For It! (Heart And Fire)" by **Joey B. Ellis & Tynetta Hare** as well as selections by **M.C. Hammer**, **Elton John**, **Snap**, **Rob Base**, **Bill Conti**, **MC Tab**, and the **7A3**. Don't blink during the film's first press conference scene or you'll miss **KLOS/L.A.** morning men **Mark & Brian**, playing a pair of reporters.

## MUSIC & MOVIES

### CURRENT

● **GRAFFITI BRIDGE (Paisley Park/WB)**

Singles: Round And Round/Tevin Campbell  
New Power Generation/Prince

Other Featured Artists: Time

● **DAYS OF THUNDER (DGC)**

Single: Show Me Heaven/Maria McKee

Other Featured Artists: Guns N' Roses, Chicago, David Coverdale

● **THE HOT SPOT (IVA/Antilles)**

Featured Artists: Miles Davis, John Lee Hooker, Taj Mahal

● **LISTEN UP: THE LIVES OF QUINCY JONES (Qwest/Reprise)**

Single: Listen Up/Listen Up

Other Featured Artists: Quincy Jones, James Ingram & Patti Austin

### UPCOMING

● **ROCKY V (Bust It/Capitol)**

Single: Go For It! (Heart And Fire)/Joey B. Ellis & Tynetta Hare

Other Featured Artists: Elton John, M.C. Hammer, Snap

● **MERMAIDS (Geffen)**

Single: The Shoop Shoop Song (It's In His Kiss)/Cher

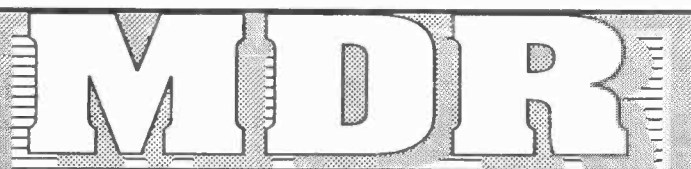
Other Featured Artists: Lesley Gore, Four Seasons, Miracles

● **MR. & MRS. BRIDGE (Novus/RCA)**

Featured Artists: Glenn Miller, Tommy Dorsey, Lena Horne



INXS'S DEO — Six for the single girls.



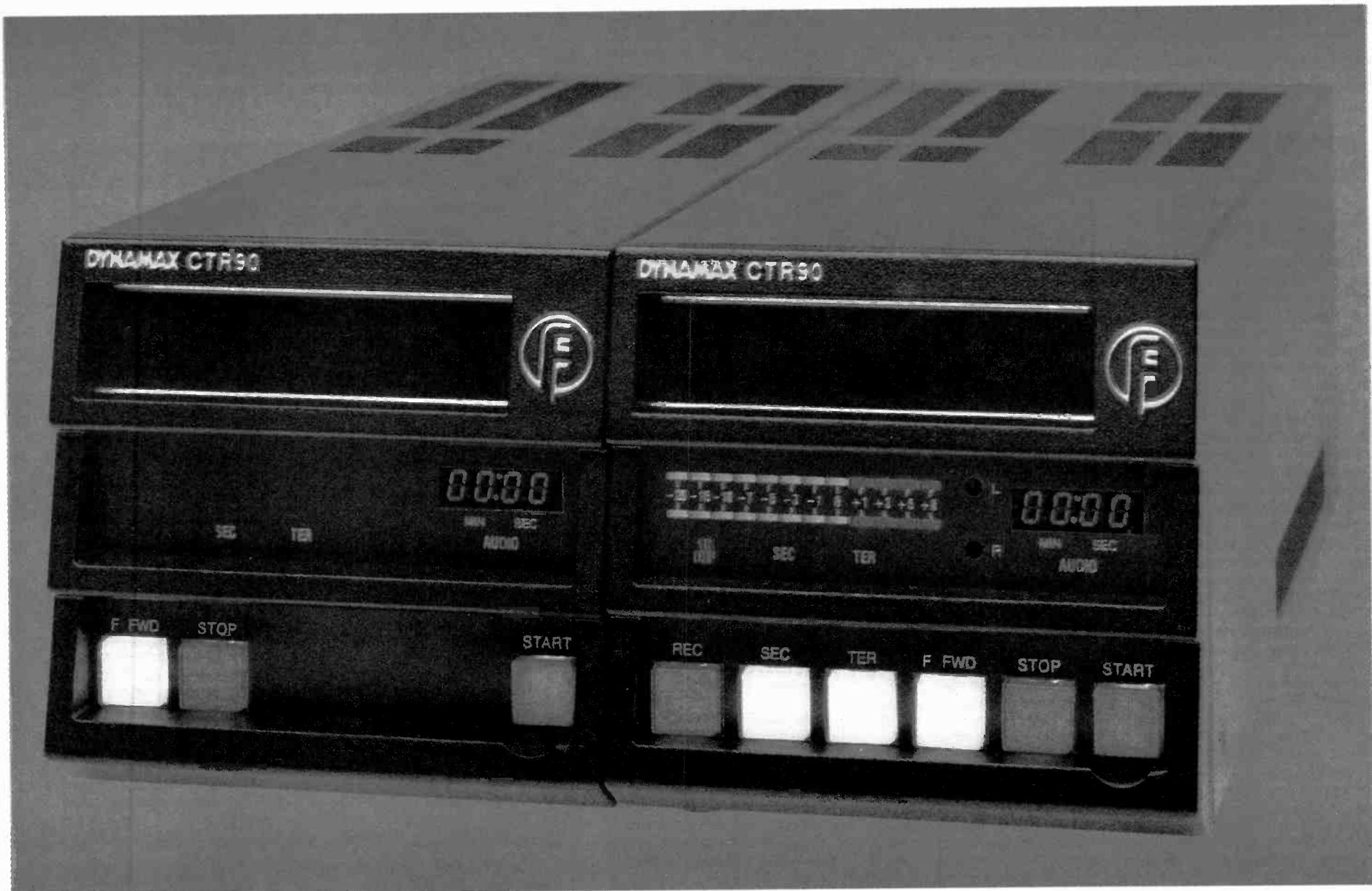
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*Dolby HX Pro Headroom Extension originated by Bang & Olufsen and manufactured under license from Dolby Laboratories Licensing Corporation.*

*DNR is a registered trademark of National Semiconductor Corporation under U.S. Patents 3,678,416 and 3,753,159.*

# LIFESTYLES

## PLEAS, PLEAS, PLEAS!

### 75% Of Americans Donate To Charity Groups

Say your station wants to coordinate a Thanksgiving or Christmas promotion with a nonprofit charity organization. Now, which one do you choose? After all, by one estimate there are nearly a million nonprofit groups soliciting funds in America today.

Are most folks aware of the rising number of charity groups? You bet. According to a recent survey conducted by the NYC-based Roper Organization, nearly nine out of ten people who donate money agree with the statement that "every year it seems like more and more charitable organizations are asking for money."

#### Donor Profile:

##### Who Really Cares

Three-quarters of all Americans donated money to a charity, church, or nonprofit organization last year. Nearly half (42%) of these folks gave to nonprofit groups and religious institutions. Meanwhile, 19% gave only to their church and 15% gave only to non-religious groups.

The people who gave to secular and nonsecular charities were the

### Age Of Giving

Although baby boomers (aged 30-44) are the most likely of all age groups to donate to nonprofit causes, they're not necessarily the most generous. A demographic breakout — showing the percentages who gave and the average amounts given in 1989 — for three major listener age groups follows:

Age	Percent who donate	Average amount
18-29	41%	\$139
30-44	65%	\$218
45-59	63%	\$259

Source: Roper Organization

most generous, donating an average of \$675 to a variety of causes. By comparison, church-only contributors averaged \$304 in donations, while nonreligious-only contributors averaged \$153.

Public radio and television stations were the seventh most popular group to receive nonreligious/nonprofit donations in 1989, following (in order) medical charities, 4-H/scouting groups, the United Way, Red Cross/Unicef, environmental groups, and various social/political groups.

#### Money Matters

With household income affecting the frequency and amount of a donor's financial contributions, it's no surprise that affluents are the most generous supporters of nonprofit groups.

In fact, affluents — who represent 18% of the population — gave more than \$9 billion to nonreligious nonprofit groups last year. That's more than a third of all contributions made. (The average individual affluent's yearly contribution was \$324 last year; the national individual average was \$215.)

For a breakdown of donations by age group, please consult the chart above.



(tripod shoes included)

### Sound-Activated Camera Hits Party's High Notes

Tired of depending on costly professionals or tipsy staffers-turned-amateur photographers to capture the highlights of your station's annual Christmas party? Try inviting Konica USA's "Kanpai" 35mm automatic camera to the festivities instead.

The Kanpai (Japanese for "cheers") automatically focuses and snaps pictures in response to laughter and other sounds that break the background noise barrier.

Sitting atop a custom tripod, the Kanpai can be set to randomly pan the room for potential shots. When placed in the corner of a room, the camera's panning range is nearly 100 degrees.

The Kanpai also features a two-point fixed focus, an electronic self-timer, and a built-in flash (which can be switched on or off). Of course, the Kanpai also doubles as a "normal" camera when desired. Suggested retail price: \$216. For more info, call the Englewood Cliffs, NJ-based firm at (201) 568-3100.

### HIGHWAY ROBBERY

#### Volkswagen Cars Are Most Often Stolen

When your station sponsors a car giveaway, make sure the one you give away won't get away too easily. Of all 1987 to 1989 cars, the six models with the highest relative frequency of theft insurance claims were all made by Volkswagen.

The GTI, Jetta (four-door), Scirocco, Jetta (two-door), Golf (two-door), Golf (four-door), and Cabriolet all had claim frequencies more than four times the national average. Many had relatively low average loss payments per claim, however, meaning that the claims were mainly for stolen parts and not the vehicles themselves.

Vehicles with the lowest claim frequencies were all domestic four-doors, station wagons, or passenger vans. Although they represented nearly 12% of all cars insured, they accounted for less than 6% of the total claims and only 4% of paid theft losses.

Conversely, sports and specialty models accounted disproportionately for all car thefts. Although these cars accounted for less than 14% of those insured, they were re-

sponsible for nearly one-quarter of all theft claims and almost 40% of the money paid for such claims. (Two convertibles — the 1987 Chevrolet Corvette and the 1988 BMW 325i — each had average loss payments per theft claim of more than \$15,000.)

### Young Women Wake Up To Makeup

If your station targets teens, it also should be targeting cosmetics manufacturers as advertisers. A vast majority of young women aged 13-21 wear foundation, blusher, powder, eye makeup, lipstick, and nail polish, according to a recent survey by *Seventeen* magazine.

Three-quarters of young women (76%) use some form of foundation. Face powder and blusher are popular as well — 81% use powder in their daily routine, while 87% color their cheeks.

#### Me, Myself & Eye

Nearly all teen women (96%) wear eye makeup. The most popu-

### Future 'Game Boy' Software Targets Adults

Sorry, kids — "Game Boys" aren't strictly child's play. About 40% of those who play Nintendo's successful handheld electronic games are adults, and a new line of software may drive that figure even higher.

GameTek Inc. plans to introduce an "Info Genius" cartridge in January that includes a spelling checker, dictionary, and thesaurus. Also in the works are travel guides (for the U.S. and Europe), foreign-language translators, health and fitness packs, and encyclopedias.

Since Game Boys don't have keyboards, people will have to wade through menus and select icons to find what they want. That's a small drawback, however, considering that the retail price of each cartridge is projected to be \$20 to \$30 — an affordable alternative to handheld reference tools that do only one job.

### U.S. Furniture Buying Hits Record Low

Looking for a new promotion idea? Try giving away a roomful of furniture. Furniture buying sank to a record low last year, when only 27% of adults said they had made a purchase during the past year.

Not all categories were soft, however. According to *Bed Times* magazine, 25% more people bought mattresses and box springs last year than in 1988. Also seeing sales increases were wall systems/entertainment centers, recliners, and accessories.

The most popular pieces of furniture in 1989 were mattresses and box springs (20% said they had purchased the items in the past year), followed by sofas (18%), lamps, recliners, and upholstered chairs (each 17%), and occasional tables (14%).

The typical furniture buyer is married, earns \$20,000 to \$40,000, and lives in the South in a two-person household. Interestingly, last year 39% of Americans bought their furniture at specialty stores — a 20% increase since 1986.

## CHRONICLE

#### Born To:

WWWW/Detroit MD Sharon Foster, husband WLLZ/Detroit air talent Chuck Santoni, son Joseph Christopher, October 31.

WKHI/Ocean City, MD air talent J.T. Cruz (Jim Tabor), wife Lori, son Cameron James, November 2.

Film House Exec. VP Tony Quin, wife LouAnn, son Winston Marcus, November 2.

#### Marriages:

WJIS-FM/Sarasota Promotion Dir./air talent Peter Lloyd to Debra Lee Lenz, October 27.

KCAQ/Oxnard, CA MD Annie Sage to Ed Fassl, October 27.

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# TECHNOLOGY

## TV Sound 'N' Vision Coming To Computers

Thanks to new components introduced by the Northern California-based Intel Corporation, your station's next PC can be a multimedia computer — a machine that integrates stereophonic sound, full-motion video, and high-resolution still pictures with the relatively crude characters and graphics generated by standard PCs.

Multimedia machines also allow users to manipulate and store the enhanced sound and visual images just like text in a standard document.

### Major Micros

The secret ingredient? Intel's new microprocessors. The chips control the enormous amounts of compression and decompression necessary to manipulate the digital signals that provide moving video images and stereo sound.

Chips that allow for similar multimedia operations have previously been available, but only as "add-on" features. Intel's new chip will be included in complete multimedia hardware platforms.

Several companies are pushing ahead with plans to have multimedia machines on the consumer market in 1991, according to reports in the *Los Angeles Times*.

## Promo-Bed Package Priced By Market

Clean Sheets has instituted flat-fee pricing by market size for its latest promo-bed package, "Clean Cuts" — \$999 for 1-50 markets and \$499 for 51+ markets.

The all-digital package comes on three fully indexed CDs and contains 215 tracks of long beds, stagers, and punctuators. Call the Oak Park, MI-based company at (313) 544-0405 for more info.

Such machines are likely to cost \$1000-\$2000 more than standard PCs.

## Mid-Sized Digital Headphones



Audio-Technica's new line of mid-sized stereophones were designed for digital sources with wide dynamic range, such as compact discs and digital audio tape.

The "ATH-M2X," "ATH-M3X," and "ATH-M4X" have adjustable headbands, weigh less than 5 ounces, and come with 11-foot cords. The ATH-M3X has a closed-back earpiece, while the other two models are open-back designs.

The ATH-M4X utilizes samarium cobalt magnets for added sensitivity and copper-clad aluminum wire voice coils for improved high frequency response.

Suggested retail prices: \$29.95 for the M2X, \$39.95 for the M3X, and \$49.95 for the M4X (pictured). For more info, call the Stow, OH-based company at (216) 686-2600.



## PSAs, PROMOS & SPOTS

## Compact Disc Production System

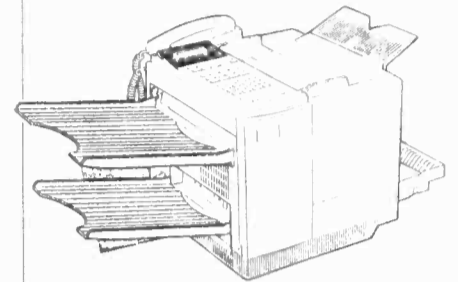
Introducing the "Spot 90" — a compact disc production system designed to bring CD sound quality to on-air PSAs, promos, and commercials. Available from the NYC-based Gotham Audio Corporation, the Spot 90 includes a DAT master recorder, a Yamaha EFM encoder and optical drive, an IBM-compatible Dell personal computer, and complete system hardware and software.

Here's how it works: Using the PC's keyboard to supervise operations, broadcasters transfer the original source to the Spot 90's DAT master recorder. The audio is then transferred directly to recordable CDs (CD-Rs). CD-Rs store up to 68 minutes of full bandwidth audio, have ten-year lifetimes, and play back on any standard CD player.

List price: \$42,500. The company also offers various leasing plans. Call (212) 765-3410 for more info.

## High-Security Fax Machines

Fax machines are great for transmitting data — but if a wrong number's dialed, that data could be transmitted to a total stranger. Plus, with fax messages traveling over public phone lines, a simple phone bug is all it takes to intercept important info.



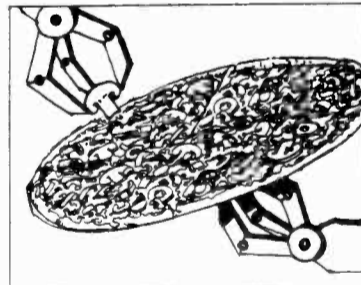
Until recently, fax security has been expensive and difficult to use. Now, Nippon Telegraph & Telephone Corp. has introduced a line of "cipher fax" machines in Japan with retail prices starting at about \$1000.

The machines scramble faxed messages, which are printed out as a jumble of meaningless characters if intercepted or sent to the wrong place. (Receiving cipher fax machines unscramble messages after recipients press a password button.) If the machines catch on in Japan, NT&T may bring 'em to the U.S.

## Prototype 'PizzaBot' Does The Right Thing

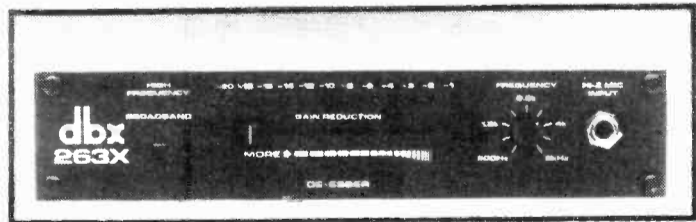
Imagine a worker who doesn't require paychecks, doesn't talk back, and doesn't call in sick. Impossible, you say? Not if you're the proud owner of a pizzeria.

"PizzaBot" — a robotic arm designed by Carnegie Mellon University's Center for Human Service Robotics — can prepare a pizza in about 3½ minutes, and is similar to



the "Anytime Pizza" maker introduced last year (R&R, 11/3/89).

The prototype, which responds to voice instructions, made 50 pies at a Pittsburgh pizzeria its first day on the job. When available, PizzaBot may sell for less than \$75,000. CMU also is working on software that updates inventory and bookkeeping with each pizza order.



## Squelch The Sounds Of S-S-Sibilance

San Francisco-based DBX, a division of AKG Acoustics Inc., has introduced the "263X" — a voice processor designed to provide flexible control over the hissing and rushing sounds of sibilance.

Regardless of the setting (high frequency or broadband), the 263X splits all incoming signals into two frequency bands to detect and automatically adjust for excess hiss.

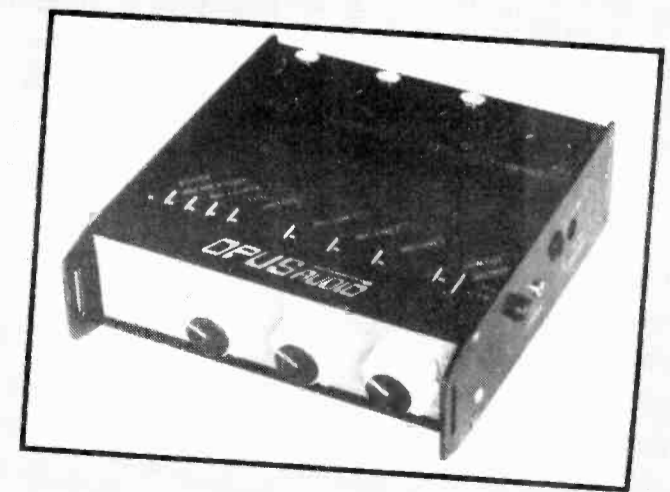
The rack-mount device also features program dependent attack and release times, a variable (800 Hz-8 kHz) de-ess crossover point, and an automatic de-essing range of -35 to +18 dBu. List price: \$149. For more info, call (415) 957-1067.

## Sony Develops 'Data Discman' For Bookworms

First, Sony invented the "Walkman" portable cassette player. Five years later came the "Discman" portable CD player. Now get ready for the company's "Data Discman" — a device for reading books recorded on 3-inch optical discs, each of which stores up to 10,000 pages.

The Data Discman features a ten-line display, weighs 19 ounces (without batteries), and comes with a disc containing an English-Japanese dictionary.

Although it was introduced in Japan last summer, the Data Discman probably won't be available in the U.S. until next summer. By then, Sony may be able to convince consumers that the device's advantages are worth its \$380 price tag.

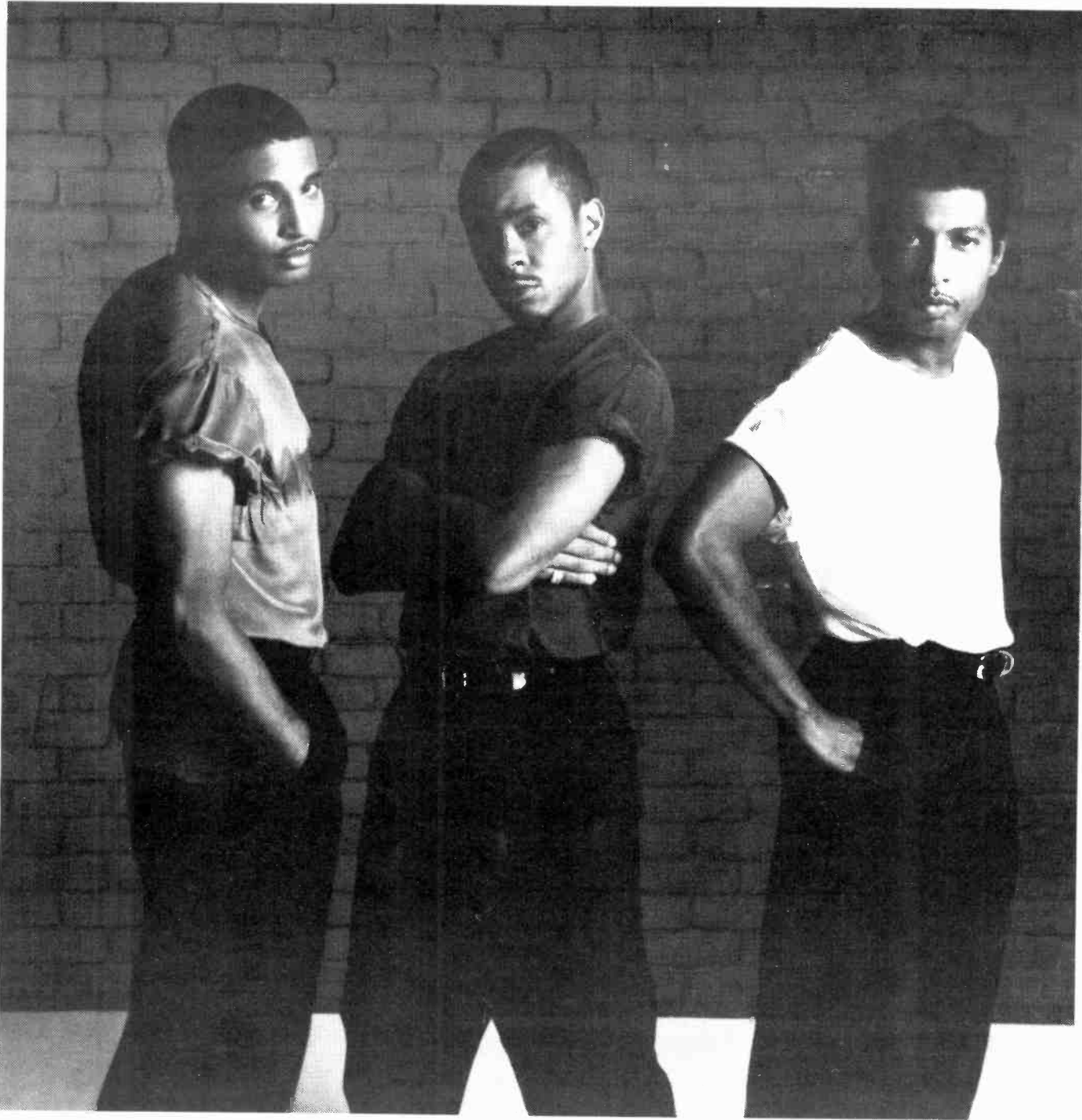


## Portable Audio Mixer Debuts

Weighing less than 2 pounds, the "FPM312" portable audio mixer incorporates three switchable mike/line inputs with internally adjustable limiters.

Developed by Swedish company Opus Audio and distributed in the U.S. by Comrex Corp., the battery-operated unit also sports a switchable high pass filter to eliminate excess noise.

Suggested retail price: \$895. A stereo version is also available. For more info, call Acton, MA-based Comrex at (508) 263-1800.



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KOY-FM deb 30  
HOT977 33

TIC-FM add  
WCKZ 31-27  
KBFM  
B95  
I94 deb 25  
KLUC  
KDON 28-24  
WQXA  
SLY96

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produced by L.A. & Babyface.

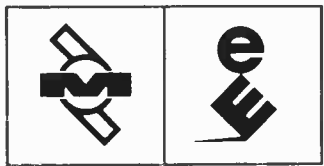
Virgin

© 1989 Virgin Records America, Inc.

## TWO-TIERED DEAL

## Mute Records Joins Elektra Entertainment

U.K. based independent label Mute Records has entered into a U.S. licensing, pressing, and distribution deal with Elektra Entertainment. The two-tiered arrangement comes at the conclusion of Mute's current relationship with Enigma Entertainment. The pact allows



MUTE/ELEKTRA

Mute's U.S. offices to promote and market product that Elektra will press and distribute through WEA.

Mute President and founder Daniel Miller commented, "Mute and Elektra were made for each other. We think alike in terms of the benefits of longterm artist development to establish and build artists' careers."

Elektra Entertainment Chairman Bob Krasnow added, "Daniel's singular vision has produced one of the most revolutionary rosters of the last ten years. The synergistic quality of this partnership will expand Elektra's A&R capabilities while sharpening Mute's profile in the American market."

Artists covered by the licensing arrangement include Nick Cave & The Bad Seeds, Renegade Soundwave, Inspiral Carpets, Fortran 5, and Easy. They will be directly marketed and promoted by Elektra as direct signings to the label bearing the new Mute/Elektra imprint.

Included in the P&D deal are Crime & The City Solution and Diamanda Galas, along with plans to reissue back catalog product from Cabaret Voltaire, Can, and Throbbing Gristle.

Mute U.K. artists with previously existing licensing deals [notably Erasure] with other U.S. labels will not be affected by the Mute/Elektra pact.



Jonathan Coffino



Robert Biniáz

## MCA Promotes Two Execs

Coffino Now VP/Sales & Field Marketing; Biniáz Sr. VP/Business Development

MCA Records has appointed Jonathan Coffino as VP/Sales & Field Marketing. He most recently was Sr. Director/Video Division for Trans World Music Corp. Additionally, Robert Biniáz is upped from Exec. VP/MCA Concerts to Sr. VP/Business Development for the MCA Music Entertainment Group.

MCA President Richard Palmese remarked, "Jonathan's extensive background in audio and video sales, as well as in artist development, distribution, and retail

will be most valuable to us and our field marketing team."

MCA Music Group Entertainment Exec. VP Zach Horowitz commented, "Rob Biniáz's varied business experience and clear understanding of the music group's goals make him invaluable. He'll contribute greatly to our efforts of establishing MCA as the preeminent global music company."

Coffino has held such positions as Sales Manager, Regional Director, and COO at several national audio and video distribution companies. He also spent ten years at Columbia, where he advanced to the post of National Director/Artist Development. He began his music business career in artist management.

Before joining MCA, Biniáz was VP/Business Affairs at CBS Records. He began his career as an Asst. U.S. Attorney in Los Angeles.

## Fox Trots To Program KMMX

Former KCMJ/Palm Springs OM/PD Jill Fox has been tapped to program Soft AC KMMX/San Antonio. Fox, who began her new duties Monday (11/12), succeeds Jim Robinson, who's exited the station.

Fox told R&R, "Obviously, it feels great to move into a larger market. The first thing I found out [about moving from Palm Springs to San Antonio] was that the problems are all the same. The people here are great; I'm thrilled to have the chance to work with them. We pay a great deal of attention to the music mix. Since music will be a big part of my job, I should have lots of fun."

Fox spent six years at KCMJ, working her way up from parttime air talent to OM/PD.

## Bobb Sr. VP/A&amp;R At East West America



Merlin Bobb

East West America has tapped Atlantic VP/A&R, Black Music Division Merlin Bobb as Sr. VP/A&R. In addition, he'll continue his Atlantic A&R duties for previously signed talent.

"In the four years that we've worked together, Merlin's extraordinary skills have been instrumental in the rise of Atlantic's Black Music Department to its premier place in our industry," said label President/CEO Sylvia Rhone. President/COO Vince Faraci added, "A&R is the primary ingredient for the success of a record company, and Merlin has already demonstrated his prowess in this arena."

Bobb joined Atlantic in 1986 as Director/Black Music A&R after a two-year stint as Music Consultant at WBLS/New York.



Diane Gentile

## Gentile Now Nat'l Director At Arista Oversees Video, AOR Promotion

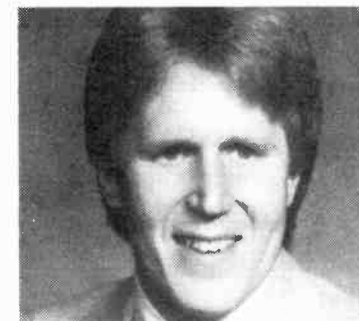
Arista's Diane Gentile has been promoted from Associate Director/Rock Promotion to National Director/Video & Rock Promotion. She'll now be in charge of all video promotion and have a hand in running the AOR promotion staff.

Arista Sr. VP Rick Bisceglia commented, "Diane has proven herself to be a very loyal, talented, and committed member of the promotion team."

Gentile, a former English teacher, told R&R, "I left secondary education to get into the music business, not knowing where I'd end up. I'm now at one of the best record labels, working with the best promotion team in the country, and am truly grateful to those who've afforded me this opportunity."

She joined Arista a year and a half ago as Manager/East Coast Rock Promo and rose to the Associate Directorship six months later. Gentile previously did metal radio promotion and was an AOR promotion assistant at MCA.

## Closson Wooed To WUBE PD



Tim Closson

Tim Closson has jumped from the programming helm at KHAK/Cedar Rapids, IA to become PD at American Media simulcast Country outlets WUBE-AM & FM/Cincinnati. He starts December 1 and replaces Allen Matthews, who exited last month.

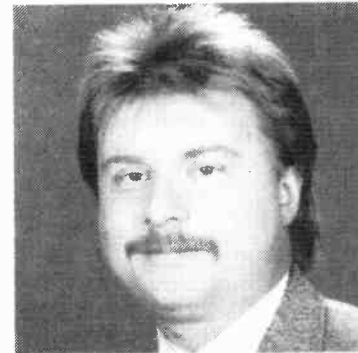
WUBE-AM & FM VP/GM George Toulas said, "Tim is clearly one of the great young programmers of the '90s. His talent and ability have earned him both the recognition of his peers and the respect of the country music industry. He's ready to take Cincinnati by storm and I'm excited that B105 has him."

Closson told R&R, "WUBE has a great heritage and I look forward not only to helping it regain its spot as one of Cincinnati's top stations, but also to making it one of America's great Country stations."

Closson joined KHAK as PD 21 months ago after nearly eight years as MD/air talent at WAXX/Eau Claire, WI. He was the 1990 CMA Small Market PD of the Year. He was also named CMA Small Market MD of the Year in 1987 and 1988.

## Arista/Nashville Boosts Butler

Now Sr. Dir./Nat'l Promotion & Artist Development



Allen Butler

Arista/Nashville Director/National Country Promotion Allen Butler has been promoted to Sr. Director/National Promotion & Artist Development.

Explaining his expanded role, Butler told R&R, "Now that [Arista/Nashville VP/GM] Tim DuBois's producer role has grown with our expanding artist roster, he's found it necessary to expand my duties. He feels artist development should work hand in hand with promotion to best utilize our resources. I appreciate the confidence he's shown in me — it gives me a chance to learn another area and grow in the industry."

Butler joined Arista/Nashville as Director/National Country Promotion when the label bowed in September 1989. Before that he spent 11 years in sales and promotion with RCA/Nashville.

## Streit Swept Up To WPRD &amp; WMGF OM Post

AC WMGF/Orlando PD Steve Streit has been promoted to the new position of OM for both the Metroplex AC and AM sister "Imagination Station" WPRD. He'll still do PM drive on WMGF.

According to combo President/GM Barbara Peckett, "Steve has the management skills and leadership abilities to take both stations to an even greater level of success. His combination of talent and training make him the perfect choice for this key position."

Streit told R&R, "My FM duties stay the same — I just didn't have the OM title. I didn't know much about WPRD, except that it was across the hall. It's aimed at children 12 and younger. You'd have to listen to it to appreciate it — it doesn't fit any format category. I'll be in charge of AM budgets, make sure things are implemented correctly, and staff the station as efficiently as possible. Barbara had been doing most of these, and she'll now be able to do other things."

Prior to joining WMGF (then called WJYO) last December, Streit had worked in West Palm Beach as PD at WOLL and WKGR, and as MD at WRMF.

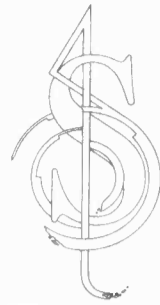
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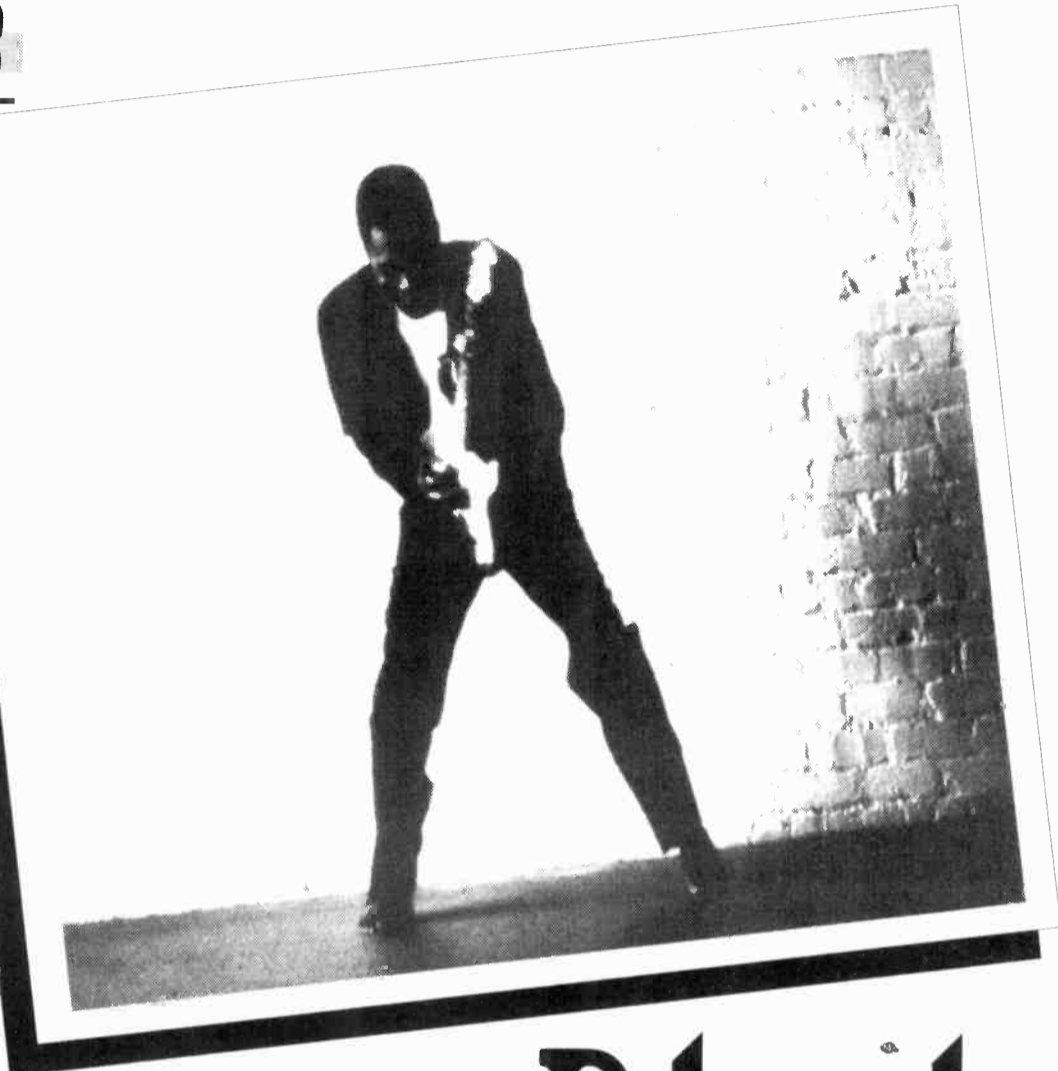
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## Radio

● **BOB MORGAN** arrives at WRKO/Boston as LSM. He's the former GM of WAQX-FM/Syracuse.

● **ALAN YAMAMOTO** moves from the GSM to the NSM post at KQM/Q-Honolulu. Taking the GSM slot is **LESLIE KEITH**.

● **MARK DUNCAN** is appointed Sales Manager at KCQR/Santa Barbara, CA. He had been an AE at crosstown KEY-TV. Concurrently, **JILL DUSTHIMER RIVERA** is tapped as Director/Promotional Marketing. She was previously Director/Marketing at Microlite Products, a company which manufactures customized promotional items.

● **RON GILBERT** joins CIDC-FM/Orangeville, Ontario as GM. He had been GSM at CHAY-FM/Barrie, Ontario.

## Records

● **DANA KEIL** is promoted from Manager/Promotion, Secondary Markets to Associate Director/National Secondary Promotion at Columbia Records.



Angela Lang Dana Keil

● **ANGELA LANG** is elevated from Media Coordinator to Manager/Media & Artist Relations at Chameleon Records.

● **BARBARA WARNOCK** is promoted to Director/Print Media at CBS Records. She had been working in the label's media department.

● **A&M RECORDS** will be closing its Paris office. All calls should be directed to PolyGram International in London (071) 493-8800 or A&M Records' International Division in Los Angeles (213) 469-2411.



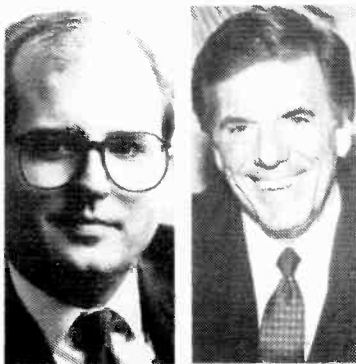
Elany Portafekas Tom Mehren

● **ELANY PORTAFEKAS** and **TOM MEHREN** are named Managers for the Eastern and West Coast regions, respectively, at Windham Hill Productions. Portafekas had been Manager/Alternative Promotions for the label, while Mehren had served as the label's Manager/Marketing Services.



Mike Dungan Ramona Simmons

● **DENNIS DISNEY** joins Reunion Records as Director/Marketing. He was the founder/President of the Disney Group Inc., a marketing and artist management firm. Also at Reunion: **SUSAN COKER** is promoted from Publicist to Manager/Public Relations; **MICHELE BUC** is named Production Assistant, coming from the Director/Street Light Ministries post at Campus Life; and **ANGELA HEWITT** comes aboard as Marketing Asst., having been Asst. Executive Director/Administration for the National Council of University Research Administration.



Dennis Disney Bill Burton

● **MIKE DUNGAN** is tapped as Director/Marketing & Sales at Arista. He had been the label's Director/Marketing, Midwest Region. Concurrently, **RAMONA SIMMONS** is upped from Executive Assistant to Manager/Office Services at Arista/Nashville.

### Starr-Studded Affair



Hundreds of industry types (and even a few celebrities) were on hand to celebrate the latest Rykodisc release by Ringo Starr & His All-Starr Band. Rockin' with Ringo (c) are label VPs Robert Simonds (l) and Arthur Mann.

### The Fabulous Bayou Boys



The Neville Brothers took time out to party with A&M honchos during the L.A. leg of their U.S. tour. Kickin' back at Cha Cha Cha are (l-r) Charles Neville, label President Jerry Moss, manager Bill Graham, Aaron, Art and Cyril Neville, and A&M Vice Chairman/co-founder Herb Alpert.

● **LISA SCOTT** joins BMG Distribution as Director/Black Music Marketing. She had been Manager/Black Music Marketing at Island Records.

## Industry

● **DEIRDRE GENTRY** joins the RAB as VP/Marketing. She had been Modern Telecommunications Inc.'s Coordinator/Public Relations & Sales.

● **BILL BURTON** has been elected President/COO of the Detroit Radio Advertising Group. He's the former Chairman and major owner of Eastman Radio.

● **DARRIN KLAYMAN** is elevated from Sr. AE to Sales Manager at Katz Radio Group Network in Los Angeles.

● **DEBRA CAIN** is upped from Associate Director/Member Relations in New York to Director/Member Relations, Midwest at ASCAP. Concurrently, **GEORGE SARIKOS** joins ASCAP as a Senior Membership Representative. He had been an entertainment industry attorney in Chicago.

● **JEB BRIEN** is named VP/Production at CBS Music Video Enterprises. He had been an independent director.

● **ADMEDIA CORPORATE ADVISORS** is a new firm supplying business and financial advice for media companies. It can be reached at 55 E. 52nd St., Suite 3201, New York, NY 10055; (212) 759-1870.

—Ann Schnieders

## PROS ON THE LOOSE

**Shelli Andranigian** — Publicist/West Coast Atlantic Records (818) 507-9527

**Jim Fox** — Mornings WKRR/Cincinnati (513) 321-3000

**Geronimo** — Nights WXGT/Columbus (614) 268-7523

**Suzanne Holland (aka Kelly Stone)** — Promotion/production/public service KMBY & KLAU/Monterey, CA (408) 375-8230

**Ron Jordan** — PD/mornings WHBQ/Memphis (901) 683-7744

**Kidd Kelly** — Nights KROY/Sacramento (916) 392-8206

**Wendy Leeds** — PD WQCD/New York (212) 744-2868

**Steve Maple** — Nights WZGC/Atlanta (404) 956-8404

**Chuck Nasty** — Nights KBEQ/Kansas City (913) 677-5328

**Dave Robinson** — Swing WXGT/Columbus, OH (614) 443-6349

**Randi Saxx** — Overnights WFHN/New Bedford, MA (401) 725-0969

**Steve Shannon** — Promotions Director/swing WTFX/Madison (608) 244-7064

**Jon Eric Stevens** — PD WDKC/Ft. Pierce, FL (407) 468-2545

**Robert Young** — "Dr. Demento" Producer WWI (619) 723-6153

## CHANGES

**Michael Northrop** and **Timothy Heffner** come to WOOD-AM & FM/Grand Rapids as AEs.

**Janine Wolf** and **Joe Huser** join Unistar Radio Networks as air personalities on the Special Blend format.

**Shirley Carlson** joins Juggler Records as a Promotion Associate. Also at Juggler, **Dina Cole-Taylor** is named A&R Associate.

## R&R TIMELINE

### 1 YEAR AGO TODAY

- Bob Sherwood rises to Sr. VP/International Marketing at CBS Records
- Judy Ellis elevated to WQHT/New York VP/GM
- George Toulas becomes Regional VP for American Media and VP/GM for WDJO & WUBE/Cincinnati
- Mike Novak tapped as KFMB-FM (B100)/San Diego OM/PD
- Bob Corbell selected as KTSA/San Antonio PD

### 5 YEARS AGO TODAY

- Jim Harper promoted to Metropolis Broadcasting President
- Art Wander settles into KCMO/Kansas City PD slot
- Charlie Quinn named Drake-Chenault National Programming Consultant
- Rick Stacy walks away from new WINZ-FM (I-95)/Miami PD post, returns to WHLY (Y106)/Orlando
- Howard Stern joins WXRK/New York for afternoons
- KFRC/San Francisco cancels "Game Zone" programming

### 10 YEARS AGO TODAY

- Jay Lasker appointed President/COO of Motown Records
- John Bayliss tapped as Charter Broadcasting Group President
- Al Brady Law returns to New York as WYNY's GM
- Hal Moore & Charley Martin sign a five-year, \$1 million contract for mornings at KHOU/Denver
- Tom Casey lassoed KZLA/Los Angeles PD post
- KSAN/San Francisco ends 12-year AOR era to go Country

### 15 YEARS AGO TODAY

- Stanley Mouse becomes Cox Broadcasting President
- Don Kelly chosen as WFYR/Chicago PD

—Hurricane Heeran



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(818) 789-6406**

\*If you consider yourself to be a "Blue Chipper" send T & R plus a photo to BIG TUNA for free evaluation.

## RICHARDS WILL CONSULT

## Robak Rises To StarStation OM

SMN has promoted two-year Pure Gold midday announcer Stan Robak to OM for its AC-formatted StarStation format. He'll begin his new duties November 26.

Robak succeeds Dean Richards, who will continue to do his AM drive airshift from Chicago. Richards, who chose not to relocate to Dallas when SMN closed its Chicago offices, will also serve SMN as a consultant.

SMN VP/Programming Robert Hall told R&R, "We're very happy that Dean's still part of our family. He'll work with us indefinitely as a consultant. Stan is an exceptional air talent. He's also a masterful organizer and a great people person. He'll contribute greatly in making local radio stations successful."

## MCA

Continued from Page 1

"BMG's desire to work with us to develop new artists overseas and to take established artists to the next level of international success was a significant factor in our decision to make this arrangement. Also, this new venture enables us to move ahead with our plan to open up our own record company in Germany, which has consistently been one of the largest record-selling territories for our product."

BMG Chairman/CEO Michael Dornemann added, "This is an important strategic move by BMG, confirming our intent to be a top player in the global music business. We project it will result in an additional 2-3% share of the world market for BMG."

## Rodriguez

Continued from Page 1

conceptions. Ruben has helped shape the public's awareness of the many forms of black music."

Rodriguez added, "I've always had the greatest respect for Bob and his staff. I've admired the label from the outside looking in; now I'm looking forward to increasing the success of Elektra's established artists and developing careers for the stars of tomorrow."

Rodriguez entered the record industry through retail and independent merchandising. He later became a regional rep at Motown, National Director/Black Music at Casablanca, VP/Black Music at Boardwalk, and VP/Urban Music at Island. He joined Columbia in 1986 as VP/Black & Jazz Promotion.

## Century

Continued from Page 3

Prior to joining Century 21, Scott was in station management and ownership in the Midwest. Turner was with JAM Creative Productions for eight years before signing on at Century 21 three years ago. Perkins spent five years at Discovery, a CD manufacturing company, following 12 years in record promotion, most recently with WEA.

Prior to joining Pure Gold, Robak was an air talent/Asst. Production Director at KZPS/Dallas and MD at KQID/Alexandria, LA, following air work at KVKI/Shreveport and KVET/Austin.

## Marsden

Continued from Page 3

alternative TV show for CBC. Asked why he decided to return to radio, he explained, "I found TV a very cumbersome medium. It takes 90 people to do everything, and I enjoy the instantaneousness of radio. Since I couldn't find anything in Vancouver I wanted to listen to, I decided to do something about it and create something new."

CKST will continue to refer to itself as Coast 800, but has added CFNY's old handle, "The Spirit Of Radio."

## KROY

Continued from Page 3

and be the only all-Classic Rock station here. It'll be a great middle-demo position that'll be wonderful to sell."

Schurr said he expects to come listeners from various formats. "Part of the beauty of doing Classic Rock in this market is that we'll draw audience from Oldies and AC in addition to the AORs."

Schurr's first order of business will be to hire a PD to succeed Jeff McCartney, who left last week to program WAPE/Jacksonville. "Jeff's leaving didn't come as any surprise, so we've already talked about some options," Schurr said. "But we're really just started talking to people. Luckily, I've got some very capable people who'll help me make sure the programming details are all in place. That way I can get the right guy for the job and not feel I have to hire somebody before the end of the week."

## Devine

Continued from Page 3

in the future growth of this exciting company."

Prior to Capitol, Devine served as Director/Artist Development at MCA, following five years at Warner Bros. as a Product Manager. He joined Capitol in 1987 as Associate Director/A&R.

## Sandman

Continued from Page 4

"Stella has been magnificent as music director," Cashman gushed. "While Tom has served basically as the acting program director, Stella has essentially performed the duties of assistant program director. It's always nice when you can reward someone with the position and title."

Prior to joining WBCN, Sandman was Production Director at WEBN/Cincinnati for eight years. Denis joined WBOS in April 1989 after serving as MD at crosstown WZOU.

## DAB

Continued from Page 1

## Rivals Dispute Satellite Cost

"At only \$10 million per satellite broadcast channel, assuming of course a large number of receivers, you can quite readily break even," Rothblatt told the conference. The proposed satellite is estimated to have a useful life of 100,000 hours, putting the cost at approximately \$100 per hour — "a price broadcasters can afford," according to Rothblatt.

Rival satellite DAB entrepreneur Gary Noreen, Chairman of Radio Satellite Corporation, disputed Satellite CD Radio's figures as unrealistically low. "Satellite systems aren't as inexpensive as you've represented to the FCC," Noreen told Rothblatt.

## Westwood One Seeks Net Preference

Last-minute filings were pouring in to the FCC Tuesday (11/13), the deadline for filing comments in the Commission's DAB inquiry.

"Terrestrial DAB technology should be used to technically improve existing radio broadcast service and not to create a new service to compete with analog AM and FM stations," Westwood One told the FCC. But the company, which owns the Mutual, NBC Radio, Source, Talknet, and Westwood One networks (as well as R&R), also urged authorization of a complementary satellite DAB service.

"Existing national radio networks should be given the exclusive right to acquire licenses for use of such national DAB frequency via satellite facilities, in recognition of the unique contribution that pioneer national radio networks have made to the radio broadcasting industry," said WW1's filing.

A separate filing by WW1's stations, KQLZ/Los Angeles and WYNY/Lake Success (New York), NY, urged that "existing AM and FM licensees should be given exclusive use of terrestrial DAB frequencies."

NAB continued its staunch opposition to any satellite delivery system. "DAB, if inaugurated in this country, should be instituted on a terrestrial-only basis. Under this system, existing AM and FM radio station licensees would be given first opportunity to employ such digital audio technology," said NAB. It also opposed any diversion of UHF-TV spectrum to implement DAB, arguing it should be reserved for HDTV.

## Broadcasters Want DAB, Not Satellite

A group of 22 broadcasters, including Shamrock Broadcasting Inc. and Capitol Broadcasting Corporation, filed joint comments claiming that any satellite DAB authorization would undermine FCC initiatives to revitalize AM and open the FM band to new and upgraded stations. "The primary benefit to listeners that is at issue in this proceeding is improved audio quality," the group said, and that can be delivered by terrestrial broadcasters without any need for satellites.

Satellite CD Radio argued its hybrid satellite/terrestrial plan — 100 channels in all — would "enable participation by all AM and FM broadcasters in the new technology." And it said its 66 satellite channels would divert only 0.5% of national advertising spending. "This minor shift can have no detrimental effect on today's radio infrastructure," CD Radio said.

Radio Satellite Corporation urged the FCC to "avoid unnecessary delays" by approving its plan to offer DAB as part of a package of mobile satellite services. RSC proposes to use a satellite already scheduled for launch in 1993 and spectrum already allocated for mobile services.

Terrestrial DAB proponent Strother Communications Inc. said simply replicating current AM and FM assignments in a new DAB band, while attractive to broadcasters, "is simply not practical." SCI said such a plan would require too much spectrum space, and restated its plan to allocate a DAB channel to every existing AM and FM station within a 40MHz band.

## Tak

Continued from Page 1

Tak said cash flow from the eight TV and three FM stations is running ahead of last year's pace and is "more than sufficient" to meet payments on over \$176 million in secured debt. He blamed the legal dispute on regulatory pressures facing the banking industry: "These banks were feeling the pressure of increased regulatory scrutiny, and despite meeting virtually all of our senior secured debt payments, they were still pressing for more."

In addition to BNE and Chemical, Tak's senior lenders include Connecticut Bank and Trust Company, Heller Financial, Bank of Nova Scotia, Ameritrust, and Northwest Bank Minnesota. Boston attorney Thayer Fremont-Smith, who represented the banks, refused to discuss the settlement, saying, "The terms are confidential."

TakCom officials won't say exactly what holders of over \$63 million in subordinated notes are getting in the restructuring. For now, at least, Tak will continue to own 100% of TakCom stock. But Mercer said "potentially he [Tak] would lower his ownership" under certain conditions spelled out in the confidential agreement. All the creditors have tentatively agreed to the terms, Mercer said.

## Anderson

Continued from Page 1

and personally, GM of the Year and Broadcaster of the Year."

When informed of Anderson's statement, Gannett Radio Division President Jay Cook — now serving as KIIS acting GM — told R&R, "I have no comment with regard to Lynn at this time. We will have an appropriate comment at the appropriate time."

After she completes a "short consultation project" for Wally Clark Productions, Anderson said she'll "take a short vacation and then move on to other opportunities."

Anderson joined KIIS in 1980. She was promoted to VP/Sales in 1984, VP/Station Manager in 1986, and President/GM in 1987.

## Middle East

Continued from Page 1

KABC also aired a Veterans' Day program saluting the men and women stationed in Saudi Arabia. Midday host Michael Jackson moderated.

• Jacor-owned KOA/Denver aired a "Saddam-a-thon" Wednesday (11/14). Listeners were invited to air their comments on a variety of issues. Host George Weber also called businesses and phone booths in Saudi Arabia to solicit opinions.

• Summit Broadcasting's WCAO & WXYV (V103)/Baltimore have sent 5000 cassettes featuring various major label artists to the Middle East. A sticker on each cassette invites soldiers to write to the stations.

• As a perfect complement to that promotion, Scripps Howard's KUPL/Portland solicited money from listeners to buy AM/FM/cassette personal stereos. All units shipped to Saudi Arabia will contain a cassette filled with listener greetings.

• KXXX (X100)/San Francisco has launched "Operation Mistletoe" to solicit holiday cards from listeners, whether they know anyone stationed in the Persian Gulf or not. The Emmis station will ship all cards in time for Christmas arrival.

• Pyramid's WPIT/Pittsburgh set up five huge banners at area bookstores inviting signatures and brief messages. Those will also be shipped in time for the holidays.

• WWKZ (KZ103)/Tupelo, MS conducted remotes from 15 area cities to raise money to buy Gatorade for the desert-parched soldiers. An 18-wheeler delivered 20,000 gallons of the thirst quencher to Ft. Benning, GA, and the cargo was promptly airlifted to Saudi Arabia.

## RCA

Continued from Page 3

Tanner told R&R, "Butch and I are a great team, and we've accomplished a lot along with our fantastic local and national staff. Now that [RCA President] Joe Galante is here, I believe everything is possible."

Goldner added, "In the ten years I've been with the label, there has never been a more exciting time. The new direction under Joe, combined with Butch's tremendous leadership of the RCA field staff, will certainly provide great challenges and rewarding successes in the future."

Tanner began his promotion career in 1971 as local Atlanta rep for Polydor. From there he held local, regional, and national promotion posts at Atlantic, Capricorn, MCA, Elektra, A&M, and Chrysalis. He joined RCA in 1986 as Southeast and Southwest Regional Promotion Director in Atlanta. Goldner joined RCA as National Manager/AC Promotion & Trade Relations, rising to Director in 1986 and Sr. Director last year.

## For The Record

Contrary to erroneous information given to R&R, former Island Southwest Regional UC Field rep Michael Tolbert was not a casualty of that label's recent restructuring (R&R, 11/2). He left Island last February to become Warner Bros. Southwest Regional R&B Director.

A black and white photograph of Chris Isaak playing an electric guitar. He is shown from the chest up, in profile, looking down at the instrument. He has dark hair styled back and is wearing a dark, short-sleeved shirt with a white floral pattern. The guitar is a dark-colored electric guitar with a white pickguard. The background is plain white.

# CHRIS ISAAK

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From The Album HEART SHAPED WORLD

“Chris Isaak looks like James Dean and sings like Roy Orbison meets Elvis. It is our #1 most requested record in female 18-34 demos, the #2 most requested record in male 18-34 demos, and our #5 most requested record 12+. We have seen immediate major sales.

In a time when almost all music sounds the same, this record is special and it keeps the edge on the station.”

**Rick Stacy, Program Director**  
**Lee Chesnut, Music Director**  
**POWER 99/ATLANTA**

Produced by ERIK JACOBSEN  
Management: ERIK JACOBSEN



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MIKE SHALETT

# VITAL SIGNS

## Where The Buyers Are

Catalog Buying — Fueled By Consumer Attraction To AOR, CD Penetration — May Help Offset Recession Fears

The RIAA's first-half 1990 figures for prerecorded music sales (in units shipped) are up almost 11% over 1989. Data shows the growth can be directly attributed to increased catalog buying among music consumers 35+, thanks to growing CD penetration and AOR's surprise rebound as a consumer favorite.

In first-half 1990 we've tracked over 11,000 purchases via the Soundata National Music Consumer panel. A third of those purchases were made by music consumers 35+. That 33% is 6% higher than last year's comparable figure. Those 35-44 bought 29% more titles per person than they did in 1989. Similarly, consumers 45+ bought 37% more product per person in the first six months of 1990 than they did a year ago.

From January-June, active music consumers averaged one purchase per person per month, up about 14% from the same period last year. Males showed a greater increase than women, 15% vs. 10%. Blacks' purchases increased 18% per person to an average of 1.13 units per month, while white consumers bought 13% more to account for 0.98 units per month per person.

Not all the news was good. Younger consumers were responsible for virtually no unit increases. Beginning with the youngest panelists (12-17), the numbers look flat. We continue to see flat numbers up through the 25-34 segment, except for a bubble in the 18-20 segment, where college-bound students' purchases may account for some CD growth. This suggests that despite

**“AOR's growth in the last six months comes directly from CHR, with the migration specifically evident among young male consumers.”**

an industry feeling that business was slow in first-half 1990, based on lower current or hit product sales, the baby boomers were buying a significant number of catalog items.

### Crystal Ball Gazing

What do the next two quarters hold? Well, in 1989, overall music spending by quarter broke down like this:

- Quarter 1: 25%
- Quarter 2: 21%
- Quarter 3: 21%
- Quarter 4: 33%

If the pattern holds, a third of 1990's dollars are on the horizon. Some wonder how the economy will affect that equation. We re-

**“Among music consumers who predicted an economic downturn, the vast majority said they'll continue to purchase just as much music as they do now.”**

cently asked music consumers to predict how their local economies would fare and how possible future economic downturns would affect their prerecorded music purchases.

Music consumers were split in their predictions of how the economy will fare in the next six months. Half felt the economy will stay the same (38%) or get better (14%), while 48% felt it will worsen.

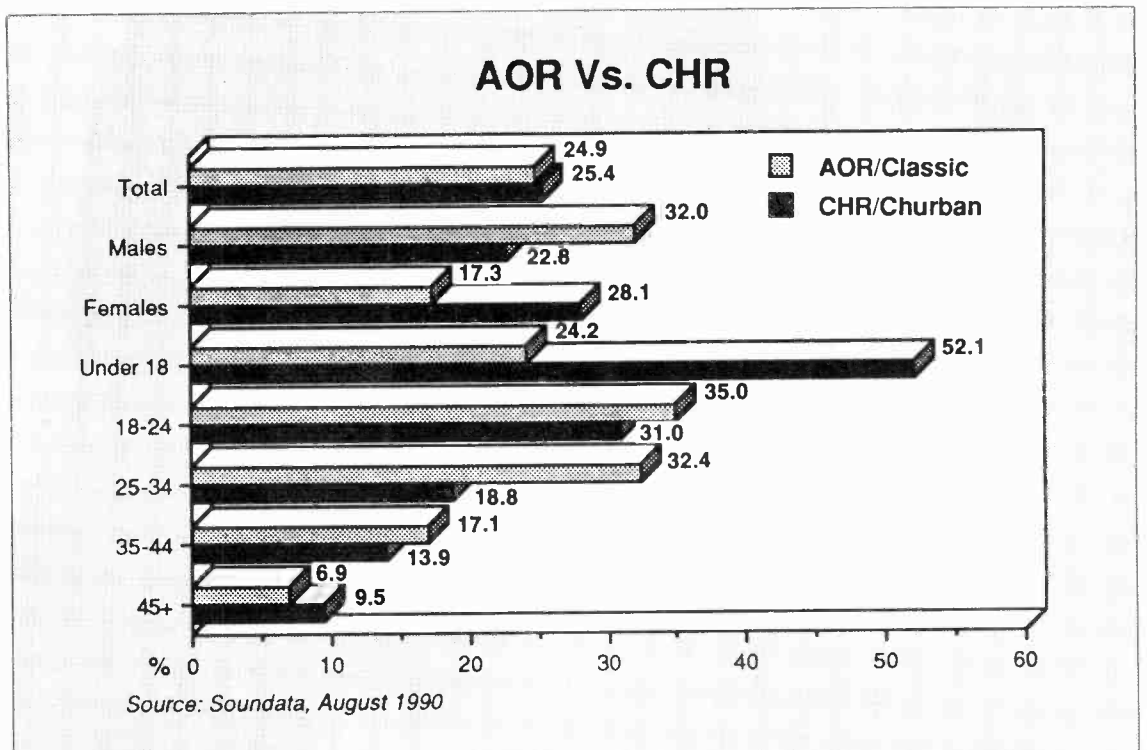
Distinct regional differences exist between music consumers' outlooks. Gloomiest were the Northeasterners, 61% of whom felt the economy will worsen, while 60% of those in the West felt it will either improve (19%) or stay the same (41%) between now and spring.

Younger consumers were more optimistic, with 76% expecting the economy to improve or remain stable, while 58% of older consumers expected a downturn. Among blacks, 65% were optimistic or neutral; whites were evenly split. The more educated the consumer, the more negative he was: 60% of those with a high school education or less were optimistic; those with some college education were divided; and 58% of those with college degrees leaned toward the negative.

Now, how do these consumers think the trends will affect their music purchases? The good news: Among all music consumers who predicted an economic downturn, the vast majority said they'll continue to purchase just as much prerecorded music as they do now. The potential bad news: 17% of all music consumers said they'll probably be buying less. The 25-54s said their buying habits would be hardest hit. Expect the Northeast to be hurt the most.

### AOR Ties With CHR

Another facet of the aging trend is that AOR has caught CHR in a flat-footed tie for the first time in several years. In our most recent



survey of consumers' top two favorite radio stations (by format), we found each format garnering a 25% score. AC grabbed 13%, Country pulled down 9%, and Black/Churban/Urban stations netted an 8% nod.

AOR's growth is coming directly from CHR, according to comparative data from six months ago. The migration is specifically evident among young male consumers. Back in February, male music consumers favored AOR over CHR by four points. Now that figure is closer to ten points, and AOR has started to close in on CHR's long-held lead among those under 18.

We theorize some of this has to do with CHR's current dance emphasis, which could be spurring young males to switch. They're switching, we think, to a format where they can hear rock and are therefore being exposed to the catalog music so central to AOR. This too may contribute to the greater percentage of catalog music being sold.

We anticipate the trend will continue as the holidays fast approach,

especially in light of the tremendous number of retrospective boxed sets of classic rock acts already on sale. To further confirm this trend, you need only check the AOR chart, where artists with over

**“Still more buyers will join in the catalog crusade when they receive their first CD players during the holidays.”**

15 years of recorded history behind them occupy half the positions. From a dollar standpoint this is good for business.

### CD Growth Beaming Up

This is yet another factor that suggests very good catalog sales in the foreseeable future. A majority of U.S. music consumers will soon own or have access to a CD player. As of Labor Day, 45% of all music consumers claimed to have one. A majority of males, a majority of

21-34s, and most music consumers with college degrees own or have access to a player. One in three CD households has more than one. The average number of players per household among all CD users is 1.5.

The growth pattern has continued this year, which began with an overall CD penetration of 38%. Among all consumers with CD players, 12% have joined the CD generation since January. Of those who acquired a CD player since January 1, 18% were under 18 years of age, 27% were 18-24, and 50% were women. The average CD buyer's age is coming down.

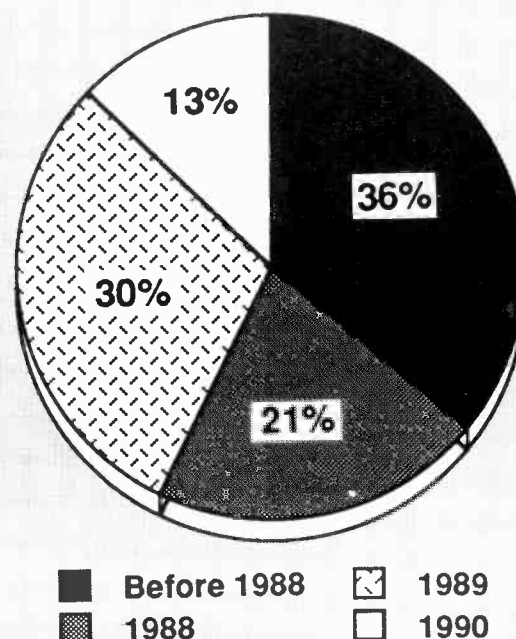
If we use 1989 as a template for music consumer behavior, we can expect a majority of new player households will acquire their first machines during the second half of the year. Player prices have dropped considerably, and we've seen increased awareness of that fact among music consumers.

### Economic Prediction

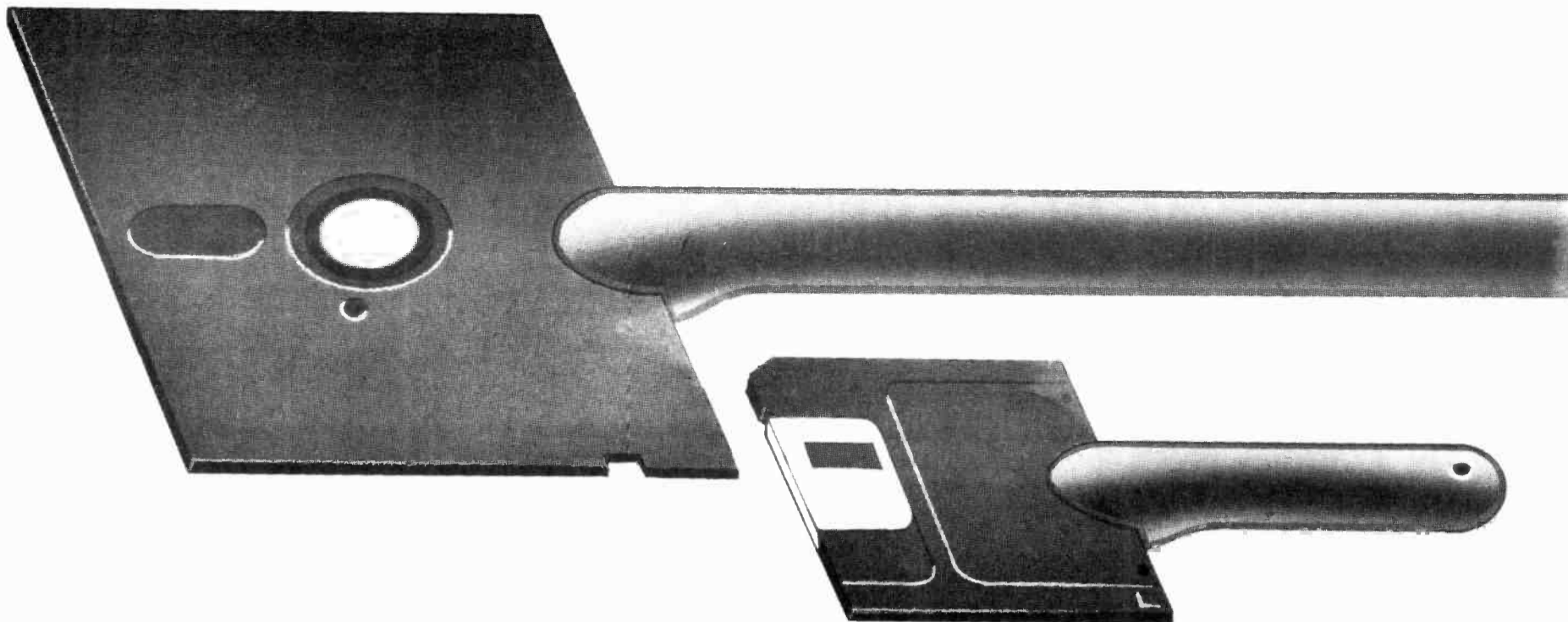
Is our industry more recession-proof than others? I'm not sure you can ever say categorically that music wears an economic bullet-proof vest, but we currently have several factors in our favor. Customers are enamored of CD technology and sound. Many CD purchases duplicate already-owned LPs and cassettes. Still more buyers will join in the catalog crusade when they receive their first CD players during the holidays. AOR's current rebound among our music consumers further fuels catalog buying.

Yet in the glow of good fortune, we must always remember that new artists are our lifeblood. We cannot lose our focus on breaking them. From this vantage point, we see challenging and uncertain times ahead, with continued strong rewards.

## I Bought My First CD Player:



Mike Shalett is President of the Street Pulse Group (203-355-0902), a market research firm that tracks consumer trends via a panel of more than 2000 active music buyers nationwide.



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**CHR P-3 CHART 25**



# STREET TALK®

## Alliance Gives Way To PolyGram Label Group

**P**olydor & Associated Labels President/CEO Rick Dobbis couldn't clear Alliance Records as the name of his new entity — turns out Alliance already happens to be the name of a WB-owned Gospel label. Dobbis's new moniker of choice? **PolyGram Label Group**, to be affectionately known as **PLG**.

ST hears Dobbis will name producer/artist/rock writer **Davitt Sigerson (Roger Waters, Bangles, David & David)** as President of **Polydor U.S.** Meanwhile, Polydor U.S. VP/Promo **Mel DeLatte** has signed a new three-year contract to become VP/Promo for PLG.

Dobbis has positioned PLG as an umbrella promotion/marketing/A&R source that will include Polydor U.S., **Polydor UK, Smash, London, and Island.**

While ST hears Polydor and Island will maintain executive as well as national promo staffs, could we expect field promo reps from those labels to be integrated into PLG?



**STATION-TO-STATION** — One of the three biggest radio deals of the week went down last Saturday (11/10), when MTV handed over WSTT/Thomasville, GA to Chris McCarron (l), who acquired the AM outlet + \$10,000 (cash) in a contest. Pictured at the controls with the new owner are (l-r) her first guest DJ (Chrysalis recording artist Billy Idol) and station engineer Don Fox. No word as to whether her first move will be to call a broker or hire a consultant.

## Reverberation (Doubt)

- ST hears veteran Houston programmer/personality (KRBE, KZFX) **Paul Christy** has surfaced in afternoons at crosstown **KHMX**. Is an OM title in the wings? And isn't **WSNI/Philly** eyeing him for mornings?

- Is CHR **WKQB/Charleston, SC** set to go Country or Soft AC just after the first of the year?

- Is **KKYK/Little Rock** PD **Brian Bridgman** about to hitch himself to a major market programming post?

- **WPXY/Rochester** OM/PD **Kevin Kenney** exits to become GM at **WXLK (K92)/Roanoke, VA**. Could 'PXY MD **Cat Collins** be making a run to succeed Kenney?

- Does former **WHYT/Detroit** midday man **J.J. Walkman** have a gig at **Pirate Radio/L.A.**? Or will he have to cool his heels first?

- Is **WNOK/Columbia, SC** PD **Jonathon Rush** headed for mornings at **WOMX/Orlando**?

- **Q102/Cincinnati** APD/MD **Brian Douglas** slides into mornings, replacing 17-year wakeup veteran (and former OM/PD) **Jim Fox**. Is Fox headed to AM sister **WKRC** for middays or afternoons?

- What about those rumors concerning **B93/Austin** PD **Lisa Tonacci's** making an exit? Will morning man/hubby **Mike Butts** soon follow?

- After last week's interview, is **Atco** Nat'l Promo Dir. **Bruce Tenenbaum** the new lead candidate for the VP/Promo post at soon-to-debut **Impact Records**?

- Is just-resigned **Geffen** NYC local rep **Don Maggi** heading to **Interscope** for EC regional duties?

- Has **Power Pig/Tampa** afternoon driver **Jon "Rock N Roll" Anthony** beaten feet?

At presstime, **KZZP/Phoenix** had offered the PD gig to **KC101/New Haven** PD **Stef Rybak**, who needed the night to mull it over. If Rybak *didn't* take the job, look for the baton to be passed to **WKEE/Huntington, WV** PD **Pat Paxton**.

And . . . don't be surprised if **EZ Reg'l VP Doug McGuire** starts interviewing PD candidates for crosstown AC **KMXX**. McGuire has been doing double duty and may be ready to hand over the reins to a fulltime PD.

Look for **RCA/Nashville** Mgr./Nat'l Country Promo **Ken Van Durand** to head promotion for **BMG's** new Country label when it debuts next spring. Former **MCA/Nashville** Mgr./Nat'l Country Promo **Pat Surnegie** has already been tapped for the new label's WC promo gig.

Just-exited **KIIS-AM & FM/L.A.** President/GM **Lynn Anderson** (see Page 1) was recently spotted enjoying dining experiences with **Westwood One** Exec. VP/Radio Division **Mike Kakoyiannis** and — on another occasion — with **Legacy** topper **Carl Hirsch**.

And . . . ST hears that **KIIS** APD **Gwen Roberts** may be transferring to sister Classic Rocker **KSDO-FM/SD** in a similar capacity. Would **Rick Dees** producer **Jack Silver** then become APD? This one could be at least a few weeks away.

Continued on Page 32

# NOTORIOUS THE SWALK

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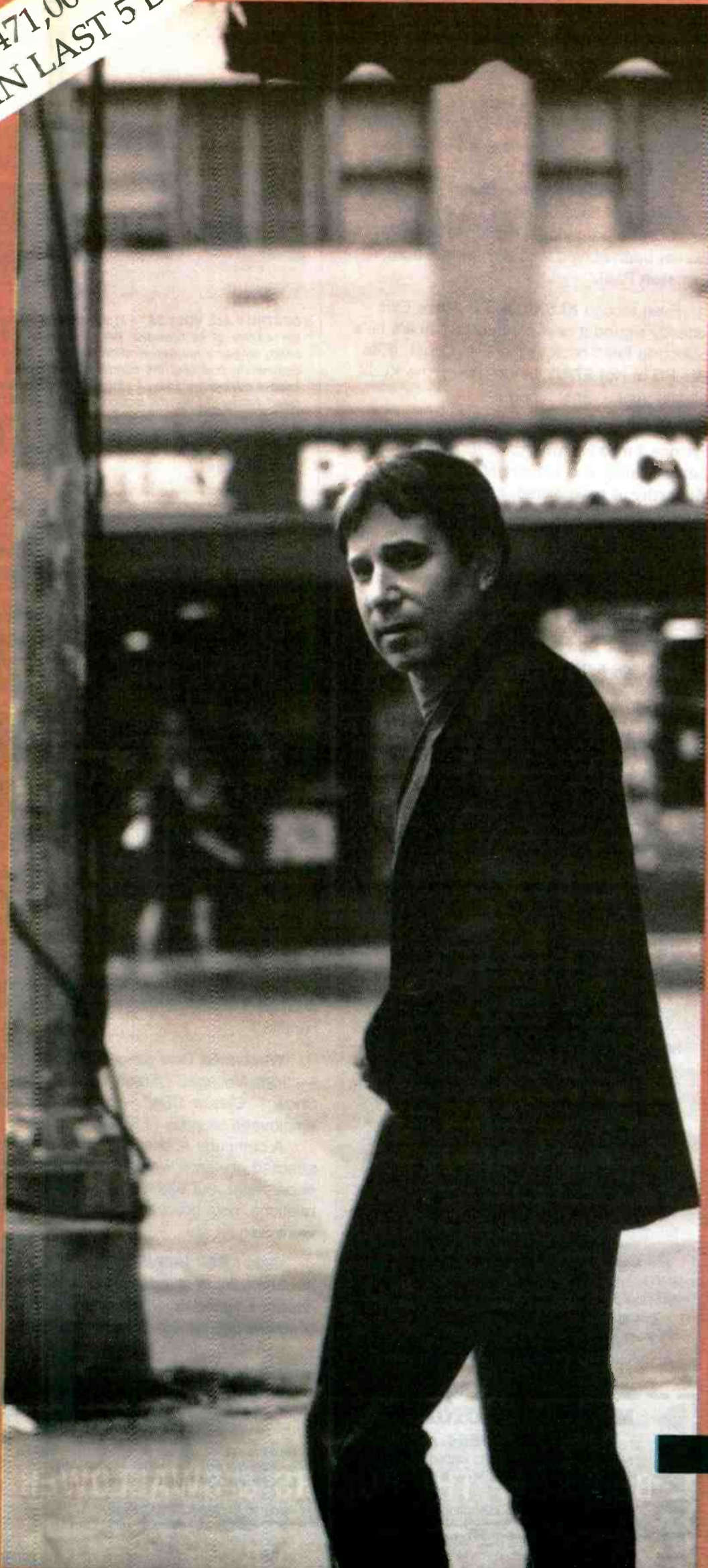
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"The Rhythm Of The Saints is the all-time, one-week best seller at Tower Records, Columbus and Bay. There is a very simple reason for this: it is the most stunning recording released in the last ten years."

- Robert Olsen, Manager  
Tower Records, San Francisco

"'The Obvious Child' tested 80 per cent positive - out of 63 calls, 51 LOVED it. That is the most positive test result we've ever had on a record - and we test a lot of records."

-Michael O' Brien  
KLCY, Salt Lake City

"...THE RHYTHM OF THE SAINTS [is] a triumph on the order of GRACELAND."

- USA Today

- Thursday, Nov. 15, 12:30 p.m.  
Press conference featuring live performance and tour announcement to be broadcast nationally on radio and TV
- Saturday, Nov. 17:  
Live appearance on "Saturday Night Live"
- Monday, Nov. 19:  
Video news conference targeted at TV stations in tour markets

# PAUL SIMON

## THE OBVIOUS CHILD


The First Single From The Groundbreaking Album

*The Rhythm Of The Saints*

ON YOUR DESK THIS WEEK

Produced by Paul Simon • Engineered by Roy Halee

Video on MTV and VH-1!

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Continued from Page 30

**KMEL Kicks Back**

**James Hargarten** — legal counsel representing **KMEL/SF** and PD **Keith Naftaly** against kickback allegations and the Petition To Deny Renewal before the **FCC** — told ST, "We still haven't been served with the FCC complaint, but have obtained a copy of it. As a result, we're preparing a response to it. We've still not been served with any lawsuit from **Cameron Paul.**"

Even though **KLSX/L.A.** PD **Steve Ellis** recently signed a new contract, ST hears he's looking to head back to the East Coast. (Ellis was PD at **Hot 97/NY** before taking the **KLSX** job last year.) Stay tuned.

Changes continue at **Enigma**, where VP/Finance **Steve Holmberg**, VP/Business Affairs **Adam Nimoy**, and **LaRana Music** VP **Jim McCarthy** all have exited, citing philosophical differences with label Prez **Bill Hein** and COO **Joe Regis**. Also scheduled this week: the first (and largest) of three layoffs slated before year's end. Every department will be affected.

While it's no secret that **Enigma** is in the process of ending its relationship with **Capitol**, the Enigmatic powers that be should be ready to announce a new business and distributor relationship by January 1. Could it be **CBS**?

**Eight With A Bullet**

- **East West America** adds four more regional promo managers: **A&M Dallas** rep **Traci McPherson** will handle the Southwest, recently named **Polydor Atlanta** local rep **Lisa Van Wolf** will cover the Southeast, **Pro Motion Entertainment** concert promoter **Rob Ragsdale** will oversee Charlotte, and **Sisapa St. Louis** rep **Darin English** moves to Minneapolis.

- **MCA L.A.** local R&B Promo Mgr. **Dwight Bibbs** segues to **Atlantic** for WC Reg'l Black Music Promo duties. He replaces **Rick Nuhn**, who joined **East West America** as Nat'l R&B Promo Dir.

- **Hollywood** hires **Island Dallas** regional promo rep **Raymond McGlamery** for the same duties.

- **Atlantic Cleveland** local rep **Kevin Young** joins **RCA** for Detroit and Cleveland promo duties. He replaces **Chris Hensley**, who's now Nat'l Dir./Field Promo, working out of Chicago. Also, former **Nipper Nat'l Dance Dir.** **Joe Hecht** is named **Atlantic's NYC** local rep.

- **Elektra NYC** AOR promo asst. **Brian Landau** transfers to **SF** for local duties. He replaces **Gary Spivack**, who's now handling L.A.

- **Geffen** hires **Sisapa** promo rep **Lols Kennedy** as its new local Boston rep. She replaces **Karen Durotkot**, who jumped to **Hollywood** for NE regional duties out of Beantown.

- **Cindy Brock** is the new **PolyGram/Nashville SW Country** Promo Mgr. She's been in sales with the label the past five years, working out of Dallas.

- **Capitol** ups **Sujata Murthy** from publicity assistant to Mgr./Media & Artist Relations.



**DESTROY ALL VOLVOS** — In a show of concern for the welfare of its listeners, **WMMR/Philadelphia** recently staged a recreation of the infamous **Volvo** TV commercial that cost the carmaker \$30,000 in deceptive advertising fines. As the national TV cameras rolled Friday (11/9), the station's **John DeBella** and the **Morning Zoo Crew** arranged to have **Bearfoot** — the monster truck used in the original spot — drive over a row of **Volvos** that had been **DONATED** by **WMMR** listeners.

Although 'tis rumored that **A&M Sr. VP/ Legal Affairs Milt Olin** is up for expanded duties, ST hears the man to watch closely is Exec. VP/GM **Al Cafaro**.

And is it true that Sr. VP/Promo **Charlie Minor** is being courted by the higher-ups at the newly formed **PolyGram Label Group**? Not to mention two other major companies?

**Q105 Mix Rumors Nixed**

**Q105/Tampa VP/GM Mike Horne** called the ST "fun-fone" to say his station was not considering a change in handle to "Mix 104.7" (ST, 11/9).

"Those billboards saying 'A Better Mix of Music' have been up since the second week in April," noted Horne. "All the research we've done in the marketplace shows that our **Q105** handle is one of the main attractions of the radio station. We have never considered — and never would consider — changing the handle."

**Westwood One** cancelled four programs — "High Voltage," "Fresh Traxx," "The Jazz Show," "Classic CDs" — and furloughed 20 employees Monday (11/12).

A company spokesperson said most of the affected positions were in the production department, but some employees in affiliate relations, data processing, and public relations were also let go.

Gold **KRSP (AM)/SLC** is now **KKDS**, the second fulltime affiliate of the **Imagination Stations Network**, which provides children's programming for the 12-and-under set.

Continued on Page 35

JAMES' PRODUCTION

'BEEN CAUGHT STEALING'

The New Single

From The Gold Album  
RITUAL DE LO HABITUAL

- Sold Out Tour
- Buzz Bin-MTV
- Gold Album
- Former #1 Alternative Track
- Track: **44**

**MUSIC DIRECTOR: KCRW**  
**\$2925.-\$3564. / mo**

KCRW is the NPR flagship station in the Los Angeles/Orange County area, and is located in Santa Monica.

This position requires anchoring a daily 3-hour eclectic music program, with emphasis on world music but integrating jazz, classical and pop. Director will also administer a staff of volunteer music programmers and act as liaison between the station and L.A.'s music scene.

Required training/experience equal to 4 years' professional experience producing diverse music programming and two years' college coursework.

**FILING DEADLINE FOR COMPLETED APPLICATIONS**

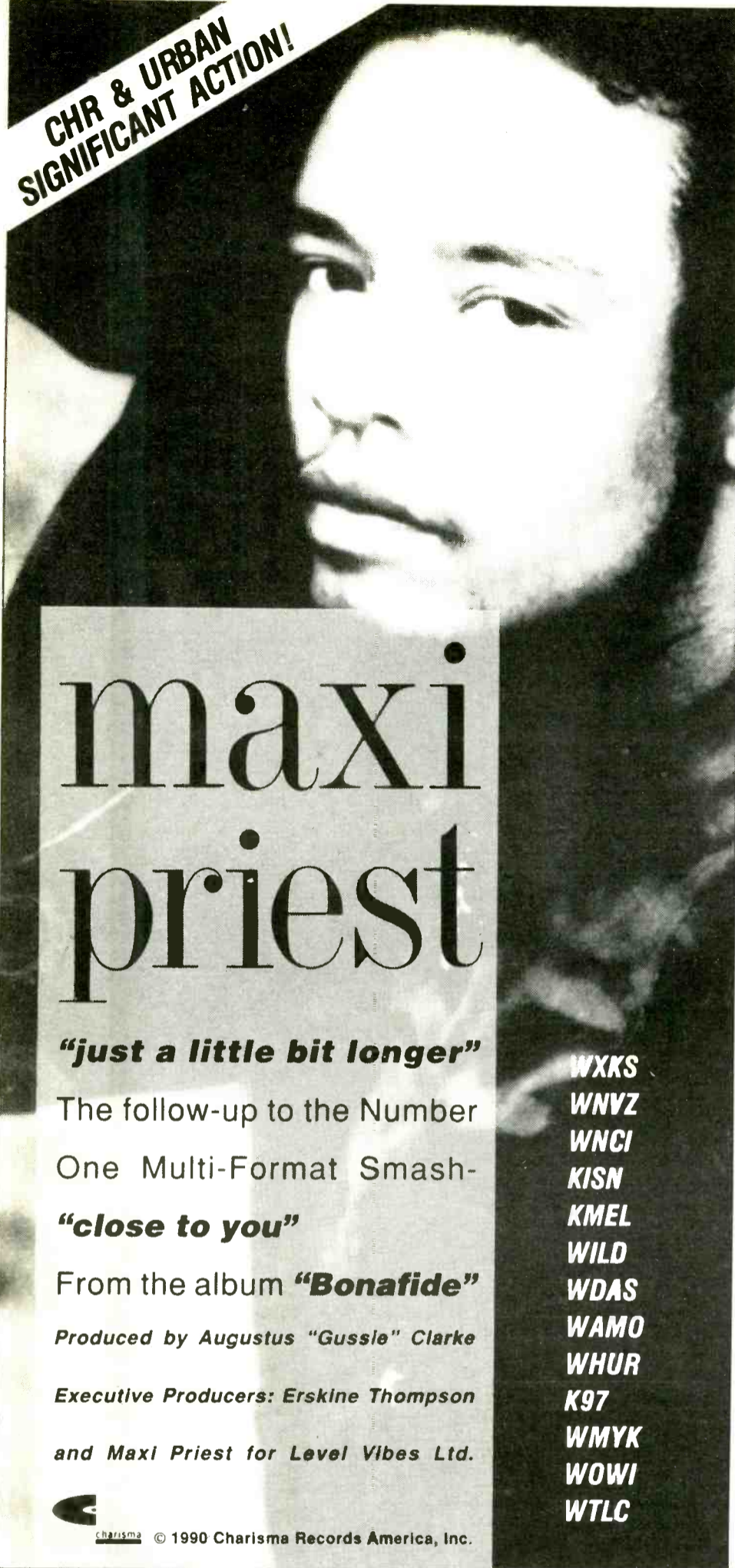
Resumes alone will not be accepted — call for applications now for **RADIO PROGRAMMING COORDINATOR-MUSIC**.

Apply to Santa Monica College,  
1900 Pico Blvd., Santa Monica, CA 90405,  
(213) 450-5150 Ext. 9410  
(213) 452-9321 job line. EOE/AA

**KCRW 89.9 FM**  
**NATIONAL PUBLIC RADIO**



**CHR & URBAN  
SIGNIFICANT ACTION!**



# maxi priest

**"just a little bit longer"**

The follow-up to the Number  
One Multi-Format Smash-

**"close to you"**

From the album **"Bonafide"**

*Produced by Augustus "Gussie" Clarke*

*Executive Producers: Erskine Thompson*

*and Maxi Priest for Level Vibes Ltd.*



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**WXKS  
WNVZ  
WNCI  
KISN  
KMEL  
WILD  
WDAS  
WAMO  
WHUR  
K97  
WMYK  
WOWI  
WTLC**



# WIGGLE IT

**CHR 30 - 27**

**14% HOT ALREADY INCLUDING**

WZOU 4-4 WIOQ 4-4 WPHR 14-12 PWR106 9-6  
WPLJ 2-1 KEGL 12-9 WHYT 4

**"PERFORMING WHERE PLAYED"**

**TOP TEN AT**

WXKS 5 PWR96 9 Z95 8 WLOL 6-5  
Z100 3 B96 10 WDFX 12-9 ...AND MORE

**CHR P1 CHART 16!**

**Management: AM/PM Entertainment Concepts,  
Vito Bruno**

**Produced by George Morel for  
Dance Line Productions**



charisma



**"TIME OF THE SEASON"**

# BRENT BOURGEOIS

**AC NEW & ACTIVE**  
KLSY WKYE  
WLEV KMJC

**CHR:**  
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**A CLASSIC REMAKE OF A TIMELESS  
STANDARD.**

**MANAGEMENT: BILL GRAHAM MANAGEMENT  
PRODUCED BY DANNY KORTCHMAR AND CO-PRODUCED BY BRENT BOURGEOIS**



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I T ' S H A P P E N I N G

# PEBBLES



ON YOUR DESK NOW

CHR: ALREADY ON:

WPGC 26-23

KS104 25-21

KOY-FM add

KMEL deb 23

K106 add

WCKZ deb 35

KZFM add

KHTK add

B95 add

KYRK on

URBAN: 32-21

AC: ONE OF THE  
"MOST ADDED"

THE URBAN SMASH NOW ON CHR

## "LOVE MAKES THINGS HAPPEN"

THE DUET WITH BABYFACE

FROM THE ALBUM ALWAYS

PRODUCED BY L.A. REID AND BABYFACE FOR LAFACE, INC.

CO-PRODUCED BY PEBBLES MANAGEMENT: GALLIN MOREY ASSOCIATES

MCA

# STREET TALK®

Continued from Page 32

## Is That 'Plus 1'?

About two weeks after *Entertainment Weekly* pulled a similar rabbit out of its hat (ST, 11/2), the cover story of this week's *Us* screams "The Heavy 100: The Most Powerful People In Entertainment."

And the Top Ten record execs are (*drum roll, please*) . . . (No. 10) **Seymour Stein**, (No. 9) **Tommy Mottola** and **Don Ienner**, (No. 8) **Clive Davis**, (No. 7) **Joe Smith**, (No. 6) **Charles Koppelman**, (No. 5) **Jeff Ayeroff** and **Jordan Harris**, (No. 4) **Bob Krasnow**, (No. 3) **Ahmet Ertegun**, (No. 2) **David Geffen**, and (No. 1) **Mo Ostin**.

## Out On The Backstreets . . .

- After seven years at **WQCD/NY** (most of 'em when it was **WPIX**), PD **Wendy Leeds** exits.

- Ten-year **WAAF/Worcester-Boston** vet **Rick MacKenzie** resigns his MD/midday jock position to become PD at **AC WVOR/Rochester**.

- **WQGN/New London, CT** ups PD **Franco Carofano** to Station Mgr. He'll continue to do mornings.

- **J.J. Michaels** is the new PD/morning man at **WXRC/Charlotte**.

- **WOHT/Jackson, MS** APD/MD **Dave Morales** jumps to **KSOL/SF** for nights. He'll be involved with the station's music as well, but not as MD.

- **WEGX/Philly** has consultant **John Lodge** filling in with morning cohost **Rick Rumble**, but don't look for a new, permanent partner to be named until after Christmas.

- **WLXR/La Crosse, WI** PD **Pat Kucera** exits. Former **KDWB/Des Moines** PD **T.J. Martin** is his replacement.

- After eight years and three formats — CHR, Dance, Classic Rock — **WZGC (Z93)/Atlanta** night jock **Steve Maple** exits to pursue new opportunities.

- **KWOD/Sacramento** afternoon driver **Jeff Thomas** is headed to **Hot 97/NY** for swing/production.

- **Dittman & 195/Birmingham** VP/Programming **Mark St. John** tells ST that — owing to a death in the family — his decision on a new PD for **WABB/Mobile** has been pushed back at least two weeks, but interviews are now in full swing.

- **Y95/Dallas** brings in 16-year market vet (**KVIL, KOAI**) **Andy McCollum** as News Director/morning news personality.

- **SMN's** latest Z-Rock affiliate is **KGRX/Phoenix**.

- Former **PolyGram** Country SW Reg'l promo rep **Sandy O'Connor** not only is going to fly choppers (ST, 11/9), but also will be doing afternoons at Country **KXIX/Little Rock**.

**Madonna, Michael Jackson, Bruce Springsteen, U2, and Prince** were judged Top Artists. (Lady Madonna was No. 1). **Jimmy Jam & Terry Lewis, Don Was, Maurice Starr & Dick Scott, and Quincy Jones** were the Top Producers. (Jam & Lewis were No. 1). **Larry Tollin & Larry Frazin, Cliff Burnstein, Sandy Gallin, and Tom Ross** copped Top Managers & Agents. (Larry & Larry were No. 1).

**Michael Cohl** (No. 1), **Bill Graham**, and **Frank Barsalona** were the Top Promoters & Bookers. **Allen Grubman** (No. 1), **John Branca, Lee Phillips, and John Eastman** were the Top Lawyers. **Lenny Waronker, Jimmy Iovine, Clarence Avant, and Tom Silverman** were "Bubbling Under," and **Tom Freston & Abbey Konowitch, Russell Simmons, and John Kalodner, Tom Zutaut, and Gary Gersh** took the always fascinating "Other Execs" category.

One industry notable whose name was conspicuously absent . . . **Walter Yetnikoff**, whose so-called "fall" just happens to be the subject of a several-thousand-word story in the latest (11/27) edition of *Us's* sister publication — *Rolling Stone*. Interesting reading, and we can't help wonder about the timing, too.

Look for former **92X/Columbus** morning sidekick **Bill Russ** on the November 18 edition of **ABC-TV's** "America's Funniest People." Russ copped \$2000 for his impression of **Casey Kasem**, among others.

**KLOS/L.A.'s** annual Veteran's Food Bank radiothon netted more than \$280,000 in pledges last weekend (11/9-11). More than 30 rock stars — including **Bryan Adams, Jackson Browne, and David Crosby** — phoned in from various locales in the U.S. and England to lend their support.

## Two Men And A Lady

When **KNAC/L.A.** got together with **IRS Records** to send two listeners to Germany to see **Black Sabbath**, the contest winner wanted to bring along his girlfriend.

No problem — except that the girlfriend also wanted to bring along her husband. When asked if she wanted an additional hotel room, her answer was no.

Featuring "Give It To Me Good"

AOR • 22 •

Top 5 On Dial MTV

Active Rotation On MTV

Album Sales Doubling At Musicland, Strawberries/Waxie Maxie, National Record Mart And More

Over 200,000 Units Sold

On Tour With Don Dokken

### CHR Action:

PIRATE 15-12  
KSAQ deb 40  
WAAF-FM 14-9  
WVKZ-FM 15-13  
KRZR 12-5  
WKFR deb 38  
YES97 39-30  
WPST 32-30  
KQKQ add  
999KHI add  
WQUT add  
KTUX add

KMYZ on  
KATM add  
KQIZ on  
WJMX on  
KISR 37-35  
Q104 add  
KNIN on  
KTRS add  
KFBQ add  
KFTZ add  
OK95 on



It's Getting Bigger.

Produced by Bill Wray • Executive Producer: Steve Sinclair  
Management: Ken Makow and Joel Weinshtanker are Shark Entertainment • © 1990 MCA Records, Inc.

MCA

MECHANIC

## Congratulations . . .

. . . to April Broadcasting, Inc., on their acquisition of **WBLX-AM/FM, Mobile, Alabama** on October 31, 1990 from **Beasley Broadcasting** for \$5,250,000 plus a tax certificate. April Broadcasting's CEO is **Philip J. Giordano**. Exclusive brokers in this transaction were

*A. B. La Rue, Media Brokers*  
NEW YORK • BEVERLY HILLS

## Capitalizing On Baby Boomers

By Phil Goodman

Baby boomers grew up on music radio. They're still listening — and they have money to spend. According to the newsletter *Boomer Report*, this generation — 76.5 million Americans born between 1946-1964 — earned \$985 billion in 1989. No doubt some of that money was spent on radios, records, tapes, CDs, and products advertised on radio. But radio stations aren't doing enough to capitalize on these listeners.

Boomers pass their music and listening habits onto their kids in a way previous generations haven't. There was a time when parents listened to comedies and soap operas on the radio — and their kids listened to rock 'n' roll. But the boomers share their habit of listening to rock 'n' roll radio with their children. The kids who grew up listening to the *Beatles* are the adults who showed up to hear *Paul McCartney* on tour — and brought their kids along.

Boomers and their kids will spend more money on retail sales in the next 30 years than all the previous generations combined spent in the past 100 years — and that's allowing for inflation. Clearly they represent

**"Boomers pass their music and listening habits onto their kids in a way previous generations haven't."**

resent a critically important market — and radio is uniquely positioned to reach them.

### Survey Listeners

You can win more boomers over to your station by getting them more involved with it. Run a series of contests and promotions tied in with station clients — promotions that revolve around boomers' youth, the history and music of their childhood years. Take a lesson from TV's "The Wonder Years": The right song or historical sound byte triggers boomers' memo-

Either way, the theme should be, "Boomers — stand up and be counted!"

This type of survey will do more to help sell new clients on your station than any national survey conducted by an outside firm.

**"Hotels are a revenue category that can be tapped more effectively; baby boomers love to get away."**

Boomers will be giving out information about themselves — they'll feel like they're personally involved, and this is no run-of-the-mill survey. So you'll get a truer picture of who they are.

### Educate Advertisers

Many advertising agencies opt for print or TV over radio because they think they can sell their clients more easily on a visual medium. But they're ignoring baby boomers' lifelong love affair with radio. Radio leaves more to the imagination — something boomers appreciate. And crossover music means their children listen too.

Many newspapers and magazines have fallen on



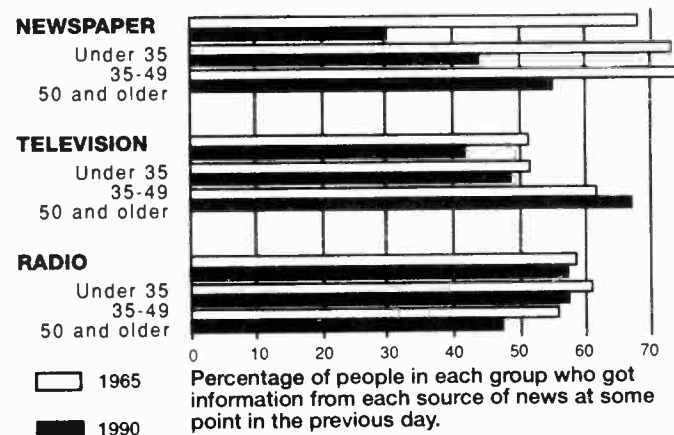
Phil Goodman

ries and emotions.

Incorporate survey forms into these promotions so you can find out more about your listeners. Motivate them to fill out the surveys with small prizes, and offer them the chance to register for a grand prize drawing. Run the survey over a 30-day period; the best times are mid-January to mid-February, or April, after Easter. You can also send out straight questionnaires not tied to a promotion.

## Boomers Won't Kick Radio Habit

Since 1965, radio has retained its audience better than any other medium — largely thanks to baby boomers.



From a Times Mirror Survey for the Times Mirror Center for the People and the Press.

## Demos And Discretionary Dollars

- There are 74 million people aged 43-65 +.
- 30% of them make \$40,000 + annually.
- There are 77.7 million people aged 24-42.
- One-third of them make \$40,000 + annually.

Source: U.S. Data Travel Bureau, 1988

hard times owing to lack of baby boomer interest. The TV networks' share of viewers has declined — making network TV less of a good buy. But radio listenership remains strong.

Set up client workshops to explore marketing and advertising to boomers. Hold local and regional workshops separately, because local and regional merchants usually have different marketing plans. Use the surveys you've taken to show how your station affects the boomers and vice versa. And even if you're targeting teenagers, show how your station ranks with their parents.

Be sure to stress that selling this generation requires different techniques; the surveys may help suggest those techniques by indicating what boomers appreciate and how they see themselves. And use *Boomer Report* for information; it

**"Run a series of contests and promotions ... that revolve around boomers' youth, the history and music of their childhood years."**

monitors the baby boom generation — what boomers are buying, thinking, feeling, doing. It's published by FIND/SVP, a New York database/marketing firm.

Point out to advertisers interested in making money from even older demos, such as senior citizens, that discretionary income doesn't guarantee retail sales. Trying to get seniors to part with discretionary income is like pulling teeth.

But boomers are impulse spenders — whether they have money or not.

### Market Getaways

Hotels are a revenue category that can be tapped more effectively; baby boomers love to get away. Weekend getaway packages are particularly popular — one of my clients in Texas set an alltime record for selling weekend packages at its hotel chain this summer. Of course, it's difficult to sell room packages in your local market, since at least 90% of local hotel room bookings come from people who live outside the market. But you can pitch a local hotel's main restaurant or nightclub.

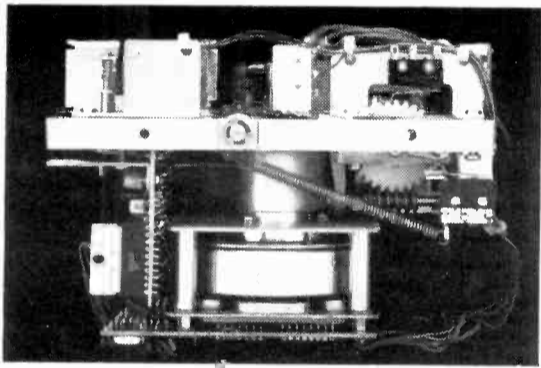
It's also good to know what cities are in easy reach of your listeners or are the most popular destinations. For example, if you're in San Francisco, pitch hotels in Los Angeles, Hawaii, Reno, Lake Tahoe, Monterey, and Carmel. If you're in Los Angeles, try Las Vegas, Palm Springs, San Diego, Hawaii, and Orange County's coastal hotels.

Sell your station to these potential clients as a way to reach boomers. When they take a long look at your station and realize it's a cost-efficient marketing tool to reach boomers, you'll be able to get more revenue out of them.

**Phil Goodman** is President/owner of marketing/consulting firm **Western Media Corporation**, which specializes in marketing to the baby boom generation. He can be reached at (619) 291-5745.

# The cart machine with bells and whistles your audience will never hear.

Finally, a cart that delivers the creature comforts that other Otari audio machines have offered for years! And not only does Otari's CTM-10 make your job easier, it also delivers outstanding audio performance, so your output sounds more like a CD player than a cart.



Heavy duty, direct drive capstan provides accuracy and reliability.

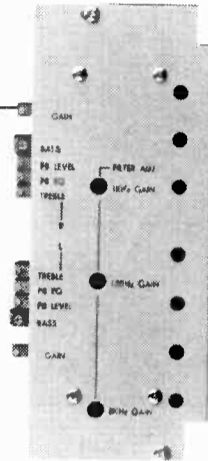
You get extensive metering, including dedicated metering for the cue-track. (Now you can verify the cue-tone *before* you go

on-air!) And for adjustments to program length, there's a *true* vari-speed control.

You'll also find a record azimuth adjustment system *with phase display* for when you want to make the best recording possible.

But the CTM-10 is not all just bells and whistles. It's the only cart you can buy with HX-Pro.\* That means that you can get a really hot signal off the tape, and still keep those high frequencies where they need to be for that crisp, clear sound.

And some things we keep real cool, like we don't use solenoids for our pinchroller because they can generate excess heat. You'll also appreciate the CTM-10's fast start time—it lets you cue up tighter without worrying about wow.

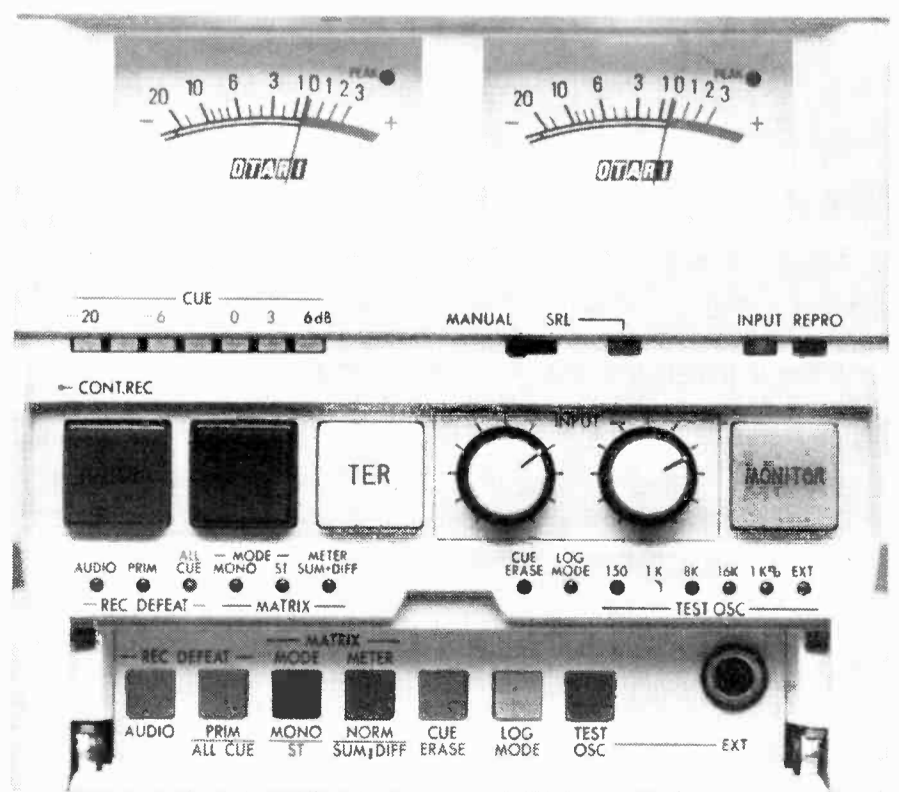
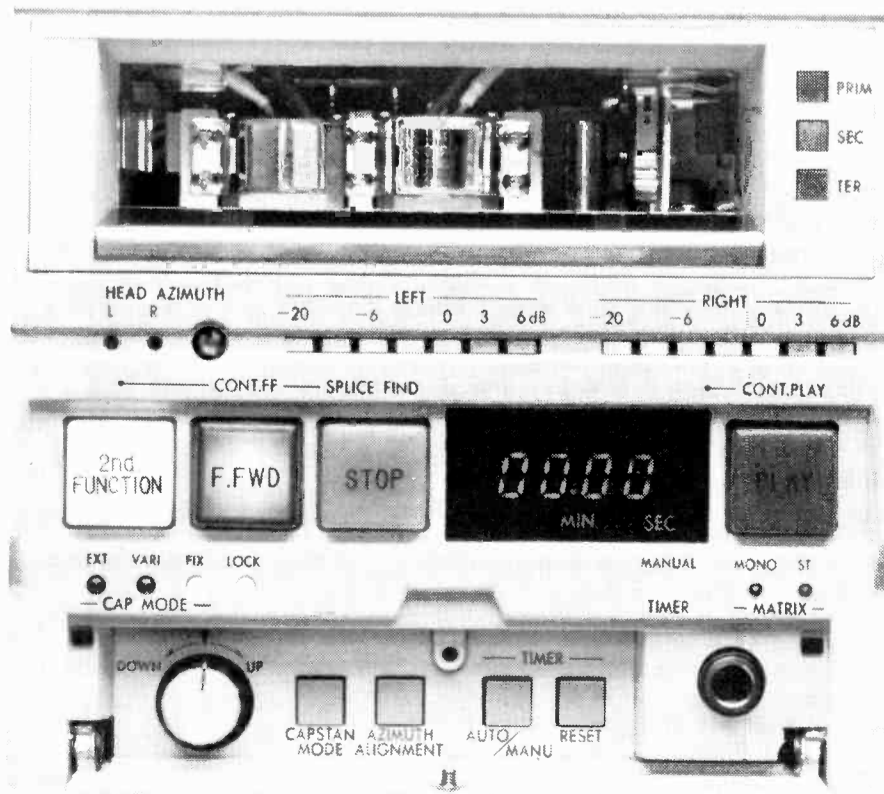


Equalization adjustments are easy to reach and clearly marked, making maintenance and service fast and easy.

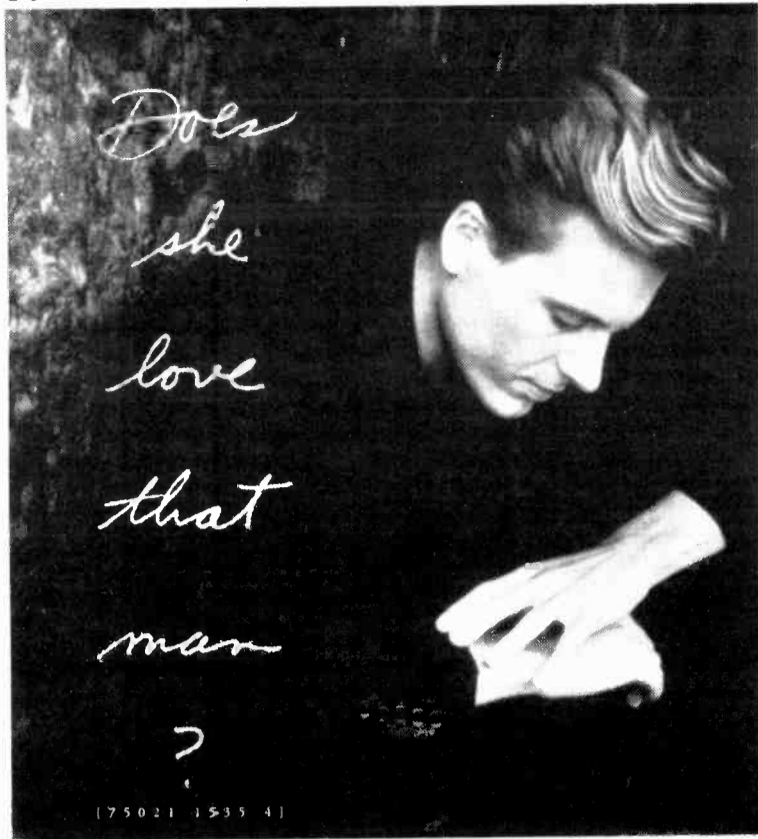
And, of course, we give you choice. There are stereo *and* mono record/play decks, *and* a mono/stereo play-only deck.

Call us at (415) 341-5900 for more information about the CTM-10. The cart machine we built for perfectionists.

## OTARI



\*HX-Pro is a trademark of Dolby Laboratories Licensing Corporation



THE NEW SINGLE BY  
**B R E A T H E**

featuring

*David Gasper*

the ballad you've been

waiting for, in the

tradition of the smashes

"How Can I Fall?" and

"Hands To Heaven."

FROM THE NEW ALBUM

**PEACE OF MIND**

175021 1535 1/2/91

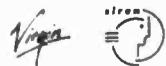
**NEW & ACTIVE** 102/25

This Week's Adds Include:

X100	WCGQ	WQXA	KYYY	WIFC
WAAL	WTFX	WZZG	WLRW	KGOT
WLAN	WHOT	B98	KLYV	KBOZ
KC101	KKMG	KCHX	KQHT	KTRS
WNOK	103CIR	WILN	KKHT	KFBQ

AC BREAKER  
ONE OF THE "MOST ADDED"

produced by bob surgeant and breathe - mixed by julian mendelsohn - management: jonny too bad and paul king



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# MUSIC DATEBOOK

## L.L. Cool J Knocks 'Em Out

### MONDAY, NOVEMBER 26

1956/Swing era bandleader **Tommy Dorsey**, who helped propel **Frank Sinatra** to fame, is found dead in his Connecticut home.  
1968/**Cream** gives its final performance at London's Royal Albert Hall.  
1975/Bet he didn't touch any **Bay City Rollers** records — Claiming that 984 of 1000 unwed mothers became pregnant while listening to rock & roll, Florida **Reverend Charles Boykin** leads a mass record burning.  
1980/**Paul McCartney & Wings'** concert movie, "Wings Over America," opens nationally.  
1989/Missed it by that much — **Tina Turner** hosts a lavish 50th birthday bash for herself at London's Reform Club, which until recently only admitted men. She neglects to tell the guys she's actually 51.  
Born: **Tina Turner** 1938, **John McVie (Fleetwood Mac)** 1945

### TUESDAY, NOVEMBER 27

1967/The **Beatles** release the "Magical Mystery Tour" album.  
1973/**Jimmy Widener**, ten-year guitarist for **Hank Snow**, is shot and killed.  
1974/**Carl Douglas's** ode to self-defense, "King Fu Fighting," goes gold.  
1989/At a Los Angeles press conference, **Paul McCartney** says he'd love to perform with **George Harrison** and **Ringo Starr** now that their legal problems have been settled. That night, **Stevie Wonder** surprises him onstage and the two perform "Ebony And Ivory" — even though McCartney had already done the song earlier in the show.  
Born: **Eddie Rabbitt** 1941, **Charlie Burchill (Simple Minds)** 1959, the late **Jimi Hendrix**

### WEDNESDAY, NOVEMBER 28

1925/The "WSM Barn Dance" begins broadcasting. In early 1926, host **George D. Hay** begins calling it the "Grand Ol' Opry" because it follows an opera program, and the nickname sticks.  
1964/**Willie Nelson** makes his Opry debut.  
1966/The **Beatles** begin recording sessions for the "Sgt. Pepper's Lonely Hearts Club Band" album.  
1974/**John Lennon** joins **Elton John** at Madison Square Garden for "I Saw Her Standing There." Following the show, Lennon reunites with **Yoko Ono**, ending a year-long separation.  
1989/Upon hearing **Paul McCartney** would consent to a surviving Beatle reunion, **George Harrison** snaps, "There won't be a Beatles reunion as long as John Lennon remains dead."  
Born: **Randy Newman** 1944, **John Spinks (Outfield)** 1955



Bette Midler, Eddie Rabbitt, Billy Idol, Lou Rawls

### THURSDAY, NOVEMBER 29

1959/**Frank Sinatra** is the big winner at the second Grammy Awards, taking best album for "Come Dance With Me." **Bobby Darin** wins Best Record for "Mack The Knife."  
1968/**John Lennon** is arrested for marijuana possession in London and fined. The arrest becomes the basis of the U.S. government's deportation case against Lennon in the '70s.  
1979/**Supertramp's** show in France is recorded and later released as the "Paris" album.  
1988/After lapsing into a coma for months, Nevada youth **James Vance** dies. Vance and a friend shot themselves after listening to **Judas Priest** albums. Later, their parents would sue the band for liability — and lose.  
1989/The **Grateful Dead** contribute to the San Francisco earthquake relief effort by instituting a special '900' phone line. Callers hear bits of new music, and proceeds go to the Red Cross.  
Born: **John Mayall** 1933, **Chuck Mangione** 1940, **Merle Travis** 1917

### FRIDAY, NOVEMBER 30

1976/**Nickolas Ashford** marries **Valerie Simpson**.  
1977/**David Bowie** meets **Bing Crosby** when making a guest appearance on Crosby's Christmas special. The two duet on "The Little Drummer Boy."  
1988/L.L. Cool J headlines the first rap concert held in Africa. Things start smoothly, but midway through, fights break out. Women faint and several rush the stage, ending the show.  
Born: **Billy Idol** 1955, **Roger Glover (Deep Purple/Rainbow)** 1945, **June Pointer** 1953, **Luther Ingram** 1944, **Jeannie Kendall** 1954, **Jimmy Bowen** 1937, **Dick Clark** 1929

### SATURDAY, DECEMBER 1

1957/**Ed Sullivan** introduces **Buddy Holly** and **Sam Cooke** to television audiences for the first time.  
1964/**Ringo Starr** has his tonsils removed and decides to let **John** and **Paul** sing lead for a while.  
1975/Happy birthday, this won't hurt a bit — **Bette Midler** celebrates (?) her 31st birthday by undergoing an emergency appendectomy.  
1982/**Michael Jackson's** "Thriller" album is released.  
1988/**Steve Winwood** becomes a father when wife **Eugenia** gives birth to daughter **Elizabeth**.  
Born: **Bette Midler** 1944, **Lou Rawls** 1935, **Richard Pryor** 1940, **Billy Paul** 1934, **Sam Reid (Glass Tiger)** 1963, **Gilbert O'Sullivan** 1946, **John Densmore (Doors)** 1945

### SUNDAY, DECEMBER 2

1967/**Jimmie Rodgers** fractures his skull in an auto accident. He recovers, but the trauma forces him to end his career.  
1969/In Los Angeles, the **Supremes' Cindy Birdsong** is kidnapped by a maintenance man. She escapes a short time later by jumping out of his car on the freeway.  
1986/Guess it wasn't a Cross Your Heart — **Eurythmics' Annie Lennox** rips off her bra while performing in front of 10,000 in Birmingham, England.  
1988/**Kiss** members **Gene Simmons** and **Paul Stanley** grab buddy **Willie Nelson** and discuss "Sex On The Road" on **Geraldo Rivera's** talk show.  
Born: **Rick Savage (Def Leppard)** 1960, **Pops Staples** 1915

— Paul Colbert

## U2 Demo New LP In Berlin

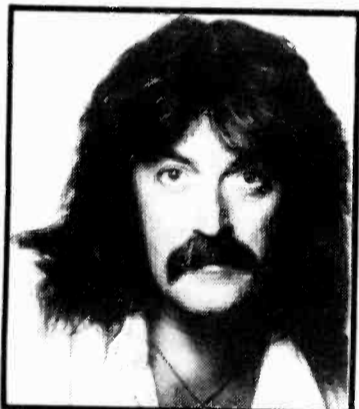
**U**2 have started demoing tracks for their new album at Hansa Studios in Berlin, with **DANIEL LANOIS** once again producing.

According to their publicist, reports that the LP will be ready for spring release – or that it'll be a much more dance-flavored record – are greatly exaggerated. She expects the album to be out toward the end of next year.

### Purple People Ether

**JON LORD** of **DEEP PURPLE** has revealed to **ROL** who nearly got the job as the band's new lead singer before **JOE LYNN TURNER** was chosen. "One guy, **JIMI JAMISON** from **SURVIVOR**, was practically in the band – until his management decided that it would 'harm his solo career.'"

Lord also had this to say about Purple's "Slaves And Masters" album and the absence of former lead singer **IAN GILLAN**: "It's tinged with sadness, this happiness at having a new album, because it doesn't contain Ian. But Joe's brought a snap and pizzazz to the band, and I really do hope the more old-fashioned Purple fans will accept it."



Jon Lord — "It's tinged with sadness."

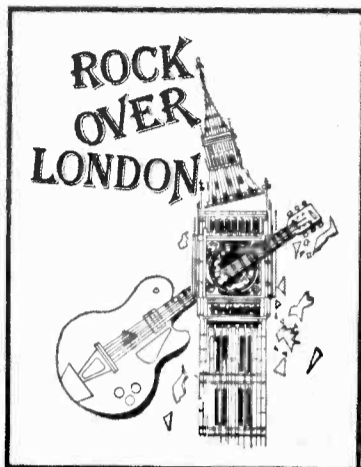
### Down The Tubes

The theme from "I Dream Of Jeannie" with a female rap gets a placing in the UK charts this week under the title "Sucker DJ" from **DIMPLES D**. The track, which debuts just outside the Top 40, has been mixed and co-produced by **BEN LIEBRAND**.

And "Stingray" – a popular British TV adventure series of the '60s – makes a bid for the charts next week, when "The Stingray Megamix" is released by **FAB** featuring **AQUA MARINA**. **FAB** had a novelty UK dance hit in July with "Thunderbirds Are Go," based around the music from "Thunderbirds" (another of **GERRY ANDERSON**'s puppet creations).

Meanwhile, "The Christmas Single" from today's most popular puppet program, the satirical "Spitting Image," will arrive in stores on Monday (11/19). **SPITTING IMAGE** scored a UK No. 1 single in 1986 with "The Chicken Song," following it with the seasonal Top 30 release "Santa Claus Is On The Dole."

"Rock Over London" news is a service of Rock Over London Ltd., which can be reached at Globe Theatre, Shaftesbury Avenue, London W1V 7HD; phone 071-494-4513.



As further proof that the silly season of novelty singles has definitely arrived, London Records re-release "Kinky Boots" by small-screen stars **PATRICK MacNEE** and **HONOR BLACKMAN**, who made the record while appearing in the popular '60s UK detective series "The Avengers."

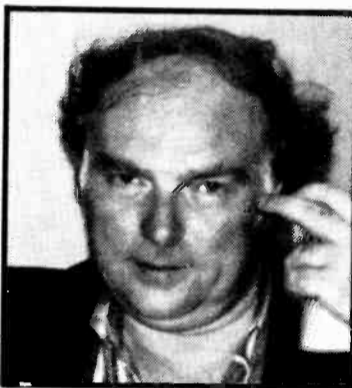
### Blepin' Monday

Also on Monday (11/19), north-ers **LFO** follow up their UK Top 20 hit "LFO" with another instrumental in the same vein. The track "Brainstorm" is accurately categorised in the new release lists as "Bleeps."

Meanwhile, **VAN MORRISON** releases the epic "In The Days Before Rock 'N' Roll" from his "Enlightenment" album. The song clocks in at just over eight minutes on the LP, reminiscing about the era before **SONNY BOY WILLIAMSON** and **LIGHTNIN' HOP-**

**KINS** and including that classic rock lyric: "We let the goldfish go."

Anglo-German band **ELECTRIBE 101** have covered **ODYSSEY**'s "Inside Out" and also will release it on Monday. That same day, **BOMBALURINA** – alias children's TV presenter **TIMMY MALLETT** – follow the UK No. 1 cover of "Itsy Bitsy Teeny Weeny Yellow Polka Dot Bikini" with another similar number – "Seven Little Girls (Sitting In The Back Seat)" of late '50s infamy.



Van Morrison — "We let the goldfish go."

### Rock Jocks

Next Monday's albums include "Let's Have A Party" by UK footballer-turned-chart star **PAUL "GAZZA" GASCOIGNE**. The LP includes an **ELVIS PRESLEY** medley, the current smash "Fog On The Tyne (Revisited)," and a guest appearance by **GILBERT O' SULLIVAN**.

Also next week... Britain's middleweight boxing champion of the world, **NIGEL BENN**, releases his first single, "Stand And Fight" is being mixed by **SNAP** and has been produced by **TIM STONE** and



U2 — "And it goes a little somethin' like this..."

**DAVID SOAMES**. The day before the single's release, Benn is set to defend his world title against **CHRIS EUBANK** in Birmingham.

### Shorts 'N' Briefs

**NME** reports that **KEVIN ROWLAND** intends to re-form **DEXY'S MIDNIGHT RUNNERS**, and that he's already written and demoed material with the band's trombonist, **JIM PATTERSON**.

**HOLLY JOHNSON**, the former frontman of **FRANKIE GOES TO HOLLYWOOD**, is back with "Where Has Love Gone?" – the first release from his second solo album.

**TWENTY 4 SEVEN**, the European band featuring ex-U.S. serviceman rapper **CAPTAIN HOLLYWOOD**, follow up last month's UK Top 10 hit "I Can't Stand It" with "Are You Dreaming?" That's also out on Monday (11/19) with the album "Street Moves" set to follow on November 26.

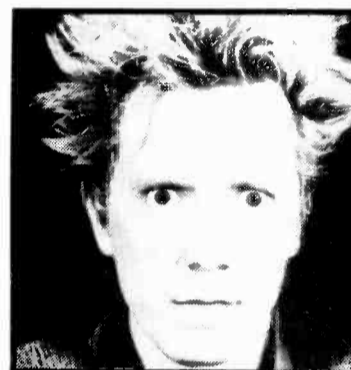
**BLACK BOX** plan to release "The Total Mix" of their hits – along the same lines as **TECHNO-TRONIC**'s recent "Megamix" – on December 3.

### Underground Scene

West country band **EMF**, currently leaping up the UK charts with their single "Unbelievable," played a truly underground gig last week – in a Gloucestershire cave!

The audience, including **ROL**, were asked to take a candle and strong shoes for the occasion. The five-piece band are due to start re-

cording their first LP next month with **PASCAL GABRIEL** producing. A second single, "I Believe," will be out in January.



John Lydon — "Anyone with half a brain cell."

### The Bitterest PiL

**JOHN LYDON** has said he intends to set the record straight on the **SEX PISTOLS** story – by writing a book. "I am putting together the truth," the **PIIL** frontman says in this month's *Select* magazine, "and that runs up to the present day."

Lydon hasn't yet approached a publisher, but wants to write the book as a contrast to **GLEN MATLOCK**'s "I Was A Teenage Sex Pistol" and **ALEX COX**'s film about **SID VICIOUS**. "I still get people thinking that the 'Sid And Nancy' movie was the whole truth and nothing but," says Lydon. "It's outrageous to me that anyone with half a brain cell could have perceived that as reality. Alex Cox's bloody fantasies..."

## BRITAIN

LW TW

- |    |    |  |
|----|----|--|
| 1  | 1  | <b>RIGHTEOUS BROTHERS</b> /Unchained Melody (Old Gold-Verve/PG)    |
| 6  | 2  | <b>KIM APPLEBY</b> /Don't Worry (Parlophone/EMI)                   |
| 2  | 3  | <b>BEAUTIFUL SOUTH</b> /A Little Time (Go! Discs/PG)               |
| 5  | 4  | <b>KYLIE MINOGUE</b> /Step Back In Time (PWL)                      |
| 10 | 5  | <b>ROBERT PALMER &amp; UB40</b> /I'll Be Your Baby Tonight (EMI)   |
| —  | 6  | <b>GAZZA &amp; LINDISFARNE</b> /Fog On The Tyne (Revisited) (Best) |
| 3  | 7  | <b>BERLIN</b> /Take My Breath Away (CBS)                           |
| 13 | 8  | <b>BLACK BOX</b> /Fantasy (De Construction/RCA)                    |
| 4  | 9  | <b>BELINDA CARLISLE</b> /(We Want) The Same Thing (Virgin)         |
| 7  | 10 | <b>WHITNEY HOUSTON</b> /I'm Your Baby Tonight (Arista)             |
| —  | 11 | <b>LA'S</b> /There She Goes (Go! Discs/PG)                         |
| 9  | 12 | <b>CURE</b> /Close To Me (Fiction)                                 |
| —  | 13 | <b>EMF</b> /Unbelievable (Parlophone/EMI)                          |
| 18 | 14 | <b>ROXETTE</b> /Dressed For Success (EMI)                          |
| —  | 15 | <b>808 STATE</b> /Cubik Olympic 808 State (ZTT)                    |
| 8  | 16 | <b>HAPPY MONDAYS</b> /Kinky Afro (Factory)                         |
| 15 | 17 | <b>PAUL SIMON</b> /The Obvious Child (WB)                          |
| 11 | 18 | <b>MARIA MCKEE</b> /Show Me Heaven (Epic)                          |
| 12 | 19 | <b>RITA MacNEIL</b> /Working Man (Polydor/PG)                      |
| —  | 20 | <b>JIMMY SOMERVILLE</b> /To Love Somebody (London/PG)              |

### Moving Up

- DEL AMITRI**/Spit In The Rain (A&M)
- MEGABASS**/Time To Make The Floor Burn (Telstar)
- INSPIRAL CARPETS**/Island Head EP (Cow/Mute)
- UNIQUE 3**/Rhythm Takes Control (10/Virgin)
- PRINCE**/New Power Generation (Paisley Park/WB)

The Network Chart, courtesy MRIB

## AUSTRALIA

LW TW

- |    |    |   |
|----|----|---|
| 1  | 1  | <b>JOHN FARNHAM</b> /That's Freedom               |
| 2  | 2  | <b>SKYHOOKS</b> /Jukebox In Siberia               |
| 4  | 3  | <b>ICEHOUSE</b> /Miss Divine                      |
| 6  | 4  | <b>JIMMY BARNES</b> /Let's Make It Last All Night |
| 3  | 5  | <b>INXS</b> /Suicide Blonde                       |
| 5  | 6  | <b>SOUTHERN SONS</b> /Heart In Danger             |
| 7  | 7  | <b>MIDNIGHT OIL</b> /King Of The Mountain         |
| 10 | 8  | <b>JIMMY BARNES</b> /Lay Down Your Guns           |
| —  | 9  | <b>CROWDED HOUSE</b> /She's Not There             |
| —  | 10 | <b>ANGRY ANDERSON</b> /Bound For Glory            |

### Most Added

**DARYL BRAITHWAITE**/Rise  
Top 10 Australian records from playlists of 3 Triple M-FM/Melbourne, FOX-FM/Melbourne, 96 FM/Perth, SA-FM/Adelaide, 2-DAY/Sydney, 2 Triple M-FM/Sydney, MMM-FM/Brisbane, B105/Brisbane, FM-104.7/Canberra, and 2 KIX 106/Canberra.

## CANADA

LW TW

- |    |    |  |
|----|----|--|
| 1  | 1  | <b>ALIAS</b> /More Than Words Can Say                        |
| 2  | 2  | <b>CANDI &amp; THE BACKBEAT</b> /World Just Keeps On Turning |
| 3  | 3  | <b>BARNEY BENTALL</b> /Crime Against Love                    |
| 8  | 4  | <b>WORLD ON EDGE</b> /Still Beating                          |
| 9  | 5  | <b>ZAPPACOSTA</b> /Letter Back                               |
| 4  | 6  | <b>NORTHERN PIKES</b> /Girl With A Problem                   |
| 7  | 7  | <b>BOX</b> /Inside My Heart                                  |
| —  | 8  | <b>RIK EMMETT</b> /When A Heart Breaks                       |
| 10 | 9  | <b>GINO VANNELLI</b> /The Time Of Day                        |
| —  | 10 | <b>COLIN JAMES</b> /Keep On Loving Me Baby                   |

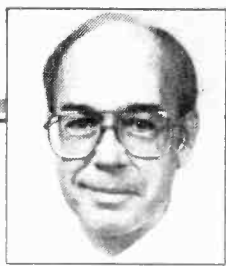
### Most Added

**BLUE RODEO**/Til I Am Myself Again  
**PAUL JANZ**/Hold Me Tender  
**NORTHERN PIKES**/Kiss Me You Fool

Top 10 Canadian CHR hits courtesy The Record (416) 533-9417.







BRAD MESSER

## CALENDAR

### Two Rules About Thanksgiving Turkeys

Here are a couple of guidelines regarding Thanksgiving turkeys. One: Don't drop them. Two: Never send anyone on an errand to obtain 50 of them without giving him clear, detailed instructions.

What people do with dead turkeys these days pretty much depends on their job. Government researchers shoot 'em out of cannons into airplane windshields in the name of safety. Supermarket employees have been known to stack targets at the end of an aisle after hours and conduct turkey bowling tournaments.

But in radio, we don't play with turkeys much. We've learned by experience that one may not drop turkeys — fresh, flapping, frozen, or otherwise — from any height above maybe six inches without getting sued for everything one has or \$100 million, whichever is more. This is why you very seldom hear about a station making a turkey bomb drop. What you do hear about is stations buying these fowls as holiday favors for faithful employees or, in this particular story, trading out the turkeys.

The mechanics are simple. The station makes arrangements with a local retailer to furnish ducats good for one turkey, and the vouchers are handed out to workers a week or two before Thanksgiving. At their convenience, the employees stop by the supermarket and trade the voucher for the Butterball or whatever. If it worked that smoothly every time, we wouldn't need Rule Two about clear, detailed instructions.

#### Birdbrain

The GM of the subject station told his freshman salesman to trade out 50 turkeys. He planned to dole them out at the company's holiday party. A couple of days before the party, the salesman assured the GM that the bird trade was a done deal.

Everyone got loose and happy on party night. When it was time, the

boss made his holiday speech, then turned the floor over to the salesperson, who would have his own brief moment of glory explaining how everyone could get his or her free turkey.

"They're in the van," he announced. "On your way out, stop by and get yours." Hmmm. No vouchers? Some people in party clothes didn't exactly look forward to lugging an ice-cold turkey home, but they soon learned they didn't have to.

The van was loaded with freebie turkeys, but they weren't frozen. They were fresh. Fresh, shrink-wrapped, and not much below room temperature after sitting in the van most of the afternoon and evening. So fresh, so moist. So very red-blooded.

And thus it came to pass that faithful employees drove home not with vouchers but with big, real birds in plastic bags with little red leaks. Which is how the salesman got the nickname Wishbone and how the rest of the world got Turkey Rule Two.

#### A Blow To Zsa Zsa's Image

**MONDAY, NOVEMBER 26** — One of the highlights of the Pasadena Doo Dah Parade a year ago was the "Great Zsa Zsa Drill Team," in which women in outrageous dresses systematically slapped down men dressed up like Beverly Hills cops.

Iraq and the U.S. restored diplomatic relations in 1984, ending a 17-year freeze. Denver's freeways and airport were closed in 1983 by the 21-inch Thanksgiving weekend snowstorm. America's first lion exhibit opened in Boston (1617). Birthdays: Tina Turner, Rich Little 52. Charles Schulz ("Peanuts" creator) 68. Eric Sevareid 78.

#### San Francisco City Hall Murders

**TUESDAY, NOVEMBER 27** — Former San Francisco City Supervisor Dan White pulled a gun inside City Hall in 1978 and murdered Mayor George Moscone and City Supervisor Harvey Milk. Released after five years in prison, White killed himself in 1985.

Ross McWhirter, co-founder (with twin Norris) of "The Guinness Book of World Records," was killed by a terrorist bomb in 1975. A hurricane-force blizzard sank ships in Boston Harbor in 1898 and left up to 27 inches of snow on New England.

Birthdays: Robin Givens 26. Eddie Rabbitt 49. "Buffalo" Bob Smith ("Howdy Doody") 73.

#### Runaway Crane Kills Five

**WEDNESDAY, NOVEMBER 28** — A construction crane fell off a building in downtown San Francisco in 1989. After plummeting 16 stories, it stabbed an office building, then smashed several cars and a school van. Five died; 21 were injured.

Chancellor Helmut Kohl announced an "informal confederation" in 1989, which he said would "eventually" lead to German reunification. President Carter told a news conference in 1979 that he hoped the Iran hostage crisis could be resolved peacefully. "The Grand Ole Opry" premiered on WSM/Nashville in 1925.

Birthdays: Paul Shaffer 41. Berry Gordy Jr. 61.

#### First Oval-Track Motorcycle Races

**THURSDAY, NOVEMBER 29** — The first oval-track motorcycle races were run at Surrey, England in 1897, a dozen years after Gottlieb Daimler invented the motorcycle. (The first Daimler, still in working condition, is at the Indian Motorcycle Museum in Springfield, MA.)

Cary Grant died in 1986 at age 82. Natalie Wood drowned in 1981 at age 42. New Mexico set its state 24-hour snowfall record in 1975 when 34 inches fell at Red River. Edison made the first sound recording in 1877: "Mary had a little lamb . . ."

Birthdays: Jonathan Knight (New Kids On The Block) 21.

#### Surf Hits Thirty-Five Feet

**FRIDAY, NOVEMBER 30** — Honolulu had a record wind gust of 82mph during a storm in 1957, and beaches on Kauai had 35-foot waves, dude.

President Reagan called Oliver North "a national hero" in 1986. The Soviets invaded Finland in 1939 (WWII). The U.S. and England signed a preliminary agreement ending the American Revolution in 1782.

Birthdays: Bo Jackson 28. Billy Idol 35. Dick Clark 61. Robert Guillaume ("Benson") 63.

Saturday (12/1): Bette Midler 46. Richard Pryor 50. Lou Rawls 55. Woody Allen 55.

Sunday (12/2): Cathy Lee Crosby 41. Edwin Meese III 59. Alexander Haig 66.

# BOBBY VINTON



## "MR. LONELY (LETTER TO A SOLDIER)"

- A brand new version of a special song, featuring little girls' letters to our soldiers overseas.
- On morning shows -- all formats across the nation!
- The perfect record for Thanksgiving-- let's hope our boys will be home soon.

**CURB  
RECORDS**



JOEL DENVER

PICTURE THIS

## Shutterbugs Invade U.S. Airwaves

**C**ourageous promotion directors have sent their best lensmen far and wide to capture coverage of the conflict . . . the ratings conflict, that is. If you have evidence of a promotional assault in action, send shots to Joel Denver at 1930 Century Park West, L.A., CA 90067, and we'll keep the photo-hungry troops happy.

### Iraq's Just Deserts

Stations have been responding to the Mideast crisis in a variety of ways, whether launching volleys at everyone's least favorite Iraqi, addressing the energy issue, or channeling community support for our boys in khaki.



WKQB (Q107)/Charleston morning man Dr. Barry Hill invited folks down to play the "Insane Hussein Toilet Dart Game." Hundreds took the opportunity to plug Hussein's mug at the Taste of Charleston festival.



WRCK/Utica, NY sent GIs in the Middle East a taste of home in the form of several cases of Kool-Aid. Pictured at the warehouse are (l-r) morning crew members Scott Carr, Bill Keeler, Karen Karen, and Nick Simon.



WINK/Ft. Myers opted for a more direct approach, letting a listener "handle" Hussein (staffer Jerry Young) himself. Keeping the peace are (l-r) WINK's C. David Bennett, Paula Abdul Spencer, and Dave Alexander.



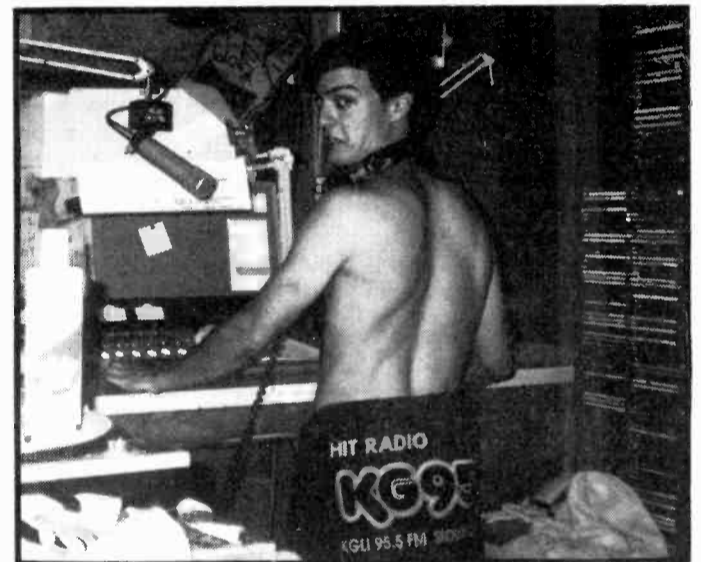
KWNZ/Reno's wakeup duo, Bill Cody and Shanon Leder (seated), riffed on skyrocketing oil prices with their "Do It Yourself Gas And Oil Kit" — a can of beans and a chocolate bar. Energy-starved listeners were all too happy to stockpile fuel supplies.

### Stars & Stunts

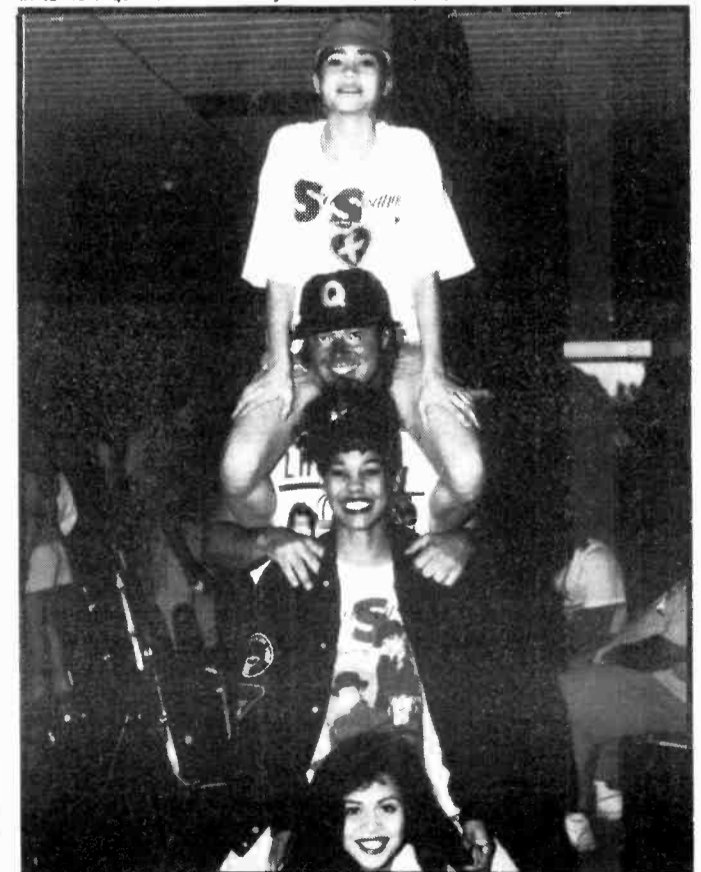
Back on the home front, fun and frivolity flew fast and furious. Here's a photographic feast to focus on for a spell.



WHTZ (Z100)/New York VP/Programming Steve Kingston (r) chatted with Linda and Paul McCartney, who just happened to be in the neighborhood.



The gang at KGLI (KG95)/Sioux City, IA felt the "women in locker rooms" controversy was silly, so it transformed the studio into a locker room (complete with eau de post-game) and sent afternoon man Brian Zepp (pictured) in to field questions from anyone who'd stop by.



Chances are KHQT (Hot 977)/San Jose Asst. PD/MD John Christian didn't mind being outnumbered three to one when this photo opportunity with Sweet Sensation came along; helping Christian stack the odds are (from top to bottom) trio members Betty D, Sheila, and Margie.



**“I’M NOT  
IN LOVE”**



**MOST ADDED  
3 WEEKS IN A ROW!**

**NOW ON 133 CHR REPORTERS  
INCLUDING 24 P-1 REPORTERS**

**“WHERE DOES  
MY HEART  
BEAT NOW?”**

**CELINE  
DION**



**CHECK THIS OUT**

**“This is destined to be a #1 record. Period. End of quote. Period.”**

*Kevin Weatherly & Michelle Santosuosso  
Q106/San Diego*

**“Celine Dion could be the breath of fresh air radio has been missing lately. It definitely gets attention - and isn’t that what it’s all about?”**

*Dom Testa  
Y108/Denver*

**“Immediate phones! Incredible hook! This one is going to explode.”**

*Gary Michaels  
KISN/Salt Lake City*

**ALREADY BREAKING  
AT 28 CHR REPORTERS!**

**AC CHART: 22 - 15**

**CONVERSION FACTOR: +13**

epic



**TRACIE SPENCER**

**If one song can  
make the difference,  
then this is it.**

**"THIS HOUSE"**

**The new single  
from the Capitol Records  
cassette, compact disc  
and album  
Make The Difference.**

**Come over to our  
house for the holidays**

**Capitol**

Produced by Matt Sherrod and Paul Sherrod

Co-Produced by Sir Spence

Additional production by Justin Strauss

Management: Stan Plesser Productions

WHEN YOU PLAY  
IT SAYS

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# CHR

## MOTION

• **KKBQ** (93Q)/Houston welcomes Creative Services Director **Eric Chase** from crosstown **KRBE**.

• **WAVA**/Washington adds APD **Brett Dumler** from **KZBS** (Z99)/Oklahoma City, names **Chris Taylor MD**, and hires **Greg Southard** (aka **Joe Friday**) from **KHYI** (Y95)/Dallas for afternoons.

• **KKRD**/Wichita promotes PD **Jack Oliver** to GM and morning man **Beau Robbins** to PD.

Congratulations to **Steve Bishop**, who recently celebrated ten years as morning man at **WVAF** (V100)/Charleston, WV. . . **Peter McLaine** is now doing swing/utility air work at **KPLZ**/Seattle after an afternoon shift at **KRXY** (Y108)/Denver. . . **Air Jordan** joins **KDWB**/Minneapolis for overnights, coming from weekends/swing at **WPXY**/Rochester. He replaces the exiting **Chris Adams**. . . At **WMXZ**/New Orleans, **Sharkey Brennan** swims in from **WTYX**/Jackson to succeed **Midday McKay** in nights as McKay takes over middays from **Ben Chalker**.

**KXSS**/St. Cloud, MN ups **Adam North** to OM as **Pat McKay** concentrates on his duties as **Linder Group** VP. . . **Ron Scott** rises from APD to OM at **WGTZ & WING**/Dayton, OH. **MD Randy Ross** assumes **WGTZ** APD chores. . . **Rick Acker**, most recently at **KHTY** (Y97)/Santa Barbara, CA, moves to the MD/nights slot at **KKXL** (XL93FM)/Grand Forks, ND. **Mike McKirdy** becomes **XL93FM**'s APD. . . Down the street at **KQHT**/Grand Forks, **Wade Williams** from **WDAY** (Y94)/ Fargo, ND assumes the night shift. . . **KWNZ**/Reno steals AM newperson **Cathy Kalin** and weekender **Brooke Summers** from crosstown **KSXY** (X102).

Changes at **KGLI** (KG95)/Sioux City, IA: PD **Denny Anderson** moves to mornings, swingman **Brian Zepp** takes afternoons, Production Director **Bobby Energy** goes to overnights, and Promotions Director **Candle Nash** becomes Production Director. . . **Greg Valentine**, recently at **KKRZ** (Z100)/Portland, slides into a weekend/swing gig at **KUBE**/Seattle. . . **KNIN**/Wichita Falls, TX welcomes overnights **Scott Bryant** from crosstown **KYYI**.



Columbia rep **Charlie Walk** (c) wanted to hear **Warrant's** "Cherry Pie," on **WKCI** (KC101)/New Haven so badly he vowed to eat cherry pies until he did. Asst. PD/MD **Tom Poleman** (l) and PD **Stef Rybak** couldn't bear to watch the feeding frenzy any longer, so they gave him the add. . . after 16 pies.



After **WYHY** (Y107)/Nashville gave a trip to Acapulco to the most creative "Human Nacho," GM **Dan Swensson** dipped into winner **Marian Levine's** salsa 'n' sour cream surprise.



**Vanilla Ice** (l) wasn't under pressure when he performed in Charlotte, NC recently, but **WCKZ's** **Rex DeShannon** was, demonstrating his Ice-style shadow puppets.



**Elisa Fiorillo** popped in for a visit at **WXKS**/Boston while on her way up the charts. Waiting for the flash are (l-r) **Chrysalis's** **Clarence Barnes**, **WXKS** PD **Sunny Joe White**, Fiorillo, MD **Jerry McKenna**, **Chrysalis** VP/Promotion **Greg Thompson**, and **WXKS's** **Carmen Cacciatore**.

nobody  
else is like

# X



## "disappear"

the new single from the platinum album "X"

**A CHR Most Added**  
**63/63**

**Out Of The Box At:**  
**KSAQ**  
**WPHR**  
**PIRATE**

**AOR TRACK** 24 - 13

**"Disappear" World-Premiered on MTV Nov. 15 -- Exclusive in Heavy Rotation!**

**US Tour Begins in January**



Management: C.M. Murphy

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HARVEY KOJAN

AOR®

ALBUM ORIENTED ROCK

## KLOL TURNS 20

## Keeping Up With The Joneses

It was (approximately) 20 years ago today when Pat Fant started up a turntable in Houston's legendary Rice Hotel, transmitting the power chords of the Who's "I'm Free" to an unsuspecting public. Progressive radio had come to Space City, and its name was KLOL.

Since that fateful day in 1970, KLOL has either outprogrammed, outpromoted, or simply outlasted several competitors to firmly establish 101.1 FM as the place for rock 'n' roll in Houston. And today's KLOL is better than ever, featuring a potent mix of powerful personalities, well-balanced music, and outrageous promotion and marketing.

First, a capsule history of KLOL, followed by memories of some of its key staffers:

## In The Beginning

From the very beginning, KLOL has been owned and operated by Houston's powerful Jones family, which dominated media and politics in the Space City for much of this century. The Joneses had already owned and operated KLOL AM sister KTRH for 40 years when they invited Fant (now KLOL GM) to sign on the new rocker.

KLOL's early days were not unlike those of its progressive peers: unbridled, seat-of-your-pants programming with little if any structure to get in the way of a good segue. Fant and his successors (Jim Pruett, now the station's morning co-host; Jackie McCauley; and Paul Ryan) remained true to the progressive ideal, clearly stated in this excerpt from a 1975 newsletter:

"KLOL is unique, progressive, non-toxic radio for the new age, offering a palatable blend of music from many diverse categories: rock, soul, comedy, country, classical, blues, jazz, folk, pop."

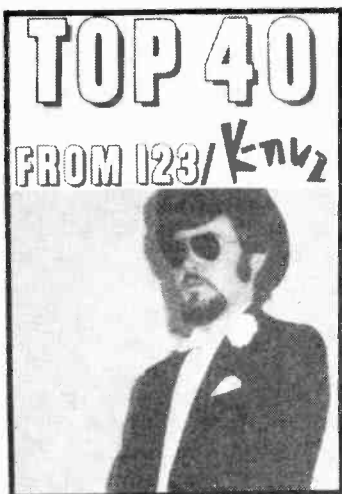
Predictably, the station's loose musical policies did not garner substantial ratings, and when KILT-FM switched to a Superstars-like AOR approach in the late '70s, KLOL's 12+ tumbled to 2.1.

## Miller Time

In 1979, veteran Lee Abrams disciple Chris Miller (now PD at KRQR/San Francisco) arrived and ushered in KLOL's modal era. A tight, hard-rockin' playlist and aggressive posture brought a quick ratings rise and a subsequent format change at KILT.

Shortly thereafter, ABC switched KAUM to KSRR (97 Rock), which became KLOL's toughest competitor of all — especially after it moved afternoon driver Moby to mornings.

1983 was a significant year in the KLOL saga. 97 Rock opened up a 7.3-4.9 lead. Fant returned after a ten-year absence. Doug Harris, a Houston native with extensive retail and club experience, was named Promotion Director. And Miller



The Crown Prince (aka Pat Fant), circa 1970.

left, beginning a long period of programming instability during which the station hired six PDs in six years: Michelle Sayer, Blake Lawrence, Denton Marr, Rick Lambert, Ed Levine, and current PD Ken Anthony.

KSRR ultimately won the battle, but not the war. In 1985, ABC sold the station to Malrite, which immediately began adding crossovers to the mix. The following year — despite a one-share lead over KLOL — KSRR switched to CHR. (Since then the station has been sold twice and changed formats three times, never achieving its previous ratings success.)

Once again, KLOL's format exclusivity was brief. KZFX brought Classic Rock to Houston later that year and quickly made an impact. But its numbers leveled off, and KLOL has maintained a healthy lead on its rival.

Ironically, KLOL's 20th birthday

looked to be the station's last with the Jones family at the helm when Jacor agreed to buy the station last year. But the deal has not yet been consummated, and most observers speculate the sale will not go through.

With today's history lesson completed, it's time for some actualities:

## Pat Fant

"In 1970 I was doing nights at KNUZ, one of the two Top 40s in town. Except I was playing Led Zeppelin, Cream, CCR, and that sort of stuff. Of course, no one else at the station had any concept of what I was doing. I mean, we were playing the Archies and Bobby Sherman during the day.

"The Jones people called me after I'd been at KNUZ for about a year and said, 'We've got an FM station we're getting ready to sign on with a new format, and we think what you're doing is it.' Which was very visionary for an extremely conservative, pillar-of-the-community-type outfit. Of course, I told them I'd be right over.

"I hired people whose musical taste I respected, because that's all it was about. It was truly freeform. In fact, 'freeform' is almost too structured a term to describe what we were doing. It was Modern Jazz Quartet into King Crimson into Joni Mitchell. There was no tempering good taste with judgment. Just play what feels right. The 'format' was: when one record's over, you've got to put another one on. It was a 100,000-watt toy for a bunch of 21-year-old kids with no blueprint to go by.

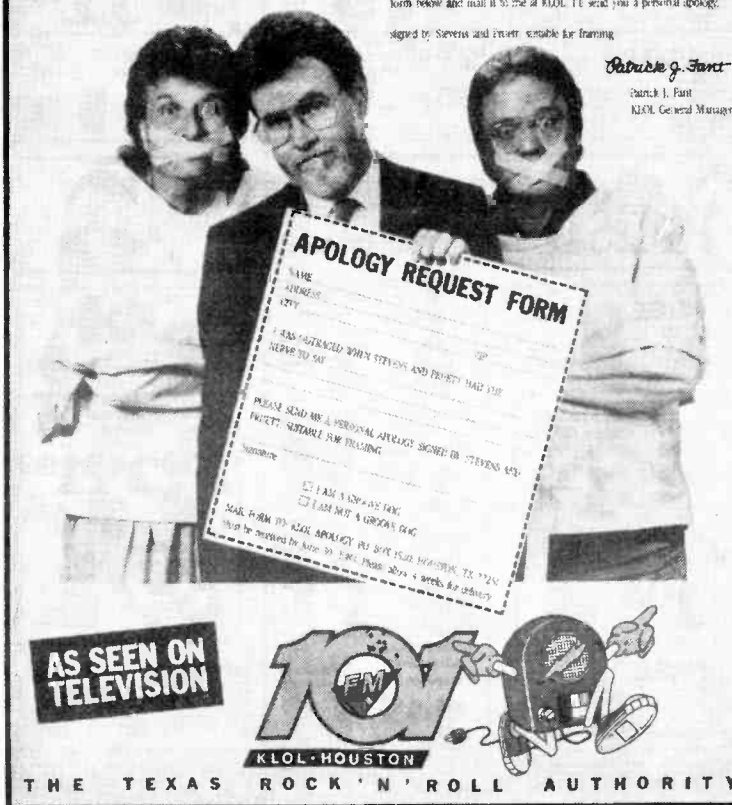
"The concept of research was totally foreign to us. Research was going home and playing the record for your girlfriend. If she got off on it, it must be a good song.

"After a few months as PD I got tired of worrying about office pro-

## A PERSONAL APOLOGY FROM KLOL'S STEVENS &amp; PRUETT

Have you been outraged or offended by certain humorous remarks made by Stevens and Pruett during their morning show? Have we failed to include you in our public apologies? If so, please complete the apology request form below and mail it to me at KLOL. I'll send you a personal apology, signed by Stevens and Pruett, suitable for framing.

Patricia J. Fant  
Patricia J. Fant  
KLOL General Manager



AS SEEN ON TELEVISION



THE TEXAS ROCK 'N' ROLL AUTHORITY

cedures, the logs, and this and that. So I called Jim Pruett, who was working at KNUZ, and said, 'Why don't I hire you to be PD and I'll be MD?' And he said, 'Okay, great.' I eventually left in '73 to go into the film business.

"Ten years later the station hired me to do a weekly TV show. Six months later, they offered me the job as manager. To hire me to run the station when I hadn't been in radio for ten years was a bold move.

"We immediately made the commitment to talent, to personality radio. We experimented with a couple of morning shows that didn't produce before I went calling to my old friend Jim Pruett one

more time and convinced him to come back to Houston. We elevated Lanny Griffith from a traffic reporter to a full-fledged personality. Dayna Steele was already here doing a great job and had a lot of market recognition. We went out and bought the biggest talent we could for afternoon drive [Moby, who had left 97 Rock and was working in Dallas]. Outlaw Radio [KLOL's 7pm-midnight show hosted by Grego] was the final step in making the full radio station the star.

"This nasty old dirty rock 'n' roll station has come so far. We're really citizens now."

## Jim Pruett

"I had programmed in some incredible markets like Merkel, Texas and Snyder, Oklahoma when I came to Houston in 1969. A couple of years later Pat called me. I took a cut in pay to become PD. I was making \$1000 a month — and was thrilled.

"I was always pushing for more rotation, which was tough, because repeating songs was an anathema to everyone. 'Oh my god, we played it twice today, we've gone Top 40.'

"There were a lot of parties in the early days. The guests were always fried. Our main job was keeping them from falling over onto the turntable or hitting their heads on the speakers.

"We had some interesting jocks. I'll never forget the time we had George Harrison on the all-night show with this guy named Levi Booker, and Levi wouldn't talk



The original KLOL airstaff (l-r); Mike Hart, Chapman Mell, Nick Coster, Susie Hines, Pat Fant, Linden Hudson, Bill Gresham, and Bill Narum.

# AOR

about George's music. He was only concerned with how much money George made. Of course George would say, 'Well, it's not how much money you make, it's the happiness you achieve in life.' And Levi would say, 'Well that's easy for you to say, George. You've got a million dollars. I don't.' And he kept trying to get George to loan him some money.

"Actually, it was money that led me to leave KLOL. They were making enormous sums of money on AM, and I needed enormous sums of money to support my three kids. So I sold out so I could buy them some nice toys."



## Doug Harris

"One of my most vivid memories of KLOL in the '70s was an air personality named Crash, who became legendary almost overnight for his presumed excessive lifestyle. Everyone had an apocryphal story about Crash falling asleep at the turntable, or sitting in a bar at happy hour and suddenly realizing, 'Hey, I'm supposed to be on the air.' I also remember a newsman named Brian Hill who always used sound effects of crickets chirping under his newscasts. He never bothered to explain why he did it. It was one of those things where if you had to ask why, you just weren't hip enough to understand. There was a lot about KLOL that was like that.

"KLOL really began to change in the early '80s, especially after 97 Rock signed on. It was crunch-crunch all the time, with each station trying to out-rock the other one. KLOL eventually experienced a severe image crisis. Burying that music-to-kill-your-parents-by image was the biggest challenge Pat and I faced when we came on board.



"'97 Rock was by far KLOL's most formidable opponent. They were very well-funded, had a clear picture of what they wanted to do, and were ready to do whatever it took to win. They introduced street warfare to the market and forced KLOL to compete on a level it had never competed on before. And it forced KLOL to stop taking its position for granted and get aggressive. Unfortunately the company may not have been equipped to do that at that time, and it sent them reeling for a while.

"It's amazing we stayed in the game and fought toe-to-toe with them like we did. We continued to make life difficult for them, and I don't think they ever had the legitimacy that KLOL did. They eventually blew up and went away."

## Chris Miller

"KLOL was still pretty loose and unstructured when I got there. The station was the No. 2 AOR behind KILT, and my mandate was to update the station and bring it into the '80s. KILT was a very tightly formatted AOR doing a Superstars-type thing. Since I had worked with Lee Abrams before, the first question KLOL asked me was, 'Can you beat yourself?'"

"We made some staff changes, put in music systems, tightened things up a lot, set up a research department, and started doing callout.

"We were really loud and modal at the time. KLOL had played AC/DC before, but not as the featured morning artist. We adopted a real cocky attitude that was reflected in the music.

"When KILT went Country it was considered a big victory. We had a few months by ourselves before KSRR signed on. They were very aggressive but not particularly successful – until Moby started doing mornings. We were still beating them musically, but Moby developed into a major personality, and that hurt us.

"To the Joneses' credit, they always stood behind the format. A lot of people change formats like they change shirts. But the Joneses have never done that, no matter what."

## Ken Anthony

"My impression of KLOL over the years was it had great personalities and great promotion, but it was never very consistent musically. The station went from progressive to hard rock to current-intensive to classic-based. So we've really paid a lot of attention to making the music as consistent as possible, positioning ourselves as the only mainstream station in the market.

"When I took this job last year everybody warned me about all the big egos in the building, but I found the staff to be really good people who were just real serious about being No. 1. And adding a new benchmark with Outlaw Radio made us strong throughout the entire day.

"With the great personalities and Doug's marketing techniques, all we really need to do is maintain musical consistency for a long period of time. Of course, you're always a product of your competitive environment. If we were in a situation where there was another direct competitor it might be a different story. But right now we're fortified enough so that if somebody was to take a run at us, they'd have a hell of a time."



KLOL promotional items

## CONGRATULATIONS TO

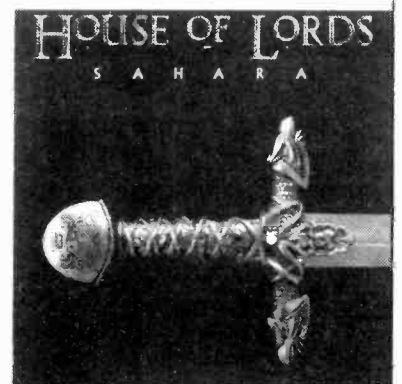


## ON 20 YEARS OF ROCK AND ROLL

## HOUSE OF LORDS

Now That I've  
"Found My Way  
Home"  
I'm Sure You'll  
"Remember My  
Name"

Produced by Andy Johns



## CHARLATANS UK

Charlatans UK



Produced by Chris Nagle  
Over 100,000 Copies Sold



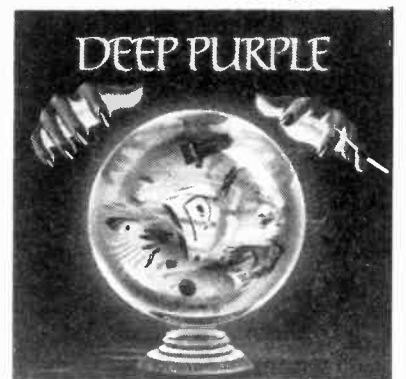
"They are, and this is, part of the future, your future."  
SOUNDS

"Some Friendly,"  
their debut album  
featuring the  
international hit,  
"The Only One  
I Know"

BUZZ BIN

## DEEP PURPLE

The classic guitar of Ritchie Blackmore. The driving vocals of Joe Lynn Turner. "Slaves And Masters," the first studio album from Deep Purple in four years, featuring "Fire in the Basement", "The Cut Runs Deep", and the Top Five Track "King Of Dreams"



From Your  
Buds at

Produced by Roger Glover





WALT LOVE

UC

URBAN CONTEMPORARY

## Women MDs: Moving Up

There was a time when the music director job — like many in radio — was almost exclusively a male province. Today, more and more UC stations have hired women to fill that role. According to some of the women who've made it up the ladder, it takes the right combination of perseverance, networking, and talent.

### The On-Air Route

WPEG/Charlotte MD Frankie Darcell counts eight years in the industry and more than a year at WPEG. "I started at a Jazz station in Baltimore, WEAA," she recalled. "I [learned by] listening to Roy Sampson and Sandy Mallory at [crosstown] WXYV (V103). I also did internships at stations around Baltimore. But my first commercial job was with WRAP/Norfolk, where I worked overnights."



Frankie Darcell

"When I began, I thought I'd work at a station forever and retire there. It didn't take long for me to discover that was a fantasy. I also found out all the book knowledge in the world wasn't what I needed to keep a position. The politics and other types of experience are what really count. This business has a way of separating the weak from the strong."

"Fortunately, I worked for [then-PD] Ron Atkins and [current OM] Steve Crumbley at WOWI/Norfolk. They taught me much of what I needed to know as a professional. I went on to WQOK/Raleigh, and after a while I was given afternoon drive."

"Being an air talent took a lot of hard work, perfection, and timing."

**"Too many women pattern their on-air style after [that of] male counterparts. I'm able to just be me."**

—Frankie Darcell

Too many women pattern their on-air style after [that of] male counterparts. It shouldn't be that way. I've been able to just be me. My male and female listeners are pleased with what I'm giving them."

When Darcell came to WPEG, she was still concentrating on being an air personality. But PD Michael Saunders thought she could take on additional responsibility as MD. "Michael said he saw in me a business ethic [necessary for] this type of position. It's been a great opportunity to further my career."

### Breaking Old Boy Network

WHQT (Hot 105)/Miami MD/middays Yolanda Neely started the job just two months ago after four years in the business. She's worked on-air at WEDR/Miami and at WJHM/Orlando, but this is her first MD position — the fulfillment of an ambition. Explained Neely, "I always wanted to be an MD and had no interest in being on-air. I went to a broadcasting school and was told I had a nice voice and should learn the skills to be an announcer."

According to Neely, coming up against the old boy network wasn't easy. "You definitely have to prove yourself on-air. Unfortunately, some women have become stuck doing midday airshifts and have chosen to live with it. More women ought to be given the chance to do drivetime."

"At WEDR, I had to fight that Black radio thing. I had to prove myself in a different way by saying, 'Okay, I can handle this.' I was told I wasn't ready for it. What lured me here was the opportunity to get into the management mainstream. At WHQT, it doesn't matter whether you're a man or a woman as long as you can do the job."

Neely decried prejudice against women in management roles. "Females in the '90s are a lot tougher. They have thicker skins. They're not going to cry when a record person becomes confrontational and complains. Many stations are targeting women 18-34 and 25+. Who is more qualified than a woman to know what women want to hear, buy, etc.?"

**"Many stations are targeting women 18-34 and 25+. Who is more qualified than a woman to know what women want to hear?"**

— Yolanda Neely



Yolanda Neely

She advised women in broadcasting, "Keep trying no matter how discouraging things may seem. If you aspire to do something and you're self-assured and talented too, go for it!"

### Persistence Pays Off

WUSL (Power 99FM)/Philadelphia MD Kim Stevens, like Neely, is a relative newcomer to her job:



Kim Stevens

She became MD four months ago. But she's a ten-year industry vet. Stevens began her career while still in high school, working at WLVA/Lynchburg, VA and following up with an internship at crosstown WJJS. "In college I had the chance to work for WVRU/Radford



JAH LOVE — Maxi Priest gets close to KKBT (FM92)/Los Angeles PD Mike Stradford (r) and MD Frank Miniaci.

at Radford University, where I earned a degree in telecommunications," Stevens recounted. "Next, I did some television at WDBJ — a CBS affiliate in Roanoke, VA — and at the same time worked at local radio station WTOY. Then I was hired for 7pm-midnight at WZFX/Fayetteville, NC."

"Networking is the way I got where I am — and being persistent. Over the years I've tried to meet people so I could learn, especially people from larger markets. Getting your name out there can be a big help."

**"Networking . . . and being persistent . . . is the way I got where I am. Getting your name out there can be a big help."**

— Kim Stevens

Stevens hasn't limited her horizons. "I love programming and maybe one day I can be a PD somewhere. I love music, so if a PD opportunity comes along, I'd also like to continue being MD. You don't see many women getting the opportunity to do afternoon drive, and I'd like to do the afternoon airshift again someplace. One of my goals is to change the conception that women can't win numbers in afternoon drive."

Stevens doesn't think her gender has much to do with her career achievements. "I've been fortunate to work with PDs who've basically overlooked the fact that I'm female. They've only been concerned with whether or not I could do the job."

Her advice: "Be persistent. Don't let the fact that you're female in a male-dominated profession discourage you. Always let people know you believe in yourself and you can do the job. I'd also suggest you have something else to fall back on — that always helps. And set goals for yourself."

### Opportunity Knocked

WIKS/New Bern, NC MD Yvonne Sanders is yet another midday talent. She started on the college station at University of Mississippi, delivering the news. She moved into a parttime slot at WIKS and six months later was promoted to fulltime. Then opportunity knocked.



Yvonne Sanders

"[WIKS PD] B.K. Kirkland was promoted from the MD position and did both jobs for a while. When it became hectic, he asked me if I'd like the opportunity to do music."

**"Sometimes I get the feeling people think I'm being a bitch when I tell them I'm busy. You have to be considerate — but you have to be assertive too."**

— Yvonne Sanders

"Record people didn't take me seriously for months after I started. They would call the PD just like I didn't exist. So B.K. put his foot down and told them I was MD — deal with me or don't call. After that things changed. Sometimes I get the feeling people think I'm being a bitch when I tell them I'm busy and can't talk about what they want to talk about. You have

Continued on Page 50



# LEVERT

## *"Rope A Dope Style"*

IT'S A LITTLE FUNK, A LITTLE HIP HOP, A LITTLE R&B, AND THE WAY IT'S MOVING, IT'S DESTINED TO BE NUMBER ONE. BUT THEN, THAT'S LEVERT'S STYLE.

URBAN CONTEMPORARY CHART **10**

NOW ON 88 UC REPORTERS INCLUDING:

WXVY	WDAS	WKYS	KMJQ	WYLD	WVVO	WMVP
WILD	WUSL	WVEE	WGZB	WOWI	WJLB	KMJM
WBLS	WAMO	K104	K97	WGCI	WTLC	KJLH
WRKS	WHUR	KHYS	WHQT	WZAK	KPRS	KKBT



# EN VOGUE

## *"You Don't Have To Worry"*

THE MOST ADDED, THIRD SMASH FROM A DYNAMIC DEBUT ALBUM.

LAST WEEK: ***BREAKERS***.

THIS WEEK:  
URBAN CONTEMPORARY CHART DEBUT **35**  
76 UC REPORTERS -- 81%

URBAN CONTEMPORARY  
**NEW & ACTIVE**

# RUDE BOYS

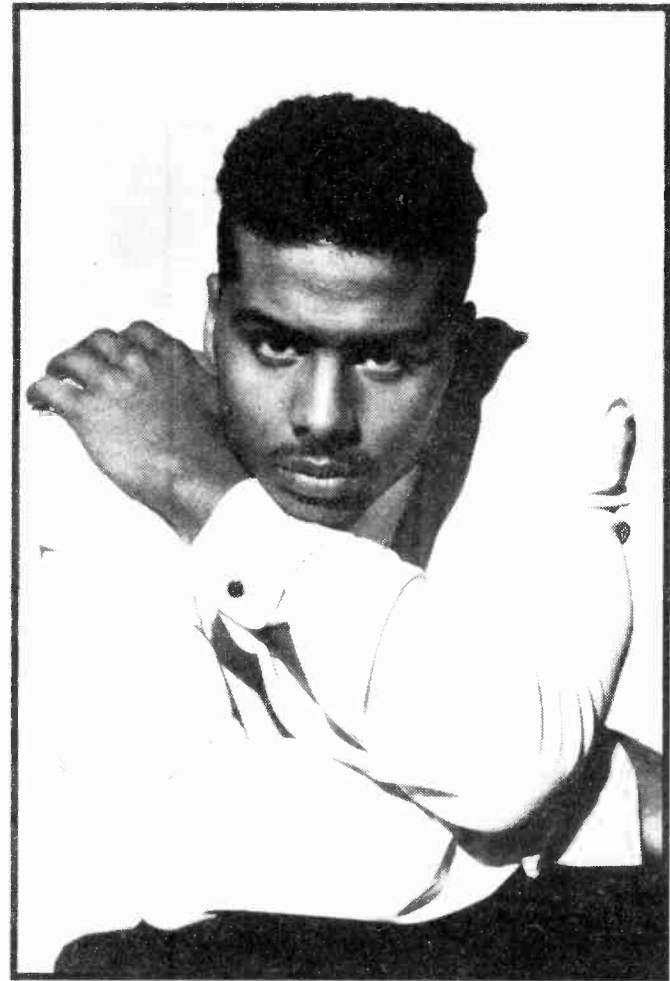
## *"Written All Over Your Face"*

ANOTHER MOST ADDED THAT STARTED AS AN LP CUT  
— UNTIL RADIO DEMANDED OTHERWISE!

NOW ON 30 UC REPORTERS INCLUDING:

WDAS	K97	WQFX	WCDX
WHUR	WZAK	WQIS	WTMP
KMJQ	WENN	KHUL	XHRM
WGZB	Z104	WEDR	





# AL B. SURE!

“MISSUNDERSTANDING”

THE NEW SINGLE

FROM THE NEW ALBUM PRIVATE TIMES... AND THE WHOLE 9!



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## URBAN CONTEMPORARY CHART

1

### TWO WEEKS IN A ROW!

**UC**

## Women MDs

Continued from Page 48

to be considerate — but you have to be assertive too.”

### Be Prepared

Victoria Buchanon has been WTLC/Indianapolis MD for three years. She started as traffic director at WAKS (AM)/Louisville, moved into sales, then on-air.

“Be willing to take any entry level position which will give you the opportunity to learn about the industry from the inside.”

— Victoria Buchanon



Victoria Buchanon

She outlined her goals: “I’d like to wear all the hats in a station. I hope to program in a major market and then pursue an opportunity as VP/GM. I’m sure I’ll have to take a programming position in a secondary market, but when the opportunity presents itself, I’ll be ready.”

“I keep my bags packed. When the right opportunity comes, I go where it’s necessary if I’m going to get the chance to move up.”

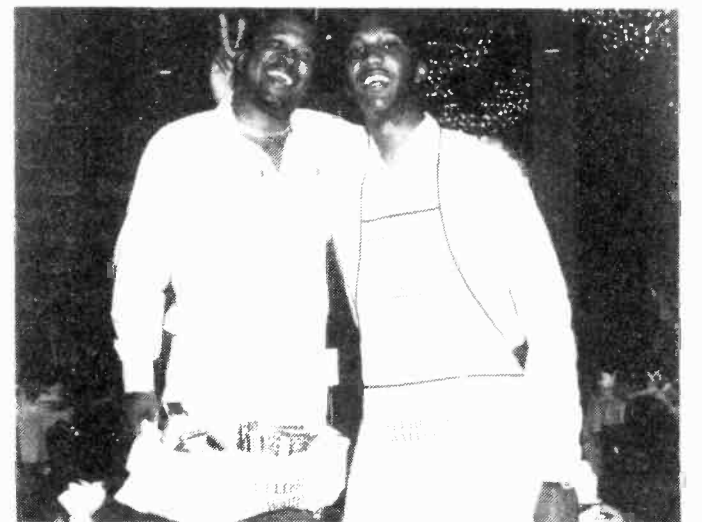
She admonished aspiring women broadcasters, “Be willing to take any entry level position which will give you the opportunity to learn about the industry from the inside. If you’re already in the industry, be efficient and consistent. People don’t always say ‘good job’ or ‘well done.’ But remember, someone is noticing your work — either someone in your company or someone from another company. It may take time, but ultimately you’ll get recognition.”

### Picture This

Do you ever picture yourself in R&R? Gather your best black & white photos (clear color shots are fine, too) of station promotional events, contests, concert tie-ins, in-studio visits by artists, or local benefits, and mail to: **Walt Love**, 1930 Century Park West, Los Angeles, CA 90067.



**HAMMER-LOC** — KJLH/Los Angeles morning personality Greg Mack (l) kicks it with (l-r) Palladium Theatre VP/Administration & Operations Greg Lytes, Tone Loc, M.C. Hammer, and Palladium VP/Promotion & Marketing Felipe Darrell.



**WAITER, PLEASE** — WVKO/Columbus, OH PD K.C. Jones (l) and former Ohio State University basketball star Grady Mateen hope for big tips at a celebrity waiter contest.



**NO SWEAT, KEITH** — Flanking Keith Sweat at WHUR/Washington are the station’s MD Mike Archie (l) and PD Bobby Bennett.



**HEARTY CONGRATULATIONS** — That’s what WXYV/Baltimore PD Roy Sampson (r) offered James Ingram on the artist’s latest single, “I Don’t Have The Heart.”



DAN O'DAY

## Avoiding 'Sidechick' Syndrome

Don't Settle For A Job; Build A Career

A couple of years ago I received an aircheck from a female DJ in a medium/small market. Let's call her "Jackie." Jackie was half of a morning team, and she was funny. She did interesting characters, had clever ideas, and was blessed with good timing. Her partner — a male — wasn't as talented. As a result, the show suffered.

I wrote back to Jackie, suggesting she try to land a morning gig of her own . . . or form a new team in which she was the lead player. Her personality was too strong to be relegated to "the girl" role on a morning show.

A month later, Jackie introduced herself to me at the R&R Convention in Dallas. She thanked me for my feedback and excitedly informed me she'd just been offered a job as part of a multiperson morning team at a legendary large market AOR.

"Don't accept the offer," I said. "But . . . but it's a large market," she protested. "And famous call letters. And the station has good ratings."

"The station also has a large morning show with a revolving door — especially for females," I replied. "You'll be the token woman, the fifth jock. You'll have no control over the program's flow and not much input concerning content. You'll be wasting your talents, and you won't be happy."

**"The overwhelming majority of female air personalities have been faced with gender bias sometime in their careers."**

I knew Jackie respected my opinion. So when I recommended she refuse the job offer, I had no doubt what she'd do. She'd take the job.

Of course. How could she resist? She was there for a few months and hated it. Eventually she was let go.

Since then she's worked at several other stations in large markets, including a stint as half of a team. I know the male DJ she was teamed with — talented, personable, a real pro.

And I knew Jackie would be unhappy in that situation as well. The male jock has the kind of strong ego that demands he dominate a show. So does Jackie. The show went nowhere, and again she was out of work.

**I NEED YOUR INPUT!** Comments, suggestions, questions, complaints, and airchecks are welcome. Due to the volume of mail, I regret that I cannot critique the airchecks, but I'd love to hear what you're doing.

**"If you're trying to climb to the top of a building and the ladder only goes to the top of the basement, you might need to step down and start climbing a ladder that takes you where you want to be."**

Jackie had another brief stay at a well-known CHR as the morning show's token woman. And she's become an authority on the subject of how tough it is to be a female personality.

### Coping With Bias

Of course it's tough. In addition to the crap all DJs must put up with, women also have to cope with the prejudices of a male-dominated industry. And it's the narrow thinking of so many PDs — male and female — that makes it vital for the female DJ to assume responsibility for her career. The overwhelming majority of female air personalities have been faced with gender bias sometime in their careers.

If you're a male DJ, think back to the last time you went looking for work. Remember the frustration, the rejection, and — especially if you were unemployed at the time — the feeling of isolation?

Now imagine how it would have felt to apply for job after job, only to be told, "I like your tape, but we already have a male on our airstaff." Substitute "female" for "male" and you'll know what female DJs have heard for years.

If you're a male air talent, reflect upon all the arguments you've had with PDs and GMs regarding your show's content. If you were a female DJ, you'd also have experienced this on a regular basis: "Oh, you can't do that on the air. It would be okay if you were a man, but women can't be that way on the radio."

For example, women "can't be":

- Funny
- Aggressive
- Outrageous
- Controversial
- ... because
- "Men will feel threatened by you."
- "Women listeners will feel you're competing with them."

• "That's the way it is. Everybody knows that."

• "Research says so." (The person saying this has never seen that research, but he's been told somewhere, someone did some kind of research that proved women "can't be" that way on the radio.)

• "We once tried a woman in the job, and it didn't work."

### The Saga Continues

I see it in market after market: a successful morning show that includes a female . . . either as a quasi-newsperson (disparagingly referred to by some radio people as "news bimbo") or as a female sidekick. I call them "sidechicks." They're not really newpeople, and they're not considered full-fledged personalities.

Instead, they're there to lend a female voice to the proceedings and laugh appreciatively at the real entertainment provided by the male team members.

Often when the sidechick works with (or, more accurately, works for) a very successful, well-known DJ, she mistakenly thinks his reflected glory will illuminate her career even after she's no longer part of the show.

She doesn't work to improve her craft. Why should she? She's already half of the most successful show in town. It's not uncommon for her even to become arrogant, to treat others condescendingly, because she is, after all, a "star."

But then, inevitably, a change is made, and suddenly she's looking for work. Certainly she won't have

**"Imagine how it would feel to apply for job after job, only to be told, 'We already have a male on our airstaff.'"**

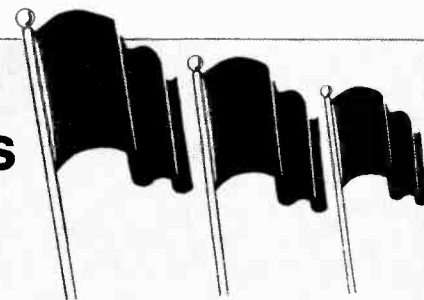
any trouble landing a good gig; after all, she was a well-known part of the top show in town.

But then she learns the cold, hard truth: Yes, people have heard of her. But few are interested in hiring her — certainly not in a position of equal status.

### Take Responsibility

How can you avoid the sidechick/news bimbo trap? By caring enough to build a career, rather than settling for just a job. Determine what your most valuable radio skills are and what you really want to do in the industry, and direct all your efforts to achieving that goal.

## Red Flags



You know you've got a job and not a career when:

• You're referred to on-air by your first name only. With few exceptions, male DJs use both a first and last name. Note how often you'll see a station's lineup in the trades: "Steve Shannon does mornings, Bob Roberts middays, Sean Michaels afternoons, Carl Baker nights, and Lovely Lisa holds down the overnight shift."

This tendency is incredibly patronizing to women. Think about it: Children are introduced by first name only ("Bob, I'd like you to meet Tommy; he's one of your biggest fans"); adults are introduced by their full names ("Bob, I'd like you to meet Paul Dixon, one of our newest clients")

Would **Jonathon Brandmeier** have such a high-profile career if some PD long ago had forced him to use only his first name? ("Hi, I'm Jonathon!" sounds like it should be followed with ". . . and I'll be your waiter this evening.")

• You're referred to only by a first name, and that name is an artificial, little girl-type name (Bam-Bam, Barbie, Muffy).

• You're the only female on a team show, and your duties consist primarily of being the focus of cheap sexual innuendo and/or acting as a cheerleader for the boys on the team — i.e., reacting from the sidelines but never really participating as an equal.

• You can't clearly define a specific, creative, vital contribution you make to the show.

• You're expected to follow orders, but you're never asked for creative input.

• The lead roles on-mike are always taken by others; you never begin or end a break.

• You rarely find yourself thinking, "I can't wait to get on the air tomorrow and talk about this . . ." — because you rarely affect the show's content.

• You often marvel at what an easy job you have, because all you have to do is show up for the shift. You never need to do any show prep, because you don't really do anything on the show.

• You make far less money than anyone else on the show.

• After losing your job, the only other jobs you're offered in your market are parttime.

There's nothing wrong with being a news bimbo — if that's enough to satisfy you. But if you want to do topical satire, you won't get there by providing a human laugh track for "the boys." If you want to host your own nationally syndicated countdown show, reacting meekly but good-naturedly while "the boys" joke about how you've slept with every guy in radio probably won't speed you along the career path you seek.

If you're already working on a successful morning show but not in a capacity that affords you self-respect, you can explore other air-shift possibilities at your station . . . or, more likely, at a competing, less successful station in your market . . . or in a smaller market.

"But why should I consider going to a smaller market? Isn't that a step down?"

It can be. But if you're trying to climb to the top of a building and the ladder you're on only goes to the top of the basement, you might need to step down first and then start climbing a ladder that takes you where you want to be.

**Dan O'Day**, author of "Personality Radio," consults a limited number of radio stations and conducts air talent seminars for stations, groups, and associations. He can be reached at (213) 479-1767 (or faxed at (213) 471-7762).



MIKE KINOSHIAN

AC

ADULT CONTEMPORARY

## Get Rich Quick Schemes

Beyond playlists and positioning statements, one of the greatest challenges stations face is selecting and implementing contest giveaways. A VP/GM and a pair of PDs offered views on grand-scale giveaways.

### Creating The Sizzle

Approving budgets and overseeing promotions have been part of Bobby Rich's duties since the former KFMB/San Diego PD moved to KMGH/Seattle's VP/GM chair 14 months ago.

"GMs must decide whether one big prize is as good as or better than several small prizes," he pointed out. "Things may differ on a market-by-market basis; there's no right answer for everybody."

Generally, he favors multiple winners over a winner-take-all concept. "All promotions should have a big, meaty hook. I love what we've done in this business. For years, we've used mirrors to make reasonable things appear to be the biggest, best, neatest things in the history of the world. It's the hook that turns on the light and makes stations sparkle."

In his transition from programming to management, Rich has become acutely aware of a GM's need to be fiscally practical. "You're very careful to evaluate a promotion's longterm values and to think things through logically. I've always been a company-oriented guy, believing I was spending my own money to do a promotion."

### Money For Nothing

While cynics and skeptics will always exist, most people have an intense desire to get something for nothing. "That concept applies to things like bumper stickers or T-shirts, up to and including big-ticket items," Rich noted. "A big-ticket item's main appeal is it's usually something you wouldn't buy for yourself. Most people today have a hard time making it on a day-to-day basis. If a radio station offers listeners a chance to win a luxury or everyday big-ticket item, they'll probably be willing to work for it."

Yet he cautions, "It's important to remember the audience is busy. Contests should be easy for listeners to win, or at least to participate in. Regardless of the contest's outcome, the audience should have a good feeling about the station in the end."

Rich reasons that contest giveaways, being lifestyle-driven, have no format boundaries. "GMs and PDs must always know our audi-



Bobby Rich

ence — the audience as it is today and who we want our audience to be. That information helps tell us what they desire. One of the most foolish things we could do is offer prizes our target audience doesn't want."

Research constantly reminds us that listeners prefer winning cold hard cash. But the amounts needn't be staggering. "One hundred dollars is a magic number — especially when it's a \$100 bill," said Rich. "A \$50 bill is also extremely valuable to a vast majority of people. You can usually take a family out to dinner for \$50. The idea of holding a \$100 or \$50 bill in your hand stays with you."

Some factions disagree over the wisdom of doling out cash in amounts mirroring a station's dial position. "We're at 107.7, but we give away \$100 bills instead of \$107.70," Rich explained. "A \$100 bill is something you can visualize, and it sounds better than \$107.70."

Rich suggested shying away from mega-payoffs, other than in preemptive situations. "I don't see the need to give away houses and pairs of cars, unless you're in a really competitive situation or if you're able to shut down a would-be competitor before it can open its mouth. If you can, such giveaways might have some longterm value."

He also said that when it comes to large-scale giveaways, heritage stations have an advantage over upstart outlets. "It's difficult for a brand new station to attract people's attention with promotions. People expect grand promotions from established stations."

### Believe In Pizza

Even in the context of gigantic on-air giveaways, small prizes may still have their place. Rich recalled, "When Scott Shannon put [CHR WHTZ/New York] Z100 on the air in 1984, he interspersed \$10,000 song promos with promos to win free pizzas for caller No. 100. It was brilliant for a huge station in the country's biggest market doing a big promotion to also give away free pizzas, because it sounded normal. Perhaps not everybody believed in winning \$10,000, but Z100 gave away pizzas people believed in."

## WENS's Winning 'Secret Song' Contest

WENS/Indianapolis experienced its third consecutive 25-54 upward trend this summer, cracking double digits in Arbitron and finishing a solid No. 3 (9.6/No. 5 in Birch). WENS silently awards listeners \$1000 a day.

### Frequent Listener Club Expanded

"The masses don't even know what's going on," PD Joel Grey pointed out. "There's a 'Lite Rock 97 Secret Song' which changes every month. The only people who know the identity of the song are people in our Frequent Listener Club database."

Approximately 30,000 people (up from about 16,000 in April) are now entered in that database, and Frequent Listener Club members receive a monthly communication from WENS. "We thank them for listening and give the identity of the month's secret song. When they hear us play the designated song that month Monday-Friday between 8am-6pm, and are our 19th caller, they win \$1000. When we schedule the song, the phones go

berserk."

When the secret song concept was first introduced, there were no on-air winner acknowledgements. "Now we talk about it all the time. We remind people the only way they can know the secret is by being a member of the Frequent Listener Club. We invite people to call the station to become members. There are signup sheets in the control room. We also announce that so-and-so of such a city won \$1000 just by knowing our secret song."

### Hitting The Streets

WENS began its database in February when it started targeting offices. "We cold-called as many businesses and offices as we could," recalled Grey. "It was the old name game done face-to-face,

## Theater Of The Mind

Like their major and large market colleagues, medium and small market PDs are making noteworthy efforts in the contest/promotions area. KVUU/Colorado Springs PD Bill Ashford favors major on-air giveaways.

### Taking A Stand

"We're giving away around three grand a week," he said. "We started that about two weeks before the [fall] book began, and have spent close to \$30,000 so far this book. That's a pretty large amount for a market this size. We'll also get involved in trip giveaways a bit later. Dinners and lunches are neat midday contest giveaways, but you have to get into pretty strong cash and trip prizes to make the best marketing stance."

Ashford agrees with many other PDs who favor cash and trips as contest prizes. "Money from a radio station is a found fortune. People can do anything they want with it, including paying off old bills."

"Trips are the next best thing, because all of a sudden you can take your wife to the Bahamas. Most people these days can't budget for something like that. There's a theater of the mind that goes with sending people from a cold climate to the Bahamas in the middle of the winter. It can give the station some real pizzazz."

One trick in dealing with on-air contesting is not to let it detract from the format. Ashford cautioned, "Where you get into trouble is with little contests which use lots of phones and multiple choices for listeners to consider. They add clutter."

He noted, "There are now probably 19 variations of AC. B/EZ background second cousins will probably find it harder to do giveaways. But if your station's presentation is bright and personality-oriented, contests won't hurt, and your 30-minute music sweeps can



Bill Ashford

still run. We're able to find ways to do it and have fun at the same time."

### Caught In The Numbers Game

Ashford was cautiously optimistic that positive listener response will translate into continued ratings success. "The street talk and phones are good. This approach [which includes double \$1000 Thursdays] worked for us in the spring [yielding a No. 2 Arbitron 25-54 spot], but more stations are shooting at us now. We can only wait until this book comes out."

In that vein, he observed, "If it weren't for Arbitron, most stations probably wouldn't give anything away. Nowadays, though, we're almost forced to. In the AOR underground days, listeners cared about announcers as people. They went home and talked about us with their families. That doesn't happen very much anymore. We're not top-of-mind to them. It's important to do whatever we can to reach out and become top-of-mind again."

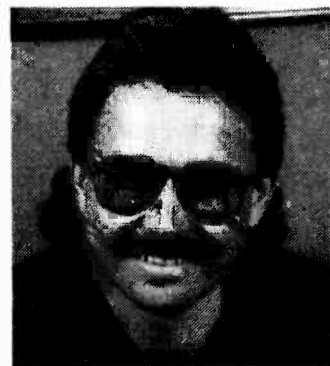
rather than using the phone or direct mail. In one month, we enrolled 5000 people."

The club's popularity has zoomed so much that WENS no longer buys television time. "We're big believers in working with and massaging that database," Grey reported. "We'll do warm and fuzzy things like 'Home For The Holidays' and other lifestyle trips, just to have some fun and excitement

on the radio. We don't have promos of winners screaming that they won \$1000 by knowing the secret song."

Grey leaves little doubt as to his top preference for a contest prize. "The economy is so tight these days — everybody wants money. If you win a car, you're stuck with paying for insurance and plates. Before [crosstown AC competitor] WMJC [now Classic Rock WFXF] changed format, it gave away three Mazda Miatas, which didn't do anything for it in the ratings. Giving away a car is a six-week promotion which takes lots of hype. Our feeling is you can't manipulate ratings by giving away cars."

Grey recalled the time WENS did a \$50,000 shopping spree promotion during a recent ratings sweep, only to lose numbers. Many variables other than the promotion can contribute to such results. "The music and/or jocks may have changed — maybe the product stunk."



Joel Grey

How important are cars, cash, and trips to AC and the other music formats? Track the interesting results from an exclusive R&R poll — part of R&R's "Ratings Strategy Review" — coming next month!



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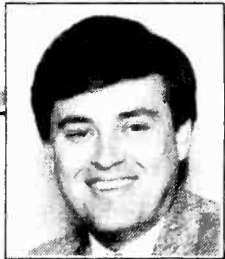
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LON HELTON

## COMMON DENOMINATORS OF SUCCESS

### In Search Of Radio Excellence

In his book, "In Search of Excellence," author Tom Peters surveyed some of the nation's top companies, looking for the common denominators of success.

In a recent conversation, preeminent Country consultant Rusty Walker told me that he's identified certain threads which run through all successful radio operations and broadcast companies. He then outlined the "three things successful radio stations do." You'll note that none of them has anything to do with hot clocks, rotations, or playlist size.

#### #1: Respect For Human Dignity

Walker said successful stations have an extreme, almost fanatical, respect for the dignity of each of its team members. Such respect encourages employees to, on their

own, strive to reach greater heights of performance. "Managers within these stations never beat up people over what they've done. Instead, they teach them how to do it better or how not to make the same mistake again."

#### #2: Goal Orientation

Every aspect of every job at successful stations has goals attached. "If the orientation of everything the station or company does is toward goals, then the ultimate goal of achieving results is reached," said Walker.

#### #3: Focus On Results

Walker said top companies focus

on results, not on what their people do between the start and finish of each job. "They believe in allowing employees wide latitude in accomplishing tasks," he noted, "as long as the employee follows the company's basic philosophy in satisfying the customer and obtains desirable results. [Companies] don't care how [a person] gets to the goal as long as he subscribes to the basic company philosophy to get there."

## HAVE YOU HEARD

### New PDs: Enlow To WHLZ, KKIX Taps Phillips, Cotyk In Paris

Longtime WCOS/Columbia, SC PM driver and former 'COS PD Doug Enlow has replaced Ken Moore as PD at WHLZ/Manning, SC. Enlow will also do PM drive . . . WOW/Omaha APD/afternoon driver John Randall is the new PD/morning man at KKIX/Fayetteville, AR under the name J.R. Phillips. He succeeds Tim Wall, who left for WFMB/Springfield, IL a few weeks ago

. . . KOYN/Paris, TX morning personality Jim Cotyk has been upped to PD, replacing Robert Paul.

#### People, Places, Promotions

Changes at KNFM/Midland-Odessa: Julie Rich, ex-KDJW/Amarillo, takes on MD/middays, and Russ Martin comes aboard for mornings on KOUL/Corpus Christi, replacing J.J. McClain . . . KSCS/Dallas personality Rick Jason is new to evenings at KKCS/Colorado Springs.

David Leonard has been promoted from parttime to Production Director at WDSY/Pittsburgh . . . Bruce Siereveld joins WKSX/Springfield, OH as Pro-

duction Director . . . Jeff Left is the new Creative Director at KVOX/Fargo, ND . . . CISL/Vancouver PD Arnie Celsie has joined Bohn & Associates Media.

The Illinois CMA has voted WFMB/Springfield, IL as its Station of the Year and the station's PM driver, T.J. Hart, as DJ of the Year.

SMN's "Country Coast To Coast" has moved to 12655 N. Central Expressway, Suite 600, Dallas, TX 75243. Phone: (800) 527-4892 or (214) 991-9200; fax: (214) 991-1071.

## 'Country Caravan' To Support Troops

NewMarket Country outlets are organizing a nationwide "Country Caravan" as a show of support for troops in the Middle East. The plan calls for vans/mobile units from Country stations across America to converge on Dallas, December 15.

Among those committed to joining NewMarket's WNOE/New Orleans, KXXY/Oklahoma City, and WTQR/Winston-Salem are: KEAN/Abilene; WKAK/Albany, GA; KUZZ/Bakersfield; WKJN/Baton Rouge; WSOC/Charlotte; WRNS/Coastal NC; KSCS/Dallas; WIVK/Knoxville; WAMZ/Louisville; WSIX/Nashville; WSM/Nashville; WXTU/Philadelphia; KUPL/Portland; WKHK/Richmond; KFRG/

Riverside-San Bernardino; and WMZQ/Washington. Also in the planning stages is a country concert for the night of the 15th, details of which are still being worked out. WTQR VP/GM Howard Nemenz said, "No other radio format is as cohesive as Country; it's the only format that could band together to achieve the same means. We want to gather as many Country stations as we can to show our troops we're

behind them."

Before making a final determination on whether or not to "go," NewMarket wants to know how many other Country outlets would commit to the trip. If you're interested in getting your station involved, please fax WTQR VP/GM Howard Nemenz at (919) 777-3930. For more info, call WTQR PD Dale Mitchell at (919) 727-8826.



BAILLIE & THE GIRLS — It was "family night" at KMPS/Seattle when Michael Bonagura (l) of Baillie & the Boys and daughter Allysa met KMPS PD Tim Murphy and his daughter Analise.



TACO BREAK — T. Graham Brown (c) took time out from taco-pitching to stop in on WQIK/Jacksonville morning guys LeRoy Boomer (l) and Gregory Gaines.



THE CHIC OF ARABY — Ever wonder what well-dressed soldiers and vehicles are wearing in the Persian Gulf? Why U.S. Country radio station shirts and bumper stickers, of course.

One of KRVN/Lexington, NE's loyal listeners (left photo) was recently sent to Saudi Arabia — no, it wasn't a station-sponsored trip, he's in the military — and spotted an 'RVN bumper sticker affixed to a local (non-military) truck. Perhaps more unbelievable, he claims to have no clue as to how it got there.

The way two servicemen (right photo) acquired their nongovernment-issue garb is less of a mystery. The station sent music tapes and shirts overseas and were rewarded with letters of appreciation and this photo. Now, if only Arbitron would issue diaries in the Mid-East . . .

## NASHVILLE THIS WEEK

### Oak Ridge Boys Join Righteous Revival

The music of the Righteous Brothers is enjoying a resurgence. In addition to Ronnie McDowell's cover of "Unchained Melody" (R&R, 11/9), the Oak Ridge Boys have cut an RB tune.

• The Oaks' debut RCA/Nashville single, "(You Are) My Soul And Inspiration," was a No. 1 hit for the Brothers in '66. Donnie and Marie Osmond's version, released in '78, reached No. 18 on the AC chart. The song was written by Barry Mann, Cynthia Weil, and Phil Spector. The ORB version, produced by Richard Landis, is part of the "My Heroes Have Always Been Cowboys" movie soundtrack. The film, starring Scott Glenn, Kate Capshaw, and Gary Busey, is due out in March.

• Black Tie's new Bench single, "Learning The Game," was written by Buddy Holly. The group includes Billy Swan ("I Can Help"), Jimmy Griffin (Bread), and Randy Meisner (Poco, the Eagles). Their album, "When The Night Falls," took six years to complete.

• Kathy Mattea's "Time Passes By," the song she performed on the CMA awards show, is scheduled to be the first single from her new Mercury/Nashville album, due in February. The song was written by Susan Longacre and Jon Vezner.

• Don Williams's new RCA LP, "True Love," includes the Harry

Belafonte classic, "Jamaica Farewell." When co-producer Garth Fundis heard Williams play the song during a sound check, he suggested they record it for the album.

#### New Signings

• Donna Ulisse released "Things Are Mostly Fine" on Atlantic/Nashville this week. The Virginia native has done background vocals on Jerry Reed, Larry Boone, and David Frizzell albums. Her project was handled by Alabama producers Josh Leo and Larry Michael Lee.

• Larry Boone has moved from PolyGram/Nashville to Columbia/Nashville. Steve Buckingham will produce the project, with a single due in early '91.

#### Bits & Pieces

• Steve Wariner will record "Acoustic Christmas" for National Public Radio next month. The special will be recorded at RCA's historic Studio B and include Chet Atkins, Emmylou Harris, Maura O'Connell, and Mike Reid. Studio B is where Atkins, then an RCA exec,

first produced Wariner. Noah Adams will host the show.

• The Desert Rose Band's Chris Hillman, co-founder of the Byrds, will be inducted into the Rock 'N' Roll Hall of Fame in January as a member of the latter group. Hillman and original Byrds Roger McGuinn and David Crosby cut four new songs for a 90-song Columbia "Byrds Box Set."

• RIAA Certifications: Garth Brooks's "No Fences" was certified gold and platinum in October. Brooks's "Garth Brooks" was also certified platinum, as was the Kentucky Headhunters' "Pickin' On Nashville" LP. Clint Black's "Killin' Time" was certified multi-platinum at two million units last month. And Vince Gill's "When I Call Your Name" was certified gold.

• Condolences to the family and friends of Acuff-Rose songwriter, promotion man, and song plugger Mel Foree and 4 Star songwriter and Decca recording artist Carl Belew. Foree, who wrote "Send Me The Pillow You Dream On," died October 28 following a long illness. He was 73. Belew, who wrote "What's He Doing In My World," died of cancer on October 31. He was 59.

— Ken Tucker

### NASHVILLE IN MOTION

#### George Upped At CMA

Teresa George, Sr. Asst./Public Information for the Country Music Association, has been named Coordinator/Public Information. She succeeds Kelley Gattis, who recently moved to Alabama. George will continue as editor of CMA's *Close Up* magazine.

• Bill Hudson & Associates and Perkins & Edwards, two Nashville public relations and advertising firms, will merge later this month. Bill Hudson will be President/CEO, Wayne Edwards will be Exec. VP/Marketing Services, and Ricky Perkins will be Exec. VP/Creative Services of the new agency, which will retain the Hudson & Associates name. It will be located at 2135 Blakemore Avenue, Nashville, 37212. Phone: (615) 292-2400.

#### Rumors Around The Row

RC<sup>2</sup> To CO — After months of speculation, Rosanne Cash has confirmed she and hubby Rodney Crowell are leaving Music City. Leaving no doubts about the reason, she told the *New York Times*, "The music business in Nashville is insidious. Everybody knows what everybody else does. We want to get our kids out of (Nashville) for awhile." The duo is moving to Boulder, CO. Cash has resigned as head of the Earth Communications Office/Nashville.

Four Out At MCA Music — The "other shoe" has dropped at MCA Music/Nashville, where head man Noel Fox exited in October. Gone (11/2) are song pluggers Al Cooley and Eddie Tidwell, secretary Linda Merrill, and engineer Tom McCue. Unhappy with the news, McCue reportedly burned his newly negotiated songwriters contract, while Tidwell

allegedly dumped a glass of water on the executing exec's head.

Label Hopping — WB Midwest promo man George Briner will move to Nashville at the end of November. No word on his new title or duties . . . We hear that Capitol had released Scott McQualg, Joe Barnhill, Joni Harms, and Toni Jolene as part of its roster restructuring . . . New to RCA's marketing crew is Jayne Young, fresh from MCA marketing.

Closed Door — We hear the Girls Next Door (Doris King, Cindy Nixon, Tammy Stephens, and Diane Williams) are disbanding. The group has been with Atlantic for just over a year and were with MTM for three years before that. Stephens will pursue demo singing opportunities.



Teresa George

#### Signings

• B.J. Thomas to Buddy Lee Attractions for fair and special events booking . . . Mary-Chapin Carpenter, Pam Tillis, and the Bellamy Brothers to Triad Artists for booking . . . Jerry Reed to World Class Talent for booking.

#### FLASHBACK

##### 1 YEAR AGO TODAY

- No. 1: "If Tomorrow Never Comes" — Garth Brooks (2nd week)
- "Where've You Been" by Kathy Mattea debuts at No. 46. It peaks at No. 6 eleven weeks later.

##### 5 YEARS AGO TODAY

- No. 1: "Nobody Falls Like A Fool" — Earl Thomas Conley

##### 10 YEARS AGO TODAY

- No. 1: "Lady" — Kenny Rogers
- "Somebody's Knockin'" by Terry Gibbs debuts at No. 40. It peaks at No. 12 eight weeks later.

##### 15 YEARS AGO TODAY

- No. 1: "In The Movies/Shades Down" — Merle Haggard (2nd week)
- "Country Boy" by Glen Campbell debuts at No. 35. It peaks at No. 6 seven weeks later.

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MOST ADDED EAST		HOTTEST EAST		MOST ADDED SOUTH		HOTTEST SOUTH		MOST ADDED MIDWEST		HOTTEST MIDWEST		MOST ADDED WEST		HOTTEST WEST				
Reba McEntire (MCA)	Paul Overstreet (RCA)	K.T. Oslin (RCA)	Alan Jackson (Arista)	Reba McEntire (MCA)	Oak Ridge Boys (RCA)	Reba McEntire (MCA)	Oak Ridge Boys (RCA)	Reba McEntire (MCA)	Paul Overstreet (RCA)	Oak Ridge Boys (RCA)	Clint Black (RCA)	Reba McEntire (MCA)	Oak Ridge Boys (RCA)	Paul Overstreet (RCA)	K.T. Oslin (RCA)	Clint Black (RCA)	Alan Jackson (Arista)	Conway Twitty (MCA)
Oak Ridge Boys (RCA)	Shenandoah (Columbia)	Shenandoah (Columbia)	Shenandoah (Columbia)	Mike Reid (Columbia)	Mike Reid (Columbia)	Mike Reid (Columbia)	Conway Twitty (MCA)	Mike Reid (Columbia)	Clint Black (MCA)	Conway Twitty (MCA)	Clint Black (MCA)	Clint Black (RCA)	Oak Ridge Boys (RCA)	Paul Overstreet (RCA)	Clint Black (RCA)	Alan Jackson (Arista)	Conway Twitty (MCA)	

## EAST SOUTH

<b>WGNA</b> Albany, NY	<b>WVYZ</b> Hartford, CT	<b>WDSY</b> Pittsburgh, PA	<b>KEAN</b> Arlene, TX	<b>WEZF-FM</b> Charleston, SC	<b>KHEY</b> El Paso, TX	<b>KIKK-FM</b> Houston, TX	<b>KYKX</b> Longview, TX	<b>WLVI</b> Montgomery, AL	<b>WCMS-FM</b> Norfolk, VA	<b>WYDQ/Rose-Hul</b> Lynchburg, VA	<b>WTWO</b> Madison, WI	<b>WKCO</b> Saginaw, MI	<b>WTOM</b> Traverse City, MI
Oak Ridge Boys Reba McEntire K.T. Oslin Conway Twitty Alan Jackson Ronnie McDowell Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Reba McEntire Oak Ridge Boys Dorothy Phillips Ronnie McDowell Shenandoah Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Reba McEntire Paul Overstreet Mike Reid Ronnie McDowell Shenandoah Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Reba McEntire Lionel Cartwright Oak Ridge Boys Ronnie McDowell Shenandoah Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Shelby Lynne Reba McEntire Ronnie McDowell Shenandoah Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Lionel Cartwright Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Kathy Mattea Reba McEntire Ronnie McDowell Shenandoah Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Carlene Carter Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Oak Ridge Boys Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill

<b>KRRT</b> Albany, OR	<b>KIF-FM</b> Anaheim, CA	<b>KCTR</b> Bilings, MT	<b>KVOC</b> Casper, WY	<b>KNAX</b> Fresno, CA	<b>KDFE</b> Honolulu, HI	<b>KZLA</b> Los Angeles, CA	<b>KMLF</b> Phoenix, AZ	<b>KCCY</b> Pueblo, CO	<b>KFRQ/Riverside</b> San Bernardino, CA	<b>KSON-FM</b> San Diego, CA	<b>KRPM</b> Seattle, WA
Paul Overstreet Fannin Reba McEntire Oak Ridge Boys Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Oak Ridge Boys Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Lee Greenwood Paul Overstreet Ronnie McDowell Shenandoah Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Reba McEntire Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Reba McEntire Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Carlene Carter Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Carlene Carter Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Carlene Carter Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Carlene Carter Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Carlene Carter Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Carlene Carter Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill	Carlene Carter Reba McEntire Paul Overstreet Alan Jackson Clint Black Vince Gill Alan Jackson K.T. Oslin Shenandoah Ricky Van Shelton Lionel Cartwright George Strait Dwight Yoakam Vince Gill

206 Current Reporters  
197 Current Playlists

Called In Frozen Playlist (2):  
KLIK/Reno  
KRWO/Medford

Did Not Report, Playlist Frozen (7):  
KZLA/Los Angeles  
WAV/Duluth, MN  
WBEE/Rochester  
WTKK/Providence  
WKAK/Albany, GA  
WWNC/Asheville, NC





# *Sand Instead of Snow... Combat Boots not Stockings...*



*Share the compassion with  
Marjorie-Jean,  
on Carmel Records.*

To the men and women  
in fatigues, in foreign lands at  
unstable times, Marjorie-Jean dedicates  
"Bring Him Home." Featuring popular  
guitarist Grant Geissman.\*

Watch for  
"Bring Him Home"  
and Marjorie-Jean's other  
new release "Slumber Song,"  
coming this Holiday Season!

\*Courtesy of Mesa Blue Moon Recording.  
Photography by Weinberg & Clark.

CARMEL RECORDS • P.O. BOX 50353 • PALO ALTO, CA 94303 • TEL 415.856.3650 • FAX 415.856.0371





NATIONAL AIRPLAY

Table with columns LW, TW, and song titles/artists. Includes entries like DAVID BENOIT, RIPPINGTONS, THOM ROTELLA, FATTBURGER, etc.

Table with columns LW, TW, and song titles/artists. Includes entries like JON HENDRICKS, EMILY REMLER, JOE SAMPLE, MARK WHITFIELD, etc.

Table with columns MOST ADDED LPs, HOTTEST LPs, and HOT TRACKS. Lists artists like BASIA, SAM RINEY, DAVID BENOIT, etc.

Table with columns MOST ADDED LPs, HOTTEST LPs, and HOT TRACKS. Lists artists like BOBBY McFERRIN, JON HENDRICKS, EMILY REMLER, etc.

NEW & ACTIVE

NEW & ACTIVE

List of new and active releases including: MARION MEADOWS "For Lovers Only", OTTMAR LIEBERT "Poets & Angels", THE AGENDA COLLECTION "Of Things To Come", etc.

List of new and active releases including: BOBBY McFERRIN "Medicine Music", DANNY HEINES "One Heart Wild", PASSPORT "Balance Of Happiness", etc.

\* Uncharted Breakers denoted by one asterisk. \*\* Chart Extra denoted by two asterisks.

MICHAEL KAMEN "SASHA" FROM THE NEW ALBUM CONCERTO FOR SAXOPHONE

Featuring DAVID SANBORN

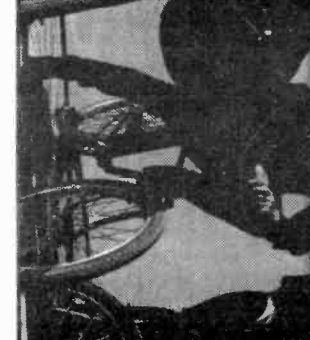
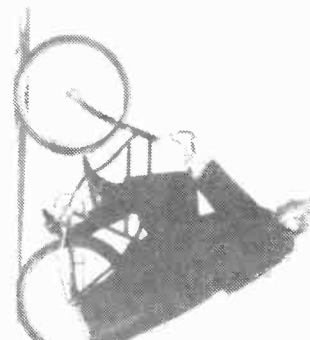


PRODUCED BY MICHAEL KAMEN WITH STEPHEN P. McLAUGHLIN





# New AC



© 1990 Private Inc.

Announcing the release of the brilliant new **TANGERINE DREAM** album "MELROSE!"

Sixty minutes of exhilarating contemporary instrumental music composed, arranged, and performed by **Edgar Froese, Jerome Froese, and Paul Haslinger.**

Featuring the title track "MELROSE" on CD, Cassette, and Video.

Add date: November 15

<h3>EAST</h3> <h4>P1</h4> <p><b>WGH/Rochester</b> <i>Eric Gruver</i></p> <p><b>WCD/Boston</b> <i>Blake Lawrence</i></p> <p><b>P2</b></p> <p><b>WHRL/Albany</b> <i>Michelle Rochelle</i></p> <p><b>P3</b></p> <p><b>WOT/Albany</b> <i>Bernie Perry</i></p> <p><b>WVAV/West Dover</b> <i>Sherry McCoy</i></p>	<h3>WIDY/ST</h3> <h4>P1</h4> <p><b>WNUA/Chicago</b> <i>Hansen Logan</i></p> <p><b>P3</b></p> <p><b>WBTV/Columbus</b> <i>Parham/Caroline</i></p> <p><b>P2</b></p> <p><b>WBZ/Wisconsin</b> <i>Wendy/Carly</i></p>	<h3>P3</h3> <p><b>The Breeze</b> <i>Ray Moore</i></p> <p><b>KBA/Columbia</b> <i>Darren Helwig</i></p>	<h3>WEST</h3> <h4>P1</h4> <p><b>KFM/San Diego</b> <i>O'Connor/Bondell</i></p> <p><b>KTVL/Oakland</b> <i>Chris Brode</i></p> <p><b>KKSF/San Francisco</b> <i>Dora Steinberg</i></p> <p><b>KOPK/Sacramento</b> <i>Einbaugh/Kanta</i></p> <p><b>KKNW/Seattle</b> <i>Francis/Walter</i></p>	<h3>P2</h3> <p><b>KLSA/Santa Fe-Albuquerque</b> <i>Rhoda Welf</i></p> <p><b>KEZL/Fresno</b> <i>J. Mantham/Naum</i></p> <p><b>KEYL/Vegas</b> <i>Keith/Sally</i></p> <p><b>KEYF/Spokane</b> <i>Anderson/Thompson</i></p> <p><b>Portraits in Sound</b> <i>Tom Reinstein</i></p> <p><b>Key/Was Vegas</b> <i>Keith/Sally</i></p> <p><b>KEYF/Spokane</b> <i>Anderson/Thompson</i></p> <p><b>Soundstage</b> <i>Paul Hunter</i></p> <p><b>Soundstage</b> <i>Paul Hunter</i></p> <p><b>Soundstage</b> <i>Paul Hunter</i></p> <p><b>Soundstage</b> <i>Paul Hunter</i></p>	<p><b>KSMO/Aspen</b> <i>Vic Garnet</i></p> <p><b>KLXN/Oakland</b> <i>Cliff Edwards</i></p> <p><b>KBA/Columbia</b> <i>Darren Helwig</i></p> <p><b>KTVL/Oakland</b> <i>Chris Brode</i></p> <p><b>KKSF/San Francisco</b> <i>Dora Steinberg</i></p> <p><b>KOPK/Sacramento</b> <i>Einbaugh/Kanta</i></p> <p><b>KKNW/Seattle</b> <i>Francis/Walter</i></p> <p><b>KEYL/Vegas</b> <i>Keith/Sally</i></p> <p><b>KEYF/Spokane</b> <i>Anderson/Thompson</i></p> <p><b>Portraits in Sound</b> <i>Tom Reinstein</i></p> <p><b>Key/Was Vegas</b> <i>Keith/Sally</i></p> <p><b>KEYF/Spokane</b> <i>Anderson/Thompson</i></p> <p><b>Soundstage</b> <i>Paul Hunter</i></p> <p><b>Soundstage</b> <i>Paul Hunter</i></p> <p><b>Soundstage</b> <i>Paul Hunter</i></p> <p><b>Soundstage</b> <i>Paul Hunter</i></p>
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## CONTEMPORARY JAZZ

<h3>EAST</h3> <h4>P1</h4> <p><b>WBGO/ Newark</b> <i>Thurston/Bruce</i></p> <p><b>P3</b></p> <p><b>WHRR/Atlanta</b> <i>Al Walker</i></p> <p><b>WPHL/Louisville</b> <i>Laura Stewart</i></p> <p><b>WSTN/Atlanta</b> <i>Simon/Hendrix</i></p> <p><b>WFSW/Tallahassee</b> <i>Jimmy/Allen</i></p> <p><b>WVAF/Charlottesville</b> <i>Paul/Sherling</i></p> <p><b>WVTF/Philadelphia</b> <i>Ken Weaver</i></p> <p><b>WVBE/Beaverton</b> <i>Joan/Urfsky</i></p>	<h3>SOUTH</h3> <h4>P2</h4> <p><b>WHVE/Sarasota-Tampa</b> <i>Don Brookshire</i></p> <p><b>P3</b></p> <p><b>WFLX/Tallahassee</b> <i>Al Walker</i></p> <p><b>WVAF/Charlottesville</b> <i>Paul/Sherling</i></p>	<h3>MIDWEST</h3> <h4>P1</h4> <p><b>WDRW/Denver</b> <i>Tom/DeWitt</i></p> <p><b>WROP/Cincinnati</b> <i>Scott Brown</i></p> <p><b>WCPW/Cleveland</b> <i>Harvey Jay</i></p> <p><b>WJZZ/Detroit</b> <i>Terry/Arnold</i></p> <p><b>KTCJ/Minneapolis</b> <i>Michael/Olson</i></p>	<h3>P3</h3> <p><b>WVPE/Portland</b> <i>Tina Eby</i></p> <p><b>WVBE/Beaverton</b> <i>Joan/Urfsky</i></p> <p><b>WVTF/Philadelphia</b> <i>Ken Weaver</i></p> <p><b>WVBE/Beaverton</b> <i>Joan/Urfsky</i></p> <p><b>WVTF/Philadelphia</b> <i>Ken Weaver</i></p> <p><b>WVBE/Beaverton</b> <i>Joan/Urfsky</i></p> <p><b>WVTF/Philadelphia</b> <i>Ken Weaver</i></p>
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**THANK YOU JAZZ RADIO!**

## #1 JON HENDRICKS and Friends

### "Freddie Freeloader"

THE VOCALISE TOUR-DE-FORCE

# KENIA

"What You're Looking For"

Contact: Jennifer Phelps (212) 581-2550, Andrea Paulini (213) 469-2411, Michael Carlson (206) 728-7454

**DENON**

38 Current Contemporary Jazz Reporters  
37 Current Contemporary Jazz Playlists  
Did Not Report, Playlist Frozen (1): KPLU-Tacoma-Seattle  
Did Not Report For Two Consecutive Weeks, Not Used In This Week's Data (1): The Jazz Show





LW TW

- 4 **1** CHARLATANS U.K./Some Friendly (Beggars Banquet/RCA)
- 1 **2** REPLACEMENTS/All Shook Down (Sire/Reprise)
- 2 **3** JANE'S ADDICTION/Ritual De Lo Habitual (WB)
- 3 **4** CURE/Mixed Up (Elektra)
- 8 **5** PUBLIC IMAGE LIMITED/The Greatest Hits So Far (Virgin)
- 10 **6** VARIOUS ARTISTS/Red Hot & Blue (Chrysalis)
- 7 **7** LIVING COLOUR/Time's Up (Epic)
- 5 **8** COCTEAU TWINS/Heaven Or Las Vegas (4AD/Capitol)
- 9 **9** DARLING BUDS/Crawdaddy (Columbia)
- 6 **10** VARIOUS ARTISTS/Rubaiyat (Elektra)
- 17 **11** SISTERS OF MERCY/Vision Thing (Elektra)
- 16 **12** TRASH CAN SINATRAS/Cake (Go Discs!/Polydor)
- 11 **13** SOUL ASYLUM/Soul Asylum & The Horse They Rode In On (A&M)\*
- 12 **14** CONNELLS/One Simple Word (TVT)\*
- 18 **15** AN EMOTIONAL FISH/An Emotional Fish (Atlantic)
- 21 **16** ALARM/Standards (IRS)
- 15 **17** INXS/X (Atlantic)
- 29 **18** MORRISSEY/Bona Drag (Sire/Reprise)
- 20 **19** POSIES/Dear 23 (DGC)
- 13 **20** REDD KROSS/Third Eye (Atlantic)
- 25 **21** INSPIRAL CARPETS/Life (Mute/Elektra)
- 22 **22** SOUP DRAGONS/Lovegod (Big Life/Mercury)
- 14 **23** WATERBOYS/Room To Roam (Ensign/Chrysalis)
- 24 **24** BRIAN ENO & JOHN CALE/Wrong Way Up (Opal/WB)
- 23 **25** IGGY POP/Brick By Brick (Virgin)
- 19 **26** HEART THROBS/Cleopatra Grip (Elektra)
- 28 **27** PRIMAL SCREAM/Come Together (EP) (Sire/WB)
- 26 **28** PIXIES/Bossanova (4AD/Elektra)
- 29** EDIE BRICKELL & NEW BOHEMIANS/Ghost Of A Dog (Geffen)
- 30** DEPECHE MODE/Violator (Sire/Reprise)

\*Keeps a bullet due to continued growth.

DEBUT  
DEBUT

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

MOST ADDED	HOTTEST	MOST REQUESTED
<p>DANIELLE DAX HIGH ECHO &amp; THE BUNNYMEN MORRISSEY POP WILL EAT ITSELF LUSH</p>	<p>JANE'S ADDICTION CHARLATANS U.K. RED HOT &amp; BLUE PUBLIC IMAGE LIMITED CURE REPLACEMENTS SISTERS OF MERCY</p>	<p>CURE JANE'S ADDICTION RED HOT &amp; BLUE SISTERS OF MERCY MORRISSEY</p>

## AOR TRACKS

Continued from Page 74

MOST ADDED	HOTTEST	MOST REQUESTED
<p>TESLA/Signs (92) SLAUGHTER/Spend (44) AC/DC/Moneytalks (34) ROBERT PALMER/Amazing (32) ROBERT CRAY/Consequences (28) ERIC JOHNSON/Righteous (26) WARRANT/Red (23) CINDERELLA/Shelter (22) JEFF HEALEY BAND/Circle (22) VAUGHAN BROS/Telephone (22) INXS/Disappear (21) KING'S X/Love (21)</p>	<p>STEVE WINWOOD/One (144) BLACK CROWES/Hard (142) T. WILBURY'S/Baby (142) ZZ TOP/Head's (102) POISON/Something (88) DEEP PURPLE/King (82) BAD COMPANY (69) DAMN YANKEES/High (64) GARY MOORE/Still (64) WINGER/Miles (50)</p>	<p>BLACK CROWES/Hard (64) SCORPIONS/Tease (36) GARY MOORE/Still (35) WINGER/Miles (32) ZZ TOP/Head's (29) POISON/Something (24) CINDERELLA/Shelter (22) ERIC JOHNSON/Cliffs (22) AC/DC/Moneytalks (19) DAMN YANKEES/High (18)</p>

## NEW & ACTIVE

- MAGGIE'S DREAM "Love & Tears" (Capitol) 30/4 (26/3)**  
Adds: WLAV, KDJK, KQWB, KFMH. Heavy 2: KRIX, KSQY. Medium 6: WSTZ, KRZQ, WIZN, WWTR, KWHL, KCNA.
- POSIES "Golden Blunders" (DGC) 23/3 (20/4)**  
Adds: KWQB, KRXX, KCHV. Heavy 1: KCNA. Medium 11 including WHFS, WBAB, KISW, KXRX, KRIX, KBAT, KEZE, KWHL, KZOO, KCQR.
- STYX "Show Me The Way" (A&M) 21/17 (2/1)**  
Adds including KYYS, WRKI, WHCN, WHEB, KWIC, WAVF, WMFX, WRXK, WWWV. Heavy 2: WLUP, WHCN. Medium 10 including KYYS, KAZY, WRKI, WAVF, WMFX, WRXK, KRNA, KWHL, KZOO.
- INDIGO GIRLS "Hammer And A Nail" (Epic) 20/6 (14/1)**  
Adds: WVRK, WQBZ, KRIX, KEZE, WPGU, KCHV. Heavy 1: WBAB. Medium 9: WHFS, WKLS, WVRK, WQBZ, KRIX, WIZN, WWWV, WMAD, KFMH, KCQR.
- DIRTY WHITE BOY "Let's Spend Momma's Money" (Polydor) 20/3 (19/5)**  
Adds: WSHE, WLVO, KZOO. Medium 2: WRIF, KRIX.
- CONNELLS "Stone Cold Yesterday" (TVT) 19/5 (14/1)**  
Adds: WNOR, WAVF, WCKN, KWHL, KCHV. Heavy 1: WRDU. Medium 5: WHFS, WKLS, KRIX, WROV, KCHV.
- ERIC CLAPTON "Anything For You" (Reprise) 19/3 (18/5)**  
Adds: WDVE, WSTZ, WKGB. Heavy 6: WNEW, WMMR, KRQR, WZBH, WZXL, WGIR. Medium 8 including WLUP, WAQY, WKRR, WIMZ, WLAV.
- BLUE TEARS "Crush" (MCA) 18/3 (18/3)**  
Adds: WLZR, WPDH, WLRS. Medium 5: WSHE, WRIF, KRZQ, KRNA, KWHL.
- TOMMY CONWELL & THE YOUNG RUMBLERS "Let Me Love You..." (Columbia) 17/16 (1/0)**  
Adds including WDVE, WSHE, WEBN, WZZO, WDHA, WCCC, WPLR, KEYJ, WRCC, KRIX, KBAT, WZXL, WWTR, KSQY, KZOO, KFMU. Heavy 1: WMMR.
- TRAVELING WILBURYS "Wilbury Twist" (Wilbury/WB) 17/6 (12/2)**  
Adds: KXRX, WPDH, WAQY, WTUE, WIZN, WZXL. Heavy 3: KOMA, WPDH, WGIR. Medium 10: WNEW, WMMR, WLVO, WLLZ, WZZO, WTPA, WAQY, WTUE, WIOT, WIZN.
- AN EMOITIONAL FISH "An Emotional Fish" (Atlantic) 16/3 (15/6)**  
Adds: WBCN, KICT, KFMH. Medium 7: WHFS, WXRT, WTPA, KICT, WKIT, KCNA, KFMU.
- JAY AARON "Jay Aaron" (WB) 15/1 (15/4)**  
Adds: KGON. Medium 1: KZAP.
- PHIL COLLINS "Hang In Long Enough" (Atlantic) 15/4 (11/7)**  
Adds: WBAB, KAZY, WAVF, WQBZ. Heavy 7: WSHE, WZBH, WAVF, WGXC, WONE, WZXL, KXUS. Medium 7: WBAB, WMMR, KAZY, WRKI, WQBZ, WHTQ, WWTR.

# FISHBONE

set the booty up right

## bonin' in the boneyard

MOTORBOOTYTHROWDOWNJAMS

2 new rethought and refunked versions of

"Bonin' In The Boneyard"

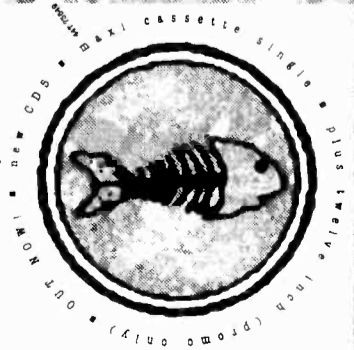
+ 3 previous

unreleased

Fishbone

originals

Produced and  
Mixed by  
Fishbone  
Mike G.  
Africa (Jungle Brothers)  
Carmen Alza de  
David Winters



Columbia

**NEW & ACTIVE** — Tracks building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

**CHARTS** — Albums and tracks showing continued growth are bulleted. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

**BREAKERS** — Albums and tracks reach Breaker status the first week they are reported by at least 60% of our AOR reporters.

**MOST ADDED** — This week's most added albums and tracks.

**MOST REQUESTED** — This week's most requested tracks.

**HOTTEST** — This week's albums and tracks receiving the most heavy reports.







CHR F1 PLAYLISTS

WBSB Baltimore B104 WBSB-FM Baltimore's Best Hits!

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'I Wanna Dance with Somebody', 'I Wanna Dance with Somebody Again', etc.

Pittsburgh W94 FM PD: Danny Clayton APD: Zak Szabo MD: Lori Campbell

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Mariah Carey/Love Takes Time', 'Vanilla Ice/Ice Baby', etc.

Boston WXKS-FM 108 FM PD: Sunny Joe White MD: Jerry McKenna

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Mariah Carey/Love Takes Time', 'Pat & Mick/Use It Up, Wear It Out', etc.

WQHT New York HOT 97 FM OM: Joel Salkowitz APD/MD: Kevin McCabe

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Vanilla Ice/Ice Baby', 'Madonna/Justify My Love', etc.

95.5 FM WGC Washington, D.C. PD: Dave Ferguson MD: Albie D

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Johnny Gill/Fairweather Friend', 'Candice Aiken/Don't Have The Heart', etc.

KRBE Houston POWER 104 KRBE PD: Steve Wyrstok MD: Cheryl Broz

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Mariah Carey/Love Takes Time', 'Vanilla Ice/Ice Baby', etc.

WUSA 105 Washington PD: Chuck Beck APD: Brett Durnier MD: Chris Taylor

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Vanilla Ice/Ice Baby', 'Mariah Carey/Love Takes Time', etc.

Boston WJLU-94.5 FM PD: Steve Rivers APD/MD: Cadillac Jack McCartney

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Vanilla Ice/Ice Baby', 'Mariah Carey/Love Takes Time', etc.

Philadelphia WEGX Eagle 106 PD: Todd Fisher APD/MD: Jay Beau Jones Music Coord: Chuck Tisa

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Vanilla Ice/Ice Baby', 'Mariah Carey/Love Takes Time', etc.

Long Island FM 106 VP/Programming: Bill Terry APD: Mike Larkin MD: Mark Label

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Mariah Carey/Love Takes Time', 'Vanilla Ice/Ice Baby', etc.

San Antonio Q96 fm KSAQ PD: Leo Vela APD: Lee Cruz MD: Rikko Olveridez

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Vanilla Ice/Ice Baby', 'Mariah Carey/Love Takes Time', etc.

Tampa Q103 Ops Director: John Clay

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Vanilla Ice/Ice Baby', 'Mariah Carey/Love Takes Time', etc.

New York 95.5 WPLJ PD: Tom Cuddy MD: Mike Preston

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Mariah Carey/Love Takes Time', 'Vanilla Ice/Ice Baby', etc.

New York W2100 PD: Steve Kingston APD/MD: Frankie Blue

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Mariah Carey/Love Takes Time', 'Vanilla Ice/Ice Baby', etc.

Providence W22PRO FM PD: Paul Cannon MD: Tony Bristol

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Vanilla Ice/Ice Baby', 'Mariah Carey/Love Takes Time', etc.

Philadelphia WIOQ PD: John Roberts MD: Pam Grud

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Vanilla Ice/Ice Baby', 'Mariah Carey/Love Takes Time', etc.

Tampa WFLZ/Tampa TOWER 93 PD: Marc Chase APD: B.J. Harris

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Vanilla Ice/Ice Baby', 'Mariah Carey/Love Takes Time', etc.

Houston KKBQ PD: Dene Hallam Ops Dir: Dave Elliott MD: Mike Snow

Table with 2 columns: Song/Artist and Playlist ID. Includes songs like 'Vanilla Ice/Ice Baby', 'Mariah Carey/Love Takes Time', etc.





PD: Frank Amadeo MD: Johanna Ceccoli

- 1 BETTE MIDLER/From A Distance
2 MAI PRIBET/Close To You
3 MARIAN CAREY/Love Takes Time



PD: Rick Stacy MD: Lee Chesnut APD: Leslie Fram

- 1 MARTIN CAREY/Love Takes Time
2 VANILLA ICE/Ice Ice Baby
3 STEVIE NICK/Because I Love You



VP/Programming: Bill Tanner APD: Funk E. Frank Walsh MD: John Rodgers

- 1 VANILLA ICE/Ice Ice Baby
2 STEVIE NICK/Because I Love You
3 DEE-LITE/Drive Is In The Hear



PD: Dave Allen MD: Brian Douglas

- 1 ALIAS/More Than Words Can S
2 VANILLA ICE/Ice Ice Baby
3 DANNY VAN ZANNE/High Enough



PD: Brian Philips APD/MD: "Mr. Ed" Lambert

- 1 MARIAN CAREY/Love Takes Time
2 AFTER 7/Can't Stop
3 POISON/Something To Believe



PD: Cat Thomas MD: Ed Brown

- 1 VANILLA ICE/Ice Ice Baby
2 UB40/The Way You Do The Way You Dance
3 STEVIE NICK/Because I Love You



PD: Greg Rolling APD/MD: Joey Giovingo

- 1 BETTE MIDLER/From A Distance
2 MAI PRIBET/Close To You
3 MARIAN CAREY/Love Takes Time



PD: Rick "Big Dog" Hayes MD: Ross Knight

- 1 STEVIE NICK/Because I Love You
2 MARIAN CAREY/Love Takes Time
3 CANDYMAN/Anxious Boats



PD: Greg Cassidy MD: Dana Cassidy

- 1 TONY TONI TONE!/Feels Good
2 MARIAN CAREY/Love Takes Time
3 VANILLA ICE/Ice Ice Baby



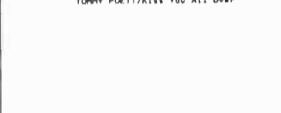
PD: Gregg Cassidy MD: Dana Cassidy

- 1 TONY TONI TONE!/Feels Good
2 MARIAN CAREY/Love Takes Time
3 VANILLA ICE/Ice Ice Baby



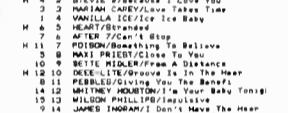
PD: Lyndon Abell APD: Chris Knight MD: Jim Atkinson

- 1 POISON/Something To Believe
2 VANILLA ICE/Ice Ice Baby
3 MAI PRIBET/Close To You



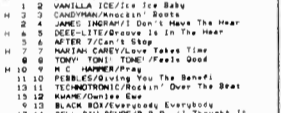
PD: Ric Lippincott MD: Brian Kelly

- 1 VANILLA ICE/Ice Ice Baby
2 M.C. HAMMER/Free
3 STEVIE NICK/Because I Love You



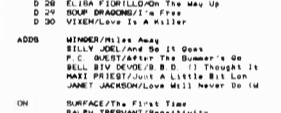
PD: Greg Rolling APD/MD: Joey Giovingo

- 1 ALIAS/More Than Words Can S
2 STEVIE NICK/Because I Love You
3 MARIAN CAREY/Love Takes Time



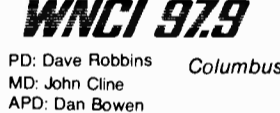
PD: Rick "Big Dog" Hayes MD: Ross Knight

- 1 STEVIE NICK/Because I Love You
2 MARIAN CAREY/Love Takes Time
3 CANDYMAN/Anxious Boats



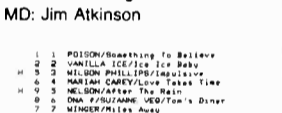
PD: John Cline APD: Dan Bowen

- 1 MARIAN CAREY/Love Takes Time
2 RIGHTeous BRO/PD/Unchained Melody
3 VANILLA ICE/Ice Ice Baby



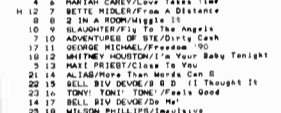
PD: Dave Robbins MD: John Cline APD: Dan Bowen

- 1 MARIAN CAREY/Love Takes Time
2 RIGHTeous BRO/PD/Unchained Melody
3 VANILLA ICE/Ice Ice Baby



PD: Lyndon Abell APD: Chris Knight MD: Jim Atkinson

- 1 POISON/Something To Believe
2 VANILLA ICE/Ice Ice Baby
3 MAI PRIBET/Close To You



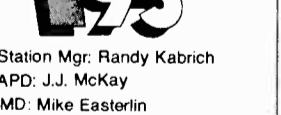
PD: Karen Barber APD/MD: Jon Anthony

- 1 VANILLA ICE/Ice Ice Baby
2 AFTER 7/Can't Stop
3 ALIAS/More Than Words Can S



PD: Joel Folger APD/MD: Jimmy Steal

- 1 VANILLA ICE/Ice Ice Baby
2 ALIAS/More Than Words Can S
3 M.C. HAMMER/Free



PD: Rick "Big Dog" Hayes MD: Ross Knight

- 1 STEVIE NICK/Because I Love You
2 MARIAN CAREY/Love Takes Time
3 CANDYMAN/Anxious Boats



PD: Don London MD: Michael J. Powers

- 1 HEART/Stranded
2 AFTER 7/Can't Stop
3 VANILLA ICE/Ice Ice Baby



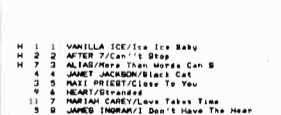
PD: John Cline APD: Dan Bowen

- 1 MARIAN CAREY/Love Takes Time
2 RIGHTeous BRO/PD/Unchained Melody
3 VANILLA ICE/Ice Ice Baby



PD: Dave Shakes MD: Todd Cavanah

- 1 VANILLA ICE/Ice Ice Baby
2 AFTER 7/Can't Stop
3 ALIAS/More Than Words Can S



PD: Karen Barber APD/MD: Jon Anthony

- 1 VANILLA ICE/Ice Ice Baby
2 AFTER 7/Can't Stop
3 ALIAS/More Than Words Can S







Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

252 REPORTS

B

STEVIE B Because I Love You (LMR/RCA) LP: Love & Emotion

Chart Summary table for Stevie B. Regional Reach: P1 91%, P2 92%, P3 92%. National Summary: 2-5 17 21 7 45.

Station lists for Stevie B. Includes stations like WJZZ, WFLA, WTVT, WFTS, WWSB, etc.

BAD COMPANY If You Needed Somebody (Atco) LP: Holy Water

Chart Summary table for Bad Company. Regional Reach: P1 5%, P2 25%, P3 35%. National Summary: 2-5 0 1 0 1.

Station lists for Bad Company. Includes stations like WJZZ, WFLA, WTVT, WFTS, WWSB, etc.

BLACK CROWES Hard To... (Def American/Geffen) LP: Shake Your Money Maker

Chart Summary table for Black Crowes. Regional Reach: P1 11%, P2 26%, P3 33%. National Summary: 2-5 0 0 0 0.

Station lists for Black Crowes. Includes stations like WJZZ, WFLA, WTVT, WFTS, WWSB, etc.

BREATHE Does She Love That Man (A&M) LP: Piece Of Mind

Chart Summary table for Breathe. Regional Reach: P1 12%, P2 39%, P3 62%. National Summary: 2-5 0 0 0 0.

Station lists for Breathe. Includes stations like WJZZ, WFLA, WTVT, WFTS, WWSB, etc.

MARIAH CAREY Love Takes Time (Columbia) LP: Mariah Carey

Chart Summary table for Mariah Carey. Regional Reach: P1 98%, P2 96%, P3 95%. National Summary: 2-5 21 59 36 116.

Station lists for Mariah Carey. Includes stations like WJZZ, WFLA, WTVT, WFTS, WWSB, etc.

BELL BIV DEVOTE B.B.D. (I Thought It Was Me) (MCA) LP: Poison

Chart Summary table for Bell Biv Devote. Regional Reach: P1 46%, P2 32%, P3 32%. National Summary: 2-5 0 1 0 1.

Station lists for Bell Biv Devote. Includes stations like WJZZ, WFLA, WTVT, WFTS, WWSB, etc.

JON BON JOVI Miracle (Mercury) LP: Blaze Of Glory

Chart Summary table for Jon Bon Jovi. Regional Reach: P1 54%, P2 74%, P3 96%. National Summary: 2-5 10 38 34 82.

Station lists for Jon Bon Jovi. Includes stations like WJZZ, WFLA, WTVT, WFTS, WWSB, etc.

C & C MUSIC FACTORY Gonna Make You Sweat (Columbia)

Chart Summary table for C & C Music Factory. Regional Reach: P1 47%, P2 74%, P3 96%. National Summary: 2-5 0 2 0 0.

Station lists for C & C Music Factory. Includes stations like WJZZ, WFLA, WTVT, WFTS, WWSB, etc.

CHEAP TRICK Wherever Would I Be (Epic) LP: Busted

Chart Summary table for Cheap Trick. Regional Reach: P1 16%, P2 49%, P3 85%. National Summary: 2-5 0 0 0 0.

Station lists for Cheap Trick. Includes stations like WJZZ, WFLA, WTVT, WFTS, WWSB, etc.

Cheap Trick Continued

Chart summary for Cheap Trick, listing regional reach (P1 11%, P2 26%, P3 33%), national summary, and station lists across various regions.

Phil Collins Continued

Chart summary for Phil Collins, listing regional reach (P1 11%, P2 26%, P3 33%), national summary, and station lists across various regions.

DEEE-LITE Groove Is In The Heart (Elektra)

Chart summary for DEEE-LITE, listing regional reach (P1 88%, P2 88%, P3 82%), national summary, and station lists across various regions.

Cathy Dennis Continued

Chart summary for Cathy Dennis, listing regional reach (P1 77%, P2 54%, P3 61%), national summary, and station lists across various regions.

DNA i/S. Vega Continued

Chart summary for DNA i/S. Vega, listing regional reach (P1 77%, P2 54%, P3 61%), national summary, and station lists across various regions.

CHER The Shoop Shoop Song (It's...)(Geffen)

Chart summary for Cheri, listing regional reach (P1 11%, P2 26%, P3 33%), national summary, and station lists across various regions.

DAMN YANKEES High Enough (WB)

Chart summary for Damn Yankees, listing regional reach (P1 49%, P2 73%, P3 94%), national summary, and station lists across various regions.

DINO Gentle (Island)

Chart summary for Dino, listing regional reach (P1 37%, P2 27%, P3 25%), national summary, and station lists across various regions.

DINO Gentle (Island)

Chart summary for Dino, listing regional reach (P1 37%, P2 27%, P3 25%), national summary, and station lists across various regions.

ELISA FIORILLO On The Way Up (Chrysalis)

Chart summary for Elisa Fiorillo, listing regional reach (P1 44%, P2 36%, P3 47%), national summary, and station lists across various regions.

Chart summary for Phil Collins (continued), listing regional reach (P1 37%, P2 68%, P3 94%), national summary, and station lists across various regions.

Chart summary for Cathy Dennis (continued), listing regional reach (P1 44%, P2 47%, P3 53%), national summary, and station lists across various regions.

Chart summary for DNA i/Suzanne Vega (continued), listing regional reach (P1 77%, P2 54%, P3 61%), national summary, and station lists across various regions.

Chart summary for Debbie Gibson (continued), listing regional reach (P1 77%, P2 54%, P3 61%), national summary, and station lists across various regions.

Chart summary for Phil Collins (continued), listing regional reach (P1 37%, P2 68%, P3 94%), national summary, and station lists across various regions.

PHIL COLLINS Hang In Long Enough (Atlantic)

Chart summary for Phil Collins, listing regional reach (P1 37%, P2 68%, P3 94%), national summary, and station lists across various regions.

CATHY DENNIS Just Another Dream (Polydor)

Chart summary for Cathy Dennis, listing regional reach (P1 44%, P2 47%, P3 53%), national summary, and station lists across various regions.

DNA i/SUZANNE VEGA Tom's Diner (A&M)

Chart summary for DNA i/Suzanne Vega, listing regional reach (P1 77%, P2 54%, P3 61%), national summary, and station lists across various regions.

DEBBIE GIBSON Anything Is Possible (Atlantic)

Chart summary for Debbie Gibson, listing regional reach (P1 77%, P2 54%, P3 61%), national summary, and station lists across various regions.

DEBBIE GIBSON Anything Is Possible (Atlantic)

Chart summary for Debbie Gibson, listing regional reach (P1 77%, P2 54%, P3 61%), national summary, and station lists across various regions.

Chart summary for Phil Collins (continued), listing regional reach (P1 37%, P2 68%, P3 94%), national summary, and station lists across various regions.

Chart summary for Cathy Dennis (continued), listing regional reach (P1 44%, P2 47%, P3 53%), national summary, and station lists across various regions.

Chart summary for DNA i/Suzanne Vega (continued), listing regional reach (P1 77%, P2 54%, P3 61%), national summary, and station lists across various regions.

Chart summary for Debbie Gibson (continued), listing regional reach (P1 77%, P2 54%, P3 61%), national summary, and station lists across various regions.

Chart summary for Phil Collins (continued), listing regional reach (P1 37%, P2 68%, P3 94%), national summary, and station lists across various regions.

Debbie Gibson Continued

Table with columns for Regional, National, and Chart positions for Debbie Gibson's album. Includes sub-sections for MIDWEST, WEST, EAST, and SOUTH.

JOHNNY GILL Fairweather Friend (Motown) LP: Johnny Gill

Chart and regional data for Johnny Gill's 'Fairweather Friend'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for Johnny Gill's album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

HALL & DATES No Close (Arista) LP: Change Of Season

Chart and regional data for Hall & Oates' 'No Close'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for Hall & Oates' album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

Hall & Oates Continued

Table with columns for Regional, National, and Chart positions for Hall & Oates' album. Includes sub-sections for MIDWEST, WEST, EAST, and SOUTH.

HEART Stranded (Capitol) LP: Brigade

Chart and regional data for Heart's 'Stranded'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for Heart's album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

HALL & DATES No Close (Arista) LP: Change Of Season

Chart and regional data for Hall & Oates' 'No Close'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for Hall & Oates' album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

DON HENLEY New York Minute (Geffen) LP: The End Of The Innocence

Chart and regional data for Don Henley's 'New York Minute'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for Don Henley's album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

WHITNEY HOUSTON I'm Your Baby Tonight (Arista) LP: I'm Your Baby Tonight

Chart and regional data for Whitney Houston's 'I'm Your Baby Tonight'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for Whitney Houston's album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

WHITNEY HOUSTON I'm Your Baby Tonight (Arista) LP: I'm Your Baby Tonight

Chart and regional data for Whitney Houston's 'I'm Your Baby Tonight'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for Whitney Houston's album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

Whitney Houston Continued

Table with columns for Regional, National, and Chart positions for Whitney Houston's album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

INFORMATION SOCIETY Think (Tommy Boy/Reprise) LP: Hack

Chart and regional data for Information Society's 'Think'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for Information Society's album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

INXS Disappear (Atlantic) LP: X

Chart and regional data for INXS' 'Disappear'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for INXS' album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

JANET JACKSON Love Will Never Do (Without...) (A&M) LP: Rhythm Nation 1814

Chart and regional data for Janet Jackson's 'Love Will Never Do'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for Janet Jackson's album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

BILLY JOEL And So It Goes (Columbia) LP: Storm Front

Chart and regional data for Billy Joel's 'And So It Goes'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for Billy Joel's album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

BILLY JOEL And So It Goes (Columbia) LP: Storm Front

Chart and regional data for Billy Joel's 'And So It Goes'. Includes Regional Reach, National Summary, and Chart Summary.

Table with columns for Regional, National, and Chart positions for Billy Joel's album. Includes sub-sections for EAST, SOUTH, MIDWEST, and WEST.

Donny Osmond Continued

Billy Joel Continued. WEST, MIDWEST, EAST, SOUTH, CHART SUMMARY, NATIONAL SUMMARY, REGIONAL REACH, P1, P2, P3, M, W.

Madonna Continued. WEST, MIDWEST, EAST, SOUTH, CHART SUMMARY, NATIONAL SUMMARY, REGIONAL REACH, P1, P2, P3, M, W.

George Michael Continued. WEST, MIDWEST, EAST, SOUTH, CHART SUMMARY, NATIONAL SUMMARY, REGIONAL REACH, P1, P2, P3, M, W.

NELSON After The Rain (DGC) LP: After The Rain. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

Donny Osmond Continued. WEST, MIDWEST, EAST, SOUTH, CHART SUMMARY, NATIONAL SUMMARY, REGIONAL REACH, P1, P2, P3, M, W.

ELTON JOHN You Gotta Love Someone (MCA) LP: "To Be Continued...". Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

GLENN MEDEIROS / STYLISTICS Me - You = Blue (Amherst/MCA) LP: Glenn Medeiros. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

BETTE MIDLER From A Distance (Atlantic) LP: Some People's Lives. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

Donny Osmond My Love Is A Fire (Capitol) LP: Eyes Don't Lie. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

ROBERT PALMER You're Amazing (EMI) LP: Don't Explain. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

MADONNA Justify My Love (Sire/WB) LP: The Immaculate Collection. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

GEORGE MICHAEL Freedom '90 (Columbia) LP: Listen Without Prejudice Vol. 1. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

Donny Osmond My Love Is A Fire (Capitol) LP: Eyes Don't Lie. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

ROBERT PALMER You're Amazing (EMI) LP: Don't Explain. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

ROBERT PALMER You're Amazing (EMI) LP: Don't Explain. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

MADONNA Justify My Love (Sire/WB) LP: The Immaculate Collection. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

GEORGE MICHAEL Freedom '90 (Columbia) LP: Listen Without Prejudice Vol. 1. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

Donny Osmond My Love Is A Fire (Capitol) LP: Eyes Don't Lie. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

ROBERT PALMER You're Amazing (EMI) LP: Don't Explain. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

ROBERT PALMER You're Amazing (EMI) LP: Don't Explain. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

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Donny Osmond My Love Is A Fire (Capitol) LP: Eyes Don't Lie. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

ROBERT PALMER You're Amazing (EMI) LP: Don't Explain. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.

ROBERT PALMER You're Amazing (EMI) LP: Don't Explain. Regional Reach, P1, P2, P3, M, W, CHART SUMMARY, NATIONAL SUMMARY.



Robert Palmer Continued
KDMB on WBQ 37-35
WEST
PIRATE d-20
KRRZ a
KSSN a
X100 a
KPLZ a
KUBE on

Surface Continued
WZOU 27-25
WJLJ on
WJOL on
WJQQ on
WPGC 25-22

Tony! Tony! Tone! Continued
KSAQ 27-22
KZPR 8-8
KPRR 6-6
KPRR 6-6
KPRR 6-6

2 In A Room Continued
PWR106 9-6
KRRR 15-13
KOTY 15-11
KRRZ 26-24

Vaughan Brothers Continued
WEST
KISN 21-20
MIDWEST
KJ103 19-19
KQQQ 25-24
WKIS 22-22

POISON
Something To Believe In (Capitol)
LP: Flesh & Blood
Total Reports 207 82% Parallel Reach

KEITH SWEAT
I'll Give All My... (Vintertainment/Elektra)
LP: I'll Give All My Love To You
Total Reports 58 23% Parallel Reach

RALPH TRESVANT
Sensitivity (MCA)
LP: Sensitivity
Total Reports 70 28% Parallel Reach

UB40
The Way You Do The Things You Do (Virgin)
LP: Labour Of Love II
Total Reports 209 83% Parallel Reach

VIXEN
Love Is A Killer (EMI)
LP: Rev It Up
Total Reports 70 28% Parallel Reach

WZOU 14-13
K106 15-12
K22Z 15-12
I95 3-3
KIX 106 8-6

WZOU a-30
WJLJ a
WJOL a
WJQQ a
WPGC 21-19

KOTY 18-15
KGGI 17-14
FM102 8-5
Q106 16-10
K106 16-10

WZOU 12-9
WJLJ 12-9
WJOL 12-9
WJQQ 12-9
WPGC 12-9

WZOU 12-9
WJLJ 12-9
WJOL 12-9
WJQQ 12-9
WPGC 12-9

WZOU 14-13
K106 15-12
K22Z 15-12
I95 3-3
KIX 106 8-6

WZOU a-30
WJLJ a
WJOL a
WJQQ a
WPGC 21-19

KOTY 18-15
KGGI 17-14
FM102 8-5
Q106 16-10
K106 16-10

WZOU 12-9
WJLJ 12-9
WJOL 12-9
WJQQ 12-9
WPGC 12-9

WZOU 12-9
WJLJ 12-9
WJOL 12-9
WJQQ 12-9
WPGC 12-9

SURFACE
The First Time (Columbia)
LP: 3 Deep
Total Reports 152 60% Parallel Reach

TONY! TONY! TONE!
Feels Good (Wing/Mercury)
LP: The Revival
Total Reports 166 66% Parallel Reach

2 IN A ROOM
Wiggle It (Cutting/Charisma)
Total Reports 124 49% Parallel Reach

VAUGHAN BROTHERS
Tick Tock (Epic)
LP: Family Style
Total Reports 77 31% Parallel Reach

WILL TO POWER
I'm Not In Love (Epic)
LP: Journey Home
Total Reports 133 53% Parallel Reach

SIGNIFICANT ACTION

WILSON PHILLIPS Impulsive (SBK) LP: Wilson Phillips

Chart Summary table for Wilson Phillips. Regional Reach: E 94%, S 96%, M 98%, W 82%. National Summary: UP 208, DEBS 3, SAME 15, DOWN 2, ADDS 7.

Regional and National charts for Wilson Phillips. Includes station lists for EAST, SOUTH, WEST, MIDWEST, and P1, P2, P3 categories.

Winger Continued

Regional and National charts for Winger. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

STEVE WINWOOD One And Only Man (Virgin) LP: Refugees Of The Heart

Chart Summary table for Steve Winwood. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

Regional and National charts for Steve Winwood. Includes station lists for EAST, SOUTH, WEST, MIDWEST, and P1, P2, P3 categories.

WINGER Miles Away (Atlantic) LP: In The Heart Of The Young

Chart Summary table for Winger. Regional Reach: E 63%, S 67%, M 81%, W 53%. National Summary: UP 118, DEBS 16, SAME 20, DOWN 1, ADDS 13.

Regional and National charts for Winger. Includes station lists for EAST, SOUTH, WEST, MIDWEST, and P1, P2, P3 categories.

AFTER 7 Heat Of The Moment (Virgin) LP: After 7

Regional and National charts for After 7. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

JUDE COLE House Full Of Reasons (Reprise) LP: A View From 3rd Street

Regional and National charts for Jude Cole. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

DEEP PURPLE King Of Dreams (RCA) LP: Slaves And Masters

Regional and National charts for Deep Purple. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

DEPECHE MODE World In My Eyes (Sire/Reprise) LP: Violator

Regional and National charts for Depeche Mode. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

CELINE DION Where Does My Heart Beat... (Epic) LP: Unison

Regional and National charts for Celine Dion. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

JOEY B. ELLIS & TYNETTA HARE Go For It (Heart And...) (Bust It/Capitol) LP: "Rocky V" ST

Regional and National charts for Joey B. Ellis & Tynetta Hare. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

GUY I Wanna Get With U (MCA) LP: The Future

Regional and National charts for Guy. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

HI-FIVE I Just Can't Handle It (Jive/RCA) LP: Hi-Five

Regional and National charts for Hi-Five. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

BILLY IDOL Prud'g Blues (Chrysalis) LP: Charmed Life

Regional and National charts for Billy Idol. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

CHRIS ISAAK Wicked Game (Reprise) LP: Heart Shaped World

Regional and National charts for Chris Isaak. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

JAYA One Kiss Per Minute (RCA) LP: Jaya

Regional and National charts for Jaya. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

JOEY KID I'm Not In Love (Atlantic) LP: Joey Kid

Regional and National charts for Joey Kid. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.

LL COOL J Around The Way... (Def Jam/Columbia) LP: Mama Said Knock You Out

Regional and National charts for LL Cool J. Regional Reach: E 83%, S 85%, M 83%, W 69%. National Summary: UP 170, DEBS 13, SAME 16, DOWN 0, ADDS 4.



T O U R  
D A T E S

N O V E M B E R

D E C E M B E R

- Ft. Wayne, IN
- Richfield, OH
- Auburn Hills, MI
- Indianapolis, IN
- Evansville, IN
- Rockford, IL
- Cedar Rapids, IA
- Bloomington, MN
- Madison, WI
- Omaha, NE
- Ames, IA
- St. Louis, MO
- Kansas City, MO
- Tulsa, OK
- Manhattan, KS
- Sacramento, CA
- San Francisco, CA
- Long Beach, CA

THE  
NEW  
SINGLE  
AND  
VIDEO

# “MONEY TALKS”

FROM  
THE  
NOW  
PLATINUM  
ALBUM  
THE RAZORS EDGE

## AC/DC



MORE TO COME



CHR NATIONAL AIRPLAY®

P1

P2

P3

Table with columns LW, TW and list of songs for P1. Includes entries like MARIAH CAREY/Love Takes Time, VANILLA ICE/Ice Ice Baby, etc.

57 REPORTERS

Table with columns MOST ADDED and HOTTEST for P1. Lists artists like JANET JACKSON, STEVIE B, etc.

Table with columns LW, TW and list of songs for P2. Includes entries like MARIAH CAREY/Love Takes Time, ALIAS/More Than Words Can Say, etc.

116 REPORTERS

Table with columns MOST ADDED and HOTTEST for P2. Lists artists like JANET JACKSON, STEVIE B, VANILLA ICE, etc.

Table with columns LW, TW and list of songs for P3. Includes entries like ALIAS/More Than Words Can Say, MARIAH CAREY/Love Takes Time, etc.

79 REPORTERS

Table with columns MOST ADDED and HOTTEST for P3. Lists artists like JANET JACKSON, STEVIE B, POISON, etc.

PERFORMING WHERE PLAYED

Table with columns Artist/Song/Label, Reports, Report %, Conversion %, Top 15 %. Lists artists like BILLY JOEL, CHEAP TRICK, etc.

Note: See Parallels for a complete picture of station activity. New records with large add totals won't show in Performing Where Played until those adds convert to chart numbers.

PERFORMING WHERE PLAYED is a weekly listing of those records in New & Active and Significant Action which have a total of 25 or more reports with at least 50% of the airplay converted to chart that have not lost more than 5 stations from the previous week's total airplay.

NEW ARTISTS

Table with columns Rank, Artist/Song/Label, Reports. Lists new artists like 2 IN A ROOM, CATHY DENNIS, etc.

New artists have not yet had a CHR Breaker.



# GEORGE LAMOND



Their breakthrough power ballad,  
generating massive radio excitement...

## NO MATTER WHAT

38T-73603

"This song will break George LaMond nationally.  
Another ballad. Another hit."

Kevin Weatherly, Q106/San Diego

"There is definitely not a shortage of ballads today.  
But one will not be left out... No Matter What. This  
is George's strongest record to date with a much  
broader appeal."

Hosh Gureli, KMEL/San Francisco

"George LaMond is a core artist for the Killer 'B',  
B96. This duet will be a huge hit in Chicago."

Todd Cavanah, B96/Chicago

"No Matter What is the quintessential ballad  
for Hot 97. Two core artists make up one  
incredible song."

Kevin McCabe, Hot 97/New York

From **GEORGE LAMOND**'s album, "BAD OF THE HEART"  
45488  
Columbia

And **BRENDA K. STARR**'s forthcoming album, "BY HEART"  
epic

**TWICE THE TALENT. TWICE THE SUPPORT.**  
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# D U E T W I T H B R E N D A K . S T A R R

