## / NS / D E:

## NEW FORMAT PERFORMANCE INDEX: ADVANCE LOOK AT NATIONAL TRENDS

Is AC still climbing? Did the bottom really fall out of Easy Listening? What's the top market for AOR? Find the answers to these and many more ratings questions in R\&R's new Format Performance Index, a detailed view of format ratings trends in the Top 30 markets that gives you an early look at national listening patterns.

Page 26

## HOW TO AVOID THE

 FOURTH-QUARTER BLUESChris Beck's back with more timely suggestions to help you generate revenue during the current seles stump.

Page 13


## HISTORY LESSON

"Radio is a gold mine of ideas and watys of doing things from years ago that can work treshly today. cioims Lee Abrams. Among the elements worth resurrecting:

- Numbered playlists
- Sound bites
- Show business values
- Local concert coverage

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## THEY SAY <br> IT'S YOUR BIRTHDAY

They're partying down this week at WLOU/Louisville and with good reason: The station just turned 40 years old. PD Ange Canessa explains how unerring community Involvement is the key to the station's longevity.

Page 48

## LOOKING FOR COUNTRY'S

 MUSIC LEADERSLon Helton asked key Country programmers what stations and PDs they watched for musical guidance. Their answers may surprise you.

Page 53


## RADO \& RECORDS

## Steding Requests Americom Receivership

Lawsuit Alleges Gammon Looting Brokerage

Former Americom Radio Brokens partner Willam Stedling is auking a Texas court to place the brokerage firm in recelverstip to prevent founder Tom Gammon from "looting its assets."
In a lawsuit filed in the state District Court of Denton County, TX. Steding alleges that Gammon has breached hls "55daciary obligation to Americom and its shareholders." Steding

## Century Defends KMEL PD Naftaly Against Kickback Charges

Petition To Deny Filed; $\mathbf{\$ 5 0}$ Million Suit Pending

Century Broadcasting President George Collias is defending KMEL//San Francisco PD Kelth Naftaly against charges that Naftaly extorted kickbacks from one of his former employees, and that be eamed under the-table money from a local coscert promoter.
In a petition to deny reneral, former KMEX, music mixer Cameroe Paul accuses Naftaly of acoepting $\$ 10,000$ in kickbacks from Paul's paycheck over a threeyear period. Paut - who's also a San Franciscoarea clab mixer - worked at the DanceCHR station from tse7 to April 30 of this year. Paal further charges that Naftaly

## On The Record

- Former DJ says PD took $\$ 10,000$ in klckbacks.
- Century President calls Naftaly "man of high character." - Industry, recording stars offor support. - FCC says no rules apparently broken.
was paid \$s000 by local coocert promoter Britt Hahn in December 1298 for extra announcements promoting a KMEL/ New


## Continued Growth Predicted For Radio, Record Industries

Trend Reversal: '94 Radio Revenues Forecast To Hit \$12.3 Billion Compared To \$8.4 Billion For Record Industry Although broadcast revenues ruse a modest $3.6 \%$ last year compared to an $18.4 \$$ gain for the recording industry, investment firm Verouls, Suhler \& Assoclates the. is forecasting a reversal of that trend. Using infor-
companies, the New York-based company's elghth annual "Communications Industry Report" predicts broadcast revernues over the rext five years will outpace those generated by record, tape, and CD sales.
mation from publicly reporting
vencrasisee Page 29


Year's Eve party. And Paul also alleges that KMFZL tried to prevent him from woriding in local cluts by not accepting advertising from establishments that hired him as an employee.
RAR has learned that Paul and his attorney Nell Elisenberg, of the San Francisco firm Eisenberg, Axelrod \& Righland er, are preparing a $\$ 50 \mathrm{mil}$ tion punitive damage suit to be filed in Superior Court within the next 30 days against KME1 Century, and Naftaly for wrongful diemissal.

## Wanted Plece <br> or The Action

Paul told RER, "It all started when Keith offered me employ: ment at KMEL, - be felt be deserved a piece of the action for helping to make me a success, Keith originally told me I would make $\$ 30,000$ a year, bot said be could get my salary boosted to $\$ 25.000$ if I kicked some of it back to him. I was raised from $\$ 35,000$ to $\$ 50,000$ in June 198\$ and to $\$ 57,500$ in June 1969 . With each increase, his 'lunch money' also increased up to the point where I was paying him $\$ 100$ a week.
"Our relationship became very strained. To get even, be gave me a baid review following my last increase to $\$ 07,500$. which made no sense at all Then be began aling comments from a listener sugges tion line that were of a negative nature about me.'
Paul said be was fired April 30 for " not being on the cutting edge, yet I had just been featured in a two-page article in D. J. Times noting that I was at the top of my field and the top mixer in the nation.
"My current emploger. Jobn Nady, tried to advertise his new club [The Next Faze] on KMEL. and wasn't permitted to use my name in the spots. Naftaly told Nady that as iceg as I was coenected with the club, no support from KMEEL or any of its jocks would be allowed."
kMELSee Prigo 20
wants unspecified actual and ponitive monetary damages, the appolntment of a recelver, and injunctions blocking Gam: mon from liguidating the company or interfering with Steding's right to compete as an independent broker. Steding reoently formed Star Media, a Dallasbased brokerage firm.
Gammon declined to comment on the suit. On Monday (11/5), his attorneys filed notice that he is seeking to move the case from the local court to the jurisdiction of the U.S. District Court in Sberman, TX for trial. Steding filed the suit in Texas, rather than in Americom's hendquarters city of Whahing ton, on grounds that be was hired and works in the Lone Star State.

AMERICOMSee Pags 29


Mike Phillips
WTMX (The New Mix 102)/ Chicago PD Mike Phillips has resigned after nearly two years with the Bonnevilie AC to become PD at Beasley's Gold-for matted KRTH/Las Angeles. Phillips - who begins his new assignment December 1 - replaces OM/PD Phil Hall, who resigred to form his own consultancy.
VP/GM Pat Norman told R\&R, "Im just happy that we're back together again. Througbout my career Tve al ways been blessed with good PDs, and Mike and I worloed very well together at KFHC [San Francisco]. Mike wanted to come back to the West Coast. we had the opening. and it worked out well for all of us.
" Tm excited about working with Pat Normas again." sald Phallips. "He's the best in the business. KRTH is an excellent facility with a terrific staff, and Beasley Brcadcasting has a cormmitment to win big in L.A. This also gives me an opportumity to renew my association with [consultant] Bill Drake. Bill and I have always had an excellent rapport and understanding of bsose winning formulas in radio.

PHoLupsisee Page 29


## ED FOR IT! [HEART AND FIRE]

 FEATURING JOEYB.ELLISANDTYNETIA HARE THE FIRST SINELE AND VIDEO FROM AND INSPIRED BY THE MOTION PICTURE
featured on tie forticomine bist it/CApital recands cassetit, compact disc and album "Rociy v:"

Loggtime CHR WXGT (sex)/ Colambus became Gold-formatted WCOLFM Monday (11/5), semalcasting with AM sister WCOL as "Cool se AM \& FM. All Oldies All The Time." Several air personalities from the old format have been let ga. And Rob Ellis, morning man at Great Trails sister Gold cotlet WING/Dayton, has signed on as OM/morning man.
Under the supervision of consultant Pete Salant, the station will feature masic from the late Sos to the early "os, with an emphasis on the "Big Chill" era. 92X PD Tom Gilligan will stay on to handle afterncons, MD Bill Mitchell will hast the 1-tpm shift, WCOL (AM) night personality John LaPolla will now handle nights for both outlets, and ex-WING air personality Jason Roberts will helm late-nights

## RCA Taps A\&R Pair

Aldrich Named Sr. VP; Kaufman Sr. Director


Jeff Aldrich
Former Chrysalis Sr. VP/A\&R Jeff Aldrich has assumed the same post at RCA Recoeds, Concurrently, RCA West Const Director/A\&R Beanett Kaufman has been upped to Sr . Director/A\&RR.
BCA President Joe Galante commented, "Jeff's past experience wil be invaluable [toward] increasing our presence in the contemporary marketplace. He's a strong leader and team player who perfectly fits the vision that we've

## Wolfe Elevated To WMIL PD

WMIL/Milwaekee acting PD Kerry Wolfe officially has been named PD of the Sundance Country outlet. He succeeds Kevis O'Neal, who left for a similar post at WSM-FM/Nashville.
WOKY \& WMIL VP/GM Brian Ongare told R\&R, "Kerry has done an excellent job since joining us over a year ago and has demcerstrated an ability and willingness to take on additional challenges. We're thrilled to be able to promote somecoe with Kerry's country masie background from within our arganization"
"It's a great honor to be given the opportumity to program one of the top Country stations in the US," said Wolfe. "There's a great management team axd dedicated employees here, I learned from coe of the best - Kevin O'Neal and my goal is to step in and keep tiings rolling." He added that he'll WOLFE/Ses Page 22


Rob Eltis
(9pem-lam). Ainstaffers who have exited include morning men Tom Kelly \& Bill Russ, midday personality Jom Zellner, afternoon driver Blake Thunder, and night rocker Geronima

WCOU/See Page 29


Dan Howe

## Howe Set As KRFX VP/GM

Jacor has elevated KRFX (The Fox)/Denver GM Don Howe to VP/GM at the Classic Hits cotlet He was promoted from GSM to GM last year.
Jacor Co-Exeec. VP/COOS Rlobert L. Lawrence and Randy Michaels issued a joint statement explaining the move, "Last week we received two articles: one from the Rocky Mountain News that clatmed the Fox lost cene million dollars, the other from the Denver Post claiming the Fox made some money. It was too close to call, so we decided to give Don the benefit of HOWEISee Page 22

Casey Named WJQI VP/GM


AI Casey
CHR WXLK (Kse)/Roanoke VP/ GM AL Casey is transferring to Coleman sister AC WJQ1 (Joy 95)/Norfolk as VP/GM. Casey replaces John Meen, who exited for crosstown WMXN as GM.
WXIK and WJQI owner Aylett Coleman told RER, "We're always excited to promote from within. Al thas done a woederful job in RoanCASEY/See Page 29

## EMI Appoints Two Execs

Lieb Now West Coast VPIA\&R; Gillespie Dir./Alternative \& Dance
EMI has recruited Disney Direc tor/Music-Theatrical Mitchell Lieb as West Coast VP/A\&R. Concurrently, the label has promoted Associate Director/New Music Promotion Geordie Gillespie to Direetor/Alternative \& Dance Promotion. Lieb will be based at EMI's Hollywood offices; Gillespie will work out of New York.
"Mitchell is a driven, talented. and resourcefal all-around executive, musician, and expert film music man," said VP/A\&R, Staff Producer Ron Fair. "We're delighted to have his energy and passion"
"Geordie is ooe of the hardest working and most dedicated members of my staff," noted Sr . VP/ Promotion Jack Satter. "He's a


Mitchell Lieb
true connolsseur of the new music and dance scmes."
Lieb told RAR, "It's my distinet honor and pleasure to foin the EMII EMVSee Page 26

## NOVEMBER 9, 1990

## BROADCASTERS BLAST INDECENCY BAN

A coalition of media industry and civil rights groups - including NAB, CapCities/ABC, CBS, NBC, NPR, RTNDA, and the ACLU has filed a legal brief criticizing the FCC's proposed 24 -hour indecency ban. Details in Radio Business.

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CONTEMPORARY JAZZ HIGHLIGHTS













## Johnson New GM At WPET \& WKSI

WKQB/Charleston, SC VP/GM Chris Johnson has resigned from the Trldent Communications CHR to become GM of Bahakel Communications' Religious/CHR combo WPET \& WKSI/Greensbora. He replaces Roger Matney, who left the company.
Bahakel VP/Radio Reggie Jordan told R\&R, "Chris Jokinson and I have been talking since February about a rumber of situations. When this opening became avallable, I thought he'd be the natural fit with his CHR background. Chris has the leaderskip abilties to take WKST and WPET back to the top."
"Bahakel has made a commitment to [WKSI] and plans to make it a wirmer in this close battle with crosstown CHR WKZL." said Johrison. "While I'm very enthused about my new poot. WKQB is a great statico and I'll truly miss all the professionals I've worked with in Charleston"

Prior to his 18 mooths at WKQB, Jchnson was VP/GM at WLZT/ Charieston, WV and Group Marager for Ashtabula, OH-hased Radio Enterprises.

## DIRECTS RAP

## \& ALTERNATIVE Bailey

 Joins MCA

Brute Bailey
Priority Records National Pro motion Director Brute Balley has been appointed MCA National Pro motion Director/Rap \& Alternative Music, Black Music Divixion.
"We're fortunate to be able to bring a person of Brute's caliber to our family." remarked MCA Sr. VP/Promotion \& Marketing, Black Music Division A.D. Washingten. "He has such a wide variety of experlence He not caly understands the incer workings of rap masic on the street, but also has the necessary knowledge it takes to get rap played on the radio."
Bailey told RAR, "T'm enthasiastle about my new position and lock forward to serving MCA in the rap arena, which deserves upclose and professional attertion"

Bailey began his music career in 1978 as a PD/air talent at several stations, including WYLD/New Orleans and WDJY/Washington. His background also includes a tour of duty as Island Records' East Coast Regional Promotion Manager.


Wendell Greene

## Greene Giant <br> A\&R Exec

Giant Records has selected Delicious Vlinyl National Promotion Director Wendell Greene as an ASR exocutive at the label.
"Wendell is a rising young star on the record scene," noted Glant owner Irving Azolf. "We're proud to welcome him."
Greene added, "Tm thrilled to be part of the Giant team. I know we'll be on the cutting edge of what's happening musically."

## Mitchell Upped To WTQR PD



## Dale Mitchell

WTQR/Winston-Salem APD/ morning co-host Dale Mitchell has been named PD for the NewMarket Country outlet. He succeeds Les Acree, who assumed the WIVK/Kioxville OM post last September.
NewMarket Group VP and WNOEAM \& FM/New Orleans VP/GM Tom Kennedy said, "Dale has proven his loyalty and dedication to this company. We're happy to proenote from within, something we always want to da."
Mitchell told R\&R, "It's a tremendous challenge to step up and make a mark when following a legendary programmer like Les Acree. But I feel there's still some potential for growth and for WTQR to be an even more dominant factor in this market. I have all the respect in the world for Tom, [Group PD] Jay Phillips, [WTQR GM] Howard Neemens, and the great team bere at TQR. A PD couldn't have a better opportunity than to be in the chair T m in now."
Mitchell joined WTQR as APD/ moming co-host three years ago foilowing on-air stints at WSM Nashville and WMC/Memphis. His programming experience includes Little Rock stations KMYO-FM and KXIR.

## WB Appoints Quartet In Black Music Restructuring

Linton, Williams Co-National Directors; Grant, O'Neil Promo Managers

As part of a restructuring of its Black Music Division, Warner Bros. announced that David Linton has been appointed Reprise CoNational Director/Promotion, while Hilda Williams was named WB Black Music Co-National DFrector. Northern Markets. And Jeff Grant and Gary O'Neil have been tapped as Northeast Black Music Promotion Manager and West Cosst Black Musie Promotion Manager, respectively.
Warmer Bros Sr. VP/Black Music Marketing \& Promotion Ray Harris stated, "A look at the collective experience of David, Hilda, Jeff, and Gary make them the obvious choices for these key posts. Add to that their proven energy and enthusiasm, and you have a topnotch promotion lineup."
Linton served as GM and PD for

## McCartney Goes WAPE As PD



Jeff McCartney
Jeff McCartney, PD at Great Ameriean CHR KROY/Sacramento. has accepted the PD post at Evergreen Media CHR WAPE/Jack. sonville, beginning November 12. McCartney succeeds Bill Pasha, who resigned to become PD at KRSR (Star 105)/Dallas.

WAPE President/GM Mark Schwartx told R\&R, "Notwithstanding Jeff's golf game, we felt be could use the extra practice co the Sungrass courses We also think betl do a heck of a job programming here. Jeff grew up in the area and has an intimate lonowledge of the people's mindset. The 'Big Ape" was also one of his earliest radio inflocmoes. There's no question that Jeff's programming expertise and his flatr for the imaginitive made him a strong choice."

McCartncy suid, "The situation tits me like a glove - the majority of my 23 years in the business have been in the Sauth I love the city of Jacksonville, the station, and the company. Evergreen Media has tremendous potential for growth, as does WAPE and my goif hand:cap. Mark guaranteed he could shave ten strokes off my game in a month. ${ }^{\text {b }}$
MoCartney's track record inclades stints as OM at KTFM/San Antonio, PD at WMMS/Cleveland, MD at KSD-FM/St. Loais, and MD/afternoons at Wext-FM/At lanta. A replacement for him in Sacramento has not yet been anmourced.


David Lenton
WSHA/Raleigh and WRUSFM/ Elizabeth, NJ before joining WB in 1868 as Southwest Regiomal Promotion Manager, later advancing to West Coast Black Music Promotion Manager. Walliams began her mavsle career at RCA as A\&R Account Marager. She then served as Northeast Regional Promotion Manager for RCA. PolyGram, and Cap-


Hilda Williams itol.
Grant, most recently PD at WNHE/New Haven, has also beld programming poots at WUFO/Buefalo and WDRX/Rochester. O'Neil formerly RCA's West Cabst promotion rep, was an air personality at Los Angeles outlets KJLH and KGFJ and served as PD/MD at XHRM/San Diego.

## - $1 \times 1$ FJ




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Paragon Research The Research Company of Choice

## Broadcasters File Legal Salvo Against Indecency Ban

The FCC's proposed 24-hour ban on broadcast indecency has come under familiar fire in a legal brief filed in a federal appeals court by a coalition of media industry and civil rights groups.
According to the 17 -member Action for Casidren's Television coalltion, a blanket indecency ban would unconstitutionally limit adults to hearing celly that material deemed fit for children, and give government the right to decide what minors may bear and see - a role traditiocally reserved for parents. In addition, the group argues that a complete ban on indecency would interfere with broodcasters' abality to portray contemporary life.

The Constitution does not require political, social, and artistic

Sen. Jesse Helms (R-NC), has been con a court-ordered hold since Jara ary 1989 pending a ruling on the law's constitutionality from the U.S. Court of Appeals for the District of Columbla.
The FCC's brief is due December 5. In a recent report supporting the 24 -hour ban, the Commission argued that it has a compelling in terest in protecting chibitren, sigs nificant numbers of whom are in the broadcast audience around the clock. Oral argument in the case is scheduled for January 28 .

Among the members of the ACT coalition: NAB, Infinity Broadeastling. Capital Cities/ABC, CBS, NBC, National Public Radio, the Radlo-Television News Directors Association, and the ACLU.

## Sikes Supports New Technology

FCC Chairman Stops Short Of Backing DAB At Annenberg Seminar

FCC Chairman Al Sikes declared his support for new technologies and said the U.S. will be pushing spectrum innovations at the 1992 Worid Administrative Radio Conference in Spain. But he avoided saying whether digital audio broadcasting - or any other specific technology - has his backing.

The FOC wants to encourage innovation," Sikes told a Mcoday (11/5) semiras of the Annenberg Washington Program, which
studies commanications policy issues. He sald Congress has indicated a desire for the FCC "to tilt in the direction of technological ad vances."

Sikes identified DAB - "sound broadcasting from satellites, as it is known" - and personal coemmunication networks (an advaneed form of cellular phones) as key spectrum issues for WARC-92. So where does he stand on them? Attendees were ready to pelt him with questicens when Sikes bowed

Continued on Page 10

## FCC Action Could Sink Gammon Move-Ins

In an action that could shatter former broker Tom Gammon's dreams of building a back-door radio empire, the FCC this week was expected to tighten and clarify its rules on when and how broadcasters may move stations to a new town.

The new rules were to be issued at a Tharsday (11/8) open meeting at which the Commission was scheduled to reconsider an April 1989 decision that allowed broadcasters to change their community of license without opening themselves to challenges from competing applicants.
According to ane scurce, the FCC plans to "correct itself: not go back to square coe, but maybe to square three. If'll still allow moves that are conslitent with its overal allocation plan, not a plan that says every station in the country should be licensed to New York City."
Such a tightened policy, observers agree, is likely to scuttle Gammon's propoeal to move three radio stations from rural small towns to communities located closer to large markets. The most controversial of thoee movelins is his plan to shift WHMA-FM/Annistoo, AL to the Atlanta suburb of Sandy Spring. GA, a distance of some 90 miles. That move was fiercely opposed by the radio itdustry and helped focus attention on the question of whether the community-ol-license nule changes were being abused.
In a reference to the Anniston move, one FCC insider said: "TThe geve rules) won't stoe all station
moves, just those sham moves from small towns to the suburbs." If Gammon's move-ins are thwarted by the rules change, his Crown Broadcasting will have seriously overpald for two stations be hopes to move: WHMAAFM ( 57.5 million) and WKKJ/Chillicothe, OHI ( $\$ 3.85$ millica), which be
wants to shift to Columbus Gammon declined to comment on the impending decision or what it might mean for his company.
The Commission also is expected to issue a new set of rules that address broadcaster complaints about abuse of FM translators. The bew rules are expected to tighten translator technical standards, bar them from originating programming, and impose limits on their funding - all in an effort to prevent translators from becoming a de facto low-power FM service.


SPEAK UP - Durhg the closing Iuncheon of the National Alack Medie Coaltion's 17 th annual medla conference ( $11 / 3$ ). Quincy Jones critictred the forelgn acquistion of American record compenles and movie studlos as an ominous development for minorty hrolvement. "The doors we've been knockhy on for so long may soon coen into emply housex. And the plece of the Amevican flag we've been trying to secure may not be American property at al." On the upside, sald Jones, blacks hive someching the Japanese and other nacions desperately want - a unicue music, culuve. Japanese and osher nacons desperatey wase - a tinique music, cueve.
and Afestyle. "They can imitate a fot of things, but they can' imitaie us." According to NBMC Chwiman Plurla Marshat, roughly 1000 people attencled the four diay conference, which also featured appearancea by actor Lou Gopsetf dr. And FCC Commisaioner Envn Duggan. Marshaf said NBMC ieaderthp has resolved to teke a more active stance in staking out a minovity role in such new fiolts as dipted radia. Taldhg a break, Marshaf and Jones Sank WOL \& WMM.W.Washington owner Cathy Hughes.

## Steding's Gold Rush At Americom

So how sweet was Bill Steding's financial deal with Americom Radio Brokers? The details are now public, since he has slapped brokerage founder Tom Gammon with a shareholders lawsuit.

According to sult extibits, Steding was enchoyed in April 1987 it a base seliry of $\$ 50,000$ plus a $\$ 100,000$ draw against future commisslons. He was to receve $40 \%$ of brokerage commissions up to $\$ 1$ milion and $50 \%$ of all commissions thereatier. He recelved a $\$ 15,000$ relocrition aflowance and was etpible for bonuses every siex months. Americom also acreed to cover af of this expenses and benkrol a $\$ 200,000$ annuil conpany promotional budget.

Ater $\$ 1$ milion in brokernge commissions were genenated, tee was enstied to "an inital Americom ownership plece of $2 \mathrm{~K}-5 \mathrm{~K}^{\prime}$ as a borus wit still more equily avalitble for purchase. Steding eventualy ended up wh $15 \%$ of the trokernge.

There were linits. Gammon refused to pick up the tab for any cho memberships or portablo cellitar phones. And what wass Stiding to detvier?
-Our expectusion of your that you continue to stive to be the best in your fold and that you, with some help. lead our company to domination of the rado staison brokerege arena," wrote Gammon.

By my calculations, besed on Mis 1988 track record of over $\$ 935$ milion in depls and assuming Avericom pot at least a 1 N commisaion Steding may have pocketed nearty $\$ 3$ milion last year alone.

Americon colosed iss DC offices list week. Brokers Peter Hendy and Pael Leonard are stil negotatng financial settements, while Jotn Frankhouser hes atready returned to Lubbock, TX. Look for most - i not at - of these players to join Steding's new Star Media brokerage. One who wor't be trokking to Datbs is broker Ed Klernan. The former WCBSNEw York VP/GM is searching for station management opporbuntes.

## Neuharth Welcomes Alien Ownership

8
on
AlS it time for Uncle Sam to lit alien ownership restrictions on U.S. broadcasting? Gannett Foundation Chairman Allen Neuharth thinks so, and he's sounding a clarion call that an infusion of foreign cash might do more good than harm for American meda.

We at should be loss afraid of being feeced by foreign investors and more recteptive to being fed and nocurished by them," Necharth suid last week daring a Washington conference on Exstern Europe brovdowsting opporturites. dust as the Berle Wat came down, the insisted irs importart to break down berriers so capitic cin flow freely to create strong, indeperdent global meda compenies.

There are no longer any foreigners. Were al nelghbors in a nuge globel vilage. The developing free market econorny worldwide and a totity free press are absolutaly depencent on each other," he added.

Financial Woes Continue For Tak, Jacor

VIrginia broadcasting entrepreneur Sharad Tak has unti Friday ( $11 / 9$ ) to come to terms with his bankers or face federal court action to place his Tak Comrmunications into recelvership.

Bank of New England and other lenders have twice agreed to ontweek delays of an Alexandta, VA count hesring on treik recelveratip request and insiders sny a deed is close. At stake is the Ahure of WUSUPhiladelphla, WJOYMMiaml and several TV properties.

The benks chaim Tak has detauitid on $\$ 176$ milion in senior loans. Ao earler dea, which they clium Tak backed out ot, would have made subordrated creditors rade 564 milion in notes for a $45 \%$ equity stake in the chain.

- Noteholders of another financlatly troubled broadcaster - Jecor bive agreed once soin to be patent. The company says it has obtained still another catension of the deadine for making interest paymerts - this time until November 12 - as debt restructuring taks continue. Meonwhlle. focor has announced a $\$ 2.8$ milion loss for the third quarter even though cash flow horeased $19 \%$ to $\$ 6.2$ milion over the same period last year.
- United Press international is slashing the sadivies of mamagers and employees by $35 \%$ for 90 diays, as perent infotechnology cortinues to search for buyers. UPI brase say the whe service and rado network we plarning a rate incrosise to holp generate cach


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## TRANSACTIONS

# Confer Connects On \$2.1 Million Altoona Combo 

Susquehanna Deals Dallas AM To Greystone For \$2 Million

## Deal Of The Week:

WFBG-AM \& FM/Altoona
PRICE: $\$ 2.1$ milion
TERMS: Asset sale, including noncom: pete covenant
BUYER: Radio Altoona Inc., whose principal owners are Kerby Confer and Carol OLeary. Conter's Keymerket Group owns KFON \& KKMS/Austin; WWL a WLMG/New Orloans; WHGB a WNNMKMarrisburg. PA; WOOZ a WRVRMMemphis WILX a WKRZ Wilkes-Barre: WEZCICharlotte: WQSF/Willamsburg, VA; and KFFQ San Bernardino.
SELLER Emplre Aadio Partners Ltd. houded by Preeident Dennis tereel FREQUENCY: 1290 ktz ; 98.1 MHz POWERE 6 kw diay 11 kw right: 30 kw at 1020 feet
FORMAT: AC: Booveh
BROKER: Frank Bogle a Company

## Arizona

## KPGE \& KXAZIPage

PRICE $\$ 100,000$
TERMS: Asset sele for $\$ 20,000 \mathrm{cash}$ and promissory note for $\$ 80,000$. At monies are payable to the Home State Bank of Colondo
BUYER: Lake Powell Communications Ine, owned by Robert and WillaDon Holmes and Janet and John Daniel Brown of Page, AZ; David $\downarrow$ Ports of Lakewood, CO: and 1 . Lawrence and Mary K. Pozzi of Dublen, OH. The Browns and Ports own KVLEGunnison, Co. Mr. Pozzi is Chlef Enginear of WCMHTVIColumbus, OH
SELLER: C. Edward Stirman of Fort Coltes, CO, trustee for the tenkruptcy estase of Stephen Q. Paranto, dbla

## Stephen's Shoe Galley and Paranto Broadcasting

FREQUENCY: 1340 kHt : 93.5 MHz POWER: $1 \mathrm{kw}, 1.16 \mathrm{kw}$ at 477 foet FOAMAT: These stations are dark

## California

KSCOISanta Cruz PRICE: $\$ 600,000$
TERMS: Asset sale. The buyer has the option of poying all cash or bringing about a property oxchange under tax code section 1031 , with cash and property vatue totaling $\$ 800,000$
BUYER Michael L. Zwerling of La Selva Besch, CA. He is a licensed real estate broker.
SELER: FullorNeffrey Broadcasting Companies Inc., headed by Robert F. Fuller of Secramento and Joseph N. doftrey of Senta Crie, CA. They also own KRCX \& KRXQ/Rosevilie (Sacramentel, CA: KFMF/Chico, CA; KHOP/Modesto, CA; KSRO a KHTTISanta Rote-Heqldsburg, CA: KJYY-AM \& FMUDes Moines-Ankeny, IA; WBLMPOrtland, ME; and WOKQ Dover, NH. Theyre in the process of accuiring KHRAMMarlposs, CA and KMCEIRancho Cordova, CA
FREQUENCY: 1060 kHz
POWER: 10 kow day 55 kw night
FORMAT: News/Tak
COMMENT: The FM haf of this former combo. KLRS (now KDBQX was sold 10 Viscom for $\$ 5.75$ milion in May.

## Florida

## WLVSILake Worth

PRICE: $\$ 23,450$ for $51 \%$
TERMS: Ifra-famly stock swle over a two-year period. The seter is making arnual gits of $\$ 6862.50$ to esch of the buyers, his sons, which they we use to make payments so thek father. BUYERS: S. Knox Phillips and Jerry L.

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Phillps of Memphis, incressing their partnership stakes in Gold Cosst Broadcasting Company to $50 \$$ each They also own controlling interest in WSEM a WQLTFIorence, AL. SELLER Sam C. Phillips of Memphis. seting his entre $51 \%$ partherstip in terest
FREQUENCY: 1300 kHz
POWER: 1 kw dintimer
FORMAT: Rolpious

## WGUF/Marco

PRICE: $\$ 216,000$ for $51 \%$
TERMS: Stock sade. The buyer has acquired $49 \%$ of the voting stock, ples norvoting stock effectively giving him $90 \%$ equity interest, in retam for his expenses in constructing the station. Now trat the sation has begun trond. casting. the buyer is exercising tis opSon to purchase af remaining stock The seler is to recelve $\$ 50,000$ under an employment contract and $\$ 150,000$ under a promissory note at $10 \%$ aroud interost, with arrual pay ments of $\$ 60,000$ begining one year from cloting. in addtion, the buyer is paying $\$ 15.000$ of the selber's attorneys' fees and other expenses related to tis ransaction.
BUYER: Naples Broadeasting Corporatice, owned by Marahall W. Rowlend Sr. of St. Augustine, FL. He abso has interests in WALASt. Mary's, GA; WBGAWaycross, GA; and WICX:Leesburg, GA. He is an acplicint for a new FM at Live Oak FL.
SELLER: Fred M. Wood of Marco keland, $F \mathrm{~L}$, seling tis remising statbe in Emerald Seo Brosdezating Inc.
FREQUENCY: 92.7 MHz
POWER: 3Kow at 328 foet
FORMAT: Courty
COMMENT: The FCC in Jaruary 1989 issued an order grarting a CP to Rowland who wis not an originad ecplont for the station but puid a total of $\$ 1,008,330$ to all applicants for their dismissal agreements. Construction was nouly complete in Fotruary 1990, when tive FCC reversed ts earlor decivion and roturned the cave to active hewing stays. Emerwd Sea's acplication was granted in March 1990 and all other spplcations were dismissed tor talure so procecute. Rowtand ucpented the Comenestion's riling to the U.S. Court of Appends for the District of Colimbia in June 1990. In August, the partes agreed on this transaction, whereby Emprad sea chunged is CP to the faclity. Alowtend had atready bult and agreed to this two-step save.

## WLTG/Panama City

price 3212.220
TERMS: Asset sse by assumption of diet and detinquest scocrued interest awed to Security Federal Savings Bank of Panama Cis, RL.
BUYER Hour Group Broadcasting Inc., equaly owned by J.W. Hont of Panama City, FL: Bill A. Corbin of Blounstown, FL: A.O. Whitahurst do.

# Deals So Far In 1990: \$1,076,291,253 

Total Stations Traded This Year: 1144
This Week's Action: \$7,717,989
Total Stations Traded This Week: 22

\author{

- Deal Of The Week: <br> - WFBG-AM \& FM/Altoona, PA \$2.1 million
}
- KPGE a KXAZPPge, AZ $\$ 100,000$
- KSCO/Santa Cruz, CA $\$ 600.000$
- WLVS,Lake Worth, FL $\$ 23,450$ for $51 \%$
- WGUFMAareo, FL $\$ 215.000$ for $51 \%$
- WLTCFanama City, FL \$212,220
- WMVG a wKZAMMilladgevilio, QA $\$ 450,000$ for $72 \%$
- WMAKKLondon, KY \$125,000
- WYRE a WBEYIARnapolit-Qrascavilis, MD $\$ 1.15$ milion
- WTIO-AM A FM CPMManlatique-Gulliver, Mt $\$ 150,000$
- WRDC I WOAZBoytecleveland, MS $\$ 50,000$
- KSWWALurora, MO \$118,200
- WETCFWendellZZebulon, NC $\$ 274,119$
- KUFIDallas $\$ 2$ milion
- KYKMWWintield, TX \$150,000
- WLOGLogan, WV No cogh corgideration
of Vernon, FL; and Clarence Gay of Lym Haven, FL
SELLER: Falth Broadcasting Oeneral Partnership, owned by Clarence and Peggy Gay and Carton Dupger Sr. FREQUENCY: 1430 kHz


## POWER: 5 kw

FORMAT: Contemporary Ciristan

## Georgia

WMVG \& WKZRNMilledgevilie

## PRICEI $\$ 450,000$ for $72 \%$

TERMS: Stock sale for promissory note at $9 \%$ interest over 15 years: $\$ 100,000$ of the purchase price is arlocated to a nonocmpete covenant BUYER: Dale Van Cantlort of MP ledgeville, GA, increasing his stake in WMyG Inc. to $100 \%$. He also has an interest in WCAM \& WPUMCamdon, sc.
SELLER: Gary M. Davideon of Cesssatt, SC, selting his $72 \%$ stock interest. He has intorests in WLOP a WIFO Jessup, GA; WDKD \& WWKTKKIngstree, SC; and WCAM \& WPUBCCamden, SC.
FREQUENCY: $1450 \mathrm{kHz} ; 102.3 \mathrm{MHz}$ POWER: $1 \mathrm{kw} ; 3.3 \mathrm{kw}$ at 345 teet FORMAT: NC; Country


## WMAKiLondon

PRICE: $\$ 125,000$
TERMS: Asset sale for cash
BUYER: Glamo Communications linc. owned by James S. Parks and Pielrard K. Strunck of Richmond, KY SELER: HoghosMcore Assoclates tne.
PREOUENCY: 890 kHz
POWER: 900 -wat daytiner
FORUAT: This station is dark.

## Maryland

WYRE \& WBEY/Annapolls-
Grasonville
Prace: $\$ 1.15$ millon
TERMS: Asset sale for cash
BUYER: Vision Broadcasting Com pany L.P. tranaged by oeneral partner

Double D Communications Ine. which is owned by Richard A. Winn of Pottstown, PA and David \& Robkin of Philedetphia. One of the lirited port: ners is Thomas Q. Pless, President of PCA Communications Corporation, Icensee of noncormmerclal WHYY/Bal timors.
SELLER: Anna-Del Broadcasting Company linc.
FREQUENCY: $810 \mathrm{kHz} ; 103.1 \mathrm{MHz}$ POWER: 250 -watt daytmer, 3रow af 328 feet
FORMAT: AC. Country

## Michigan

WTIQ-AM \& FM CPI
Manistique-Guiliver
PRICE: $\$ 150,000$
TERMS: Asset sole for $\$ 100,000$ cash and the certicate of ste to a 1970 Carpenter Motor Home; $\$ 20,000$ of the purchase price is allocated to the FMCP.
BUYER: WSHN Inc., owned by Stuart P. Noordyk of Marne, ML He owns WSHN-AM \& FM/Fromont, ML. SELLER-American Peakes LId FREQUENCY: $1490 \mathrm{kHz} ; 94.7 \mathrm{Mes}$ POWER: 1 kw : 100 kow at 489 feot FORMAT: AC

## Mississippi

## WRDC \& WQAZI

Boyle-Cleveland
PRICE: $\$ 50,000$
TERMS: Asset sde
BUYER: Larry Q. Fuss dbla Contemporary Communications, in Allanta based broadomst Brokeoiconsultant. He holds CPs for KOOZJGrest Falls, MT and KWLTWorth Croseet, AR and owns a minority inserest in KIOKIE Dorado, AR.
SELLER: Robert Q. Johinston, trustee FREOUENCY: 1410 kHz : 92.7 MHz POWER: 5 how day/ 1 kw night; 3 kw of 262 foet
FORMAT: These stalions are dark
BROKER: Larry Fuss of Contemporary Communications

Contnued on Page io

## The World's Most Powerful Software For In-Station Research

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## TRANSACTIONS

Contrinued trom Page 8

## Missouri

## KSWMVAurora

PRICE: $\$ 118.200$
TERMS: Asset sule. The buyer is accepting this station and $\$ 150,000$ cash to settle notes totaing $\$ 268,200$ owed him by the seler.
BuYER: Gaten 0 . Gilbert of Demton, TX. He has controlling leserests in KONTIDenton, TX; KWHW A KRKZI Altus, OK; KDXE/Sulphur Springs, TX: KTXJ a KWYX/Jasper, TX: KYFMPBartlesville, OK; and KIOULemess, TX.
SEUER: Aurora Broadcasting Inc., owned by John Mitchell and David Hendris. They also own KELEJAurors, MO. Mithel indvidully owns KNES Falrflield, TX and KLLUHooks, TX. FREQUENCY: 940 kHz
POWER: 1 kow daytimer
FORMAT: Country

## North Carolina

WETCIWendell-Zebulon
PRICE: $\$ 274,119$
TERMS: Asset sale for promissory note at $10 \%$ annual interest, with montly peyments of $\$ 3276$. An escrow deponit of $\$ 10,000$ shall be appled to the payments urtl exhsusted.
BUYER: Triangle East Broadcasting Inc, owned by Harry Lee Welch Jr. of Dufam. He also owns minority interests in WTIKIDurham and WSATISalIsbury, NC.
SELLER: Daystar Brosdcasting Nelwork il Ine.
FREQUENCY: 540 kHz
POWER: Bkw doy/500 wams right FORMAT: Country

## Texas

KLIFIDallas
PRICE: $\$ 2$ mition
TERMS: Asset sale. A cash payment of $\$ 1$ milion is due at closing. including $\$ 400,000$ for a noncompete covenant. A promissory note for $\$ 1$ milion payable over five years will accrue interest at an annual rate of 1 WN for the frat two years, then increase by $\% \%$ every oix months, with inserest-only payments for Be fras six cutrenty poyy ments, procipel peyments of $\$ 50.000$ quarterly thereeter, and a fris principat peyment of $\$ 350,000$.
BUYER: Oreystone Brosdeasting
the., owned by Wililim R. and Susen

Porter Johnseon of Kansas City. They own KNHNKKansas City. Carol Russell ol Kansas City holds an opton to acquire 50\% of Greystone. SELLER: KLIF Company, a subsidary of Susquehanna Radio Corporation, heoded by Chaintan Louls \&. Appel and President Arthur W. Carison. it atso owns WSeA a WARM-FMYork, PA; WARM (AM) A WMOSIScranton-Wilkes-Barre; WAP WIAAtanta; KPLXU Fi. Worth; WFMSIIndianapolls; WRRM/CIncinnati; KFOG/San Franclsco, WGH-AM \& FMNewport Newa, VA; WHVESarasota; and WTKNUPF nollas Park (Tampa). FL
FREQUENCY: 1190 KHz
POWER: 5 kW
FORMAT: The contract spocifes that the station will be broedcassing either an AC format or CNN Heediline Newa at closing. The current News/Tak format and KUF calls are to move to KKWMDallas, which Susquehanna is acquiring for $\$ 4.2$ million (RAR, $3 / 9$ ). B OKER: Ceorge Mcore A Assockates

## KYKM/Winfleld

PRICE: $\$ 150.000$
TERUS: Asset sale for $\$ 10,000$ owsh and the remainder ha a promissory note to be peid over five yeurs at $12 \% \mathrm{an}$ nuel interest. $\$ 30,000$ of tre purchase price is alocated to a noncompete covenart.
BUYER: Parkertill Communications Inc. owned 85\% by Donna A. and Bobby G. Mill of Paris, TXC and $15 \%$ by Olon Q. Holmes of Templo. TX. Holmes is Prosident and $50 \%$ owner of the seter.
SELLER: CMS Medis Group, owned by Gien G. Molmes, Donald Rohde, and 2. Leon 5 mith .
FREQUENCY: 97.7 MHz
POWER: 80 cow at 492 feet
FORMAT: Country
COMMENT: This station was purchased for \$86,000 cush in Fetrusry.

## West Virginia

WLOCRLogan
PRICE: No cash consideration
TERMS: Asset transter by oft BUYER: Southern West Virginis Community College of Logan, WV, a nororoft, public-supported tigher educastonal instution heoded by Prosident Harry A. Boyer.
SELLER Logan Bank and Truat Corrpany of Login. WY
FREOUENCY: 1230 kHz
POWERE 1 kw
FORMAT: Variety

## Ohio Disbars Root

The Ohio Supreme Court bast week formally ended Thomas Root's law career by disbarring the former commurications attomey. In recent months, Ohio native Root has pleaded gulity to federal fraud charges and state securities viciations stemming from his work before the FCC and involvement with the Sonrise Management Services radio investment firm.

Eafler tils year, on the eve of tis federat indctinent. Aoot volumiarly repigned trom the District of Colm. bie ber, the onty other furediction in wtich he wie loinsed to praction.
Lsot month, Root was sectienced
to 15 yoors in priocn after pleading
no contest to securties frexd charges in North Carclina. He is schivalied to bo sentencerd liter this morth in Whahington, DC atter pheading guity to five federal tel onive. inclading frud and firg countorteit documerts with the FCC.

# Civil Rights Groups File Against 41 California Radio Stations 

Forty-one California radio stations have been hit with petitions to deny their license renewals. The FCC filings, by the NAACP and National Hispanic Media Coalition, accuse the stations of dismal performance in minority hiring.

Amorg the stations named in the petitions: KUSC/Los Angeles, KFWB/Los Angeles, KBIG/Los Angeles, KIFM/San Diego, KKLQAM \& FM/San Diego, and KMEL/ San Francisco.
The NAACP, which sought iscense denials for 32 stations, sald: "These stations do not appear to be operating under meaningtul lequal employment opportunity] programs, nor have the stations propoeed meaningtul EEO programs for the coming 1990-1ien renewal term"
"The performance of these 13 stations is an embarrassment to Califorma," said attormey Robert Thompsoa in anscuncing NHMC's first conoerted effort to block Icense renewals. Four stations KMPC $\& \mathrm{KLIT} /$ Los Angeles and KGEO \& KGFM/Bakersfleld were cited by both civil rights groups.
NHMC Cbairwoman Esther Renteria singled out KCRW/Santa Monica for particular criticism. "Since this is a tax-supported, pub-

He commanity college station, its frillure to hise even oxe Hispanic emplogee is intolerable."
KCRW GM Reth Hirschman defended the station's KEO record, saying that two-thirds of the station's last six hirings for its 12 . person staff were women and mnorities. She added, "KCRW has an acting masic assistant who is a Latina and who has served as a paid music consultant to the station for the past five years."
KFSD/San Diego GM Russ Haberie said be hadr't seen the petition yet and wouldn't comment on the NAACP filing against his station. Other GMs were unavallable or hadn't returned calls by RAR's Tuesday (11/8) deadline.

# Broker Proposes Private Rental Of Government Radio 

The cold war is winding down, the world is changing, and media broker Peter Stromquist thinks U.S. government radio stations should change too. His proposal: "The facilities of VOA (Voice of America), RFE (Radio Free Europe), RL (Radio Liberty), Worldnet, and so on, [should be] put up for bid to the private sector."
Officials of the government broadcast agencies were scmewhat taken aback by Stromquist's suggestion, first raised in a National Telecommunications and Information Agency (NTLA) inquiry into the globalization of mass media, At the Board for International Broadeasting. which operates RFE \& RL, spokeswoman Pat Schlueter-Smith said there are "no current plans to shut down Radio Free Europe or Radio Liberty."
Stromquist's proposal could be a moocymaker for the U.S. Treasury. He suggested the stations be
zation, in his view, wouldn't really change the purpose of the breadcasts. He todd RAR, "The messuge is capitalism."
On the domestic front, Stromquist proposed the U.S. permit foreign oumsership of American radio and TV licensees up to a $60 \times$ kevel. (In same cases, foreign ownership can now go as high as 20x.) Stromquist asserted, "Allowing foreign ownership would bring new capital into the industry" and stop the recent price cresion of broadcast properties, as well as retire some of the indastry's bage debt load.
Stromquist recently wrote to FCC Chairman AI Sikes about $\operatorname{lir}$ creasing forelgn ownership limits. Such a move. Strompuist wrote, is a way to "fix up some of the economics of the indistry right now." Sikes has not yet responded.

## Sikes Supports New Technology

Consinued from Page 6
out, saying he wouldn't field any questions while FCC inguirles were pending on the spectrum issues.
At a later sestion, NAB Sr. VP Michael Rau came under attack as being opposed to new technology. "There has to be a balance between existing users and new technology," he said. And Rau wamed that "the broadcast industry is more libely to lose than win ${ }^{\circ}$ at WARC-n, since broadcasters at ready cocupy about $45 \%$ of the usable spectrum below 1000 MHz

Band Proposals
DAB advocates preparing for WARCen have agreed co some issues, but remain divided on exactly how digital radio shocid be implemented in the U.S. Satellite CD Radio, Afrispace, the Sophron Foundation, and Voice of America
agreed Tuesday (11/6) to tell the FCC that a spectrum allocation of 60 MHz is needed for satellite DAB -40 MHz for domestic programming and 20 MHz for international broadcasters, such as the BBC and Radlo Moscow. Strother Commualcations Ine, endorsed the intema: ticral allocation, but said it would support only a limited domestic satellite DMB to serve rural areas. SCI is seeking a 40 MHz allocation for terrestrial DAB.

The five companies also agreed that of the three posaible DAB bands proposed by the FCC, the UHF option (around 750 MHz ) would be best for terrestrial DAB and 1500 MHz would be best for satellite; neither wants 2400 MFHz
NAB representatives partickpated in the panel's meetings, but refused to endorse any DAB pro-
posalk. NAB has the inside track, though, for the US. debut of the DAB system developed by Bur ope's Eurela consortum. Europe an Broadcasting Union Technical Director George Waters told RAR the system will definitely be demr onstrated at next Apri's NAB coovention in Las Vegas SCI Pressdent Ron Strotber has applied to test the Eureka system in Whashing ton and Boston, but Waters said Strother has had only "very pre liminary discussons with Eurcka.

## For The Record

The October 19 lissue of RAR re potied an incorrect comment deedthe souvtiby me NAB tor the FCC's dotal mudo trosocosting inGily. The deadine was extendod only uns novenber 13.


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 <br> <br> "WORLD IN MY EYES"}


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## PART II

# Today's Radio \& Retail Challenge: Weathering The Stormy Fourth Quarter 

In the last Sales Strategy column, I addressed some fourth-quarter challenges facing retailers, focusing on consumer evolution and ways to generate revenue during the current sales slump. This week, FII go over some additional retail challenges - first the period from now until December 18, and then the week before Christmas, when an increasingly high percentage of holiday purchases are made.
To quote several retailers, "The day after Thanksgiving used to be the biggest shopping day of the year. Now it's December 23 ." While it's usually said jokingly, this statement is true, to an extent.
Consumers have been conditiondd to not believe traditional "early seascon loss leaders" - instead, they belleve that discounts will increase the closer the holiday gets.
Bloomingdale's - which started the big discounts well abead of season last year - isn't alone this year. Retail merchandisers and store operations managers are alarmed at the beightened awaresess of today's cossumers. I found this out daring a recent trip to San Franclsco.

## Sale Savvy

One of the city's largest retailers, I. Magnin, was having a $30 \%$ to $50 \%$-off sale on fall and winter tashions the finst woek of October. Out of curiosity, I went in to check out the impact of the signilicant multimedia advertising.
There were practically po shoppers in the store, wtich may prove that cossumers felt the sale was merely a teaser. In other words, if fall and winter fashions are discounted that much now, Just wait until next month!
This phenomenon has become the consumer rule of thumb for virtually all major retail sales events, but the tremendous volume trad:ticoally moved in the fourth gaarter - along with the need to ser-


#### Abstract

"To quote several retailers, 'The day after Thanksgiving used to be the blggest shopping day-of the year. Now t's -3 December 23."


vice the debt load - has retailers especially concerned. (No, radio isn't the only indastry faced with the dilemma)

## Consumer Response

Many retailers are preparing for the crunch by ordering limited quantities of stock and planning ad campaigens that extol the virtues of shopping early, "while supplies last." However, even though this statement is true - stores really won't have major amounts of stock - customers won't believe it, and it won't generate much respocse. Another strategy many retrilers are using involves the creation of a war chest and "dramatic savings" ads designed to break the weekend after stores don't hit budget. These are the two main strategies for retailers this season.
However, there are other ways to generate response during the boliday preseasca These involve a combination of instore coordination, targeted copywriting, and onganixing the retailer's time management efforts. Using these activ-

## By Chris Beck

ities not ochly will enable you to reap orders, they 'll also belp you to foster valuable relationshipa.

## Convenience Pays

Ove of the prime ways to get today's consumers to prirchase earlier in the selling cycle is to use the premise of coestop shopping in a certain department. This provides shoppers with a turnkey method of accomplishing a great deal in coe visit:
A succersful plan invofives working small-ticket iterns in a specific department, sach as cosmetics, For example, you could promote lunch-hour or afterwork sbepping for several peciple on a consminer's git list, and pet rackes of-boliday cards in the cosmetics department.

This strategy has worked very well for a myriad of retallers. The key is to have other items available at that particular area. In addition to greeting cards, you might consider offering candy or flowers. Following are some other ideas:

- Prewrapped presents. The secret to the saccess of prewrapped gifts is that the wrapping paper must not give away the store at which the gift was purchased. Coesamers see store wrapping as a negative; "neutral" wrapping should be promoted in the media.
- Free shipping of gifts purchased by December 1. Stores can recoup the minimal cost of standard or secoud-day Federal Express or UPS shipping by setting a minimum purchase requirement or adding the shipping ocests to the retail price. Again, this convenience should be beavily promoted.
- Free product assembly. Almost everyone has had a problem assembling "easy to assemble" products on Christmas Eve. Not


## MEDIASCOPE

## LMC Expands Maalox Radio Ad Campaign

Stamford, CT-based Local Marketing Corp. (LMC) will expand Maalox's radio advertising from 21 to 35 markets in January to further establish its "Maalox Moments" campaign.

The ad campaign assoclates the concept with stressful situations people encounter dalily. LMC plans to incorporate customized local promotions in each market, and will run virtually af of the Maalox spots during morning and afternoon drive time, targoting the $35+$ demo.
ntany consumers want to tackle the chore, which can be done by parttime belp with little supervistion.

## atot mingutid.

"Some stations use mall and shopping area traffic reports for sponsorship opportunities during the two weekends before Christmas."

- Child care. A store or mall that offers child care is extremely coovenient for shoppers. This actually is relatively easy to coordinate with a local chald care facillty, for which a retailer provides the space. Borus: The child care service can pass out discount coupons to parents for future use of its facilities.
- Hetel cross-marketing. Another popular idea is to execute a campaign with a shopping center and a hotel, such as weekend shopping packages with shattle service between the twa. You could include special room rates, mall discounts, and gít ideas, for example.


## Late Motivators

For those who simply can't be motivated to do their boliday shapping before the last minute, the best service you can provide is a vertical schedule that gets the advertiser right up in the cossumer's face.
Tout the retaller as the best cholice for last-minute decistons. This is especially effective with strip centers or free-standing destination retailers who can promote the availability of parking and the absence of crowds.
Some stations use mall and shopping area traffie reports for sponsorskip opportunities during the two weekends before Christmas. Also popular are last-minate weekend sales - by one or more retailers - at nontraditional locatioes, such as botel ballrooms.

Chris Beck is the Prosident of Chrla Beck CommuniceBons, a wales consuitng frm. If you have a question about a cotunn or a topic you'd the to see addressed, by can be resched by phone at (818) 594-0851; by fax at (818) 504-5030; by Prodigy electronic mal at ior SRTNIEA; or by Compuserve at iDe 76066,3334 , Whe to him at 22900 Vertura Bivd., Sute 340, Woodiand Hiss, CA 91364.

## SERIOUS ABOUT MARKETING? Two new books help you win!

THE PUBLICITY YOU DESERVE Up Your Profile: Publicity Tactics for Radio teaches how to turn everything your station does into free coverage. How to use publicity to fill in the gaps between advertising and promotion. How to drive your message home.
This fast-paced text includes: Basics for coverage. Ten-point tactical plan. Anatomy of a press release. Case studies. Story ideas. Photo opportunities Success on TV.
"How-to" checklists.
Written by Shane Media Services for stations who want to maximize publicity.


THE SALES IMPACT'YOU NEED

## Power Selling Tactics is packed with

 techniques for success. "Prospecting tactics. New business leads Making afirst impression. Strategic listening Motivational triggers. Worksheets for planning Checklists for cutting through the clutter to get to closing. Written by Shane Media Services for radio sales people who want to Increase impact and income. Buy this book now. It shows you how to get better customers by being a better sales person.

# Madonna \& Lenny Let Love Rule! 

While co-writing a song for her forthooming greatese hits LP, Madonne and 60s retro-rocker Lenny Kravitz "got the hots for each other" and startod "groping and French kissing' in the comer of a New Yorkrecording studiot
According to the Globe, the 32 yoar-old pop queen and Kravitz were "going at it hot and hoarcy" witle Kravitr's wife. "Crosby" Kod Lisa Bonet, sat at home with their 2-yeor-old doughther.
Our Lady Madorna, incidentally. has been named one of Glamour maguzine's " 10 Women Or. The Year, -It at huppens in the zine's December issue, which'l hit the stands nout Mondey (11/12).

## Sign $O^{\prime}$ The Times

Janet Jackson has sweet-tribed her Ive in lover Rene Ellizondo to sign "a sort of premuptai igreement for singlos" to moold any nasty petimony suits. The Star says Jachson was so rolleved to get Elzondo's signature that she rushed out and purchased him a $\$ 91,000 \mathrm{Mer}$ cedes)

## Short Snorts

- David Cassildy was so selfconscious about heving a female otunt doublo in the movie "Soirt O $76^{-1}$ that he swore everyone inwoh ed to secrecy (Star).
- Adam Antrs former girttriend (and curent "L.A. Law actress) Amanda Donohoe teta this week's Star that ahe'd rather do nabed love sceneo with women tran men be cause "there isnt the seseas pressure on you that there la when yocite fliring with a munt

Toften doesnt have anything to do wth the music itselt, and mars the batling. scokotf part of it - Greps Allman gets behind the Grammy Awards procesa (Foople).


BOWIE TOY - This week's Clobe ays that racher than bemown the loss of bosu Puter Gabviec Alosarna Arquette has taken up with hor "Linguine incldent co-star David Bowifl Ah, but thet doesn't joe whth the Star, which reports the Thin Whto Deike is smitten wth supermodel iman. (No pronunciation jatas. folke.)

## The Good Son

Before joining a corvent, a young staret - who had ategidy been impregrated by Elvis Presley bore a son, whom she gave to the crous to raise. Erser Elvis Aaron Presloy Jr. (his legat namel.
durior, who records for his own libel (Son Records, natch), says he's not asking for arything from the Presligy estate. "ENis has al resdy given me the most precious thing the coudd fave," says the onetime lon-tamer, "Tis voice!" (Star).

RAR doeser inn comic stipa, but we do take a comlo trp each week triough the nation'l consumer magarihes in search of everything from the stibline to the fidculous in musio news. RBA has not vertied any of these reports.

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## TELEVISION

TOP TEN SHOWS
OCT. 29 - NOV. 4
1 Cheers
260 Minutes
3 The Cosby Show 4 Movie (Sunday) (Three Men 3 A Baby' 5 Designing Women 5 Dosigning Wom
Rosceinne (De)
7 America's Funmlost Home Videos
Murdev, She Wrote (Be) 9. Murphy Brown

10 Amerka's Fuaniest People

soure Nation Nese fiseave
 oveo mond Mevierten nown for cos.



## Tube Tops

- Wilson Pickets, Joe Cockor, Robert Palmer, and Arethe Franklin are the thends in AAEs - James Brown And Friends" (Saturday, $11 / 10$. 10.30 pm ), an hourlong concert taped at Detrot's Chb Taboo.

Friday, $11 / 9$

- Oregg Allman, The hside Track Weh Craham Nash(ABE, 10 cm ).
- James ingram, The Tonight Show Starring Johnny Carson" (NBC, 11:30pm).

Saturday, $11 / 10$

- Go-Co's, Lato Noht Weh David Lettorman' (NBC. $12=30 \mathrm{~mm}$ ).
- Martika plays a Lotin rightclub singer who catches the oye of new 'Wiseguy' Steven Baver on the show's two-hour season premiere (CBS, 9pm). Scel 7 appear in the next four episcopes as wol.
- Maxi Priest, "Big Break" (syndicated; check locd listings for station and ar time).
ings World Party. "Saturday Noht Uve" (NBC, 11:30pm).

Monday, 11/12

- Tifteny guest stars on "Out Of This World" (syndicatef, check local lstings)
- Natalle Cole. The Arsenio Hatl Show" (syndicated: check locel listingis).
- Mary Wilson, Into The Night Stering Fick Dees (ABC, midnight).

Tuesday, 11/13

- Johnnny Mathle, "Johncy Carson."
- Andy Williams. "Rick Dees."

Wednesday, 11/14

- Ronnie Spector, 'Later With Bob Costas' (NBC, 1:30am).
- Den Fogelberg. "Johnny Carson:"
- Howard Hewett, "Rick Dees:"

Thursday, 11/15

- Santans. "Today" (NBC. 7 aml
- Celline Dion, -Johrry Car


## VIDEO

## NEW THIS WEEK

- MADONNA: THE mMACULATE COLLECTION
(Werser Reprise Video)
This chronological complation contains 12 clips by the SIreiWB songstress, from "Lucky Star' and 'Borderine" to "Expross Yourser' and Vogue." The hourlong tape is a companion to the forthooming greatestNits $1 P$ of the same name. (Street date: 11/13)
- PNIL COLLINS: SERIOUSLY LIVE (A*Vision Entertainment)

The Atlamic artist croons 24 funes in this two-hour; 40 -minute video recorded during tis Berin concert in July. The video also can be purchas ed as part of an auda/video package (with a CD or audiocassette of "Serious Hits . . . Uvel') - one of the frest in A'Vision's "Fan Paks' Ine. (11/13)

- derbie gibson: live around the worlo
( $A *$ Vision Entertainment)
Ukewise part of the compary's "Fan Paks" packages, this two hour video not only features an hour of never-belore-seen footage from the Atlantic popster's 'Electrio Youth' world tour, but aloo includea the tte track from her new LP. "Arything is Possible." (11/13)
- SLAUGHTER: FROM THE BEGWNMNG (Chrysalls Video)

A combination of the performances, video clips, and documentiary tootage make up this houriong package featuring the Chryaalis heary mptiumongors. ( $11 / 13$ )

- HARD 'N' HEAVY, VOL, 10 (MCA Music Video)

ACIDC, Suicidal Tendencles, Megadeth, LVing Colour, Stryper, dene's Addiction, Vixen, Extreme, and Queensryche are among the many monsters of motal found in this 90 -minute edition. (11/13)

- JONNNY GILL. VIDEO hITS (MCA Musle Video)

Footage on the making of his videos, several interviews, and tour footage (some of the last filmed by the MCA artist himself) hightilgte this 35 -minute complation featuring four clps: "Rub You The Rfight Woy," "My, My, My." Fainweather Friend," and -Whap My Body Tlight. (11/13)


DOC ROCK - The Crue pay Beluar homise to Plimo Red fand Arethe Franklin, toa)

- MOTLEY CRUE: OR. FEELGOOO - THE VIDEOS
(Elektra Entertainment)
Five clips from the rockers' ourrent Elektra allum - 'Same Or Siaution (S.O.S)." "Whout You," "Don't Go Ruwly Mad (Nust Go Awifl)" Tockstart My Heot," and the the track - are interspersed wth conoert and studo foothop, betind-the-scenes action, and candd corversebons wh the Crue. (11/13)
- LIGHTNing SEeds (mCA Musle Videc)

Clips of the Now Rock hit "Pure," -Joy," and two versions of "Al I Want make up this 20 minute ettort by the MCA band, which teatures producer $\tan$ Brovdie. (11/13)

- WDECENT OBSESSION (MCA Music Video)

The Aussie teons perform two tunes - "Tel Mo Something" and 'Sivy Goodtye" - in this 15 -minute 'Oick PDC Video, which also includes an Interview wit the MCA quartet. (11/13)

- FAST FORWARD, VOL 2 (UCA Music Video)

The second "dance megavideo" features an hour of slarmin' selections by MCA artists Pobbles, Bernadetto Cooper, Bell Blr DoVoe, Anns Marie, Qlenn Medeiros, Indecent Obsession, Adsm Ant, Alisha, and Adamskl (11/13)

- INSIDE COUNTRY MUSIC, vOL. 2 (MCA Muslo VIdeo)

This 90 -minute edtion includes feature "stories" on Ricky Van Shelton. Michael Marthn Murphey, Garth Beooks, Holly Dunn, Travis Tritt, and many more (11/13)

- FOLK CITY $25 T H$ ANNIVERSARY CONCERT (Rhino Home VIdeo)

Suranne Vega, the Roches, Roger McCivinn, Rlchle Havens, the Violeot Femmes, Arlo Guthrie, Joan Beez, and others celetrite the silver arniversary of the legendary Greervich Vilige club in tiis 86 -minute program (11/15)

- MYSTEAY TRAIN (Orion Home Video)

Eple artist Joe Strummer (formerty of tro Clash) Co attrs in Jim Jare musch's ofteent comedyidramit. consisting of ttree stories revolvig around a Memphis hotel Elvis Presiley's music pleys a roctin' role in the Seature film, as does Screamin' Jay Hawkins (as the hoter's right clenk). (11/15)

- Bind ON A WIRE (MCAUUniversal Home Video)

Mel Oibson and Goldle Hawn poir up for a whirlwind cross-courtry scrambie in tils acton comedy. Leonard Cohen's tune suppled the flaris tibe, which became a semithi AsM single earier thia your in a vorsion by the Neville Brothers. ( $11 / 15$ )


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[^0]
## SCREEN SCENE

# Vanilla Ice Gives Ninja Turtles Sequel Good Rap 

Hip-hop artist Vanilla Ice - whose SBK single "Ice Ice Baby" recently topped the CHR chart - will make his big screen debut in the sequel to "The Teenage Mutant Ninja Turtles," tentatively titled "Ninja Turtles: The Secret Of The Ooze." The Miami-born rapper and his producer/DJ Earthquake also provide the movie's theme song, "The Ninja Turtle Rap."
Playing himself in the morie, the singer can be seen performing in a nightclub when a fight breaks out between "the bad guys" and Michaclangelo, Donstella. Raphael, and Leonardo. Naturally, Ice slips in to save the Turites' skins, er. shells.

Look for the movie and its SBK soundtrack in March.

Hood Ornament
Priority recording artist Ice Cube has landed a starring role in Columbla Psctures' forthocening feature film. "Boyz N Tbe Hood" Set and shot an location in South Central Las Angeles, the coming: of age drama casts the former N,W.A. rapper as Dough Boy (1). one of three friends who face the ctalienges of growing up in a gang ' n ' drugeridden envirocment,
Larry Fishburne ("School Daxe") and Cuba Gooding Jr. (son of the former Main Ingredient vo-

ko Cubo - a Dough Boy role.

calist) co-star in the movie, which marks the directorial and sereenwriting debut of John Singleton - a 23 -yearold USC film school graduate who hails from the same mean stroets depleted in the flick.
Although the Iceman (real name: Oshea Jackson) is not expected to perform onscreen, the film will nonetheless feature lots of music, inclurting Epic jazman Stanley Clarke's score.

## Madonna's Box Set?

The Los Angeles Tinses reports Madonna "is committed" to "Boxing Hanna" - a dark comedy in which the title character is a murder victim whose dismembered body parts get boxed (presamably for shipping). Jemnifer Lynch yes, David's daughter - has scripted the project and will make her directorial debut when shooting begins in early " 91.
Also set for early next year is the U.S. theatrical release of "Truth Or Dare" - a feature-length film
-Fresh Daily• Quips \& Flashpoints• MDR... it's the least you can do.


The news you need. No more. No Less.
of Madonna's Blond Ambition tour. which will come courtesy of Miramax Films. As previously reported (RAR, 8/24), the part color/part black ' n ' white roclumentary captures the Sire/WB recording artist onstage and bekind the scenes. Propaganda Films (creators of TV's "Twin Peaks" and the singer's "Vogue" video) is producing.

Marvin Gaye, Jackie Wilson Biopics On Horizon Gordy/DePasse Prodactions (formerly Motown Prodactions) is developing a pair of teature films based on the lives of late singers Marvin Gaye and Jackie Wilson. "Divided Soul: The Marvin Gaye Story" is currently being scripted, while "Loerly Teardrops: The Jackie WIlson Story" is expected to shoot in spring of 1901 .
Debble Allea will direct the Wilson picture for Warner Bros. with a budget of $\$ 12 \$ 15$ million. No actors have yet been cast.


## Bobby Vinton - a Suintly owner.

Rhythm Of The Saints
Jerry "The Beaver" Mathers is directing his first feature film. The comedy, titled "When The Saints Come Marching In," spins the tale of a professional foothall team that moves from worst to first thanks to the music of a fictionalized Dixieland jazz outfit.
Curb recording artist Bobby Vintoe plays the team's owner. The film shoots ce location in New Orleans in early spring.

## Sound Decisions

Cher has reconded cover verslons of Betty Everett's "Sboop Sbocop Song (IX's In His Kiss)" and Barbara Lewis's "Baby, I'm

Yours" for the "Mermaids" soundtrack. Due from Geffen on November 13, the platter also features vintage hits from the Four Seasons, the Miracles, Lesley Gore, Shelley Fabares, Doris Troy, Mickey \& Sylvia, Santo \& Johnny, and Jimmy Soul.

Meanwhille, the first single from Bust It/Capitol's forthcoming "Rocky V" soundtrack will be "Go For It (Heart And Fire)" - a duet by Bust It solo artist Joey B. Eulis and Soft Touch vocalist Tynetta Hare. Fleshing out the disc are new and previously released tumes from M.C. Hammer, Elton John, Snap, Rob Base, 7A3, and original "Rocky Theme" composer Bill Conti. Look for the album on November 20.

## Reel News

- Director Gus Van Sant (od "Drugstore Conboy" fame) is belming "My Own Private Idaho"
- a tale of gay street life starring Red Hot Chill Peppers bassist Flea, River Phoenix, Keanu Heeves, Grace Zabriskie. and German actor Udo Kier (the last a favorite of the late Andy Warhol). The movie - which features characters inspired by Wiliam Stalkespeare's play "Henry IV" - shoots on location in Portland, Seattle. and Rome.
- Capitol guitar czar Eric Johnson is thisclase to inking a deal to score an as-yet-untitied drama/ musical for Universal Pictures.


## New Kids Set New PPV Date

New Kids On The Block's December 7 concert at Providence's Civic Center will be broadcast live via SET Pay Per View TV to a potential audrence of more than 15 million homes. A special radio network being created for the show on barter terms will offer promotional tieins.
The program, titled "New Kids On The Block - Live! No More Games," is slated to begin at 8pen EST/Jpm PST and will be repeated at 11 pm EST/spm PST. I'tl be the second PPV event for the Columbia quintet (the first aired March 15).

## MUSIC \& MOVIES

## CURRENT

## - GRAFFITI BAIDGE (Paisley PankwB)

Singles: Round And Round Tovin Campbelt Now Power Generation Prince
Coner Featured Artiste: Time

- THE HOT SPOT OVA/Antiles)

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

- DAYS OR THUNDER (DGC)

Shqle: Show Me Howven/Maria Mckee
Other Foatired Arsste: Guns $N^{+}$Roses, CNicago, David Coverdale - LISTEN UP: THE LIVES OF QUINCY JONES (Qwesthopelse) Single: Listen UpiListen Up
Other Feanired Arsists: Quincy Jones, James Ingram \& Pattl Austin

- MUSIC FROM MO' BETTER BLUES (Columbia)

Single: Hariem Blies/Cynda Willams
Other Feanired Artista: Gangstarr, Branford Marsalis Quartet


The film, which is currently shoct ing in Las Angeles, is based on 'Sosera Texas boys school. In ad\$ tion to thematic music, Jokinson is also likely to contribute a couple d newly penned songs to the movies soundtrack

- Opas (the penguin) and Ba The Cat may be boading to a cis ema near you. Steven Spielberg' Amblin Entertainment, which it leased the animated hit "An Amer ican Trail", recently registered the title "Bloom County."


## FILMS

## WEEKEND BOX OFFICE

## NOVEMBER 2-4

1 Jocob's Laddor $\$ 7.50$
(Thestay)
2 Sibiling Rivalry $\$ 3.24$
(Columbla)
3 Giost
$\$ 3.22$
(Paranound)
4 White Palece $\$ 3.00$
(UnWersas)
5 Marked For Death
(Fax)
6 Graveyard Shift
$\$ 2.58$
Graveyard Si
(Pavamount)
7 Memphis Bello (Wamer Brog.)
8 Gramili Bridgo
$\$ 2.55$
$\$ 2.48$
$\$ 2.44$
(Wamer Broe.)
9 Quipley Down Under $\$ 2.34$ (MGM/UA)
10 Arelon
$\$ 1.72$
(TitStar)
Ar Sgures in millons
'hat asek in miesest
Sourck: Ravibty Relowi ©
COMING ATTRACTIONS: This weok's openers inctude "The Return of Superty. - This - the thind follow up to the pio neering blaxplotasion flim - leor fres a Capiltol sounctrack fres a Capitiol soungrack $1990^{-1}$ by Curtis Maytield and $1990^{-}$by Curtis Maytied
$\mathrm{k} e \mathrm{~T}$, as wot as performancee by Eary-E, Tono Loc, Mellow Man Ace, Det Jot, King Tee. the Uzi Bros., and CPO. Severa soditiond Maytield racks com plete the package.
Nso opening this weok- Th
Krays." starring Spendau Ballet band members/twins Qery os Martin Kemp as twin British gungsters Ronnig a Regple Kray. The docudrama traces the lives of the thir trothers - now 55 and serving prison sontences - who rited the London underwond in tre eos. No soundrack schedt. ed.


## Sex And The Working Mother

## 56\% Say Good Day At Work Makes Them Feel Sexier

Want to make the mother of your children feel really sexy? Send her to work. Working moms have sex twice as often as the average woman (twice per week 53. obce per week), according to a recent reader survey in Working Mother magazine.
Interestingly, most working moms ( $56 \%$ ) say a good day at work makes them feel "secier than usual." Of this group, pearly threequarters also feel that work boosts their confidence.

## Lights Out For Smokers

S
ending a pair of contest witners to a fancy mestaurant as a prise? Better make sure the eatery has a "no smoking" seetion. According to the NYC-based Roper Organization, 25\% of Amertcans now ask to sit in smoke-free zones at least once during a typical week. That's up from 14\% four years ago and 7\% in 1980 .


Interestinyly, researchers are unsure whether the change reflects the growing availability of nosmoking areas in restaurants or the growing assertiveness of today's nonsmokers.
Regardless, only soe in ten Americans actually complains about smoking daring a typical week, a number that hasn't changed from H500's findings. Perhaps no-smoking areas provide a middle ground to keep smokers from butting out and anti-smoking enthusasts from butting in .

Never Enough
Nevertheless, $61 \%$ of working mothers say they would like to have sex more often. In fact, nearly two-thirds say nothing could top a romance ' $n$ ' sex-soaked woekend with their partner. The secoend most popular answer? Having the hustand do all the cooking ' $n$ ' cleaning for a week!
On weeknights, bowever. "a good night of sex" slipped to fourth place, coming in behind "serious sleep" (57\%), "time to self" (45\%). and "extra time with the children" (32\%).
What prevents working moms from engaging in more sex? Fatigue (35\%), not enough time
(30\%). partner's fatigue (24\%). lack of desire (20\%), and too much stress (18\%).

Standards \& Practices
The survey also found that most working moms think their partners are better lovers than they are $43 \%$ say their mates are excellent lovers, compared with the 22\% who feel the same way about themselves.
The best days to make love to a working mom? Saturdays (52\%) and Sundays (22\%). The worst? Tuesdays - cited by a mere $2 \%$ of the respondents. Geez, RAR staffers have known that last one for the past 17 -plus years.

## The United Stress Of Americans

More than three-quarters of Americans (76\%) experience "a lot" or "some" stress every day, and half of us say car lives are more stressful today than they were five years ago, acoording to a recent survey by NYC-based Research \& Forecasts Inc.
Women are slightly more lillely than men to say they endure a lot of stress (29\%, vx. 23\%). By age, baby boomers - those $25-44(27 \%)$ and 35-49 (32\%) - are the most stressed, compared with $18-34 \mathrm{~s}$ and $50-6 \mathrm{Fs}$ ( $22 \%$ each) and people $65+(19 \%)$.

## Seven Sources

Half of the respondents cited lack of time as a common source of stress, followed by work (36\%), the envircoment (33\%), the coeflict between work and family ( $25 \%$ ), money (22\%), their children (10\%), and their marriage (5\%). Americans say they're more stressed out now than they were in $196 s$ because they've experienced changes at work (25\%), greater responsitility (24\%), and changes in
family life (22\%).
On the other hand, the $31 \%$ who say their lives are less stressfal now than five years ago cite a better family situation ( $24 \%$ ), better work conditions (21\%), and a better attitude (17\%).


## 'ChatterBox' Tells Time, Records \& Repeats Messages

T's a watch . . . It's a tape recorder. . . It's "ChatterBox" a five-funcIson digital watch containing a 15 -second recoeder with speed control (for Bart Simpson- or Darth Veder-bpe voices) and repeater effect.

The righ-tech combo - developed by Senta Clara, CA bseed ChatterBox - can be used for athering songs and voicess as well as recording business memos. Optionad FM radio, sound ettects, and voice chenger modules will be introduced early next year

Avalable in black as wet as neon colors, the ChatterElox selts for $\$ 39-\$ 49$. For more into, call (408) 685-9825.

## Number Of Spanish-Speaking Americans To Double In 25 Years

Habla Espanol? While the proportion of Spanishspeaking Americans is expected to remain the same, the actual number should top 16 mil Hica by the year 2001 - nearly double the 1978 level.
About $19 \%$ will speak only Spanish, 37\% primarily Spanish with English as their second language, and almost 45\% primarily

English with Spanish as a second language. Meanwhile, the percentage of nativebom people who speak Spanish is expected to drop to $49 \%$ by 2001 ( $\mathrm{vs} .53 \%$ in ' 86 ). According to a recent study by the Washington, DC-based Hispanie Policy Development Project, these figures have beld steady and will continue to do so because of the flow of immigrants.

## What're Rich Folks Drinkin'?

I you're throwing a party for some of your most athuent ollents and 1 friends, you'd better stock the bor with boeles of expensive champagne, nght? Wrong. Buy some American table wine inslead
According to a recent survey of affiuent aduits oonducted by NYC. based Mendelsohn Media Research Inc., netrly treee-quarters (7O\%) of peoplo with annusy household incomes of $\$ 80,000$ or more say they sip the fruts of U.S wromakers' labor.
Vodka is the top hard liquor - finvored by $49 \%$ of afthuents - foliowed by scotch $(39 \%)$,gin $(37 \%)$, rum $(34 \%)$, and bourbon $(34 \%)$.
A complete look at the alcoholo beverages of choice Ampng America's affluent follows:

| Amespe | Necenter |
| :---: | :---: |
| Amerlcen table wine | $70 \%$ |
| Vodks | 49\% |
| Imported table whe | 49\% |
| Amestean champagnel tparkiling wine | 42\% |
| Cordisisfliqueurs | 40\% |
| Scotch | $39 \%$ |
| Gin | 37\% |
| Rum | 34\% |
| Bourbon | 34\% |
| Wine cootert | $33 \%$ |
| Imported chempegnel sparkilng wine | 31\% |
| Brandy or cognac | 31\% |
| Canadtan whiskey | 20\% |
| Beforelafter dinner wine | e $28 \%$ |
| Tequila | 24\% |
| Blended or rye whiskey | Y $23 \%$ |
| Irish whlskey | 15\% |

## CHRONICLE

## Born To:

KDZZNGIondive, MT PD Tony Dancer, wfo Arnette, daughtor Jomnette, September 20. WLMXJChattanooga MO/ wir twont Danny Howard, wite Mis 5. daughter Rainee Love, September 27
Westwood One Sports Director Larry Michael, wite Darlece. dsughter Oivia Diane, Octocor 5.

WUSN/Chlcago air taleot Lens Flores, husband Tim, son Tmoty Patrick October 7

Westwoed One Stations Group Controfer Paul Thomson, wle Jute, son Gavn Fichard, October 8.
WMVPMIIweukee PD 日lily Young. wife Bernadette, son Zachiry Poter. October 17

DaMers Programming/Marketing consuttant Bob Bedi, wife Jjan daughter Andres Lym, October 19.
WhXKKIL. Myer, Fl PromoSons Drector Besd Beasley, wife Tracy, son Crristopher Gecrip, October 22.
WFLZ (Power PloyTemps PD Marc Chase, who Helen. deughtore Sydney Cidr, October 24.

Unister Redio Network PD oir twient Mise Tanser, wifo Marla, deughter Britany Anne. October 30

## Marriages:

WMXXXJeckson, TN PD:air twient Ernest Harper to WMoox AE Disne Cathey, October 6 . WJHMMOrlando Recearch DFrector Al Flata to Maryan DeMarils, October 6.
WAAL/Binghamton, NY APD Mike Orzel to Kmm McNair, OoMaber Orain



## DATELINE

- Nowember 9.11 - Young Black Programmers Conterence. Hyatt Regency, Houston. - November 15-17 - 21 ts arnuel Loycla Radio Conter. ence. Hollday In Mert Plaza. Chicago.
- Nowember 17 - NAB Round tuble for Smal- and Medum Market GMa. Sheration West port hno, St. Love.


## 1991

- Januery 17-18 - Crris Bock Management Seminur. Hyatt Regency. Phoenix
- January $\mathbf{1 8 - 2 0 ~ - ~ D a n ~}$ ODiy's Ar Personaliy Pus + seminer. Holdidy inn (Tyon Sreet), Charlote.
- Jenuary 20.24 - MIDEM '91. Palais des Festivals. Carmes. France.
- Jenuary $24-27$ - RAB Marr aging Seves Conterence. Oaryand Hoctel, Nustrille.
- January 25-29 - Nasonal Religlous Brocicasters 487 Anrual Convention 8 Exibition Sheraton Wayhington Hotel Warlington, DC.
- January 27 - Super Bowt XoVV. Tampa Stadum
- January 28 - American Mur. slo Awards. Strine Audtokam, Los Angeles.
- January SoFabruary 2 Eighth arnual Polick Media Group Programing/Mansgement Conterence. Bel Age Hotel, Los Acgeites.
- February 7 -9 - Cris Beck Malor Account Soles \& Devercoment Sorninur. Myatt Oriancoment
- February $10-15-\mathrm{NAB} 26 \mathrm{~m}$ Annuil Managoment Devilopment Seminar for Arondonat En gineers. University of Notre Dame. South Bend. IN
- February $11-13$ - Broadcat Credit Association's 25th Credt a Colecton Senins Loews Sument Hotel Naw York City. - February 14-15 - Gevn Seminar 1991. St. Francie Homel, Sien Francieco
- February 20 - 33 rd Amuad Grammy Awards. Rivio Cty Music Hell, New York Caly.
- February $25-28$ - NAB Rsdo Croup hood Ayh. Hyatt Hegency, Dallus-FI. Worth.
- February 27 -March 2 Crris Beck Msjor Account Sales \& Develocment Seminar. Sheraton Fisherman's Whart, San Francisco.
- March 59 - Country Radio Seminar. Opryand Hote, Nushvilie.
omarch 14 - AWRT Nastona Commendiaton Awards Pro gram ceremony. WaldortAs. tovia Hotel New York City.
- March 22-25 - 1991 NARM Corvention. Sen Francisco He ton.
- April 10 - RadioBest Awards. Minneapola Conven fion Center.
- April 15-18 - NAB 1991 Convention. Las Vegas Convention Center.
- Aprll 21-24 - Brosdcast FFnancid Menagement AssocieSon. Century Plaza Hotes, Los Angeles.
- April 24 - Academy of Country Music Awards. Universal Amphithestre, Los Angeles. - May 16-19 - Anerican Women in Radio a Television's 40 th National Corventon. Orri Hotel Alsenta.
- June o-15 - NAB Rado Ex. ecutive Maragement Development Seminar. University of Notre Dame, South Bend, N.
- June 16-19 - BPME A BDA Conterence a Exposition. Beismore Corventon Center.
- dune 20-22 - Bobby Poe Corvention. Sheraton Premiere. Tysons Comer, VA.
- July 11-14 - Upper Midwost Communicasions Conclave. Radisson Hotel South, Mrneapolis.
- September $11-14$ - NAB flado 1991 Corvertion. Moscone Convention Center, San Francisog.
- September $25-28$ - RTNDA 46 th internitional Corberence \& Extibition. Derver Corvention Center.
- Oetober 36 - Socinty of Broadcast Engineers Nasonal Corvertion. Hyatt Regency, Houlton.
- Oetober 14 - CMA Awarde Grens Cle Opry, Nestivile. - October 23 - John Boyliss Foundation Dinner. Plaza Hotel New Yoek Cty.
- October 24-27 - CMU Con vention. Vists Hotel, New York City.


## See No Evil In Living Colour



Alobinson/Eple rockers See No Evil ran into Eple mbelmates Living Colour while both bands were rehearsing at SiP studios: Comparing notes were (hy) See No Ev'rs James Hendrick, John DeFilppis, and Alobin Sahmon, LVing Colour's Vernon Reid, SNEs BCo Berleen, LC's Corey Glovev, and SNEs Kol Marshat.


Werner Bros. artist Evis Costollo (sporting a new look, second from left) greeted Los Labos backstage after the oand's recent LA. show, where they performed tunes from their latest Slach WB LP. The Neiphoorhood, "Hangin' with Ir Evis - in the hood workhg on an ablum of his own - wore on- Los Letos members Cosar Flolas, Devid Midalgo, Conrad Lozano, Sitve Berih, and Lowi Povez:



## Sir Directs Enigma Sales

Elektra Entertaimment National Sales Cocrdinator Suld Sir has been named Director/National Sales at Enipna Entertalnment. She succeeds VP/Sales Jayne Simon, who recently exited.
"Suld is slmpty amaring" said Enigma COO Joe Regis. "She has the sinning combination of knowl edge, finesse, and spark to motivate the staff, our distributor [CEMAA, and the retail accounts. Suldi is one of the record sales stars of the '90s."

Sir added, "Dnigma is in a posstion sirnilar to where Elektra was three years aga. All the elements are here for one of the most creative and vigorous record companies in today's marketplace."
Prior to Elektra, Sir spent nine years at WEA in various capacities, tnchuding Regional Merchandising Manager, in-bouse marketing rep, advertising coordinator. and warehouse asolstant.

## Howe

## Contrued trom Page 3

 the doubt."Howe sald the announcement "caught me off guard. The decision proves once again that Jacor is the greatest radio company in America.

## HARRIS NSM Anton Named GSM At WHYI

WHYI (Y100)/Miaml has announced the promotion of Local Sales Manager Mitch Anton to the locg-vacant GSM poest. Additionally, AE Susan Harris takes on National Sales Manager duties.

WHYI President/GM David Ress noted, "Mitch has put together one of the best sales staffs in South Florida. His ability to build relationstips and his customer service focus will move our entire sales staff forward. Susan's experience on both sides of the media desk have glven ber a unique perspective. Her skills, knowledge. and customer focus make ber perfect for her now assignment."

Anton, who joined Y100 in 1987 and became LSM a year later, observed, "Susan was a logical capdidate for this poeition, having years of experience both as a national media buyer and a Y100 salesperson. She has distinguished herseif in the last year as the top salesperson at the station and the top salesperson in the Metroplex Commminicatioes radio chain."

## Wolfe

Contruved from Page 3
retala his MD/midday responsibalities.

Wolfe joined WMIL as APDV MD/middays in August 1969 . Prior to that be beld the same post at KKCS/Colorado Springs. His buckground also includes two-year stints with WBIG/Greensboro and WRNS/Coastal Nerth Carolina.


## Morgan Creek Taps Stewart

Former EMI VP/Marketing Colin Stewart has been named VP/ Marketing \& Sales at Morgan Creek Masle Group.

Co-Presidents Jim Marra and David Kershenhaum noted in a joint statement, "Colin will play an important role in the center of Morgan Creek Music's management team. His experience in the strategic planning area at the lighest level of the music industry and his extensive background will assist us with our aggressive accuisition and expansion program."

Stewart said, "Tm corfident that we have the visico, people, and resources becessary to create a major new independent force in the glabal music industry for the 1990s and beyond.

A 15 -year music industry veteran, Stewart joined EMII in London as a management trainee in 1975 . He was soon appointed Label Marager for Rocket and Bromze, where he was responsible for marketing such artists as Eltoe John, Kiki Dee, and Manfred Mann's Earth Band. In 1983, be transferred to EMI headquarters in L.A. and was promoted to VP/Marketing in 1565.

## LETTER

## Ratings Review Just A Start

## Doar Rsh:

Joff Polleck's comments regarding the frequency of rathgs are very interesting. However, chang ing from the current mathos system would requite overcoming one par tscutarly fough chalenge: the short term thinkhg that has come to domhate our holvtry.
More frequent survers are destebllizing. Consider how many statons have changed formats based on the resuits of a single Arbitrend This is abort-tem thinithg, and we. not the advertisters, have done thls to curselves. How many broadcasters would be wiling to give up Arbtrends? No wayt Wo want to demponstrate, doht now, how quick Iy we have devastated the compest Ston. Hesvin fortid we should sel instead the advantages of rado over newspaper and tho Yelow Pages.

A system of fower moaturements cals for shorter survey periods, so the duta in as fresh as possible. But we nesd conthuous mesturement, because some brosdcasters will "loed up" their promotione/ afforts during those thoss the are riced. Many soem to heve no problem whe the distortion such increased atforts may cause. Thet gowis to "wh," not to accurately measure. Wore pulty and have arreacy shown the satrevtising communty that wehout conthuous measurement wo (as an industy) cant be trusted.
If rado stations were required to rus as angoing buthessets, weh a wiew to the long run and a nesd for lase froquent, more accurate mpas:-
urement of esch station's tue per formence, then the ldeas Jeff ad vances would have the best chance.
Today's treve shluation works against thaf ideal. Stations tire bought as short-femm investments. Hat a million dotlars a quarter go into direct mal, television, and cash contests and, II results aven' immeclate, stalls and formats aro changed. Stacons are sold.
In an hdustry where salespeoplo spend more effort on ahowing how the compettion is bad, rather than how good ridlo - af rudlo - is, wey continue to experience the cannibatsicic feeting frenay that takes place with the releese of er ery mings book.
Fower surveys per year would cut costs. And thare are ample mothods avalable to stations to montor their programming qualty between surviys. Fm anong those who belleve Jeif's kjess might arcourage a kongterm approech, service orlentaion and stable industry. But will owners support them, at a time when radio stationa aro often seen as commodilies? And is there a way for our industry to protect its repotation from the hype articts who would be back af work again?
R's important thet we Decome more, not less, credicle mambers of the medie communty, Ler's use the ratings issue as a starting point and work fogether to addrest the bloger issues that fead us to viow natings the way we da. The resut can be a much heathler industry?
-Steve Casey, President
Steve Castay Research

## Ocasek Drives To WB



Former Cars frontman Rc Ocasek has inked a recording deal with Wamer Bros, which plans to relosse the shgerkongwitter's label debut (to De produced by Nill Rodgers) next spring. Finatikg the detals are (F-r) OK Mansoement's Jeff Kramer, hioel President Lemy Waronkar, Ocasek, and Wamer Bros. Chaiman Mo Oath and SV. VP Micheel Osth.

## Mesa/ Bluemoon Aligns Staff

## Nauful Named Exec. VP

Mesa/Bleemoon Recordings President Jim Snowden has announced the following personnel changes: VP/GM George Nauful is elevated to Erec. VP; National Dsrector/Marketing Paul Santos becomes VP/Marketing; Naticnal Director/Promotion Howard AL stoo is upped to GM: Promotion Coordinator Jeff Lunt steps up to Director/Naticnal Promotion; National Marketing Manager Bal MeNally is now Naticoal Direc-
tor/Retail Marketing: and Natioc al Retall Marketing Coordinatar Lisa Lerose takes on National Sales Manager duties.

New staff additions include Det Dee Cawley as National Retail Co ordinator and Tom Simonian al National Promotion Coordinator. Cawley was previously Advertistay Manager for Yamaha Corporz tion; Simonian was MD at WCBN Ana Arbor, MI.

Outfield's 'Diamond Days'


The Ouellald are hophg to ht a home rin weh their MCA dobut (and fourth LP) -Diamond Days. - Siding into the habel's home base are (ar) MCA Mustc Entevtait ment Group Chalman AU Teller, me band's Tony Lewls and John Spinks, and wow Prosident Fichard Puimese.

## dino "Gentle

## The multi-format hit single and video featuring Delona Tanner

## CHR NEM \& ACTIVE

Now On 60 CHR Reporters
Check This HOT Action:
WIOQ add 29 WPGC 13-11 PWR104 add KTFM 26-23
PWRPIG add 39
WPHR add WHYT add KOY-FM 16-13 KGGI 11
HOT949 deb 28
НоТ977 17-10 НОТ KC101 add K96.7 add WCKZ 11-10 KPRR deb 27 WZYP add WHHY add KKRD add KKSS add KKXX 21-15
KKMG add B95 add KROY deb 27 WWFX add 38 G98 add
WJMX deb 34
KG95 add KGOT add
KFBQ add
SLY96 34-28
KFFM add


Urban Contemporary NEW \& ACTIVE MOST ADDED 2nd Week In A Row! Now On 40 UC Reporters Including:

WDAS WHUR WKYS KJMZ KHYS KMJQ WMYK WOWI KZAK KMJM

Produced, Arranged and Performed by DINO
otan nusp momen. ive

## Radio

- LES SAMUELS, GSM at WORK-AMS FMJacksornile, has been elevitod to VPIGM.
- STEVEN LAPA and ROLAND BROEMAN have been acpointed Ex©c. VP and GM, respectively, it WOVV.FM \& WIRA (AM)FA. Pierce. FL. Lape was prevously VPicM at WAKY/FL Lauderdide, while Brocman was VPiAdvertising Sales of Gold Const Advertsing.
- WILLLAM IRWIN joins WCASRR-lelgh-Duhtam as GM He had been a consutant at crosstown wezU.
- JoDY WRLLAMSON Ia naned LSM at WWD \& WAMKJChicago She prevtously served as in AE at Artitron.


## Records

- michael kLew is named Local Promotion Manager at Mercury Records, based in Decrier. He had been an AE at KOKSVDenver.
- mark snider moves up to the DfrectoriNational Viseo \& New Mustic slot at Asco-Recorde. He had been Northeast Regioral Director at the label.
-ELLEN BAMDFIELD is promoted from MinageriMusic Video to DirectoriMuicic Video Adrinistration at MCA Aecorde.
- baRBARA FIRSTMAN joins EMI as Drector West Coast Subss. She had been VPMacketing at Macey Llomin Marketing
- Tracy hlll joins Arista as Senior Director/National Publicity, West Cosst. She had been VPp Piblicty at Rtino Records.


Tracy Hif Elena Patrone - elema petrone is upped foom Manogen Croative Services to DrectoriCreative Services at PobVram Rec. orda. Concurrently, label putilicists LYNNE LUEASH and MARTY MAIDENBERG are both named to the Manager/Pudicity pose SUSAN DeNEAU moves to Polyorm ss Pubilcist West Goast, haing previowly been Drector:Publitity at Cyprus Records:

- DANA BEREN and SAUL SHAPIRO jon Wrohim Hal Productions as Managers for the Southem and Modmest Repions, respectively. Beren had been a Repional Marketing Coordinator for ACA Records. Shuplo formerty worked as ManegeniMidwest Repion at Enigma Recorda. Concumently, Naxi RUXTON is upped from Otfice Marager to ManageriAdvertising is Merchandising at the label.


Steven Lapa Michelf Peocock

- michelle peacock moves up trom Senior DirectoriNasional Video Promoton to VPIVideo Prometion s Production at Capitol Records

- MARC RETTER and AL MASOCCO are named Associate Drectors/Mar. weting for the Enst and West Coast, respectvely, at Epic Records. Reiter was most recently Diectori Merchandoing at CBS Records, whilo Masocco was ManagerMarketing for CBS's Loo Arpelos tranch.


## Industry

- STANLEY SCHNEIDER is upped from Senior Counsel Legal i Bushess Aftics to VPl Legal a Business Attars for BMG Music Publishing.
- MICHAEL MAHONE and OLENN SCHILLER join the FAB as VPaMarketing for the Mdwest and Scuthwest, respectively, eftective November 26, Mahone was VPIGM at WCYOK \& WSOMYoungstown, while Schiter served as VP/GM it KALOVBouumont. TX
- ELIZABETH BRODY has been nemed ManageriCorporato Corrmurica tions at the interep Alado Store. She had been Associmbe Edtor of Machtosh Aided Desion, a magasine for desion protetavionals.
- gal lee (ada laura gall) be comes Drectcr Coperations at Matro Traftic in Dollas she prevousty dd morning tratfe reports at KOLZLos Angeles.
- Jepfaty PEISCH artives at CBS Musio Viseo Enterprises as VPINonThestrical Prograerning. He had held the same posibon at Vestron Viseo.


## For The Record

Columbis Records appoinfed Charles Wolk and Devid Newemark as Local Promotion Mansgers for the Now England and Mirrespole areas (RaR, 11/2). The libel wan inadierterity omited.

- gene mater and ron townSEND have been named to RTNDA's Board of Trustens. Mater is a serior ocroutant at John Adarns Associates, and Townsend is President Garsett Television Croup.
- COMMUNICATIONS EOUITY ASsociares has copened offices in London and Murich. The London otsce is located at 39 Botolch Line, London. EC3R BOE Encland, (071) 623-8844. CEA's Murich branch is at MerImilanstrasse 30, 8000 Munctien 22. (011-49) 89-291411


## PROS ON THE <br> LOOSE

Mike Abrams - MDinights KSSKY/ Reno (702) 786-5932
Ted Brandi - MD/Research Dr. WLANLancaster, PA (717) 394-6576 Magle Christian - Afterncons WXBE/Harrisburg. PA (717) 541.0878

Cheryl Cross - Narl Secondaries/AC, NAC, Jauz Promotion Geffen Records (213) 652-8166
Peg Danipls - MDMMddiya WGTCl South Bend, iN (219) $271 \cdot 8663$
T. Jay Dexter - Woekends WCWN Toledo (216) 722-1483
Cari Dick - Croutivo Dir. WTFX Madison (608) 276.7399
Carey Edwards - PDiathernocrs ksXY/Aeno (702) 331-5799
Art Farkas - PD kkDuFresno (209) 227-6016

Kaaron Hall - News Director KowwiSeatte (206) 938-0539
Cralg Hines - Aftemoors KEMG Los Angeles (818) 981 9326
Walt Howard - Mornings WTRG Asleigh (1919) 847-5804
Cathy Kaylin - Middayn KSXYI Reno (702) 331-4129
Crystal Lake - Laterights WxGT/ Columbus. OH (614) 848-8114
Joel Longahore - Nights KICXU Grand Forks. ND (701) 746-8376
Don Lwekl - Aftemoons Setellise Music Network (708) $893-4585$
Max Majors - Mornings Ksoyl Reno (702) 331-1233
Hollywood McKenzlo - Nights WZAT/Sevinnah ( 718 ) 436-3526
Cindy McMullin - Morningsiafernoons WGY-FM/Abany (518) 3463179
Belan Miller - OMPD KOMTUCsion (802) 297-5119

Robin Morales - Swing KESZ Phoenix and middays K.JZZ/Phoenix (619) 325-4647

Bob O'Dell - MDVafterncons WWCKFInt, MI (313) 694-0538
Chris Roberts - PD/atiemoons WGTC/South Bend, IN (219) 271-8653
Chris Roberts - Mornings WMCM Allantic City (609) 447-4893
Gary Ross - Afternocis KOOU Phomix (602) 769-9456
Bar Russ - Morning sidebick WXGT/Columbus, OH (614) 793.8609

Jay Scott - MD/morring 200 mem ber WSKZZChattanooge (615) 842e9ge
Blake Thunder - Afterncons WXGT/Colmbus (614) 861-4567
Dave (Jo Jo) Tumboaugh - Nights WGRDIGrand Rapiss (616) 285-9927 Andy Walts - Mornings KSXYi Feno (702) 331-1233
Bobty Wilis - Weekends Wertz New York (201) 804-0914
Robert 2. Wright - Momings


- EDWARD LIPSCHULTZ is appointed VPMansing Drector at MarkeTrends. a diveion of Kely/Siver, loc. He had been a retal consumer spechalst for the Sandstrom-UW Insonse.
- RICMARD REMER is upped fom Asplatiant General Counsel to Deputy General Counsel at ASCAP. Taking his place is ROSS CHARAP, promoted trom Senior Altomey. Moving up to the Senior AHtomey position is BENNETT LNCOFF, who was previously Stat A1torney.
-Ann Schnieders


## Networks

- ABC RADIO and Graham Nash are -Remembering Lennon: Ten Years Later." This four-hour rado scrapbook will pay shbute to John Lermon on the tenth anniversary of his death - va his music, never-before-heard interveras., and a chronology of his cutural contrbutiono: (212) 887-5508.


## CHANGES

Matt Carson and Rhonds Shade join KZOK-FM- Seatile as AEs.
Dave Rlzzo is named Regional Marketing Execulve for Associated Pross Broadcast Services.
Russell Sicklick is named Dreotor/Packaging Liner Copy 8 Crodts at Arista Records. Also at the label Dana Menert is named Co-ManageriProduetion.

## R\&R TIMELINE

Nancy Plum entersd radio as Danpel Sookle on WSOM (now WLUP. FMVChicego in 1970. Moving to Southens Caltomia in '73, she was briefy at KDA YRios Angales, then worked at KYMS/Santo Ans, Worked of KYMsisante Ans, Bakerstield. Filteen yoars apo today, Plem refumed to L.A. for overnights at Country KGBS and steyed when it Decame CHA KTNO ( 10 OX Since then she's worked at KMPC, KFI, and in 1988 joned KLAC to host 'Over. night Overdrive."

Nancy Pum


## 1 YEAR AGO TODAY

- Art Jaeger appointed Exec. VP at Capltol Records
- Jlm Teeson promoted to Unistar $\operatorname{Sc}$. VP/Affiliate Relations
- Cary Pahlolen tepped as WVBF/Boston VPIOM
- Paula Batson nomed MCA VPIPR
- Phill Redo becomes WLIT/Chicego OM
- Ange Cenessa upped to WLOURLoulsville PD


## 5 YEARS AGO TODAY

- Jerry Bculding chosen to be SWN's "Heert a Soul" OM nCes intodices 'Rock 'r' Rot Ger At," a 1240 -song oldies forary (spaming music from 1955-69) on compset dis. All selections in the set are the original hit versions by the origind artists, and are sourced from CDs, DATs. and suadio masters: (818) 963-6300.


Halland's "Rock 'n' Roll Gramer Roray

- medla america is oblering 'instast Replay Wth Pat Summeral," a twotour weekly and 90 -second daly closeup focusing on the greanst heroes in sports. Guosts include Pese Pceen, Evander Holytild, Wade Bogas Zha Garrisoe, and George Will Summerat is also host of CBS.TV NFL. polk, and tennis coverage: (212) 302 -1100.
- Unistar radio wirs the Thanksglv hg holday edition of "Courry Sx Pack' leter this month, featuring the Oak Ridge Boya. Wxru/Philadelphia air personaity Mike Brophey hoosts this treehour speciak: (212) 575-6100

Los Angeles changes: Phil Hell hired as KH.J PD; Steve Scott leaves KHTZ for KRTH alrshift; Mike Wagner olevated to KRLA \& KHTZ OM - Mlaml moves: Bob McKay upped to WOAM A WaKs OM;

Rlck Stacy named WINZFM (995) PD

- Mike Phillips jolas KOIT/San Francleco as PD
- Gary "Fuzry" Herron promoted to KCBO-AM a FMISen Diego PD


## 10 YEARS AGO TODAY

- Werner Bros. Records acquires Sire Records
- Steve Kingston selected as WPGCN Washington OD
- Bob Oakes named KSTP (AM)Minneapolis PD
- Berry (Vaughn) SWidelaky tapped as WFASNWhite Plains, NY PD
- WXKSFFM/Boston lands Dale Dorman for afternoons and

Arnie "Woo Woo" Glinsburg for Sunday night oldiles


- Lin Aroedcasting buys WPBS-FMMPhilisdelphis for $\$ 1.4$ milition (later changed calls to WUSL)


## TIMOTHY WHITE'S ROCK STARS PRESENTS THE ONE AND ONLY

 Steve WinwoodTo celebrate his new album
"REFUGEES OF THE HEART" STEVE WINWOOD sits down at a grand piano in Nashville's Emerald Sound Studios with host Timothy White for an historic TWO HOUR performance and interview
 of the Lord," "While You See A Chance," "Valerie,"
"Don't You Know What The Night Can Do," as well as new songs from "REFUGEES OF THE HBART" like "I Will Be Here." In addition, songwriter WILL
session encompassing his three decades in rock, from the
SPENCER DAVIS GROUP and TRAFFIC, to BLIND
FAITH and his brilliant solo career. Joined by the peerless
JIM CAPALDI on backing vocals and percussion, STEVE plays and sings specially re-arranged versions of such classics as "I'm A Man," "No Face, No Name, No

Number," "Dear Mr. Fantasy," "Empty Pages," "Presence

JBNNINGS joins STEVE and JIM to discuss and illustrate the collaborative composing for STBVE WINWOOD'S solo LPs. Plus, still more surprises! IT'S TWO FULL HOURS OF STEVE WINWOOD AND FRIENDS IN AN INTIMATE STUDIO SESSIONAN UNPRECEDENTED NORTH AMERICAN BROADCAST EVENT!

| THE WEEK |
| :---: |
| OF |
| NOVEMBER |
| 19 |

For more information, contact your Westwood One representative.
In Los Angeles call (213) 840-4244. FAX (213) 204-4375.
In Canada (416) 597-8529.

WESTWOOD ONE RADIO NETWORKS


# Big Book For AC; B/EZ Bailout Prompts Skid 

Format Strength Compared In New Survey

AC boilds by far the largest total share of any format in the Top 30 markets and scored the biggest gains from Spring ' 90 to Summer 90 in Arbitron bocles. Locking at yearto-year format figures for the Top 30 markets, AC's sizable gains were actually cutstripped by AOR, News/Talk, and the big Summer 'goSummer '90 winner. Urban Contemporary.

## Overall Standings

The graphs (right), measuring total shares for each format in year-to-year and book-to-book comparisons, tllustrute the story. AC, clearly the dominant format in major markets as it is acroes all

## Ranking The Formats

AC lesds by a wde margin wer $21 \%$ of the auderce in the Top 30 markets. The stundings: AC $21.0 \%$ CHA 13.6 $\begin{array}{ll}\text { NT } & 12.5 \\ \text { ACR } & 107\end{array}$ \begin{tabular}{lr}
ACA \& 10.7 <br>
Ctry \& 9.3 <br>
\hline

 

UC \& 7.7 <br>
\hline BFZ
\end{tabular}

$\begin{array}{ll}\text { BEL } & 6.7 \\ \text { Gold } & 6.1\end{array}$
CR $\quad 4.3$
Scan 2.3
NaCH 2.0
Clss $\quad 1.6$
Bercc 8
market sizes, is increasing that dominance - it's almost 200 total shares abead of runner-up CHR in the Top 30 markets, an average of almost seven shares more per market.

CHR, a clear namber two a year ago, is now being pressed by News/ Talk/Sports, which has risen to 12.5\% of the Top 30 's listeners, compared to just 7.5\% in the Top 100 (according to RAR Ratings Report \& Directory figures for Spring 90). AOR and Country round out the Top 5 in the big markets, wille defecticobeset B/EZ, even iscluding the more stable Big Band and Nostalgla variations in its totals, has dropped from fourthbiggest format a year ago to seventh today whille losing over a third of its total shares.

Below the nine largest formats (bolding 100 or more total shares in the Top 30 markets), as shown in the graphs, the format rankings run as follows:
10. Hispanic ( 012 a year ago)
11. NAC/Jazz (10)
12. Classical (11)
13. New Rock (14)
14. Religious/Contemporary Christian (13)

## Year To Year

From Summer ' 89 to Summer '90. Urtban Contemporary gained just sty of 30 total shares, an average of a share a market. Not only was that the biggest increase for any format, but it represents a $17 \%$ jump. News/Talk, the second biggest mover with a 2 s-share gain,

## Top Markets By Format

W
Tar's the best AOR cily in the Top 30 markets? Which nown is most hospitable so Country? Here are the top cites for each format, ranked by fotas shares

| femer | Timersmen | cor |
| :---: | :---: | :---: |
| AC | 35.6 | Cracinnat |
| Country | 21.3 | Deltas |
| Newn/Toke/Sports | 19.2 | New York |
| Sperish | 18.8 | Mami |
| CHR | 17.9 | Minuikeo |
| AOR | 17.1 | Denver |
| UC | 14.6 | Asionta |
| B/EZ-88-Nost | 13.5 | Tampe |
| Nacidiuz | 89 | Portind |
| Gold | 8.6 | Portand |
| Clissle Aock | 7.5 | Minaikee |
| New Pock | 5.1 | Sen Diego |
| Pelicc | 5.1 | Dilas |
| Classical | 3.9 | San Francisco, | 35. 6 Spure. Dethe's fierce three-way Comat compes close to attiring that Country honors. New York's mutiplicity of News, Tak, and Sports cubets were fnaly enough oombined to nip St Louls's KMOX for top honors. Merr's variety of Hecpunic presentations still makes it the town to beat, aterough L.A. is now in doutio fgures, too.

Miwaitee leods for both CFAR, with a toht two-station race, and Classic Rock (WKUY) Derver's longtine tree-AOR tustele takes the the. while WVEE acocunts for Alenta's UC lead. Tarrga's a multoceted besSon for the belesquered prefock formats, while San Diego's 91 X is the naSor's leading New Rocker in ratrics. Portands massive NAC share largely steme from KINK, the unioue ACRNUC tybind whose shares were alocated to NAC in this particutr case. Fortiond asso is a Gold mine for didies. Datas, weh a strong Conterpornery Ciristion and a solld Black Gospel aftec, tope the inspirationd lit, while San Francisco (with two Clussical outets) and Seatsle ion a strong KING-FM bookl are the Hightrow havera.

## Format Performance Index


was by contrast up coly $8 \%$ because it has a substantially higher total share.
AOR's 24.5 -share gain gave it almost $10 \%$ more audience than a year ago, while AC's 24.3-share gain represented an increase of 4.7\%. Three other formats registered substantial gains: Gold (15.8 shares, 11.4\%). Country ( 12.4 shares, up $5.6 \%$ ), and Hisparic, which gained 16.2 shares and was up a whopping $39 \%$ from a year ago. Increased penetration in the Bay Arca and other markets and a blg rise in Los Angeles were key aspects of the Hispanic surge. Last year more than 40\% of the Hispanic share in the Top 30 markets came from Miami stations; now Miami accounts for less than a third of the total.
The format fight from B/EZ was brought home dramatically in the yearto-year Top 30 market fis ures: a 91 -share loss, dropping from 253 to 172 shares for an average loss of three full shares per market - caused, it should be said, overwhelmingly by stations switching format rather than losing ratings:
CHR took a 36 -share hit, losing $9 \%$ of its total share. NAC/Jarz stations were off il shares, not a lot in raw terms but taking into account the format's small number of outlets, a severe $18 \%$ eruelon (again, caused primarily by format beirouts).

## Book To Book

Gains and losses over a threemonth book tend to be less dramatic than yearto-year changes, but

AC proved the exception this time. gaining almost 50 shares from spring to summer. The $10 \%$ boost gave AC a 184 totalshare lead over CHR, compared to a 122 -share edge just three months aga
Otherwise, AOR was the big witner, adding 17 shares nationally for a 7\% boost and a solid lead over the slighttly slumping Country in their battle for fourth. Urban contimeed its expansive ways with a 12 -share

## How It Works

The Fomat Pertormance index is designed to appetr eight tmes yearty, once for esch Ap bitron and Birch survey, Ifs infiended as a quick, Dmely guide to format trende across the rat Son.
To speed their publication we take $12+$ reings Soures from the Top 30 mirkets fsince Anstein is only a twobockyeur Artitron market, we subatfuted market 831, Cincirnats for consistercy purposes) A3 stations ahowing a 1,0 shere or better we compled into the appropriate format totals. Exch marketse format total sherea aro coercted into the national fota share flguros used here, and pkus-orminus changes in each formet (whe eoprosesed in tota shereal are calculated trom year to your (in this case, Summer " 89 to Summer '90) and book to book lSpring 90 to Surnmer pol
gain, Classic Rock rebounded from a spring trough with a seven-share uptum, and (on a smaller scale) New Rock plecked up 3.3 shares, an fincrease of more than 15\% for a format represented only spottily throughout the Top 30 markets.
B/E:Z was the big loser, but the damage may be starting to stabis ine, as most of the big-market boiz outs have now occurred. The for mat dropped another 25 shares this book, and its total is down 125 from spring. CHR loot 12.5 shares and Country dropped ten.

## EMI

Contrued from Page 3
family and continue my working relationship with [President/CD0] Sal Leata, [Sr. VP/GM] Ree Un ban, and Ron Fair. I look forward to being a major part of an all-new. aggressive, creative, and strost wise A\&R team"

Gillesple added, "I'm thrilled to have the opportunity to construct and guide EMT's alternative/danct promotion to new beights. We have great people and the resources ty prove that in the coming months EMI's profile in this area will eco timue to develog impressively."
While at Dtsney, Lich was ip volved with several scundtracks including "Pretty Woman," "Cock tail," "Beaches," and "Good Mor ning Vietram." Prior to joinirg EMII earlier this year, Gillespit spent five years at indie label Celluloid Records.

## ANOTHER KNDBIVUUT PUIEGI FHOILL．L．COOL J

##  <br> LL COOL J

## ＂AROUND THE WAY GIRL＂

No real rap artist has the mass appeal of L．L．COOL J．His fourth album，＂Mama Said Knock You Out，＂is also his fourth to be certified platinum or better．
Now，hot on the heels of the hit＂The Boomin＇System＂comes＂Around The Way Girl，＂the new single so hot that radio couldn＇t wait to add it－－KGGI， KMEL，WLOL and 194 have jumped on it already！
＂The Boomin＇System＂brought him back to the street－now＂Around The Way Girl＂takes L．L．Cool J back to the top！

Produced by Marley Marl for Marley Marl Productioas，Inc． Co－Produced by L．L．Cool J．
Additional Production by The Untouchables Management：Rush Artist Management
＂A smooth rap which makes it dif－ ferent．One of the most happening urban records out．＇ DAVE ALLENWUSL
＂One of the biggest records this fall．＂
BRIAN WALLACE／WYLD
＂Love the hook，couldn＇t resist put－ ting it on the air．Sounds great on our station！＂
GREG STRASSEL／WLOL
＂Cool，mass－sounding rap．Reacting fast！＂
BRIAN PHILLIPS／KDWB

On Columbia／DeI Jam

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## Using The Press

While Naftaly was not available for comment, KMEL counsel James Hargarten of the law firm Thelen, Marrin, Johnson \& Bridges taid R\&R, "Camerva Paul is clear ly using the press to try and get some money out of us and make keith look bad in the process. He's daing this in such a way that it doesn't allow us discovery in this matter.
"Keith's integrity is unmatched in the industry. Cameron Paul give checks to Keith, but they were for a persocal purpose. They bad nothing to do with the employment of Cameron Paul. I know the satire of that purpose, bat F m not prepared to reveal it at this time. On main thrust is to respond to the FCC, and our client guidance thus far is nce to trade allegations in the press about the nature of those checks. By the same token, the isea that Keith took any money from Britt Hahn is also ridiculous No money has exchanged hands between Keith or Britt . . . it's a taked allegation."
Hargarten reported that Naftaly Toels very badly about all of this but has chosen not to make a public comment at this time." He sald there's been a "tremendous outpauring of industry support for k3EEL and Keith from over 30 industry luruinaries who have volunteered to testify on Keith's behalf, locluding Paula Abdel, Mariah Carey, and executives with virtual ly every major record label."
Mirror Corporation General Partner Britt Hahn, who allegedly gave Naftaly $\$ 5000$ in pluggla, denied the allegation. "This charge is abbsolotely untrue. Tbere has never been any intimation of any: ooe from the station suggesting an underthe table deal."

## Peaceful Settlement Sought

Paul attorney Neil Eisenberg told R\&R, "We tried to settle this peacefully, but Collias told us to 'go ty a kite.' While they may not pubidy disclose the reason Naftaly took the chocks. I was told by one (KMEL's [former) lawyers, Joel Shawn, that they felt Cameron was oappreciative of the fob that he masisted Keith take the moncy.
-Collias also suggested Cameron tike a polygraph test Collias picked the compary we used yet Cameron passed that test with flying colors, Collias then told me they weren't using Cameron's name in advertising as 'we have a right to cool him off,' which in my opinion means shut him up and stut him down"
The lie detector test Cameron Paul took is a joke, as the questices were modified to make him look better," retorted KMEL coursel Hargarten. "While Keith has also dfered to take a lie detector test. we doa't want to subject him to ble"
RAR has learned that spots anpouncing the grand opening of the Nant Faze were not rui on KMEL occause they featured crosstown KSOL personality Marcess in a live troudcast. Subsequent spots menfoning Cameron Paul have simee ked an both KMEL, and KSOL

## Issue May

Not Concern FCC
FCC Chief of Enforcement Branch, Mass Media Bureau Chuck Kelly told RaR, "Tm DD aware of any rules, regulations, or policies that this matter would violate. It is possible that on further investigation we could find an underlying cause that we would be concerried about
On the issue of alleged plugola Kelly added, "II [Naftaly] was taking money and not disclosing it to station management, then the failure to make that information available to the licensee is a problem for him. The station shouldn't be concerned, as it's more the victim. Individuals engaged in plagoln could face misdemeanor federal charges:

## WCOL

## Continued from Page 3

VP/GM Mark Hansoa told PRR, "Unfortunately, we lost some very talented follos in the process of changing to a new direction. We're working to help them make a trassition into new opportunities by releasing them from their noncompete agreements, and have paild them generous severances. It's not their fault. We gave the Rock CHR format as much time as possible, but it didn't work.
'On the cther hand, based on extensive market research, there's a big hole for $30-49$ year-olds - with 35-44 as our main target. Rob Eilis has a solid background in the Goid format and, with the help of Pete Salant, we should be around a long time as a big winner."

This is a super move, not only for the ocmpany but for the market, as a lot of listeners will now have a new favorite station," noted Ellis, "We're going to come out like a fired-up blowtorch and make a major impact in Columbuss.'
A fourycar WING veteran - the last two as PD - Ellis was previously OM at Country WDJK/ Xenia, OHL

## Casey

Contnued from Page 3
oke, and we all thought this would be a great move for him and for us. We're fortunate to have some great candidates applying for the Ksa job and should have our decision finalbeed soon."
Casey commented "Tm flattered that Aylett Coleman has the confidence to transter me from market 94 to market 32 . Ill really miss working at K9e, as this station and situation is one in a million; there's a great family atmosphere here. I'm looking fonward to the challenges at Joy 96 and belping to create an environment where crestivity can flourish. This move puts me one step closer to my ultimate goal of ownership."
During his 28 years in radio, Casey has made programming stops at WHBQ/Memphis, WMYQ Miaml, WDRQ/Detrolt, KSLQ/St. Louls, КСМO (AM)/Kansas City, and WPGC/Washington, among others, and served as National PD for Charter Broadcasting

## Americom

Continued trom Page 1
FM Move-Ins Blamed
The litigation is the latest develogment resulting from Gammon's reassertion of control of the brokerage firm in October. Contending that the economic future of the company was threatened by the downturn in the radio station trading market, Gammon recently fired all Americom employees while offering to retain brokers as independent contractors at reduced compensation.
Last March, Gammon left Americom after a series of "city-change" FM relocations involving his Crown Broadcasting chain caused widespread industry controversy. According to Steding's suit, the FM deals "caused much damage to Americom."

This maneaver effectively redaced the value of all other radio stations in that market and caused the radio stations' owpers (many of whom were past or present customers of Americom) to be suspicious and resentful of Defendant Gammon and therefore Amer: com," the suit said.
Steding's complaint alleges that Gammon's recent return to the brokerage "was simply to liquidate Americom in order to provide cash" to offset downturns in Crown resulting from the move-in coetroversy. It coctends that Gammon's actions "were undertaken intentionally and with the malicious intent of defrauding all other sharebolders of Americom and looting the company.'
"Gammon contirnes to loot the company of its remaining cast and assets. The effect of these actions has been to expose Americom to substantial liahilitics for breach of employment contracts, and to lost profits for termination of other potential contracts and business opportunities of the company," the suit said.

## Dirty Laundry Described

In a graphic series of allegations, Steding's complaint provides a glimpse of dirty laundry at what until recently was America's larg est radio brokerage. Among the changes:

- Even though Gammon disassoclated from Americom in early 1900, be "contirned to take a salary from Ameriocm even though not actively employed there.'
- Gammon, with the aid of his brother - Americom President Dan Gammon - "borrowed" $\$ 100,000$ from Americom sometime early in 1900, without Steding's knowledge or approval, even though unanimous shareholder approval was recquired for such loazs. "Gammon's borrowing was sur reptitious, contrary to the company's best interests, and remains umpaid to this date.'
- In March H00. Gammon and his brother "made a cash distribution to themselves as sharebolders of approximately $\$ 141,000$, but fail ed to disclose this" and failed to pay a procated portion to Steding. who lnbelled the transaction an "attempted traud."
- Because of Gammee's "bad reputation in the industry, commissicess of approximately $\$ 1,000,000$ either doe and owing" to Steding may not be paid. "The customers
have informed Plaintiff that they will not pay Defendant Gammon," the suit sald.


## Noncompete Agreement Disputed

Steding complains that after be signed an employment agreement in April 1s87, the Gammors made an additional demand that be sign a broad noncompete agreement. After be objected, a narrowly worded contract was signed which allowed Steding to compete unless terminated for cause.
The lrwsuit alleges that Gammon recently has advised broadcasters that Steding is subject to an enforceable noncompetition agreement and will "owe Americom a lot of money for a long time" if be engages in competition.
Steding contends that unless Gammon is enjoined from "an attempt to mislead the priblic." be will suffer "a loas of goodwill and reputation, together with the loss of further commissions for the brokerage of radio stations which are impossible to ascertain and unending."

## RCA

90s:
Aldrich spent 13 years at Chrysatis in A\&R and artist development, signing and working with such acts as Pat Bematar, Blondie. Huey Lewis \& The News, Billy Idol, and Slaughter. Kinufman joined RCA four years ago as West Coast Manager/A\&R. Prior to that, be spent three years as National Promotion Director at Gold Mountain Reeords.

## Phillips

Conthued from Page 1
My two years in Chicago have been very rewarding, and Bonneville is an excellent company to work for. I'm happy to leave the New Mix 102 with a winning format and strong ratings."

Prior to joining WTMXX, Phillips spent two years as research assochate for the Research Group. In addition to KFRC. Phillips also programmed Bay Area AC cutlets KIOI, KOIT, and KYUU. He laurched his programming career at KGW/Portland.

## Veronis

Contruyd trom Page 1
"Stabilizing radio listenerstuip and an improved advertising enviroument in 198e9t will bocet the compound annual growth in radio station advertising to $8.0 \%$ over the next five years," Veronis, Suhler said. Radio ad revenues grew at an average annual rate of $7.6 \%$ between 1984-89. Total '89 radio revenues were pegged at $\$ \$ .4$ billion and projected to reach $\$ 12.3$ billion in 1994. Networks are expected to claim $\$ 700$ million of that 94 ple, up from $\$ 500$ million last year. Radio station revenues are forecast to hit $\$ 11.6$ billion in 1994, up from last year's $\$ 7.5$ billion.
By comparison, Veronis, Suhler foresees record industry growth will average celly $5.3 \%$ annually over the 198994 period. Revenues are forecast at $\$ 8.4$ billion in 1994 , compared to $\$ 8.5$ billion in " 89. Record industry growth for the past five years averaged RIK. fueled by the popcularity of CDs. But with the format shift to CD all but complete, the relssue market will begin drying up. And "over the next five years, the vinyl dise will essentially disappear as a format
for new releases," the report said.

## Radio Outpaces TV

Radlo's growth is expected to continue to outpace that of television. TV revenues posted an anmaal growth rate of $5.3 \%$ over the past five years, which is projected to increase to $6.8 \%$ over the 198994 period. Total broadcast revenue growth - radio and TV combined - is predicted to average 7.1\% over the next five years, compared with $5.8 \%$ for the last five years.
Acyuisitions within the record itdustry gave the public companies a deceptively large bocst in revenues over the past five years $-24.6 \%$ on a comporind annual bacis, "The ad-

# Black Rock On The Block? 

0$n$ the heels of CBS founder William Paley's death (10/27), Dally Variety reports Wall Street's abuzz with rumors that Black Rock may soon be for sale. Asking price? \$3-5 billion.

CBS Chairman Laurence Tisch reportedly is awaiting a change in current FTC rules preventing a network/studio merger. If that happens, will Disney or Paramount make a run for the Rock? And . . . is Tisch considering divesting CBS's radio properties? Like maybe its two networks and its 19 OSOs - including every Top 10 market?

Speaking of Paramount, rumbles that BMG is seriously interested in acquiring a U.S. movie studio are growing seismically louder. Hmmm.

And while we're on the subject, rumors continue to surface that the proposed MCA/Matsushita merger is on shaky ground. MCA insiders deny the scuttlobutt.

Ah, but in light of Tuesday night's latebreaking news that various sets and exchibits on the Universal studios tour were ablaze, couid a fire salie be in the works?

## Whispers

(Gettin' Louder)

- Is KiS-FMMLA. nightrocker Hollywood Hemilton about to do an on-atr wudition to tir the same vecancy at Ygsidallas? Word is that Power Ploftampa right dudes Tim 8 Tom opted not to move to take that Big D plo. owing to a hefty dacor counterceter.
- Ia WROK a WZOKRRockford, IL OM John Ney about to be become APD at Qicsitampa?
- Is Atco Narn Promo Dr. Bruce Tenenbeum thising with Alan Kovak about the VPICHR promo wot at Impact? is Motown Sr. VP/Proeno Frank Turner Niving simpter converbations? And thas indio. Billy Smith been apcroached by lrcact . . . ngin? (ST hears 200 and interscope are abo chatting wath Smith.)
- Torch mat tak about Columbla Dir Nan OHR Singles Promo Jerry Bialr jumphg to SBK to succeed Se: VP/Promo Daniel Glass, who's slated for a B1G promotion. And is \$r. Dir/-/incles Promo Ken Lane who in ine for VP stripes?
- is RCA Product Mgr. Robble Snow heading to NY to become Narl Dr-/Mktg?
- Splee the rumors about Q102/Philly OM Mark Driscoll exting. He's taking a four-seok leave of absence for reconstuctive knee turgery. Meanwhile, lormer $92 \times 1$ Columbus PD Michael Hayes has tind od aftornoons at Q102, and WKSE/Butfalo night rocker Smokin' Witile B. will be joining Q102 for nights
- Nerf the notion that KICYKLLitie Boek PD Brian Bridgman is out and beading for the WABS: Mobile PD post:

ST hess former KCPXISelt Lake Cily PD Jerry Leuntaau may be the front-runner, with (drum rol) plesse . . .) Sormer KITY/Sen Antonio PD Rick Upton, former Q10sfTampa APD Dennls Rease, former KHFWAustin PO Selby Elowards, WOMXJOrtando APD Rick Stone, former WOMP-FMWheeling PD Bob Forstor, KIXIOS/tirmingham APD Brian Chris topher, KBFMMMcAllen-lirownsville PD Dusty Hoyes, former Lakers cosch Pat Riley, KLUClLas Vegas APDMD Jay Taylor, By7New Orleans MPDMD Joey G., and former WMXPMittsburgh PD Wayton Richards making up the rest of the feld.

'NEATH THE SHEETS - After hoaring numerous te quests for tolbet paper from U.S. forces stationed in the Persian Gat, KAYI (Kay 1OTHTutsas moming toam of Kwison \& McKenzlo Aunched "Operasion 7wo-Py" - and colfected (and shipped) more than elight thousand rolls. Looking pretty wiped out from the promotion are (ar) Kipin Kerbon and Pete McKenzie.

ST hears RCA/Nashville OM Ric Pepin will head that new BMG Country label set to debut next spring.

Didja hear the one about the New York media buyer who flew into the Windy City to make a sizable TV buy advertising a new, upscale Country outlet? Who's ready for a format flip? Al eyes are on Century AC WXEZ.

Now that Shamrock Broadcasting has agreed to swap AC KMGC/Dallas for Nationwide CHR KWSSISan Jose, speculation about KWSS's formatic future has intensified.

Shamrock Prez Bill Clark says he's considering several options, including simulcasting AC KABL-AM \& FMISF. Look for a formal announcement shortly. The swap is set for around Feb 1

Look for EMI's Ron Fair to be promoted to Sr. VP/A\&R, Staft Producer; Capitol's Tim Devine to be upped to VP/A8R; and Beau HII to be named a partner and head of A8R at Interscopo. Full detail jacket on all tres hombres next week.

## Mixing it Up In Tampa

ST hears Q105/Tampa was going to sta! calling itself "Mix 104.7" this week, but crosstown AC WNLT beat Q105 to the punch last Friday ( $11 / 2$ ) by adopting the handle "Ma 96." Adding insutt to infury, Q105 already hes put up billboerds proclaiming "a better mix of music."

As the KZZP/Phoenix PD derby enters its second week, ST hears WKEE/Huntington, WV PD Pat Paxton is the lead candidate.

However, by the time this reaches your hot ill hands, WZPLIIndy OM/PD Don London, KJ103/Oklahoma Clty PD Mike McCoy, and KC101/New Haven PD Stel Rybak will have all been contacted about the gig.


## Continued from Page 30

Less than a week after becoming a "restructuring" casualty, former Island Nat'l Abum Promo Mgr. John "Archle" Souchack has landed the Nat'l Dir./Rock Promo slot at Hollywood. He'll relocate to the West Coast.

Two more major market AMs - Big Band WDAETTampa and Country WKKUBoston have dropped their original programming and opted to simulcast their FM AC sisters (WUSA and WSSH, respectively).

Incidentally, WKKU's demise means Beantown is currently without a Country outlet.

## L.A., Grand Rapids Books Revisited

Arbitron has reissued the summer '90 books for Los Angeles and Grand Rapids. In the revised L.A. survey, Spanish KSKQ-FM which didn't show up in the initial release now trends .7-.4. In addition, Gold KXEZ's $12+$ has been adjusted from 3.1 to 2.9 .

In Grand Rapids, Arbitron has straightened out a mboup between Gold WLAV (AM) and AOR WLAV-FM. The revised figures show the AM with a . 4 and the FM at 5.1 .

## A Groovy Kind Of Love

- Win Tony Andernon moving to Mercury to head up that inber's Binck Music Division, Ariste Sr. Dis. RBB Promo Connio Johneon is lemporably handing Vei RsB Promo dutes.

Mearwhile, lee Fehr exits the Acala Nan Dr. Mideo Promo slot and is replsced by Diane Gentile, who was Arsta's NE AOR Regl promo rep. GenHe's new ttio ia Natt Or Mideo s Narn Rock Promo.

- Enst Wast Amerlca Nires Gelfen loces Cleveland rep Kevan Rabat to cover that city, ACA Twn Cites rep Denlse Lutz to hande loed Cricuge dutes, Sisapa Phoenix local rep land tormer KOY. FMPhoentx MO) Kelly Christy for Detreit, and KXXXUCalorado Springs Promotion Dir, Carolyn Padgham to oversee the Seatte makkat
- Scoop Marketing Pualicity Dir. Leura Oold heads to Attuntio an WC. Dir. Pibticity, She rephices Kathy Acquavien, who Jumped to Hollywood, Alser to WC Publicist Shelli Andranlglan tests to pursue other interests.
- Look for Aliantic Assoc. Dir./Alari Singles Pro mo John Weston to be upped to Dr. Nan Singles for the labet
- Geffen Nar Secondaries/AC, NAC \& Jecz Promo Cheryt Cross has resigned to purtue a job at an inde label that devis stricty weth NAC and Contornporry Juzz.
- IRSis new Dolas-based Regi Promp rep is Jott Foster, formerty MD at Drake-Chenault.
- Geffen locil Minnespols promo reo Epenudette Powers segues to sinitir dites at Atlantle. She replaces Gary Wiener, who exted
- Glants new Boston promo rep is Virgla New England Fiegl Prorno Mar. Tom Jodia. Mearnwhile. Giant promo honcho Rey Cerfion its stat locien' for an EC Nent CHR Promo Dr.
- Columbla Nari Album Promo Coortinator Tracy Skilly resigra to kin her former boss Alan Oreman at Geften, where shet hunde the satse dutios.
- Atco moves locil Marni gromo rep Allison Newman to NYC so rectace Jody Ryan, who recinty exted and moved to Charlothe Chris McCabe suocoeds Nowman in Mani
- Wh Columbla tiring Chartio Walk for Boosion secondiry prono duties, it should be noted trat Sal Ingumie sis sta Big Reds local Boeson prome guy - as he has been the post 33 ywars.
- PolyGram Country SW Regi Promo rep Sandy O'Conner is leviving the ble to tiy pelicopters.
- Interscope promo domos Mare Benesch and Michael Papalo are in place and interviewing canddates for a sevenpersion regional promo staft. Call (213) 208-8636.


## Shower Of Controversy

# RAINMAN For Governor <br>  <br> mepM104 

WRITE IN RAINMAN ! !

WIOTIToledo listeners have made air personality Jeff Lamb's portrayal of "Rainman" one of the morning show's most popular features. However, the AOR's recent "Rainman For Govermor" promotion of. fended local social service agencies, which have demanded the station crop the character.
"You have made a mockery of pecople with developmental disabilites, autism in particular," charged Neil Carmean, a spokesman for Unitod Health Services. "It is in such bad taste it's apparent you're saying an idiot can run for governor."

The staton maintains Rainman is only a partial takeoft of the Dustin Hoffman character in the movie of the same name. and that the campaign is a poltical spoot thar's in no way meent to demean mentally handicapped people.

MGM/UA - which owns the "Rainman" film - is reportedly planning to hit 'IOT with a C8D.

## New Label O' The Week

Venerable rumors regarding international media mogul Rupert Murdoch's plans to launch a new startup record company called Music International hit the streets again. notably in last Friday's Dally Variety.

As prevously speculated, former PolyGram Exec. VP and head of ASR for PolyGram International Aart Dalhuisen wovid be named President/CEO. He'd be stationed in the UK, but would set up the U.S. division. Distribution plans and staft hirings forthcoming

Brusque KABCIL.A. sportstalk host Ed "Superfan" Bieler has left his afterncon drive shift after 13 months. President/GM George Green sald the decision to exit was Bieler's. The shift will be filled by KABC vet Ira Fistell and a variety of sports-oriented guest hosts until a permanent replacement is found.



## Continued from Page 32

Meanwhle over at crosstown KFI, evening tak host "Mother Love" has resigned. Shell be replaced by phone-in psychologist Dr. Laura Schlesinger.

Hugh Wilson - the dude who created the original "WKRP in Cincinnati" - is set to drect the first episode of the soon-to-be revived TV sitcom. To be distributed by MTM, this brand-new first-run syndicated series is due to debut in fall '91 (R\&R, 3/16).

## Shoot The Plano Player

Look for Infinity Broadcasting to be slapped with an indecency fine of between $\$ 2000$ and $\$ 6000$ for a December 1989 Howard Stern bit wherein the moming shocker ciscussed, among other things, "the guy who plays the plano with his penis."


LEMON-SQUEEZERS APPLY IN PERSON - When a hoal nemapaser reportod that KAFX (The FoxyDont ver bst $\$ 1$ milion in 1990, the stacion's Low's of Fioowax moming town Degan oomplaining above omner Jocor's cutbacks on-wil. OM Jack Evans re-
 ofscussions on itir and gave them a couple days off To think about $e$ "
Come Mondiy ( $10 / 29$ ), the duo weve back on the Fox, amouncing next day's plans to hold a lamon-ade-'n'-cookles sale to raise money so Isteners would be able to win cash prizes. Plicfured giving firsphand ade to the bottom the are (Fr) Michael Floorwax and Rick Lowts:

## Curb Chatter

- Terrance Mckeever retums to mornings (and tomer pertner Ron Olson) at FM-100:Memphis.
- KHuximouston APD Kurt Kelly sdds MO dutes.
- WKCN (AMYCharleston, SC tropa Courty for new calls WVBO, and switches formaty to Urben Gold Cospet Urben WDXZ (Foxy 109) PD Don "EarI ${ }^{\prime \prime}$ Alien becomes OM for both WVBO \& WDXCZ.
- AOR KBO YiMedford, OR (which recortly went dirks is now simucasting AOR KZELEugene - foe copt for morning otive. The arrangement tas been dubobd "Oregon's Best Rock Network.
- KCHVIPalm Springe husband-and-wife programing tean Bill a Rhonda Todd have relinquished PD and MD responstaltes ta the AOR. Promoton Or. Sharl Llpman (aka Kate Willis) assumes interim prograrrring duties. Rhonda Todd remains on bowd to do saves.
- KLBSFMIAuatin ups Loris Lowe to MD, replacing Jody Denberg, who crossed the street to progam KOSR.
- WRNLAMichmond drops Gold to Simulcast FM tister AOA WRXL. The entre 'RNL statf is history Mearnatile, ROXL night rocker Liz Witde is also out.
- WLANILancestec, PA MD Ted Brandl wif ear In four weoks. Pete Michsels will be the new MD, coning from WAPMYYork, PA.
- Don't look for a quick PD decision at KROYI Sacramento. MD Iceman is now intertm PD.
- KiSFMLA. sratches Baltazar from cross. Hown Pirate Radio lor weekends.
- Z100NY weekender Bobby Willis eats to look for a fullime shit.
- Dan Nelson is the new PD at WHOB/Nasthus. NH. He replaces Erle Anderson, who was named APD at G9eiportland, ME.
- CK105/Flint, MI MDathenoon diver Bob O'Dell exits.
- WKDA (AMyNashvilio drops Gold to carry CNN Heodine Nown.
- WSKZIChattenooge MD Jay Scott exts.
- WNWSMMiami, which wers Gold last weok has changed cals to WMRZ.
- KNIXUPhoenlx General Program Manager Larry Daniels has been Nelected President of the Courtry Radio Broadcastors.
- Congrats to RCA President Joe Galante and former ArlstaiNashiville Dir-Marketing Phran Schwartz on their November 3 wedding.
- Get-wel wishes to Westwood One VP/Attit Rolations Bichaed Kimball, who's recovering from viral meringitis. Kimbat will soend a few more days in the hoopital before ooing toome.


SCREWED, BLUED \& TA TTOOED - Behold SMN Stirstadion morning man BOD Leonard g. cavgte in manhi grimace as ne got taffoced ivel on-atr by legendary Dalas pen 'h' hister fieverend Jotn (n). In koeping weth nis love of /azz Lsonadf abted for a three-inch btie note to be permanently ploced on his shoudder - the resut of a losergets. thooed World Sevies bot he made weh fedow moming maviOM Doan Richacts (c).

## BREAKER!!

## COLIN JAMES

## "KEEP

The Second

Breaker
From
'Sudden Stop"

Added to
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On Over 110 aORs Including:

| WHFS | WRIF |
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| WBCN | WFBQ |
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| WSHE | KRXQ |
| WYNF | KOME |
| WEBN | KSJO |
| WMMS | KISW |
| WLVQ | KXRX |
| WLLZ |  |

# Radio Worth Bringing Back 

## By Lee Abrams

Radio stations are a lot like restaurants - profit-motivated, but delicately creative. We've all heard about temperamental chefs arguing with owners about presentation or about certain locations being jinxed (sounds like PDs and frequencies to me). Restaurants have formats (food concepts), playlists (menus), and worry about things like cume and promotion.
The list of comparisons is endless. In fact, over the past few years I've been actively reading restaurant industry trade journals and observing the trends affecting that business - and relating much of it to broadcast marketing.
One major similarity lies in the recreation of concepts popular many years ago. In market after market there's a return to the 30 s and 'obs, as people bam out on nouvelile cuisine and Blackened Tuna Fish Salad. Now, just as there are more diners, more crab shacks, and more "classic food," ractio too is a gold mine of idess and methods from years gone by
> "Radio is a gold mine of ideas and ways of doing things from years ago that can work freshly today."

that can work freshly today. Some concepts are so old, they're new.
Here are a few things you don't bear a lot of on the radio that could have tremendous merit in the sos. Some ideas worth bringing back are:

Playlist Numbers
Americans are statistics-crased, but few stations make a big deal about what's "No. 10 on the play. list," ete. Your station's list has the potential to be your community's masic bible, adding tremendous masic credibility to your presentation. People want to know what's going up or down - tell them!

## Sound Bites

Beyond Jingles and the funny drop-ins usually restricted to mornings, stations have little "sound" in their presertation. At ZRIock, we play airchecks of stations from 20.30 years ago. The amount of sound stations used then inspires our jocks and belps them create a technicolor, supercharged presentation. Stations used to punctuate every event on the air. Sometimes it was clutter, sometimes it was magic. When it worked, the energy and movement were awesome.
24-Hour Morning Show
Is there an FCC law that states a station mast beccme dull after 10am? Historically speaking, using


## Lee Abrams

mornings as the personality magnet at the expense of other dayparts is a recent phenomenon. Its roots may go back to the early Supentars days when radio wanted to be a music source from 10amGam only, and focus personality into AM drive. Nowadays, we can probably take a lesson from the old Top 40 stations, where the energy was always on.

## World's Cheapest Promotion

In the days before Cash Call and megrapromotioces, stations got a lot of milieage out of turning new releases into promotional events promoting them, underlining them: "Brand X has cash, we have the sew -.......-- record!" These days, exciting new releases are treated with a liner, an intro, and maybe a promo. I believe we can raise the excitement level $200 \%$ by going over the top in the delivery of new releases.

## Visual Radio

I remember listening to WLS/ Chicago, and when they'd play an
"Is there an FCC law that states a station must become dull after 10am?"
oldie, they'd go to the "vault" - I actually believed there was a vault where they kept milligess of records (it was in fact, a shoe box). The point is that stations can benefit from visual wording An AOR can

tion by going to the "wall" to pull out a rugget. I still think radio is more visual than TV, or has the potential to be.

## Listeners As Fans

Today we relate to listeners as statistics. We need to look at listeners as fans. It's all in the way we relate to them. It's a cocky friendiliness, a swagger. And an undying rock ' $n$ ' roll star attitude. Literally carrying the flag and injecting that

## "I still think radio is more visual than TV, or has the potential to be."

spirit into every aspect of presentation. Jocks should do shows, not shifts.

## Concert Coverage As Events

Im sure ABC-TV news loves a good hostage crists. Radio should love a good concert. It used to be that when a big group came to town, the great stations would stop everything regarilless of who had the "co-presents." They'd brondcast things like traffic reports (to the show), interviews with roadies backstage. constant interaction between Concert Control Central (in the studio), and the jocks covering the event. Nowadays, you see some of that with the MTV-ized megashows from exotic locations. but Im referring to the local show. Turn it into a major news event. It may seem like fust another show to you, but to the listener

## Convincing Power

A station has the power to create words and trends. Some stations exhibit a radio inferiority complex,
things like MTV, movies, etc. Far more people listen to radio than watch cable or go to the movies. Stations need to take advantage of this by being more aggressive as shapers of culture - starting trends and/or jumping on them as they're happening. I think it's a bit sad when network TV shows are more in sync than radio stations.

## Special Programming Freshness

Some ideas are evergreen. But we can leam from the past if we constantly test our creative moode by introducing new "features" at a more rapid pace. Many great stations constantly introduced new idens, while keeping the old ooes that worked. I've cbserved a lot of statioes that are constantly reassured their existing ideas are sound, so they don't rock the boat by introducing new ones. The trick is to market your station the way manufacturers redesign boom boxes - keep the knobs that work, but contirue to add new bells and whistles.

## Show Business

The programming side of radio can stand to view itself in a show business serve. While radio has become far more sophisticated in recent years, that shouldn't work against the inherent fact that we are show business. The leaders in gos radio will be those who use the technologies and systems that are available, but not at the expense of show business values.
I spent some time working on a project with Disney development, and saw the most perfect balance of the creative side - with its Mohawk haircuts and heavy metal Toshirts - interacting with the purely business side - chanacterized by expensive suits and perfect hair. Each side was in balance.
Obviously, there are docens more ideas and concepts from the "old days" of contemporary radio
"The leaders in '90s radio will be those who use the technologies and systems that are available, but not at the expense of show business values."
that can be applied to the yos, bot the key is in the willingness to explore the legacy of those days for possible applications today.
I must point out that in remens bering those stations, and in listere ing to them today, there was a lot of stmply bod radio: stiffs being played puiking jocks, 4Ssecood weather jingles, and poor exwention. But there was also an in nocence - and occasional bril liance - that probably occurred because the people runining those stations didn't know any better. Perhaps we know too much today. and it gets in the way of the creative process. We're too cool to be inventive.
The most positive thing that can come from locking back is the expocure you give younger jocks to this era. If they've been brought tip on computerized, liner-card radia, that long-lost attitude may be the missing force that propels certah jocks into being really amazing performers, simply balancing hightech ros programming tectr niques with the more harmbess "ampthing goes" spirit of the post
Maybe it's true that you can'tur denstand tomorrow unta you ur derstand yesterday.

[^1]

Baseball may be "America's favorite pastime," but radio is even more popular. In fact, $96 \%$ of all Americans spend time listening each and every week. People tell us in their diaries that, all week long, radio is their constant companion.

Arbitron has been measuring radio audiences since 1965. And now we offer much more than just simple demographic breakouts; Arbitron can help radio stations analyze listener data in ways that will help your advertisers sell more products and more services. The figures prove that radio is a bigger hit than ever.

## 思Ax <br> ENTERTAINMENT COMPANY INC.

## FOR THE RECORD



H's growth pattern is marked by representation of such inter: nationally renowned artists as Que Pasa and the incredible Tony Melendez, the armless guitar player who performed for the Pope.

## NEW YORK

"Mami Yo Te Quiero", the top selling album froe LSN rap artist QUE PASA, was named Record of the Year by the LatimAsserica Record Prodacer's Association to be presented this month. Scorching the record charts throaphout the Latin airwaves is the hit single -Mami Yo Te Quiero". currently bolding its 10 -week position at \#1 in Venezuelk, end hitting Top-10 in every other country from the U.S. to Argentinn, with sales currently climbing in Europe.
American Record Distribeticon has aloo ansounced the release of the consummate fotion album, "Tdentity," by renowned anxophoolst, RONNIE LAWS, A collection of origial tunes ranging from $\mathrm{P} \& \mathrm{~B}$ to funk, "Identity" marks a milestose as the firt Lawa album to be produced and distributed by American Record Distribution, through cema.

## WHAT'S NEW

BOSTON DAWN: hot new dance tingle, "Something Serious" will spawn a new LP schedaled to be released in early


## LOS ANGELES

"We are pleased to announce a move of working solidarity .... So revealed Edward Sax, American Record Distribution CEO on his newly established pact with CEMA President Russ Bach. "We are proad to be aboard, and as you read this, our product is entering the CBMA pipeline and is therefore poised to gain the company's great expertise in the srea of sales and distribetion:"

American Record Distribution was formed to offer major distribution to independent lsbels and talented artists. This gives newcomers and new labels an opportunity to enter the mainline of the music indastry vis branch distribution, through CEMA. They also offer an American presence for foreign labels, incloding marketing and promotion.
The agreement was negotiated by American's counsel David Braun and CEMA's legal topper David Kronomeyer.

## SAX WHO?

Comparatively new to the marketplace, American Record Distribution Company and its parent company, Sax Entertainment Company, have made impressive strides in positioning themselves within the recording field. Sax's Hispanic label, Latin Sound Network (L.SN), is the largest independent Hispanic record company in the nation.

## 'Killer’ Stalks The King

## MONDAY, NOVEMBER 19

1965/Frustrated over repested PA problems, Who lead singer Roger Daltroy waks out of a gig at London's Giad Rags Bal. Breakup rumors spread, with Box Burrell belleved to be Deltrey's replacement.
1975/The d. Qeills Band records the second hall of its "Blow Your Face Our' live abum at Detroits Cobo Acens, four nights after recording the frst hall in Boston.
1979/Chuck Berry is reloased from prison ather serving two months for tax evasion.
1989 /7 even bought a chiffon nightie" - Clarence Clemons, Carole King, and Bitly Preston play compulabive shoppers on "The Tracey Uliman Show."
Bom: Ray Collins (Mothera Of Invention) 1937, Fred Llipslus (Blood, Sweat \& Tears) 1944
TUESDAY, NOVEMBER 20
1954:Gene Autry makes his inaugural appearance it the Grand Ole Opry.
1958/Bob Diddiey pulls a switch on the "Ed Sullivan Show' by playing 'Bo Diddley' despite his promise to do "16 tons." Aso, ACA buys Elvis Presley's contract from Sun Records for $\$ 40,000$ and signs him to a new one two days later.
1974 Following dummer Kaith Moon's second collapse onstage, the Who's Roger Daltrsy puls 19 -yeur-ald
Scott Haipin onstage to finish the show. Halpin plays the last three songs, then almost cotapses himsedt.
1987/Sheena Easton quests as Don Johnson's love interest on "Marsi Vice." Nso, Prince's tird movie.
"Sign 'O' The Tmes," opens.
Bom: Joe Walsh 1947, Duane Allman 1946, Valerle Day (Nu Shoox) 1959
WEDNESDAY, NOVEMBER 21
1877/Thomas Edison arnounces he's imvented the phonograph, which he cals a "Taking Machine." 1913/Coleman Hawkins recelves a saxophone on his rinth birthday.
1950/Flatt \& Scruggs begin their fest recording session
$1974 /$ /hough he'd swom he'd never do it, Marty Ballin reunites with the Jefferson Starship at a San Francisco concert.
1986/Joni Mitchell marries bassist Larry KJein.
1988:Pink Floyd releases its frst ive album, "The Delicate Sound Or Thunder."
Borm: Dr. John 1940, Alphonse Mouzon 1948, Dick Semothers 1950, the late Colemen Hawkins 1804


## THURSDAY, NOVEMBER 22

## 1965/Bob Dylan marries former model Sara Lowndes

1974/Meyor Tom Eradley dectares "Stevie Wonder Day" in Loe Angeles.
1980VDan Aykroyd and the Blues Brothers Band perform at the opening of Dalas's Hard Rock Cafe.
1989/Crosby, Stills \& Nash do a surprise show for East and West Germans tearing down the Berlin Wall. Som: Litte Steven 1950, Tina Weymouth (Taiking Hesds) 1950, Booker T. Jones 1944, Rodnay Dangerfield 1921

## FRIDAY, NOVEMBER 23

1899/The Pacific Phonograph Co. inatals the worlf's first jwebox at San Francisco's Palais Ployad Hotel.
1958/Atter the group shows up late for two radio interviews, the B8C bans the Rolling Stones' music,
1976/Jerry Lee Lewis storms the gates of Elvis Presley's Griceland mansion waving a gun and dernanding to see Presley. He's arested for publio intoxication and possession of a frearm.
1989In Los Angeles. Paut McCartney begins the U.S. leg of his frat four in 13 years.
Bom: Bruce Hornsby 1955

## SATURDAY, NOVEMBER 24

$1972 /$ In Concert,", which evolves into "Don Kirshner's Rock Concert." premieres on ABC-TV. Alice Cooper, Chuck Berry, Poco, the Altman Brothers, and Seals \& Crofts help insugurate the show.
$1976{ }^{\prime \prime}$ 'Wanted: The Outlaws" becomes the frst courtry abum to 90 platioum.
$1985 / 8 \mathrm{ig}$ Joe Turner des at 74 of complications from a heurt attack.
1989 /7 want to stop New Yoek's garboge from becoming hilina's biggest cash crop." - Henry Lee Summer joins the fight to keep cether states' garboge from being dumped is his home state of indiana.
Bom: Serglo Casill (Platinum Blonde) 19e0, Bev Bevan (ELO, Bleck Sabbath) 1946, Donald "Duck" Dunn 1941

## SUNDAY, NOVEMBER 25

1949/Tap dancing great Biat "Bojangles" Robinson dies at 71. His Ife inspired the Nitty Gritty Dirt Band's "Mr Bojanples."
1954 Milles Davis begins his frot recording session.
1976/The Band goes out in styfe with its last show at San Francisco's Whterland. "The Last Wutz" turns into a gata bat with buffet, chandebers, and fult orchestra.
198siSeveral British stars record the Etrioplan farnine relef shgle "Do They Know It's Chriatmas" under the moniker Band-Ald.
1985/Oood to go solo - Sinjing heit sing more adult songn, Bobby Brown leaves New Edition. Johnny Cill replaces him.
1988iSpece musie - Pink Floydis David Qilmour and Nlek Mason watch a Soviet rocket launch into space.
On board is the group's new lve cassette.
Bom: Stacy Lattisaw 1966.

## Stones Rolling Live Album, Film, Books

The ROLLING STONES will definitely release a live album from the "Steel Wheels" tour, but a spokesperson at their publicity offices says it's unlikely to be out until spring or summer next year.
Melody Maker reports that the band are listening to tapes of the shows - including the "Urban Jungle" European leg of the tour and they cite "Wheels" knobtwirler CHIRIS KIMSEY as probable producer.
The Stones also are oversceing the editing of the "Steel Wheels" film, which will be released to IM. AX cinemas in the U.S. next summer. The $\$ 10$ million film will be between 80 and 90 minutes long. and will feature foctage from East Berlin as well as the final dates at Wembley Stadium.
And . . . there are two bockss of the tour in the works. The first is aimed at the Christmas market and titled "The Rolling Stones Images or The World Tour 'g9-90." This se-page pbotographic record
with teat by ROBERT SAN DALL. of the Sunday Times and DAVID FRICKE of Rolling Stone - concentrates on the dates, but also goes back to early last year when the Glimmer Twins got to gether in Barbados to start work on "Steel Wbeels." The UK publishers are Bex Tree Lid. Look for it to come out in the U.S. in the new year published by Simon \& Schasyear
ter.

The second book - which'll be tssued to coincide with the film sext year - is planned to be a much more lavish publication, featuring hundreds of pictures taken by the world's top photograpbers during the tour.


Mat Johnson - a wordd-beater?
The The Vs. The World Speaking exclasively to ROL MATT JOHNSON of THE THE Te vealed plans for a new UK TV film and an accompanying EP. "The The Vs. The World "was filmed at The The's Royal Albert Hall shows earlier this year and is due for screening by British Satellite Broadcasting in Jaruary, when the group plans to release the "Shades Ot Blue" EP.
"We filmed seven nights at the Royal Albert Hall," said Johnson, "and I wanted to do this because
"Acok Over London" news is a service of Rock Over London Lid. which can be reached at Giobe Thentre, Shattostury Averue, Lon don WIV 7HD, phone 071-494 4513.
when the two companies unite to become Britich Sliy Broadcasting and reduce their nine channels to five.

## Wars O'er The Roses

Rumors are rife that bidding for the STONE ROSES has been ralsed to 22 million. Record companies are apparently hovering like vultures to pick up the Manchester band - once they're released from contractual obligations to Slivertone - with the main contenders being CBS and Warner Bros.
However, a spokesperson for CBS said, "There's nothing to indicate that the Stone Roses will sign to us at the moment. We'll have to keep our ears to the ground, but at the moment it's just a rumor. I know they're up for a new deal, but I don't think CBS is any closer than azyone else to getting them.

## Moodies' Mood For Love <br> JUSTIN HAYWARD of the

 MOODY BLUES also has given ROL exclusive information on hls group's next project. The Moodies are just over halfway through recording a new album for relesse arcund April or May. TONY VISCONTI has produced all the material so far. But with Visconti busy on other projects, the band may finish the record with another producer."Some of the things are reminiscent of some mussic we made a long time ago," said Hayward, "and there's some modern things as well. A couple of days ago, I had a call from PHIIL TRAVERS - who did all the original artwork for those fabulous covers we used to have - and he said he'd like to be 24 hour service of MTV Europe which is favored to get airtime


Roling Stones - whoeln' n' dealin:
coasidered for the new allum and that planted a seed in my mind. We've got about another five songs to do and then we'll be finished."

## Beck ' $N$ ' Hyndesight

People For The Ethical Treatment Or Animals (PETA) spokesperson DAN MATTHEWS informs ROL that the forthooming "Tame Yoursel?' album (R\&R, 10/12) will not feature the track that CHRIS. SIE IYNDE and JEFF BECK recorded for the album, as the dynamic duo has decided to use the song "Skin Thieves" elsewhere. A PRETENDERS tume titled "Bom For A Purpose" will replace it.


Chrissio Hynde - take another atto PETA my art.

Orzabal Solo Album
CURT SMITH of TEARS FOR FEARS has revealed that his TFF partner ROLAND ORZABAL is, like Curt, planning a solo album. and that TFF will probably record

## AUSTRALIA

1 I JOHN FARNHAM/Thar's Froxdon
2.2 skrhooks uidetor in Stera

3 3 maxs sivice Blonde
4 4 ICEMOUSE Nos Divin
6 -5 SOUTKERN SONS HMaH In Darge
6 JMMY BaRMEsters Man : Lat At Nigh
B. 7 MiDNOKT OlLaing of The Martin

- 8 WESDY MATTMEWSTIden Ayols

9. 9 ACDC/Thudentrid
\$ 10 amciry mbNESLIy Down Yar Guss

## Most Added

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together again soon for a forthooming compilation allum.
Speaking last week on Radio One, Oart said, "The record compary's planning to release a 'greatest hits' next year, and we're now talking about doing some extra tracks for that, because it wouldr't entail us going into a studio to do a whole allium. But I think we both really want to do a solo record, because after 16 years it'd be really nice to have a change for a while."

## Dream On

The DREAM ACADEMY's version of JOHN LENNON's "Love" - updated with a SOUL II SOULstyle beat, Krishna chants, and smatches of Jokn's "9 Dream" came out this week. It's the first single from their forthcoming "A Different Kind of Weather" LP.
Mearnwhile, Canadian band the DREAM WARRIORS will follow up their Top 20 UK hit "Wash Your Face In My Sink" with the even more strangely titled "My Definition Of A Bocmbastic Jazz Style" on November 12.

ELV $1 S$ Is King
How much is ELIV is worth? Cluristie's abstioneers reckon the rare vehicle registration mamber could beat the UK record of circ,000 when it comes up for sale next moeth
It's the first time issue from the Department of Transport's Classic Collectice of numberplates, which also includes G1 BLU, DI SCO, I DJ, and HI PPY. The auction takes place at Christie's. Scoth Kensington on December 7 .

## CANADA

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ALIAS/More Than Words Can Say
22 CAMD \& TME
ancreenthond dal Kops On Tuning
3 - 3 BARMEY BETTALCOTE Agirat Live
4.4 NOATHERM PKESSGO WB A Anden
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## COMPACT DATA ©

## 'World' Music To Keep Phoenix Rising

Enigma Records is putting together a multi-artist benefit album, titled "Rock The World," to raise money for the Phoenix House, a London-based drug rehabilitation center

The IP features the Icicle Works' cover of Neil Young's "The Needle And The Damage Doce" as well as sew material from Holly Jobmson ("Slay The Dragon"), Feargal Sharkey (an acoustic "Never Never"), and the Skydig. gers (into contribute "I Will Give You Everything" from their forth cocming label debut).
Due November 13, the disc also sports tures from Dire Straits, Eurythmics, Bananarama, Clris Rea, Saxon, Bonnle Tyler, AlStewart, Howard Jones, Joha Parr, and Wham!, the last of whom provide a live version of "Blue (Armed With Love)," Rounding out the LP is a spoken word plece from Ringo Starr ("You Know It Makes Sense") and Kim Wide, Precious Wilson, Daryl Randy, and Bohby Whitlock's collaborative effort, "Sornething Better:"

## Divinyl Solution

Aussie rockers the Divinyls have signed with Virgin Records and will see their self-tithed label debut tssued an January $\boldsymbol{\gamma 0}$. Likely first single: "I Touch Myself," a tune composed by frontwoman Christina Amphiett, guitarist Mark MeEnter, and the songwriting team of Billy Steinberg and Tom Kelly (of "Like A Vingin" fame).

## Vee Jay Box Coming

Chameleon Records, which is in the process of purchasing the en tire Vee Jay Records catalog, has set a November 19 release date for its "Vee Jay Hall or Fame" bax a fiveCD set featuring individual

November 13 Tunes include cover versions of Bob Dylan's "I Wanna Be Your Lover," Loa Reed's "Sweet Jane," and Richard Thompson's "You're Going To Need Someboty."

## Precious Metal

The rIAA has issued the following awards for the month of October:
GOLD SINGLES: "Epic," Falth No More, Slash/Reprise: "Cant Une Withou Your) Love And Affection," Nalson, DGC, "Thieves in The Temple, Prince, Paisley Park/WB; "Maben You Sweat, Kelth Sweat, Votertainment Eleitrac "Knockin' Boots, - Candyman, Epici 7ce koe Baby, Vanills kse. SBK: "Close To You'" Maxi Priest, Charisma.

PLATinum singles: Tce ice Baby," Varlia ice.

GOLD ALBUMS: "Blaze Of Glory,- Jon Bon Jowl, Marcury: "Edutirment," Booglo Down Productions, Jive/RCA: Pandemonium," Time, Paisioy ParkWB; 'Best Of Van Momson," Van Morrison, Mercury: "Tine's Up." Living Colour, Epic: "No Fonces." Garth Brooks. Captool; Zubour Ot Love E"" UB40, Vrgin; "When I Cat Your Name," Vince Gill MCA: -Greatest Hits: The Sound Of Money," Eddie Monoy. Columbia; "Party Your Booy," Stevie B., LMR/ACA "Best Of Kansas," Kansas, Kirshner.

PLATINUM ALBUMS: "Charmed Lite," Billy lidol, Chrysulas: "Blaze Of Glory," Jon Bon Jovk "Bom To Sing," En Vogue, Astantic; "No Fences' and "Garth Brooks," Garth Brooks: "Plokin' On Nastrille," Kentucky Headhunters, Mercury, "The Hits," REO Speedwapon, Eplc; "Croesrosds," Erle Clapton, Polydor: Best OA Kansas," Kansas: "More Tran Wonderth," Sandi Pattl, Impact: If You Wint Blood "Powersge," '2et There Be Pock," and "High Votage." ACIDC. Asco
multiplatnum albums: "Flesh 8 Blicod," Polson, Erig: maCapitot "Mariah Carey. Mariah Carey, Cotumbia; "Kan In' Time," Clint Black, RCA Who Made Who, AC/DC "Wheols Are Turnin" and "You Can Tine A Plang, But You Cant Tuna Fish," REO Speedwagon (all 2 millon): Wiloon Philips," Wilson Phillips, SEK "Drty Deeds' and 'Tlighway To Hell," ACIDC (3 miltion): Please Himmer Dont Hurt Em," M.C. Hammer, Cappol: "Bot Out Of Hes," Meat Lont Epic ( 6 milion): "Back in Black," AC.DC ( 10 milion).

## HEAVY

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## HOT NEW VIDEOS


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## CONCERT PULSE

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## New Tours

## aztec causaa <br> WhFTCWNN CARPENTE <br> mosamet Catel <br> vince osi <br> gace jownson <br> WTMION MARA <br> messon <br> tom paxton <br> satry 000

# How Did You Cover The War Buildup, Daddy? 

Whether the tensions created by Iraq's invasion of Kuwait 15 weeks ago will be resolved by words or massive killing and crippling is still being decided as I write this. But the outlook is grim, and the war drums are loud.

As nations are compelled toward this crucial fork in the road of world history, journalists find themselves dealing with deja voz sahjects which are suddenly new again. There are ant-war protestors whose audicnces view them variously as patriots, Idiots, traitacs, and everything in between. We bear convincing but oontradictory chaims about the "real" issues. Nonstop opinion polls gange the commander-in-chjef's public support/opposition. Official government statements conflict with those from outside sources. Vietnam seems to be mentioned more froquently than when GIs were actuilly there.

This is a time for newspeople to carefully consider what we owe our listeners. Equally important, what level of performance should we expect from ourselves? It would be discomforting to look back years from now and wish we had been "more this" or "less that" in our coverage of so important a crisis.

## Strive For Balance

If I could go through the days of Vietnam again, I would strive to be more balanced and objective in my reporting. The Vietnam conflict that eventually polarized American publle opinion did the same thing - in microcosm - to virtually all reparters. Thase who didn't
allow their private opinions to steer their news judgment may have slept somentat easler later because of their restraint.
I wasn't one of the restrained. Somewhere during the Vietnam experience I abandoned my ideal of pure, balanced joumalism in favor of undisguised bring theboyshome activism. I have had two decades to reconsider whether that was the right response to that crisis, and yet no pat answer comes.
Newsmen and women who are informing America during this crucial period will have many years in which to Moodsy-morning quarter back the cholces made and the ideals cherished.
Each of us mast carefully coeslider right now what standards to bold ourselves to - what we can be proud of later.

## Mars Makes Its Closest Approach

MONDAY, NOVEMBER 19 - This is as close as you get to Mars wathout a rocket nide. Todivy the planet (named fox he mytrical Roman god of war) is only $48,700,000$ mlos away, ts closest approach. hs distance from Earth can vary by 200 milion miles. Another close approsch won't occur until 2001. The cold, barren planet is only hat the dimpter of Eath, but has a 78,000 -foot poak (Oympus Mons) which is the talloot known mountain in the solir bystem, as wet as a valoy deeper then the Grand Canyon.
The Reagan-Gorbachev Geneva surwnt began in 1985. New Jerseys Garden State Parkway instaled the frat automatic tol collectors in 1954. Lincoln defivered his Gethyburg address in 1863 (Fourscore and seven years too ....)? Bithdys: Jodle Foster 28. Ted Turner 52 Larry King 57.

## Baby Boom On The Mayflower

TUESDAY, NOVEMBER 20 - When the Puritans salled to America on the Maythower, two children were bom dring the Alintio crossing, and a third was born just atter they resched America. Susenna and Willam Whis's son Peregrine arrived whlle the ship was in Massachusetts Biy on Nov, 20, 1620. He was the frst child born of English parents in what is now New England.
Revolution Day holidsy in Mexico, based on the 1910 uprising led ty Franclsco Medero. Cheyenne, WY had a 25.6 inch snowtal in 1979, the town's 24 -hour record. President JFK lited the raval quarminine of Cuba in 1982 tas the rissio crisis taded. The Nurumberg War Trids of 24 German loaders began in 1945.
Bithonya: Newswoman Judy Woodruff 44, Dick Smothers B2.

## Man's First Free-Flight

WEDNESDAY, NOVEMBER 21 - Man's flrst free-flght took place in France in 1783 when two men - Jean Fruncols Pllatre de Rozler and the Marquis Francola Laurent d'Arlandes - rode a amoke-fled Mortoplfer butbon to 6000 feet and difted five or six mlos. At that time, no one really understood what caused belloons to rise, but speccutation centered on a mysterious gas that seemed to be present in smoke.
Huricane Kate hit Mexsco Beach, FL. with 100 mph whds in 1985. The MGM Grand Hotel tre in Las Vegas kilod 84 in 1990. The singlo kato atstude record of 28,000 feot was see in 1967. Thomas Edison announced his 'talking machine" I 1877 . North Curclina ratied the Consthution and became the 12 th atate in 1789.
Alithdiva: Nicollette Sheridan 27. Ooldie Kewn 45.

## Thanksgiving

THURSDAY, NOVEMBER 22 - Oeorge Waihington Forris ded in 1806 at age 37, tree yeers atier inventing the ferris wheel. The trat one was a 250 -4oot giant buit for the World Exposition in Cricago. it had 36 compartments that caried 40 niders each
Meo West (7l used to be Snow White ... but I difted) died in 1980 at age 88 . Jotin Kennedy was assessinated and tyndon Johnson beoame Prosident in 1963. Transpacific airmal seevice bepan in 1936 abourd the China Clipper fiying bott, a four-encine Martin 130 which took airnost 60 hours to go from San Frinctisco to Minita. Philippines.
Bithdipz: Boris Becker 23. Jamie Leo Curtis 32. Billie Joan King 47. Rodnay Dangerfield 60 .
Killer 'Quakes Rocked Italy
FRIDAY, NOVEMBER 23 - itnlys blogest series of earthquakes in 75 years, including $a 6.9$ and a 7.2 , Klled 4800 peoplo in southern areas in 1980 (23rd-24th).
The "mircle" Hurricane fian, which caused $\$ 200$ milion in damage without taking a single lite, het Hawall in 1982. Sugsr intoring. and abmost at other U.S. wartme restictions on food, ended in 1945 (WWh; The rocord for surwid at sea in a Ho rat was set in 1942 when Poon Lim was rescued 133 days after being blown off a ship that was torpedoed. Bithosy: Susan Asspach 51.
Sidiedsy ( $t 1 / 24$ ): Preses Sec'y Marlin Fitewator 1948 ,
Sundey ( 1 1/25): Christina Applegate (Maried . . . Wh Clildron'] 19. John Larroquette 43. Ricardo Montalban 70. Soe Difnagglo 76.


NEVW \& ACTTVE

| Now On 145 CHR Reporters - 57\% Including: |  |  |
| :---: | :---: | :---: |
| WZOU | Q102 28-24 | KKRZ |
| WPL | WPHR deb 25 | KISN 32-28 |
| $B 94$ | WDFX 17-15 | $\times 100$ 30-26 (HOT) |
| PRO-FM | WKBQ 27-9 (HOT) | KWSS |
| PWR99 | PIRATE | KPLI deb 28 |
| KSAQ deb 33 |  |  |

## CHR P-2 CHART: Debut 38

 CHR P-3 CHART: 44-32

ACTIVE
\#2 Dial MTV
\#1 Performing Where Played!
"THE SWALK" THE FIRST SINGLE \& VIDEO BY Notorious

| KSAQ | WHHY | KMCK | 99KG |
| :--- | :--- | :--- | :--- |
| KXXRR | KZZU | WOMPX | KZIII |
| KFMWW |  |  |  |
| WBBQ | KAKS | KCHX | KRZR |
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| WCGQ | YES97 | KYYY |  |

## FROM THE DEBUT ALBUM "NOTORIOUS"

# 195 Fights Off Frontal Attack 

Dittman Broadcasting VP/Programming Mark St. John, who handles the day-to-day programming at WAPIFM (195)/Birmingham, is now pulling double duty programming sister CHR WABB/Mobile (WABB VP/Programming Leslie Fram departed for WAPW (Power 99)/ Atlanta). Despite the extra work, St. John fought off a renewed attack by crosstown CHR WKXX (KIX106 The Power Cow) and belped the station to a ratings boost.

## Road To Recovery

S. John programmed 166 from 19848s. He returned to the station last December after PD stints at WAvA/Washington and KWSS/Saa Jose and found the station had "changed dramatically. 196 [used to have) Mark $\&$ Brian (now the KLLOS/Los Angeles morning team] In mornings. When a mega-event like their show leaves, there's a majar vacuum. It took a while to reconer.
"E6's beritage was toward Rock CHR, and we successtully straddred the fence for a long time because there was no AOR When WzRR signed co, it was really a Clasde Rocker; it eroded our men. At the same time, whxx had (then-PD] Jim Catrish Prewitt [Dow marnings at WABB] doing mornings with a hot-scunding Dance CHR format. 195 was squeesed on both sides."

When Prewitt left WKXX, Do began a recovery which bore fruit under St . Johen in the summer Arbitron. The station gained $82-10.0$. while WKXX increased $\$ 1-18.7$. In the Birch, both were off -12.411 .4 and 5.6 .5 .3 , respectively.
"I Inberited a solid morning show with Trey Matthews, Coyote Calhoun, and Andy Spinosi," sald St. Jobn. "We've bullt on that and now have the No. 2 morning show. We've also repositioned 156 toward women with a down-themiddle, mainstream CHR approach that's


Fn-WAPi
WAPFFM (\#35)Birmlogham in sesges an 80\% curnent music mic. Heress a taite of the 5 pm hour winh MDiafiencon diver Sootl Boham non.
Q0-90'siour Lop Aee Sonted BEL BIV DEVOEDO Mol WILSON PHLLIPS/Hodd On POISON Unskinny Bop JAMES INGRAMI DONI HEVE The rioert
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JOURNEYich Cant Help il GO WESTIIGng Of Wahte Thinithg PALK YOUNG/Cn Gir DFEE-LITE/Grocve is in The Heart


Marli St. John
Vess dance, yet more pop and rockoriented than mary CHRs have been recently:

## HOW NOW, POWER COW?

## Power Cow Hoofs In

For a while WKXX called itself X106, but later returned to its orig inal handle, KIX106 The Power Cow. St. John's take on the competition: "I respect [KIX106 VP/Programming/morning man] Mason Dixon. He's dramatically im: proved the station by making a lot of noise in the market. We're both running better stations as a result.
"This is one of the hottest battles. Mason learned a lot from Power Pig [WFIZ/Tampa] about attacking the competition. This whole idea of the underdog truunting the dominant competitor by calling attention to the competitor's weaknesses is an interesting way of marketing yourself. We haven't done any counterattaciss, but wedo talk about the Power Cow in a subthe, playful faskion. After all, we're not in a vacuarn; listeners lonow what's going on. Instead of getting angry, we're having fun because I want it to be clear to KIX106's staff that they haven't bothered us with their comments.

Contrued on Page 45


195 's "Screw fraq" Tshirt fabiove) is the latest in fashion statements.

## KIX106’s ‘Udder’ Transformation

After 12 years as VP/OM at WRBQ (Q105)/Tampa, Mason Dixon moved on to VP/Programming/morning duties at WKXX (KIX106 The Power Cow)/Birmingham - a change, according to Dixon, that's been "a good dose of medication. I needed a move to a fun situation like this because leaving Tampa was a big heartbreak."

## Milking The Market

Dixon arrived in early Auguse and assessed the situation. He recalled. "This station had been brolken for two years. That's not a slam at [former VP/Program: ming] Mark Evans or the guys before me It's a case of corporate not concentrating on certain thingss Every radio group is watching its bucks, and we're no exception. Bat it's a new day here and SunGroup has made the investment in the taient to do a fun, grassroots approach to CHR"
Dixon quickly dumped the station's X106 moniker. For about a week be changed the format every day, threatening to go into competition with major outlets in each format. Battling Country WZZK generated some heat. "We called them the 'Power Calf and ourselves the 'Power Cow,' It caught on immediately with listeners. Everywhere we went people called us the Power Cow, and stores were selling cow parapbernalia like T-shirts and lawn ornaments.
[APD] Brian Christopher told me we were ca to something So we


## Mason Dixon

just jumped aboard the theme and soon had the Power Cow milking the market for attention. The best part is that the audience basically dictated our identity with a cute. cuddly little Holsteln for a maseot. Since then we've accuired the most outrageous van painted with black cow spots. If's not tacky, Just sharp - it sure does get reaction."

## Drawing The Line

While he may have liffed a few ideas from the Q106 vs. [WFIZ]

Power Pig battle, Dixcon drew a line at outright rudeness, "We had some fun with [WAPLFM] ISG, poking at their weak spots. We discovered their morning show is overly talky and has too many voices, Our research showed the audience only knew one of their volces, a bomosexual guy who plays with gertils.
"And since we had poor ratings, we didn't have many spots - so we were able to position curselves as playing more masic without backing ourselves into a corner. Eventually we'll have more spots. We don't talk about playing fewer commercials; we say 196 plays too many."
The coe casualty of the war was 196 night rocker Jeff Kelly, who called the Power Cow with a 50 secood discourse on "how bad he thought we sounded. Every third word began with the letter 'f' in an covious attempt to keep us from airing it. I spent more than three hours splicing beeps into it and ran it every bour, Unfortunately, it cost him his job, which was not our goal. We brought him over to KIXIO6 and gave him some parttime work, but he couldn't do it because of a contract. However, be did a tarewell with our night guys Bill \& Ted." Cow) rent, uses a music fow clock versus in houly clock. The song-losong Sow ls more important than categories," explained VPIPro pranming Mason Dkeon. "As we get into late aftemocons and aarly evenings, the music opts more extreme with more dince and rock cuts." Here's a sampling culed from the 3 cm and 4 cm houns with APD Brian Christopher.
JANET JACKSONBlock Cit JUDE COLEBAby I's Tonight JAMES INGRAM, DONT Have The Heart
ROD STEWART/This Od Heart Ot Mne
MC. HAMMER Pray

DON HENLEY/Hest Of The Mant iNXSTSuclde Bionde
Maxz Priesticlose To You
AANE CHLDDOOT Warna Fal
In Love
VANLLA ICEIce loe Buby
WILSON PHILLIPSRetosse Me GCORGE MICHAEL Freedorn '90 UB40. The Way You Do
RICHAGD MARXXHold On To The Ng g :


In this age of artificial sound and electronics where listening can exist without thinking, the INDIGO GIRLS challenge the listener to consider the alternative. Their compelling and individualistic style returns to the listener an experience of simple honesty and a reward for those who care to listen.

HAMMER AND A NAIL, the first single from their new and thought provoking album, NOMADS, INDIANS, SAINTS.


## 195 Fights Off Frontal Attack

Contrued from Page 42
He offered an example of 196's lighthearted approach: "\$6 is having a fall festival. We ran a promo and mentioned who won't be attending: Pete Rose, Sammy Davis Jr., Saddam Husseln, and Mason Dixon. Just playful antics. It should stay on that level. Mason knows better than anybody what it's like to come under personal attack. We don't have to openly fight each other. We can compete with class.
"We attribute our good book to consistency in music, marketing. and promotions. It's unusual to hane two CHRs go up in the same book. Years ago, between ISS and KIX106, there were nearly 20 CHR shares. But fragmentation has become the reality. Now KIX106 is a more viable cholice. And while some of their growth may come at our expense, we'll both benefit from the competition."
Smaller, Accessible Prizes According to St. John, when it comes to promotion, a station should "think in terms of an overall


#### Abstract

"We haven't done any counterattacks, but we do talk about the Power Cow in a subtle, playful fashion. After all, we're not in a vacuum; listeners know what's going on.'


-Mark St. John
marketing strategy rather than a book-by-book philosophy. We have overall themes we execute every day, and we also have toplcal and weekend promotions. But the over riding philosophy is to be as visible as possible. We do mumerous appearances from festivals to high school team-ot-the-week events.
"[As for contests], we're tying them into our main plug line. We ask people, 'Do You 86 ?' They're sapposed to answer, 'Yes, 195.' We
go out and give away cash that way every day. We've also done gimmichs like 'How many times can you say ls6 in ten seconds?' We pay \$10 for each mention; finalists play for $\$ 100$ a mention.
This is preferable to a one-timeonly lange giveaway. The idea is to tooch as many people with smaller, accessible prizes. We also do lots of prize patrols and hand out movie passes. The promotions enhance 195's image of beling plugged into what's going on."
St. John malntained since people have more radio options than ever. plus MTV, they "care less about one station than they used to - bot I believe mainstream CHR is the way to survive. Positicoing statements, to a large degroe, have become wallpaper, so we approach them from a lighter point of view. We use lots of comedy drops with our promos. We do a little TV for the morning show and key in on our window stickers for added visibility. If you're not getting the addience's attention, you're lost in the crowd."

## KIX106's 'Udder' Transformation

## Contrived from Page 42

## 'Undercow' Position

 Using old TV trade, Power Cow russ a ten-second spot promoting Dixon's morning show. Dixon's primary strategy is to hit the streets. "We're out at schools two or three times a week. The Power Cow van distributed reflective arm bands for a safe Halloween."The Middle East crisis promptedus to flood the market with blue ridbons; yellow ribbons signily bostages. The blue is to remind the troogs of the royal treatment they'II get when they return. That's especlally important because Alabama has more troops in the MidBe East than any other state. Wben gas prioes shot up, we went to random gas stations and pumped free gas. It generated lots of newspoper and TV coverage."
The 'undercow' position the station adopted has sparked a lot of creathity. An example is the folbwing wockend promo: "We want to give you a brand new car, but we don't have it. We want to give you $\$ 10.000$, but we don't have it. The Power Cow will give you something you really need - a houseclearing. But we don't do windows." That's followed by the sound of glass shattering, Over the sound of a vacuam cleaner, the station registers listeners to win maid service courtesy of the DJs.
"We're now doing a 'Cash Call Jackpot' Today's amount is $\$ 597$ : It's a spook on big money cantests. Listeners have been calling in to donate money to the jackpot. And if you're heard those Life Alert spots with Mrs. Fletcher saying. Help me, Tve fallen, and I can't get up, then you can relate to a Mrs. Fletcher look-alike contest we beld at a club. Ladies showed up in gowns with walloers, crutches, and canes. The winner had a wig on and was In absolute knocicout underneath the costume."


The Power Cow Van and statlees with the 150 -yard groeching card sent to our troops in Stud Arsiots.

The Power Cow is focused on 12 3 3s, with an emphasis curve on is305. "We heavily daypart the music to put the best staff where the available audience is. 196 has a teen image. We want adults to see us as a contemporary station that plays hit music, not as an AC. That's why teens are part of our focas in the proper dayparts.
"Unilke 156, we don't use liners and voicers too seriously. The Best Music Mix' and The Most Music' don't mean anything. Instead, we say something like The Power Cow, serving Birmingham for at least three weeks,' 'It's not just cow, it's an attitude.' and 'Just because we're an adult station doesn't mean we have to be bocing.
"We take lots of jabs at curselves. The equipment bere is shot, and we7l bopefully build new stadios. So I have a contest in the moc-
nings: People call in and guess which plece of equipment will fail that morning. Every moming something fails, and we hit a cart that screams 'equipment malfunetion.' Then we call a listener who picked the category of equipment failure and give him a piece of broken equipment like a busted cart, an odd microphone, or beadsets."

Alternative marketing is used for other dayparts as well. "Bill \& Ted don't do a 'Top Eight At $8^{\prime}$ sort of thing. Instesd, they take wireless mikes to the parking lot and invite people to do lunstic things like dress up in shower curtains. This stuff prompts 196 to occasionally lash back when we hit a nerve, but it always seems to come back to bite them. We have listeners calling in telling us whenever 185 badmouths the Power Cow."

# Jude cole  <br> The Now Single From the album A View.From 3rd Street 



First Week!

PWR99 add KHMX 25-23<br>WNCI add 32<br>KBEQ add<br>WKRZ add 195 add KZ106 add WANS add 99WAYS add WABB add WIXX add wZOK add

> KF95 add
> KSND add
> KXYQ add 28
> K2ZU add
> WKPE add
> G98 add
> WHTO add
> KZ1O add
> KOHT add
> KKHT add
> KZOZ add
> SLY96 add



TAKE FIVEI - Flanking KJLHZOs Angeles moming co-host Koko Evans are (Hy) Reprise's David Lynton, Take ©'s Alvh Chas, Kil't's aftemoon ditrer Geno Jones, and Take 6's Ciude V. McKnipht ain.


MORE THAN LIP SERVICE - KKDA (KIO4)VDalas VP/Opormions M. chael Spears was in atrendance as several new lingle packiges were being done. In the bouse with great tip service where (l) $\boldsymbol{i}$ ) Michen Jeckson, George Anderson, W. T. Greer, Spobars, Neide Wasnington, Pat Hollhes, and Robin Brown.


JAZZ FROM THE CITY - WRKS/ New York moming personalify "Jazz From the City" producent host Ken Weob was on hand to celobrate George Benson's "Big Bloss Band. "Beaming in the studlo ware (ha) Webt. Benson, Carmen Bradford, bendieader Frank Fobter, and at far right, Aaron Woodard, President Count Basie Band inc.


ANDERSON IN THE STUDIO - Cart Anderson stopped by Westwood One's studios to chat wth KOA Y/Los Angeles moming man and "Fresh Triacx" host $2 d$ dohnson.


WAKE UP HAMMERI - WZF/Chchnas staffers joined M.C. Hanmer Dackstage at ope of his Hammertine parfomances. Sinithg for the camera (i-r) weve IZF moming toann Alyan Scott and KMm Fax, Harmev, midday announcer Tacy, intom Kyto Jackson, Promotion Drector Sharon Herdh and her deughter Kathergene Eley, and mbeviannouncer ky:D.


## AL B. SURE!

## "MISSUNDERSTANDING"

THE NEW SINGLE

FROM THE NEW AL AUM PRIVATE TIMER WN ANO THE WHOLE 91

URBAN CONTEMPORARY CHART

## 1

## THANK YOU URBAN RADIO!

## WLOU Turns 40 In 'Classic' Style

Johnson Publishing's WLOU/Louisville celebrated its 40th anniversary this week. PD Ange Canessa talked about the importance of community involvement in his market, and how the station, an AM, tied its strong and longstanding commitment into the recent celebrations.
Canessa believes it's important for AM stations to stay involved with their communities: "FMs have the luxury of being Jukeboves,' using the 'More Music, Less Talk' phillosophy. But if you're an AM and you're not telling people what's going on in your city and how they can help the community be a better place, then there's no sense in doing masic like the FMs.
"Sure, music is a hage plas, but commuinity cornmitment is the utmost and premier advantage AM stations have. We have to blend information, music, and community service together to remain competitive."
"Sure, music is a huge plus, but community commitment is the utmost and premier advantage AM stations have."

## First River City Classic

Last month WLOU put that phil ascophy into practice as the official media sponsor of the Inaugural River City Foothall Clussic. Canessa explained, "Biggelow Entertainment, a local coocert promoter. put together the footbail clasic. The idea was to bring a large. black-oriented event to cur cily. WLOU's involvement was a natural

## Joint Promotion

We made a joint promotional cffort out of the Tailgate Party. which followed the parade the game was being televised on BET [Black Entertainment Television]. so we got our local Storer cable atfiliate and Budweiser to cosponsor this pregame event with us Ap proximately 5000 people showed up for the bartecue. The weather was great and we all had a great time.
"We just jumped on board the football classic with everything we could, because WLOU was the best station to help make this event a success.'
"The game was next: 28 \$82 fans showed up for an exciting, hardhitting game. Central State won 35-14. After that we had the Celebrity Boat Ride. But the WLOU House Party was where we really kicked it, with performances from Doc Box \& B Fresh, Body, Kiara, MC Troable, and Glean Jones. Approcimately 5000 people attended, and moet of the proceeds went toward scholarships for black studeats who want to attend black colleges."

## UC DATA BANK

## Black Population, Median Age Grow

Though the census results arent out yet, rumbers from the 1988 Curtent Population Sur: wey On The Eick Popratasion in the U.S. wre. From the 1980 census to the 1988 survey, the black poputation grew wh a rase of $14 \%$ (compered to $10 \%$ white growth) to rosch 29.3 m Ion, of $12.2 \%$ of the total U.S. popdation. A higher bith than death rate cosused $84 \%$ of this growth, and immigration rates, on the rise since 1970, secounted for the remainder.
The black medin age also rove from $24.8-27.3$ yoers trom 1980-88. Athough the btock meden age tes ristoricaly beon lower thim the whice medin (thariss in part to a Figher fortility ratel, ofminiahed tertity and bety boomer aging were major factors in overal modin age increases for both popilatons.

Source: Minonty Markets Alort


HANGIN' At THE HOUSE PARTY - Plctured af WLOU's House Purty af the Loutsille Gardens are (t)) WLOU' Eric James, Pegay of MCA act Body, WOU's Carlos Aowlet, Body's Letts, MCA's Stacy Floyd, Body's Francha, WLOU PD Ange Canessa, and Theopoles of MCA` Glasswork.


STiL HANGIN' - Also parying with PD Ange Canssss (i) wore (th) RCA's Vic Givens, artist Glenh Jones, WLOU's Catos Aowlett, and BET host Chris Thomas.


## Holiday Conscience

WLOU has more community service events planned for the upcoming holidays. The station has teamed up with the University of Louisville's focthall team and other local celebrities for a pancake eating contest, proceeds from which will go to Clothe A Child and Food For The Elderly agencies. Besides
its annual Thankogiving turkey giveaway, WLOU is also involved with a Cliristmas food and toy drive. Describing these projects. Canessa summed up the station's philosophy: "It's all about the commanity and its people."

## Picture This

Do you ever picture yourset in RaR? Gather your boot bleck \& write photos feles color shots are flie, too) of station promotiond everts, cortests, conoent teliss, instudo vists by atists, or local benofts, and mal to: Walt Love, 1930 Gentury Park West, Los ingelos, CA 90007.


MAKING HMSTOAY - Ohio's Centraf Stane University and Tennesste State University were the first no black colleges ever featured in a Loulsvillo game, sfaged during Whours River City footbat classic.

## EPIC'S 3-POINT PLAY



# TONY TERRY "Head Over Heels" 

Tony is back
-- and does he have a hit for youl!
Get Ready

- ON YOUR DESK THIS WEEK!


# TEENA MARIE "If I Were A Bell" 

can easily be the ballad of the year!
BREAKKRS
Now on 73 UC Reporters - $78 \%$ MOST ADDED again! UC Chart: Debut 38

# ABSOLUTE "Cheap Shor" 

Two special ladies that are exciting radio stations everywhere!

## The KATT Claws Its Way Back

The summer ratings were just what the vet ordered for Surrey's KATT/Oklahoma City. After being kicked around a bit in 1999, AOR's best-known feline leapt back into double digits and put some distance between itself and Classic Rock rival KRXO.

What a difference a year makes! Last summer's Arbitron showed the once-prood KATT tumbling to an almost inconceivable 4.7, the lowest $12+$ in the station's 14 -year history. But like its resourceful mamesake, the KATT eventually landed on its feet. Its $7.0-10.2$ surge in the past two Arbitrons places the station second in the market only to Country KXXY - and four-and-ahalf points abead of KPXO.
(Birch shows the KATT jumping $9.6-154$ since fall 89, good for Na 1 in the market. KHXO improved 5.27 .3 in the same period.)

KATT PD Doug Sorensen, a veteran AOR and CHR programmer and personality (WBZZ/Pitsbargh, KZZP/Phoenix, KQRS/ Minneapolis, WTPA/Harrisburg. KLAQ/EI Paso), was PD at Surrey Rock CHR KATM/Colorado Springs when the KATT bottomed out last summer. Company President Kent Nichols invited him to join VP/Programming John Stevens and travel to Oklaboena City to give some irgut. As you can imagine, it was not the best of times at the KATY.
"Oteviously they were surprised and bewildered," Sorensen recalls. "The station had never experienced anything like that before, and a Jot of people were wondering what was going on. A lot of it was ratings voodoo; they had homble diary placement, and that made a troublesome situation lock worse than it really was. The numbers really blew things out of proportion. The KATT was not a 4.7 station."
> " A lot of it was ratings voodoo . . . the KATT was not a 4.7 station."

## Classic Overreaction?

Indeed, the KATT was back up to 7.5 the following book, which would seem to confirm that summer ' 89 was a statistical aberration. Still, considering the station's previous accomplishments, it was dovious something was a miss. Sorensen believes the KATT may bave overreacted to KRXO.
"They tried to head KRXO off at the pass," be notes. "Tbey softered up and tried to play more 'adult' rock ' $n$ ' roll. And they started playing some questionable songs. It's what most stations around the
country have done when confrontod with a Classic Rock competitor. They change their mix and their entire approach and suddenly become something they're not, Rather than say, Look, I own the franchise for rock in this town come and take it from me,' stations are more apt to say. Hey, you're not going to get my older demas,' and change to the point where you can barely tell the difference between them and the Classic Rock station.
"The bottom line is: We can't out-classic the Classic Rocker. Maybe we thought we could, but we couldn't. People didn't turn on the KATT to hear classic rock anyway. Our handle is 'Rock 100,' and we were playing 'Doctor My Eyes.' I mean, give me a break! If I punched up the KATT and heard 'Doctor My Eyes,' Id be disap-
pointed. You have to stay true to who you are and meet people's expectations. There's a bigg difference between 'Layla' and 'Lay Down

## "Adults aren't turned off by Motley Crue and Guns $\mathrm{N}^{\prime}$ Roses. Research proves they aren't. If you don't think adults want to hear Slaughter, you're crazy.'

Sally.' I don't think Lay Down Sally' beloegss on this radio station. "AOR has had this split personality, trying to figure out, 'Hey, do
we play Motley Crue or not?' If you're a rock 'n' roll station, how can you ignore Motley Crue? Everyone knows the Midwest is all about meat and potatoes. This is a pretty basic rock ' $a$ ' roll town without a lot of frills: AC/DC, Zep pelin, Forelgner, Styx. This is the part of the country wbere Triumph is still ble With competition the way it is these days, you've really got to give the audience what z comes to you for. People come to the KATT to rock."

## Purring Again

Sorensen is gaick to point out that the KATT was on the mead and purring again when be sus coeded PD Scott Doughas last February. (Douglas resigned to promote records at the new Charis ma label.)


I wish they at could be Oklahoma giffe ; . . (in) Promotion Asst. Steve Clark, svening jock Greg Zooback, and former moming porsonality R. Walker pose with winners from the KATTs annusi 'tan ine" contest.


Hundreds of KATT kids get ready to run a "Kiddie KATT" race for charity.


The "wedding perty" on stage ot the KATTs mass weoding. Over 160 couples participated.
'They'd made a lot of the neces sary musical adjustments, and the station was already turning arcumd," be says. "But they still weren't serving the 1834s as well as they needed to The No. 1 183 station was the Country station [KXXY], which was also No. 1 2ssu! And I said, There's something really wrong bere.'
"Tve ahways felt AOR is an 1834 format. It may relate to 2654s very strongly, but that's because older people still want to bear rock ' $n$ ' roll Adults aren't turned aff by Motley Crue and Guns $\mathrm{N}^{\text {N Roses. }}$ Research proves they aren't. If you don't think adults want to bear Slaughter, you're craxy.
"It all cones down to balance

## $\sqrt[7 n]{\square}$ <br> 100.5 FM

## Sample Hour

Wechesday, $10 / 243.4 \mathrm{pm}$
Wingermies Awsy
FOREIGNERHot Blooded
HOUSE OF LORDS/Can't Find My Way Home
STEPPENWOLF/Magio Carpet Rrde
GENE LOVES JEZEBEL/Jedous STARSHIPLIayin' E On The the DON HENLEYANEW Yok Mruto DEF LEPPARD/Fooln
R. WATERS TB. ADAMS:

Young lust
TOY MATINEELIst Plone Out CINDERELLADOAI Know What You Got
ALDO NOVA/Fantssy
and dayparting. Im a fanatic about bow songs fit together. I spend at least 45 mirutes to an hour every day after Selector spits out the log. just to make sure every. thing is right. That's assuming the door's cloced and the phone doesn't ring. Anybody who thinks they can push 'S," hit 'Print,' and throw the $\log$ in the cootrol room is ruts. The product is too important to delegate it and go have lunch with the record guy for two hours.
"It's harder than ever to discern the right records to play, to distinguish the pretenders from the real hits. There's so much pressure from all these labels that want their records played."
The ratings indicate the musical adjustments worked. The KATT has gained seven shares in 18.24 men since last fall. Yet the station's harder-edged sound hasn't scared away the upper demos. In fact, the KATT is up a solid five points $25-54$ and has pulled abead of KRXO.
"We're beating them in a demographic that isn't even our primary emphasis," Sorensen says. "That goes to show upper demos do want to hear new music along with the classics. We'replaying enough library material to satisfy their needs whille exposing them to new stuff as well."

Increased Visibility
As Sorensen continued to retoughen the KATT's sound, he belghtened the station's visibility. We were down to eighth in the market in cume. A lot of people had just quit sampling us, which was unheard of for a station of the KATT's magnitude. So once I felt the music was ca target we began heavily promoting the station, making sure we were as visible as possible.
"We also made the station much more produced, using a lot of recyeling promes to emphasize our jocks and features. Most of the

jocks have been bere for years and have really become persconalitics. I hate to sound corry, but we really stressed meeting and touching people. There's no substitute for dealing with your listeners face-toface. In this day and age of phone calls, fax machines, and computers, the only thing that's going to make a lasting impression on people is shaking their hands. It's a fundamental of good radio, and Fm coevinced it's been a big part of our recent success."

## SEGUES

Loris Lowe, a partimer at KLLU/Austin for the past three years, succeeds Jody Denberg as MD. Denberg was recently named PD at crosstown KGSR . . . KJKJ/Grand Forks. ND personality Kevin Horton departs to take rights at KQDS/Duluth, replacing Mark

Olson ... Longtime KBCO/ Denver morning news anchor Peter Finch is upped to News Director as Mike McLain exits. Joining for afternoon news is Roxanne Smith, who crosses the street from KDHT . . . At WTPA/Harrisburg. Frank Scofield replaces Mark Cook in overnights.


CSNAH - KFMU/Stoamboar Sorings GM Ward Holnes and PD Mike Huston hang weth CSN; (A) Devid Crosby. Graham Nash, Stephon Stils, Holmes, and Huston.


How do you spice up your moming newscast? If you'te the KATT's Max Morpan, you simply hop on the back of a dirt Dike and diliver "motorcy. cle nows.


KATT atalfers hang wes Bily liot pictured (ar) ave middayer Brad Copeand, Asst. Promotion Drector Ed Willams, KATT mascor Paul Whdnam, MD Chaty Soull, kdol, and Promotion Director Stacie Cade.


## Life After Baseball

## KDKA/Pittsburgh's Pirates-Penguins Pickle

When Cincinnati Reds first baseman Todd Bemzinger squeezed Oakland third baseman Carney Lansford's harmless foul pop to end the final game of the '90 World Series, it put to rest another year of our national pastime. It also opened up valuable airtime many PDs must find a way to fill until the first ball is thrown next season.

## Dual Coverage

"We're lucky because we move right from bascball to bockey." noted KDKA/Pittsburgh Program

## Talk Shows Pinch-Hit For Red Sox

For the third sime in tive yoars. the Boston Ped Sox relgn as ML Estit charpione Rabid Red Sox fant usuatry kropet stationt on the tesm's radio network to No. 1 status if night, in basebal's offseasion, POS like WHYN (AMy Springftato's Eith Hoss scramtio fo maintsin the numbers.
Hesa's solution. Th the wrater, we carry Cettics and selected noncompeting Hartforts Whaters games We also ar ABC Radlo's Tom Snyder and Sally Jessy Raphast [yearround) Tom's a high-prokle personuily, and sinoe his show starts at 10 pm , he's on uninterrupted most nights. He does an uxcetient job with guests, and we promote fim very heavil. Sally, however, is preempted often and, as a result, ien't promoted as much. Her show is at most always fil programming
if WHYN didn't carry sports pro gramining. Hess indicated he'd consider local tak for evirly owepings. "We woulde't damp Tom Snyder, but I might De incined to drop Selly Jessy Rapheol, A talk show hitsing local lsoues would be more. mportant than a network show. But with our sports loed, a local tak show woulignt have enough time to establish itselt There's also a detinte reverese plus when you carry profesolional sports?

Wrive's gatte pan is to own the makkers sports postion. The Red Sox are the cornerstone of that strategy.

Arbitron clearly shows basebatt is the most populer way to keep up nighttime numbers, Hese maintained. "There's no question about at. Wo dofnitely see a drop when the Red Sox arent on. The Celbos may have won more chanplonships, but the Red Sox are far and awly No, 1 in Nerw England. To be a successtul Fill-Sorvice starion, we hwre to keep the Fed Sax on our schedjle: they're vital ro hate to have to progrwn against them."


Chucle Dickemann
Manager Cheek Dickemann. KDKA is the flagstip for the National League East champion Pi; rates, as well as NHL's Pitstourgh Penguins.

Penguins games actually ex. lend to early May. At the end of hockey season, we have some conflicts with the beginining of baseball season. The same is true at the end of baseball season - espectally if the Pirates go to the playoffs and World Series."
During this year's NL playcels, KDKA carried Pirates-Reds aftersoon games until 7 pm , ran a 30 minate talk show, and picked up bockey at 7:30.
When scbeduling conflicts occur, flagshlip stations like KDKA often solicit help from competing staticons. "It's great to carry one sport year-round. On the other hand, when you get conflicts, it's ulcer clty." explained Dickemann "We have to do a tap dance and pay another station to carry play-by. play coverage of games we can't air. We don't put cooflict games on
a major competitor. We'll go to another AMer we feel has minimal audiencesharing with us,"
Compersation averages about $\$ 500$ per game for the obliging station "The additional revenue is attractive to them, and these stations don't look at games as ratings boosters. We go to smaller stations because they probably wouldn't generate this type of money by just selling spots."

## Hockey Scores <br> With Women

Prior to joining KDKA, Dickemarin was APD at Group W sister FSA WBZ/Boston. He's been surprised at the Penguins' female appeal "The (Boston) Bruins draw a blae collar crowd, the Celtics a more white collar crowd, and the Red Sox appeal to everybody. Hockey here is a good blue collar' white collar mix. The Penguins' audience is about 40\% female which blows me away,"

Like a growing number of flag: ship stations, KDKA po lorger owns broadcast rights. "We pay for the games as we would any other type of block programming. We use [games] as audience-attracting mechanisms. There's about 30 minutes on each side of a game for pre- and post-game shows. We have features before the pre-game show done by our sports guy. These features are sold as specialized programming right on the fringe."
Baseball and hockey games generaily start at $7: 30 \mathrm{pm}$ Consequently, perscoalities working evenings at stations such as KDKA are frequently preempted. Dickemann devised a contimuity solution for 60pm talk show host Fred Honsderger.
"We start him in our 46 pm newsblock. By putting him on early, we get his name affiliated with

## Full-Service Summer Scorecard

Ful-Service ACs (FSAs) had a steady summer, with nearly one out of three FSAs ranking No. 1 among 35-64s.

The following recaps summer Arbitron and Birch progress. The first thee columns thow Arbitron 35-64 summer-summer fuctuation, Arbitron summer-summer 35-64 rmkings, and Actitron summer '90 $12+$ TSL in minutes per day). The find column notes Birch summer '90 $35-64$ sheveimarket rank.

|  | Fore | *WNA | T30 | 2ami |
| :---: | :---: | :---: | :---: | :---: |
| WGY (AM)_AIbany | -2.5 | 3/3 | 74.2 | $8.3 / 3$ |
| WSB (AM)/Atlanta | $+1.0$ | 5.5 | 63.6 | 8.4/3T |
| Wizzeoston | -1.3 | $4 \mathrm{~T} / 5$ | 68.1 | $6.4 / 4$ |
| WBENBuffalo | 40.2 | $5 \times 5$ | 65.8 | $8.4 / 4$ |
| WET (AM)/Chariotto | -2.1 | $5 / 4$ | 84.2 | $6.2 / 4$ |
| WGN/Chicago | $+0.7$ | 1/1 | 83.6 | 11.0/1 |
| WKRCICİncinnatI | $+0.2$ | $6 / 5$ | 72.2 | $6.4 / 4$ |
| WLWhCincinnat! | $+0.4$ | $1 / 1$ | 82.0 | 19.2/1 |
| WTVNIColumbus | +4.8 | $2 / 1$ | 91.3 | NA |
| KHOWIDenver | -1.2 | 5/6T | 66.8 | $6.4 / 5$ |
| W/FIDetroit | -32 | $1 / 1$ | 85.5 | 9.2/1 |
| WOOD (AMYOrand Raplds | -5.3 | $3 / 7$ | 52.3 | 10.6/1 |
| WSJSJGreensboro | +1.3 | S/3 | 74.9 | 7,4/3 |
| WTIC (AM)/hartford | -0.2 | $1 / 1$ | 106.3 | 15.1/2 |
| KSSK (AM)/Honoluly | -4.1 | 1/1 | 88.6 | NA |
| Wi8Cfindisnapolis | $-1.7$ | $2 / 2$ | 101.2 | $12.0 / 2$ |
| WHAS/Loulsville | +3.0 | 212 | 78.4 | $18.7 / 2$ |
| WTMAMilwaukee | +2.0 | 1/1 | 79.3 | $11.4 / 2$ |
| WCCOIMinneapolls | +0.6 | 1/1 | 78.2 | 20.3/1 |
| KFASMOmaha | $+3.9$ | $3 / 2$ | 76.8 | $11.8 / 3$ |
| WDBOIOrlando | $+1.4$ | 6/5 | 69.8 | $7.2 / 5$ |
| KDKA/Pitsburgh | +0.5 | 1/1 | 87.6 | 19.9/1 |
| KEXIPortland | $+0.9$ | $2 / 2$ | 69.8 | $10.7 / 2$ |
| WRVA/Alchmiond | $-1.7$ | 1/2 | 98.3 | $16.7 / 1$ |
| WHAMMRochester | 40.4 | $3 / 3$ | 87.7 | 8.8.25 |
| KALUSall Lake City | -0.3 | $5 / 5$ | 52.8 | $33 / 10 \mathrm{~T}$ |
| KFMs (AMySan Diego | $-4.9$ | 1/3 | 69.1 | 9.311 |
| XOMOISeattle | $+1.6$ | 33 | 65,4 | $7.1 / 3$ |
| WHYN \{AMySpringlield | $-1.6$ | 212 T | 70.7 | 8.5/3 |
| WSYR/Syracuse | +0.3 | 211 | 74.1 | $14.7 / 1$ |
| WARM WIlkes-Barre | -0.4 | $2 / 2$ | 85.6 | $7.7 / 2$ |
| WSBAYork | $-5.0$ | $3 / 7$ | 68.4 | 13,6/1 |

- 53.15 registered Arbitron $35-64$ summer-summer gins. However, the average FSA demo shace decreased from 11:2-10.8. Brch FSA $35-64$ stats were nearly identica: 10.9 .
- Typical $35-64$ increases were +1.3 ; average losses were -2.3. WTVNCclumbus $(+4.8$ ) notched the Largest gain; WOOD (AM)/Grand Papids (.5.3) suffered the biggest loss.
- Approximatoly $1 / 3$ of FSAs were No. $135-64$ in their respective marketa, according to Birch $(33.3 \%)$ and Aititron $(31.2 \%)$.
- Acbitron summer-summer $35-64$ mirket rank was basically flat 2.6-2.8: Birch pegged it at 2.6 .
- WCCO Mnneapolis bosted the lagest $35-64$ shares in both ourveys.

FSA summer $12+$ TSL averaged 76.9 minutes per day, ranging from WTC (AM)/Hertorers high ( $106.3 \mathrm{\lambda}$ ) to WOOD (AM)/s low ( 52.3 ).

- Three significant Arbitron/Bich disparities: WOOD and WSBAYork both ranked No. 7 in Artitron and No. I in Birch; KAlL/Satt Lake Clty frished No. 5 in Arbitron, but No. 10 in Birch.
the news. He shifts back and forth to the news anchor for beadlines, as well as to sports, traffic, and 'Accu-Weather.' He's very visible
from $4: 30-7 \mathrm{pm}$. When there are m 0 night games, he's on from $4: 309$. Even when the games aren't on, we have a strong product."


## Bucks, Brewers, And Packers Stop At WTMJ

The end of baseball season didn't signal an end to nighttime sports coverage on heritage FullService WTMJ/Milwaukee. Nor did it create major problems for the Brewers flagship outlet.

Baseball lasts about three hours a night - WTME is a 2 fhouraday station," noted PD Mike Elliott, who's in his third TMJ tour of duty. "When cur baseball coverage is over, we just continue programming great radio. In addition to the Brewers, we originate Milwaukee Bucks baskethall, Green Bay Packens foothall, and University of Wisconsin baskethall and focthall.
On nights when there's no sports play-by-play, WTMEI schedules lo-
cal sports talk ( $6: 30-8 p e n$ ), followed by NBC's TalkNet.

## Superserving The Core

The baseball franchise brings a wider audience into the fold, but that audience doesn't necessarily carry over. "Baseball transcends demos," explained Elliott. "You share from every format in your signal area. When baseball season ends, you have to go back and superserve your core. I don't think the core leaves the station during sports, but that may (be a reflecBon of] the market. Baseball does


## Milke Elliott

well for us. We have a nice working relationship with the Brewers, and do promotions around the team."

Elliott doesn't believe TM.J and the Brewers are likely to part company, "It simply won't happen. The Brewers have become part of our format. While some stations play four-ina-row, baseball is our format during that time of the year. The marriage between WTMS and the team has been great."

Focusing on just one sports franchise isn't in the cards either. Said Elliott, "Why would we want to? Things are working fine. Milwaskee's a strong support town for a team - win or loce. Our listeners expect certain things from us, like play-by-play. If we continue to satisfy them, we'll ccotinue to do satis
fine.

# Searching For The Format's Pied Piper 

What stations or programmers do you watch for music leadership? In the past, a handful of people at highly visible radio stations would lead the way, taking chances on records. Others would follow those decisionmakers, and records would seem to come from nowhere to be smashes.
Going back to the mid- Tos, WMAQ/Chicago and WHN/New York - with Bob Pittman and Ed Salamoe, respectively, leading the way - would attract a lot of attention wben adding a record. WMAQ almost singlehandedly resurrected Red Sovine's "Phantom 309" by putting it into a beavy/current category - six years after its release. Demand was so high, Starday eventually rereleased the cut and it peaked at No. 33 in RetF in 1976.

Informal "networks" of decisionmakers have also existed in the pest. Numerous hits were spawned when members of such groups added records en masse and turned others on to particular euts.
Various programmers gnined fame - if not fortune - by taking chances on records that became reglonal, then natiocal, hits. Others were feted for flipping records and creating hits out of "B" sides.


## Buddy Owens

But going out on a limb for a record you believe in seems to tave gone cut of style. Who are the leaders today? What stations are being watched?

## Changing Business - No Chances

The overriding sentiment now is that "musical leaders" no longer exist, thanks largely to the way business is conducted today. WMZQ/Washington PD Gary McCartie explained, "While I encourage programmers in small and medium markets to take risks, it's a Catch-22 for those of us in mafor markets because we don't consider ourselves current-driven Evea though currents are critical to the core audience, we're very conservative about what's added "
KNIX/Pheenix MD Buddy
about $50 \%$ of the stations in my region to keep up with what everybody's doing. I can also determine what niche they're going after."
Other stations/programmers McCartie talks with and/or watches include:

- Dan O'Nell, MD of the so-called "Aggie net" of co-owned Texas outlets KAGG/Bryas College Station, KYKS/Lanin, and KZEU/Vietorla: "I met him at a convention and was impressed with his research and musical opinicess."
- WWYZ/Hartford: "Because It's a market similar to mine.'
- KMPS/Seattle: "I may violently disagree, but I like to see what they're doing and why."
McCartie added, "What these stations add doesn't necessarily directly influence what I'll add, but It puts a 'hash mark' in a record's positive column."
KNIX's Owens keeps an eye on KPLX/Dallas, WYAI \& WYAY/AL lanta, and KSON/San Dlega "We know they do research and know what they're doing." he said. "But

J.D. Spangler


## "If there's a record I'm

 not sure of, I'Il look at a few stations I respect to see if they're on it."- J.D. Spangler
they have minimal influence on what we add."

WBAP \& KSCS/Dallas OM Ted Stecker sild, "We don't look at anybody or make any calls. If KPLX is playing something we're not, we'll track sales and requests and do some cutside research."

## Professional Curiosity

Like WMZQ's McCartie, WYNY's OMalley peruses the RAR "Adds \& Hots" page "I do it as much out of professional curiosity or respect as much as anything else," he said. "Then, if I want to know about a sceg somebody has added, I'l call and ask."

O'Malley said be regularly tallos with a couple of programmers in
markets with a makeup similar to New York's, but wouldn't say who. "We talk about adds, how records are doing, and callout research," said OMalley. "Bat the chats don't have much bearing ce what I add."
NewMtarket programming bead and KXXY-AM \& FM/Oklahoma City PD Jay Phillips says be talks with three or four other folles co a regular basls (though be, too.


Michael OMalley

## "We're spending money to find out what our own audience thinks about music, instead of drawing inferences about what it might like based on other stations' audiences.'

- Michael O'Mallay
declined to say who) in adddition to the PDs at NewMarket Country outlets WTQR/Winston-Salem and WNOEAM \& FM/New Orleans. "Networking with credible programmers who do research is a good idea," sald Phillips. "Every. body's going to miss some records. and the extra input is important.'


Ted Stecker
As for the lack of "Ieaders," Phillips copined, "Nobody has the reputation of taking chances and picking the hits. There are no gods in Country radia"
WUSN/Chicago PD J.D Spang. ler also scans the RAR "Adds \& Huts" page Also, "If there's a recond Im not sure of, I'll lock at a few stations I respect to see. if they're on it."
Among other stations Spangler follows:

- WWWW/Detrolt: "Because Detroit is similar to Ctiocago. I lock to see what traditional songs work there"
- KNIX and KMLE, Phoenix. "I have tremendous respect for the people at KNIX and the job they do. KMLE has done a great job against a formidable opposent."
- WZZN/Birmingham, WSOC/Charlotte, KSON/San Diega and KMPS/Seattle. "I respect the Jongterm success of these stations. Eppecially for mainstream product, they represent an excellent creas section of stations doing solid research"
Spangler atso suld he eliminutes Country stations in the upper East Coast - "Even though there are a number of fine stations there, I don't personally know any of the programmers," - an important factor for Spangler. He also pays little attention to Texas for anything but mainstream masle, because "traditional music is the masic of choice."
There they are - same of the programmens and stations PDs at some of America's top Country outlets are watching. Call and ker me know the stations. PDs, or MDs you consider today's musical leaders:


GRISSOM'S GANG - Mercury Nashivile arpst Fich Qissom recenty per: formed in Musc City as a reheorsal for hts new tour. Shown cootri' down after the whow are (i-1) PdyGram VP.Wasonal Country Promotion Ed Mascolo, coproducer Joe Scafe, Grlasom co-producer Jan Cotton, PolyGram Creative VP. Harcid' Shedd, and menoger Gene Hughes.

## MUSIC TO MIDEAST

## Nashville Labels Unite For 'Operation Desert Song'

Celebrity spokespersons Garth Brooks, Amy Grant, and Gary Chapman announced the formation of "Operation Desert Song" at a Nashville press conference (10/31).

Nasthville's major country and goopel labels have united "to boost the morale of American soldiers in the Middle East" by sending cassettes to the troope. According to Grant, 120.000 cassettes have at ready been collected, with hopes that 30,000 more will be donated by the end of November. At that time. the product will be slipped by the U.S. Department of Defense for Christmas delivery overseas.
The project is the brainchild of New Havea Records' Ken Harding and MCA/Nasthville's Renee Bell. The two concelved the idea whille Bob Dopie, Brocisc's comanager and a major in the Air Force Reserves, was on active duty in Saodi Arabin. (He's now back in the States, but may return to daty in the Spring).

Grant explained, "The masic of this town stresses the value of family, relationstips, and life. For the finst time, every major label is involved in coe effort"
Labels contributing tapes to the cause include Allantic, Arista, Capitol, CBS, Curb, MCA, PolyGram, RCA, Warser Bros, Werd, Sparrow, Starsong Wamer/Alli: ance, Reunion, Homelasd, Fore front, Malaco, Beason, New Haven, and Spectra Distribution.
In addition, Country Musle Television, Jim Owens Entertainment, and the Nastiville Network have compiled a two-hour video cassette of music videos and taped mess ages from Reba McEntire, Randy Travis, the Kentucly Headbunters, Lee Greenwod, Steven Curtis Chapman, Petra, and Tensessee

## NASHVILLE IN MOTION

## Capitol Cuts Ahead?

Rumors On The Row - We hoar Capitol is cutting its roster by as many as 14 acts. That's not counting Dan Seals, who's aresoy decided not to renew. We also understiand Capitol has signed Jo-El Sonnier, who's set to go into the atudo with James Stroud producing.

- Are Dale Morris (Alabama) and LA.'s GallinMorey (Dolly Partion, Exilia) planiing a supermanapement Goup? Wi Rleky Van Shelton, who's parting company with manager Mucheal Campbell the frat of the your, be anong the frast sigred?
- Jann Browne, Larl Whilte, and songwitier Gretchen Peters wre among those who ve been approached to replace Paulatte Carison in Highway 101 . . . Ave the Bellamy Brothers heosed to Absitic atter six yeers with MCACurb? A new producer may be in
the cards, too. And look for the Marcy Brothers, who released an abtum on We, to hesd for Atimitic too . . . Wi Joe Elys next studo profoct for MCA be produced by Tony Brown and the Hotiling Stones' Keith Richards?
- Reportecty, at lease a few peopio. including Capitors Jorry Crutchilield and Columbia's Steve Bucklogham, have turned down the hosd job tit MCA Musio/Nashivie. MCA Muslo's Steve Day and songwiter Dave Loggins are said to bo in line to run the company in tandem.
- Garth Brooka has renegotated and signed a new longteem contract with Capitol
Signings: Moe Bendy to Creativo Meda Services for publicity ... The Goldens to Workd Class Twient for ropresentation ... Heyt Axton to Buddy Lee Atractions for booking.


OPERA TION DESERT SONG - Gath Brooks if. Amy Orant (c), and Gary Chupman are the celebrity spokespersons for Nasthill's "Operation Desert Song"

Governor Ned McWherter, among others. Five hundred of these tapes will be sent to recreation centers at U.S. military bases.

## Carison To Exit 101

Paulette Carison's logs rumored splet from Highway 101 is finally reality. She's leaving at the end of the year to pursue a solo career. Curtis Stone, Cactus Moser, and Jack Daniels will continue with a new, yet-to-be-announced lead new, ret and continue to record for Warmer Bros. They'll head into the studio with producers Paul Werley and Ed Seay in February.
Carlsoo will begin rocording a WB LP later this year with Capltol/Nashville President Jimmy Bowen producing. She had a solo deal with RCA/Nastrille in the mid- ${ }^{2}$ s.

## Bits \& Pieces

- Crystal Gayle and a group of Nashville students recently cut an antismoking song, "Don't Smoke" It was recorded as part of Smoke Free Class of 2000, a project of the American Cancer Soclety, American Heart Association, and the American Lung Association. Gayle's mother died of lung cabcer:
- Tim OrBrien, wbo was briefly sigged to RCA, will pot record for the label No explanation has been glven. His duet with Kathy Mattea, "The Battle Hymin Of Love," was
copromoted by RCA and PolyGram, and reached No. 9 on R\&R's Country chart. O'Brien is a former member of the bluograss band Hotrise.
- The Wid Jimbos, made up of Jimmy Ibbotson (Nitty Gritty Dirt Band), Jim Ratts (Rumway Express), and Jim Salestrom (Dolly Parton's touring band) have signed to MCA. Ibbotson will remain with the Dirt Band. Sam Bush, formerly of New Grass Revival and currently ooe of Emmylou Harris's Nash Ramblers, will produce. Chock Morris will manage the group.
- Ronale McDowell released "Unchained Melody" on Curb this woek. The Righteous Brothers (Biil Mediey and Bobby Hatfield) have enjoyed two hit runs with it, first in 'W5, when it reached No .4 on the pop charts, and this year (on the "Ghost" soundtrack), when it reached No. 1 on the AC chart and No. 3 co CHR. Medley has a solo version of the tune cut, also on Curb. Interestingly, Alex North and Hy Zarek originally wrote the tune as theme music for the 1865 movie "Unchnined," starring E:. roy "Craxy Legs" Hirsch.
- Ken Tucker


## FLASHBACK

1YEAR AGO TODAY
-Na. 1: "If Tomorrow Never Comes" - Garth Brooks

- "Blue Biooded Woman," Alan Jackson's first single, debiuts at Na. 47.
5 YEARS AGO TODAY
- No. 1: "Lie To You For Your Love" - Bellamy Brothers
- "Burned Uke A Rocket" by Billy Joe Royal debuts at No. 49. It peaks at No. 17 elght woeks later when statlons drop it after the Chalienger disaster.
10 YEARS AGO TODAY
- No. 1: "Could I Heve This Dance" - Anne Murray

15 YEARS AGO TODAY

- No. 1: "In The Movies/Shades Down" - Merle Haggard



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## The Berdurax Company

Market-lesding AC station seeks PD Morning air talent. Must have Selector experience and excellent production skills. Station has state of the art facilities and ideal location in beautiful seaside resort community. Send tape, resume and letter describing your unique qualifications to: Radio \& Records, 1930 Cemury Park West, $\mathbf{8 1 0 6}$, Los Angeles, CA 90067. EOE

[^2]Great opportunity, locally owned top rated P.3 CHR station has rare opening for a team oriented morning talent. Ours is leaving after five years. Send TaR photo ASAP. Team players ONLY to: Radio 8 Records, 1930 Century Park West. 109, Los Angeles, CA 90067. EOE

## OPENINGS

## - MM 97.9

We're looking for a person who: Knows how to pother, write, and deliver bot hand and lifestyle ness Possesses a mature on-the-air personality to interact with out male athemoco jock.
Cain adslo intefligetty
Is computer literate
Would enjoy becoming a member of an air staff that takes pride in being elf $18-54$ Adults in a very competitive market JockNews background a plus If this sounds like you, the position is available now. Tapes and resumes to: Dave Parks, 1500 N . Fiagler Dr., W. Pals Beach. FL 33401, No call, please. Fairbanks Communications, Inc. is an Equal Opportunity Employer M/F Females and Minorities encouraged to apply.

Very rare opportunity at a major market powerhouse. We are seeking the best Promotion Director in the country. All the tools are here. Top promotion budget in the market. We shoot very Nigh and rareIr miss. Do you? Rush samples and refume to: Radio \& Records, 1930 Century Park West, 107, Los Angeles. CA 90067. EOE


MIDWEST
Wan FM seeks applicants for posable fivers Newline ar Whit. TAR Whev.r. Dive Shakes, 630 N MaCing Court
 ton TMEXMZU, Mss Carter, 102 North Mason, Cerriton No e4692. 111/21 tot

Gaped buck a for havfoping overighter. Madura mana Gouty TBE WLAR
62007 It

Tee water Colinity Country seeks AT, Females minopsen


The Midwest Fundy Grove sevis aplicaps for fine newt positions it at stations. TSR WTDY, 3226 By we had Motion Wi 53713 [11/3) to







Medium midwest market news-talk seeking strong news anchor for morning tarn. Tape and resume to Radio \& Records, 1930 Century Park West, $\$ 113$, Los Angeles, CA 90067 . EOE

## Midwest AOR has rare parttime opening

 .strong on-air, production, \& writing skilis...minimum three years experience _T3R: Radio \& Records, 1930 Century Park West, 1114, Los Angeles, CA 00067. EOE
## OPENINGS

## 

Mosium market AOR looking for adolt, nopical thent to complate ort two-person morning show. Previous morning experience perferred. but not roquirs. TAR to. WBYR P.O. Box 11160, Fort Wappe, IN 48ass. EOE MF
-
WFMS Radio is looking for a News Director/Morning News personality to join our CMA awardwinning morning show. Duties include serving as morning news anchor, managing the News department, and overseeing Public Affairs. Qualified applicants will have at least 5 years on-air experience and a background in broadcast journalism. Strong written communication skills a must in addition to on-air delivery. If interested, send tape and resume with references to: Charlie Morgan, Program Director, WFMS, 8120 Knue Road, Indianapolis, in 42650 . No phone calls please. WFMS is an equal opportunity employer.

## WEST






Tr ar and moming eowiperson sought in the Montery ber.
 Soh AC asebs tiandiy, ant to boe conturicater, TBE, Tom Fabme Box 14957, Portand, of 97214 . (11/bi tof
 Tin McOoniga, Rcs 377, Hebtes, R3241, I11/81 rof


## GENERAL

SALES MANAGER
College grad, minimum 5 yeas' radio sules evperience. Minimum 2 years' talks management desirable. Resomes toc Bob Sinclair, owister, WNISNoffolk, clo: John F. Leooard, KHFX The For, 850 Richards St., Hosoluha, HI Ss813 Hawai's Clasic Rock EOE

## POSITIONS SOUGHT

## KEZR MIX106.5

## WORLD CLASS

 PM DRIVERNorthern Califirnir's top AC (AND IT'S HOTI) has an immediase opening for PM Drivel If you have what it takes to compete and wia in the 50 signal Sas JoneS.R. markets - send your tape \& revime immediately (mo
calls please) to Jan Jeffice, PD, KEZR, 95 S . Market Se, Saite 600, San Joec, CA 95113. EOE/FM

Stable and highly respected broadcasting company sooking quality, entertisining adult morning show for Top 20 glameur market. Hendsome compensation and benefits pockage.
Essential qualities: extroverted "hosthosts" . . . articulate, quick sense of humor, in touch, imvolved . . . able to extract entertainment value from isteners and surrounding players.
Not intereated ine "zoos," rapid-Eiee dropins, or self-absorbed inside humor.
All inquiries kept confidential. An equal opportunity employer. Send T\&R to: Radio \% Records. 1930 Century Park West, r097, Los Angeles, CA 90067. EOE

> Air talent with great volce, peoduction and creative writing epperience for North San Dlego County AC stadon. Two yeass experience a must. TaR. Bob Jacobson. KMLO, I31 E. Fig. Fallbrook, CA 92028. EOE

## 108 Fatronits COUHRT

Program Director opportunity as Shamrock Rroadcasting Inc's successful Cosnery FM in Phoenix. Strategic thinker with strong showbis, creative sivills needed. Mast posesss abillty to deal with highly talensed staf, plus create a highly produced crasgetic sound. Send information to J.D. Freemin, Grperal Manager; KML E FM, 645 E. Missoun, Suite 246; Photnix, Arizona. 85012 WE ARE AN EQUAL OPPORTUNITY EMPLOYER FEMALES AND MINORITIES ARE EN: COURAGED TO APPLY.

## 

HAWAII TELEVISION: CHANNEL 5 SEEKS PROMOTIONS DIRECTOR WITH RADIO BACKGROUND TO CREATE PRONOTIONS THAT SELL Fax resume to Mark Holmes, (808) 842-4594. KFVEChamel 5, 315 Sand laland Rous, Honoldus, H I $96819-2295$. EOE

## . 10ヶ゚KUFO

101 KUFO is looing for inseligent, motsvated individuals with positive amthades to. fill weckend positionst on our wirning star ton. If you live in or around the Portand area. from Eugene to Longview. WA, we want to hear from you send tope and tesume to Chman Shannon, 2040
Fing Portand, OR 97201 . EOE M/F


## POSITIONS SOUGHT

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POSITIONS SOUGHT

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##  <br> HELP THIS PSYCHIC PLEASEI <br> I know, if I were a raaly good poychic, I would know where the openings are. I an and I don't. Ve been hoating a wetily callin nifo show for, four years. Love the work, need a change of cily. I travel the country ans quest on radio and TV . tak shows in major and medum markets. There , are alchecks, telescopes, videotapes, and print, wribt-ups avalable. Cat Jan Martia, (60a) 274-044. <br> 



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 Ir OCESON (D12) 232 -0632. (11/9)

## *****F TAKE YOUR PICK, $1 \neq \% \neq * *$

These profesalocials avaltable now, $A C$ momings
2. PD. 20 shate CHR/AOR

Production whiz. 16 -track, with own stardio/comedy service. Increditle peomos. Bonus It's all one guy. Which one do you need?
****** $(913$ ) $894-0326 * * * * * *$
Tak ahow Move Bighs wity intellowent, indmed. Matirs ratige wivrer avaluble now. FArD MAKC: (414) 793 s649

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 341.6517 .81191


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POSITIONS SOUGHT

## RESCUE ME

Ten-yaur pres, currenty PO Drive (ind production whiri) looking for CHRAC OLDIES. If you agree that nolio should be fun, call mel KEVN, (717) 888-5516.


N) ejpl z100. Qv5s and Kubt Thient seeks new piar
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 aeeks stable, solvent lave makat AC/

## LOOK HO FURTHERIII

Top-rated. highly motivated, country morning team looking for large/major market to dominate. Public appearance moensters, qually entertainment, nopleat, relatable. Belsrvers in show prep. Looking foe the best? This is itf Gary, (407) 260-0727.

## MISCELLANEOUS



## R\&R Opportunities Display Advertising

Disptry. $\$ 55$ per inch per week (maxinum 35 words per inch). Iscludes border and logo.
Bind Bex $\$ 65$ per inch per week (mani) mum 35 words per irch) in cludes border, box rumber ane postagehanding

## Payable In Advance

Display \& Blind Box Advertiging orders must be trperritied an cempasyatalios lettertesed and accompanied by advance paymert. Ads mutt be submited by mall except for credit card orders which are also accepted by fax: (213) 203-3727. Visa, MC, AmEx accepted. Inclode name as it appears on crede card expiration date ind phone number. Eind bor responses are sent to severtisers evtry Thursday by first-class mall.

## Deadline

To appear in the following week's issoe, your ad nust be received by Thurtday noon (PST) eight days prior to insus date. Address all afs tos: RSA Opportueities, 1999 Century Park. West Los Angeles, CA 90067. Fux: (213) 203-8727

## R\&R Opportunities Free Advertising

Radie \& Recorts provides tree 24 words or 3 lines) lotings to nolio stations and record cots panies in Openings. Frte listings of the same letgth are also avalable to individuls seeking work in the industy under Posifions Sought

## Deadline

To appear in the following week's issue, your ad mast be rectived by Turriday neon (PST), eight dejs griot to issue date. Free Opportunities listings showld be typewritten or prieted on $8 k^{\prime \prime} \times 11^{\prime \prime}$ puper and are accepted only by mail of tax (213) 200-8727. Address all 24 -word ads ts RAR Free Opportunties, 1990 Certury Park West, Los Angeles, CA 90067 .

## BREAKERS．

## TEENA MARIE

If I Were A Bell（Epic）
$78 \%$ of our reporting stations on It．Rotations：Heavy 0.0 ，Medium 13／4，Ught 60／25， Total Adds 29 Including WVEE，K104，KHYS，WGZB，WYLD，WJLB，WTLC，WMYP， KJLH，KSOL．Debuts at number 38 on the Urban Contemporary chart．

## EN VOGUE

You Don＇t Have To Worry（Atlantic）
$68 \%$ of our reporting stations on it．Rotations：Heavy O1O，Medium 18／1，Light 46／19， Total Adds 20 Including WBLS，KJMZ，WGCI，WJLE，OC104，WJIZ，KOXL，WXOK， WUJM，KKFX．

## TOO SHORT

The Ghetto（Jive／RCA）
63\％of our reporting stations on It．Rotations：Meavy 13／1，Medlum 22／0，Light 24／6， Total Adds 7，WVEE，K104，WATV，WFXE，WHJX，WaIS，WIZF．Moves $37-35$ on the Urban Contemporary chart．

## OLETA ADAMS

Get Here（Fontana／Mercury）
62\％of our reporting atations on It．Rotations：Heavy 0／0，Medlum 4／0，Light 54／16， Total Adds 16 Including KMMQ，KJLH，WRKE，WPAL，Z93，WPEG，WJJT，WQFX，KIZ， U102．

## WOOTEN BROTHERS

Friendz（A\＆M）
51\％of our reporting stations on It．Rotations：Hearry 1／0，Medium 26／0，Light 30／4， Total Adde 4，K104，WJNS，WBLX，HOT10S．

## NEWEACHIVZ

## MAEE＂Crulse Control＂（EME） 552

 wzax
LL CoOL J＂Arsund The Wey Girf＂（Det Jam／Colvinbla） $51 / 16$


WIMAKs＇When Yen CrT＂（WB） $51 / 5$
 WZAK WEDR Meouns nolvo wOES，wer wozs．WTLC．WWOM
CARL ANDERSOW＂My Leve Wir＂（GRP）$\$ 1 / 2$
 Whut Wkrs kal，wow Mown 45 to on Te Usen Contergorsiry chet．
FATHER MC＂T1 Do For You ${ }^{\prime \prime}$（MCA）S0／15


TME＂Chocolate＂（Palitioy Part／Reprlse）489


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Das0＂Gentle＂（istand）40．22
 TPPER inwes＂Poer Elaint＂（VIrth）
MrifR Jowes＂Poor Elaine＂（VIrgla） 193
 FORCE MD＇s＂3omebodr＇s Cnlig＂（Tommy Boy heprise） $38 / 10$
 JAKET MCXSON Heve Will Mever Do Wrateut Yoa＂（AsM） 3533
 104 W9？
 Kotacosi mavy 0．Medum zo．Lore KF
MONiE LOVE＂Monls It The Midole＂（W8）35／8


LIM WATERS LSNMC HAYES＂Jast Be My Laty＂（Warloch） $35 / 3$
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HOWARD HEWLTT＂Lat Me shew Yea Hew To Fall In Leve＂（Elehtra） 32 s
 Usdim WhUR WZK，WPN 216
JOMATMAM EUTLER＂Sieg Me Your Love Seng＂（Jive／月CA） 324

TEN CIT＇＂Whatever Makes Yoe Hapgr＂（Atlantic） 323
 WPN，wrove
$j(0)=4 \mathrm{~A}, \mathrm{~B}=\mathrm{B}$
JMET ACCSON（33）
BLACK BOX（30）
TEEMA MAIIE（29）
ANOTMER BAD CREATON（28）
Dino（22）
C A C MUSIC FACTORY（21） EN VOGUE（20） PEsales（15）
OLETA ADAMS（15）
LL cool J（16）
LOVE \＆LUUGMTER（16）
RUDE BOYS（18）

## HOTMEST

MARIAH CAREY（66） BEL BIV OEVOE（59 OERALD ALSTOH（49）
AL B．SUREI（45） M．C．HUMMER（33） CAROM WKEELER（31） Whince houston（17） AMITA BAKER（16） RULPK TRESVAKT（15）
VAMILA ICE（15）

## －リビJO RECURRENTS

## ＊TW

1 K．SWEATMerry
2 I GILLFI
3 PEBBLES／Ging
4 M ．PAIEST／Cloan
5 SAMUELESO
6 TOMI TONII TONEL Fext
7 BLACK BOXViveroody
8 J．Jucxsom／8ick
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IM．CAREYNision

## BLACX 30X 7 Doat Kapw Anjbody Else＂（RCA） 3930

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THELMA HDUSTON＂Out OI My Hands＂（Reprise） 30.4
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ANOTAER BAD CREATION＂Tesha＂（Metows）28．28
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 Madiuma indude WLD，WOM，CC10t WRES，w／R
BIG DADOY KANE＂Cavse I Cas De it Right＂（Cold Chilis＇Zeprise） 25.2


## SIGNIFIOANHAGHION

## CRALB T．COOPER＂1 Detleate My Love＂（Vallsy Vea／Caplisi） $23 / 3$

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C 5 C MUSSC FACTOEY TFREEDOM WILAMS＂Gones Maks You Sweat＂（Colambla）22／21


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SYBil＂Maks it Easy On Mo＂（Mext Plateay）18／8
 TRES＂Let Ne Fsel Your Body＂（Pilarity） 184
 LOVE \＆LAUQHTER＇I Surrtader＂（SBK Ona）17／15
 $216 . \mathrm{U}_{102} \mathrm{wrat}$
MICHELLE＂Somethisg in My Heart＂（Ruthless Atco）17／15
 Wed，wick，whou reswy wocl Madum，WMMr
TRIMERE I Weated Yoe＂（Pandise）17／4

Chincs＂True Love＂（Colambia） $18 / 7$ ，
 GFORQE MICHAEL＂Fresdom＂（Colambla）14／3
 d．FAD＂We la The House＂（Asce） 149

MASTER ACE＂Masle Man＂（Cold Cailin＇／月eprise） $12 / 4$
 \＄MALAMAR＂Wakz Up＂（Solar／fipla）11／4
 MAXI PRIEST＂Jast A Litie BL Longer＂（Darisma） 1010
 WWCM 216
YIMCE AMDREWS＂My Baby Cemes First＂（Sisaga） 100


## NEMAFTHETS

| 1 | 2 LIVE CREW／Mama Juanita（Luke／Allartic） | 4／4 |
| :---: | :---: | :---: |
| 2 | EIPPER JONES．Pox Elaine（Vigin） | 39／3 |
| 3 | MONIE LOVEMcrie in The Midie（W） | 35／8 |
| 4 | AMOTHER BAD CREATIONIesha（Motowa） | 28／28 |
| 5 | D．M．A．ISUZAMKE VEANTon＇s Diner（ABM） | 28／9 |
| 8 | DEEE－LTE／Gipove is is The Hedt（Eleloa）． | 27／5 |
| 7 | CRNUS T．COOPERM Dodcite My Love（Valey We Capton） | 23／3 |
| 8 | C A C MUSIC FACTOAY Goma Male You Sweat（Caluncla） | 22／21 |
| 9 | TRES（et Me Fool Your Body／ | $18 / 4$ |
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1 2 LIVE CREW／Mama Juanita（Luke／Atlantic） A）

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CA T．COOPEA DoMcate My Love valey Ne Caption） 27／5
－CaES UJC Factiony spma Moie You Sasa（Calurba）
10 LOVE A LUUBHTERI Suntinder（S8K One）


WITH 4 TOP 10 HITS ALREADY UNDER THEIR BELTS... $\frac{\text { dKlivers the real thing }}{\text { dina }}$



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$206 / 0$
$202 / 0$ 20210 $198 / 2$ 206/0 20410 1940 20510 195/0
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$163 / 0$
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$192 / 4$
$192 / 4$
$198 / 3$
$182 / 2$
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| 6 | 54 | 72 |
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| 27 | 46 | 16 |
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$\theta$ ALABAMA (54) PAUL OVERSTREET (SA) mike reio (54) DOUG STONE (50)
LONEL CARTWRIGHT (39) KATMY MATIEA (3s) neat Mccor (34) steve warmea (33) carlene carter (30) LEE GREEWWOOD (2B) TANYA TUCKER (2b)

## HOTTEST

K.T. OSLIN (104) DOK WILLAMS (83) EXILE (7 7 ) cowwar Twity (T0) ALAN MACKSON (65) CUNT BLACK (51) hout duwn (49) Sкешаноон (45)


MARTY STUAAT (z)

## WヨMCHETSTS

1 Ro8 chosgy/loveWa, (Alsta) ...... $112 / 18$
2. CUMYNDam These Iers (16hAe/Out) $94 / 8$ 3 RAY KENNEDYMTat A Way ToGo(As) ... $89 / 23$ 4 Mixe ReidNok OnFach (Coumbi) . . . . $55 / 84$ 5 MEAL McCOYHIBuTYouA Fin (As) . $37 / 34$ 6 CUNTON GRECORY/CoultmLOVL (50R) 36/9 DAWW SEARS/San Artore (WD) . .......... $34 / 8$ KELLY wLLSS tooking For (MCA) ......340
 10 BLACX DELearning The Cane (Berch) .... 1815

New artists heve not yet had a Country Breaker or concurent airplay from $60 \%$ of reporting stations.
most apoed a wortest wa mose songe achier ing lie mout aste nationaty met tie sorgst reperted Tomair concone ham as our rooties. Tre nunber in pewthetes inmesilely lolowing pe songer in wout Aobed i Homest wicates tre hotd tuibe of Country recorlirs mobing te wore the week or moting nut the song is among tiek five nat nesk

Broakers ave those reconds that have achieved concurrent airplay at $60 \%$ of our reparting stations. Now \& Active records are those recpiving aipolay at $30-69 \%$ of the stations. feconds in Sifniffcant Action are receving airplay at $5-29 \%$ of the stations. Records do not have to reach Breaker in order to chart. However, ance a recond charts, it musf reach the $60 \%$ aipplay lavel within the there following weeks to achieve Breaker status.

## AARON TIPPIN

You've Got To Stand For Something (RCA)
On 74\% of reporting stations. Rotations: Heavy 1, Medlum 57, Light 94, Total Adds 38 lincluding WHWK, WXKXX, WBEE, KEAN, KHEY, KKIX, WFMS, WDAF, WTCM, KKCS, KUGN, KWHT, KNIX. Moves $40-33$ on the Country chart.

Thanks Country Radio for making "BACK IN MY YOUNGER DAYS" The first Number One Record From DON WILLIAMS' new release

## Fall into the hits ... on Columbia



## RICKY VAN SHELTON "Life's Little Ups And Downs"

One of the fastest climbing RVS singles ever. Nowhere to go from bere but up.
R\&R 18 BB 26

## SHENANDOAH

"Ghost In This House"

## "Shenandoah's new single is so good . . . it's scary, <br> "Gbost In Tbis House." Shenandoab just keeps getting better and better." <br> R\&R 5 BB 11

RODNEY CROMELL
"Now That We're Alone"
You're never alone when you play a great Rodney
single. This is the bit you've been waiting for.
R\&R 30 BB 52

## MARY-CHAPIN CARPENTER "You Win Again"

The "Opening Act'" from the new album, Shooting Straight In The Dark. Another sure-fired bit from the ACM New Female Vocalist.
R\&R 29 BB 45

# DOLLY PARTON "Slow Healing Heart" 

This kind of Dolly record sounds like a bit the first time you hear it and becomes one the first time you air it.
R\&R 39/16

## NEW \& A GrIVI

deus stone "These Ligan Dos 1 Kay w How To Say (iopefye" (Eple) 11250

 ROB CROsBY "Love Will Bring Her Aroved" (Arista) 112/18
 SMELEY LTNME "Things Are Tough AB Over" (Epic) 11020

 om

## LEE GREENWOOD "Wive Get it Made" (Capitol) 107/28


 STEVE WARIMER "There For A WN/lo" (MCA) $19 / 39$


RAY KEnitedr "What a Way To $\mathrm{Co}_{0}$ " (Atlantic) a9233

 FOSTER \& LLOYD "Can' Hive Hottie": (RCA) 34/25


DANIELE ALEXAMDER \& BUTCH BAKER 'T Wan' Y eu, it Wash' Me" (Mercury) 74.8
 Conitrichen
PIRATES OF TME MISSISsIPPI "Rollin" Home" (Capitol) 73/15

 Country chat.

## SIGNIFGANH ACTON

PAUL OVERSTREET "Daddy's Come Around" (RCA) $57 / 54$

 MIXE REiD "Wat On Fain"- (Columbia) $55 / 54$
 moose wsoc, wis aPC mix mise work war wot kor, wow woe ked t
GEME WATSON "This Country's Blogger Man Texas" (WB) 489
 JMES HOUSE "Yes dost Get Better All The Time" (MCA) 43.6

LIONEL CARTWRIGRT "Say it's Mot True" (MCA) 4299
 TOW. KM. MM VOC. KE\%8
ASLEEP AT THE WREEL "Thar's The Wy Love Is" (Arista) 42/4

dour patton "Slow Healing Heart" (Columbia) 39/16


NEAL McCOY "II IBLIS You A Fire" (Alt atc) 3734


 CUFTOH GREROPY "Coaler' Love Have Picked A Better Plate To Die" (50R) 35.9



## CHARLE DANELS BAMD "Was It 26 " (Epic) 354


 DAWK SEARS "San Aatosi" (WB) 318

 KELIY WIULS "Looking For \$omesene Lis You" (MCA) 340

 SUZY Boccuss "All Things Made Mew Agalis" (Gapltel) $32 / 3$

 CHURLEY PRIDE "Whole Lotta Love On The Lisp" (15th Ave/Cirt) $31 / 8$
 $\mathrm{Cl}, \mathrm{KlPK}, \mathrm{NOK}$ NITTY GRITTY DIRT BAMD "The Rest Of The Dream" (MCA) 264
 PAM TLLIS "Deal Tel Me What To Do" (arista) $23 / 23$


MERLE haggard "Blot Jungle" (Curb) $23 / 7$
 SOUTHERM PACIFIC "Memphis Oas e" (WB) 20.10
 BLACK TE "Learning The Game" (Bench) 18/15
 STATLER BAOTHERS "Kobsty Else" (Mertary) 13/7
 JOHM COKLEE "Doghouse" ( 15 th Ave Curb) 12 /11

head Mcentire "Rumor has It" (MCA) 11/10

BOBby Vixroy "Mr. Lonely" (Cert) $11 / 5$

RICHARD \& GAFY "Twice As Much Love" (Wildcat) 102
 KIDLKNOX
ALESUNTHEACKS

ARTIST/Song Title (Label)
MARK CHESNUTT/Brother Jukebox (MCA)
GARTH BROOXS/WIId Horses (Capitol)
RESTLESS HEART/Long Lost Friend (RCA)
RESTLESS HEART// va Never Been So Sure (RCA)
ALABAMA/Here We Ace (RCA)
MARK COLUE/Another Old Solider (MCA)
MARSHALL TUCKER BAND/Closer Today (Sisapa)
DWIGHT YOAKAM/et's Work Together (Reprise)
CLINT BLACK/One More Payment (RCA)
CLINT BLACKCThis Nightly (RCA)
GARTH BROOKS/The Thunder Rolls (Capitol)
PATTY LOVELESS/ fm That Kind Of Girt (MCA)
GARTH BROOXS/7wo Of A Kind, Working On A Full House (Capital)
MARK CHESNUTT/Your Love Is A Miracle (MCA).

Album Title
Too Cold At Home .No Fences Fast Morin' Train Fast Morin' Tain Pass it On Down Hardin County Line Southern Spirit II There Was A Way Put Yourself in My Shoos Put Yourself In My Shoes .No Fences
On Down The line .No Fences Too Cold Ar Home

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# RR COUNTRY 

ALABMA Forwat's As Fat As ITR Co" (nct 2700-7)
 DAMIELE ALEXUMDER A BUTCH BAKER "TW WAMT You in Wonat Me ${ }^{-}$(Mercury 375 255)
 ASLEEP AT THE WHEEL. "That's The Way Love is" (lelata 2122)



BULUE \& THE BOYS "Foel Such AA I" (RCA 2641-7) nod Kyte Leming w.
CUINT BLACK "Put Yourtelt is My Shoes" (RCA 2578-2)


BLACK nit Luarnilg The Game" (Bente/N3D 39-2-7)

## hod Anem

Suzr Bobguss "AB Things Mate Maw Agaln" (Captol 79380)
 Unichsepet Mowev
GARTM BROOKS "Unantwersd Prayers" (Cogithl 79381



T. GRUMA BROWW "Mosastadow Rasd" (Caphal T3259)
 Moldining USCMOM MoI CK Sevibed
CSYYON "Dam These Tears" (Ttuh Ave/Cerb 7045
 MARY-CHAPIM CIPFEMTER "Toe Win Agalo"
(Columbla 3873507 )
 Corico
CARLENE CARTER "Ceme On Back" (Roprise 7-19584
 Wie dono uscun witn Ba Can
LONEL CARTWBNAHT "Syy Frs Mot True" (MCA 539s5)
 Conopr wiso (ax) Mar Noer for
HOsANEE CASH "What We Roally Wast" (Columbla 38 73517) Nood foreve Cant
30HK COMLEE "Degpouse" (15th Ave, Corl 70447)
Hoe hos logen Wo Kevy but satn Dovest Mertu Ongy Nb:
ROB CROSEY "Love WiII Brlog Hee Arosns" (Aeitts 2124) not Soot Hendroa Wri Rot Cover, Wa P
ROONEY CSDWEL Tow hat Wo're Abse
(Colvertla 38 7356s)
hoettony how hodry Cromi wr
CHARLE OANIELS BMND -Was it $25^{-1}$ (Eple 3473577

30E DiFFit TMoms" (Eple 34 7344)

 Hour dunn "Yoo Rasty Mad Me Oelpy" (NS 7-1v7s6)



Exile ${ }^{-101}$ (Arlta 2075)


FOSTER \& LIOYD "Can't Mave Mohlar" (RCA 2655-7)
 Mor Vocer Maragemet

## VWCE CRL "Mevar Katw Lently" (HCA 53esz?


VERM gosom "This Alnt My FIrst Rodeo"
(Colombla 38 73491)
Hode Doob Horiconely Wh Vem Oondin Heme Coction, Man 0 . Numen pe:
 HER Case Totine
LEE GREENWOOD "Wove Det il Mate" (Capitol 79343)

Benbey
CUNTON GREGOAT "Conkal Love Here Piched A Betor Place
To Dite" (30n 422)


MERLE MOMNDD "Bion Jungle" (Cirt 7654)
 HiOHWAY 101 -Somesen Elet's Trevble Now"'(WB 7-19593)
 LaMES HOUSE "You Jont Got Beter A1 The Trme" (MCA S3334)
 JLAN SACKSON "Chailg' That Nese Ralinber" (Avita 2085)

 cobive

RAY KEWNEDY "What A. Wry To E0" (Atlantle 17350)
 cemmery headuurters "Roek Tr Poll Aoger (Mertery 378 216)

Young Rhb Mast Crasee

PATTY LOVELESS "The NIgFI' Too Lapg" (MCA TVG76)
 SHELSY LYWuE "TMisge Ave Tough An Over" (Eple 3473521 ) nod boe wivigom

## KATKT MATTEA "A Fow Coed TMisge Remalo

(Mertary 178 245)
 ackr wen Doco Toey
NEAL Hecor "If I Buit You A Fire" (Mlantle 37833
 RESA McENTIRE "Rumor Has IT" (MCA 53970)
 Mectuock McENTRE "Yea Lla" (MCA 79071)






WILE MELSOM "AInt Meceuzarlity So" (Columbla 38 73518)


NITTY GRITTY DIRT BAND "The Rest Of The Drasm
(MCA 53954)


K.T. OSLM "Come Mext Montoy" (RCA 2887-7)


 PAUL OVLRSTREET "Dadyrt Come Aesens" (RCA 2707-7)
 Sotery Aconta
out pahtow "slow Hasling Heart" (Columbla 38 73494)
 ant
PIRATES OF THE MISSISSIPPI "Rollin' Hems" (Captol 75358)

 crunley paiof "Whold Letts Leve On The Une"
( 16 man Ave/Durb 704ts)


EDOIE RasBitt "Xmerican Boy" (Cophal 73988)
解 MiKE REIO "Walk On Falt" (Columbis st 73623)
 RICHARD A GARY" "Twice As Moth Low" (Mideat MSD W-100)
 NSCND Uor Undion
siuy dot porat "A hing where A Rling Used To Be"
(Anantle 7-87887)



TM RYAM "Breatas' All The Wiy" (tple 34 73578)



SAWYER BROWM "When Love Comse Callin"
(Curt Capitol 7\$231)
 4. Two manaperes

OWN sEALS "Bordertown" (Captol 702ta
 DAWW SEARS "San Antone" (WS 7-105S6)


AICKY VAN SMELTOK - Un's UTHe Ugs Aod Dewn-
(Colunbia 3873557 )

SHEMLMDOAH -Ghast La This House" (Columblar 38 73520) mod Fichrat
hick sueves "Me Was on To Somethin' (Se He Made Yea)" (Eple 34 13498)
hee moly sugne fore Pox
SOUTKERM PACIFIC "Monphls Qeven" (WB 7-19519)
 30 Eturamexoce
STATLER BROTHERS 'Mebody Else" (Mertary 37s 385)
 Doue 570
doue stone "Thas Les Dea't Keaw How To Say Geodsyo (Eple 3473570 )
 geonge strait Tive Came To Expect it from Yea
(MCA 53N61)

MARTY STUART "Westorn Girts" (MCA 73055 )



PAM Tuus "Dony Tol Mo What To De" (Altsa 2129)
PAM nuus "Don' Tei Mo what To Do" (Anta 2123) hod val waver, to Sien wi haw
MRON TIPPM "Yoo'vo Got To Stand For Somolisg"
(RCX 2664-7)

RUNOY TMUVIS \& OEONDE JONES "A Fow Oin Cosetry Beys"
(W3 7.15s35)
 Itasterc Nimec ponst
Thavis Thirt "Ra Some Drive is Your Countr" (w3 7-19715
 gat Moiken Krom
TRMYA TUCKER "TI Woat Be Mo" (Copilat T3338)

Todw ay Teltry "Cray in Leve" (HCA 79067)



Bobsy vistow "Mr. Lenshy (Letwer To A Soldier)" (Curt 78343
 Hed Mas Pas

STIVE WMREER "Theet Foe A Whill" (MCA S3535)

CIMI WATSOM "Tis Cenetrys Binger Thes Teres
(W) 7-19659)
 KEVIM WELCH "Prying For Rale" (Reprise 7-19595)


DON MLLANAS "Back In My Younger Days" (RCA 2577-7)
prot Don Wilsems, Gut Fundi wen Dever Nowest Nei Dwvy Fiew Whic jSOCNM Mon Morses, Navas, Ocliden, Pesy
KELIY WiLIS "Lepking For Somesee Lhe Yew" (MCA s3pe4)



Dwngert Yoakal "Tera it Os, Tars it Us, Tern Me Loese" (Raprise 7-18543)

 NSCNH Whin Owy Bomen



## BREAKERS

## STEVIE B

Because I Love You (The Postman Song) (LMR/RCA) $\mathbf{5 7 \%}$ of our reporters on it. Rotations: Heavy 3, Medium 24, Light 20, Total Adds 7, WALK, KLSI, KLCY, B100, WLHT, WHAI, KTID.. Debuts at number 28 on the AC chart.

## GLENN MEDEIROS I/STYLISTICS

$\mathrm{Me}-$ You $=$ Blue (Amherst/MCA)
54\% of our reporters on H . Rotations: Heavy 0, Medium 17, Light 27, Total Adds 10, WJLK, WIKYE, WTCB, WIVY, U102, WSUL, WKSB, KEZA, KRLB, KCMJ. Debuts at number 29 on the AC chart.

## OLETA ADAMS

## Get Here (Fontana/Mercury)

$51 \%$ of our reporters on Ht . Rotations: Hoavy 0 , modium 11, Light 31, Total Adds 18 including WLTT, KVIL, WLTS, WLEV, WKYE, WZNY, WTCB, WAHR, KMJC, WFMK. Dobuts at number 30 on the AC chart.


VAUGMUM BROTHERS "That Teck' (Eple) 349

 SUAFACE "The First Time" (Colambla) $33 / 7$

 BREATHE "Does \$he Love That Man" (AAM) 32/16

 wese wis. wout wso, wosk. kTM . knc. wcw, ksce whor kov, kAh
GEORGE MICHALL "Freedom " $90^{\prime \prime}$ (Colvmbla) 31/3



STEME WONDER "Keep Our Love Alve" (Motown) 31/2



JULEE CRUIIE \& ANGELO BADNLMEEM "Fallig" (WB) 31/T


CAER "The Shoop Shoog Song (IIs is His Kist)" (Geftes) 2429

 asca noLV, KAM KWS:
OUTFIELD "For You" (MCA) 20/12
 wsut whth, wive wkcx kmu wugs kM
CEMNY ROGERS "Crary In Love" (Raprisa) $26 / 24$

 Heary wice Mesium hcloing Wive.

## ROMAJION $3,-1=A L O H H_{5}$

|  |  | Total Anporta/kide |  | Namy | Medim |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | BETIE MIOLER |  | 50/0 | 73 | 7 |  |
|  | CARLY SIMOM |  | 77/3 | 62 | 8 |  |
|  | WLSOM PHILIPS |  | 79/8 | 56 | 17 |  |
|  | ALAS. |  | 71/7 | 55 | 15 |  |
|  | dak focelbera |  | 61/0 | 50 | 9 |  |
|  | AMITA BAKER. |  | 71/0 | 47 | 14 | 10 |
|  | Е еток Јони |  | 77/5 | 27 | 41 |  |
|  | DAPTL HALL A JOKM OATES |  | 67/3 | 43 | 22 |  |
| 9 | MLRIAK CAREY . .... |  | 8610 | 40 | 12 |  |
|  | HEART |  | 61/7 | 40 | 18 |  |
| 11 | muxi PRIEST |  | $53 / 2$ | 27 | 20 |  |
| 12 | atl souvle |  | 5010 | 25 | 17 |  |
|  | ROD STEWART |  | $44 / 0$ | 20 | 17 |  |
|  | WHITMEY HOUSTON |  | 57/7 | 10 | 40 |  |
|  | BRUCE HORMSEY mSHAWM COLYIK |  | 59/5 | 16 | 29 | 14 |
|  | micuaEL McDOMALD |  | $50 / 0$ | 16 | 29 |  |
|  | Luura Bramieah... |  | 5010 | 10 | 35 |  |
|  | MARLA MeIKE . . . |  | 84/7 | 14 | 30 | 10 |
|  | AFTER 7 |  | $50 / 0$ | 21 | 27 |  |
|  | DOW MEMLY |  | 60/6 | 2 | 47 | 17 |
|  | 1 BRENDA RUSSEL |  | 44/7 | 26 | 11 |  |
|  | ceune diom .... |  | 54/7 | 7 | 35 | 12 |
|  | Davo cissioy |  | 51/3 | 8 | 36 |  |
|  | STEVE WINW00D |  | 53/10 | 3 | 35 | 15 |
|  | SARA BICKMAM. |  | 49/3 | 4 | 28 | 17 |
|  | JuDY couluss. |  | $50 / 1$ | 3 | 28 | 19 |
|  | BREATME ..... |  | 280 | 10 | 11 |  |
|  | Stevei |  | 47/7 | 3 | 24 | 27 |
|  | GLEMM MEDEROS i/3mustics |  | 4/170 | 0 | 17 | 27 |
|  | OLETA AOAMS |  | 42/18 | 0 | 11 | 3 |

## 10STADOEE

 CMER (29) KENWY ROAERS (24) OLETA ADAMS (18) BREATKE (16) DEBBIE GIBSON (16) PAUL simon (t4) OUTHELD (12) GLEMN MEDEIROS (10) STEVE WINW000 (10) PHIL coLLIS ( $\left.{ }^{( }\right)$
## HOTTEST

BETTE MIOLER (65)
CARLY SIMON (51)
WILSON PHILLIPS (40)
DAM FOGELIERS (35)
ALLAS (30)
AMITA BaKER (30)
MARLAM CAREY (24)
MARLAM CAREY (24)
MALL $\&$ OATES (23)
MEART (16)
maxi Prisst (13)

## SIGNIFIGANT AGTION

PRUL Yount "Sewven Can Wall" (Columbla) $22 \pi$

 BREMT BOUBGEOIS "Time of The Seatea" (Chariana) $21 / 7$
 BROTRER BEYOND "Jost A Hearthent Amay" (EMi) 21/2


DAVE soz "Castle of Dreamt" (Capittol) 193
 DEBBIE BIBSON "Aeything Is Penthle" (Atisntic) 13/16
 PHiL COLLSN "Hang In Loog Ensugh" (Allantle) 18/s
 Paul simon "The Otrieus Child" (WB) 15/14
 RAY CHARLES TI Taks Cars of Yes" (WB) $15 / \pi$
 CONCRETE BLOMDE "Jow" (RS) 15/1


BEAUTIFUL sount " $\AA$ Limb Time" (thitrs) 14.4
 kMc. wira, Kat, ksce nav, rle o, kwh
CHEAP TRICX "Wherver Would I Bo" (Epic) 144


TOTO "Dut Of Leve" (Columbla) 14/4
 QUINCT JONES ES. EARRETI \& C. BHAK "The
 nMofir B. SCHMIT "fometing Sa4 (MCA) 130
TMOTNT B. SCHMIT "Something Sar" (MCA) 130

LOU RAWLS "ir's Suppesed To Be Fen" (Blas Mate) 11/t
 U840 "The Way Yoe De The Things Yoe Do" (Vighle) 106
 JOMATHAM BUTLER "sisg Me A Love Song" (JlveRCA) 98
 Actators rosy
MARK EDWARDS "Jast Emving Teeched" (RAA) 90
 WIDR Ugre WARK WTak
TOMMIE DREW "f'R Be Levlag Yoe" (Lisa) 82
Kitate
LORI RUSO a MICHAEL DAMUY Nevar Loot Back" (Dypesa) 8 : 0
 KAME



## FULL－Sシスリ｜cヨA10

GOLD－EAFEDAC

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## NEW \& A G IVV

"muriom meadows "For Lovern Daly" (nca) 242
 may
DIM WATERS "AH Because of You" (Warleck) $21 / 2$

AMOY SUMMERS Charniog Sanke" (Private Musle) $19 / 1$

gRISTEX VIGARD "Tetrisn Voard" (Pfrats Metic) 19-

GEOMOE NICMKEL "Urten Whenot Prolvilice" (Colomble) $13 / 9$


 TOM Bohtow "Dancligg Whit Tlours" (Bleamoca) 184

DAVID UNIZ "shillas Frodasce" (Manda) 13/3

THE ARENDA COLLECDON "Of Ting To Come" (Mqenta) 17/5

PAssport "Balance Ot Happlaets" (Altaste) 173

SHagitaX "Parlect 8 mill" " (Verve Forscatil) 139
 lime KFFM
SICHAEL PAULO "Fusebar" (GNP) $1 \times 4$


## * TW

"Yod"
"Foods" Dophin"
(9) EMILY REMLER/This is Me (Justice)

## GEOREE BEMSOMBig Boss Band ICout But

 nINO TEMPO/Tenor Sucophone (Nlartic)(3) MICHAEL BRECKERNow You Seet, (Now You Dom') (GRF)
-Ode "Bues"
QERRY MULLAAM/Onesome Bodevart (ASM)
QERRY MULLGAM/CONesome bovien "Roar" MICHEL CAMLLOMa Re Ober Hand (Epic)
.................... "Forbiden BETTY CARTERDDopon' Things (Vove forcast Poyoant) Zove KEMINWhit Youre Looking Fax (peroon) MULGREW MLLERFIon Day To Dey (Cundram)
(1) LOU RuWLS/r's Sipposed To Be fin (Blue Note) "Fom" Supposer

sEBASTWM WHITTAKERMFIs Duting (Justion)
"Fist"

Bosay LYLEMe Jouncy (Jartc)
Davio senori/freer Mdion (GRP)
DAVE WECKUMess Plan (GRF)
..........

RIPPINGTONS IRUSS FREEMMU/Wicome To The. (GAP) .... Wicome" 'Watche'

BREAKEER (3) BRLMN MELVIN TRIOMandarss Zove (Gbow Pacic)
MACEO PARKERRots Riented (Vere forecas POMOMM) : .................. 'Them"

DON CHERPYMUATHit (ASM)
"Bistay"



HUNK CQWFORDGrovamater (Miestonefartap) CUARX TEARYMtiving fun (Delos)

परह月ा!



## $M /=M \& A \in \square /=$

"MONTE CROFT "Sorrival Of The Splrit" (Colambla) 254
 **IONWIE PLAX
"Lownie puaxico Fixice" (Muse) 251
"KLLYE ORAY "Standards la Ora"" (Justles) 243 Foctions inavy en, Wedian 70 Uove 11,2 Totel Noss 3

DANMY REIEES "One Heart WIId" (SOVer Weve) $22 / 1$
 owsclioneo
PASSPORT "Balance of Happinesz" (Ktlantic) 22/4
 MOT SPOT "Sounftrack" (Antites New Dirsctionfalsed) 22/1

TNE MANEHATTAM PROEECT "The Mantattian Prolect" (Bhe Mote) 21/3

MARX COLEY a FRAXX CARJs0 "Haspe Tange" (Best) 21/t

FRAMK MANTOOTS "Pet-5t-vtre" (Opthism) 203
 DAYE CATNEY "First Filgh" (Juatlea) 190
OAVE CATMEY "First Fligh" (Deatice) 190
TOM Coster Frem ite To Yea" (Meathat) 180


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Alpopra/AsiteNeary
$1 \quad 1$
1464
BLACK CROWES Hard To Handle STEVE WINWOOD/One And Only Man (Virgin) TRAVELING WILBURYS/She's My Baby (WiburyWB) DEEP PURPLEKKing Of Dreats (RCA)
$18 \quad 4 \quad 3$
11 )
a 317 ( ZZ TOPMy Head's In Missiasippi (WB)
$1812: 0$ POISOM/Something To Believe In (Enigma/Capitol) DAMN YANKEES/High Enough (WB)

| 18 |
| ---: | ---: | GARY MOORESili Got The Bues (Charisma) house Of LORDS/Can't Find My Way Home (Simmons/RCA)

is $n$ is (10) BAD COMPANYAt You Need Someone (Atoo)

- is iz (i) Scorpions/Tease Me, Plesse Me (Mercury)
is u : 12 LED ZEPPELIN/Traveling Piversise Blues (Allantic)
कs is is (3) WINGERMiles Away (Altartic)
DEFND (DOBERT PALMER/Fou're Amazing (EMI)
o in is (3) OUTFIELDFor You (MCA)
$-z$ is (1) ALARM/The Rcad (IRS)
1 i . 11 ZZ TOP/Concrete And Steel (WB)
- in (8) BYRDSLove That Never Dles (Columbia)
$s$ a in (5AUBHAN BROTHERS/felephone Song (Epic)
is is is 20 JON BON JOVIMirade (Mercary)


## OPEDI (2i) CINDERELLASheter Me (Mercury)

vi an in COLIN JAMES Keep On Loving Me Baby (Virgin)
zo $\begin{aligned} & 2 \\ & 24 \\ & \text { (2) TRIXTER/Give It To Me Good (Mectanic/MCA) }\end{aligned}$

-     - a 20 INXS Disappear (Atlantic)
s. in as ERIC JOHNSOM/CIIts of Doves (Capitio)
$x: m$ an (2) HEART/Stranded (Capitol)
$4 \times$ x 2 DON HENLEYNew York Mrute (Geffen) AC.DCMOneyalks (Alo)
$\begin{array}{llll}24 & 21 & 20 & \text { TOY MATIMEE_last Plane Out (Reprise) }\end{array}$
1 is is 30 AC/DC/Thunderstruck (Atco)
12 an us (1) REMBRAMDTS/Just The Way it is, Baby (Also)
$a$ a $a z 2$ PAUL SIMOM/The Obvious Crild (WB)
: $n \times$ (D) KING'S XAts Love (Megatocrop/Aliantic)
- iv © EDIE BRICKELL \& NEW BOHEMLANSMAma Hep Me (Geffen)
z) zo iz 35 QUEENSRYCHE/Empire (EM)
si a LYOCH MOB/Wicked Sensation (Eletera)
- © JEFF HEALEY BANDFfull Circle (Arista)
$\because$ a a JUDAS PRIEST/A Touch of Evill (Columbia)

1) 0 is 35 STYXAove is The Ritual (ABM)
es e © EVERY MOTHER'S NIGHTMARE/ove Can Make You Blind (Arista)

- y e (d) ROGER WATERS I/PAUL CARRACKHeg You (Mercury)
. 2 NELSOM/ater The Rain (DGC)
a $n \approx$ as PAUL McCARTNEY/Birthdyy (Capital)
as as 4 JOHNNY VAN ZANT/Hearts Are Gonsa Fall (Alantic)
(i) $\%$ at ALMAN BROTHERS BAND Seven Turns (Epic)
$\ldots$ Be BILLY IDOLProdigal Blues (Chrysals)
ss is a (5) BRUCE HORNSBY/fie On The Cross (RCA)
in $x$ \& 48 JEFF HEALEY BANDWhile My Gutar Gertly Wepps (Arista)
"It's Love"


## their time has come.

CorguT (1) LVING COLOUR/Pride (Epic)
$-\infty$ © VIXEMLove is A Killer (EMM)

- ${ }^{(1)}$ JANE'S ADDICTION/Been Caught Stealing (WB)
-     - ${ }^{2}$ U2Night \& Day (Chrysalis)
if in wh 53 ROBERT CRAY/The Forecast (Cals For Pain) (Meroury)
il $x$ in 53 ROBERT CRAY/The Forecast (Cals for
$168+/ 7136+$
Aeports
1 KING'S X/Ats Love (Megaforce/Atlantic) ..... 103
2 REMBRANDTSUUse The Way it lis, Baby (Also) ..... 95
3 LYNCH MOB/Wicked Sensation (Elektra) ..... 90
4 EVERY MOTHER'S MIGHTMARE/Love Can Make. (Arista) ..... 72
5 HAND OF FATE/Good Lile (WTG/Epic) ..... 55
6 NELSON/Atter The Rain (DGC) ..... 50
7 CHARLATANS U.K.The Only One I Know (Beggars BqtRCA) ..... 46
JANE'S ADDICTION/Been Caught Stealing (WB) ..... 46
9 FAITH NO MORE/Falling To Pieces (Slash/Reprise) ..... 33
10 EXTREME/Gut The Funk Out (AsM) ..... 32
11 MAGGIE'S DREAM/ION \& Tears (Capitol) ..... 26
METALLICAStone Cold Crazy (Elektra) ..... 26
13 NOTORIOUS/The Smalk (DGC) ..... 24
IGGY POP/Candy (Virgin) ..... 24
15 POSIES/Golden Blunders (DGC) ..... 20
STEVE VAIA Would Love To (Relativity) . ..... 20
17 DIRTY WHITE BOY/Aet's Spend Momma's Money (Polydor) ..... 19
18 BLUE TEARS/Crush (MCA). ..... 18
HEAVENS EDGE/Find Another Way (Columbia) ..... 18
20 JAY AARONMisery's Edge (WB) ..... 15

New Artists have not yet had an AOR Bresker. The chart is Dased entively on the number of sfations reporting aibplay on a particuler track. Week-to-week adf partems ave not a factor.

\#1 new artist r\&r

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    182 REPORTERS
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## NOVEMBER 9, 1990

"Concrete" (138) "Head" (107) "Love" (25)
"Hard" (167) "Twice" (7) "She" (3)
"One" (168) "Another" (8) "You'll" (5)
"Baby" (167) "Wilbury" (12) "Inside" (6)
"King" (157) "Fire" (1) "Breakdast" (1)
"Something" (138) "Ride" (1)
"High" (110) "Runaway" (2) "Come" (2)
"Need" (137) "Boys" (11)
"Still" (136) "All" (2) "King" (1)
"Telephone" (111) "Tick" (18) "Hard" (8)
"Cant" (130) "Chains" (1)
"Money" (104) "Thunderstruck" (75) "Shot" (2)
"Citfls" (83) "Rightecus" (32) "Trademark" (1)
"Miles" (127) "Enuff" (7)
"Tease" (163) "Restiess" (1) "Money" (1)
"Traveling" (123)
"Disappear" (104) "Suicide" (16) "Bitter" (3)
"For" (121) "Magic" (1) "Burning" (1)
"Love" (127) "Friend" (1)
"Miracle" (105)
"Keep" (111) "Crazy" (1)
"Stranded" (75) "Tall" (3) "Fallen" (1)
"Full" (70) "While" (22) "Think" (1)
"Give" (115)
"New" (91)
"Last" (89)
"Obvious" (76) "Coast" (1) "Moves" (1)
"Just" (95)
"Mama" (78)
"Empire" (69) "Silent" (8) "Jet" (1)
"Its" (103)
"Hey" (67) "Young" (8)
"Love" (48) "Show" (2) "Homewrecker" (2)
"Birthday" (62) "Sgt." (4) "Let" (1)
"Wicked" (90)
"Seven" (36) "Shine" (2) "Good" (1)
"Touch" (81) "Painkiller" (1) "Night" (1)
"Pride" (48) "Type" (16) "Love" (1)
"Love" (72)
"After" (50)

| nemwines | nmem | them |
| :---: | :---: | :---: |
| 175 m/2 | 123- | $46+$ |
| 169 -/1 | $147+$ | 18 - |
| $173 / 2$ | 138 | 32 |
| $171=/ 1$ | $120+$ | 49- |
| $159=12$ | $78+$ | 62- |
| 2138+/3 | $85+$ | 33- |
| 112-10 | 91 - | $15=$ |
| $143+17$ | 49+ | $82-$ |
| 139-14 | $60+$ | 67- |
| $129+121$ | 36- | 77+ |
| 130-10 | 66 - | 44- |
| $146+/ 13$ | 33- | 60- |
| 111-19 | 52- | $43+$ |
| 130-12 | $41+$ | 66 - |
| $163 / 1$ | 32 | 61 |
| 123-10 | $60+$ | 41- |
| $118+128$ | 31 - | $75+$ |
| $123+/ 15$ | $38+$ | $64+$ |
| $129+/ 17$ | $15+$ | $87+$ |
| 105-/2 | $38-$ | 52 - |
| $113+/ 11$ | $19+$ | $65+$ |
| 79-/15 | $42+$ | 33- |
| $89+172$ | $20-$ | $46+$ |
| $115+/ 4$ | $16+$ | 51 - |
| $92+111$ | $13+$ | $68+$ |
| 89-10 | 18 - | 53- |
| 79-/1 | $20+$ | 45- |
| $97+/ 19$ | $4+$ | $50+$ |
| $81 / 16$ | 10 | 53 |
| 72-10 | 10- | 33- |
| $103+120$ | $5+$ | $34+$ |
| $76+/ 6$ | 14- | $25+$ |
| 53-10 | 14- | $27-$ |
| $77 / 13$ | 7 | 26 |
| $90+174$ | 3- | $24+$ |
| 44-10 | 19- | $23-$ |
| $81+/ 15$ | 4= | $20+$ |
| $64+/ 14$ | 6- | 26 + |
| $72+/ 7$ | $4+$ | 26 + |
| $50+/ 7$ | $14+$ | $24=$ |



STEVE WINWOOD Ralugees of The Heart (Virgin) s\%\% of our reportiers on B .

SCORPIOWS Crary World (Morcury) so\% of our reporters on it .

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        kina-8 x (20) REMARAKOS (19) GYADS (17)
EDIE BRICXEL \& MEW BOHEMAMS (15) JuOns paiss (15) OUTRELD (15) uving coloun ( 4 ) LTMCH MOB (14)
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## The Replacements "HAPPY TOWN"

The New Track From The Album "All Shook Down"

"America's bost bend is back where it beiongs: the garage." ROLLING STONE
$\star \star \star \star$

Mavigenpet Aup Neger and
Gary inced Het Hown fivetanneer

* Tw
( REPLACEMEMTS/All Shook Down (Sire/Reprise)
 CUREMITod Up (Eleben)
 COCTEAU Twinstiteren Or Las Veges (Uacipto?) VARIOUS ARTSTBMADajat (Eletn) LVINe coloun/ine's Up (Epic) PUBLC IMUBE UMITED/he Growest Hes So Fec. Nepin) buruma buos/Cravdadty (Coturbia)*
VARNOUS ARTISTBRed Hat \& Blue (Chygals)
soul. AsTuMM/Soul Agyun \& The Howe They Rode in On (AsM) cowneus:one Simple Wad (TVT) REDD EROS3/Thied Eye (Wlartic) WATEREOYSAcom To Roan (Enigu/Comyalis)" noxs $\times x$ (thertic)
TRASH CAM SIMATMAS/Caie (60 Diocs/Pojdox) SISTERS OF MERCYMore (rady (Eleta)
AH EMOTIOMLL FSHMAn Emotional Fach (Alartic) HEART TMROBS/Clcopza Grt (Elecra) POsiEsiona 23 (DGC)
-Kever ecoutrider to ALARMME Rad (tach (PRS) SOUP DRMBONS Covegod Pig Uhemeray) Ieay Pop Brick By Brick Napial sRuM EMO \& jOHW CALEWiong Wiry Up (DpalW3)
 PDoEs Rossava (UDEleter)) moico girls Nomats Indians Saits (Epic) PRIMAL SCREAM/Came Togater (EF) (SiroWB) MORRISSEY/Sora Das (Siv_Reprise) HINDU LOVE B00s:Nindu Love Gads (Gant/igerise)

| 10staber | HOTMEST |  |
| :---: | :---: | :---: |
| MORRISSEY FRONT 242 ECHO \& TRE BUNGYMEN POCUE REO MOT \& BLUE | JANE'S ADDICTION CHARLATANS U.K. CURE <br> REPLACEMENTS <br> RED HOT \& BLUE | CURE <br> دME'S ADOICTOM PUBLL IMADE LMITED SISTERS OF MERCT REPLACEMENTS coctean twins PRIMAL SCREAM |

Host ABDED CMDERELU/Bheter (12s) ROBERT PALMERAmarieg (izi) ACDC/Aloneytalla (5S) Z TOPMnedr (4)
vuuguur Bros./Toliphene (39) HCxs:Oinappear (35) MOTORICUSTSmali (24)
ERIC JOHMSSOM Rightipoes (22) DMes xLew (20) REMSRAMOTS/Jent (13)

## AOR TRACKS.

Conthued from Page 74

## NEW \& AOMMV

EXTREME "Qtet The Fank Oat" (AAM) 325 (25.9)

MMgeIE's DREAM "Love \& Tasn" (Capltol) 2ts (23/4)

PATT "Shame Shame Shame" (Athatic) 25.3 (21/8)
RAIT "Shame Shame Shame" (Auliatic) 25.3 (21/8)
MOTORIOUS "The Swalle" (DOC) 24.24 (D0)


JUDE COLE "Weuse Fall Of Ressasa" (Reprise) 24/9 (15/5)


WARMMMT "I \$sw Reer (Columbla) 2evt (4/2)
WARMAMT "I Ssy Res (Cobumbla) 2016 ( $4 / 2$ ) Kds rewdro WwDc. nol
Posits "Gelden Blanders" (DOC) $20 / 4$ (10/13)

DIRTY WMIE BOY "Lat's \$pend Momma's Money' (Polyder) 195 (145)

DAVID BMERWMLD "Good Tines" (ABM) 18/5 (12.8)
 koosic
EREC CLAPTON "Avylting For Yos" (Heprist) 13/5 (13.2)
 WNE WIV, NEZO. KSOY, NOLA KTVO
BLUE TEARS "Crat" (MCA) isd (186)

HEAVEMS EDGE "Find Aaothor Way" (Columbla) 18.2 (17/i)

VAUGHAM BROTHERS "Tick Tock' (Eple) 18.0 (33/0)
 Kasey kTM .
CONMELIS LP "One SImpls Word" (TVT) 17/4 (13/4)

22 TOP "tive it U9" (WB) 17/4 (15/4)
 Woez wock, KOMP
Z2 TOP "Barper Man" (WB) 17/2 (tB5)
 anNo, KOWH
IMONOO GIRLS LP "Womnds, Isdians, Salets" (Eple) 17/1 (15/1)

AN EMOTIONAL FSH LP "An Enotlonal Fish" (AHantlc) 158 (10.2)


NEW \& ACTIVE - Tracks bulding in airplay and coning closest to charting. Numbers indicate total reports/adds, e.g. $40 / 20$ means 40 total reports and 20 adds. (Figures in perentheses tre last weok's data.)

CHARTS - Abums and tracks showing continued growth are bulteted. Symbols represent more $(+)$, less $(-)$, or equal $(\mathbf{m})$ reports compared to last week. On the abum chart, current singles are bolded, and the number of stations playing each of an album's most-reported tracks is listed in perentheses.

BREAKERS - Abums and trackos reach Breaker status the frat weok they are reported by at least $60 \%$ of our AOR reporters.

MOST ADOED - This week's most added albums and tracks.
MOST REQUESTED - This weok's most requested tracks.
HOTTEST - TNis weok's slbums and tracks recelving the moat heavy reports.


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Ope Director Jotn Clay


CHR P1 PLAYLISTS




## CHR ADDS \＆HOTS





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## Plesse note，trazen playlats are indiceted with an＂the＂next to the prevtous week＇s chart position．

ASA＇s CHA reporters are chosen on the basis of location，ratings，and ability to report current，Dimely music informa－
Parallel I Reporterses Selected stanions that are formar－dominant andior exert markets with a metro $12+$ population scoording to Abitron，of $i$ million or
Peraliel 2 Reportersi Selected stations that are format－dominant and／or exert a significant local oe regional intluence． In secondary markets with a metro $12+$ populacion according
behween $200,000-1$ mition．
Parallal 3 Reportersy Selected stations thar are forme－dominsor andior exert a signilicant local or regional infuence． in amalier markats with a metro $12+$ 199.999 and below．



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## CHEAP TRICK

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(2) STEVE WIWWOODODe Aet Ony/ Man (Negin)
an © imformanoi socirv/rink (Tomy Boy Peprise)
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63 REPORTERS

| 110STADEED | HOTTEST |
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|  wil To POWTR (19 | vNMLLA ICE (38) Mx: MH CIRET (25) Stevie e (z3) alus (20) BETIE MIDLER (17) |


 ALLASMore Than Words Can Say (EMI)
maRuan CAREY OMAYL HULL \& JOHI OATESSO Close (Wist) poisons Saneting To Believe in (Capta) HEARTSYunder (Copto)
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is pesclesgivig Yow the senef at the Date (MCN)
(1) STEVIE Beccuse I Love You (The Posimin Some) (MNRCA

is human leaguenkar Lle A mees USM)

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- (1) MELSOMAN The Rin (DGC)
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80 REPORTERS

| 110STAOEED | HOTTEST |
| :---: | :---: |
| MаромMA (66) DEBEIE GIBSON (4) ROBERT PALMER (3) PRIL COLLINS (23) CHER (22) WLL TO POWER (22) | VANLLA ICE (72) ALAS (45) MARLMH CIREY (45) STEVIE B (4) POISOK (36) |



## PERFORMING WHERE PLAYED

| Avivisoplater | Atpentr | Aments | Cumente $\%$ | Toprs $\times$ |
| :---: | :---: | :---: | :---: | :---: |
| MELSOM anser The Rain (DGC) | 145 | 57\% | 77\% | 3\% |
| CHEAP TRICXWherver Wous 1 Be (Eplc) | 136 | 63\% | 66\% | 2\% |
| atuy JoeL/and So t Goes (Codurcia). | 134 | 53\% | 77\% | 12\% |
| IWFOMMATIOW SOCIETY/Tink (Tomny Boy Peprise) | 130 | 51\% | 85\% | 22\% |
| SURFACE/The Fins Time (Calumbu) | 124 | 49\% | 51\% | 6\% |
|  | 175 | 45\% | 70\% | 28\% |
| $2 \mathrm{iM} \mathrm{A} \mathrm{MOOM} \mathrm{Wiogle} \mathrm{It} \mathrm{(CutingChursma)}$ | 115 | 45\% | 72\% | 41\% |
| CATMY DENsus(ust Anoter Drean (Poydar). | 103 | 40\% | 60\% | 3\% |
| Jomwirr allefirmater Firend (Mctom) | 97 | 38\% | 72\% | 13\% |
| Eusa ForuLu0.Oo The Wiy Up (Chrpals) | 95 | 37\% | 81\% | 17\% |
|  | 92 | 36\% | 76\% | 34\% |
| VAUSHAM BROTMERE/Tok Fock (Eplc) | 34 | 33\% | 63\% | 21\% |
| DOW HESUYYNer York Minta (Ootber) | 79 | 31\% | 53\% | 0\% |
| PRawCENime Power Gerention (hisly Pak/w8) | 75 | 29\% | 63\% | 4\% |
| BUCX cROwEs Htard To Hande (Det Ameriavgellen) | 64 | 25\% | 58\% | 16\% |
| RALPH TRESVAMTSerstivty (MCN) | 54 | 21\% | 61\% | 18\% |
| PRRTYA Found Lov plalywoon) | 39 | 15\% | 77\% | 7\% |
| FATM MO MORE Falling To Feces (Stash Peprisa) | 25 | 10\% | 76\% | 16\% |

Note: See Parallels for a complete picture of station acoviry. New reconds with large sodd fotals won't show in Performing Where Playsed unhl those adds convert to chart. Top $15 \%$ is determined by dividing the total of the charted reports by the number of Top 15 reports.

PERFORMING WHERE PLA YED is a weekly listing of those records in New \& Active and Signiticant Action which have a fotal of 25 or more reports with at hasst $50 \%$ of the alplyy converted to chart that have not lost more than 5 stations trom the previous weok's total aipplyy. Note: See Pavalets for a complete picture of all station activity. New reconds with targe add fotats wony show in Porforming Where Played untl those adds convert to chart numbers.

## NEWAFTISTS

1 DNA I/SUZANNE VEGA/Tom's Diner (A\&M) ..... 115
22 INA ROOMWiggle It (Charisma) ..... 109
3 CATHY DENMIS/Just Another Dream (Poydox) ..... 103
4 ELISA FIORILLO/On The Wzy Up (Chrysals) ..... 95
5 VAUGHAN BROTHERS/TIok Tock (Epic) ..... 84
6 CARON WHEELER/Livin' In The Light (EMI) ..... 77
7 BLACK CROWES/Hard To Handib (Det AmericanGetten) ..... 64
8 RALPH TRESVANT/Sensitvity (MCA) ..... 54

- C \& C MUSIC COMPANY/Gorra Make You Swest (Columbia)10 SOUP DRAGONS $/ / \mathrm{m}$ Froe (Mercary)40

The new single from the platinum album $x$.

DIS A




1


Nobody else is*like


## BREAKERS.

## MADONNA

Justify My Love (Sire/WB)
$65 \%$ of our reporters playing lt. Moves: Up 0 , Dobuts 0, Same 0, Down 0, Adds 165 including WZOU, Z100, PWR99, PWRPIG, B96, KDWB, KIIS, KMEL. Complete airplay in Paralliels.

## TONY! TONI! TONE!

Feels Good (Wing/Mercury)
63\% of our reporters playing it. Moves: Up 105, Dobuts 19, Same 17, ${ }^{\text {Down }} \mathbf{6}$, Adds 14 including KPLZ, HOT999, 930 , WYCR, WANS, WOKI, Whvo, WMEE. See Parallets, moves 23-18.

## PHIL COLLINS

## Hang In Long Enough (Atlantic)

$51 \%$ of our reporters playing hi. Moves: Up 20, Dobuts 49, Same 32, Down 0, Adde 55 including WXKS, WIOO, KSAO, PWRPIG, WNCI, 295 , HOT102, Y103, Kils, KWSS. Complete airplay in Parallele.

WINGER
Miles Away (Atlantic)
61\% of our reporters playing it. Moves: Up 108, Debuts 15, Same 16 , ${ }^{61 \%}$ Down 0, Adds 17 Including PRO-FM, KBEQ, KWSS, WKEE, WSPK, WKIB, WANS, WGRD, KJ103. See Parallels, moves $35-28$.

## OUTFIELD

## For You (MCA)

61\% of our roporters playing It. Moves: Up 80, Dobuts 42, Same 22, Down 0 , Adds 12 including $F M 100$, WRVO, WKDD, KZ93, WRQN, KKRD, WTHT, WZKX, Z97. See Paraliels, debuts at number 29.

## 

watow -Aher Re Rala- (DOC)

Citap TNick "Whewir Weild I Bo" (Egla)


 30 on mo cise anse

 Man z1.58 king. SURFACE "The Fint Time" (Cilumble)
 DMA ISUZWNE VEat Ton's Dloer' (USM)



 oniomporeme CiThY Dtivist "Jut Aasther Drame (Polver)
 JOHMMY GML "Falvesalise Frlase" (Motown)
 ELSA FORILLO To The Way Us" (Chysalit)


WIL TO POIEEA "TM Not In Leve" (Eple)



 MOB Son PALMES "Yeite Amming" (TMI)



## 

## vauguan Bhomites "Thet Teck" (Eqk)

 DOW HEMLEY "Wow Yort Masto- (Dithas)

sheank "Dose she leve hat Man" (ASM)
 CAROM WHEEER - M





 GUCX CNONES "Hard To Hande" (Dof Aemertasaseatha)





## 

moonat (155)
ROEEAT PALMER ( 35 )
Deasit gisson (is)
net collins (25) CEER (43)
WIL TO POWEA (44)
ELTOH JOHX (43)
ELTON JONX (63)
SUMFACE (40)
BREATEX (39)
DNA (38)
HOTMEST
VAMILA ICL (156) MARLDH CAREY (99) POISON (523) ALUS (98) STEME 8 (ts) manatr housion (T3) BEIE MIDLEA ( 8 ) MC HABMER (56) DAGN YAKEEES (45) DETE-UTE (42) HEART ( 42 )

## Dixo "Oestlo" (hatas)

 MUPH TRESVAMT "Seatitilt" (MCX)
 PET SHOP sers "so Hard" (EMi)


## SIGNFGANHAGHON



 ELTOM $\mathbf{3 0 H M}$ "Tos Gptre Leve Sompens" (HCA)

C a C Music FACTORY "Dasse Mate Yoe Swat (Everytody Dance Mew)" (Colembla)
 SOUP DRUQOKs "Tm Fres" (Mereary)


PARTY "I Foand Lave" (Holly
 CARLY SIMON "Batier Hot Tell Mer" (Arlsta)
 AL \& SUREI "Mitiundertasclag" (WB)




hapors 28 Low Cank hakit it (dive.HCA)
is as. Nope onde. rist on Dis os?
MNX PRIEST "Jut A Lielo alt Lespar" (Charlema)
 IBEY PSP w YATE PIERTOX Canty (Virgla)
 FNTM NO MORE "Fallige To Pleces" (\$lach/haprise)


NOF COLE "Houss Fall of Rezasea' (Raprlse)
 MOTORIOUS "The Smalk" (DGC)
 JOEY KID "Tm Mot is Leve" (Allastlc)

PAUL NoCARTNEY "Sirthisy" (Cepltal)

 LAYA "Ose Dis Per Minste" (RCA)

KEITH SWEAT "IT Glve AIS MY Leve To Yes" (Vistertalement Eletra)

TOO SNORT "The Chatts" (IVvinci)
 1315 hotwe 2851, 805 28 21, writ g.2
ONE CNJSE CESE EFFECT "Midalght Lover" (Bayt It Capled)

CELNE Deow "Whers Dess My Heart Beat Kowf" (Egle)

AFTER 7 "Heat of The Mesent" (Virgia)

Gur ${ }^{7} 7$ Whene Gist Wits Yes" (MCA)

TECNWOTNDKEC "Rackis' Over The Beat" (83X) BETIT 309 "Dela" Die D0" (Maprise)
 TRETER "Give it To Me Good" (Mechasle/MCR)

DURMX DURAX "Serlers" (Cephter)


TA w veipuelle visace "Crast" (Tomery BoyNer)
 mocesis

# JANE'S ADDICTION <br> "Been Caught Stealing" 

FROM THE GOLD ALBUM

## RITUAL <br> DE Lo HASITUAL

# "Forget the controversial cover art, forget the purchases made out of curlosity. <br> The addiction to this band is spreading well 

beyond the fan base that put Rifill DE Lo Hisirtil in our Top Ten...."

- Traci Donihoo

Scund Warehoued. Dalla:
3 Top Five out of the box at Tower. Record Rus. Sthetside Sthaterales ind Music Pus stoses ceross the colvisy

2\% No: AUTERNITVE TELCK IND aHES


## CHE

uns ms * 7 VAMILL ICEAce loe Baby (SBK) menuh Cuatrion Tase Tine (Colintia) () aulasMare Than Words Can Ser (EMM) it O whmer noustomTin Yoar Buby Tonige (fecian)


is i $e$ poisonssoneing To sevieve in (Ciptor)
( ) : Jums marumi donithen the Hear (Mes)

is in © BETIE MIDLERFIOMA A Desince (Alertc)
a 10 is (1) WISOM PRLUPSMonike (SB)
is is (3) HERATSHznded (Cipto)

is in (1) Ueverine wiry You Do The Timigs You Do Nroiel
. I 15 Pesiles Givig You The benet or the Daty (MCA)
II in (1) аeonge nechuelufiodon so (Cointia)
17 janet Hexsometad Cat (ASM)
EREAKER (1) TOWYI TOWI TOMEIF Wis Good (WhogMeran)
in is is © DOMNY OSMONDMy Love is A Fire (Captol)
$x$ ir as en DAMM Yankeesnigh Erough (W3)


I il 23 AFTER 7 Can $\operatorname{Sicog}$ (Vigin)


in in as 26 RUMAN LEAEUEMant Lae A Whet (NSM)
in (2) STEVE WIMW00000e And Oriy Man (Vigief)
ERITAKER (5) WIWGERMis Aviy (AJartc)
क0 is is 29 CANDYMAY (Foboin' Bocts foric)

- 52 im A ROOM/Wgie it (currocharima)

34 30 31 COMCRETE BLONDE IJOY (RS)
20 in 32 WhRART/Cory Fhe (Catubba)

(1) if 3134 mac PRIEST/Cloce To You (Churoms)

BHLY JOELAN Soll Goes (Ciembia)
IWXS Suche Bionde (Alurtc)
 BRITAKEN OUTFit 0 for You (NCA)
EUSA ROBLLOMO The Wry Up (Doysals)
MEA $\mathrm{Fg} .94 ;$ Mlaytiets Pg .80 ;
Parallele Pg - as; Parellal Chert Anelyala $\mathrm{Pg}-92$

wos axs in To
1 BETTE MIDLER/From A Distance (Alantic)
CARLY SIMDHBVoer Not Tell her (Nita)
WILSOK PMILLPSAopdive (S80)
alusMare Mas Words Can Ser (EUT)
oan Focelserephym Ot . (Ful Mcovepic)
ANITA BNKRSal Mivinion (Ewita)
ELTOW JOHM/rar Oata Lon Soneore (VCA)
DARYL BALL \& JOHN OATESSO Close (Nvesa)
MABUH CAREYIon Taier Time (Colurta)
HEART/Sianded (Guptat)
MNX PRIESTIDion Yo You (Chersma)
12 Jut sobuletioo Cod To fall in tove (MCA)
BOD STEWAGTA Dont Wara Tak Noot II (WB)
Whiney HOUSTONMin You Biby Tonight (Arim)
8. HORMSAY wis. cotvmetas Sal (RCA)
menuil Mcdowilditar It Up (Fepria)

MURLA MckEEShow Me-ieamen (Gathen)
AFTER 7 ICant \$ap (Vign)
is is © DOH BDELTMNes Yok Ninte (Oithery
1, 21 BRENOA Russeu Siog Rorring Aany (ASM)
I2 z\% ceuke Dionwher Dos Hy Han Bat Now (Epic)
is is (4) DAvid cassioricior to My olt (Enigma)
(5) STEVE Wawoog Doe Ans Ooly Man (Vipiny
 JuOY counks fiss or fien (Caluma) BREATAESNY A Paper (ASM)



 3ns wiss tw To
> ra
9
> AL B. SUREIMissunderstanding (WB)
> 3 I 9 BELL BIV DEVOEBBD. (1) Thoug' it Was MDP (MCN) i 10 geruld alstoilsiow Moton (Taj/Matomis) 4 MARLAA CAREYA.on Tales Ire (Columbia)
> it +9 avita mukersod lospiation (Eviaa)
> a it WHISPERSMy Heat Your Heat (Captol)
> - 1 M.C. MAMMERAD (Gapiol)
> is is (0) RULPA TRESVAMTS Sensethty (MCA)
> no is (1) GUYA Warna Get Wa U (MCA)
> CARON WHEELERAVI' is The Lge (EMI)
> 21 is (1) LEVERTAope A Dope Syle (Alentic)
> is as TOWY TOXII TOWEI/ Never Rains. (WingPoldor)
> If if (1) HI-FIVE Sust Cant Harfle 2 (INeRCA)
> is is 16 CTNDA wLLuMs,turtem Blies (Colinbla)
> is - if $(1)$ FREDDIE Jacksomlave Mo Dows (Capion)
> is is (1) tooaya gat The freing (Mctomi).
> in as (1) suaFACE/he fint Tine (Coluncia)
> is in JusMINE GUY (fy Me (WB)
> is is (2) CIMDYMAMKrooin' Boos (EpC)
> - in (5) JEFFREY Ossorme Only Harm (kean)
> is in (5) GEOFF McasioEndo Sveder Love (Nista)
> $x$ as E.U.A Contess (Vingin)
> $x$ a (5) sasic BLACKNoting Be. (Sand Oi Nee Yor Motom)
> is as 25 USTEN UPLisen Up (BeresRegrise)
> y 30 SPECLAL OEMERANOMLOV Me Just, Buat IUCipts)
> \% iz (5) TAKE $6 \wedge$ l-ove You (Regrose)
> 45 is st stevie wowderkeep Oa Love Alve (Mctomi)
> it it 30 vamila icefor lot Rlaby (5800)
> (3) Boysithing Culod tove (Mstomi)

> It (1) PEssuestove Mases Things Happm (MCA
> Is is GRAOY HARRELLDont Ium Your Back On Me PCA
> 3 3) PRINCENiew Power Omertion Pastey PawWB)
> i 35 samuelle So You lae Whar You See (hartc)
> BFEAKCER (5) T00 SHOMIThe OVebs (liveRCA)
> AFTER 7My Only Woman (Viejin)
> BFREAACER (0) TEEAA MARIEAIt I Wer A Bel (foic) LOOSE EMOS.Dont Be A Fod (MCA)
> 40 CARL ANDERSOMMY LIve WI (GRP)

New 4 Active, TOP 10 Atecurrents $\mathrm{Fg}-60$

## 

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| :---: | :---: |
| $\begin{gathered} \hline \text { in } \\ 2 \\ 1 \\ 1 \\ 3 \\ 1 \\ 1 \\ 1 \\ 1 \\ 19 \\ 1 \\ 3 \end{gathered}$ |  |
|  | 11:15 |

REPLACEMENTS/AAI Shook Down (Sre/Reprise)
LARE's ADDICTONALial De lo LAME'S ADDICTDON.Aizal De Lo hablam (WG)
CHARLATAMS UK 5 m
COCTEAU TWIMS.Ateven Or Las Vegus (aDCiplod)
VARIDUS ARMSTSADaya (Elwen)
IVIMG COLOURTInes lup (EDC)
PUZUC IMABE LMITEO The Goust Hes So Fu. Nigini VARIOUS ARTISTSMad Ha \& Sle (troysat)
Complote TOP 30 Now Rock Overt PD. 76

## $1+15$

RIPPINGTONS I/R. FREEMAN/Welcome (GRP)
DAviD BEMOIT/tree Motions (Gap)
ACOUSTIC ALCMEMYRAfrome Poit (GR
FATtBuAgER Cone S GA I (Etigna)
TNOM ROTELL Whitout Words (JUP)
STRUMZ \& FARAM Prinal Mapc (Mesa)

BETH MIELSEM CMAPMAN (dh Neston Chagras (Rrgrian)
EMIT REMERMES IS Mo (Jutco)
jovaman Bumertay Or land (ivehCa)
LEO GANDELMAMSolar (Verve Forcishing
Complete TOP 30 MAC Chert Pg .72

## 

EMILY REMLER/This is Me (Justice)

GEOROE BENSONSIG aus Band VCOrt Base. (WD)

MICHEL BRECKER NOSY You Soe L (BAP)
MARX WHITFELDMe Mricnen (WB)
GERAY MULALMA (oresme Bodenas (usM)
JOE SAMPLEANES To Nstes (Wil
MICKEL CAMLODo The Other Hind (Eple)
BETIY CARTERDroppi'r Things (Vore FocoasPoyoam)

## A0, $250,10,3$

## nss ins in mo

BLACK CROWESAlard. (Del AmericanGetten)
sTEVE WIWwOOD/Ore Ard Only Mas (Vryin)
TRAVELMA WILQurys/5be's My Baby (Wiburj/WB)
DEEP PURPLESing or Drams (PCN)
Iz TOPN Ny Hear's is Masitsiopl (W8)
POISONGuevting To Belive in (Erigma/Capiol)
DAMM YAKKEESAligh Etough (W.)
O GARY MOORESM Gat The Bles (Carama)
House of LORDSCant find My Why- (SimnorefCl)
BAD COMPNYY Y You Nond Soneore (Noo)
scoprions//ease Me Pease Me Mercur)
LED ZEPPEUN(Tiveling Aiverside Blues (Athartc)

## WINGERMIIes Away (Alurtc)

BOBERT PALMER/You'IE A Maving (EM)
OUTFELDFO You (MCA)
ALARM/The Road (RS)
zz TOP/Corovie And Sted (WB)
IYRDSA ove Thas Neve Dess (Colunbia)
GREAKKER (1) VAUGHAU BROTHERS/作phore SOOD (EpC)
if if $w 20$ J0W HON JOVIMircle (Uecay)
Brezakerabi cinderellasteter Me (MecoM)



s i it 25 ERIC JOHzsoncilis or Daver (Cupts)
30 in an CLEARTSranded (Captos)
 ACOCNMonetaks (atso)
24 z1 in 29 TOY MANMEELast Plare Out (Reprise)
is it is 30 ACOCTMurdersuct $(4)$

as is in 32 PAUL SIMOM/the Oovias Chils (W6)
sis $x$ (x) simat $x$ (es Lon (Mepatoca Klartc)
EDIE BRICKELL \& NEW...Marta Hep Me (Geten)
21 20.22 . 35 QUEERSAYCMEEmpirt (EM)

JEFF HEALEY BANDFill Cicole (kita)
JuDAS PRaEsTA Touch of Evil (Columbia)
struceve Is The Rtat usM)
EVERY MOTHERS' MIOHTMAREAOE CAN. (Avost)
Complote TOP 60 Traeka Chart Pg. 74; LP Chert Py. 75
501515513
3nc wos im. Tw
9
DOM WILLIAMS/Back in My Yourger. (RCA)
(2) K.T. OSUNICome Nert Mondiy PCA)

Exientel (Naste)
comwar Twitry/cary in tove (MCA)
SHENAMDONHGticat in This House (Colurba)
ALAN MCKSONChasin' That Neom Rainoon (Noata) EDDit Rassirtismerican Boy (Ciplol)
O CUIT BLACKPA Youselt in My Stoes (RCN)
MARTY STUARTWestm Ohts (NCA)
VIWCE OILLNiver Krew Loney (MCA)
11 Hour dunkrou fiealy tas Me Gopp (6B)
is in (1) GEOBQE STRAITAVE Came To Expect II Fion. (MCA)
(3) T. GRAHAM BROWMMocrshacos fold (Cipto)

Hichway 101 somore Elae's Trodbe Now (WS)
RICKY skag6s Mo Was On To Sonetir' (fpic)
WHLUE NELSON(Ant Necerari) So (Counbia)
aARTH BROOK\$Unassated Payers (Gapito)

PATTY LOVELESS/the NigH's Too Long (MCA)
KEMTUCKY MEADHUNTERS.fock N RSL D/Deray)

## BREAKERS

arizeucer (3) FATMT MATrean Few Good Thigs Rerain (Mercim)


## DEBUTS

DDU0 STOMETtese los Doot Know How- (Epic)
STEVE WARSERTten For A Whle (MCA)
RAY KENNEDYMJat A Way To Go (Nartc)
FOSTER \& LLOYDCant Hive Natin' (RCA)
D. ALEXMDER \& B, BuKERA Whent You. (Mercim) FAATES OF TME MISsissipplnation Hane (Gygtob)


[^0]:    Yes! We want to hear how our station can save a few grand! Send demo CDs for the grand production music from Century 21, TM and Media General Broadcast Services. FAX this coupon to (800) 749-2121 or mail to Century 21/TM's address at left.

    Name Title
    Station $\qquad$ Phone ( ,

    ## Address

    City
    State

[^1]:    Lee Abrams is Maniging Derc for for Satelitige Musie Networks "z-Rock," "The Heat," and "the WWVE" tormats. He is a foundre partner of the programmingimar keting firm then cilled Burkhart AbramaMichseledougles.

[^2]:    i

