L.A. CHR RACE HEATS UP
Joel Denver focuses on L.A.'s intense, three-way CHR battle, which has become even hotter following the emergence of UC KKBT. The programming wunderkinds of KIIS, Power 106, and Pirate react to the Beat's success and map future strategies. Page 47

PROGRAMMING
MYTHS EXPOSED
"Many GMs and PDs still cling to some relatively hoary myths," asserts Bob Balon, who debunks — in typically frank fashion — such "outdated philosophies" as quarter-hour maintenance and liner/content/promotion burnout. Page 38

TALKIN' TRASH
Trashing the competition is a time-honored radio tradition. But for the tactic to be effective, it must be tied to a well-conceived strategy. Dan O'Day has all the dirty details. Page 45

URBAN UPRISING
IN NEW YORK
Following three consecutive up books, Summit UC WRKS/KNY boasts its highest ratings in four years and is the Big Apple's number one contemporary music station. Page 50

Newsstand Price $5.00

Spectrum Fee Surfaces At Budget Summit

President Bush's tax flip may soon catch up with broadcasters. According to NAB officials, the administration wants to slap spectrum users with an annual user fee equal to 4% of gross revenues. Bush radio execs believe such a measure could raise $4 billion in its first year, roughly half of which will come from broadcasters, according to NAB estimates.

Calarco To Head CBS-Owned FM Stations

Eighteen-year CBS Radio veteran Jim Calarco — presently VP/GM at WCBS-FM/New York — has been upped to VP/ CBS-Owned Stations. He replaces George Sossen, who resigned last week to become President/COO at Win Communications.

"I'm just so excited about this promotion," said Calarco. "George did an outstanding job. He presided over the greatest FM group there is, and I intend to continue with the idea as part of the so-called "budget summit" — a series of meetings between congressional leaders and administration officials charged with hammering out a rough consensus on how federal money will be raised and spent in fiscal 1991.

Since learning of the proposal's existence late last week, NAB lobbyists have been working feverishly to strangle the measure. May was reluctant to discuss strategy, other than to say NAB officials have been in contact with congressmen and Commerce officials participating in the summit. He also insisted NAB could accept no compromise on spectrum fees. He said, "Our short-term goal is the same as our long-term goal: kill it."
Depeche mode

"Policy of Truth"

The Follow-Up To Their Two Gold Singles
"PERSONAL JESUS" and "ENJOY THE SILENCE!"
From the Platinum-Plus Album VIOLATOR!

1,000,000 Fans Enjoyed Depeche Mode This Summer On Their Sold-Out North American Tour!

Produced by Depeche Mode and Flood / U.S. Representation: Second Vision Management

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Digital To Require Eight Times More Spectrum Than FM Band?

NPR Seeks 20% Of Station Allocations; WCOO Backs Satellite DAB, Wants To Go National

An FCC advisory committee, unable to reach any consensus among digital radio proponents, has told the Commission that new spectrum space from five-and-a-half to eight times the size of the current FM band may be needed to accommodate various proposed digital systems, both satellite and terrestrial. The spectrum report (7/30) came as the FCC launched an even broader examination of digital radio (R&R, 7/27).

FCC Chairman Al Sikes told R&R, "We need to look at all the media of delivery. We need to look at how broadcasters might deliver it."

One area to be addressed in the Notice of Inquiry due for issue this week (8/1) is localism. Sikes noted, "We can't be blind to how the industry is configured and how it [digital] might affect broadcasters' responsibilities."

NPR Seeks Set-Aside Whatever digital radio system is developed, National Public Radio is claiming a right to 20% of the new station allocations "to fulfill the congressionally mandated objectives of domestic public radio broadcasters." NPR contends that simply realocating existing stations on a new digital band would leave many America still unserved by public radio.

"I agree with that 100%," said Ron Strother, whose Strother Communications (see page 10) petitioned the FCC to create a digital audio broadcasting service. Strother said his proposal includes "ample room" for NPR's proposed expansion.

The rule's report noted that Satellite CD Radio has requested 60 MHz for a satellite-delivered service, plus 10 MHz for a companion terrestrial service. Voice of America's Digital Radio/See Page 34

WWL Appoints George PD

Bill George

WWL/Providence has upped Production Manager Bill George to GM. Former GMinnie Lewis has joined the airstaff of creative Gold outlet WWBB. Moving into WWL's Production Manager slot is former WWL (now WWBB) staffer David DiLorenzo.

George told R&R, "This will be an easy segue for me. We're comforted by McVay Media, so the main part of my job will be to work with McVay and implement the programming they suggest. Our numbers are good, and we've established ourselves as the Lite AC in the market."

George joined WWL two-and-a-half years ago from college radio. This is his first programming opportunity.

Lewis Now Sr. VP/GM At MCA Distribution

Luke Lewis

Record industry vet Luke Lewis has been named Sr. VP/GM, Audio Distribution at MCA Distributing Corp. He'll report to Exec. VP John Burns.

"I'm delighted to welcome an executive with Luke's varied and extensive experience to this important new position," said Burns. "He'll play a key role in MCA's continued aggressive expansion."

MCA Music Entertainment Group Chairman Al Teller added, "With the acquisition of Geffen and GRP and the continued growth of MCA Records, Motown, Narada, and our other distributed labels, MCA Distributing is poised for explosive growth. Luke Lewis possesses both the experience and vision to implement [our] strategy for the ever-changing marketplace in the new decade."

"I'm excited about the opportunity to oversee the company's audio distribution and sales activities," said Lewis. "I look forward to working with John and the entire sales and distribution team at such a significant time in MCA Distributing's ongoing growth."

KESI & KUFO

Up Shannon To Ops. Director

Henry Broadcasting AOR KUFO/Portland has upped PM drive personality Glynn Shannon to Operations Director for KUFO and AM sister KESI.

VP/Programming Jeff Salgo, who was recently promoted to GM, explained, "I'll still be handling the programming decisions. Glynn's job will be executing them. My half is the creative side; his is the logistic side. I've known him for a long time and he was a natural for the job."

A 16-year Portland personality, Shannon joined KUFO in January after four years at KMJJ.

SAFEBRACKS

Name/Address/Zip

AC: Mobile PD saves a life

AOR: Are PDs wearing too many hats?

COUNTRY: KUFL-FM's twin victories

Nashville This Week: TNN's first national concert tour

Schaefer Named PD At WEMP & WMXY

CHR WHXY/Allentown, PA PD Jim Schaefer has accepted a similar position at Heritage Media's Gold/AC combo WEMP & WMXY/ Milwaukee and will be in place there within a week. He succeeds the exiting Steve King; his own replacement in Allentown has not been selected.

Schaefer told R&R, "I'm going back to my home turf. I went to school in downtown Milwaukee (at Marquette University) and I'm very familiar with the players in the market. WLTQ is the Lite AC, with a 38-year-old average listener, and WKTI is a solid CHR, but it's leaning AC more than ever. This is a very competitive market. My goal is to improve our current operation: nothing in formats of will change."

Prior to joining WHXY about a year ago, Schaefer programmed WROK/Brockton and WFXR/Davenport, IA (Quad Cities).
KDBK, KDBQ In Bay Area Double Play

Viacom’s Double 99 ‘Synchrocasting’ Rock AC Format On Adjacent Frequencies

Viacom’s “Double 99” debuted Monday (7/30) on two adjacent frequencies. The former KOFY/San Francisco (98.9) and KLRS/Santa Cruz (98.1) are now “synchrocast.” KDBK and KDBQ, with their linked and amplified FM signals delivering what Viacom President Bill Figenshu calls “Rock AC – a real low blend of rock music that mixes new and old sounds together.” The stations will play no currents initially, but will add them later.

Station Manager Larry Berger told R&R, “There will be no Barbra Streisand, Barry Manilow, Frank Sinatra, or headbanger music. We’ll be music-intensive and low-key in terms of contesting. On-air presentation will be natural and friendly. I don’t think any other station will play both CBS’ ‘Long Time Gone’ and Carly Simon’s ‘Nobody Does It Better.’

“This will be a low-type format. There’ll be recurrants and oldies going back to the mid-’60s. Basically, the music will be AC by people with rock roots. Research indicates the audience will be split 50/50 male/female. That surprises us because the audience might be seen more male-oriented. The stations will be comfortable enough for women because we’ll play lots of Beatles, Elton John, James Taylor, and Simon & Garfunkel.”

‘Sick Mix 99’

The format kicked off at 9:01am with Toto’s “99” and Steely Dan’s “FM (No Static).” But KOFY offered listeners an unusual transition in its final hours, segueing Billy Ocean’s “Lovejoy” into George Jones’ “The Last Thing I Gave Her Was The Finger” into Michael Jackson’s “Thriller.”

“We called it ‘S-Large, Sick Mix 99,’ ” Berger said. “We played old cuts tossed from Viacom Country and Gold [outlets] and wimpy stations. Liners said, ‘Give us 22 minutes and we’ll give you indigestion.’ Northern California’s Official Get A Life Radio Station,” and ‘Haven’t you got something better to listen to?’ The announcers read the liners, picked the music, and had a jolly time. The funny thing is we got a lot of calls from people who liked ‘Sick Mix.’”

Michaels PD At WCKG

Cox Classic Rock WCKG/Chicago has promoted Marketing Director Dan Michaels to PD. He succeeds Tim Kelly, who recently resigned to pursue station management opportunities. Kelly will continue to consult the station through the end of the year.

Noting how quickly he filled the PD opening – Kelly resigned July 11 – GM Mare Morgan explained, “I originally expected it to take a lot longer, but the more I thought about the advantages of promoting from within, the more it made sense to go with Dan. He’s done a great job as Marketing Director and has had a lot to do with the recent success we’ve had.”

“Programming is something I’ve always wanted to do, and I’m real excited about getting the chance here,” Michaels told R&R. “We’re coming off the biggest book we’ve ever had, so I don’t anticipate making any significant changes.”

A 15-year Chicago radio vet, Michaels was a personality at WMET and WLUP prior to joining WCKG in 1986. This is his first PD job.

Unconventional Employees

Capitol promo staffers from around the nation converged on Southern California for the label’s 1990 Promotion Convention. Among those on hand for the awards dinner were (l-r) Most Improved Promotion Manager Ken Bolden, Outstanding Achievement Award-winner Keith Frye, Sr. VP Steve Johnson, and Promotion Manager Of The Year Jack Weiman.

A Magical Klymaxx

MCA’s Klymaxx appropriately chose Hollywood’s Paradise Club in which to celebrate their chart-topping success with “Good Love.” Adding to the ecstasy were (l-r) Capitol artist Charlie Wilson (the Gap Band), Klymaxx’s Lorena “Lungz,” MCA Sr. VP Lou Stas Jr., Klymaxx members Cheryl Cooksey and Robbie Giddol, and L.A. Laker Magic Johnson.

Vaughans’ Joint Venture

Riffing siblings Steve Ray and Jimmie Vaughan have completed their first studio collaboration, produced by Nile Rodgers and slated for a September release on Epic. Finalizing the details are (l-r) Steve Ray’s manager Alex Hodges, Assoicated Labels Sr. VP/GM Tony Markel, Steve Ray Vaughan, Rodgers, Epic President Dave Grew, Jimmie Vaughan, and Jimmie’s manager Mark Proct.

100% CD: $300/mo.

CHR or Urban Formats: $300/month (Oldies and Weekly Hits)
Mellow AC, Classic Hits or Classic Rock: $350/month (Oldies Only–No Weekly Updates)
AC, Country or A-O-R: $500/month (Oldies and Weekly Hits)
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"At 'Q-95' we've been able to do what a lot of CHRs haven't...achieve great numbers 25-54.
We've done it with the help of The Research Group and several of their special studies, especially their Music Essence Test with advanced cluster analysis. It pointed us toward this really unique execution of the format that's just gone up and up every book. We saw this great opportunity back in the winter of 1989 when the station was mainstream CHR and only #6 25-54. The results since then have been fantastic. 'Q-95' is now up to #3 25-54. We're pushing for #1 and we're just about a share point away.*

I've worked with The Research Group at almost every station I've programmed or consulted. They excel at helping stations in tough competitive situations...that's when they really shine.
The numbers are the judge and with The Research Group it really works."

Gary Berkowitz
Vice President/Program Director
WKQI-FM "Q-95," Detroit

"'Q-95' Detroit: Adult CHR wins big 25-54"

The Research Group develops the right information, then uses a special system of strategic planning to help you win—and stay strong—in tough, competitive environments. Some managers may have the perception that using the best is prohibitively expensive. With The Research Group, that is not true. Call today about our availability in your marketplace and for prices which will fit your budget.

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Record Labeling Threat Still A Burning Issue

Industry Watches, Waits On Louisiana Veto Override

An eerie quiet has settled over the Louisiana record labeling war as victorious music industry troops await a possible counterattack that could come during a special session of the state legislature.

"We aren't sure how things will go and there won't be a special session," said RIAA Sr. VP Ann Neal. "But it's wait-and-see [at this point]."

On Wednesday, Louisiana Governor Buddy Roemer (D) vetoed what would have been the country's first record labeling law. However, the measure passed both houses of the state legislature by margins sufficient to override Roemer's veto. An override could occur if the lawmakers, who adjourned on July 9, decide to return for a special veto session, which would convene August 18.

Such a session became a distinct possibility with Roemer's Friday (7/27) veto of a controversial abortion bill. A majority of lawmakers in both houses must agree to hold such a session, which would be the first in state history.

The lawmakers will be polled by mail later this week on whether to hold a veto session. Their ballots are due August 13. While Roemer has stated he believes the legislature will return a spokesman for his office said many of the governor's aides discount the possibility.

Winning Battle, Losing War?

The labeling bill Roemer vetoed requires the stickerering of albums with lyrics that advocate or encourage activities deemed "harmful to youth," including substance abuse, abortion, and violence. The sale of a stickered album to an unmarried person under age 17 would be punishable by up to $1,000 fine and six months in jail. The sale of a "harmful" album that has not been properly labeled could net $500 fines for the record's manufacturer, distributor, and producer.

In announcing his veto, Roemer called voluntary labeling "the way to go" in order to provide parents with information about "trash lyrics." The labeling law, he said, was probably unconstitutional and would have had negative economic and publicity consequences for the albums bearing a Bayer State label.

But Roemer also hinted he might support a mandatory labeling bill in the next legislative session if the industry's stickerering plan proves ineffective.

Roemer's veto was praised by several groups including RIAA, the Parental Music Resource Center, and the National Association of Recording Merchandisers. RIAA President Jack Valenti and PMRC President Tipper Gore attended Roemer's announcement.

Although the industry may have won a battle, Roemer's labeling war drags on. Of immediate concern is a New Jersey measure that could be addressed in September, when that state's legislature returns from its summer recess. And 1981 could bring renewed labeling bills in several states including Missouri, Pennsylvania, and, of course, Louisiana.

"We hope we've made our message loud and clear enough to deter future actions," said RIAA's Neal. "But we're prepared to monitor every legislature next year."

KUKQ & KUDP Battling To Keep Licenses

Tri-State Broadcasting Company is making another attempt to hold onto KUKQ & KUDP/Tempel, AZ (Phoenix). It's asked the FCC's commissioners to hear its appeal of a Review Board decision stripping the company of its radio licenses on grounds of misrepresentation.

Tri-State, in its latest filing, charged that "the Board's conclusion is procedurally as well as substantively flawed." It maintained the Review Board action "virtually ignores fundamental notice and hearing requirements."

The Review Board in March (R&R, 3/9) held a 1977 ruling by Administrative Law Judge Edward Kuhlman and awarded the

AM Stations Warned On NRSC Standards

Small market AMs — beware. The FCC's technical police are on the prowl and could soon be handing out hefty fines.

According to a Commission enforcement official, the agency is on the hunt for AM stations that aren't in compliance with an emission standard, which went into effect on June 30 — and it expects to find plenty of violators in small markets.

Stations found to be in violation face a possible $5000 fine.

In early July the FCC conducted a nationwide survey of 274 randomly selected stations and found that all were in compliance with the new standard, which requires stations to reduce adjacent channel interference by reducing the signal bandwidth to 10kHz from 15kHz.

"If we've been looking for problems we would have focused on small markets," he said.

Money Radio Seeks Public Cash

Money Radio Inc., the operator of KMNY/Los Angeles and the Money Radio Network, is planning a public stock offering later this summer to raise money for a web of OMs.

"The purpose of the stock offering is to raise capital to acquire radio stations in specific targeted markets," said money Radio general counsel Jeff Roemer.

Money Radio is a penny stock trading on the "pink sheets." The leading underwriter, San Bernardino-based Great American Securities, will attempt to get the stock listed on a national exchange.

Montreux Plans British Radio Bid

International radio dealer Peter Stromquist is the latest U.S. broadcaster to eye properties in the UK. His Montreux Companies has filed a letter of intent with the Shadow Radio Authority, a British regulatory body, announcing plans to apply for one of the new national radio service licenses that the Thatcher government will put on the auction block by year's end.

"We've put together a good group of people in the UK for the core applicant, and have proposed an interesting variety of block programming which will cater to underserved minority audiences," Stromquist said.

The venture is being spearheaded by London-based Montreux partner Robb Eden, who is British. Stromquist, an American citizen, said he expects to become a minority owner since UK officials have recently relaxed foreign ownership restrictions.

Network Revenues Post Modest First-Half Gain

Radio Network Association President Bud Heck reports a 2.6% gain in network radio revenues for the first half of 1990: $202.7 million, compared to $197.6 for the same six-month period last year.

Second quarter revenues gained only 1.5% after rising 3.9% for the first quarter, but Heck remains optimistic, saying, "We are now going into our strongest quarters."

"We will show an upward trend for the rest of 1990," Heck said Tuesday (7/9). But I don't think I will think the double-digit growth we've enjoyed in recent years. Even so, Heck claims radio is doing better than other media in a weak advertising market, since national advertisers facing budget cutbacks are rediscovering radio as they focus on cost-effectiveness.

Henderson Hits Houston With Triple Move-In

Texas entrepreneur Roy Henderson is planning a major assault on the Houston radio market, seeking FCC consent for a three-signal move-in that would permit his stations to ring the city and operate with higher power than currently authorized.

Henderson refused comment on his proposal Tuesday (7/31), saying it was "too sensitive." According to documents filed with the FCC, he wants to upgrade KFRR-KMHO-Los Angeles, TX from Class A to C1 on 104.9 MHz, move KJAS-Jasper, TX to Winnie, TX and upgrade from C2 to C on 100.7 MHz; and jump KRTX-Galveston completely over Houston to Redland, TX (a tiny community outside Houston), change the existing 104.9 MHz frequency to 100.5 MHz, and boost power from Class A to C3 status.

The triple move-in filing follows Henderson's purchase of KFRR last fall (R&R, 8/25/89) for $650,000 and KJAS this year (R&R, 1/19) for $235,000; he's yet to close on KRTX (R&R, 1/19), an $850,000 deal.

Henderson's filing is a counterproposal to an upgrade sought by KTOD-Sulphur, LA. That station's owner, Lou Brasso, said Henderson first suggested the upgrade request, then "let's go to sleep at the switch." Under Henderson's plan, KTOD would change frequency and upgrade to only five (from 390) instead of 25kW. At least three other stations and three existing allocations would have to change frequencies for Henderson's plan to work.
Radio Has Never Been So Right!

LISA STANSFIELD
THIS IS THE RIGHT TIME
IS A SMASH!

"Of all the tracks we play off the AFFECTION LP, 'This Is The Right Time' researches the best and it SMOKES on the air. Lisa Stansfield represents a fresh, positive trend towards credible, quality music."

ARITI NANTAI

"My personal pick to click since the release of the album. 'This Is The Right Time' will move your station."

STEVE KINGSTON

"An outstanding track, from one of the year's finest albums, and from one of the most promising artists of the 1990's."

DAVE SF OLIN

"We have been playing 'This Is The Right Time' as an album cut and this track has consistently called out Top 5. This across-the-board smash will be Lisa's biggest hit yet!!"

JERRY MCCAYNA

"'This Is The Right Time' is my favorite song from the AFFECTION album. It's up-tempo with a great hook! THIS IS THE RIGHT TRACK."

KEVIN McCABE

"Best Song on the album. This high energy cut shows her versatility!"

LEE CHESSUT

"This is 'The' song on the album that I've been waiting for. It sounds 'fresh' to me."

DAVE ELLIOTT

"This song is so good I left WAVA to work at Arista!"

MATT FARRER

The new single from the most acclaimed new vocalist of the year; Lisa Stansfield. From the Platinum plus debut album Affection.

Produced by 'Coldcut' for 'Ahead Of Our Time'
Mixed by Mark Saunders

Executive Producers and Management: Tim Parey and Jazz Summers for Big Life Records
TRANSACTIONS

University Cops Colorado College Town Combo For $3.45 Million

Tydings Tries Again For Massachusetts Combo Deal

Deal Of The Week:

KCOL & KIMN/FL Collins, CO
PRICE: $3.45 million

TERMS: Asset sale for $3.25 million. Escrow deposit $150,000 with balance due cash at closing. Noncompete agreement valued at $1.1 million cash.

BUYER: University Broadcasting Corp., Ltd., is headed by Indianapolis-area investors Arthur Angotti, Robert Bons, Jerry Neal, David Erick, Michael Smith, Glenn Swisher, Robert Wildman, and Julie Rogers. University owns WAZY/Lafayette, IN and WBBM/Bloomington, IN.

SELLER: KCOL Corp., owned by Jack Minkow of Chicago; Don Durden of Ft. Collins, CO; Ronald Hatters of Day- ton; and Addison Piper and Van Zandt Hew of Minneapolis, Ft. Collins is the home of Colorado State University.

FREQUENCY: 1410 kHz; 107.9 MHz
POWER: 5kw day/1kw night; 100kw at 470 feet
FORMAT: Gold

BroKer: William Exline Inc. is to receive a $60,000 commission.

COMMENT: The parties have attempted to keep the financial terms of this transaction confidential, and they have refused to disclose the purchase price in FCC filings. R&R has obtained the financial information and is publishing it to protect the public interest.

California

KIGS/Hanford
PRICE: $4126 for 10%

TERMS: Asset sale for cash

BUYER: Maria Pereis, who currently owns 50% of the station.

SELLER: Anna Alexandra is selling a 10% stake in P&G Broadcasting.

FREQUENCY: 620 kHz
POWER: 1kw
FORMAT: Spanish

EXCLUSIVE!

Los Angeles FM

Contact Ray Stanfield or Jim Mergen

Chapman Associates

Nationwide Media Brokers

Los Angeles Office • 818/893-3199

TRANSACTIONS AT A GLANCE

Deals So Far In 1990: $706,022,058

Total Stations Traded This Year: 786
This Week’s Action: $13,244,879
Total Stations Traded This Week: 26

● Deal Of The Week: KCOL & KIMN/FL Collins, CO $3.45 million

North Carolina

WJCS/Bayboro (FM CP)
PRICE: $30.00 plus 30% stock in interest

TERMS: Cash plus stock


SELLER: Teresa Schreiber of Surfside, NC.

FREQUENCY: 97.9 MHz
POWER: 3kw at 312 feet

WDRP/Windsor
PRICE: $6000 for 33.33%

TERMS: Stock sale for cash

BUYER: Paul Perry of Williamston, NC.

FREQUENCY: 98.9 MHz
POWER: 3kw at 350 feet
FORMAT: Country

Oklahoma

KHJMT/Tulsa
PRICE: $30,000 for 51%

TERMS: Stock sale for cash

BUYER: Bryant Ellis of Muskogee, OK and George Chambers of Atelene, OK. Chambers owns KHJMAR/Tulsa and 50% of KGMB/Randburg, CA.

SELLER: Tarearick Mckee of Port Neches, TX is selling her 51% stake in Talk Broadcasting Inc.

FREQUENCY: 103.3 MHz
POWER: 3kw at 220 feet
FORMAT: Gold

Puerto Rico

WAPA/San Juan
PRICE: $1.82 million plus minority stock certificate.

TERMS: Asset sale for cash

BUYER: A general partnership of Will-
The Research Company of Choice

Call-Out
Perceptual Studies
Auditorium Music Tests
Auditorium Format Analyses
Focus Groups
One-On-Ones
Tracking

To discuss programming research options for your station contact Vicki Mann or Mike Henry at (303) 922-5600

All telephone based studies are conducted from Paragon's internal WATS facility, The Research Center, 550 South Wadsworth Boulevard, Denver, Colorado 80226
Satellite Radio Firm Targets Africa

A Washington-based consortium is trying to get a jump on other satellite radio proponents by launching "the world's first international satellite radio broadcast system" as early as 1993. Afrispace Inc. proposes to deliver programming directly to consumers in Africa and the Middle East from a series of small "Afristar" satellites built by Defense Systems Inc.

"The Afristar system will be able to create a unified and economically strong African radio market by transmitting programming continent-wide, and by offering its channels for sale on a non-commercial basis," Afrispace claimed in its FCC application. Applying what it claims are conservative estimates, the potential African radio advertising market at approximately $500 million annually.

Afrispace is headed by Noah Samora, whose Washington-based TelUs Corporation exports personal computer and electronics equipment. Other consortium members include Samora's former Georgetown associate Martin Rothblatt and Rothblatt's Marcene Inc. (which is also a principal of Satellite CD Radio, applicant for a U.S. satellite digital system) and Techno-Venture Company Ltd., a Japanese venture capital firm.

"Once the conversion is complete, the interference and reception problems associated with AM/FM technology will disappear, all radio stations will compete on a level playing field, and listeners will enjoy CD-quality sound in over-the-air broadcasts," the company claimed in its filing. "Further, the entire existing AM and FM broadcast bands then be available for other uses."

Identical Coverage

Strother maintains some 65 MHz of new spectrum space would be needed to accommodate every current AM and FM station in the nation on new digital frequencies. All stations in a single market would have identical coverage areas -- 60 miles in diameter for major metro areas, 40 miles for rural broadcasters -- giving current AM operators parity with their FM cousins.

"Strother proposes to use the DAB system developed by Europe's Eureka consortium and has already requested permission to test the technology on unused UHF TV channels in Washington and Boston.

"We think you could see the licensing begin in 1995," Strother told R&R. He said the rulemaking request was submitted to the FCC so regulatory questions can be resolved before worldwide frequencies are allocated for digital radio at the 1992 World Administrative Radio Conference. U.S. broadcasters could then have a framework in place for implementing DAB.

Phasing out AM and FM, as foreseen by Strother, wouldn't happen until digital receiver penetration reaches a goal. For example, he suggested simulcasting could continue for two years after penetration reaches 65%. Then broadcasting would continue only on the digital band.

Spectrum Options

Strother quoted obstacles Strother and other digital proponents face is finding spectrum space to use for the proposed DAB service. For terrestrial digital radio, Strother wants frequencies as low as possible. The first choice identified in his filing is the band from 252-259.9 MHz. Most of that band is used by the military and details on exactly how it's been used remain classified.

Strother is also targeting the UHF TV band, 470-806 MHz (channels 44-69), as a possible prime location. The filing noted that the FCC is likely to use the band for high definition TV (HDTV), but added that "more experiments in the field of video compression" may greatly lower HDTV's spectrum requirements. Strother also suggested that, once abandoned, the current FM band could be turned to TV. "We're not trying to impair or stop HDTV," consulting engineer Steve Crowley told R&R. He said it's possible for DAB to share UHF frequencies without causing interference to television stations.

If Strother can't have his preferred frequencies, he's also listed a number of other options: 1400-1590 MHz; 470-485 MHz; 750-765 MHz; 1760-1850 MHz; 1850-1900 MHz; 2300-2360 MHz, and 2500-2590 MHz. All, of course, have current uses, so receiver manufacturers are expected to develop their.

TALKIN' 'BOUT A REVOLUTION
Strother: Convert All AM & FM To Digital

Ron Strother's digital radio venture, Strother Communications, has asked the FCC for a sweeping rules change that would gradually eliminate both AM and FM in favor of a new digital band. Strother wants to repurpose all current stations on a digital audio broadcasting (DAB) service and phase out the AM and FM bands after a period of simulcasting.

"Once the conversion is complete, the interference and reception problems associated with AM/FM technology will disappear, all radio stations will compete on a level playing field, and listeners will enjoy CD-quality sound in over-the-air broadcasts," the company claimed in its filing. "Further, the entire existing AM and FM broadcast bands then be available for other uses."

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Phasing out AM and FM, as foreseen by Strother, wouldn't happen until digital receiver penetration reaches a goal. For example, he suggested simulcasting could continue for two years after penetration reaches 65%. Then broadcasting would continue only on the digital band.

Spectrum Options

Strother quoted obstacles Strother and other digital proponents face is finding spectrum space to use for the proposed DAB service. For terrestrial digital radio, Strother wants frequencies as low as possible. The first choice identified in his filing is the band from 252-259.9 MHz. Most of that band is used by the military and details on exactly how it's been used remain classified.

Strother is also targeting the UHF TV band, 470-806 MHz (channels 44-69), as a possible prime location. The filing noted that the FCC is likely to use the band for high definition TV (HDTV), but added that "more experiments in the field of video compression" may greatly lower HDTV's spectrum requirements. Strother also suggested that, once abandoned, the current FM band could be turned to TV. "We're not trying to impair or stop HDTV," consulting engineer Steve Crowley told R&R. He said it's possible for DAB to share UHF frequencies without causing interference to television stations.

If Strother can't have his preferred frequencies, he's also listed a number of other options: 1400-1590 MHz; 470-485 MHz; 750-765 MHz; 1760-1850 MHz; 1850-1900 MHz; 2300-2360 MHz, and 2500-2590 MHz. All, of course, have current uses, so receiver manufacturers are expected to develop their.

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TEARS FOR FEARS
EVERYBODY WANTS TO RULE THE WORLD
BADMAN'S SONG

GENESIS
MAMA
TURN IT ON AGAIN
MEDLEY

ERIC CLAPTON
SUNSHINE OF YOUR LOVE

ELTON JOHN
SAD SONGS
(SAY SO MUCH)
SATURDAY NIGHT'S ALL RIGHT (FOR FIGHTING)

PAUL McCARTNEY
HEY JUDE
COMING UP

PHIL COLLINS
SUSSUDIO

DIRE STRAITS
THINK I LOVE YOU TOO MUCH

CLIFF RICHARD
AND THE SHADOWS
ON THE BEACH
DO YOU WANNA DANCE

STATUS QUO
DIRTY WATER
WHATEVER YOU WANT ROCKIN' ALL OVER THE WORLD

ROBERT PLANT
HURTING KIND - LIARS DANCE - TALL COOL ONE
ROBERT PLANT WITH JIMMY PAGE
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'89 National Radio Ad Spending Up 15%

Local Buys Are Tops; Most Formats Post Gains

National advertisers spent a collective $425 million on radio in 1989 — 15% more than in 1988, according to a just-released survey of the nation's top companies by the NYC-based Association of National Advertisers. Interestingly, the survey found an overwhelming number (89%) of the companies earmark up to 20% of their media budgets for radio buys. And another 16% spend between 30% and 40% of their total media budgets on radio.

Local Heroes

Local radio benefits the most from national advertising dollars, 61% of the polled companies allocate 80-100% of their radio budgets for local buys. An additional 19% spend 20-79%, and 9% of national advertisers spent 10-19% of their radio budgets on local spot buys.

Meanwhile, 35% of the respondents spend 30-100% of their radio budgets on network buys.

Format Findings

Eleven formats — as identified by the survey — enjoyed double-digit buy increases over 1988 spending: AC, Black, and Hispanic (up 16% each); all-News and local Sports (14% each); Soft Rock, Urban Contemporary, Oldies, and Talk (12%); and Easy Listening and Jazz (10%).

Buys also increased 9% at AOR/Hot Rock and Classical stations, 7% at CHR/Top 40 and national Sports stations, and 5% at Country outlets.

Incentive Plans

The majority of respondents (60%) indicated they would spend a bigger piece of their media budgets on radio if only they were approached with better promotional ideas and agency strategies.

The advertisers also said they'd boost radio spending if they had bigger budgets (11%), lower media costs (11%), and increased competitive spending (6%). More than a fifth (21%) said they would buy more radio if "proven effectiveness/positive test results" could be demonstrated.

---

DISTRIBUTION

• August 15-16 — Morning Show Boot Camp. Atlanta Perimeter Marriott, Atlanta
• August 16-19 — Don O'Day's Air Personality Plus seminar. Airport Holiday Inn, Cincinnati, OH
• September 12-15 — NAB Radio 1990. Hyatt Convention Center, Boston, MA
• September 13-15 — Foundations Forum '90. Sheraton Plaza La Reina Hotel, Los Angeles, CA
• September 21-25 — 59th Audio Engineering Society Convention. Los Angeles Convention Center.
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In-Depth Infomercial Infomation

By Chris Beck

Celebrity supporters of a related nonprofit organization
• Newspaper and magazine columnists and editors of related topics.

Topics Of Discussion

A quick word about topics: Many of you expressed some confusion about selecting a topic such as cause marketing and the subsequent sponsor targets.

The topic doesn’t have to be pertinent to the sponsoring organization’s business. In fact, many infomercial sponsors use an issue such as cause marketing to foster their image in the community as well as to serve as a traffic generator.

There are a few options for generating the informational segment of the script. First, since the talent is the expert, have him or her write it.

Second, make a trip to the library to look up articles on the subject. Third, if you subscribe to an on-line electronic service, you can get information in the comfort of your home or office.

Campaign Outline #1:
Grocery/Drug Store

• Media: 17 weeks. Media will include 30 seconds of ecological issues, one simple (yet affordable) tip per commercial. The grocery or drug store will use 25 seconds to promote price points and the sale of cans and shopping bags to reduce the use of paper and plastic bags.

Talent: Professional football quarterback Mike “Sparky” Kaye – spokesman and supporter of the local nonprofit organization Save the Water – will produce ten 30-second informational segments.

• POP collateral: Option #1 – the retailer will produce and purchase 100,000 canvas bags printed with the retailer’s and the station’s logos, and sell them to shoppers at profit through in-store clip-strip displays at the checkout counters. Bags will be available throughout the campaign or while supplies last.

Option #2 – the retailer will produce shelf talkers and showcase them next to participating manufacturer’s products. They can be selected environment-friendly safe manufacturers, or those willing to donate a percentage of their sales to Save The Water.

Final wave: Donations received (or generated) will be presented to Save The Water during halftime at the football team’s September 24 game. The final wave also includes a stadium announcement, Diamond Vision all ads, and a full-page “thank you” ad in the game program.

Campaign Outline #2:

Car Dealer

• Media: 13 weeks. The media should create a mental franchise for the manufacturer and emphasize the idea of a local cause working to make living conditions better. (See the accompanying sample script.)

• POP collateral: A listing of all area recycling centers and their phone numbers, printed with recycling tips, available throughout the duration of the campaign at all participating dealers.

• Donation: During the campaign, the automobile dealer association will plant a tree in the city for each selected nameplate that’s purchased. Trees can come from a local nursery in exchange for promotional consideration, or they can be bought wholesale from a nursery that will agree to plant them.

Final wave: All of the trees donated will be planted on a Sunday after the campaign. There will be a ceremony, the mayor will declare it “Thank Chevrolet Day,” and the media will be invited to cover the event (to be held on a traditionally slow news day).

Sample Script

Establish Chevrolet Bed # 0145

PARKER: This is Janet Parker, professor of earth sciences at City State University, for the Metro Chevrolet Dealers Association, who care about more than just selling you a car.

If you’re concerned about the environment, consider setting up a recycling center in your home. Rather than try to do it all at once, set a several-month plan. The first month, purchase a second kitchen trash can to use only for aluminum cans. During this introductory period, get everyone in the family to put their empty cans in the second receptacle.

To reduce the clutter and save on plastic trash bags, consider purchasing hand-held aluminum can crushers. These safe and simple devices are available at a variety of hardware stores.

If you have children, this is a great opportunity to get them involved in recycling. Put them in charge of the project; give them the proceeds you receive from the effort as an allowance. The average family of four can go through as many as 150 aluminum cans a month — that’s almost $4 a month.

ANNOUNCER: This environmental tip is brought to you by your metro area Chevy dealers, who care about more than just selling you a car. We invite you to stop into your local Chevrolet dealer and pick up a copy of “The Environment And You,” a free brochure with addresses and phone numbers of recycling centers and packed with information on recycling.

While you’re in, take a look at the all-new line of reengineered and redesigned Chevrolets. We have over 15 solid, economical, and fuel-efficient cars and trucks designed for the family of the ‘90s.

And now, when you buy or lease any Chevrolet, we’ll donate a seven-foot oak tree on your behalf to the city of — Quality and caring — that’s today’s Chevrolet.

JINGLE UP AND OUT: The heartbeat of America — that’s today’s Chevrolet.

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Health NewsFeed’s free reports are now available in two satellite broadcast feeds: Five stories of up to one minute each are now fed on Saturdays and Mondays, via Satcom III and Westar IV.

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RADIO REPORTS VIA SATELLITE
FROM THE JOHN HOPKINS MEDICAL INSTITUTIONS

August 3, 1990

www.americanradiohistory.com
**Volume Fundraiser To Benefit Musical Majority**

New Line Cinema and MCA Records will hold a screening of "Pump Up The Volume" on August 16 followed by a dinner and concert featuring the Cowboy Junkies and Liquid Jesus to benefit the ACLU Foundation's Musical Majority.

The movie, in which Christian Slater sets up a pirate radio station in his basement, opens August 22 and features an MCA soundtrack from a best of alternative rockers (see RAR, 6/23 for details).

Tickets are $25 for the screening, $75 for the movie and party; for more info, call the ACLU at (213) 487-0907.

---

**Zine Scene**

Michael's Booze Ruse

Is there NO limit to Michael Jackson's creative imagination? That's the question this week's Star asks itself before revealing MJ's latest efforts to keep jail pal Liz Taylor's spirits soaring.

Michael wanted to give Liz a taste of her favorite beverage — Dom Perignon champagne — but didn't want to run afoul of doctors' orders that she stay away from the stuff. So, Wacko Jacko shelled out $1000 for a case of Dom, emptied the bottles down the drain, and quickly refilled them with nonalcoholic champagne.

MJ then presented the swirl, er, swell gifts to Taylor so that she can enjoy a "festive battle" with no repercussions.

Tongue 'N' Cheek

During a guest appearance on Rick Dees's radio show, Bill Murray made a quick change from actor to animal when "a pretty blonde" walked into the studio. According to the National Enquirer, Murray hoisted the gal over his shoulder and playfully nibbled her bottom.

When Dees tactfully announced that the woman was his, Bill put her down pronto. The 'zine notes, however, that "the good-natured cutie" simply "giggled and turned the other cheek:"

**In Your Eyes**

Peter Gabriel's girlfriend, actress Rosanna Arquette, is not only featured on the cover of the September Playboy, but also appears romping in the raw in a 12-page pictorial spread inside. The pictures are worth a million words, so check out the 'zine in person and let your fingers do the talking!

**Family Tradition**

According to the Star, Cher's children are following in the well-heeled footsteps of their mom. Daughter Chasity Bono recently had her nose bobbled at La Cher's

---

**TELEVISION**

**TOP TEN SHOWS**

**JULY 23 - 29**

1. Roseanne
2. Cosby Show
3. CBS Sunday Movie
4. Empty Nest
5. Golden Girls
6. Madonnathon
7. 8th & 9th World of Mysteries
8. America's Funniest Home Videos
9. Married... With Children
10. **The Tonight Show**

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**LEADER OF THE BANNED** — Luke aka Campbell (second from right) and the Live Crew, coming soon to the privacy of your home.

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**VIDEO**

**NEW THIS WEEK**

1. **CARLY IN CONCERT — MY ROMANCE (6 West Home Video)**
   Carly Simon segues from HBO to home video in this 80-minute live program, featuring really music from her latest Arista LP of the same name, with a guest appearance from Columbia ivory-tickler Harry Connick Jr. (Street date: 8/3)

2. **STANLEY JORDAN: THE BLUE NOTE CONCERT (Blue Note Home Video)**
   A visual comparison to the flash-fingered guitarist's current Blue Note release, this 65-minute effort includes all of the songs from "Comorocopa" plus live — "For You," "Cousin Mary," "Flying Home," "Lady In My Life," and "Over The Rainbow." (8/3)

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**LEADER OF THE BANNED** — Luke aka Campbell (second from right) and the Live Crew, coming soon to the privacy of your home.

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**A TRIBE CALLED QUEST: THE ART OF MOVING BUTTS IN EUROPE (BMG Video)**

Live performances from their latest Jive/RCA album, "People's Indecent Travels And The Paths Of Rhythm," highlight this 35-minute effort documenting the rappers' trip through Europe. Fans will get two versions of "Left My Wallet In El Segundo," behind-the-scenes footage (including tour bus "home movies"), animated segments, a "freestyle" performance with the Jungle Brothers and Monica Love, and four more live tunes. (8/7)

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**NEW STARS ON BLUE NOTE (Blue Note Home Video)**

Pianist Elaine Elias, saxophonist Rick Marquette, and Otis De The Blue each perform two tunes and Dianne Reeves sings three in this hourlong clip compilation spotlighting Blue Note jazz artists. (8/7)

---

**ROCKULA (Cannon Video)**

Vocalist-choreographer Toni Basil costs and performs in this feature film, which never quite made it to the silver screen. The rock horror-comedy also features southern rockers Bo Diddley and the multi-talented Thomas Dolby, who don't perform any of the movie's featured music — which comes courtesy of costs Dean Cameron and Tawny Fere, as well as the Visiting Kids and Peter Bayless. (8/8)

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**BORN ON THE FOURTH OF JULY (MCA) (Universal Home Video)**

The MCA soundtrack to director-writer Oliver Stone's box-office blockbuster (starring Tom Cruise as Vietnam veteran/protester Ron Kovic) features Edie Brickell & New Bohemians' version of Bob Dylan's "A Hard Rain's A Gonna Fall" and Broken Homes' remake of John Fogerty's "Born On The Bayou," as well as original classics from Van Morrison, Don McLean, the Temptations, Frankie Avalon, and the Shirelles. (8/9)

---

**COUCHE DE VILLE (MCA) (Universal Home Video)**

This comedy centers on three very different brothers who are forced to drive from Detroit to Miami in a single Cadillac. The feature film's Cypress/S&M soundtrack includes loads o' 60's period pieces, plus a house mix of "Louise Louise" produced by Young MC and featuring Cana- van rapper Maestro Fresh Was. (8/9)
JAMES INGRAM "I Don't Have The Heart"

From The Album

IT'S REAL

NEW & ACTIVE

55/21

WBLI deb 30  WERZ 34-29  B95 deb 39
Y100 23-19  WBBQ deb 39  KQMO deb 24
B97 deb 29  FM100 27-23  KZPZ 27-24
WNCI 19-14  KBFM deb 40  KROY deb 28
Q95 20-18  WVKS 21-18  KROQ deb 28
KXYQ add  KSND deb 40  103CIR 25-19

AC 2

BOOM CRASH OPERA "Onion Skin"

THE NEW SINGLE

From The Album

THESE HERE ARE CRAZY TIMES!

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MTV "STRESS ROTATION"

KSAQ  WZYP  KSND  KZZU  WBNQ  KFTZ
KPLZ  WHHY  KRZR  G98  KPAT  ZFUN
KUBE  WRVQ  HOT949  KQIZ  KGOT  OK95

THE BROJOS "Live Like A King"

THE NEW SINGLE

From The Album

THE BROJOS A "MUST LISTEN"

KDWB  Z99  Y94

©1990 Warner Bros Records
SCREEN SCENE
Mellencamp Hawks Hollywood Souvenirs'

Principal photography has begun on John Cougar Mellencamp's forthcoming film "Souvenirs." (A working title, incidentally.) The flick—which marks the Mercury recording artist's acting and directorial debut—stars Mellencamp as a contemporary country music singer who deals with the ups 'n downs of family life. "Star 80" beauty Mariel Hemingway costars.

Interestingly, you won't see Mellencamp's character singing onscreen. You will, however, hear plenty of new music from the rockerover the film. He's been recording material for the soundtrack (likely to surface on Mercury) along with Jaasis Ias,

Dwight Yoakam, Joe Ely, James McMurtry, and John Prine, the last two of whom will play on screen roles as well.

The film—reportedly scripted by "Lonesome Dove" and "Term Of Endearment" author Larry McMurtry (James's dad)—also casts star veteran actor Claude Akins (Dud Taylor), actor Lea, Diedre O'Connel, and Kate Noonan.

Bowie A La Carte

Pop chameleon David Bowie has landed an appetizing role alongside Rosanna Arquette in GO Entertainment's upcoming release "The Languine Incident." The Thin White Duke plays a disarmingly character—a shrewd and gambler in what has been described as "a quirky comedy about hold-ups, lingerie designs, and Houdini's magical ingenuity."

The supporting cast includes Oscar winner Marlee Matlin ("Children Of A Lesser God") shooting begins on location in NYC and L.A. in October under the direction of Richard Shepard.

Extra-Orton-ary Production

"Up Against It"—a 25-year-old screenplay that was originally scripted as the Beatles' hard feature film—will apparently finally make it to the nation's cinemas.

Panacea Entertainment Chairman Eric Gardner has acquired all nontheatrical rights to the script, and plans to produce a film version using the music of Todd Rundgren. (The Warmer Bros, recording artist scored and wrote lyrics for an off-Broadway production of the piece last year.)

"Up Against It" was penned by late British playwright Joe Orton, whose homosexual lifestyle and violent death became the subject of the 1980 British film "Prick Up Your Ears." (The Beatles' participation in the film faded to black following the unfounded deaths of Orton—murdered shortly after delivering the first draft—and Fab Four manager Brian Epstein.)

Last Minute Cuts

Rapper LL Cool J has chopped the role of a police detective in Universal's forthcoming Michael J. Fox-James Woods comedy "The Hard Way," set to open in February. (See R&R, 2/23 for more info.)

Singer-songwriter J.D. Souther will appear in Tobe Hooper's upcoming coming "Postcards From The Edge." The flick—based on actress (and Paul Simon's ex-wife) Carrie Fisher's darkly comic novel of the same name also stars Richard Dreyfuss, Shirley MacLaine, and Gene Hackman.

Kim Basinger—last heard, er, vocalizing on Prince's "Scandalous Sex Suite"—will sing the '40s and '50s torch songs featured in Hollywood Pictures' soon-to-be-released "The Marrying Man."

Former Runaways lead singer Cherie Currie will front the female rock band on the soundtrack, a few scenes in "Rich Girl." Set in the dark shadows of L.A.'s seedy club scene, the movie also stars Willie Dixon, Celebrity Skin, and Darla Crue. (See R&R, 3/9 for details.)

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OVERVIEW
MEDIA

FILMS

WEEDEND BOX OFFICE
JULY 27 - 29

1. Presumed Innocent $11.67 (Warner Bros.)
2. Ghost (Paramount)
3. Problem Child (Universal)
4. Arachnophobia
   (Buena Vista)
5. Die Hard 2 (Fox)
6. The Freshman (Tri-Star)
7. Jungle Book
   (Buena Vista)
8. Navy SEALs $3.33
8. Days Of Thunder $3.26
10. Dick Tracy
    (Buena Vista)

* All figures in millions
* First week of release

COMING ATTRACTIONS:
This week's openers include "Young Guns II," starring Emilio Estevez, Kiefer Sutherland, Lou Diamond Phillips, and Christian Slater. Jon Bon Jovi wrote the songs for the western sequel, inlcuding his current Mercury chart-climber, "Blaze Of Glory." Although there's no official soundtrack, JU's latest solo album contains "music from and inspired by" the movie. Look sharp for the Bon Jovi frontman in a cameo—he plays a bad hombre who gets drilled during a prison break. Also opening this week: 'Yol Befler Blaes,' written and directed by Spike Lee and starring Academy Award-winner Denzel Washington and Lee himself. The film's Columbia soundtrack, "Music From Mo' Better Blues," contains tunes by the Branford Marsalis Quartet featuring Terence Blanchard. The first single, "Jazz Thing"—a rap by Gangstas—can be heard over the closing credits: costar Cyndi Williams sings on two tracks as well.

And as evidenced by a look at this week's top ten: "The Freshman," a comedy, starring Matthew Broderick as a first year film student and Marion Brando as a Godfather-like mobster, moved into wider release last week. There's no soundtrack, but there is 16 tons of music featured, including tunes by Nick Cave & The Bad Seeds, Tony Bennett, Grandmaster Flash, N.W.A., and four by Mr. America himself. Bert Parks: The ubiquitous Was (Not) Wise (was not) brothers (not brothers) Don and David, produced Parks' numbers—look sharp for their Career role as Bert's onscreen backup band as well.

MUSIC & MOVIES

CURRENT

PROBLEM CHILD
Single: Problem Child/Beach Boys (RCA)

ARCHANGEL
Single: Archangel/Pop (Hollywood)

NAYY SEALS (Atlantic)
Single: Strike Like Lightning/Mr. Big
Other Featured Artists: Bon Jovi, Gowan, Blue Rodeo

DAYS OF THUNDER (OCC)
Single: Heart's In Trouble/Chicago
Other Featured Artists: "Knockin' On Heaven's Door/Guns N' Roses

THE ADVENTURES OF FORD FAIRLANE (Elektra)
Single: Last Time In Paris/Queensryche

GIO: Will Be Alive/Teddy Pendergrass & Lisa Fisher
Other Featured Artists: Billy Idol, Yello, Richie Sambora

PIEced WOMAN (EMI)
Single: King Of Wishful Thinking/Go West
Other Featured Artists: Roxette, David Bowie, Natalie Cole

UPCOMING

YOUNG GUNS II
Single: Blaze Of Glory/ Jon Bon Jovi (Mercury)

MUSIC FROM MO' BETTER BLUES/Atlanta

THE ADVENTURES OF FORD FAIRLANE (Elektra)

FLATLINERS
Single: Party Town/Dave Stewart & The Spiritual Cowboys (Arista)

GRAFFITI BRIDGE
Single: Thieves In The Temple/Prince (Polydor/WB)
Why are America's AC and CHR stations turning to Alan Burns & Associates?

"Alan Burns & Associates is an important part of the EMMIS plan: good advice, good ideas, good service, good people. In short, they work!"

- Doyle Rose, President, Emmis Radio, with stations across America and now Europe

"Alan Burns and his people have been an important part of our team and success since January. He is aggressive, strategic and responsive. We're very happy we chose Alan to help us build the Killer Bee, B96, into Chicago's dominant CHR."

- Tom Matheson, VP/General Manager, WBBM-FM/Chicago, the CHR market leader

"We have been using Alan Burns & Associates here in Baltimore for the past three years and I like to describe Alan as a man of few words. He doesn't waste my time on superfluous things. His incisive observations motivate us to take action that works for us!"

- Bob Lind, VP/General Manager, WWMX-FM/Baltimore, consistently #1 25-54

"Ours was a real worst to first story. We were the fourth CHR in a four-CHR race when we hired Alan Burns & Associates. With the help of their advice and strategy, we were on top within a year! More importantly, they have helped us stay on top. Alan Burns & Associates works for us!"

- Jim Meltzer, VP/General Manager, WKSE-FM/Buffalo, consistently on top in ratings and revenues

Because Alan Burns & Associates works.

With 90% of our clients #1 in their format, it's easy to see why we're becoming America's leading programming and marketing consultants. So if your consultant doesn't work for you, hire one who does. Call Alan Burns & Associates at (703) 648-0000.
TKA

"I WON'T GIVE UP ON YOU"

The New Single

LOOK WHO'S GIVIN' IT UP ALREADY!

WPLJ 35-32
PWR96 add 37
Q106 add
HOT97 22-19
WIOQ add

KITY 18-15
KTFM 29-23
KMEL 29-25
HOT977 deb 35
WKSS 30-27

WQXA add
KZFM deb 38
KPRR deb 28
HOT95 deb 31
KXXR add

KKXX add
KCAQ deb 38
KROY 29-26
HOT949 deb 24
X100 add
WPFR deb 39

PLUS...

WLOL
KKRZ
PWR96
HOT102
PWR106
FM102

Produced and Mixed by Joey Gardner - From The Album LOUDER THAN LOVE - Management: Joey Gardner/Third & Lex Management
NUMBER VS. PERCENTAGES

Where Are America's Wealthiest Markets?

As you may expect, the greatest number of wealthy people reside in the largest cities with the largest populations. These cities, however, do not necessarily have the highest concentration of affluents — the percentage of high-income households. Des Moines-based Sales & Marketing Management recently determined the metro areas with the highest percentage of households with "effective buying incomes" (EBIs) — total after-tax earnings of $50,000 or more per year.

Although the Los Angeles-Long Beach area has the most households (about 815,900) with EBIs of more than $50,000, it ranks 24th by percentage. Only 14.8% of those in the L.A. market have high EBIs, compared with a whopping 42.2% of those in the (tied for) top-ranked San Jose and Bridgeport-Stamford-Norwalk-Danbury markets.

Concentrated Cash

Other areas with high numbers of affluent households include Nassau-Suffolk, Anaheim-Santa Ana, Boston, Oakland, and Washington, D.C. Conversely, Kenosha, WI has only 11,800 affluent households (ranking the area 166th on the

Major Money Metros: Today's & Tomorrow's

Following are America's top ten-ranked metro regions by population density. According to Des Moines-based Sales & Marketing Management, these cities have the highest percentage of people with effective buying incomes (EBIs) of more than $50,000 per year:

<table>
<thead>
<tr>
<th>Metro</th>
<th>% of Households with EBIs $50,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Jose</td>
<td>40.2</td>
</tr>
<tr>
<td>Bridgeport-Stamford-Norwalk-Danbury</td>
<td>40.2</td>
</tr>
<tr>
<td>Middlesex-Somerset</td>
<td>38.7</td>
</tr>
<tr>
<td>Hunterdon, NJ</td>
<td>37.8</td>
</tr>
<tr>
<td>Nassau-Suffolk</td>
<td>36.4</td>
</tr>
<tr>
<td>Bergen-Passaic, NJ</td>
<td>36.4</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>38.3</td>
</tr>
<tr>
<td>Trenton</td>
<td>34.9</td>
</tr>
<tr>
<td>Oxnard-Ventura</td>
<td>33.7</td>
</tr>
<tr>
<td>Anaheim-Santa Ana</td>
<td>32.3</td>
</tr>
</tbody>
</table>

Richest Growth Metros

Those are today's wealthiest metros — where will tomorrow's affluents live, work, and play? By 1993, according to the survey, the wealthiest households will be concentrated in the New England states. Below are the ten metros that will have the highest average EBIs in 1993:

<table>
<thead>
<tr>
<th>Metro</th>
<th>1993 Average EBI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridgeport-Stamford-Norwalk-Danbury</td>
<td>$78,875</td>
</tr>
<tr>
<td>Middlesex-Somerset</td>
<td>$71,879</td>
</tr>
<tr>
<td>Hunterdon, NJ</td>
<td>$72,197</td>
</tr>
<tr>
<td>Nassau-Suffolk</td>
<td>$72,038</td>
</tr>
<tr>
<td>San Jose</td>
<td>$71,105</td>
</tr>
<tr>
<td>Bergen-Passaic, NJ</td>
<td>$70,691</td>
</tr>
<tr>
<td>Trenton</td>
<td>$69,303</td>
</tr>
<tr>
<td>Lake County, NY</td>
<td>$67,650</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>$67,176</td>
</tr>
<tr>
<td>Newark</td>
<td>$65,449</td>
</tr>
<tr>
<td>Anaheim-Santa Ana</td>
<td>$65,035</td>
</tr>
</tbody>
</table>

Testing: Cappuccino In A Can

To many folks, there's nothing like a cup of java to get the motor running. Others, however, may prefer a "pick me up" that's more ... well, upscale than ordinary coffee.

General Foods has just begun test-marketing "Cappio," a caffeinated, agitated cappuccino that retails for $2.99 a four-pack of bottles or cans, according to Advertising Age.

The nation's top coffee marketer says Cappio will compete not with coffee or soft drinks, but with juice beverages and sparkling waters in the so-called "adult beverage" market.

House Blend

Currently available in Phoenix and Tucson, the ice cappuccino comes in three flavors — coffee, mocha, and cinnamon. Like General Foods' largest coffee brand, "Maxwell House," Cappio's packagingaging contains the "Good to the last drop" logo. The company is targeting non-coffee drinkers, young adults, and people looking for alternatives to alcohol. Meanwhile, coffee giant Nestle also has begun testing two new iced coffees, "Nescafe Mocha Cooler" and "Hills Bros. Ice Breaker." Gulp.

%66 MILLION INDUSTRY

Japanese Firm Makes Splashy Entrance Into U.S. Toilet Market

Japan's largest plumbing products manufacturer, Toto Ltd., is preparing to lift the lid on America's $66 million (1989 figures) toilet industry.

Flushed with success at home ($2.4 billion and 70% of the Japanese toilet market in 1989), Toto is hoping to cash in on Americans' dual interest in water conservation and splashy bathroom furnishings, according to a recent report in Advertising Age.

One of the first products Toto will float into U.S. markets is the "Washlet SII," an electronic toilet seat. The SII (list priced at $895) converts a regular commode seat into a bidet (complete with jets that shoot streams of warm water and air).

The firm is also offering basic jobs ($115 each) that use 1.6 gallons of water — less than half the amount used by standard toilets. And if you think that's all, you're in for a surprise. The company's also testing but will not market in the U.S.) the "Washlet Queen" — a toilet that analyzes urine and measures blood-pressure, then electronically transmits the data to a physician.
Creasy Enters WSMB PD Fold

WSMB/New Orleans has upped Sports Director Michael Creasy to PD. He replaces Ron Hunter, who was dismissed following an incident in which his wife was found shot to death with his gun just hours after she called his afternoon talk show to complain on-air about their marriage. "The challenge here is to maintain our image as a 'Talk station,'" said Creasy. "We're out to fill a void -- all our Talk competitors are either all Business or, in the case of WWL, predominantly news."

Prior to joining WSMB 18 months ago, Creasy was morning personality at crosstown AC WMGM and an AE with sister WWL. His career also includes on-air stints with crosstown WXRT & FM and WNVZ/Norfolk, VA.

Pantera Group Creates Taste Good Records

Pantera Group Enterprises, led by songwriter/producer Lewis Martinee and Isaac Garcia, has launched Taste Good Records. The rap label's first release, a single by Jeffox, will be handled nationally by independent distributors.

Martinee is perhaps best known as the creator, writer, and producer ofExpose. He's also written and produced hits for Jermaine Stewart, Debbie Gibson, Pet Shop Boys, Dead Or Alive, and Jermaine Jackson, among others. Miami-based Pantera also operates publishing and artist development divisions, as well as recording studio.

Opryland Corners Country Cable Market With CMT Acquisition

Opryland USA has signed a letter of intent to acquire 100% of the stock of Country Music Television (CMT), the 24-hour country music video channel founded in 1981. Opryland will in turn sell an unspecified portion of the stock to Group W Satellite Communications.

Opryland USA and Group W operate seven-year-old cable net The Nashville Network (TNN), which offers a variety of country music concerts and country lifestyle programs. TNN will be responsible for CMT's programming, engineering, and technical operations. Group W will handle ad sales, marketing, affiliate and public relations. According to Opryland, TNN serves 50 million homes and CMT covers 11.5 million.

Opryland USA also owns WSM-AM/FM/Nashville and WKY/Oklahoma City, the Opryland music theme park, Opryland Hotel, and the Grand Ole Opry. Opryland USA is a property of Dallas-based Gaylord Broadcasting Company. CMT's majority stockholders are James Guercio and the Silberman Companies, a diversified New York communications management corporation.

Damsky Named WXRT GSM

WXRT/Chicago has elevated NSM Michael Damsky to GSM. He'll be responsible for overseeing all sales activities and managing the AOR's ten-person sales staff.

Damsky joined 'XRT in 1984 and was promoted to NSM four years later. Prior to that he was an AE at crosstown WFYR.

As Gold As Dice

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Greenwood Joins MCA As Metal Director

Susan Greenwood has been named National Director/Metal Promotion at MCA Records, where she will be responsible for promoting the label's hard rock product to college and commercial stations.

"Susan's appointment confirms MCA's commitment to metal radio as the most important artist development tool in breaking metal acts," noted MCA Sr. VP/Rock Promotion and Artist Development Bill Bennett. "She brings with her an excitement and enthusiasm that is contagious within the metal community.

Greenwood was previously Contemporary Music Department coordinator at Warner Bros. Records. She began her career at Sanctuary Music.

WPOC Taps Dolan As GSM

WPOC/Baltimore LBM Jim Dolan has been promoted to GSM for the Nationwide Country outlet. WPOC GM Jennifer Grimm said, "Jim has the skills we need to take WPOC into the '90s."

Dolan joined WPOC as LSM ten months ago. Prior to that he worked as an AE at crosstown WCAO & WXWY.

Newsbreakers®
August 3, 1990

www.americanradiohistory.com
When They’re Ready To Talk, She’s Ready To Roll!

OFF THE RECORD WITH MARY TURNER

No program brings more rock stars to more listeners around the world than Off The Record With Mary Turner. But Mary doesn’t just deliver the stars, she brings out the personal side of rock’s hottest performers...the personal side that other interviewers miss.

So when Mary chats with Robert Plant or Eric Clapton, Off The Record listeners get a real look into the person behind the image. And that same relaxed, open feeling comes across for one hour, every week in Mary’s exclusive interviews with the biggest names in music like Rod Stewart, Sting, David Bowie, Tom Petty, Don Henley, Heart, Jimmy Page and Aerosmith.

Let Mary introduce your listeners to the royalty of rock with Off The Record With Mary Turner.

For complete details, contact your Westwood One representative at (213) 840-4244 or FAX (213) 204-4375.
Radio

STEVE PATTERTON is upped to VP at Threshold Broadcasting and GM at the company's WMM-Columbia, SC. He had been GM at the station. Concurrently, SR Sales Rep ALEX SNPE is promoted to the GSM-post.

JULIE BROWN becomes VP/Controller at Price Communications, owner of six radio stations in Florida, Indiana, and New York. Brown was formerly with the First Boston Corporation.

CHARLIE SHAPIRO is appointed GM at WFAQ & WCVM-Middlebury, VT. He has held management and on-air positions at various East Coast stations. Concurrently, DEEARA SHAPIRO joins as Business Manager.

MARK HENDESEND moves to WGTQ/Orlando as GM. He had been LSM at WRK/A-Louisville.

BRUCE ECHEBER is elevated from AE to Sales Manager at WHYY/Detroit.

BRYAN YEE steps up as AE to Sales Manager at WE Honor/Cincinnati.

TERI GIDWITZ joins WKQX/Chicago as Director/Marketing. She was most recently in promotions at cosmetics maker Helena Curtis.

VALERIE ARGANDRIB is tapped as Director of Minnesota Public Radio's KRS/Duluth Falls, SD, as well as KRSW/Worthington, MN and KRJS/Appleton, MN. She was formerly Member Service Manager at Connecticut Public Broadcasting.

ROB DALTON is named to handle Midwest Promotion at Epic/Nashville. He had been National Secondary Promotion exec at CBS/Nashville. Also at the label, pop promotion head MI- CHAEL MOORE takes West Coast duties, former Capital promotion rep DAVID WILLIAMS will work the Southwest from Dallas, and former WFOX/Pittsburgh MD CHRIS MICHAELES will cover the Southeast from Atlanta. CINDY SELBY-CUNNINGHAM assumes the National Secondary Promotion post.

At Epic Records, FRANKIE LA ROCCH is named Assc. Director/ASR. He formerly worked in A&R at Atlantic Records and as a drummer has recorded and toured with a number of artists.

LARRY KING is elevated to Southeast Regional Promotion Manager, at the label's National Promotion Rep for Atlanta.

KRIS NICHOLSON becomes Manager, Editorial Services/Alternative Press Coordination. The freelance music writer has written for Rolling Stone, Creem, and other publications.

JERRI MEYER becomes Asst. Label Manager at Noisefield International. She was formerly Product Manager at Sliding Rock Records. Concurrently, Publicity Asst. YANA CHUPEKNO steps up to National Director/Publicity.

VENTURA CHALPIN is appointed Director/Marketing Research at Columbia House. She was formerly a Research Manager at Merrill Lynch.

Industry

SIR JOHN MORGAN has been tapped as Vice President of the International Federation of the Phonographic Industry (IFPI). The longtime diplomat was most recently Managing Director (International Relations) at MCA Communications.

SAM TRUST, former CEO of the ATV Music Group and President of Lor- mar Music, has entered into a joint venture with Primal Music And Productions of Japan, a division of the Salazad Group. Trust's Killer Tracks music library and Primal will expand into pop music publishing and production. Com- ploring aboard as Creative Director is veter- an producer BROOKS ARTHUR. Concurrently, ANN JENNEY-BURKE becomes Marketing Coordinator/ AE at Killer Tracks.

MARCUS PETERZELL is named President of Fool's Songs Ltd. (U.S.) and will oversee the British-based music publishing firm's North American operations. He was formerly VP/Product Development at TVT Records.

STEVE SHAW is named Sales Manager at Christal Radio/New York. He was formerly LSM at WICC-Bridgeport, CT.

BRYAN MCCLURE is upped to Director of Marketing and Sales at Epic Nashville. He had been Senior Vice President of Promotion, Artist Development and Promotions at Kappa Music Company.

HOWARD ROSENBLUM is upped to VP of Legal & Business Affairs at SR/VP/Business Affairs at EMI Music Publishing. Concurrently, Director/Attorney BUSINESS AFFAIRS FREDERICK GIL- BER is elevated to VP/Business Affairs. Attorney CATHY LIPETZ becomes Di- rector/Business Affairs. Also, BRUCE GOLD joins as VP/Legal Affairs. He was previously in private practice with the firm Cowan, Bodine, and Gold.

JON SUTHERLAND becomes Man- aging/Manager A&R at Zomba Publishing. He was most recently VP/Artistic & Media Relations at Metal Blade Records.

TIMOTHY ROGERS is named Direc- tor/Advertising at the Charles J. Givens Media Division, comprised of Givens Media Representatives, Charles J. Givens Financial Digest Radio Pro- gram, and the Givens Radio Network. Rogers was an AE at KJLA & KYS/ Kansas City.

EYAN LAMBENGE moves to RCA Music Publishing as Manager/Creative Services. He was most recently Professor of the Management of Music Business at Juilliard College.

KUNI MURAI, Japan-based song- writer/producer, and former EMI Mu- sic/USA President IRA JAFFE an- nounce the formation of NEM Entertain- ment, an international music publish- ing corporation with offices in Tokyo, Los Angeles, and Nashville. The company can be reached at (213) 652-8320.

LILIANE AOUZERAT is upped from Administrative Producer to Manager/ Development at Sony Trans Com, the airline entertainment di- vision of Sony Corporation of America. Other promotions include staffers JOE VESSICCHIO to Marketing Manager/ Audio Programming and JOHN SIE- REDER to VP/Marketing Operations. Concurrently, DOUGLAS BOUGHTER and TONY DEC are tapped as Exec Producer and Assoc. Producer, respectively. Boughter joins from the creative dept of Los Angeles-based Real Advertising; Dec has held produc- tion and programming positions at var- ious New York stations.

RICK BLOOM joins the Dick Clark Agency as an executive. He was formerly Director of Development & Promotions at KMPC-FM/Los Angeles (now KLIT).

TIM MOORE announces Tim Moore & Associates will concentrate solely on consulting, selling off its broadcast in- terests and expanding its client roster. The company can be reached at (616) 547-4454.

The New York City Chapter of AMERICAN WOMEN IN RADIO & TELEVISION (AWRT) has moved to 245 Fifth Avenue, Suite 2103, New York, NY 10010: (212) 481-3038.

Holly Sklar

R&R TIMELINE

Neal "Moon" Mullins began his career in Country radio at KLKL/Lubbock in 1983. His first job was at WFFA/Wichita Falls in '83. Later that year he started what would be a nine-year programming stint at WINN/Louisville with a brief in- terlude at KSOS/San Diego. He left for WDAF/Kansas City in '78. Five years ago today, Mullins was named WINN/New York PD. He began consulting in '96 and has just become Pollack Media/Nashville President since '98.

Neal "Moon" Mullins

1 YEAR AGO TODAY

CBS elevates WDSI/BIoston PD Dave Van Dyke and WTLT/Washington PD Don Davis to VP/GM level.

Liz Kiley joins KFAC/Los Angeles as PD.

Mike Edwards directed WKSU/Buffalo, ON.

Kelin Strope promoted to XETRA-FM (91X)/San Antonio.

"Magic" Matt Allan appears at KIIS-AM/FM/Los Angeles for PM drive.

5 YEARS AGO TODAY

Dave McKay accepts KOIT/Phoenix OM.

Al Casey tapped as WMGG/Tampa PD.

Kurt Kelly becomes KLOS/Los Angeles APD/MG.

Mark Di Dato shifts to WWRK/New York as PD.

Mucho Morales hired for overnight shifts at KMG5/Los Angeles.

10 YEARS AGO TODAY

FirstCom Broadcast Services formed; Jim Long is Chairman of the Board; Jerry Alletch is President.

Bruce Bailey selected as WYDI-AM/FM/New Orleans PD.

Jack Beach lands WLP/LBaltimore PM.

Coyote Calhoun named WAMZ/Louisville PD.

15 YEARS AGO TODAY

Simon & Garfunkel reunion at the Columbia Records Convention.

Jim Hilty promoted to KLQL/Philadelphia PD.

Rosie Guevara appointed KHJ/Los Angeles MD.

Hurricane Heenan

Changes

Jean Crowley is appointed an AE at Christal Radio's Los Angeles office. Nancy Jepczyk is named an AE/Radio Station Services at the Arbitron Company/New York.

Darryl Stallion joins Banner Radio/ Los Angeles as an AE.

Nina Gladis joins the sales staff at CBS Radio Networks Eastern Sales Office.

John Stringer is named KINK-Portland as an AE.

Roger Brust is upped from Director/ Application Systems to Asst. VP/Application Systems at BMI.

Pros on the Loose

Barry McGuire is signed by WOR/New York. His first single, "Dedication," was a number four hit.

Bob Seger is signed by WABC/New York. His first single, "Night Moves," was a number one hit.

Billie Joe Armstrong is signed by WOR/New York. His first single, "November Rain," was a number two hit.

Pros on the Loose

Barry McGuire

Bob Seger

Billie Joe Armstrong

Records

KEIR WORTHY moves to Elektra En- tertainment as National Director/Rep Promotion & Marketing. He was previ- ously Southwest/Midwest Regional Promoter at Del Jam Recordings.
DINO

THE NEW HIT SINGLE
AND VIDEO

#1 MOST ADDED
FIRST WEEK
95 CHR REPORTERS!

FROM THE FORTHCOMING ALBUM SWINGIN'
THE SMASH FOLLOW-UP TO THE NEAR PLATINUM DEBUT 24/7

WRITTEN, PRODUCED, ARRANGED AND PERFORMED BY DINO

www.americanradiohistory.com
Glass to Focus On Introscope?

Rumor Control

- Are major A&M layoffs on the horizon now that the label is under the auspices of PolyGram? Sr. VP Promotions Charlie Minor denies any slicing from his staff will take place.
- Is former Chrysalis co-founder Terry Ellis's new label about to hook up with an existing BMG label?
- Has Emmis Broadcasting bought out the non-compete clause of Alliance Broadcasting President John Hayes from his former employer (Price Communications) so that the deal to sell X100/6 to Hayes can go down?
- Columbia VP/Artiet Development Kid Leo denies the rumor that he's headin'
back to radio to join Carl Hirsch and Dean Thacker's recent acquisition, WAKJ/Cleveland. Leo's closing on his new house this week.

Was WCKZ/Charlotte APD/MD Don O'Neal's suspension due to pending job offers or abusing station restaurant trades? O'Neal's contract is up August 31.

Incidentally, if Power 99/Atlanta's latest efforts to bring WPLJ/NY night rocker Domino back to the station don't succeed, look for O'Neal to become Programming Aasst. to Power 99 PD Rick Stacy.

- Is there another format adjustment in the works at PD-less CHR WDFX/Detroit? (John McFadden is the interim PD.)
- Look for an announcement concerning the sale of CHR WOVI/West Palm Beach (and the name of its new PD) later this week.

Wasn't former Capitol VP(Artist & Product Devel.) Bill Burke's Butterfly bound as Michael Stoller's replacement? Despite the label's current hot streak, ST hears the Burke deal is off and that Chrysalis cuts are forthcoming.

- Is KHMX/Houston MD Michael Newman looking to hitch his bandwagons to a PD post? Could former B94/Pittsburgh PD Clarke Ingram already be the leading candidate for the newly vacated WHXT (Hot 99.9)/Allentown gig?
"NOTICE ME" Was his smash Debut single. Radio noticed. Listeners noticed. Retail noticed.

NIKKI

His new single is here...

"IF YOU WANNA"

The New Single • The Follow-Up To The Smash Single, "Notice Me" • From The Debut Album Nikki

PRODUCED AND MIXED BY KEITH COHEN
CO-PRODUCED BY NIKKI
MANAGEMENT: JOHN HARTMANN
& ELLIOT ROBERTS FOR LOOKOUT MANAGEMENT
© 1985 THE DAFFY EFFEN COMPANY
Continued from Page 28

KJZM (100.3 Jamz/Dallas off-air MD Carolyn Robbins was laid off last Wednesday (7/25), owing to her position having been eliminated. Look for APD/afternoons Tom Casey to assume her duties — unless he makes good on the rumors and takes the PD slot at CHR WNTQ (830)/Syracuse. Reach Robbins at (214) 522-0042.

Rocky & His Funds

ST hears the deal for WKSE/Buffalo wake up artist Rocky Allen to join mornings at WPLJ/WNY was a big 'un. The multi-year contract reportedly includes a first-year base of $400,000 plus a bonus structure whereby Allen could more than double that figure. The second year jumps to a $500,000 base and a similar bonus structure. The first two years are no-cut, and there are options for additional years of service as well.

ST hears that Wing artists Tony! Toni! Tone's new single "(I Feel Good)" will be worked by Polydor and Mercury. After this one, all Wing artists' discs will be handled by the Mercury staff. Does this further indicate that Wing Exec. VP & Creative Affairs/GM Ed Eckstein will soon be named President of Mercury?

Albuquerque-based syndicator Drake-Chenault tells ST that as of July 1 the company's gross sales are higher than the total for all of last year. This bit o' honey comes on the heels of talk that some D-C checks were bouncing. A D-C official confirmed that there were problems with four payroll checks, but attributed the incidents to computer glitches at the bank.

Groovemeisters

• After six-and-a-half years with A&M, Windy City-based Nat's Dr. AOR Promo Jordan Zucker resigns, effective September 1. Reach him at (312) 472-5162.
• Those vacant ATO local promo slots in Cincy, KC, and OC have been filled. Names in next week's ST.
• Arista veteran Chicago/Midwest Regional Promo Dr. Tom Moran exits. Regional AOR Dr. Mia Klein takes over Chi-town duties, while Charlie Foster from AIM Marketing will handle the Midwest region, working out of Minneapolis. Reach Moran at (312) 935-1578.

Meanwhile, AOR KFMR/Steamboat, CO co-host to Dave Ross exits to become Arista's Dallas-based Regional AOR rep. KFMU's new PD is Mike Huston, formerly with WYND/Washington.

• EMI WC Regional Marketing Dr. Rob Gordon has shifted to a similar position at Capitol.

On The Tip

Album Network MD Art Phillips resigned Monday (7/30). Will he soon be found heading up the Hollywood Records AOR promo department? Could be some legal fireworks over this one, seeing as how Phillips is under contract to the publication.

By the way, Narada Productions GM Bob Reitman is rumored to be going Hollywood in a marketing honcho role.

Meanwhile, former EMI VP/Promo and current Monday Morning Replay VP/Nat'l Sales Tony Smith also has resigned to seek new opportunities. Reach him at (313) 645-1868. And . . . is MMR Urban Radio AE J. Michael McKay heading back to Radioland? And is another MMR staffer going back to the Midwest?

Leap O' The Week

Joyce Thompson jumps from Airwatch Traffic reporter and weekends at KKY (959)/San Diego to afternoons at KGUM (398)/Guam.
INDECENT OBSESSION
"tell me something"

Written and Produced by: Indecent Obsession

IN JUST 4 WEEKS!
ON 125 CHR STATIONS
MOST ACTIVE
NEW & ACTIVE 125/21

KEY ADDS INCLUDE
KDWB add
KUBE add

KEY ACTIVITY
WXKS 23-17
B97 deb 30
WGH 34-30
KSAQ 30-24
WLOL deb 32
WKBQ 29-22
KISN 38-35
B93 37-33
K98 deb 30
WHHY deb 34
KROY deb 30
HOT949 deb 23

BELL BIV DEVOE
"DO ME!"

Produced by: Carl E. Bourelly for Zomba Productions and Bell Biv DeVoe
Executive Producers: Hiriam Hicks and Louil Silas, Jr.

ALREADY...

#3 MOST ADDED

KEY ADDS INCLUDE
WXKS add
PRO-FM add 35
KKBQ add
WNVZ add
Q105 add
WLOL add

#3 MOST ACTIVE

KKRZ add
Q106 add
WIOQ add 29
KITY add
WMJQ add 28
TIC-FM add
Y107 add
KROY add
KWOD add 33

#3 MOST ACTIVE

3rd NEW & ACTIVE 140/20

"All I'm Missing Is You"

Produced by: Ray Parker, Jr.
Continued from Page 30

Starting in 1991, KVIL-AM & FM/Dallas will become the flagship stations for the Dallas Cowboys. This marks the end of a 19-year relationship with crosstown KRXL. Speculation is that KVIL ponied up $3.5 million per year.

Jimmy Ienner's new music 'n' film venture with BMG — Rendezvous Entertainment — opened for business Wednesday (8/1). Rendezvous at (212) 930-4760.

WLTI/Chicago has slightly realigned its programming. As a result, evening personality Steve Ruxton exits. Reach him at (312) 616-1524. Production Dr. George Briggs moves into the 7pm-midnight slot and APD Gene Honda takes on added production duties.

Congratulations to KABC/L.A., which celebrated its 30th anniversary as a Talk station this week.

Somebody Say Ooopsala

R&R's musical chartmeisters found their minds on vacation and their mouths working overtime when they wrote last week that Mariah Carey's "Vision Of Love" became "the first record in our collection to ever hit No. 1 in three separate formats in the same week!" Setting the record straight: Stevie Wonder's "Part-Time Lover" did the chart-topping hat trick with AC, CHR, and Urban on October 25, 1985.

And ... Lionel Richie's "All Night Long (All Night)" went three weeks at #1 for AC, CHR, and Urban from October 28 through November 11 in 1983.

And ... back in the days when the Back Page consisted of CHR, AC, AOR Tracks, and AOR Album charts, the Police topped all four with "Every Breath You Take" and "Synchronicity" on July 15 and July 22, 1983. Hey, at least our recollection goes back almost five years . . .

Heard subbing for vacationing KLOS/L.A. morning duo Mark & Brian this week: baseball great-turned-radio host Steve Garvey, L.A. Lakers Michael Cooper and Byron Scott, and actors Jim Belushi, John Stamos, Dave Coulier, and David Hasselhoff.

Congratulations to KTNQ.L.A. morning legend Humberto Luna, who'll be honored with a "Star A" on the world-famous Hollywood Walk Of Fame on October 12, the Dia De La Raza.

Chatterbox

- Pollock Media Group has inked a deal to serve as music consultant to MTV Europe.
- Former WMMS/Cleveland OM Rich Plumbino is the new Promotion Dr. at WQCD/NY.
- Urban WJMH (102 Jams)/Greensboro, NC PO Chris Bailey is out. Reach him at (919) 299-6084.
- Power 95/Atlanta PD Rick Stacy will be consulting XLT/Orlando, which he programmed when it was known as Y105.
- J.R. Nelson is leaving the Production Dr. slot at KSDK/Memphis to become Legacy's Corporate Production Dr., based at KJOY/San Diego.
- WRUF/Gainesville ups Christie Clark to MD.
- With KQHT/Grand Forks, ND PO Ray Bell exiting for afternoons at KNRL/Des Moines, GMT PD J. Murphy becomes PD.
- Meanwhile, KQRO APD/MD Bob Lewis is now PD/dawn forons at KGGG/Rapid City.
- Midday personality Linda Austin becomes KQRO PD and the new Research Director is Paul LeFort.
- WFXK/Williamsport, PA is switching from CHR to AOR.
- On August 20, WSRZ/Sarasota will switch from CHR to Gold under consultant Pete Salant. PD Rich Panama is exiting — and closing on a new PD gig.
- KZOZ/San Luis Obispo, CA PD Chris Ruh has been replaced by Sam Jackson, who previously programmed nearby KROK. Reach Ruh at (805) 481-3106.
- Jim Scott will now handle PD/MD duties at KNIN/Wichita Falls, TX. Meanwhile, new Promotion Dr. Eric Harley signs from overnight to co-hosting mornings.
- Ken Paul will soon be leaving as PD of AC WIFS/White Plains, NY. MD Sue Richard becomes interim PD. Reach Paul at (914) 627-3616.
- KIXY/San Angelo, TX PD Jeff Garrison is out, citing philosophical differences. Reach him at (915) 942-1377.
- Former WOUE/New Orleans Promotion Dr. late-nighter Flyin' Brian lands nights at WQFX/Dallas.
- Scott "Magic" Michaels joins Gold WZLU/Norfolk for mornings.
- Former KYNO-FM/Fresno night rocker Mike Shannon is now doing nights at KHTK/LS/.
- WAXY/Miami midday maven Ellen Jaffe exits for an overseas on-air position.

Kaiser's Doubles His Pleasure

Enigma Sr. VP/Promo Sam Kaiser had the thrill of a lifetime while attending a St. Louis Cardinals "Fantasy Baseball Camp" Sunday (7/22) at Busch Stadium. He hit a stand-up double against Hall of Famer/former Cardinal hurler Bob Gibson — off a pitch that was clocked at 90 mph!

ST hears that Bullet Bob was none too happy about Kaiser's lil' feat, particularly since Der Kaiser was wearing Stan Musial's old uniform.

RANTEL
Advanced Perceptual Research
Laurel, Maryland 301-490-8700
THE EPIC HIT PARADE CONTINUES...

CALLOWAY

"ALL THE WAY"

"Expect Calloway to go 'All The Way' to the top! It's a smash and my personal fave."
Hawk Harrison, MD/Y107

"Started it in daytime rotation and requests have really picked up. More than one mix to suit your needs."
Dana London, MD/HOT102

ANA WITH JORDAN KNIGHT

"ANGEL OF LOVE"

"Consistent top 5 phones at WHYT!"
Mark Jackson, Ass't PD/MD
WHYT 20-10-9

LOUIE LOUIE

"I WANNA GET BACK WITH YOU"

FIRST WEEK: MOST ADDED!
26 CHR REPORTERS INCLUDING:
WXKS
PRO-FM
PWRPIG
KKFR

GALLOWAY

NEW & ACTIVE

NOW ON 88 CHR REPORTERS INCLUDING:
WXKS WLOL HOTHOT PWR106
PWRPIG KS104 KITY KKFR
Q105 KKRZ KTFM FM102
KDWB KUBE HOT102 HOT977

URBAN CONTEMPORARY CHART 52

ANA WITH JORDAN KNIGHT

NOW ON 30 CHR REPORTERS INCLUDING:
B97
Z95 11
WDFX 16-11
WHYT 10-9 HOT
KS104
Y108 7-6 HOT

WKEE deb 31
WSPK
WKRZ 39-34
KZBB
YES97
KZFM
KZOU
KBFM

XL1067
CK105
KHTK 4-3
WRQN
KKXX add
KSND
B95 deb 37

KWNZ
KZSU
103CIR 5-5
WZKX
WJMX
WVBS deb 39
WCIL 14-8

KGOT add
Y97

PARC RECORDS

RECORDS

LOU LOU LOU LOU

"I WANNA GET BACK WITH YOU"

FIRST WEEK: MOST ADDED!
26 CHR REPORTERS INCLUDING:
WXKS
PRO-FM
PWRPIG
KKFR
Fields

Continued from Page 1

Fields added, "I take great pleasure in joining Motown to be part of chapter two of one of the greatest stories in music history. I'm excited about working with [President/ CEO] Jheryl Busby, one of the true industry giants, and the young energetic Motown staff. I feel this kind of environment — a smaller, young and growing company — will give me the opportunity to stretch and grow."  

Concurrently, Fields announced several changes in the national sales staff. While Curtis Loyd continues as National Sales Director, 19-year industry veteran Peter Melilla comes aboard as Production/Inventory Control Manager.

Digital Radio

Continued from Page 3

ica contains another 15-20 MHz is needed for international satellite broadcasting.

Strother, meanwhile, wants much lower frequencies for his proposed at MHz. NAB, however, calculates that only 20 MHz is needed to accommodate 16,000-12,000 nationwide, using the same DAB system advocated by Strother. NAB representative Ralph Justus told R&R that current broadcasters should have an "opportunity to homestead on the new frequencies," but that NAB is not arranging a phasing-out of the AM or FM bands.

Factoring in NPR's requested 30% of the 12 MHz, the group concluded the digital radio systems thus far proposed would require from 111 to 182 MHz. That hefty spectrum request, the panel concluded, ignores "the possibility that the market for digital radio broadcasting may not be sufficiently large to support independent terrestrial and integrated satellite operators.

The committee's spectrum estimates don't include a proposal by Gary Nowior's Radio Satellite Corporation, which wants to include ten audio channels in a package of satellite-mobile services. Nor did the group receive any input from Norris Satellite Communications, which included satellite radio among possible uses for its proposed Ka-band satellite (R&R, 7/27).

WCCO Supports Satellite

WCCO/Minneapolis-St. Paul has broken ranks with NAB, which opposes any satellite radio allocation and declared its support of CD Radio's satellite proposal. The Silkay giant, in a filing with the FCC, said the diverse offering of programing nationwide would afford the public "a choice of all of America's regional flavors." WCCO also said it and "other clear channel stations and heritage stations should be given a first opportunity or grandfathored priority on the use of the newly proposed technologies."

Spectrum Fees

Continued from Page 1

 Triple Whammy

As in past battles over spectrum fees, the NAB argues that a spectrum fee is unfair because broadcasters already "pay" for their use of the airwaves with their public service obligations. In addition, May said, a spectrum fee would lead to a federal "triple whammy" for broadcasters, who already pay income taxes and various FCC fees. Attempting to pass on new costs to advertisers would only hurt an already weak advertising market, he added.

In addition to the spectrum fee, the budget summit group is said to be mulling other two proposals that would affect broadcasters: a plan to reduce the tax deductibility of all advertising expenditures and, a proposal to eliminate the deductibility of beer and wine advertising.

"Such a proposal "forces to battle the beer and wine proposal have been somewhat hampered by the "lobbying of more than one beer company" seeking to avoid an excise tax on beer by agreeing to accept a reduction in the advertising deductibility for beer and wine."

Forest Service Freeze

In other legislative developments:

- May said NAB has negotiated a one-year extension of the current freeze on the Forest Service can charge broadcasters whose transmitters are on federal land.
- A relaxation of the restrictions on the Bureau of Land Management are hiring hark from hunting land fees, is included in both the House and Senate versions of the Interior Department appropriations bill.
- NAB officials urged broadcasters to closely monitor the debate over campaign reform legislation. Bills pending in both houses could have a major effect on how broadcasters may do business with politicians.

Island President Mike Bone said past a visit to Anthracite at Electric Lady Studios in New York recently. The band, with the help of Steve Thompson and Mike Barbiero, were mixing their forthcoming album, "Persistence Of Time." Taking a breath a breathing, in the band's Charlie Benante, Joey Belladonna and Scott Ian, (standing) Anthrax's Frank Bello, Thompson, Bone, Barbiero, managers Jon and Marsha Zazulik, and the band's Dan Spitz.
Successful Dealmaking in Turbulent Times

By Dan Gammon & Bill Steding

It may be difficult for radio entrepreneurs to believe, but deals are being consummated despite the current chaotic lending climate. Broadcasters should realize the financial markets — in terms of deal flow and pricing — have changed, but there are new techniques that can be used to get contracts signed and deals closed.

Latest Trends

We’re witnessing the following trends in the station trading market:

• Banks with troubled loans are not triggering defaults and forcing sales. With few exceptions, banks don’t want to operate radio properties and don’t have a better operating option available. They’re “putting pressure on,” but aren’t “pulling the trigger” new money to the flood of inventory predicted by many bargain hunters has not materialized — and if it won’t. Some banks are giving extensions up to 18 months to operators with serious debt stress.

• Sellers are waiting for prices to improve and market liquidity to return. The total debt leverage available to buyers has decreased to 10-20%, forcing prices down by a like amount. This 10-20% decline often represents the overlap of a seller’s equity and banks’ down market offers. They’re “putting pressure on,” but aren’t “pulling the trigger” new money to the flood of inventory predicted by many bargain hunters has not materialized — and if it won’t. Some banks are giving extensions up to 18 months to operators with serious debt stress.

• Sparked by the structures of the ’80s have given mezzanine lenders a veto power over whether or not to accept a sale offer. This veto power can keep banks from selling for what they have invested in a property. Distressed equity will be the market, but only as long as there are buyers paying fair prices.

• Seller’s return. Transactions that are 10-20%, forcing prices down by a like amount. This 10-20% decline often represents the overlap of a seller’s equity and banks’ down market offers. They’re “putting pressure on,” but aren’t “pulling the trigger” new money to the flood of inventory predicted by many bargain hunters has not materialized — and if it won’t. Some banks are giving extensions up to 18 months to operators with serious debt stress.

New Closing Techniques

Where certainty of closing is paramount (more important than price, confidentiality, etc.), there are a number of effective techniques you can use in purchase and sale contract negotiations.

• A price set at “closing” based upon station performance up to that date on a formula agreed to by buyer and seller. This enhances the deal’s appeal to lenders and investors.

• Structuring a price adjustment clause in lieu of a “material adverse change” clause. Contemplating shortfalls up front avoids last-minute, painful negotiations and helps ensure the deal will close. Typical adjustments are to take the gross revenue at the time of the sale, convert it to a multiple of the purchase price and, at closing, multiply the trailing 12-months gross revenues by this multiplier to determine what must be paid at closing. Do the same with cash flow. We’ve heard discussed, but not seen in a contract, a form of ratings share times cash flow adjustments used to arrive at a multiple. Generally, ratings are too uncertain to rely upon.

• A specific “conduct of business” clause in lieu of a “material adverse change” clause. Here, the seller contracts to spend a certain amount on promotions and/or to keep key employees in place through the period between contract signing and closing. This clause is becoming very specific in its scope and substance in today’s purchase and sale agreements.

“More deals should happen this fall as buyers and sellers understand the new market parameters and as money becomes available.”

Dan Gammon

Bill Steding

“Cash flow will require financing participation by the seller. It’s important to note the sky isn’t falling, there’s nofeeding frenzy, and the market isn’t in a pricing free fall.”

“A classic ‘good’ deal; i.e., more than the buyer wanted to pay, less than the seller expected to get. Not a single deal has been announced as a ‘deal’ for the buyer. This is focusing on the banks and indicative of radio’s investment stability and the future stability of pricing face liquidity returns.”

How can you get 1989 prices in a ’90s banking environment? Through seller participation. If the banks won’t lend more than five to five-and-a-half times cash flow and more equity has already been put into the deal, then the best way to bridge the gap between the bid and asking prices is with some form of seller participation. Broadcast cash flow can service the debt (of bank and seller), but some of the risk has to be switched from the senior lender (where it doesn’t belong) to the seller who is deriving the benefit of the higher price and, consequently, should bear the risk.

“Station Pricing

Pricing has been permanently altered, yet the ‘80s is a clear line supporting the value of radio stations. Ten-times-cash-flow multiples occurred when senior lenders lent on five-and-a-half to six times first-year cash flow projections. Because many broadcast loans are ‘off-plan,' banks are now unwilling to lend at levels greater than five to five-and-a-half times historic cash flow.

As many station owners have noted, there’s now an even bigger gap between what lenders will discuss and what they’ll commit to. Expect eight- to nine-times-cashflow multiples for all cash deals in the foreseeable future (the next two years) in the middle markets (25-125), multiples as low as seven times cash flow in small markets, and multiples as high as nine times cash flow in the top 25 markets for mature cash flow properties.

The effect of commercial lenders’ return to the market will be an increase in market liquidity, not increased values.”

Pricing

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The effect of commercial lenders’ return to the market will be an increase in market liquidity, not increased values. Achieving multiples higher than eight to nine times cash flow will require financing participation by the seller.

It’s important to note the sky isn’t falling, there’s no feeding frenzy, and the market isn’t in a pricing free fall.”

“More deals should happen this fall as buyers and sellers understand the new market parameters and as money becomes available.”

“Cash flow will require financing participation by the seller. It’s important to note the sky isn’t falling, there’s no feeding frenzy, and the market isn’t in a pricing free fall.”

Market Forecast

• Easy credit is history owing to the S&L crisis.

• Deal flow will pick up as new rules are established.

• Seller participation will increasingly bridge the gap between the bid and asking prices.

• New techniques to ensure a deal closes will become more important in the foreseeable future.

“More deals should happen this fall as buyers and sellers understand the new market parameters and as money becomes available.”

“Cash flow will require financing participation by the seller. It’s important to note the sky isn’t falling, there’s no feeding frenzy, and the market isn’t in a pricing free fall.”

The market is so far, but deals are being consummated despite the current chaotic lending climate. Broadcasters should realize the financial markets — in terms of deal flow and pricing — have changed, but there are new techniques that can be used to get contracts signed and deals closed.
12+ SPRING ’90 ARBITRION RESULTS

Portland, OR

Winter ’90 Spring ’90
KQXT (FM) 7.5 9.0
KROZ (CHR) 9.6 8.9
KEX (AM) 7.6 8.8
KQWC (AM) 8.1 7.0
KINK (AOR/NAC) 6.7 6.2
KXSN (Gold) 3.9 5.6
KXL (NT) 5.6 5.6
KGON (AOR) 5.6 4.9
KUFG (Gold) 4.5 4.7
KXKX (FM) 6.8 4.5
KXYQ (Tal) 4.3 4.3
KSSN (Gold) 2.9 4.1
KJFF-JFM (Chy) 3.0 2.5
KGW (Talk) 2.1 2.4
KMJX-FM (AC)* 2.4 1.6
KWWJ (City) 1.4 1.5
KPEZ (Talk) 1.3 1.3
KEZI (NAC)** 1.6 1.1
KULP (Chy) 1.2 1.1

Norfolk-Virginia Beach-Newport News

Winter ’90 Spring ’90
WUSN-AM & FM (AOR) 9.0 9.1
WZMI-UC 6.2 9.0
WFOG (B/EZ) 8.9 8.2
WNZV (CHR) 5.4 6.2
WAFX (CHR) 8.2 7.5
WCMS-AM & FM (Chy) 8.4 7.1
WJZH-AM & FM (AC) 5.5 5.5
WMYK (UC) 5.1 5.2
WBDE (UC) 3.8 5.0
WLTY (AC) 3.5 3.9
WQFG-AM (CHR) 3.5 3.3
WNSN (Tal) 4.3 2.8
WPFO (Rel) 2.9 2.6
WZCL (CC) 2.4 2.6
WTAR (Gold) 2.9 2.4
WBSK (UC) 2.7 2.2
WZFM (AOR) 1.8 1.6
WKEZ (Chy) 1.9 1.5

Salt Lake City-Ogden-Provo

Winter ’90 Spring ’90
KKAT (City) 10.7 8.5
KFSP (B/EZ) 9.3 8.1
KLEX-AM & FM (CR) 6.1 7.8
KISN-AM & FM (CHR)* 9.0 7.5
KSL (Talk) 8.5 6.8
KSBP-AM & FM (Chy) 6.0 5.6
KCPX (CHR) 5.8 5.4
KRSP-FM (AOR) 2.9 4.2
KJDN-AM (NR) 8.5 1.4
KMIN (AM) 3.4 4.0
KZHT (CHR) 2.1 3.5
KMRG-AM & FM (AC) 51.3 3.3
KBYL (Bnd) 2.4 3.1
KALL (AC) 3.7 2.6
KLCY (Chy) 1.7 2.1
KTMX (Talk) 26.6 2.1
KLVV (AC) 3.4 3.0
KBCK (Chy) 5.1 1.7
KSEZ (CHR) 6.4 1.4
KUTR (AC) 7.4 1.4
KZOL (Gold) 9.1 1.4
KRPN (Gold) 1.0 1.0

CHR CHART 33-28

Z100 odd 26 HOT
PWR99 17-15 HOT
KSAQ 4-2 HOT
Z95 6-1 HOT
WBQ 33-23 HOT
KPLZ 8-6 HOT
Pirate 5-4 HOT
JET-FM 14-9 HOT
WPST 22-19 HOT
195 4-1 HOT
YES97 11-1 HOT
WHYY 16-13 HOT
92X 3-1 HOT
WVIC 20-18 HOT

Monmouth-Ocean, NJ

Fall ’90 Spring ’90
WADB (B/EZ) 3.3 5.6
WPTM-AM (B/EZ) 3.3 6.3
WXRK (CR) 5.1 5.3
WXW (F) 6.4 3.0
WBBM (F) 7.0 4.0
WHTZ (CHR) 3.3 3.7
WYNY (Chy) 2.5 3.6
WPFL (Chy) 4.6 3.4
WRJZ (CR) 1.9 3.3
WZUV (AC) 3.1 3.3
WJZ-FM (AC) 2.5 3.2
WCBS (F) 3.6 3.1
WFAN (Sports) 2.2 2.9
WCBS (News) 2.1 2.6
WKX (F) 2.4 2.5
WR (Talk) 2.5 2.7
WMMR (F) 1.2 2.5
WNJF (CR) 2.4 2.5
WABC (Talk) 2.3 3.4
WLTW (AC) 1.8 2.2
WGHT (CR) 1.3 2.0
WHLI (Bnd) 1.1 1.4
WFPG (B/EZ) 1.1 1.3
WQNN (News) 2.2 1.2
WXQ (W) 1.5 1.4
WHTG (NT) 1.4 1.0
WCBS (Chy) 3.0 1.0
WRDR (Nost) 6.0 1.0
WRKX (UC) 2.1 1.0

Charlotte-Gastonia-Rock Hill

Winter ’90 Spring ’90
WSOC-FM (Chy) 13.3 13.1
WPEG (UC) 9.3 11.7
WCRZ (CHR) 9.2 8.9
WRFX (AOR) 7.0 7.8
WBC (AC) 6.7 6.7
WWMC (AC) 5.7 6.3
WEZC (B/EZ) 6.8 5.6
WWMG (AC) 4.7 4.4
WZZG (CHR) 3.8 4.5
WGBM (F) 4.8 3.9
WDRX (City)* 5.3 3.5
WRDR (Rel) 12.1 2.1
WXRQ (AF) 14.3 2.2
WMFX (City) 9.1 1.4
WFQW & WMIT (Rel) 7.1 1.1

Memphis

Winter ’90 Spring ’90
WHRR (UC) 13.3 12.4
WGTK (Chy) 12.0 10.9
WDBA (UC) 9.6 9.2
WRVR (CR) 9.3 8.7
WGR (CHR) 8.4 8.1
WMC-FM (CHR) 7.5 8.1
KRNB (UC)* 3.5 3.8
WEZI (B/EZ) 4.0 4.6
WLOC (UC) 5.6 4.5
WMKP (F) 3.4 3.9
WMC (NT) 3.3 2.9
WREC (Bnd) 2.5 2.4
KWAM (Rel) 8.3 1.7
WYCT (Rel) 13.2 1.1
WXSS (UC) 12.3 1.1
WCRF (Rel) 14.0 1.2

Sacramento-Fresno

Winter ’90 Spring ’90
WWVA (K) 11.2 9.6
WOKX-AM & FM (CR) 8.6 9.2
WJHM (UC) 8.1 8.9
WSTF (AC) 8.3 8.6
WQCL (Gold) 7.0 7.9
WDBO (AC) 6.3 6.6
WFSQ-FM (Chy) 6.4 6.6
WSSP (B/EZ) 5.4 2.1
WDIZ (AC) 5.1 1.2
WXLL (Chy) 3.7 3.6
WLOQ (Bnd) 4.7 3.5
WNZW (NT) 4.8 3.4
WJYY (AC) 4.0 3.3
WVXQ (Bnd) 2.6 2.3
WPCV (City) 6.1 3.3

Roanoke

Winter ’90 Spring ’90
WCMF (AFM) 16.7 15.1
WPXK-AM & FM (B/EZ) 9.3 12.5
WYOR (AC) 9.0 11.2
WBEY (City) 11.3 9.4
WHAM (AC) 9.3 8.9
WRMM-AM & FM (AC)* 8.9 7.1
WXLX (Gold) 6.4 6.0
WZSH (AC)** 5.2 1.1
WDXG (UC) 4.9 4.4
WBBF (City) 1.3 2.1
WJQ (Bnd) 1.0 1.0

Format Legend

AND THE EPIC CONTINUES...
Nashville Flips Over Soft A/C Flip!

This Spring South Central Communications' WZEZ-FM exchanged its aging easy listening audience for a younger and more saleable one as the new "Lite FM." Their Spring Arbitron results are great news for struggling easy listening stations everywhere.

Some highlights: While shedding more than half of their 55+ listeners, Lite FM scored a 47.5% cume increase 25-54, propelling the station from 6.4 to 10.2, up from #6 to #2 in the market. In fact, both cume and share were up in every daypart 25-54!

Among women, the new Soft A/C format was especially well received. Lite FM's total week share of the 25-34 female audience rocketed from 2.5 to 10.6, with cume up over 300%! And 35-44 the station increased more than 10 full share points, from 4.1 to 14.8!

"You just don't get this kind of cume increase in your target demo unless your marketing is right on target," says South Central President/Radio Steve Edwards. "Like a lot of easy listening stations, our revenue share wasn't even close to our audience share. We had to make sweeping changes in the radio station and Film House helped us make those changes pay off where it counts."

If you're serious about winning in the 90's, call Film House today and put us on your marketing team for Fall.
Debunking Lingering Myths

By Rob Balon

The '80s may have been the age of information, but they definitely weren't the age of enlightenment — at least where radio was concerned. Many GMs and PDs clung to some relatively hoary myths still in need of debunking.

Somewhere in the cloudy reaches of the radio ionosphere, there's a moldy old black book passed down from generation to generation of programmers. But the rules aren't the same as they were in 1959. What worked for some guy ten years ago isn't, in all likelihood, going to work for you today. If you subscribe to the myths described below, the ratings you're hoping for may prove similarly fictional.

Quarter-Hour Maintenance

Perhaps no term has generated as much confusion among programmers as the quarter-hour. The concept is to create a flow of listening from one quarter-hour to the next. The implication is that if you get someone to listen from ten past the hour to the hour and a half after, you can convert ten minutes of listening into a half-hour's worth. Quarter-hour maintenance has been responsible for the creation of more than a few program clocks that in retrospect look as if they belong in the room. And yet, to this day, I still hear parental arguments in favor of sweeping quarter-hours from PDs who bend their clocks over backwards to comply.

Whatever sounds right for your station — whatever makes sense relative to your spot load and the on-air style you want to create — is probably the best thing for you to do. Quarter-hour maintenance is a totally outdated programming philosophy that worked when listening and recalling listening were much less complicated. In today's cluttered radio markets, the typical diarykeeper is faced with the unenviable chore of choosing between two or three stations he knows are on the air. Quarter-hour maintenance has become more useful as a marketing concept — if you can create the perception that a listener spends lots of time listening to your station, what you need to worry about isn't how to schedule things in an hour so much as creating a palatable sound that includes what your listeners want to hear, as well as a marketing strategy to make sure they remember you gave it to them.

If all listeners listened to radio exactly the way you wanted them to and knew the product the way you wish they did, quarter-hour maintenance would be a viable concept. But you have to deal with listeners as they really are, not as you'd like them to be. Instead of designing clock manipulations, put things on-air that emphasize for listeners the time frames within which they listen to your station. Make them aware that you run items or features at certain times and that programs have particular times when they begin and end.

We can learn from television when it comes to promotion and daypart maintenance. TV viewers always know what's coming up. By contrast, radio listeners are almost invariably unaware of when things occur. And yet, to be good diarykeepers, it's critical that they have some notion of what happens at certain times on-air. In sum, play the right music, remind listeners of program and feature timing, and don't let the market's competitive factors mandate.

On-Air Clutter

There has been great debate over what constitutes on-air clutter. Stations use all sorts of tricks to sound less cluttered, less talky. But to the average listener, commercials mean talk. And far too many stations spend more time talking about how little they talk than they do just shutting up and letting the promoted hours stand in silent testimony.

So when you're promoting a commercial-free hour, don't spend five minutes of that hour cramming in liners about how wonderful it is.

On-Air Clutter

When you're promoting a commercial-free hour, don't spend five minutes of that hour cramming in liners about how wonderful it is. The moral for radio: if you're going to offer a commercial-free segment, make sure it's free of all extraneous clutter and all but the most essential station identification. That way the listener will assume there really is a value-added benefit, and the station may even get credit for it.

Burnout

The only thing you can burn out on the typical music station is the music. It's what people listen for. Since they don't tune in to listen to your liners, contests, and promotions, it's tough to burn those things out. And yet stations fall over themselves trying to rotate their liners so that they appear fresh to the listener. If stations spent as much time burnishing things in as they spend trying to avoid burnout, radio would be reported at a much higher listening level.

Take one or two positioning liners at the most, and make sure they're ingrained in your audience's consciousness. Don't use 15 variations of the same spot. Use a statement that's most expressive and use it. Retail marketers don't use 73 positioning lines. When a product sale line is developed, marketers stick with it. McDonald's didn't change its slogan in 25 years.

A great line increase could have as much to do with publicity placement and the luck of the draw as it could with marketing.

Programming By Today's Rules

- Deal with listeners as they are, not as you'd like them to be.
- Take one or two positioning lines at most and Ingram them in the audience's consciousness.
- Give listeners what they want to hear and remind them you gave it to them.

Rob Balon is CEO of the Benchmark Company (512-327-7010), a national market media research firm that advises radio stations on how to convert real listeners into reported listening. He contributes to this section on a regular basis.
To cap off their triumphant 1990 U.S. Summer Tour, America's top rock and roll band joins host Timothy White in Boston to reflect on the power and the glory of *Pump*. Plus, rarities and treats from Aerosmith's own recording archives!

"The best year of our lives"

For more information, contact your Westwood One representative. In Los Angeles call (213) 840-4244, in Canada (416) 597-8529, FAX (213) 204-4375.
First-Name Artists — The Final Approach

One of the constant problems in creating this column (besides missing deadlines, omitting obvious facts, and coming up dry on topics, to name just a few) is hitting off more than I can chew. Sometimes a subject proves to be too big to tackle with the resources of time, space, and documentation I have available.

A topic of this type that leads to mind, one that’s frequently suggested to me, is hits with titles that once belonged to completely different hit records. (Madonna’s “Hanky Panky” or Billy Idol’s “Cradle Of Love” are two examples.) There could be thousands of reoccurring titles; the field is too vast to get a handle on here.

Recently a lot of hits had a “heart” theme. I started back-tracking on that subject, but gave it up quickly after filling my first yellow pad.

The most troublesome of these unwieldy topics are the ones I don’t realize may be too bulky until I’m halfway through researching them. The present column may well be one of those.

Name Of The Game

A few years ago, triggered no doubt by yet another Madonna hit, I touched on the subject of artists who represented themselves professionally by first-name only. As more artists adopted this practice, especially in dance music, I conceived the notion of compiling as complete a list as possible.

I quickly realized I was in potential length trouble, so I drastically set limitations among them:

- No first-name duos (Paul & Paula, for instance)
- No “first-name & the” groups (Ronny & The Daytonas)
- No one-name surname artists (Ecko, Morrissey)
- No first-name-and-initials (Stevie B)
- No double-first-name acts (Teena Marie)

After all those cuts, I was still left with what you’ll read below and in the next few columns (there’s a still longer list of female first-name acts). And it’s not even close to complete — just from looking at current dance charts, I know dozens of one-names have been missed from the recent past (additions welcomed).

I’m not sure, now that I’ve compiled it, exactly what kind of contribution to the culture has been assembled here. At the very least, you can use it as a master list for picking names for children.

<table>
<thead>
<tr>
<th>Artist</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Babyface</td>
<td>Would Kenny Edmonds have gone so far?</td>
</tr>
<tr>
<td>Bino</td>
<td>(A hit artist for sure)</td>
</tr>
<tr>
<td>Bobby</td>
<td>(Aka Big Dee Irwin, ’60s R&amp;B artists)</td>
</tr>
<tr>
<td>Cran</td>
<td>Dimples (Richard “Dimples” Fields; released latter-day singles using the nickname only)</td>
</tr>
<tr>
<td>Falco</td>
<td>A big hit via Amadus ex machina</td>
</tr>
<tr>
<td>Gove</td>
<td>(Not of “Peter &amp;” fame)</td>
</tr>
<tr>
<td>Hembi</td>
<td>(Longest name)</td>
</tr>
<tr>
<td>Holmes</td>
<td>(Largest night club)</td>
</tr>
<tr>
<td>Johnson</td>
<td>(Two of ’em)</td>
</tr>
<tr>
<td>Kashi</td>
<td>Michael Jones was less memorable and more important, wouldn’t have qualified for this list</td>
</tr>
<tr>
<td>Kap</td>
<td>(Lots of hits)</td>
</tr>
<tr>
<td>Laila</td>
<td>(Lots of hits)</td>
</tr>
<tr>
<td>Lowrell</td>
<td>(Lots of hits)</td>
</tr>
<tr>
<td>Lucas</td>
<td>(Lots of hits)</td>
</tr>
<tr>
<td>Lyndon</td>
<td>(Lots of hits)</td>
</tr>
</tbody>
</table>

A
- Aaron
- Abdullah
- Adams
- Adkins
- (UK hit artist. First-name artists with actual hits are rare, so I’ll try to highlight them)
- Adonis
- (May be a group. Let me know if I miss up on some of these)
- Alan
- Alfonso
- Alfonso
- Angelo
- (Three of these)
- Arik
- Artis
- Arrow
- (Soca star originator of “Hot Hot Hot”)
- Arsenio
- (No relation)

B
- Babyface
- (A hit artist for sure)
- Baz
- Baxter
- Beaugard
- Beaugard
- (Extra “e” to distinguish him from the famous Beaugard above)
- Beckett
- Bidul
- Billo
- Bobcat
- (Actually Nilsson, who doesn’t qualify under his own name because it’s a surname)
- Boris
- (Had Swedish hits in the late ’50s. Stop me if I’m stretching it a bit)
- Brendon
- Bryan
- Buck
- Buzzie
- Calvin
- (Two of ’em — but no Abel)
- Carlo
- (Of the Belmonts)
- Caspar
- (Career never had a ghost of a chance)
- Chad
- (Two — one of “& Jerry” fame, the other singled out in my July 20 column)
- Charles
- Chaz
- (Two, for some mysterious reason)
- Clare
- Cole
- Cookie
- (Of “5 The Cupcakes” semi-fame)
- Coro
- Damaskas
- Damon
- Dan
- Dandy
- Dante
- (Two, one of “& The Evergreens” note)
- Dennis
- (Locomiere, lead singer of Dr. Hook)
- Derek
- (Aka Johnny Cymbal, had hit in 1968)
- Dinosco
- (Aka Big Dee Irwin, ’60s R&B artists)
- (Not of “Peter &” fame) |

C
- Drake
- (Levin, of Paul Revere & The Raiders)
Heart’s In ‘Earthquake II’ Charity LP

Heart’s are set to record a special track for the next Rock Aid Armenia project. Following the success of the (UK) gold-certified first album—which helped raise 200,000 pounds for victims of the Armenia disaster—the charity is planning “Earthquake II.”

Although it’s still very much in the early stages, the project’s organizers were able to reveal that the LP will feature a cover of JOHN FARNHAM’s “You’re The Voice” specially recorded by Heart. The organizers also plan to release a single of a re-recorded classic rock track—likely to be FREE’s “All Right Now.”

The compilation, which promises to be “a bit softer” than the last one, will be out sometime between September and January, and will have a companion video.

However, Rock Aid Armenia also are planning a “trash-metall” album—put together in conjunction with Metal Hammer magazine—for heavy rock fans.

Finally, a double album of tracks will be released in the Soviet Union, including a limited number on CD—the first ever to be issued there.

Rod & Tina ‘Two’

News on that ROD STEWART ‘n’ TINA TURNER duet we rumored last week. It’ll be a version of MARVIN GAYE & KIM WESLEY’s “It’s Just Like A Woman.”

It Takes Two” — an ironic title, seeing as the raucous rockers are taping it separately.

Rod’s already recorded his part, with Tina due to record hers in Paris next week. The tune will be used in a Pepsi commercial, and may well emerge as a single, too.

Put out as a white-label bootleg, the track soon came to the ears of A&M, which bought the remix from D.N.A. rather than take them to court. Vega is known to approve of the version, and says she’d have included more samples had she done it herself!

New B.A.D. Boys

B.A.D. have announced their new lineup, unveiled by ex-CRAVSHMAN MICK JONES last week at a rehearsal space at the Town & Country club. On drums will be ex-SIGUE SIGUE SPUTNICK’s CHRIS KAVANAUGH, with GARY STONEDAGE on bass and NICK HANKINS on guitar.

Fall Out,

Fuzzbox Unplugged

NME reports that keyboards player MARCIA SCHOFIELD and guitarist MARTIN BRAMMAH have left the FALL after being sacked by the band’s main man, MARK E. SMITH.

And... following WEA’s decision not to renew their contract last month, FUZZBOX have split up. The ladies—who during their four years with the company enjoyed UK Top 30 hits with “International Rescue,” “Self” and “Pink Sunshine”—were said to be upset, but regard the move as a new beginning. All four plans to continue with musical careers.

TINA MAGGIE, and JO are said to be regrouping as a trio with a different name and management company, while VICKY is rumored to be going solo and concentrating on rhythm ‘n’ blues.

Bombalurina Unmasked

ANDREW LLOYD WEBBER makes a surprising departure from West End musicals with his involvement in a new version of BRIAN HYLAND’s 30-year-old UK Number One, “Bitter Tears/Weeny Yellow Polka Dot Bikini.”

Using the artist name BOM-BALURINA, Webber put together a new arrangement, calling in producer NIGEL WRIGHT, best known for his work with dance act SHAKATAK, and using UK children’s TV presenter TIMMY MALLET to do the vocals.

The record entered the UK Top 30 this week.

‘Viva Mandela’ Video

The music of BRUCE SPRINGSTEEN, SIMPLE MINDS, U2, DEPECHE MODE, BOB MARLEY, JOHNNY Clegg, CARLOS SANTANA, and THE NEVILLE BROTHERS is featured on the soundtrack of a new video, “Viva Mandela.”

The 13-minute video, commissioned by the Canon Collins Educational Trust for Southern Africa, is a documentary of NELSON MANDELA’s life from his arrest in 1962 to his release this year. Narrated by KENNE TH KAUNDA, President of Zambia, the video combines archive news with concert footage.

New New Model Army LP

NEW MODEL ARMY are calling their next LP “Imaginary.” The disc will be out in September, to be preceded by the single “Get Me Out” in late August.

 Maiden’s Prayer

“No Prayer For The Dying” will be the title of the new IRON MAIDEN album, their ninth, due in early October. The LP was (as usual) produced by MARTIN BURR, who recorded it in bassist STEVE HARRIS’s barn, using the ROLLING STONES’ mobile unit because the band were too far away to record earlier than expected and no studio time was available.

“We recorded everything in one or two takes, so the album has a great ‘live feel to it’,” enthused Harris. “It’s also the heaviest album we’ve done for a while.”

Maiden’s Prayer

“All Night Long” is the title of the new IRON MAIDEN album

Suzanne Vega — not quite ample samples?

Mega-Vega

SUZANNE VEGA is enjoying her biggest UK hit to date thanks to Bristol dance remixers D.N.A., whose version of her a cappella “Tom’s Diner” hit #5 on the Network chart this week. The D.N.A. duo made the record for a mere 56 pounds in the few hours of studio time left over from when they were recording their forthcoming single, “La Serenissima.”

“Rock Over London” news is a service of Rock Over London Ltd., which can be reached at Globe Theatre, Shubert Avenue, Lon don WI THO, phone 071-494-4513.

BRITAIN

AUSTRALIA

www.americanradiohistory.com

CANADA

Most Added

JITTERS/Si The Fever Breaks
SCOTT MERRITT/Ex You Rendez-Marc Jordan/Edge Of The World

Tony Bennett — Was next?

Bennett (Not Bennett)

Record producer of the moment DON WAS has been talking about his new projects. Describing the next ELTON JOHN album to the Sunday Correspondent, he said, “It’s gonna surprise a few people.”

Speaking about the BOB DYLAN album due for release in September, Was said, “Dylan rocks out. We changed the band every day to keep things on the edge.”

Was—who’s also producing tracks for the next LPs by BOB SEGER and PAULA ABDUL—spoke of his ambition to work with country singer MERLE HAGGARD as well as his ultimate wish to produce the man he calls “the greatest living popular singer”...

TONY BENNETT “I want to get RANDY NEWMAN, DONALD FAGEN, and JOHN HIATT to write him a whole bunch of songs for his style. Can you imagine that?”

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**COMPACT DATA**

**Vaughan Brothers LP**

**G**uitar mavericks Jimmie and Stevie Ray Vaughan have emerged from recording studios in New York, Dallas, and Memphis with "Family Style"—the riffswitchers' "debut" Epic LP.

The ten-track platter was produced by David Medcalf, and marks the first time the Texas brothers have been paired on a studio record. Their first joint appearance appeared on Stevie Ray's live LP, and the bros have jammed out together in the past.

Set for September 25 release, the disc includes a cover of Billy Swan's "White Boots" as well as nine new compositions: "Good Texan," "Tick Tock," "Hard To Be," "Telephone Song," "DFW," "Long Way Home," "Baboon/Macondo," (with Rodger on guitar), "Hillbillies From Outer Space," and "Brothers.

These two tunes feature Fabulous T-Birds member Preston Hubbard on bass and Doyle Bramhall on drums. Bassist Billy B& stix man Larry Aberman are heard on everything else.

Inherit The Earth

Also rocking The Electri Boys recently presented 50 lucky A&M programmers each with an acre of rainforest from Costa Rica's Monteverde Cloud Forest Preserve to herald the release of the band's new emphasis track "Into The Woods." Certificates for the blocks of land were mailed to the chosen few. No condone, please.

Bloc Bluster

National Public Radio host, "Saturday Night" vocal star, and legendary Spinal Tap bassist Harry Shearer will issue a mock rap single titled "If U Want Free Speech Go To Russia" on Virgin Records.

The 12-inch release which should go for $29.95 as you're reading this sentence – takes a sawed-off shot at today's rock circus and the people in it. The following lyrical excerpts: "This is the Sheriff of Yavapai County talkin'. If you're sellin' smutty rap, you better shut up."

Harry Shearer — Russian to judgment?

Signs O' The Times

Blues-based rocker Eric Gales has signed with Elektra Entertainment. The 15-year-old (1) fingerprint heralds from Memphis, and will record his first LP backed by brother Eugene Gales on bass and Hubert Crawford on drums.

Meanwhile, Sire has inked a deal with British-based group My Bloody Valentine as well as Primal Scream, and Sire-distributed Blan-vo Y Negros Records has signed in die guitar-Tonosaurus Jr.

And...longtime A&M rockers Thirty Seconds will see their next LP issued on Charisma.

Nothing But Flowers

The Posies - a psychedelic pop quartet from Seattle — will release their first Geffen LP "Dear Sir" on October 1. The group previously recorded two LPs for the Pop Llama indie label. The alternative rockers' major label debut was produced by John Leckie.

Last Rites & Passages

Grateful Dead keyboardist Brent Mydland, who joined the group in 1979, died of unknown causes last Thursday (7/26) at his home near San Francisco. He was 38 years old.

Oddly, Mydland is the band's third keyboard player to shuffle off this mortal coil. Founding member Ros "Pigpen" McKernan succumbed to liver disease in 1973, and Keith Godchaux, whom Mydland replaced — died in a car accident in 1980, about a year after exiting the Dead.

The rock 'n roll world also mourns the passing of Bobby Dover, who recorded such '50s hits as "Rockin' Robin," "B A B U Z - Z - Z - B U Z - Z" (with the Hollywood Flames), and "Over And Over." — who also penned and re-corded "Little Betty Pretty One" and a faithful of other discs — died of cancer last Friday (7/27) at the age of 60.
Bon Jovi: Takes Wooden Nickels

MONDAY, AUGUST 13
1975/Bruce Springsteen begins his "Born To Run" tour at New York's Bottom Line. 
1977/Randy Bachman decides to go solo and breaks up Bachman-Turner Overdrive. 
1989/Los Angeles concertgoers see both sides of the Urban spectrum when Morris Day's gigolo character opens for smooth lover Freddie Jackson. 

Born: Dan Fogelberg 1951; Feargal Sharkey 1958; Don Ho 1939.

TUESDAY, AUGUST 14
1974/Despite feminist protests, Paul Anka's "Having My Baby" hits #1 CHR. Protesters wanted the title changed to "Having Our Baby."
1985/Michael Jackson pays $40 million for the ATV Music catalog, which contains 251 Lennon-McCartney tunes. Jackson outbid McCartney, Yoko Ono, BMI, and even Lawrence Walk.
1989/Shortly after Bon Jovi plays the Moscow Peace Festival, the group's "New Jersey" album becomes the first U.S. product legally released in Russia. The Soviet label pays the band in firewood because rubles aren't exportable.

Born: David Crosby 1941; Jeff Rymes (Lonesome Strangeers) 1954; Larry Graham 1946; Peter York (Spencer Davis Group) 1942; Eddie Wolfgramm (Jets) 1967.

WEDNESDAY, AUGUST 15
1958/Buddy Holly and Maria Elena Santiago wed in Lubbock, TX two weeks after meeting.
1965/New York's Shea Stadium hosts 56,000 when the Beatles play to their largest live audience ever.
1969/Max Yasgur hosts 450,000 new friends as the Woodstock festival opens on his farm. Performers include Jann Joplin, Jefferson Airplane, Santana, Jimi Hendrix, Joe Cocker, the Grateful Dead, and the Who.
1980/George Harrison's autobiography, "1 Me Mite," is published.

Born: Bobby Caldwell 1951; Matt Johnson (The Cars) 1961; Bobby Helms 1933.

THURSDAY, AUGUST 16
1962/Drummer Pete Best loses his Beatles gig to Ringo Starr.
1975/Phil Collins takes the mike when Peter Gabriel leaves Genesis.
1977/Thousands flock to Memphis' Graceland Mansion on word that Elvis Presley has died of an apparent drug overdose.
1985/Madonna and Sean Penn head to Malibu for a helicopter-buzzed, shutter-bugged wedding.
1989/While doing his famous windmill guitar strum, the Who's Pete Townshend is injured when his hand hits the tremolo bar. It's not serious, and the tour continues. Also, KLOS/Los Angeles AM crazies Mark & Brian are expelled from Graceland after sneaking microphones inside.


FRIDAY, AUGUST 17
1958/Charlie Rich begins his first recording session.
1969/While the Who perform at Woodstock, Pete Townshend pushes a man offstage for making a political speech. He later admits he hadn't recognized Abbie Hoffman.
1970/Two months after announcing his retirement from music, Christine McVie joins Fleetwood Mac.
1973/Former Temptations baritone Paul Williams is found dead of a self-inflicted gunshot.
1986/Drummer Rick Allen makes his first public appearance with Def Leppard since losing his left arm two years earlier.

Born: Belinda Carlisle 1958; Sib Haslan (Boston) 1949.

SATURDAY, AUGUST 18
1962/At Liverpool's Cavern Club, the Beatles introduce new drummer Ringo Starr.
1977/More than 75,000 fans gather to pay respects at Elvis Presley's Graceland funeral.
1979/Neil Lowe marries Carline Carter in Los Angeles. Footage from the ceremony is used in his video for "Cruel To Be Kind."
1987/Fleetwood Mac announces Rick Vito and Billy Burnette will replace Lindsey Buckingham, who's gone solo.

Born: Nona Hendryx 1945; Dennis Elliot (Foreigner) 1950; Jon "Bermuda" Schwartz ("Weird Al") Yankovic (drummer) 1956.

SUNDAY, AUGUST 19
1969/Miles Davis gathers Joe Zawinul, Chick Corea, Wayne Shorter, and others for a no-rehearsal recording session. They emerge with "Bitches Brew," one of Davis's finest albums.
1973/Rita Coolidge marries Kris Kristofferson.
1989/In Cleveland, Lou Reed breaks his ankle when a metal step collapses during rehearsal. He's forced to cancel the rest of his "New York" tour, and sees the Flats Entertainment Center for damages.

Born: Eddy Raven 1945; Ginger Baker 1944; Jan Gillen 1945; Johnny Nash 1940; John Deacon (Queen) 1951; Elizabeth Wolfgramm (Jets) 1972

— Paul Colbert

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For professional and dependable service, Music Express is driving away with all the honors. We were just recently awarded the winning title of "Operator of the Year" by The National Limousine Association!

NICE... but wait.

Just as we were taking our bows for that distinctive salute, came word that Performance Magazine, the concert touring and entertainment weekly, placed Music Express number one in their reader's poll.

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Outside New York & New Jersey: (800) 421-9494
FAX: (212) 941-9750

Nobody Can Do Better What We Do Best

—the writer
News Features: Look Before You Leap

Everyone knows precisely what should go inside a newscast: news, of course. Now and then, however, the straight and narrow path of journalism begins to look more like a rut, inspiring someone to create a special feature to liven things up. It happened to me with a potentially fascinating insert which we intended to call "Where Are They Now?"

Many people (hundreds, maybe) had already come up with the same idea, but no matter. The "Where Are They Now?" idea was born fair-and-square in my own brain when I happened across a brief item about the former governor of a Midwestern state. The fellow had gradually faded from the public eye. Then, many years after he left office, he was discovered driving a taxi.

Wow, I thought, it would be fascinating to have that kind of story every day for a few weeks. It shouldn't be too hard to chase down a few almost-forgotten celebrities. The follow-up would be spellbinding. That was the theory. First to be tracked down was a musician whose group had enjoyed several '60s hits. He turned out to be unemployed, living in modest quarters, darned near penniless, and pessimistic about the future. A hard luck story was not what I had in mind. That research time had been wasted.

After chasing down a couple more leads, the truth began to unfold. It wasn't that there was any shortage of candidates: lots of people who had been famous for a short time had slipped back into the anonymous mass of humanity with barely a trace. But when one was found, he wasn't in a mood to have anyone reminded that he had failed in the past.

Blind Alleys, Dead Ends

Having accomplished nothing positive with several down-and-out celebs, the detective effort was redirected to people who had been one-shot flashes in the news. We aimed for a fellow named Jack Richman, who had participated in a spectacular flight from Las Vegas to Los Angeles back in the '30s.

He was a 17-year-old who left his home in Milwaukee to seek adventure in California. He rode the rails as far as Las Vegas, where he ran into trouble and was shot by a police officer. In a desperate attempt to complete the last leg of his trip, he took a bus to L.A. took a bus and then walked down the road, finding a plane crash, then richness dropped from sight, and then he kicked him out and left for dead.

The feature might have been great on a network budget, but it was too ambitious for a local news staff. It bit the dust before it could live up a single newscast. As I always said, what should go inside a newscast is news.

Record Rain Hit Chicago

MONDAY, AUGUST 13 — Rain totaling 9.35 inches drenched Chicago in 1967, causing the worst flash floods in the area's history and setting the city's 24-hour rainfall record (13th 14th).

Macy's broke its own world record in 1989 when 487 volunteers tap-danced simultaneously at its annual Tap-O-Mania event.

An uncontrollable jetliner crashed into a mountain in Japan in 1985, killing 517 people: it was the deadliest single-plane crash in Disney's "Bambi" premier in 1942.

Birthdays: Bobby Clarke (Hockey Hall of Fame) 41. Pat Harrington Jr. ("One Day At A Time") 61. Cuban Premier Fidel Castro 64.

Truman Announced WWII End

TUESDAY, AUGUST 14 — World War Two ended in 1945. President Harry S. Truman announced (at 7am Eastern War Time) that the Japanese had surrendered: it was called V-J Day. It was directed to people who had been one-shot flashes in the news. We aimed for a fellow named Jack Richman, who had participated in a spectacular flight from Las Vegas to Los Angeles back in the '30s.

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End Of African White Rule Promised

WEDNESDAY, AUGUST 15 — F.W. de Klerk became acting President of South Africa in 1989, after P.W. Botha lost support and resigned; de Klerk said he would "phas eout" white rule.


Birthdays: Gene Upshaw (Football Hall of Fame) 45. Rose Marie 65.

Nebraska Swarmed By Locusts

THURSDAY, AUGUST 16 — A locust swarm estimated in excess of 12 trillion began passing across Nebraska in 1875. It was the largest known concentration of animals ever recorded. The swarm overwhelmed the state for about ten days, covering almost 100,000 square miles at its peak. The invaders were Rocky Mountain locusts, which are thought to have become extinct around 1900.

The Jaycees voted in 1984 to admit women. John DeLorean's $24 million eco-friendly prototype (Table 1964) with a verdict of innocent. Elvis died at Graceland in 1977 at age 42, of what was reported as a "heart ailment."

Birthdays: Madonna 32. Frank Gifford 60.

First Steamship Trip

FRIDAY, AUGUST 17 — The maiden voyage of the first successful motorboat began in 1807. Robert Fulton's steamer moved the 3500-ton Northern River left New York City and chugged 150 miles up the Hudson River to Albany, at the then-astonishing speed of five miles per hour, against the current. Fulton proved that any navigable river could become a two-way "highway" for freight and passengers.

The first nuclear reactor took place in 1966, with Soviet observers joining Americans at the Nevada site. Hurricane Camille hit Mississippi in 1969 with winds in excess of 200mph.

CAN WE TALK?

Trashing The Competition

Talking on-air about your competition can be an effective tactic if it’s tied to a well-conceived strategy. Several years ago, comedienne Joan Rivers used this tactic with tremendous success. Although she’d been in show business for two decades, it wasn’t until she adopted the tactic of ridiculing Elizabeth Taylor’s weight problem that she became a household name.

Rivers had never considered a major comic talent, and she didn’t make the transition from moderate to extreme success by improving her craft — she became a “star” by hitching her wagon to a worldwide superstar. Between the comments she made on television and those quoted in hundreds of newspapers and magazines, it reached the point where you couldn’t hear the name “Elizabeth Taylor” without automatically thinking of Joan Rivers. It was a classic case of classical conditioning.

Did Taylor respond publicly? Of course not. She had nothing to gain by recognizing Rivers’ existence. Rivers, on the other hand, would have been painted yet higher in the public consciousness had Taylor uttered her name.

If you have no ratings, if you’re up against a very successful competitor, and especially if you are or can position yourself to be perceived as the new kid on the block, then attacking another air personality can be effective.

Attacking Strengths As Weaknesses

Can you identify a weakness in your opponent’s strength? Can you exploit that weakness to your own advantage?

Let’s say the competition’s biggest strength is a wild morning jock, and your station is positioning itself as the “more music, less yelling” alternative. This situation might offer an opportunity to attack your opponent’s strengths: a crazy, funny morning jock can’t give the listeners 50 minutes of music each hour. If you can, in listeners’ minds, repose that jock from “wild and funny” to “talks too much,” you might be able to alter some local listening habits.

Achieving that delicate repositioning puts the competition in a tough spot: does it really want to continue the “weaker” (too much talk) by neutralizing the “strength” (telling the star performer to cut back on the very quality that made him such a big success)?

If you have no ratings but can align your image so closely with your opponent’s that by thinking of him the audience automatically thinks of you too, then referring to the other guy on air might make sense.

Once you’ve achieved market dominance, however, it’s foolish to continue to trash other air personalities simply from force of habit. I’m always amazed when I hear a highly rated station mention a poorly rated competitor. Why give it the publicity?

Know Your Priorities

Last year’s well-publicized case in Newport, VA is an excellent example of fogy priorities. A popular evening jock went across town to the competition (Station B), which had twice the audience of his previous employer (Station A). His successor at Station A — encouraged by station management — launched repeated, vicious personal attacks against him.

Forget for a moment the resulting lawsuit and six-figure jury award given to the targeted jock. Forget, too, the immense damage (self-inflicted) on Station A’s reputation. Even if it had never precipitated a court case, huge damage award, and public embar-
The new single from Tommy Page from the Gold album Paintings In My Mind.

"Turn On The Radio"

The uptempo summer song that's already testing active on radio wherever it's played.

Catch Tommy Page on his summer tour!

August
3 Hoffman Estates, IL
4 Eureka, MO
5 Kings Island, OH
7 Mansfield, MA
8 New York, NY
9 Poughkeepsie, NY
10 Jackson, NJ
12 Hampton Beach, NH
14 Wallingford, CT
15 Latham, NY
16 Allentown, PA
18 Indianapolis, IN
19 Columbus, OH
21 Meadville, PA
24 Des Moines, IA

25 Louisville, KY
26 Sedalia, MO
29 Lancaster, CA
30 San Diego, CA
1 Anaheim, CA
2 Manteca, CA
3 Santa Clara, CA
5 Sacramento, CA
7 Salt Lake City, UT
9 Vancouver, CAN
10,11 Puyallup, WA
14 Phoenix, AZ
15 Los Angeles, CA
16 Fresno, CA

www.americanradiohistory.com
KIIS’s Refocus On Youth Pays Off

When KIIS/Los Angeles VP/Programming Gerry De- Francesco returned to KIIS last October after a stint as VP/GM at Gannett sister WUSA/Tampa, he knew it would be hard to recapture summer ’84’s ten share — but he also knew KIIS was far from its potential.

"The market is too fragmented now to score a ten share, but we're happy with our 6.1-5.9 showing this book [6.4-6.8 in Birach]. The cure is still over two million and we're number one 18-34, number two 18-49, number two 25-54 to [AC] KOST, and up to number two teens, just behind [KPWR] Power 106. We're focused on playing more reactionary music in all dayparts, but especially at night. We've also added a new jingle package from Century 21 that sounds like today's music. All the jocks, especially [midday personality] Bruce Vi-dahl, are pumped up and are more exciting-sounding than before."

Banking On Dees

DeFrancesco is banking on Rick Dees's new ABC-TV show, "Into the Night," to strengthen his market awareness in mornings. "He's on a big roll now in his career. We've also added Vic 'The Brick' Jacobs to morning sports and he also appears on Dees's TV show. The recent addition of Ellen K. to mornings solidifies our wakeup efforts.

"Magic Matt in afternoons is a great complement to Dees. Matt works the phones so well, and [night jammer] Hollywood Hamilton's disciplined use of listener involvement really helps. He's really focused into what his available audience wants to hear. Following him we brought in Wendi at [KHJY] YMF/Dallas, and in overnights Brother Bill has remained a constant for us for many years."

He acknowledged that LA's new high-powered Urban, KKB T, has affected KPWR's numbers and "cut our black audience in half. While 25 was our main target, we made a concerted effort to grow nights."

KPWRS afternoon show, Power 106 dipped again, 5.6-5.9, down from a 7.1 in last spring's book. (The Birch story: 8.2-7.6, last spring it scored 8.4.)

Was Wyatt expecting to take another hit this book? "I wasn't surprised by the Arbitron — disappointed, yes. The marketplace is very fragmented now with the debut of a full-service Urban, which attacked the group we target [KKB T rose 1.3-3.1 in Arbitron]. The other complication was KIIS-FM's shift in attack to the same demographic we target [18-34]. Our cume held but we suffered some TSL problems as a result."

No Major Adjustments

"People point to KKB T's book," said Wyatt, "but the big story here is KIIS-FM. They're our main concern. KKB T's product isn't an automatic replacement for our sound. While many of our listeners may have a use for their product, their audience composition is clearly blacker and their Hispanic component to AQH conversion isn't strong."

Mornrng man Jay Thomas slipped to fifth place this book. Wyatt remarked, "We're a music-driven station and generally, Jay's show has always performed below the station overall. In our situation you need some humor and information in mornings and we wouldn't do as well overall without a show like Jay's. In the spring we took down his bus cards and billboards to concentrate on the station as a whole, so that surely had some impact on his numbers."

Another change this spring was the departure of well-known afternoon man Mucho Morales, who jumped to KKB T. Wyatt observed, "It's hard to say if Mucho's departure hurt us, but if there was any handicap it's not a longterm problem."

"Moving Boomer into afternoons works for us, and having Frank Lozano on at night makes for a great combination. They both sound great, and Lozano's 'Eight O'Clock Street Party,' counting down the top ten, Wyldth followed by a half-hour of custom mixes, is working out great. We're number one in teens at night. Musically, there hasn't been any major change. We're just concentrating on the stuff that's rhythmic. We're in a sit-and-wait mode and are concentrating on our product."

Asked about KIIS's perceived shift toward more reactive dance music at night and resultant solid second place in teens, Wyatt countered, "What's more important is KIIS's demographic attack. We share about 50% of their cume, which allows people to punch between us for the best song. It's unfortunate, since we're both trying

Pirate Vows Not To Veer Off Course

After 400- day son the air, KQLZ (Pirate Radio) /Los Angeles ranks eighth 12+ in the recently released spring '90 Arbitron, down 3.6-3.3. (Birch showed Pirate up 4.2-4.3.) Despite the gloomy Arbitron, VP/Programming/ morning man Scott Shannon and OM Mark Todd are upbeat about the station.

Shannon joked, "When you've got a 3 you don't get too excited about anything. But I'll tell you three things you can write in stone: We're not changing the format anytime soon; Pirate Radio will be successful; and Scott Shannon isn't leaving until it is successful." On the subject of rumors that Pirate will evolve into Z100, he added, "Unless you're listening in New York or Portland tonight you won't hear Z!00. But as long as there's a 'Z' in the calls..."

Committed To The Format

Pirate’s cure was off slight, but according to Todd, "That's expected. The L.A. market is diluting itself. At Pirate's inception there was a lot of curiosity cume so we had to take some sort of hit eventually. But we're not raising any red flags. We're committed to what we're doing."
"Falling"

The Vocal Version by Julee Cruise

From the debut album FLOATING INTO THE NIGHT

The Instrumental TWIN PEAKS

Theme by Angelo Badalamenti

From the upcoming TWIN PEAKS soundtrack

KIIS's Refocus on Youth

Continued from Page 47

in 18-34s without sacrificing 25-49s, yet recapturing the teens. It's worked and we're demographically very well-rounded.

"As far as our impact on Power 106, we've been wrongly accused of going Dance CHR. We're simply playing all of L.A.'s favorites, ranging from Digital Underground and Salt-N-Pepa to Roxette and Wilson Phillips with careful dayparting. We're a reflection of what sells in the market.

"Power 106 plays a lot of dance that doesn't sell, but they can get away with that because they're more of a sound station. KQLZ (Pirate Radio) plays lots of records we won't touch, but there are crossovers that make it — like Phil Collins and other mass-appeal artists who are perfect for us."

Big Promotion Bucks

In promotions, KQLZ is still king. The station's July 4 "America-Fest" drew over 40,000 to the Rose Bowl to see Wilson Phillips, Michael Bolton, Glenn Medeiros, A'me Lorain, Alisha, and the Cover Girls. "There are several stations who have as much or more money to spend... we just do it differently, putting most of it on-air. We haven't used TV in ages, but we're visible with outdoor media and the KQLZ Supersticker. In the spring we gave away seven Porsches just for identifying a specific set of three songs. It was clean, exciting, and effective. While L.A. is a huge market, we're active with our remote broadcast vehicle up to three times a week — often doing a double shift on weekends."

So what's next for KQLZ? De- Francesco said, "It's business as usual — stay fun-sounding, play the hits, and keep plugged into the market. But what would be nice if Pirate became a mainstream CHR still playing the rock hits first, but giving exposure to the biggest dance records? "I'm not sure what reaction I'd have. I'd just cross that bridge when I came to it."

Power 106 Feels Fragmentation

Continued from Page 47

to exist in the same demographic environment, and that could have a short-term effect on both stations' numbers as well as longterm financial effects. It's almost a lose-lose when two stations do virtually the same thing in a market."

"If I feel that, if anything, KQLZ has reacted to us in many ways. They've upped the ante on their Supersticker. I don't think they planned to do bumper stickers, but in the end they may cause listeners to yawn at both promotions. No matter — we've got a plan in place and will execute it when the time comes to do everyone a few better promotionally."

Big Shares A Bygone

"The days of getting a seven or eight share are pretty much history. Having a low six or high five is a bonanza in this city. Soon, everyone will deteriorate and the Top 15 will be bunched up with less than a share between us, like in New York."

"The one thing [KQLZ] Pirate has going for it is that it's sole in its presentation. Unfortunately for them the market hasn't responded that well and they're on the outside looking in. All of us are going to have to learn how to sell the value of our particular active audience as numbers with a value-added approach, instead of ratings shares."

"At Power 106 we're not down and out about the book. We have a great staff and team spirit. I predict both KQLZ and Power 106 will be in the mid-fives in the summer. Joest and AC KOST will benefit from females who are burning the dance KIIS plays in mid-days."

Pirate Vows Not To Veer

Continued from Page 47

course we're making refinements but there are a lot of stations in L.A. that would be happy with a 3.3. It wouldn't take much reckless knee-jerk reaction to put us into the two. You won't hear Janet Jackson on Pirate anytime soon, but I never say never.

Pirate has come under criticism for being less high-profile in the market than it could be. Shannon countered: "There may be a grain of truth in what we don't have a lot of community involvement. But when we do morning shows remote once a month, did an all-day free concert and broadcast in Malibu the Friday day before July 4, and on July 4 staged a huge fireworks display. The jocks do lots of personal appearances.

Todd defended Pirate's current strategy: "We've got more important things to take care of. The meat and potatoes of Pirate is the music and we have to be good in one area first. Listeners punch us up for the music — not what we're going to be."

"We've got plans to get into the big cash arena," added Shan- non. "If you want to win anything more than a T-shirt or concert ticket you've got the wrong station. We tried giving away big bucks once but it didn't fit our stationality."

Mystery Music

Pirate is, in a sense, introducing a lot of current music that can't be heard elsewhere in the market. Then why doesn't the station identify titles and artists more? "Our jocks only talk three to four times an hour because we're a music-driven station. We identify the music as much as possible but we won't hamper the flow for the sake of identifying it. It's not a worth-

Pirate Radio 100.3 FM

When Pirate Radio's Shadow Steel is on-air at 5pm he might play:

SCORPIONS: Rock You Like A Hurricane
GIANT9: I See You In My Dreams
NIGHT RANGER: When You Close Your Eyes
BILLY IDOL: Cradle Of Love
GREAT WHITE/AngeL Song
BILLY SQUIER/Tied Up
AEROSMITH/The Other Side
PASTEUR/Pussycat House Of Pain
HEART: Fallin From Grace
ALICE COOPER/Poison
ROBERT PALMER: Bad Case Of Loving You
GUNS N ROSES/Civil War

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PASTEUR/Pussycat House Of Pain
HEART: Fallin From Grace
ALICE COOPER/Poison
ROBERT PALMER: Bad Case Of Loving You
GUNS N ROSES/Civil War

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KTMT add
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Over 150 CHR Stations!!!
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KUBE debut 25
Z100 28
Q95 14
KXYQ 15-12
KWSS debut 30

999 KHI 20-12
95XXX 40-30
K106 32-26
K92 debut 29
KOKO debut 29
ZFUN 39-30
WTBX 29-24

WZZU 7
92X 17-13
WIXX 29-25
KATM 30-26
KSND 31-26
WHHY 31-26
KTUX 31-27

WNYP 33-29
WKQB debut 26
WKZL debut 30
YES97 debut 39
and many more!

IT'S OKAY NOT TO DANCE (ALL THE TIME)
WRKBS's Brush with the Apple

Birch spring '90 results showed WRKBS (88.7 KISS-FM/New York) ranked #1 with a 6.3 share, up from 6.2 in the winter. The station also ranked #1 in 18-34s, gaining 9.4-10.4. In Arbitron, only B/EZ WPAT-AM & FM edged out WRKBS overall - by a tenth of a point; WRKBS rose 4.5-5.1, while UC rival WBLLS fell 4.0-3.8.

Committed to Success

"It's difficult to point out one particular thing that led us to a winning look," said PD Vinny Brown. "We compete in this marketplace as a general market station, while we remain sensitive to the needs and desires of New York's black community. Also, many of our staff have had general market experience which we've applied to Black/UC radio.

"Our staff's commitment to success, the management's confidence, the programming department's judgment calls, and support from Summit Broadcasting provide us with the tools and resources needed to compete on a general market level. We're also blessed with a strong, professional airmastaff."}

Charles Warfield

Brown's programming tools include thoughtfully designed clocks. "We're running about 12 basic clocks for different dayparts as well as weekdays and weekends. We also have music sequences of gold, recurrents, currents, and rap music.

"We're musically aggressive. There are some record reps who disagree. I say we're musically aggressive but not reckless. The records we add are supported by research, request analysis, store reports, callout music testing, and viewed in the light of the national charts and good old professional gut judgment."

Brown also described the station as "promotionally aggressive. We're always involved with the community, doing stay-in-school campaigns, etc. And we give black listeners the same opportunities they can get from CHR competitors: the million-dollar dash for cash, vacations, and prizes.

Always In Touch

Programming basics are important to Brown. He explained, "It's important for PDs to execute the same basic rules of good radio that we all know, but sometimes don't fully apply. Know your market. It sounds like a cliché, but understanding the attitudes and lifestyles of the people you hope to reach is critical if you want to win and stay employed. I'm a native New Yorker, and I make sure my DJs know the city. They have to sound knowledgeable at all times. If they don't know something, the entire station sounds out of touch. You must always know what's happening in your city - people's state of mind, what the latest trends and fads are, etc.

"Programming is a state of mind. You have to revise listeners' misconceptions about your station. After all, perception is reality - whether you're guilty of what the audience tags you with or not. Remain true to your core audience; don't try to be something you're not. Stay within your station's essence and appeal.

"We've always had a genuine commitment to news and public affairs. Don't just be a jukebox or a music machine. We're licensed to the public; it's a privilege to broadcast, not a right.

"There are major benefits Summit brings to the table. It really helps on a national level, but Summit also works closely with us on a local level to help us get out the positive story. We must constantly work the agencies, reach out to the decision-makers and provide them with the necessary information and research to overcome the misconceptions."

Warfield noted WRKBS prides itself on the consistency of its product. "During the past year, there have been some traumatic changes within some of the market's major players. We've worked to expand our sphere of influence within the community. When Summit took over, this station had a reputation for being the 'in station' for the young audience - up to 25-year-olds. We're trying to extend that reach to the older audience. We're not ready to become the 25-54 dominant station, but we're looking at that down the road."

ACTION

WJMJ/Jackson, MI ups Venus Jones from MD to OM. WBKJ/Mobile's Penacola appoints APD/evening driver Skip Cheatham PD; he replaces Tony Brown, now KMJO/ Houston MD. WLWZ (2104)/Greenville, SC APD Spiderman shifts to sales as an AE. WUJM/Orlando hires WRBQ (2105)/ Miami evening driver Tramontt Watts for part-time. WJIZ/Albany MD Tony Wright seeks qualified female announcers. WJMH/Greensboro names Larry "The Hammer" Davis to evenings; he succeeds Scott Robbins, who will explore other opportunities. KDKO/Denver's Levergne Richards becomes APD/MD/morning co-host at WUSS/Alti City. Troy Maybank moves to WUSS's afternoon drive slot.

John Cromer, former of WHNC/New Haven, hosts the WUSS Jams Dance party. Robert "Big Rob" Jones hosts the Jams Rap Session. WEAS/Savannah promotes MD Marie Kelly to PD in the wake of Floyd Blackwell's departure to RCA Records.

Kansas City welcomes new UC KDIZ, an AM daytimer. PD/afternoon driver is Frank James. Included in the lineup: WVEE/Atlanta personality Bobby Wonder (mornings); crosstown AG KUDL's Lee Gary (middays). James seeks T/R's: 10841 East 28th St., Independence, MO 64052.

We compete as a general market station, while we remain sensitive to the needs and desires of New York's black community.'" - Vinny Brown

I'm making sure my DJs know the city. If they don't know something, the entire station sounds out of touch." - Vinny Brown

Where The Bucks Stop

WRKBS seeks to remain the number one UC station as well as continue to be a dominant force in the market. Said Brown, "Our overall goal is to become even more profitable for our parent company, generating more advertising revenue."

It's easier said than done. VP/GM Charles Warfield onetime WBLLS VP/GM, explained, "We're still fighting for credibility with the advertising agencies. We still don't get their fair share of the advertising dollar. It's a constant battle.

"I don't have any illusions that I'll wake tomorrow morning and be able to compete on every piece of business equally with general market stations. We have to be persistent, we have to be better prepared to tell our story to advertisers. We must provide as much research as we can and overcome some of the misconceptions that continue to persist about the black consumer."

MOM & POP OUTFIT - Paying a visit on WRKBS/Baltimore MD B.J. Lewis (l) were Mom and Pop Winans.
WARNING! VOLATILE COMBINATION!

EARTH, WIND & FIRE
FEATURING M.C. HAMMER

WANNA BE THE MAN

URBAN CONTEMPORARY
MOST ADDED!
NOW ON 52 UC REPORTERS
...AND BREAKER BOUND!
WAMO KHY S WOWI
WHUR KMQ WZAK
WKYS K97 WJLB
KPRS
...AND
MANY MORE!

YO! BUST THIS! THE
ELEMENTAL GROOVES
AND HARMONIES OF
EARTH, WIND & FIRE
COMBINE WITH THE
EXPLOSIVE RAP OF M.C.
HAMMER TO CREATE THE
RECORD OF THE YEAR.

WANNA BE THE MAN
FROM EARTH, WIND & FIRE
FEATURING M.C. HAMMER
OFF THE GROUND-BREAKING
NEW ALBUM, "HERITAGE."
YOU'VE NEVER HEARD THE
FIRE LIKE THIS BEFORE.

ON COLUMBIA.

M.C. Hammer appears courtesy of Capitol Records
Wanna Be The Man Produced by Maurice White for Kalimba Productions;
Management: Tom Hulett/Edel Artists
© 1990 CBS Records Inc.
FROM EDI

MORE TO LOVE

the romantic new love song from the album
NEVER TOO FAR

Produced by George Duke for George Duke Enterprises, Inc. Management: Linda Goldstein Original Artwork
The Heart Of The Matter

While much emphasis on these pages is usually (and justifiably) placed on ratings success, promotional creativity, and one-upmanship, you may find this week's piece about one programmer's unique personal involvement an inspiring, refreshing change of pace.

Critical Match Game

A Mobile mother of four was diagnosed as having a fatal form of leukemia. To prompt her to go in search of bone marrow donors. Though he didn't expect it, PD Sam Cochran was to become much more than an active participant.

"I'd never even given blood before. I'm scared to death of needles," he confided. "But there I was asking my listeners to get involved, so I decided to do the same. I took the [blood sample] test live on the air. It was easy for me to tell the audience there was nothing to it."

Approximately two months later, the 31-year-old PD received a call from the Kansas City-based bone marrow bank, Heart Of America, informing him they had a potential match. Heart Of America matches victims with potential donors. Cochran's match wasn't, however, with the Mobile woman. "We went to the next level of testing, but it failed."

A month later, Cochran again heard from the bank. "They thought they had another potential match with an 18-year-old Midwesterner male." So Cochran flew to Kansas City to undergo a battery of tests. No Mobile facilities perform the delicate procedure. Two pints of marrow were taken from Cochran's hips. "American Airlines donated the tickets. They were wonderful to work with. Kansas City rolled out the red carpet and treated me like a million bucks. I'm a native Southerner, but I must have learned Southern hospitality from these folks; I now consider Kansas City my second home. We flew in on a Wednesday, had the operation on Thursday, and checked out Friday. They put me through several levels of testing, including blood tests and physicals, until we had a definite match. His chances were one in 100,000, because he has a rare enzyme form of leukemia. The average odds for a match are one in 20,000. There are only 16,000 people on the national register. It was a blessing that he and I matched."

Celebrity Status

The once needle-shy Cochran came through with flying colors and was back on-air in Mobile the following Monday. Cochran made the most of his time in KC. Arsenie Hall blew in a call, he got to warm up on the field with Kansas City Royals players Bo Jackson and George Brett, and WHB/Kansas City's Roger Rafferty invited him to be on the air Friday. Cochran spent an hour on WBH explaining what he'd been through.

"I never felt any pain - ever," he said later. "When they woke me up in O.R., I felt tightness in my back because there were a couple of sandbags underneath me to maintain pressure. I was awake and sore for only about six days. There was no real pain. I played shortstop on the station's softball team five nights later. You're making your self inactive for about a week, but that's easily a fair exchange to help save a life."

Cochran, a Dixie League (ages nine and ten) baseball coach, had a promising update on the 18-year-old marrow recipient. "As of two weeks ago, there was no infection in his body. They've upgraded him from a 50% chance of survival to an 80% chance."

For a variety of reasons, the identity of the person Cochran helped cannot yet be revealed. "They don't want us to know each other yet. They don't want there to be a bond of victims - in case he doesn't make it. It would crush me. He might get into another critical situation and his family could put severe pressure on me to go through the procedure again - or a person in my position could ask for money to turn this through a second time. Believe me, this has changed my life in a way I can never explain."

This Just In...

Just as the deadline for this column approached, I received a call from Cochran. He'd spoken with Heart Of America and learned that the young man's body had accepted the bone marrow and is making more of its own white blood cells. A slightly tearful Cochran explained, "That's what this whole thing's all about. His white blood cells were being eaten by red blood cells. The key was to have his body take the marrow. I can't tell you what I'm feeling right now, but I'm leaving to buy a bottle of champagne."

For more information about the Heart Of America Bone Marrow Donor Registry, call (800) 654-1247. Cochran can be reached at WDLT. (306) 344-988.

The Sky's The Limit

Two stations turned their promotional attention skyward last month and capitalized on their efforts.

Wings Over Kalamazoo

Nearly 250,000 witnessed the eighth annual "High On Kalamazoo" air show (7/7-8) WQLR/Kalamazoo broadcast live from the site both days, and provided driving and parking instructions. The area surrounding the Kalamazoo/Battle Creek International Airport was bumper-to-bumper. Show organizers apparently hadn't anticipated such a turnout, and four-hour traffic jams resulted.

In their first of five U.S. air show exhibitions, Russian MIG-29 fighter jets participated in the show. On the second day, Russian pilots flew the U.S. Navy's Blue Angels jets, while Blue Angels pilots took the MIG's controls.

Dare To Fall

WNNS/Springfield, IL, morning drive personality Jerry Palletier started an air-on contest in which he asked listeners to dare him to do his show from anywhere. Someone Palletier had apparently angered once suggested the NHS announcer do his show while skydiving.

To pull things off, the station brought in a tandem parachute expert, borrowed a local airfield for morning drive, and taped a cellular phone to the reluctant hero's hand.

According to PD Kellee Michaels, "Jerry spent two hours (6-8am) training for the jump. Then he flew to 10,000 feet and jumped from the plane. We made phone contact with him at 5000 feet and he talked his way down. It was lots of fun and exciting radio."

Gathered in front of a Soviet MIG-29 that flew for the first time in U.S. airspace during the "High On Kalamazoo" air show are WQLR/Kalamazoo staffers (front l-r) Patti Mindock and Mickey Sykes, (rear, l-r) Bob Torstensen, Larry Long, Tim Brown, and OM Ken Larpheer.
Today's PD: The Mad Hatter

Are We Asking Our PDs To Do Too Much?

Want to be a PD? You'd better like hats. You'll be wearing a lot of them.

You see, today's PD is expected to do a lot more than what the title—"program director"—suggests. Sure, you'll pick the music, work with the jocks, write the liners, choose and schedule the features—all the programming stuff that affects what goes out on the air.

But chances are you'll also be expected to plan and execute promotions, create and implement marketing campaigns, administer and interpret research systems, formulate and manage budgets, and otherwise generate, devise, develop, and institute a myriad of increasingly complicated strategies—many of which are beyond the scope of a typical PD's talent and expertise.

In other words: being a PD today ain't easy. Which brings me to the point of this column. I've been wondering whether we might be asking our PDs to wear too many hats. Perhaps the reason there seems to be a lack of qualified PDs—among an increasingly common complaint among owners and GMs—is that we continue to expand the PD's responsibilities without providing either formal training or support systems.

Harris Communications President George Harris agrees: "That's a main reason why consultants are in such demand. I deal with it on a daily basis, because there's no university for PDs. No guidelines for what you need to know...no qualifications you have to have. We get a lot of work because of that, because we have to teach PDs how to be people managers, product managers, on-air personality, how to deal with the sales department, the corporation, the record community—there's so many facets to the job."

Tougher Job

"The PD's job is a lot different than it was 10-20 years ago," Harris continues. "The competitive situation was completely different back then. We were basically in the beginning stages of fragmentation, and competition was very light. It used to be so simple. If you knew how to rotate the music, you could win.

"The job description today is heavy. These guys should be making a lot of money, because the companies that are spending millions and millions want someone to handle responsibilities that PDs 10-20 years ago had no business even touching."

"The amount that PDs have to learn has exploded," according to Larry Bruce Communications President Larry Bruce. "Not only do you have to know simple mechanics, jock technique, and have a good emotional, creative sense about the medium, but you have to know research, sales and business, and promotion and marketing. All of those areas have become much more complex. And as we enter the '90s we're going to be adding even more complex issues, such as competition from other kinds of media."

Unfortunately, most PDs don't have the background and experience the job now demands. "There's a natural path from air talent to AM to MD to PD," Bruce notes. "But that exposes you to a lot if any marketing, promotion, and research. Those are vast areas of expertise in and of themselves. Throw in sales and business, and you're asking some guy to be superman who was a disc jockey years ago."

There's also no formal training available—no "university" at which PDs can learn the intricacies of radio in the '90s.

"There's a phenomenal amount of training and support for sales—a vast industry devoted to teaching salespeople how to sell, for which radio stations spend tremendous amounts of money," Bruce says. "But there's no training and support for programming, promotion, and research. The consulting business provides some training for programmers, but it's not a fundamental part of the process."

Help Needed?

Given that running a radio station can only become more difficult, is realistic to assume we can continue to heap more and more responsibilities upon the PD's already sagging shoulders? I don't think so. Perhaps a reassessment of a station's management structure is in order. Maybe it's time to get some help for the PD and not require him to wear quite as many hats. And I'm not talking about hiring more interns into the building. I'm talking about full-salaried professionals.

"There's a phenomenal amount of training and support for sales—a vast industry. But there's no training and support for programming, promotion, and research."

—Larry Bruce
For example, is it realistic to expect a "program director" to be a marketing and promotion genius as well? I don't think so, yet when I ask GMs what they're looking for in a PD, a typical response is, "I'm looking for a marketing guy." Recently I've answered back, "Then why don't you hire a marketing director?"

Harris concurs. "We need marketing directors," Harris says. "Not promotion directors that do marketing, but people that deal solely with marketing the product. That's becoming a real need on a local level."

"Programming and marketing are two distinct entities," Bruce adds. "That's why we're organized the way we are. One person handles programming, and the other handles promotion and marketing. It would be nice if you could hire one person to do all of that, but it's not very likely.

Bruce sees expanded management teams as a distinct possibility. "Although in the post-Trump '90s we've got a tendency to constrict the size of radio station staffs and hold expenses down, I think that actually you're going to find you need three positions," he explains. "The PD is going to have to understand in broad strokes marketing and research and be able to interface between those. But there's going to have to be a marketing director who's truly a marketing director - someone who's much more than a T-shirt and bumper sticker individual, someone who can take a scientific approach to promoting a radio station other than giving away $1000; someone who has an understanding of direct mail, telemarketing, and how to buy television.

Dwight Douglas position requires a lot of specific talent.

"If someone can be a real organized, efficient leader and put together a group of specialists who can help him, he doesn't have to be an expert in every area."

-Dwight Douglas

"You're also going to need a true research specialist. Someone who will be responsible for interacting with listeners to obtain research and encourage them to try the product. That's an area of expertise independent of the PD."

Beware The Committee Burkart/Douglas & Associates President Dwight Douglas, while acknowledging the need for additional resources, is wary of bringing any more people into the management hierarchy.

"I agree with the premise," he says. "But I get very nervous when you get more than two people involved with the product. If you've got more than a GM and PD you've got a committee, and things take longer to get done.

I came out of the old-fashioned school that said a PD should know a little bit about everything: engineering, marketing, research, etc. But good leadership qualities are paramount. If someone can be a real organized, efficient leader, put together a group of specialists who can help him solve problems, get the answers, and execute the plan, he doesn't have to be an expert in every area.

"We're going to have to design a management team of GM and PD based on their ability to get things done and lead people. As far as expertise is concerned, you're going to have to get that from outside in little injections. I don't think you have to add to the bureaucracy. Instead, you can hire experts on a short-term basis. For example, if this month's problem is the morning show, you hire a consultant, a comedian, and have a two-day retreat session where you solve the problem."

Owners and GMs please note: whether it's additional fulltime employees or outside consultants, there's a good chance your PD will need some serious help. If not now, then in the near future. Otherwise, you run the risk of having your PD juggling so many hats that he ends up ignoring the most important hat of all: the one labeled "programming."

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**WATCH OUT FOR "NASTY" FLUIDS**

There is inconclusive evidence as to what causes request lines to go crazy. Recent findings indicate it may be due to an exchange of a certain fluid: "Love Potion #9.

**BEAU NASTY**

"Love Potion #9"

It never tasted quite like this.
KUPL-FM Takes 12+, 25-54 Crowns

The spring Arbitron yielded heady news for KUPL-FM/Portland. For the first time in its six-year history as a Country outlet, it topped the market both 12+ and 25-54 — the first time a Country station has ever achieved those heights in Portland.

KUPL-FM jumped 7.5+9.0 12+ while leaping almost four-and-a-half 25-54 shares. It was also #1 13-49. Birch put the station 8-6-7-9 12+ (fourth place) and second place 25-54.

Consistent Airstaff

KUPL-AM & FM PD Bill Bradley said he's always believed winning the adult race was an attainable, though difficult, goal. "I know it would be hard with direct competition like KWJJ-AM & FM," he said. "But since we signed on in early '84, our goal has always been to be on top with adults. Winning 12+ is an unexpected bonus."

"The station has matured thanks largely to an airstaff that's been consistent since day one. The only major change was the move to a full-service morning show four years ago."

Bradley called that show "an adult version of a morning zoo" and "the best in the market." He noted this book was the first time the morning show came in #1, either 12+ or 25-54. The show is anchored by Doug Dahlgren with traffic reporter Susan Barr, newsman Neal Penland, weatherman George Stephan, and sports reporter Ed Wheelan (the latter two are also with local TV outlets).

Rounding out the airstaff is middayer Rick Taylor, afternoon driver Keith Todd, evening talent Barry Burks, and overnight Dave Vincent. All have been at the station five years or longer. Bradley and VP/GM Ed Hardy were both in place when KUPL-FM went Country.

Describing KUPL-FM's on-air approach, Bradley said, "We're not continuous Country. Our people take an active, forefront role. And they're always out — the station fronts every major concert that comes to town. But more importantly, they're out doing the little things. We have a responsibility to get into the neighborhoods to kiss babies and shake hands. Without that, the concert dates don't mean a thing." 

No Major Contesting

The ratings feat was accomplished with very little contesting: "We made a conscious decision to quit contesting," said Bradley, who added that complaints from the core contributed to the decision. "We felt the product was there and wanted to see how we'd fare with just the basic radio station in front of people. There was no cash hype whatsoever; we just did the things we do year-round.

"We have a responsibility to get into the neighborhoods to kiss babies and shake hands. Without that, the concert dates don't mean a thing."

"I'm not putting down contesting. We just tried something different. If the timing is right and it seems like the right thing to do, we'll do it again. But for the immediate future we're going with image promotions." Bradley had another interesting thought on big money giveaways.

"Our listeners were getting so used to big contests I think the impact was minimized. And, whenever we do go back to big contests, they should have even greater impact. Fun and community service from relatable air personalities seem to be more important to listeners."

KUPL-FM ran a lighter than usual TV campaign — one Bradley says was "not aimed at the core, but designed to expand the cume without upsetting the core."

The locally produced spots featured actors saying what they liked about KUPL-FM, using lines like "I've discovered a new radio station!" and "All my friends were talking about it so I listened." The basic theme was to present a station as the home of "great music" and "fun DJs" — "We used the term DJ because that's the way people refer to them," said Bradley. Each spot ended with the line "I guess I was ready for a change."

Bradley said he was going after incidental customers, figuring, "If I can get them into our arena I have a good chance of keeping them."

New Music’s Lure

Bradley points to the strength of today's country music as a key element in building audience growth and TSL. "Most other formats are having a problem with music that's not very fresh. So where does the typical adult go for new music? Country is incredibly good right now; it's the most diverse of all music formats. Adults are tuning across the dial looking for alternatives because the others [formats] are stale. People are finding the Country stations and finding the music to be extremely likable and relatable."

"Adults are ... looking for alternatives because the other [formats] are stale. People are finding Country ... to be extremely likable and relatable."

"New acts have breathed new life into this station. Fresh blood is where the growth comes from. We were getting topheavy in older demos; now our numbers are spread evenly across the board. The new cume and lower demos we're attracting can be traced to the new music and acts. And, since [crosstown rival] KWJJ is also playing new music, the quality of our presentation is what makes the difference. A station can't win with only great music or great presentation; it must have both.

KUPL-FM's playlist ranges between 35-40 titles. A 35-45% older/current ratios results in five current and two current/nostalgia plays each hour. "[Tempo] varies song to song. Overall sound is up and bright; we never let the station drag. We never play two ballads back to back."

Bradley's winning formula: presentation, music, and a committed staff on and off-air. "[The staff is] an incredibly cohesive group of people. They care and have a winning attitude, something that's tough to duplicate. I'm proud to be associated with them."
CULT MEMBERS ON JOE DIFFIE

"It's a wonderful new song that sounds real SPIFFY. In fact, whether it's an add or not won't be ISSY." Jim Askew/WFLS

"I'm a member of the Diffie Cult." Kitty Ledbetter/WSOC

"...I like it." Dale Eicher/KWMT

"I really like 'Home.'" Doris Thompson/Stecker-Thompson

"Thumps up to Joe Diffie and his music." Steve Gary/KASE

"YES YES YES. We aren't ISSY...KRKT is pre-DIFFIE!!!...You have a hit on your hands." H. David Allen/KKHT

"Bill Kelly on Joe Diffie. Honey, I'm 'Home.'" Bill Kelly/WNTY

"You can add it now or add it later...JUST ADD IT!" Gary Hightower/KWFD

"It would be DIFF-cult not to like this record!" Tony Michael/KYPS

"...Soon the nation will be DAFFY over DIFFIE!!!" Mac Daniels/WFLX

"There's no place like 'Home'...immediate audience acceptance!" Van Mac/WORK

"Every time I hear 'Home' it makes me want to call my mama!" Bob Mosely/WFOC

"Destined for stardom." Kerry Wells/WMIL

"It's impossible to be in Diffie-cult about 'Home.' I certainly had no Diffie-culty recognizing its hit potential." Len Roberts/Drake Chanel

"...for three minutes Joe takes me back to that 'sacred' happy growing up-place that never changes...in my mind. Thanks Joe." Ron Dini/WSLX

"Great new artist...excellent song...thank you for making our radio station sound better!" Don Roberts/WPOZ

"Diffie Is First For Inspiring Emotion." Mark Tudor/WTDR

"One day test - six plays - 150 calls - 4.2 out of 5 acceptance - that says it all!" Bob Mitchell/RKRC

"The finest new talent to hit airwaves in a long time!" Billy Parker/KV00

"It's like deja vu, with sweet special memories of being back home again — with a hint of Lefly." Dandelion/WRZ

"What a voice! Joe Diffie's most welcome and stylish entry makes him a hit!" Lisa Perez/KZLA/KLAC

"Wonderful...#1 in my home!" Don Crowley/WDAF

"'Home' is the heart of Joe Diffie. It's an instant add. I believe that Joe Diffie will be around for a while. No flash in the pan here!" Wade Carter/KKKK

"Joe Diffie is a talented individual. This music expresses a definite country feel. We added this record out of the box!" Vic Roberts/KLHQ

"It's a song war's SMASH!!!" Ted Cramer/WSM-AM

"Not only is the single incredible — you can drop a needle on any part of the album — start to finish. It's no doubt the best album of the year! I can't get the tape away from my wife." Dale Van Hermes/WGDR

"Don't waste your time. Add Diffie in a jiffy!" Bill Early/WGNA

"I like the record!" Bruce Sherman/WSM

"A pure country vocalist with great range! Epic should bring this one Home?" Tom Classen/KHAK

"KNAX will be opening an official branch of the Joe Diffie Cult!" Brad Chambers/KNAX

JOE DIFFIE "Home"

You don't know what you're missing! If you don't give Joe Diffie a listen!"
K.T., Ricky Van On The Road

stuff (stf) n. 1. The most central and material part. 2. Unspecified material.

- K.T. Oslin and Ricky Van Shelton are headlining the Nashville Network's first national concert tour with a series of 24 performances. The tour, which began July 21st, features three alternating opening acts—Baillie & The Boys, Doug Stone, and Les Taylor—and is being promoted with a national consumer sweepstakes, live satellite interviews, and promotional announcements on TNN.

- While scuba diving 45 feet down in Florida's coastal waters, the Oak Ridge Boys' Steve Sanders was surprised to feel a tap on his shoulder. Another diver, holding an underwater pen and writing tablet, wanted Sanders's autograph. He's frequently asked for his autograph, "But that takes the cake for the most unusual place," Sanders said.

- Kevin Welch, opening for Mary-Chapin Carpenter at New York's Lones Star Cafe, had a special moment on stage with Radio Houston. If the name doesn't sound familiar, it's because it's a Carpenter alias. Carpenter and her band, known in the Washington, DC area as the Houston Brothers, learned Welch's songs from a tape, and then backed the Reprise artist for several tunes.

- Mark Collie, at a recent Salt Lake City show with Reba McEntire and Don Williams, was asked by an audience member if he would propose to the fan's girlfriend for her. Collie compiled, and then sang "Something With A Ring To It" for the couple.

- Ashley At The Wheel will celebrate 20 years together with a show at the Austin Opryhouse on August 15. Former AATW members Jam Browne and Leroy Preston, among others, will be on hand, as will opening acts Lee Roy Parnell and Kris McKey. Tickets are $5.50, the same price as their first show in 1979.

- John Andrew Parks's debut single, "Ten Gallon Dreams," re-appeared last week in R&R's Significant Action column. It's dropping out over a month ago, a rare occurrence. Parks is signed to Capital/Los Angeles, and that office decided to give the single a second chance—so it hired independent promoters to work the record. Parks wrote Kenny Rogers's "Planet Texas," and his version appears on his self-titled LP.

- Gene Autry, Roy Acuff, Floyd Tillman, Lefty Frizzell, Marty Robbins, Johnny Cash, David Houston, and Bob Dylan will be featured on "Columbia Country Classics," to be released later this summer. The five-record set, containing several songs never before available on CD, chronologically follows the themes of country music: "The Golden Age," "Honky Tonk Heroes," "Americana," "The Nashville Sound," and "A New Tradition."

- "The only way I can think of is to write my own songs," commented Gary "S.Apply" Peay, "so I've written 15-20 of them, and I'm filling in the rest of the songs that I need."

- The first book written by a female rodeo rider, "My Name is Rhonda: The Rodeo Queen's Story," is in the works. The book, written by Rhonda Martin, will be published by Warner Books early next year.

- An all-star football, basketball, and track, Ryan won a football scholarship to the University of Nevada at Las Vegas. He later transferred back to Montana, splitting his time between athletics and music. After graduating, he decided to pursue songwriting. When he'd saved enough money to follow his dreams, Ryan married his girlfriend and they spent their honeymoon driving the 2600 miles to Nashville.

- Signing: After a few weeks in Nashville, Ryan met Opryland Music Group's Gerry Teller. After listening to his demos, Teller asked whether Ryan belonged to BMI or ASCAP. "I asked him what they were," Ryan reflected. "He never heard of them." Teller quickly put him in touch with ASCAP's Pat Rolfe, who was easily impressed. She sent him to Tree Publishing's Dan Wilson, who called in President Buddy Killen. Killen not only inked Ryan to a publishing deal, but agreed to produce him. "Then Buddy said he thought he could get me signed to a major label," Ryan recounted. "And all of this—from meeting Pat Rolfe to signing with Buddy Killen—happened in a couple of hours."

- Songs: Ryan wrote or co-wrote six of the ten songs on the album. Five of those, including the current single, were collaborations with Alex Harvey. The pair met when Ryan worked at a Nashville health club, and they've written over 80 songs together. Ryan also included Marty Robbins's "You Don't Owe Me A Thing," a B-side he discovered while digging through a stack of his mother's 45s.

- "I always try to write about positive things," Ryan reflected. "So many bad things happen in the world. A sad song is the last thing a person needs to hear driving to work. If I do write a sad song, I try to add a little hope at the end."

DUNCAN SIGNIN' — Curb/Nashville recently signed new artist Duncan to its roster. Raising around the signee are (l-r) Curb Country President Dick Whitehouse, Artist Management, Inc.'s Exec VP/Finance Paul Chappell, and Curb's VP/Promotion Mike Borchetta and Director/Promotion & Artist Relations Sue Austin. Duncan's first single, "Coolin' Down," came out two weeks ago.

NASHVILLE IN MOTION

Nadler Joins Moore, Nanas, Golden & Peay

Susan Nadler, of Gary/Gurley Public Relations, has joined Mor- ess, Nanas, Golden & Peay Entertainment in the newly created position of Coordinator/International Media.

In a joint statement, partners Stan Moore and Chip Peay said, "We are tremendously pleased to add Susan Nadler to [our] staff. She has extensive experience, not only in the field of public relations, but journalism, publishing, and television as well." Nadler has authored two books and worked as a freelance journalist and publicist.

- Michael Marquart recently opened Windmark Recording studios in Virginia Beach, VA. The studio was created by Steve Durr. Several of Curb's current artists have been recorded there.

- Comedy team Williams & Hae- inck with Triad Artists for booking and Paul Cowan for management.

- The Bama Band signs with Capitol/Nashville... The Pirates Of The Mississippi pact with Ken Stills for management.

CHECKPOINT CHARLIE — The Charlie Daniels Band stopped at Berlin's Checkpoint Charlie during a recent con- cert of German Peace inspection at the legendary site are (l-r) CDB members Charlie Hayward, Taz Digregorio, Charlie Daniels, Jack Gavin, and Bruce Brown.

MUSIC MEMO

Bill Mack Pours A Strait Hit

George Strait's new single, "Drink- ing Champagne," was penned by leg- endary Western swing star-rissor truck jockey Bill Mack. The song, from Strait's "Livin' It Up" LP, has also been recorded by Ray Price, Cal Smith, Dean Martin, Jim Ed Brown, Jerry Lee Lewis, Don Gibson, Carl Smith, and Mickey Gilley.

Strait's new MCA album also in- cludes tunes written by Carl Perkins ("When You're A Man On Your Own") and Conway Twitty ("She Loves Me (She Don't Love You)"). Neither song was a single for the famous writers.

- Tinsley Whitely and Lorrie Mor-
  gan's new duet, "TIL A Tear Becomes A Rose," was recorded by Whitely several years ago with then-producer Blake Mills. Garth Fundis, who handled Whitely's last two projects, added Morgan's vocals and new in- strumentation to the master tapes. Rickie Skaggs, who played with Whitely in Ralph Stanley's Clinch Mountain Boys, is featured on harmony vocals.

The song, written by Bill and Sharon Rice, also appears on Jann Browne's "Tell Me Why?" LP.

- Kenny Rogers and Dolly Parton's new collaboration, "Love Is Strange," was a #1 pop hit for Mickey & Sylvia in '57. And it reached #20 on the country charts for Buck Owens and Susan Rye in '75.

- Jerry Lambdonw's new Step One single, "Paradise Knife And Gun Club," was also released by Roy Clark. The song, written by Chick Reins, reached R&R's New & Active section in June '82.

- The Texas Tornado's new single, "Who Were You Thinking Of," was co-written by Jim Glester. The song appears on the Tornado's self- titled Reprise LP.
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KOOL 94.7 FM
KOOL 94.7, WKWL, Harrisburg, Central PA’s fastest growing adult radio station is seeking a creative, energetic midday personality who knows oldies and can relate to the 25-54 audience. You should be highly disciplined, motivated, and able to work in an extremely creative environment. We’ll give you state of the art facilities, excellent compensation and benefits, plus the pride of working for a winning organization. If you have the above qualities – we want to hear from you ASAP! Send C&R with picture to Dave St. John, Program Director, WKWL, KOOL 94.7, 3605 Vartan Way, Harrisburg, PA 17110. Females and Minorities encouraged to apply. NO PHONE CALLS!

INK EYE

GENERAL SALES MANAGER
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Seeking high energy morning talent/producer for Country 95.6. Must be able to work nights. T&R, KDDB, P.O. Box 100, Duluth, MN 55801. 832-3214.

Seeking radio producer for Country 93.5/107.3, St. Louis. Must have at least five years experience in the business. Send resume to: BRIAN PHILIPS, KDWB-FM, P.O. Box 2831, Bloomington, IL 61702. 832-8389.

Seeking radio producers for AC-station Milk. Must have on-air experience. T&R, WWWW-FM, 6177 West State Route 38, Chicago, IL 60047. 832-3214.

Ready for future! Fox Valley AC seeks As Personality. T&R, Joe Young, 524 Need Road, P.O. Box 2389, Appleton, WI 54912. 832-3214.

Warm, adult communicator sought. Versatile air personality for drug store chain in Duluth, Minnesota. Send resume to: BRIAN PHILIPS, KDWB-FM, P.O. Box 2831, Bloomington, IL 61702. 832-8389.

Hot talent sought for WGFN-FM/Muskegon. Send resume to: BRIAN PHILIPS, KDWB-FM, P.O. Box 2831, Bloomington, IL 61702. 832-8389.

Seeking mid-day Talent for WQWQ-FM. Must have at least five years' experience. Send resume to: BRIAN PHILIPS, KDWB-FM, P.O. Box 2831, Bloomington, IL 61702. 832-8389.

HIGH ENERGY PATHWAY! Warm, adult communicator sought. Seeking versatile person to: BRIAN PHILIPS, KDWB-FM, P.O. Box 2831, Bloomington, IL 61702. 832-8389.


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You seek the best? You got it! Five years’ on-air experience plus MD! Will go anywhere, anytime! CHR: (219) 362-3199.

Smallest, small medium market programming specialist with 14 years’ experience seeks position in Southeast (414) 547-2621. ATTENTION owners: ART, network voice, sales management, ad agency experience, production, copywriting. RYAN: (305) 756-1900.

Seeking challenging, growth oriented move up. Currently small medium PM/Marketing/Operations.RITE: (313) 277-8195.

Handwriting, pleasant and professional broadcasting grad seeks pod. Lifetime KFR/Adult format; but have one year’s experience elsewhere also. A+ in sports and comic. NICK (417) 358-5225.

An up and comer who enjoys the radio business. Two years’ experience seeks job in the Midwest. JOHN: (612) 375-2439.

Seven year broadcasting pro seeks major market college pro with experience in rock and baseball. John: (410) 478-6204.

**LET’S GET TOGETHER AND...MAKE HISTORY!**

This up and coming, 3 year, TEAM PM is ready to do it for you! Afternoons/Evenings CHR / HOT AC / GOLD.

JIM
(818) 706-8175

Seeking talk show. One big year’s experience including KHJ and KIIS. Hungry, eager, ambitious and intense BOB: (818) 356-4269.

Isn’t the bottom line ratings? Divreest pre-do PM for Cher in medium to larger market. Production and added bonus! MICHAEL: (213) 293-4735.

Talented rock Personality with eight years’ experience and current programming. I get results through strong research, involvement, Call for Programming Philosophy, spins, resumes, and caronation. RICH GILLARD (312) 536-2800.

**COUNTRY, AC**

PD or morning show, Programming, Monitor, track production, promotions background. Sought oriented marketing information. I get results through strong research, involvement. Call for Programming Philosophy, spins, resumes, and caronation. RICH GILLARD (312) 536-2800.

**AT SIP**

Available 10 year vet from your PM. Hungry, high street production star and strong team player. PROACTIVE. BILL: (312) 527-3234. (812) 227.

Scott Andrews KFH/KBIS: Seeks pod (DMX) position. Controllable on air, energetic and detailed oriented. (314) 727-0800 or 845-2355. (812) 227.

Currently looking at top rated CHR and AC in Pa. Ready to move on to pay increased medium market CH/AC in ANY. JOHN: (630) 322-3251. (812) 227.

For PD/OPS West-Only: Extremely versatile broadcaster pro with 20 exp in engineering, music, news and sales. DON: (617) 617-5792. (812) 227.

Programmer problems? Who you gonna call? Research, planning, production, take the competition with this number. NICK: (310) 380-2080.

New Anchor/Reporter/companies with com market gets to know me. I’m your man. SHOCKER: (912) 368-2000.

Earthquake, bodiesmasher, smootht, smashfam, liverv, jailplanet, rooker, rooker, HAWK: (171) 477-3236. (812) 227.

When I’m on the air, FM LISTENERS COME BACK TO AM! My unique blend of talk, comedy, music. grab me the (9-9) demos. Entertainment talk with no issues and few guests. (305) 424-7661.

Broadcasting great with 3 years’ commercial radio experience to boot out on. On air, promotions, production. RetroCat. OK: (808) 251-2769. (812) 227.

At with major markets seeking new position. CH/AC/Hot. (305) 254-4728. (812) 227.

PD/Manager: 20 year pro wants cut to the chase and win for your CHR. Currently P3 seeking to move up. TDM: (717) 866-2978.

Morning show sidekick wants to give you killer numbers. Character voice guru, production, copywriting, genious! all set. MARK: (818) 363-8173. (812) 227.

PD/President employs, seeks challenge. Knowledgeable individual, with production/and people skills. A winner! JOHN: (312) 338-4727. (812) 227.

At PD, seeks following in any market, any format, 15 years’ exp. in position in Country/AC. Will work my way up agent NKX: (812) 397-0141. (812) 227.

At PD: Talent producer seeks a challenge anywhere in Northwest or Southeast U.S. Currently AC station. OAD: (915) 718-3117. (812) 227.

**MISCELLANEOUS**

**Attention PDs, OMs, NDS, GMs** Searching for Talent? CALL NATIONAL!

It’s Quick. Easy... and your only cost is a telephone call... (205) 822-9144. NATIONAL represents hundreds of professional broadcasters for all size markets and all formats. Announcers, newscasts, sports, production. We can schedule a complete presentation within 24 hours of your call. Call Now... (205) 822-9144.

**NATIONAL BROADCAST TALENT COORDINATORS**

Dept. R., P.O. Box 20551_shopping ● Baltimore, MD 21205 ● (205) 822-9144

**R&R Opportunities Display Advertising**

Display: $55 per inch per week (minimum 35 words per inch). Includes border and logo. Blind Box: $65 per inch per week (minimum 35 words per inch). Inclusive border, box number and postage/handling.

**Deadline**

To appear in the following week’s issue, your ad must be received by Thursday noon (PST) eight days prior to issue date. Address all ads to R&R National Opportunities, 1930 Century Park West, Los Angeles, CA 90067. Fax: (213) 203-8727.

**R&R National**

Radio & Records provides free (24 or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

To appear in the following week’s issue, your ad must be received by Thursday noon (PST), eight days prior to issue date. Free Opportunities listings should be typed or printed on 8 1/2" x 11" paper. Your ad must be approved by mail or fax. (213) 203-8727. Address all ads to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067

Free listings are on a space availability basis only.

**Female Sidekick/Voices /
Comedy Writer.**

Top 5 Market for last 7 years. Looking for New Backer. Selling All Trades. (213) 867-3977 / 2177.

Do you have a talk station? High impact talk show needs a voice. Director/Producer. (404) 967-3690 / 2177.

Attention CHR Top 50 markets. Serious, high-energy delivery, working your next market, with you in your competition. JAY WEST: (713) 566-6965. (2177)

RICHARD ROGERS: Versatile, 20 year radio vet, looking for new challenge. LA , Midwest or West Coast. Exceptional Announcer and KXL. Seeking talking position. JOHN: (417) 358-5225. (2177)

CONSIDER THIS OPPORTUNITY.国家级的广播顾问正在寻找各类人才，包括但不限于：

- Attention PDs, OMs, NDS, GMs
- R&R Opportunities Display Advertising
- Payable in Advance
- **Deadline**
- R&R National
- Radio & Records provides free (24 or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.
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- Free listings are on a space availability basis only.
SOUTHERN PACIFIC “Teaseless Heart” (WB) 101/19

RELATIONS: heavy 0, medium 9, light 5. Total adds: 9. WBGO, WWEZ, WXAL, KKQI, KZIQ.

GEORGE STRAIT “Drinking Champagne” (MCA) 57/82

RELATIONS: heavy 0, medium 5, light 12. Total adds: 5. WBRF, WPIR, WQFX, WYIN, KGBO, KFDM, KAOX, KKIX, KKQR, KIZO, KGRO.

JOEY ROCKETT “I’ll Be Fine” (Atlantic) 32/5

RELATIONS: heavy 0, medium 5. Total adds: 5. WAFM, WMNF, KSJF, KXPN, KQJJ.

AFGHAN latte “My Heart” (Capitol) 25/2

RELATIONS: heavy 0, medium 5, light 12. Total adds: 5. WJIR, WTVI, WZWI, WJED, KBLS, KKQA, WOKN, KJFB, KTRK.

BILLY AND THE AMERICAN SUNS “Hot Night In A Small Town” (Atlantic) 17/5

RELATIONS: heavy 0, medium 5. Total adds: 5. WWRQ, WXAL, WIBR, KXYM, KTVZ, KFXS, WZQD, W1CK.

BILLY & THE AMERICAN SUNS “We’re Gonna Have A Ball” (Atlantic) 30/4

RELATIONS: heavy 0, medium 5. Total adds: 5. WSHH, WSBP, WXBN, WPGG, W1CZ.

BILLY AND THE AMERICAN SUNS “Sunglasses At Night” (Atlantic) 27/5

RELATIONS: heavy 0, medium 5. Total adds: 5. WSHH, WSBP, WXBN, WPGG, W1CZ.

BILLY AND THE AMERICAN SUNS “Even If I Wanted To” (Atlantic) 27/5

RELATIONS: heavy 0, medium 5. Total adds: 5. WSHH, WSBP, WXBN, WPGG, W1CZ.

BILLY AND THE AMERICAN SUNS “Hold You Tight” (Atlantic) 18/4

RELATIONS: heavy 0, medium 5. Total adds: 5. WSHH, WSBP, WXBN, WPGG, W1CZ.

BILLY AND THE AMERICAN SUNS “Ain’t Nothin’ Going On” (Atlantic) 17/5

RELATIONS: heavy 0, medium 5. Total adds: 5. WSHH, WSBP, WXBN, WPGG, W1CZ.

BILLY AND THE AMERICAN SUNS “Carver” (Atlantic) 30/4

RELATIONS: heavy 0, medium 5. Total adds: 5. WSHH, WSBP, WXBN, WPGG, W1CZ.

BILLY AND THE AMERICAN SUNS “Around And Around” (Atlantic) 27/5

RELATIONS: heavy 0, medium 5. Total adds: 5. WSHH, WSBP, WXBN, WPGG, W1CZ.

BILLY AND THE AMERICAN SUNS “Anytime” (Atlantic) 32/5

RELATIONS: heavy 0, medium 5. Total adds: 5. WSHH, WSBP, WXBN, WPGG, W1CZ.

BILLY AND THE AMERICAN SUNS “My Way” (Atlantic) 27/5

RELATIONS: heavy 0, medium 5. Total adds: 5. WSHH, WSBP, WXBN, WPGG, W1CZ.
GARTH BROOKS
Garth's Got Friends

In Low Places...

CAPITOL NASHVILLE BRINGS YOU THE FIRST SINGLE "FRIENDS IN LOW PLACES" FROM HIS UPCOMING CAPITOL NASHVILLE CASSETTE AND CD NO FENCES.
JUDGS
Born To Be Blue (Curb/RCA)
On 74% of reporting stations. 
Rotations: Heavy 2, Medium 31, Light 104, Total Adds 60 including WNGA, WCAC, WTCR, WSWF, WPKK, WYAY, KAID, WHEW, KRMD, WSLR, WAXX, WYNG, WGEE, KBGB, KRKT, KCXJ, KRQW, KNIX, KSON. Moves 47-31 on the Country chart.

LEON CARLWRIGHT
My Heart Is Set On You (MCA)
On 71% of reporting stations. 
Rotations: Heavy 3, Medium 46, Light 86, Total Adds 26 including WCAC, WOKQ, WYUS, WMQZ, WPKK, WYXH, WEZL, WUSY, KHEY, WTVN, WOKK, KLRU, WONE, KJFK, WITL, WOCX, KFMS, KZLA, KMIX. Moves 50-36-32 on the Country chart.

1990 MEMBER EXTRAVAGANZA
It's easy to win, just join the most new members or the most former members and you're a winner! It's that simple. Contest closes August 15, 1990. Winners will be notified September 9, 1990.

CMA
COUNTRY MUSIC ASSOCIATION
www.americanradiohistory.com
VINCE GILL

IS THE HOTTEST RECORD IN THE STREET AND ALL OF "MUSIC ROW" IS APPLAUDING!!

THE NASHVILLE MUSIC INDUSTRY HAS LONG DESCRIBED VINCE GILL AS A:

★ PREMIERE VOCALIST
★ BACKGROUND SINGER EXTRAORDINAIRE
★ VIRTUOSO GUITARIST
★ GIFTED SONGWRITER
★ GOLFER WITH A SINGLE DIGIT HANDICAP (GOD! HE DOES THAT TOO?)

AND

TRULY ONE OF THE GREAT GUYS IN THE BUSINESS.

Les Acree/WTQR Radio - Winston Salem, NC
Vince Gill's "When I Call Your Name" could be Record Of The Year. It's our fastest response record this year.

Kevin Ray/WWKA Radio - Orlando, FL
Vince has found his career record to make him a super star.

Jim Ask/WFLS Radio - Fredericksburg, VA
He's got one and the people know it!

Mike Chapman/Consultant
An incredible talent finally booked an incredible record.

Bruce Sherman/WSM Radio - Nashville, TN
"When I Call Your Name" has been the most requested record in Nashville for the last 10 weeks.

Mickey DeArstone/WVTK Radio - Knoxville, TN
When most records explode on the scene they burn after a while, but this one has legs that just won't quit.

Lee Rogers/KEKY Radio - St. Paul, MN
From the minute it's been on the air it has been our most requested record. It's country, but very hip.

Bill Fink/KRPM Radio - Des Moines, WA
It's mass appeal country hit that defies all boundaries.

Moon Mullins/Consultant
The kind of song that makes non-country fans stop and take notice.

Dave Nicholson/WNOE Radio - New Orleans, LA
If this song won't make you cry, nothing will. It's Vince's best record to date.

Steve Gary/KASE Radio - Austin, TX
Listener response has been overwhelmingly positive. It's a hit by all industry standards.

Lew Garrett/Camelot
Absolute #1 breakthrough artist.

Brad Wren/WYRK Radio - Buffalo, NY
This song has generated response from the first play. It is the strongest ballad in years.

Bob Mitchell/KCKC Radio - San Bernardino, CA
The first time I listened to this record it absolutely blew me away. It has the ability to move people emotionally. This is a career record.

Scotts One Stop:
#1 Country Record.

Jon Conlon/WGKX Radio - Memphis, TN
It's a smash and the top requested song at our station by both males and females.

Ron Dini/WSIX Radio - Nashville, TN
He's very deserving overall of being #1 on WSIX-FM Music City. Vince Gill is destined for stardom whether he wants it or not.

Gary Hightower/KFDI Radio - Wichita, KS
This is the right song at the right time in his career. It couldn't have happened to a nicer guy.

Paula Brown/Sound Warehouse
Biggest country surprise of the year.

Randy Allen/WGEE Radio - Green Bay, WI
Liked it the first time I heard it.

Dale Van Horn/WQDR Radio - Raleigh, NC
I've got a story to tell. This song should be Song Of The Year, Single Of The Year and a career record for this deservining artist.

Mike Meek/WCMS Radio - Virginia Beach, VA
18 weeks and still getting heavy requests... Vince and Patty make music together, and just wait until people see him play the guitar.

Tom Rivers/WQYK Radio - St. Petersburg, FL
You don't need another quote from a radio guy, but this record is a hit, no, it's a monster! Happily, it proves what a lot of us knew all along.

Dennis Nichols/Branch Manager/Lieberman/Atlanta
"When I Call Your Name" is the HOTTEST selling cassette in the Southeast.

Bill Kelly/WTNT - Tallahassee, FL
What rotation is faster than hearty and that's what we need to take care of all the requests.

Nick Anthony/Consultant
Best Vince Gill response record ever in power rotation at every country station I consult!
Robert Lewis/WKML Radio
Fayetteville, NC.
It's Vince's career record with instant requests, and it's also the top seller in our town.

Buddy Owens/R. J. Curtis/KNX Radio - Phoenix, AZ.
We've been on this record for 3 weeks and since the first play the phones have been going crazy. People want to know the name of the artist, the album and where they can get it. This is a career record. Outstanding!

Harry Wilson/Central South:
Our #1 Country selling record!

Greg Cole/WPOC Radio - Baltimore, MD.
This is THE hit that will have 'em calling Vince Gill's name for years to come!

Coyote Calhoun/WAMZ Radio - Louisville, KY.
Every week it has been in our daily Top 10 Most Requested. I predict this song will be considered Song Of The Year.

Mac Daniele/KPLX - Dallas, TX.
The record we've been waiting for - country music's best kept secret.

Frank Byrd/WWNC Radio - Ashville, NC.
Vince Gill has made his mark big time in our area - a #1 record.

Dixie Lee/WYAY Radio - Atlanta, GA.
People who never heard of Vince Gill will never forget him now.

Lee Riley/WONE Radio - Dayton, OH.
One of the hottest requested records for the last 4 weeks.

Matt Scurry/WHLZ Radio - Manning, SC.
Hottest phones we've had - #1 record.

Brian Albright/Divisional Marketing Coordinator/ Musicland
Most requested breaking artist from Musicland's Eastern division.

Simon Train/WHW Radio - Ft. Meyers, FL.
Stone winner.

Mason Dixon/WSTH Radio - Columbus, CA.
Hit record of the year.

Beth Fath/Specs:
Top 5 Country record!

Jeff Funk/WKJ Radio - Mobile, AL.
George Jones is probably kicking himself that he didn't get a chance to record this song. It's a classic. It's a #1 song.

Michael Freed/Record Bar:
#1 Country selling album - Top 18 Overall.

Pat Martin/WTSO Radio - Madison, WI.
I did a 2 1/2 hour off my chair the first time I heard it. Most requested in all demos - definitely a #1 record.

Joe Devine/WCUZ Radio - Grand Rapids, MI.
We've always played Vince Gill from the beginning. Glad to see everyone woke up. Vince is an incredible vocalist and musician.

Dandelion Sesse/WRKZ Radio - Hershey, PA.
We started receiving requests a couple of weeks before release due to video exposure and it was already HOT before we aired it on the radio. When this happens, you know you have a hit.

Rick Cardarelli/WSLR Radio - Akron, OH.
Powerful record, huge phones. Definitely a #1 record.

Lisa Puzio/KZLA Radio - Los Angeles, CA.
This song is definitely moving our audience as proven by the high numbers of requests.

Wax Works:
#1 Country - Top 20 Overall.

Joe Ladd/KIKK Radio - Houston, TX.
This is the hottest single in Houston.

Steve Blatter/WNY Radio - New York, NY.
One of the most reactionary records WNY has played in the past six months.

Lonnie Scott/WITL Radio - Lansing, MI.
Won Jukebox Jury 5 days straight and retired undefeated champ!

K. C. Todd/WYNG Radio - Evansville, IN.
This record is making the women go nuts. Constant phones.
SOLG MUSIC PUBLISHING

BIG ENOUGH TO MATTER - SMALL ENOUGH TO CARE

BMG Music Publishing would like to thank all of our writers, the artists, producers, record labels and our friends in the music and radio industries.
### Country Adds & Hots

**August 3, 1990**

---

#### EAST

<table>
<thead>
<tr>
<th>Station</th>
<th>Most Added</th>
<th>Hottest</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTHB, NC</td>
<td>Kenny Rogers &amp; Dolly Parton (Rayna)</td>
<td>Vince Gill (MCA)</td>
</tr>
<tr>
<td>WJFP, WI</td>
<td>George Strait (MCA)</td>
<td>Larry Marger (MGW)</td>
</tr>
</tbody>
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#### SOUTH

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>WAFP, TX</td>
<td>George Strait (MCA)</td>
<td>Vince Gill (MCA)</td>
</tr>
<tr>
<td>KENY, TX</td>
<td>Kenny Rogers &amp; Dolly Parton (Rayna)</td>
<td>Alan Jackson (Ariola)</td>
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#### MIDWEST

<table>
<thead>
<tr>
<th>Station</th>
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<tbody>
<tr>
<td>KATW, IA</td>
<td>George Strait (MCA)</td>
<td>Vince Gill (MCA)</td>
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<tr>
<td>KONU, IL</td>
<td>Larry Marger (MGW)</td>
<td>Judy (Curb/MCA)</td>
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#### WEST

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<thead>
<tr>
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<tbody>
<tr>
<td>KGSR, TX</td>
<td>George Strait (MCA)</td>
<td>Vince Gill (MCA)</td>
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<tr>
<td>KMKY, MO</td>
<td>Judy (Curb/MCA)</td>
<td>Travis Tritt (MCA)</td>
</tr>
</tbody>
</table>

---

**183 Reporters 176 Current Playlists**

- Called In Frozen Playlist (1)
  - WTHB/Charlotte, NC
  - WYFF/Dayton, AL
  - WWZ/Atlantic City, NJ
  - WCTR/Philadelphia, PA

- Did Not Call, Playlist Frozen (4)
  - KALZ/San Diego, CA
  - KLJ/Morgantown, WV
  - WVCZ/Cincinnati, OH
  - WTCN/Traverse City, MI

- KTOM/Salinas, CA is No Longer A Country Reporter.
LUKE featuring 2 L selects "Banned In The USA" (Luna/Atlantic) 5/0

ROBBIE "Someone Like You" (EMI) 4/11

KIPPER JONES/Shockwave (Virgin) 4/3

PERI "Someone Like You" (MCA) 4/11

KIPPER JONES "Lockokeda (Virgin) 4/3

PERI "Someone Like You" (MCA) 4/11

STANLEY CLARKE & GEORGE DUKES "Lay" (Epic) 3/7

MAC BAND "Someone To Love" (MCA) 3/6

STANLEY CLARKE & GEORGE DUKES "Lay" (Epic) 3/7

MAC BAND "Someone To Love" (MCA) 3/6

WILLIAM "Can't With Ya" (MCA) 4/10

RED BANDIT featuring RICKY BELL "Baby Please Don't Cry" (Motown) 4/17

SILK TIES "New Jack Thing" (Geffen) 11/7

KIPPER JONES "Do It Again" (Virgin) 4/9

PERI "Someone Like You" (MCA) 4/11

October

LUKE ft. 2L "Banned In The USA" (Luna/Atlantic) 5/0

L. CRAWFORD "One Mile From Home" (Alpha International) 2/6

L. CRAWFORD "One Mile From Home" (Alpha International) 2/6

ROBBIE "Someone Like You" (EMI) 4/11

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KIPPER JONES "Do It Again" (Virgin) 4/9

PERI "Someone Like You" (MCA) 4/11
EPIC'S GOT IT GOING IN 3's!

3 ON THE CHART!

BABYFACE
“My Kinda Girl”

CALLOWAY
“All The Way”

NAYOBE
“I Love The Way You Love Me”

3 GETTING READY!

CLARKE & DUKE “Lady” NEW & ACTIVE
FIVE STAR “Treat Me Like A Lady”
ABOVE THE LAW “Untouchable”

3 COMING ON STRONG

SHALAMAR “Caution...This Love Is Hot”
CANDYMAN “Knockin’ Boots”
SOMETHING SPECIAL “U Can Get Me Anytime”

3 COMING SOON!

D’LAVANCE “Does It Feel Good”
MIDNIGHT STAR “Love You Up”
TEENA MARIE “Here’s Looking At You”

Epic
CARL ANDERSON

"HOW DEEP DOES IT GO"

(John Barnett/The Latin Wave)

From the album
"PIECES OF A HEART"

Moving Up At:
WTLC......Indianapolis
WZAK......Cleveland
WRKS......New York
WDAS......Philadelphia
WKYS......Washington, D.C.
WHUR......Washington, D.C.

Top 30 Black Single on both Billboard and Radio & Records

Billboard Top Black LP
51*

Now playing consistently on the
NBC TV daytime show "Santa Barbara"

FAMOUS MUSIC CONGRATULATES
JOHN BARNES ON HIS HIT SONG.

Written by Proctor & Russ Freeman and Alvin Fisher
Additional Production by James O'Keefe and Earl Mix
Executive Producer: Art Rande, France

www.americanradiohistory.com
**BREAKERS**

**PHIL COLLINS**

Something Happened On The Way To Heaven (Atlantic)

67% of our reporters on it. Rotations: Heavy 6, Medium 25, Light 34.
Total Adds 35 including WARM89, WSNY, KSLS, KAER, B100, 11077.
WMGS, WXTC, WLAC. Debut at number 20 on the AC chart.

**LINDA RONSTADT**

Adios (Elektra)

64% of our reporters on it. Rotations: Heavy 3, Medium 35, Light 18.
Total Adds 16 including KVL1, KS95, KOST, KLSY, WEBE, WRVC, KMJC, WMGN. Moves 29-21 on the AC chart.

**JIMMY RYSER**

Same Old Look (Arista)

55% of our reporters on it. Rotations: Heavy 2, Medium 26, Light 20.
Total Adds 5, WLTF, WRVC, WOBM, KMJC, 3WM, KEZA. Moves 30-28 on the AC chart.

**BEACH BOYS**

Problem Child (RCA)

51% of our reporters on it. Rotations: Heavy 1, Medium 21, Light 23.
Total Adds 10, WZNY, KHLT, WLHT, WFMK, WHNN, WMID, WTWV, KAYN, KCMJ, KTDI. Debut at number 29 on the AC chart.

---

**NEW & ACTIVE**

**TAYLOR DAYNE**

"Heart Of Stone" (Arista) 42/12

Rotations: Heavy 6, Medium 173, Light 849. Total Adds 12, WALK, WJIL, WYBE, WYRK, WMCM, WMOT, WSNY, WJMK, WLTW, WHEL, WACR, WXXL.

**SANTANA**

"Gypsy Woman" (Columbia) 39/15

Rotations: Heavy 6, Medium 155, Light 224. Total Adds 15, WIRC, WYBE, WJMK, WMCM, WSNY, WJIL, WYRK, WXXL, WACR, WMOT, WMCM, WLTW, WHEL, WSNY, KSLR.

**EVERYTHING BUT THE GIRL**

"Take Me" (Atlantic) 38/8

Rotations: Heavy 6, Medium 140, Light 248. Total Adds 8, KILT, WMCM, WSNY, WACR, WXXL, WACR, WMCM, WACR, WMCM, KSLR, KILT, KSLR.

**SEDUCATION**

"Could This Be Love" (Vendetta & A&M) 38/3

Rotations: Heavy 30, Medium 257, Light 264. Total Adds 3, WACR, KSLR, WSNY.

**WILSON PHILLIPS**

"Freebird" (Capitol) 76/0

Rotations: Heavy 6, Medium 111, Light 111. Total Adds 11, WSNY, WMCM, WACR.

**ANITA BAKER**

"My Heart A Mind Of Its Own" (Curb) 17/1

Rotations: Heavy 6, Medium 180, Light 200. Total Adds 6, WACR, WMCM, KSLR, KILT, KSLR, WMCM, WSNY, WACR, WMCM, WSNY, WSNY, KSLR, KILT, KSLR, WMCM, WSNY.

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**ROCKOUT BREAKOUTS**

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<tr>
<td>MARINAH CAREY</td>
<td>88/2</td>
<td>78</td>
<td>6</td>
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<tr>
<td>JAMES INGEMAN</td>
<td>85/0</td>
<td>81</td>
<td>3</td>
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<td>ANITA BAKER</td>
<td>86/5</td>
<td>65</td>
<td>14</td>
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<tr>
<td>MARINAH CAREY</td>
<td>86/2</td>
<td>63</td>
<td>11</td>
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<tr>
<td>BRUCE HORNBY &amp; THE RANGE</td>
<td>76/0</td>
<td>66</td>
<td>11</td>
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<tr>
<td>JANET JACKSON</td>
<td>83/1</td>
<td>59</td>
<td>23</td>
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<td>PAUL YOUNG</td>
<td>83/2</td>
<td>48</td>
<td>30</td>
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<td>GLODIA ESTEFAN</td>
<td>59/0</td>
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<td>NIKKI</td>
<td>71/1</td>
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<td>GO WEST</td>
<td>69/4</td>
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<td>FLEETWOOD MAC</td>
<td>72/5</td>
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<td>MICHAEL McDOUGAL</td>
<td>56/1</td>
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<td>BILLY JOEL</td>
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<td>AFTER 7</td>
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<td>MICHAEL BOLTON</td>
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<td>SISQ &amp; NYASFIELD</td>
<td>54/7</td>
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<td>PHIL COLLINS</td>
<td>59/35</td>
<td>28</td>
<td>24</td>
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<td>LINDA RONSTADT</td>
<td>56/16</td>
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<td>51/2</td>
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<td>SEDUCTION</td>
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**SUMMER HITS**

**ANITA BAKER**

"Talk To Me" (MCA)

**LINDA RONSTADT**

"Ades" (A & R Breaker, Most Added

**DION**

"Sea Swept" (A & R)

**TERRY PENDERGRASS & LISA FISHER**

"Glad To Be Alive" from "Ford Fairtime" on your Desk Now

**SARA HICKMAN**

"Blue Eyes Are Sensitive To The Light" from "Anthracnope" on your Desk Now

---

**HOTTEST**

**JAMES INGEMAN**

**MARINAH CAREY**

**WILSON PHILLIPS**

**BRUCE HORNBY**

**ANITA BAKER**

**GLODIA ESTEFAN**

**JANET JACKSON**

**PAUL YOUNG**

**GO WEST**

**MICHAEL MCDONALD**

**FLEETWOOD MAC**

---

**THEY SIZZLE**

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**www.americanradiohistory.com**

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MY HEART HAS A MIND OF ITS OWN

PRODUCED BY MARTY PAICH AND DAVID PAICH
Arranged by Marty Paich and Joseph Estrin
Musicians: David Paich - Keyboards, Synthesizers
Jeff Pocaro - Drums, Vocals, Cover
Dean Parks - Guitar
Dann Huff - Guitar, Synthesizers, Pianos, Bass
Steve Pocaro - Synthesizers, Keyboards, Vocals
Neil Shirkstein - Bass, Leonard Cohen - Vocals
EXECUTIVE PRODUCER: RUSS REGAN

SALTY MOORE

SIGNIFICANT ACTION

KVIL  WNMB
KESZ  WKCX
WEBE  WFRO
WTCB  KSCB
WAHR  KKLV
KHLT  KIDX
WRVR  KBLQ
WECQ  KWSI
WYKZ

"The affection connection has been greatly enhanced because of Sally's entrancing voice and heart wrenching honesty in "MY HEART HAS A MIND OF ITS OWN."
CARLA FOXX - KESZ/Phoenix, AZ

"Excellent female response! This song is tugging on a heart string. Give it a spin!!"
ALAN HOOVER - WVYY/New Bern, NC

Northwest Ohio has lost its heart to the perfect summer ballad. Sally Moore moves to HEAVY rotation as she musically captures the pain of a 1-sided love!!
LARRY ZIEBOLD - WFRO/Ohio

In the race for quality — there is no time limit!
### NATIONAL AIRPLAY

#### WYNTON MARSALIS

<table>
<thead>
<tr>
<th>Track</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WYNTON MARSALIS</td>
<td>Standard Time/View 3.0 (Columbia)</td>
</tr>
<tr>
<td>2</td>
<td>PAT METHENY</td>
<td>Up's…Fallin' (GRP)</td>
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<tr>
<td>3</td>
<td>ELIANE ELIAS</td>
<td>Elane (Pao Joly - Blue Note)</td>
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<td>4</td>
<td>STAN GETZ</td>
<td>Ajar (A&amp;M)</td>
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<td>5</td>
<td>CHRISTOPHER HOLLEYDAY</td>
<td>On Course (Novus/RCA)</td>
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<tr>
<td>6</td>
<td>MCGY TERRY</td>
<td>Luminous (Blue Note)</td>
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<td>7</td>
<td>TUCK ANDRESS</td>
<td>Reckless (Windham H)</td>
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<tr>
<td>8</td>
<td>MICHAEL FRANKS</td>
<td>Blue Pacific (Reprise)</td>
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<td>9</td>
<td>HILTON RUZ</td>
<td>Open &amp; Right (Novus/RCA)</td>
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<tr>
<td>10</td>
<td>SPYRY GYRA</td>
<td>JAY JAY BEEKMAN Forward (GRP)</td>
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#### DEBUTS

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<td>JONATHAN BUTLER</td>
<td>Deliverance (Joe/RC)</td>
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<td>12</td>
<td>ORTOLONA ADAMS</td>
<td>Circle of One (Fortune/Mercury)</td>
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<tr>
<td>13</td>
<td>LARRY CARLTON</td>
<td>Interlock (Intima/Enigma)</td>
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<tr>
<td>14</td>
<td>ANITA BAKER</td>
<td>Complexions (Endra)</td>
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<tr>
<td>15</td>
<td>CARL ANDERSON</td>
<td>Piece Of A Heart (GRP)</td>
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<tr>
<td>16</td>
<td>TOM GRANT</td>
<td>Edge Of The World (Virgin Forecast)</td>
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<tr>
<td>17</td>
<td>VERNELL BROWN JR.</td>
<td>TJ Total Eclipse (A&amp;M)</td>
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<td>18</td>
<td>BOB JAMES</td>
<td>Grand Piano Canal (WB)</td>
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<td>19</td>
<td>BRIAN MANN</td>
<td>Cad Di Sulto (Narada)</td>
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<td>20</td>
<td>KEIKO MATSUI</td>
<td>Soft Rockers (MCA)</td>
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<td>21</td>
<td>ROD MULLINS</td>
<td>Sings (Next)</td>
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<tr>
<td>22</td>
<td>JOHN TESH</td>
<td>Tour De France: The Early Years (Public Music)</td>
</tr>
<tr>
<td>23</td>
<td>CHESTFIELD</td>
<td>View From The Edge (American Gramaphone)</td>
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**Ken Navarro** "The River Flows" (Positive): 25-6

**Vincent Henry** "Elennt" (JRCA): 25-1

**Michael Franks** "Blue Pacific" (Reprise)

**Peter White** "Hexes (Verve Music Group)

**Wind Machine** (Radio Free)

**Steve Kindler** "Heavy" (Jazztrax)

**Jill Sobule** "Things: Are (Different ERA)

**Richard Elliott** "What's Inside (Enigma)

---

**MEZZOFORTE** (11)

**BRENN RUSSELL** (9)

**SARA K** (7)

**RICCARDO SILVEIRA** (7)

**BOB JAMES** (7)

**KEO KOTTS** (5)

**KEN NAVARRO** (5)

**RICK RUSKIN** (5)

**DWAYNE DILLS** (5)

---

**MICHAEL FRANKS**

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<tr>
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<td>Blue Pacific (Reprise)</td>
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<tr>
<td>2</td>
<td>Moonlight (Reprise)</td>
</tr>
<tr>
<td>3</td>
<td>Road (Coast)</td>
</tr>
<tr>
<td>4</td>
<td>Stay (Coating)</td>
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</tbody>
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---

**STEVE KINDLER** "Across A Barren Sea (Global Pacific)

**YANNI** Reflections Of Passion (Verve Music)

**JILL SORBO** "Things Here Are Different (ERA)

**Richard Elliott** "What's Inside (Enigma)

---

**YUTAKA** "Blaze (GRP) |

**OLETA ADAMS** "Circle Of One (Fortune/Mercury) |

**LARRY CARLTON** "Interlock (Intima/Enigma) |

**ANITA BAKER** "Complexions (Endra) |

**CARL ANDERSON** "Piece Of A Heart (GRP) |

**TOM GRANT** "Edge Of The World (Virgin Forecast) |

**VERNELL BROWN JR.** "TJ Total Eclipse (A&M) |

**BOB JAMES** "Grand Piano Canal (WB) |

**BRIAN MANN** "Cad Di Sulto (Narada) |

**KEIKO MATSUI** "Soft Rockers (MCA) |

**ROD MULLINS** "Sings (Next) |

**JOHN TESH** "Tour De France: The Early Years (Public Music) |

**CHESTFIELD** "View From The Edge (American Gramaphone) |

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**DWAYNE DILLS** (5)

---

**MICHAEL FRANKS**

<table>
<thead>
<tr>
<th>Track</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Blue Pacific (Reprise)</td>
</tr>
<tr>
<td>2</td>
<td>Moonlight (Reprise)</td>
</tr>
<tr>
<td>3</td>
<td>Road (Coast)</td>
</tr>
<tr>
<td>4</td>
<td>Stay (Coating)</td>
</tr>
</tbody>
</table>

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**STEVE KINDLER** "Across A Barren Sea (Global Pacific)

**YANNI** Reflections Of Passion (Verve Music)

**JILL SORBO** "Things Here Are Different (ERA)

**Richard Elliott** "What's Inside (Enigma)

---

**YUTAKA** "Blaze (GRP) |

**OLETA ADAMS** "Circle Of One (Fortune/Mercury) |

**LARRY CARLTON** "Interlock (Intima/Enigma) |

**ANITA BAKER** "Complexions (Endra) |

**CARL ANDERSON** "Piece Of A Heart (GRP) |

**TOM GRANT** "Edge Of The World (Virgin Forecast) |

**VERNELL BROWN JR.** "TJ Total Eclipse (A&M) |

**BOB JAMES** "Grand Piano Canal (WB) |

**BRIAN MANN** "Cad Di Sulto (Narada) |

**KEIKO MATSUI** "Soft Rockers (MCA) |

**ROD MULLINS** "Sings (Next) |

**JOHN TESH** "Tour De France: The Early Years (Public Music) |

**CHESTFIELD** "View From The Edge (American Gramaphone) |

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**Ken Navarro** "The River Flows" (Positive): 25-6

**Vincent Henry** "Elennt" (JRCA): 25-1

**Michael Franks** "Blue Pacific" (Reprise)

**Peter White** "Hexes (Verve Music Group)

**Wind Machine** (Radio Free)

**Steve Kindler** "Heavy" (Jazztrax)

**Jill Sobule** "Things: Are (Different ERA)

**Richard Elliott** "What's Inside (Enigma)

---

**MEZZOFORTE** (11)

**BRENN RUSSELL** (9)

**SARA K** (7)

**RICCARDO SILVEIRA** (7)

**BOB JAMES** (7)

**KEO KOTTS** (5)

**KEN NAVARRO** (5)

**RICK RUSKIN** (5)

**DWAYNE DILLS** (5)

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**CHESTFIELD** "View From The Edge (American Gramaphone) |
"I don't normally write to companies about their products, but I just felt compelled to write and to tell you how much I have fallen in love with Yanni's music. After seeing the 'Reflections Of Passion' video at the end of Entertainment Tonight, I just had to hear more... if it is possible to wear out a CD, mine must be close."

Georgia Davis
Alamosa, NM

"...an exuberant and impassioned performance that drew multiple standing ovations, enchanting the crowd of 4,200 with such romantic, jubilant and sensitive songs as 'The Rain Must Fall' and 'Swept Away' from the new album."

Billboard Magazine on Yanni's June 8th performance with the Dallas Symphony Orchestra.

NAC Chart R&R 7

National Hottest
National Hot Tracks
www.americanradiohistory.com
THE WAY MOVES

Featuring The Hit “One More Kiss”

On: WDHA KTCZ WEQX WVVV KBCO KBLE WXXL WZEW WHFS KCQR KFMU WNCX KCNA WXRT KDHT WMDK WHTG...and many more!

LOWEN & NAVARRO

WALKING ON A WIRE

COMING SOON:
DRAMARAMA’s Smash Hit “Anything Anything”
**NEW ROCK**

**AOR TRACKS**

**NATIONAL AIRPLAY**

**NEW & ACTIVE**

- **Most Added**
  - RED SPEEDWAGON (87)
  - GUNS N' ROSES (50)
  - BAD COMPANY (46)
  - SLAUGHTER (32)
  - JEFF HEALEY BAND (30)
  - BRUCE HORN Sinai (28)
  - CROSBY, STILLS & NASH (21)
  - MOTLEY CRUE (20)
  - ROBERT PLANT (16)
  - LITA FORD (15)

- **Hottest**
  - ALLMAN BROTHERS BAND (133)
  - AEROSMITH (119)
  - JOHNNY VAN ZANT (108)
  - JON BON JOVI (94)
  - CHEAP TRICK (93)
  - BRUCE HORN Sinai (86)
  - DAMN YANKES (74)
  - POISON (71)
  - DON HENLEY (66)
  - HEART (61)

- **Most Requested**
  - JOHNNY VAN ZANT (63)
  - GUNS N' ROSES (54)
  - POISON (46)
  - JON BON JOVI (38)
  - GUNS N' ROSES (32)
  - WINGER (27)
  - CHEAP TRICK (18)
  - FAITH NO MORE (18)
  - ALLMAN BROTHERS BAND (17)
  - DAMN YANKES (17)

**HURRICANE** "Next To You" (Enigma) 363 (32/2)

**ELECTRIC BOYS** "Into The Woods" (Acro) 20/10 (18/7)

**STEELHEART** "Can't Stop Me Loving You" (MCA) 25/6 (19/10)

**LITA FORD** "Lita" (RCA) 24/17 (7/4)

**MASTERS OF REALITY** "The Candy Song" (Delicious Vinyl/Island) 24/2 (4/6)

**DELAMITRI** "Stone Cold Sober" (A&M) 24/6 (24/4)

**DAVE STEWART & THE SPIRITUAL COWBOYS** "Party Town" (Arista) 20/1 (20/6)

**JOE SATRIANI** "Flying In A Blue Dream" (Enigma) 18/7 (19/6)

**BATON ROUGE** "Doctor" (Atlantic) 16/3 (15/4)

**NEW & ACTIVE** — Tracks building in airplay and coming closest to charting. Numbers indicate total requests: adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week’s data.)

**CHARTS** — Albums and tracks showing continued growth are bulleted. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album’s most-reported tracks is listed in parentheses.

**BREAKERS** — Albums and tracks reach Breaker status the first week they are reported by at least 85% of our ACR reporters.

**MOST ADDED** — This week’s most added albums and tracks.

**MOST REQUESTED** — This week’s most requested tracks.

**HOTTEST** — This week’s albums and tracks receiving the most heavy reports.
Traveling Wilburys
Van Morrison - Elton John
Dave Stewart and the Spiritual Cowboys
Paul Simon and George Harrison
Bee Gees - Billy Idol
Edie Brickell & New Bohemians
Stevie Wonder - Eric Clapton
Ric Ocasek - Duane Eddy
Mike & The Mechanics with Paul Shaffer and The World's Most Dangerous Band
Guns N' Roses
Ringo Starr and His All Star Band*

THEY GAVE AT THE STUDIO.

Rock & Roll's top performers have donated new studio work and live cuts to this extraordinary album benefiting Romanian Angel Appeal—the rock community's charity created to aid the estimated 400,000 orphans surviving in squalor throughout Romania.

Included are such rare gems as George Harrison and Paul Simon's 1977 "Saturday Night Live" performance of "Homeward Bound," Elton John's dance number penned especially for the charity and a brand new Guns N' Roses song.

Proceeds from Nobody's Child will go toward the purchase of basic necessities—new plumbing, sanitation, clothing, toys, food and medical aid—to improve the lives of Romania's littlest angels. So, get your wings now. Support Romanian Angel Appeal.

NOBODY'S CHILD
ROMANIAN ANGEL APPEAL
The Album

ALBUM BREAKER

Available Now on Warner Bros. Cassettes and Compact Discs.

*Available on CD only
©1990 Warner Bros. Records Inc.
### AUGUST 3, 1990

#### 170 REPORTERS

<table>
<thead>
<tr>
<th>Reporters</th>
<th>Additions</th>
<th>Heavy</th>
<th>Medium</th>
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</thead>
<tbody>
<tr>
<td>158 - 1</td>
<td>134</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>159 + 0</td>
<td>108 +</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td>144 - / 3</td>
<td>96 +</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>132 - / 2</td>
<td>118 +</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>156 - / 1</td>
<td>89 +</td>
<td>57</td>
<td></td>
</tr>
<tr>
<td>129 + / 12</td>
<td>62 +</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>142 - / 0</td>
<td>75 -</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>151 - / 5</td>
<td>59 +</td>
<td>75</td>
<td></td>
</tr>
<tr>
<td>137 + / 2</td>
<td>55 +</td>
<td>63</td>
<td></td>
</tr>
<tr>
<td>118 - / 2</td>
<td>65 -</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>121 - / 0</td>
<td>69 -</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>146 + / 52</td>
<td>31 +</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>141 + / 4</td>
<td>32 +</td>
<td>65</td>
<td></td>
</tr>
<tr>
<td>131 + / 1</td>
<td>31 +</td>
<td>83</td>
<td></td>
</tr>
<tr>
<td>109 + / 19</td>
<td>37 -</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>96 - / 6</td>
<td>25 -</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>101 + / 8</td>
<td>28 +</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>100 - / 7</td>
<td>16 -</td>
<td>52</td>
<td></td>
</tr>
<tr>
<td>103 + / 6</td>
<td>21 +</td>
<td>42</td>
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</tr>
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<td>47</td>
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</tr>
<tr>
<td>96 / 88</td>
<td>18 +</td>
<td>52</td>
<td></td>
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<tr>
<td>84 + / 6</td>
<td>18 +</td>
<td>51</td>
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</tr>
<tr>
<td>58 + / 9</td>
<td>28 +</td>
<td>20</td>
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</tr>
<tr>
<td>108 / 14</td>
<td>9 +</td>
<td>39</td>
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</tr>
<tr>
<td>100 + / 30</td>
<td>6 +</td>
<td>36</td>
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</tr>
<tr>
<td>93 + / 6</td>
<td>8 +</td>
<td>40</td>
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</tr>
<tr>
<td>76 + / 8</td>
<td>18 +</td>
<td>43</td>
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<td>81 - / 1</td>
<td>13 -</td>
<td>44</td>
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<td>73 - / 14</td>
<td>12 -</td>
<td>33</td>
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</tr>
<tr>
<td>77 + / 11</td>
<td>11 +</td>
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<td>11 +</td>
<td>25</td>
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<td>65 - / 0</td>
<td>5 -</td>
<td>31</td>
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</table>

#### BREAKERS

<table>
<thead>
<tr>
<th>Various Artists</th>
<th>Nobody’s Child (WB) 86% of our reporters on it.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VIXEN</strong></td>
<td>Rev It Up (EMI) 64% of our reporters on it.</td>
</tr>
<tr>
<td><strong>VARIOUS ARTISTS</strong></td>
<td>Adventures Of Ford Fairlane (Elektra) 62% of our reporters on it.</td>
</tr>
<tr>
<td><strong>VARIOUS ARTISTS</strong></td>
<td>Days Of Thunder (DGC) 61% of our reporters on it.</td>
</tr>
</tbody>
</table>

### VARIOUS ARTISTS

- Nobody’s Child (WB)
- VIXEN (EMI)
- Days Of Thunder (DGC)

### MOST ADDED

- Red Speedwagon (88)
- Nobody’s Child (82)
- SlauGhTer (30)
- Lita Ford (15)
- Crossty, Stills & Nash (14)
- Motley Crue (14)
- Vixen (14)
- Bad Company (12)
- Red House (12)

### HOTTTEST

- Allman Brothers Band (134)
- Aerosmith (118)
- Johny Van Zant (108)
- Bruce Hornsby (90)
- Cheap Trick (89)
- Damn Yankees (75)
- Poison (71)
- Ddn Henley (69)
- Heart (66)
- Bad Company (62)

---

LOVIN’ YOU’S DIRTY JOB

---

www.americanradiohistory.com
### PLAYLISTS — Artists are listed once per playlist in the highest rotation they are in that playlist's tracks is reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

For all stations, light rotation is condensed to include only adds to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

Symbols:
- (a) — Album or track is newly reported.
- (M) — Other tracks from that album are in those rotations (medium or light).
- "frozen" — last indicates that a current report was not received, and last week's rotations are included in the database. Stations which fail to report for two consecutive weeks do not contribute any data to this week's charts.

### PARALLELS — Stations arranged by market size, according to Arbitron's MSA population figures. Parallel One: 1,000,000+; Parallel Two: 200,000–1,000,000; Parallel Three: under 200,000.

Stations at a significant ratings disadvantage to an in-market competitor are assigned a lower parallel.

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<thead>
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<th>Market</th>
<th>Call Letters</th>
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<th>Code</th>
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<th>Station Type</th>
<th>Owner</th>
<th>Market Size</th>
<th>PARALLEL</th>
</tr>
</thead>
</table>

*Continued on next page*
CONCRETE BLONDE

"Joey, I'm not angry anymore."

the lead single from bloodletting

CHR 18/5

KSAQ 31 - 13 HOT, Top 5 Phones
KHOP 14 HOT
PIRATE 20 - 17, Top 5 Phones
KFWM 36 - 25
G98 deb 33
WXKS deb 35
KNIN deb 38
KATM deb 30

New This Week:
B98
WDBR
KZFN
WPFR

NEW ROCK #1 For Five Weeks!
AOR TRACK 20
Sales Over 140,000 - 11,000 In Last Seven Days!
### PARALLELS

**August 3, 1990 R&R**

**DUNO**

**Home: 4th & Broadway (Any)**

LP: Design

<table>
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<th>Chart Summary</th>
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<tr>
<td>52%</td>
<td>P2 P3 P4 P5</td>
<td>98</td>
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<tr>
<td>W 11%</td>
<td>P1 P2</td>
<td>98</td>
<td>25</td>
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<tr>
<td>National</td>
<td>Chart Summary</td>
<td>Total Reports</td>
<td>N &amp; A</td>
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<tr>
<td>2-5</td>
<td>P1 P2</td>
<td>98</td>
<td>25</td>
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<td>P1 P2</td>
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**WHYT**

**East 2100**

BOUTS

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**RIIS**

**26-24**

BIEL

RGGI

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**ROOK**

**25-20**

ROKS

RITS a-25

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**GLEO**

**1114.70**

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**JONNY**

**21-17**

FILL

MY MY MY (Motown)

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**M.C. HAMMER**

**Have You Seen Her? (Capitol)**

LP: Please Hammer Don't Hurt Me

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**Don Henley**

**How Bad Do You Want It (Geffen)**

LP: The End Of The Innocence

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**BRUCE HORNSBY & THE RANGE**

**Across The River (RCA)**

LP: A Night On The Town

<table>
<thead>
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<tr>
<td>2-5</td>
<td>P1 P2</td>
<td>98</td>
<td>25</td>
</tr>
<tr>
<td>W 11%</td>
<td>P1 P2</td>
<td>98</td>
<td>25</td>
</tr>
</tbody>
</table>

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**Billy Idol**

**Crackle Of Love (Chrysalis)**

LP: Crammed Live

<table>
<thead>
<tr>
<th>Regional</th>
<th>Chart Summary</th>
<th>Total Reports</th>
<th>N &amp; A</th>
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<tbody>
<tr>
<td>2-5</td>
<td>P1 P2</td>
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<td>98</td>
<td>25</td>
</tr>
</tbody>
</table>

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For more details, please visit: www.americanradiohistory.com

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Continued on next column...
**SEDITION**
Could This Be Love (Vendetta/WCA)
LP Hybrid Market with Live 
Total Reports 265 21%
Regional
West  2 66% 
South  2 66% 
North  2 66% 
Chart Summary 
Pos 47 3 2

**POISON**
Unifyon Bag (Engine/Calling)
LP Pearl And/Beat
Total Reports 396 76%
Regional
West  15 100%
South  2 80%
North  2 80%
Chart Summary 
Pos 2 2 2

**ST. PAUL**
Stranger To Love (Atlantic)
LP Down To The Wire
Total Reports 120 156
Regional
North  2 100%
South  2 100%
West  2 100%
Chart Summary 
Pos 2 2 2

**PRINCE**
Thieves In The Temple (Paisley Park/Will)
LP "Ghosts Bridge St"
Total Reports 208 226
Regional
South  30 73%
North  2 73%
West  2 73%
Chart Summary 
Pos 2 2 2

**KEITH SWEAT**
Make You (Virtuoso/Emira)
LP 11 Five/AVS
Total Reports 175 59%
Regional
West  15 100%
South  15 100%
North  15 100%
Chart Summary 
Pos 2 2 2

**T**
Jerk Out (Paisley Park/Repeen)
LP Pandemonium
Total Reports 211 83%
Regional
West  12 100%
South  12 100%
North  12 100%
Chart Summary 
Pos 2 2 2

**SNAP**
The Power (Atlantic)
LP Worst Power
Total Reports 164 67%
Regional
South  13 100%
North  13 100%
West  13 100%
Chart Summary 
Pos 2 2 2

**SWEET SENSATION**
If Wishes Came True (Atlantic)
LP Line Out
Total Reports 233 62%
Regional
West  3 100%
South  3 100%
North  5 100%
Chart Summary 
Pos 2 2 2
### Significant Action

#### Winger

**Winger**

Can't Get Enuff (Atlantic)  
LP: In the Heart Of The Young  
**Total Reports: 64**  
**Parallel: 25%**  
**Regional: 3%**

**Regional Chart Summary:**

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<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Format</th>
<th>City</th>
<th>State</th>
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<td>UP</td>
<td>927</td>
<td>Minnesota</td>
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<td>KJZP</td>
<td>97.1 FM</td>
<td>FM</td>
<td>927</td>
<td>Minnesota</td>
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<td>92.7 FM</td>
<td>FM</td>
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<tr>
<td>KZUK</td>
<td>95.3 FM</td>
<td>FM</td>
<td>927</td>
<td>Minnesota</td>
<td>4</td>
<td>11</td>
</tr>
</tbody>
</table>

Continued on next column.

### Expanded Music Stats!

More detailed reports are available . . . 3 days earlier . . . from R&R's HOTFAX service. Call for a free sample  
(213) 553-4330.
PHIL COLLINS
Something Happened On The Way To Heaven (Atlantic)
81% of our reporters playing it. Moves: Up 24, Debut 80, Same 26, Down 0, Adds 65 including WPLJ, Z100, WGH, WNVZ, WPWPR, WMC1, WZPL, WLOL, KUBE, HOT102. See Parallels, debuts at number 37.

TAYLOR DAYNE
Heart Of Stone (Arista)
75% of our reporters playing it. Moves: Up 18, Debut 63, Same 52, Down 0, Adds 22 including KHXH, WNVZ, Q102, WPBC, HOT999, WKBG, WMEE, WGRD. See Parallels, debuts at number 40.

MAXI PRIEST
Close To You (Charisma)
65% of our reporters playing it. Moves: Up 101, Debut 17, Same 24, Down 0, Adds 22 including KHMA, WNVZ, Q102, WPBC, HOT999, WKBG, WMEE, WGRD. See Parallels, debuts at number 37.

WHISPERS " Innocent " (Capitol)
Reports: 45, Moves: Up 13, Debut 5, Same 2, Down 0, Adds 16 including WPLJ, KBPU, F106, Q106, KPRR, KJ101, K106, KZZP, K106, KKS, KDWB, KUBE, WPWPR, WMC1, WMEE, WGRD, KQ5, KQ5.

VIXEN " (Emi)
Reports: 46, Moves: Up 1, Debut 5, Same 0, Down 0, Adds 45 including PRITE, KYMA, KZLF, WABX, WRBM, WBBQ, KZ106, WABX, KZLF, KZBF, WRBM, WPWPR, KQ5.

BLACK BOX " Everyday Everybody " (Rca)
Reports: 45, Moves: Up 10, Debut 5, Same 1, Down 0, Adds 16 including WPLJ, KVRX, KBM1, WZGD, PTM, KTHM, KBEQ, KZLF, WABX, WRBM, WPWPR, KQ5.

BELL BIV DEVOE " I'm A Dancer " (Atlantic)
Reports: 41, Moves: Up 21, Debut 7, Same 16, Down 0, Adds 9 including WPLJ, KBPU, F106, Q106, K106, KKS, KDWB, KUBE, WPWPR, WMC1, WMEE, WGRD.

WHO - " We're Your Friends " (Atlantic)
Reports: 40, Moves: Up 8, Debut 15, Same 17, Down 0, Adds 22 including KYMA, KBMA, KYX, WPGC, KXU, KZLF, WRBM, WBBQ, WABX, KBBX, WGRD, WGRD.

DIRE STRAIGHTS " Down That Road Again " (Atlantic)
Reports: 38, Moves: Up 12, Debut 7, Same 21, Down 0, Adds 8 including WPLJ, KBPU, F106, Q106, K106, KKS, KDWB, KUBE, WPWPR, WMC1, WMEE, WGRD.

GEOFFREY " How Bad Do You Want It? " (Geffen)
Reports: 34, Moves: Up 18, Debut 11, Same 14, Down 0, Adds 9 including WPLJ, KVRX, KBM1, WZGD, PTM, KTHM, KBEQ, KZLF, WABX, WRBM, WPWPR, WMC1, WMEE, WGRD.

TOM T. & T.S.O.L. " Two " (Mca)
Reports: 42, Moves: Up 17, Debut 9, Same 10, Down 0, Adds 5 including WPLJ, KBPU, F106, Q106, K106, KKS, KDWB, KUBE, WPWPR, WMC1, WMEE, WGRD.

ANNIE LENNOX " The Promise " (Atlantic)
Reports: 36, Moves: Up 20, Debut 1, Same 18, Down 0, Adds 8 including WPLJ, KVRX, KBM1, WZGD, PTM, KTHM, KBEQ, KZLF, WABX, WRBM, WPWPR, WMC1, WMEE, WGRD.

DAVE GROHL " My Hero " (Atlantic)
Reports: 35, Moves: Up 22, Debut 0, Same 25, Down 0, Adds 4 including WPLJ, KBPU, F106, Q106, K106, KKS, KDWB, KUBE, WPWPR, WMC1, WMEE, WGRD.

BOB MARLEY " One Love " (Atlantic)
Reports: 33, Moves: Up 19, Debut 0, Same 12, Down 0, Adds 4 including WPLJ, KBPU, F106, Q106, K106, KKS, KDWB, KUBE, WPWPR, WMC1, WMEE, WGRD.

DIE KRUPPS " Cyberwars (Cyberwars Theme) " (Rhino)
Reports: 32, Moves: Up 4, Debut 1, Same 0, Down 0, Adds 15 including WPLJ, KBPU, F106, Q106, K106, KKS, KDWB, KUBE, WPWPR, WMC1, WMEE, WGRD.

TRACY CHAPMAN " Fast Car " (Atlantic)
Reports: 32, Moves: Up 26, Debut 17, Same 0, Down 0, Adds 6 including WPLJ, KBPU, F106, Q106, K106, KKS, KDWB, KUBE, WPWPR, WMC1, WMEE, WGRD.
August 1, 1990

Dear Programmers,

When I first took this job, I promised myself that I'd never write one of those 'Dear Programmer' open-letters.

But sometimes, when you come across a record that you believe in with a passion, there's no way around it. So, here I am, trying to communicate our feelings about Michael Bolton's new single, the classic GEORGIA ON MY MIND.

This has been an incredible year for Michael, whose three million worldwide-selling album "SOUL PROVIDER" just passed its 54th week on the LP charts, including more than 20 weeks inside the Top-10. At its core are four smash singles: the title-tune, SOUL PROVIDER, HOW AM I SUPPOSED TO LIVE WITHOUT YOU, HOW CAN WE BE LOVERS, and the most recent WHEN I'M BACK ON MY FEET AGAIN, bulleted Top-5 after ten weeks.

GEORGIA ON MY MIND is the fifth (and final) single from "SOUL PROVIDER." Its performance does justice to every great artist challenged by the song in the past—and certainly brings to mind Michael's heart-wrenching version of another Georgia anthem, Otis Redding's (SITTIN' ON) THE DOCK OF THE BAY (from "THE HUNGER" album).

Winner of the "Best Pop Vocal, Male" Grammy and four SKC/New York Music Awards (including "Best Male Pop Vocalist" and "Best Male R&B Vocalist"), Michael has attained the highest heights. Last month he received the prestigious Creative Achievement Award of the B'nai Brith Music and Performing Arts Unit at their annual awards dinner in New York. And July 25th marked the opening of the most extensive North American tour of his career, with friend Kenny G.

Your audience is going to love GEORGIA ON MY MIND, featuring Kenny G. on saxophone. Give it a few spins and listen to what happens.

Have a great summer!

Burt Baumgartner
Vice President, Promotion
Columbia Records